

YOUR NEWSPAPER

The St. Paul (Minn.) Reporter took the following from a circular sent to retail merchants by a large wholesale house: "The value of your local newspaper to the success of your business cannot be overestimated. Its worth all the support and co-operation you can give it. For the newspaper is a mirror reflecting the life of the community in which you and your store have an important part. Your advertisement is the reflection of your store in the mirror. Everybody sees it there. If it is not there, the mirror is dark where your store should be. You are there, but you cannot be seen. Your store is open for business as usual, but 'out of sight, out of mind.' To keep in step with the progress of the community, to get your share of business, you must advertise regularly. Take your newspaper publisher into your confidence; he can give you valuable assistance. Establish an advertising budget. Plan a regular schedule for your advertisement. Its a policy that is followed by the most successful stores; its an idea that will be profitable for you."

THE STATE PORT PILOT
SOUTHPORT, NORTH CAROLINA