

People Trade With the Merchant Who Invites Their Patronage

THE SUCCESSFUL MERCHANT is the one who invites people into his place of business. In his advertising he tells the people of his community what he has to offer them. He tells them where it will profit them to trade with him and then to back up his claims he lets them know what he has and at what price.

You can always depend on the mer-

chant who advertises. He has come to realize that in the hustle and bustle of modern life people do not spend so much time shopping. They read the newspapers, determine what they want to buy and then go to town and buy. Their minds have, to a large extent been made up beforehand because the advertiser has made it easy for them to do this.

ADVERTISE AND MAKE IT EASY FOR PEOPLE TO TRADE WITH YOU

Do You Know What's Going On Around You?

Every week your community newspaper brings to you all the important happenings of the week written in a manner that you can understand; devoid of the things that are unnecessary. It serves to promote a fine community spirit; to keep its readers alive to the needs and the accomplishments of their little world and gives them the gist of the news relating to state and national affairs. If you would be well informed read

THE BREVARD NEWS

ONLY 50c PER YEAR TO SUBSCRIBERS IN TRANSYLVANIA COUNTY

JOB PRINTING--Where Quality, Service and Price are The Chief Requisites

We are equipped to produce printing of the highest quality and are in position to quote the lowest possible prices consistent with good workmanship, good materials and prompt service.

We can produce anything from a calling card to a book. No job too large or too small. Let us quote you prices on your next printing order.

THE BREVARD NEWS

LET US BE YOUR PRINTER