



**WISCONSIN**  
The Wisconsin State Bar Association...  
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### An Open Letter to the Public

THE buying public has a distinct interest whether or not a merchant advertises. It is in your interest, Mrs. Consumer, whether or not your merchant tells you by advertisement of his wares for—it is an economic truth that only the merchant who advertises can afford to make price concessions that are really competitive, to do business on 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 is a guarantee that his goods are moving every day, therefore you are assured of good goods and fresh goods. No merchant can afford to advertise for your inspection, stale or shoddy goods. Your pocketbook, your satisfaction, your every interest demands that your merchant be a good advertiser.

### WEISER NATIONAL PAINTS

**NORTHAM & MCGAUGH**  
Financial Directors and Licensed Embalmers  
Lody Assistant  
Phone 105

### SMITH & SMITH

Real Estate, Loans and Insurance  
We have a choice lot of bargains in farm and city property.  
Phone 221

### Sommercamp & Cardale

UNDERTAKERS and Embalmers  
111 Main St.  
Phone 100

### Sanitary Table Queen

The Wholesome Leaf  
"Give seat to your appetite, assures satisfaction to your need and leads distinction to your table."  
At your Grocers and the Imperial Bakery  
"Good to the Last Crumb"

### In Society

A society of students...  
A society of students...  
A society of students...

### The Hub

Hub...  
Hub...  
Hub...