

Another  
**SATISFIED**  
 Customer



**MASHBURN SHOE SHOP**  
 SYLVA, N. C.

Mr. Pierce Wyche, Manager,  
 The Sylva Herald,  
 Sylva, North Carolina

Dear Mr. Wyche:

First, let me congratulate you upon the excellent paper you are giving our community. It is truly a NEWS paper—full of what we local people are most interested in, happenings in Sylva and Jackson County.

Next, I'd like to tell you of the good results I am getting from our advertising. From the fine response it is evident that you are giving local business firms an excellent selling medium.

Our citizens are evidently reading ALL of your paper, including the advertisements. I have been more than pleased with results.

May I wish you continued success?

Very truly yours,

MASHBURN SHOE SHOP

*E. O. Mashburn*

**CONSISTENT ADVERTISING IN THE SYLVA HERALD IS A GOOD INVESTMENT**

**THE SYLVA HERALD**

*A Modern Newspaper In A Progressive County*