



The School Kids Know....

Where the school house is located and that they must attend classes. But just the same the bell rings morning and noon to remind them in case they should forget.

MOST OF THE PEOPLE may know where your business is located and what you have to sell, but just the same it is necessary to remind them frequently in regard to both. Otherwise they may form other attachments and soon forget all about you and your wares.

Advertising is a means of friendly business relationship between you and your old customers, and it is also your card of introduction to new prospective customers. It keeps reminding people about you and your merchandise. It won't let them forget about you.

**Money Spent for Advertising in This Paper Is An
Investment and Not an Expense**

The Mountaineer

There's No Substitute for Newspaper Advertising