

ADVERTISING . . .

Does Four Things!

If you conduct a retail store, there are four things you wish to do.

1. You wish to **HOLD** all of your present customers.
2. You wish to **SELL** more goods to your present customers.
3. You wish to **REPLACE** with new customers the old ones who moved away.
4. You wish to **INCREASE THE NUMBER** of your customers.

Thus you have four objectives. Not one of these objectives can be reached by doing nothing. None of these objectives can be wholly realized without advertising. Resolve today to increase your business in 1937 by a well planned advertising campaign in the pages of the most popular newspaper in the Albemarle . . .

THE Chowan Herald