

## "Hobson's Choice"

LONG ago Toby Hobson kept the only horses for Ahre in Cambridge. It was his rule that customers had to take the horse nearest to the door, whether they liked it or not. So "Hobson's choice" came to mean-"Take this or none."

Don't be satisfied with "Hobson's choice." Through the advertisements you have a chance to compare and select almost anything you want or need. They offer you the world to choose from.

Advertisements are an accurate index of what other people are buying, selling, wearing, eating, doing, learning; of what the world of industry is aecomplishing for you and how, where and by whom it is being accomplished.

It's a good habit to read the advertisements.
It's a profitable habit, too.

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