















ABS

Tireless Salesmen

are

PHONE 24
WE WILL CALL

WHEN you present your merchandise to the trade through the medium of good newspaper ads you have tireless salesmen working for you 24 hours a day. They reach prospective buyers in the most remote spots . . . and they expose your merchandise to sales . . . A famous merchant prince once stated, "expose your merchandise to enough customers and you're bound to make a sale." . . . Our advertising columns, consistently used, are bound to help business. We are equipped to give first-class service in modern displays, with type faces, illustrations, copy suggestions and lay-out. Let us demonstrate that newspaper advertising is the most direct route to buyers . . . and the most linexpensive.

THE FRANKLIN PRESS

AND THE HIGHLANDS MACONIAN