WALNUT LAKE NEWS

By DOROTHY KENDALL

Save \$ 00 Luxuria Special



LUXURIA FACE POWDER—in the big \$1 sizes—both for only \$1.00! Stock up now!

LIMITED TIME ONLY



WOODWARD AT MAPLE

aternity. He "Porpoise." Unusual Veal Kidney Chops Can Add wimming so-Considerable New Interest to Meals

CAN **ADVERTISING** PREVENT **DEPRESSION?**

Read The Following Article From Editor and Publisher

Role of Advertising

The clearest exposition of the role played by advertising in the American economy to be presented in many years was contained in the testimony of Thomas D'Arcy Brophy, chairman of Kenyon & Eckhardt Advertising Agency, before the Senate Post Office Committee. It is a role generally misunderstood by the public-atlarge and too frequently by advertising men themselves.

"Advertising is the counterpart in distribution of the machine in production. By use of machines, our production of goods and services has been multiplied. Advertising multiplies selling messages and appeals.

"Hence advertising has the greatest opportunity and the greatest responsibility for moving goods fast enough to keep the machines in our factories running."

That is the heart of Mr. Brophy's statement. It follows that if advertising is prohibited, curtailed or discouraged, sales will decline, production will be stopped and the whole economy will slump. Advertising, the keystone of our distribution system, keeps our great mass production machine operating.

Here is an effective answer to the detractors of advertising.

PEABODY'S Super MARKET

154 HUNTER AT MAPLE . WE DELIVER OPEN EVERY EVENING EXCEPT SATURDAY ... SUNDAY HOURS - 10 A. M. TO 8 P. M.

Peabody's

FRYERS ™ 39¢

Lean Boneless ROLLED RIB ROAST

Choice

Quality

69

MEAT DEPARTMENT

Choice Quality BEEF POT ROAST Ib. 53c

Cudahy-Puritan Brand CANNED HAMS lb. 85c

Todd's Old Virginia

Style SLICED BACON

^{1ь.} 79с

DUCKS

њ. **49**¢

Farm Fresh

Coolidge Ditch

BIGGEST and BEST PRODUCE DEPARTMENT IN TOWN Michigan POTATOES peck 45c POTATOES CIDER, no jug deposit Gal. 53c CELERY HEARTS bch. 19c

Apples By the Pound, Peck & Bushel

We Make Fruit Baskets For All Occasions.

NDY BARS,

FARM FRESH EGGS __med. 65c HATEAU CHEESE ___ 2 lb. 79c GROCERY DEPARTMENT

SCOTTIES 2 for 25 400 COUNT 25c Scot TOWELS

FLOUR _____5 lb. 45e SUGAR _____5 lb 46c Broadcast CORN BEEF HASH 2 for 19c Franco American SPAGHETTI, No. 1 can, 2 for 27c

Swifts CORN BEEF

FALL POPULAR BRANDS OF BEER AND WINE-WE DELIVER