

MR. ADVERTISER:

Do you realize that this paper is the greatest advertising medium in the whole Lake Region of North Dakota?

This week the World took over the title, good will and subscription list of the Inter-Ocean, and the subscription lists have been combined and the two papers will be published from the World office from this time on under the title of

THE WORLD AND INTER-OCEAN

The combined subscription lists of these two papers gives us a guaranteed circulation of over

2,100 Copies Weekly

Do you realize what this means? It means that this paper goes into 2100 homes, almost entirely in the Lake Region. No newspaper published can give the merchants of Devils Lake such advertising value as we offer you. If you are not using the columns of the World and Inter-Ocean you are not only showing poor judgment, but you are actually losing dollars in business.

Start the New Year right by buying space in the

World & Inter-Ocean