

**PAGE NEWSPAPER ADS
PUT PEP IN CAMPAIGN**

Address By Advertising Director Of The B. F. Goodrich Company.

E. C. Tibbitts, Advertising Manager of The B. F. Goodrich Company, in an address today turned the searchlight upon newspaper advertising and proved that it rested upon a stable, secure and successful foundation for the widespread promulgation of the gospel of modern merchandizing.

"I don't care how many autos you own, or whether you're a movie bug, or a golf fiend, a card shark, a book-worm, or whether the whole family is down sick, you read the newspapers every-one of you. There's nothing in the realm of print that beats the newspaper-reading habit for hanging on to your curiosity. You must know who is being nominated for president, how many warships went down yesterday, what is happening in town, in other cities and in other countries—and you must know it today.

"And when you read the newspapers you must read the ads. You can't escape them—not when they are written so that they uncover a vital spot in your armor of supposed indifference. Any other kind of an ad doesn't count. You wouldn't read it if time hung heavy on your hands.

"I believe an advertiser should not attempt to capture the full quota of newspaper readers by small space—unless forced to. Use quarter pages and half pages as much as you can. Then your message can't be missed.

"And every now and then run a full page ad. It will put pep into almost any selling campaign. It towers head and shoulders above the other claimants for attention. It is impressive. It's the 'big voice' in modern merchandizing—the voice that is heard 'round the whole city and out across the highways and by-ways of a paper's trading terri-tory. It's a 42 cm. cannon shot—and its deep boom signals a selling victory.

"Every quarter page or half page ad that follows a page has twice the chance to succeed and to interest and impress the great bulk of readers with the advertiser's message. Experience proves it.

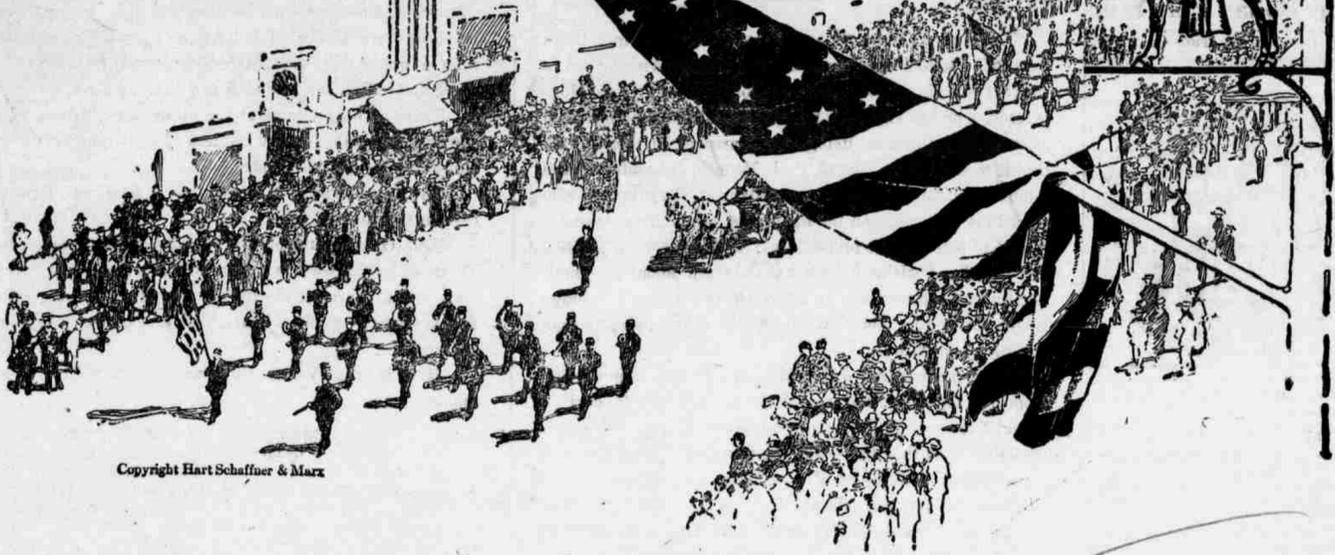
"The B. F. Goodrich Co., recently ran a page ad all over the country entitled 'Integrity—and the house behind the tire.' The effect of this page was electrical. Dealers everywhere pasted the page in their windows. News-paper readers were deeply impressed with the bigness, reliability and good faith of the wonderful Goodrich organization.

"The cost of this page in no sense represented the great dol-lars and cents good-will value which the Goodrich Company se-cured as a result. It was a money-maker, was that page ad. And it has vastly helped its smaller brothers, the quarter and half pages which followed, to sell Goodrich Tires. It put thousands upon thousands of dollars worth of life into the whole campaign above what it cost. It has proved itself a wonderful invest-ment."

**William Young Is
Dead at Oak Grove**

William Young, age 68, passed away at his home near Oak Grove Sunday. He had been a con-sistent member of the Methodist Church at Boydsville for many years, was a progressive farmer and highly respected citizen. He is survived by his wife and four children. Funeral services were conducted at Oak Grove by Rev. D. T. Spaulding.

JULY 4th



Copyright Hart Schaffner & Marx

ON this day in 1876 our freedom was really born; from that day on it was a long, bitter fight, but right won out. In the last decade men have been gaining a new freedom—it's the clothes. They no longer have to suffer the excessive made-to-measure charges nor the time-wasting, delay and uncertainty.

You men can now get just what you want when you want it in ready clothes.

Hart Schaffner & Marx

have been the big factor in this victory. Men everywhere have come to know that no matter what their size or what their taste, they can get something they'll like in these good clothes at a very moderate charge and at a moment's notice.

TRUST THE 4TH OF JULY TO BE HOT

You get real hot weather comfort with the right outside clothes, and the right kind of underwear. The new idea in tropical suits comes from Hart Schaffner & Marx.

They've brought out Dixie Weaves, wonderfully light, cool fabrics that look like regular clothes and require no laundering. They're low priced too. For your outing suit, get Dixie Weave, Palm Beach or Mohair. Cool and comfortable.

Soft Negligee shirts, elegant summer neckwear, cool underwear, fancy silk hosiery, straw and Panama hats, low cut shoes. We are prepared to supply all such needs very promptly and to your complete satisfaction

Humphreys Bros. & Foster

The Home of Hart Schaffner & Marx Clothes

PARIS, ROUTE FIVE

The farmers are busy since the big rain.

There was a big crowd at the singing school at Fairview Saturday night. Everybody reported a nice time.

Miss Bernice Stephenson was in Paris Saturday shopping.

Misses Hattie and Mattie Bridges, of near Cottage Grove, visited on Paris, route 5, Saturday and Sunday.

The big meeting starts at Bethel church the fourth Sunday in July.

Miss Edna Starling was in Paris Saturday.

MONEY TO LEND
On Henry County Producing Farm Lands
LOW INTEREST **LONG TIME**

Money furnished by a TENNESSEE BANK. No waits—nothing to join—no entrance fee. Just as soon as abstract of title is ready, you sign the notes and we pay you the cash.

Bank Reference
Furnished **H. L. BRUCE**

The Strong Withstand the Heat of Summer Better Than the Weak
Old people who are feeble, and younger people who are weak, will be strengthened and enabled to go through the depressing heat of summer by taking regularly Grove's Tasteless Chill Tonic. It purifies and enriches the blood and builds up the whole system. 50c.

The Quinine That Does Not Affect The Head
Because of its tonic and laxative effect, LAXATIVE BROMO QUININE is better than ordinary Quinine and does not cause nervousness nor ringing in head. Remember the full name and look for the signature of H. W. GROVE. 25c.

No. 666

This is a prescription prepared especially for **MALARIA or CHILLS & FEVER**. Five or six doses will break any case, and if taken then as a tonic the Fever will not return. It acts on the liver better than Calomel and does not gripe or sicken. 25c

For Weakness and Loss of Appetite
The Old Standard general strengthening tonic, GROVE'S TASTELESS chill TONIC, drives out Malaria and builds up the system. A true tonic. A sure Appetizer. For adults and children. 50c

NORED BROS. & CO.

..... The Only Exclusive Feed Store In Henry County

HEADQUARTERS FOR

**Wholesome Sanitary Corn Meal
and Graham Flour**

Our Stock is Selected for Quality.
Our Prices Are Made to Give Satisfaction.
This Is Why Our Customers Are Permanent Ones.

?? Why Not You ??

Call and Let's Talk It Over.

Telephone No. 5

Bring Us Your JOB WORK

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