



# PUBLICITY

## Reading Advertisements Has Helped Make This a United Country

Jim Hawkins props his feet on the rose festooned porch railing in an Oregon suburb and reads the same motor car advertisement that Cousin Peter is studying as he rides home from work in the New York subway.

In Arizona you can buy the same tooth paste and tobacco that are used by the folks in Maine.

California fruit growers advertise their oranges and lemons to the people of the East. New Hampshire factories make ice-cream freezers for Texas households.

There can be no division in a country so bound together by taste, habit and custom.

You can meet up with anybody in the United States and quickly get on a conversational footing because you both read the same advertisements.

Advertising is the daily guide to what's good to buy.

Advertisements give you the latest news from the front line of business progress.

Reading Advertisements enables you to get more for your money because they tell you where, what and when to buy.

And it is a well-known fact that advertised goods are more reliable and better value than the unadvertised kinds.

