not getting genuine Aspirin prescribed by physicians for
21 years, and proved safe by millions. -Say "Bayer" my Aspirin SAFETY FIRST! Accept only an "unbroken package" of
genuine "Bayer Tablets of Aspirin," which contains proper direct tons for Headache, Earache, Toothache, Neuralgia, Colds, Rheu-
 FRENCH ARE STILL PAYING
MORE THAN FOUR TIMES $\quad \begin{aligned} & \text { MISS FILA NELLY OF YORK } \\ & \text { BADLY HURT IN ACCIDEN }\end{aligned}$ HAT THE PREWAR PRICES





Uncle Walt's


SPARING THE ROD


Failures
in 1920
Were
Non-

Jud Tunkins.
$\qquad$ too willing to take advice
spend n whole lot of p
lIstening to conversation.
listening to conversation.
Cooper-It took Blouson five hours
to drive three pigs
den last night.

Some Left,
"Isn't it a pity lovely
"Isn't it a pity, lovely, woman has
no lasting charm?"
"Ste has the she learns how to be
a good cook."
Fifteen thousand people read The Ga
zette every day.
carry a message to
the cheapest ad

## Business

## Advertisers

## DOES A HEN STOP SCRATCHING WHEN WORMS ARE SCARCE?

## Per <br> Cent of the <br> 84

 Water Always Finds Its Level Eventually The laws of Nature are certain and inexorable,and the laws of successful
bus ines business are just as exact. Reasonable capital, care-
fut buying, restricted credit, good salesmanship ail these are absolutely esential
But these things are not
sufficient. They amount sufficient. They amount
to less than nothing if neooles than nothing if poo-
plo not come into the store. The whole organi-
zation is a costly, useless pal the goes you can
sell the on the
shelves. The more people who en-
ter the store and buy, the cheaper the overhead per
dollar of sales. and the greater the profit. That can't get around it nor WILL YOU BE INCLUD. CENTAGE OF FAILURES

Not if your business meth. ods are right-and include
above a 11
JUDICIOUS ADVERTISING.

