NOTICE!

Good Results
Something can be done for
ARTHRITIC and RHEUMATIC PAINS. Call or write
for free information toHINSON INSTITUTE
Box 246, Richmond, Ind.
Phone 2286

cream for flaky-dry, parched skin. Used regularly, it coaxes skin to look smoother

feel ever so much softer. \$1.00° regularly \$1.75 \$1.95*regularly \$3:00 LIMITED TIMES



1944 General

Trout Fishermen Fail To Agree On. Season's Success

HUNGRY VISITORS

Commandeered Jap Transport on Saipan



She's Giving Them the Eye





ANOTHER INTERESTING





ONLY ONCE A YEAR!

Dorothy Gray CLEANSING CREAMS



WILSON'S



Melly Don PALL PROPRIET

Beautiful tailoring and soft, flattering lines in a stunning crepe rayon. Femining ruffles for the up-to-the-minute touch dignity with versatility. Fall colors red, blue, purple and black, Sizes 12-20.



HOW TO CHOOSE ADVERTISING MEDIU

Choose an advertising medium that will make your Advertising as EFFICIENT AS POSSIBLE . . . a medium that will enable your advertising dollar to do a dollar's worth of work a medium that will give you maximum returns on your investment ... a medium that has proven profitable for successful merchants for more than thirty years.

FOR EFFICIENT ADVERTISING

Choose A Medium That Will Enable You To-

- Reach the largest number of your potential customers.
- Concentrate your efforts on markets that offer you the best opportunity.
- Time your advertising to meet changing conditions in a fast changing world.
- Tell your story to any member or all members of the family reading circle.
- Build good will as you build sales.
- Tie your message to the news of the day.
- Give your ads a local touch, a home-town flavor.
- Get quick results when you want them and need
- 9. And do all this at the lowest possible cost

THE MEDIUM THAT GIVES YOU ALL OF THESE AD-VANTAGES IN THIS AREA IS THE ---

Birmingham Eccentric