

Make Your Advertising Dollar Go Farther...

No business can survive without advertising. Every business, regardless of kind or size, advertises in some form. For without advertising of some nature you would never make a sale. You display your merchandise on shelves, counters and tables. You spend hours dressing your show windows... All that is absolutely necessary.

But it is just as necessary that you use...

Newspaper Advertising

If you would reach the maximum of customers at a minimum cost. Advertising is not an expense... It is an investment.

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Carries the News While It Is News