

IN THE NATIONAL CAPITAL... It is a matter of... The following... The... The...

A BENCHMARK STORY... Shows the... The... The... The...

CLASSIFIED ADVERTISEMENTS... For rent... For sale... Wanted...

THE WASHINGTON POST... HARRISON ANSWERS... GOODING'S ATTACK... Enemies' Back of the Fight Being Made on Him

EVERYBODY DO IT... D. E. ROBERTS... Buy Now... The OW... Sale of...

...The... The... The... The... The... The...

...The... The... The... The... The... The...

...The... The... The... The... The... The...

DEMOCRATS SELECT MEMBERS... TRIUMPH FOR UNITED STATES... AMERICA'S BEST...

...The... The... The... The... The... The...

...The... The... The... The... The... The...

...The... The... The... The... The... The...

THE OW... SALE OF... BATH... The OW... Sale of...

...The... The... The... The... The... The...

...The... The... The... The... The... The...

...The... The... The... The... The... The...

An Open Letter to the Merchant

The buying public has a distinct interest whether or not your merchant tells you by advertisement that he is making an economic truth that only the merchant who advertises can make price concessions that are really competitive to the smallest per sale profit.

The merchant who does not advertise is necessarily content with small sales, therefore must make a large per sale profit. Again—the very fact that your merchant advertises that his goods are moving every day, therefore you are assured of goods and fresh goods. No merchant can afford to advertise for inspection, stale or shoddy goods. Your pocketbook, your every interest demands that your merchant be a good advertiser.

THE DAILY SIGNAL
 PUBLISHED DAILY
 BY THE SIGNAL PUBLISHING COMPANY
 100 N. W. CORNER OF 10TH AND WASHINGTON STS.
 WASHINGTON, D. C.
 ESTABLISHED 1877

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THREPPIN' DAY.
 A Certain Old Custom That Is Disappearing in the Cities.
 "Threppin' day" is a custom that is disappearing in the cities. It is a day when the merchant advertises that his goods are moving every day, therefore you are assured of goods and fresh goods. No merchant can afford to advertise for inspection, stale or shoddy goods. Your pocketbook, your every interest demands that your merchant be a good advertiser.

THE COST OF LIVING.
 You Can't Buy It Down if You Can't Buy It Right.
 The cost of living is a problem that is facing every merchant and every consumer. It is a problem that is caused by the increasing prices of goods and services. The merchant who advertises that his goods are moving every day, therefore you are assured of goods and fresh goods. No merchant can afford to advertise for inspection, stale or shoddy goods. Your pocketbook, your every interest demands that your merchant be a good advertiser.

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 Funeral Directors and
 Licensed Embalmers
 Lady Assistant
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 SMITH & SMITH
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 Daily postal services
 "We have a choice lot of bargain
 in farm and city property."
 Phone 21
 WEISER, IDAHO
 Sommerck & Cordelle
 UNDERTAKERS
 and Embalmers
 Lady Assistant
 Day Phone 105-290, 246
 Do you want money to build?
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