

Don't Be Fooled—

“FOOL me once,” says the proverb, “and it’s shame on you. Fool me twice and it’s shame on me.”

Don’t be fooled when it comes to spending your money. Patronize the merchants who have a reputation for fair dealing and honesty. Such motives must actuate the consistent advertiser. The man who invests real money in building a reputation for himself and his merchandise cannot afford to risk any of it by taking unfair advantage of his patrons.

The consistent advertiser pays money to tell you about his goods. He *knows* they are good—he backs them with his money because he believes they will satisfy. Only merchandise which is consistently good can be consistently advertised.

So advertising *protects* you against fraud and inferiority. It tells you what is new and good, making you a wise buyer. It saves you money by pointing out for your consideration *only the best* products and the best places to buy them.

Thrifty men and women read the advertisements in The Evening Gazette. To them it is a plain every-day business proposition — a *duty* they owe to themselves and to their pocketbooks.

Don’t be fooled.



*Don't Spend Your Money Blindly.
Read the Advertisements in The Evening Gazette*