

# Mr. Merchant

Spend Your

# ADVERTISING MONEY WISELY!

Like saving money, advertising brings the best results when it is done regularly. And so by wise spending of your advertising budget, we mean a program of regular advertising, worked out in advance.

The merchant who plans his sales program carefully, and uses adequate space in the Kings Mountain Herald, regularly will not only increase his sales and profits—he will build a foundation of good will that will benefit him for many years.

CALL US TODAY

**Kings Mountain Herald**  
Quality Printing — Phone 167