WEDNESDAY, NOV. 7th, 1923

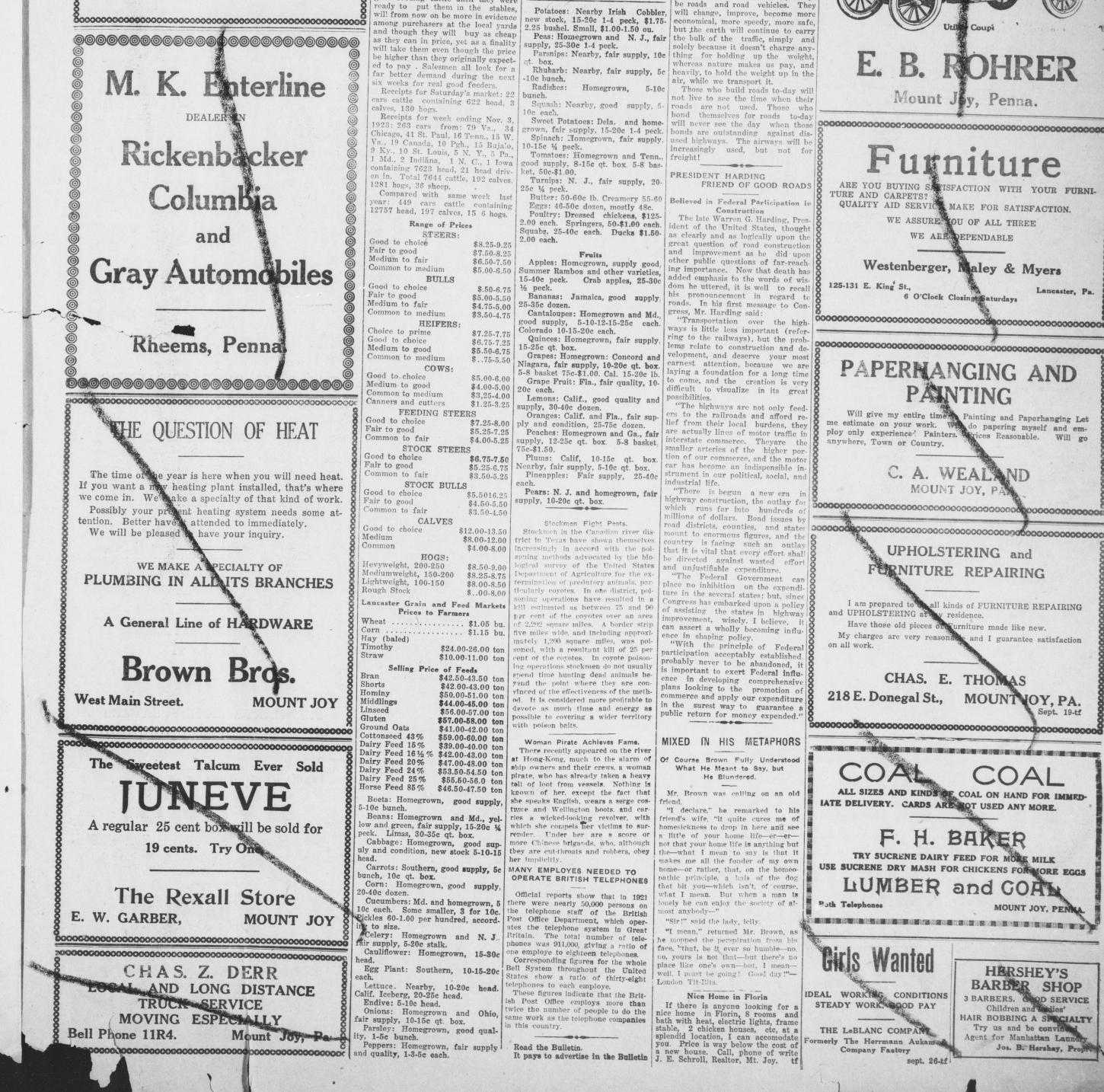
## "All Advertising is Retail and Local"

"All advertising is retail and local in the end no matter where printed or by whom paid for", writes James H. Collins, business expert.

Every merchant, manufacturer or distributor who advertises should tack that sentence over his desk and read it over before he decides upon his advertising A DATA TA plans.

Unless your message is retail and local, it misses the mark, for final sales are both retail and local.

The newspaper, being essentially local, and the great mouthpiece for the retailers, is obviously the medium for the thoughtful who are looking for sales.





THE PRODUCE AND COULD HARDIN LIVE STOCK MARKET **DO ANY** CORRECT INFORMATION FUR-Since Taking Lydia E. Pikham's NISHED WEEKLY BY THE Vegetable Compound This Woman Feels So W 1 BUREAU OF PENNA. MARKETS FOR THE BULLETIN

Keeseville, N. Y.—"I can Lydia E. Pinkham's Veget pound too the good me. I w Market dull. Beef steers steady with week's advance. Compared with week ago 25-40c higher, better grades up most, top for week \$9.30, bulk \$7.40-8.00. Compared with troubled same week last year, top \$10.50, bulk weakness I could hardly do ny work. I saw you advertise-ment in he paper, and read it to my husband He said, 'You he batter to: \$7.75-8.75. All other classes killing 2 6 stock steady. Calves steady, top vealers closing at \$13.50. Hogs steady but showing slightly weaker 2.... tendency, top \$9.00, bulk to butchers You h \$8.50-8.75. Stockers and feeders Veget compared with week ago: feeders pound to I bought six bottles, and by taking I I am not troubled as I was. I am gaining strength and getting fleshy. My finale troubles have vanished and I have lever felt so well. The Liver Fills are to best I ever took. If you think my fitter will en-courage other sufferer ou have my permission to use it as an advertise-ment."-Mrs. SARAH B. USE, Box 177, Keeseville, N. Y. Doing the houseworks or the average show a decided stronger tendency for the best grades, receipts show a marked improvement in quality. The lightweight common kind were harder than ever to sell, in fact they were practically unsalable. There was some activity in the movement of pretty good grades of feeders that had some weight and more inquiry than any week this year for feeders of good quality ranging from 800. 1000 lbs., but salesmen complained

that prices that buyers wanted to

good feeding cattle until they were

Doing the houseworks or the average American family is some ask, and many somen lose their healt on so doing. If ou, as a housewife, a ackache, irregularitie ut and irritable, or troubled with are easily tired have other dis-nused by some Pinkham's Vegpay wouldn't pay out on the basis of cost on the western markets. Local reeable ailments eakness, give Lydia farmers whose practice invariably has been to not buy their supplies of table Compound a triai. Let it help you.



"What's the use of building great highway systems, at an expense of millions and millions of dollars, when in a few short years all the freight and passenger traffic will be carried in the air?" The question is always being ask-

ed by some one, usually some one who is unendowed by nature with faculty of thing straight, but sometimes by those who think, but with-out data on which to go. better tr

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Pinkham'

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The next ten, or the next hundred years, will see enormous strides o I bought I am not made in aviation. Mail, some express, some passenger traffic will go via plane, and much sport and travel will use it. But no future development of aeronautics can overcome the fundamental fact of nature, that to raise a weight in the air and maintain it there, requires power, and that power is an equivalent for value; in our terms, money.

Therefore, no matter how desirable otherwise, no system of trans-portation which requires an expenditure to support a weight, can compete in cheapness with those in which the weight is borne by the earth.

There will always be railroads, al ways be vessels on the water, always e roads and road vehicles. They will change, improve, become more

## The Car for the Girl in Business The modern business woman ne

her own personal transports medium. Chevrolet Utility Co with high-grade body, refined holstery, plate glass winds artistic fittings, stream-lines riding comfort, fully meet quality requirements. Its me ical efficiency and ease of han make strong appeal, and fig ling a11y its surprisingly low price

and lowest per mile cost



Superior Roadster ..... her Superior Utility Coupe Superior Sedan ..... Superior Com. Chasis Superior Light Delivery Utility Express Chasis







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