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## What Will You Do With Your

 CHRISTMAS "EFTOURE"has "left over" after the holidays must be kept another full year.
The wise merchant will begin now to push sales of all Christmas merchandise, for what he That means money tied up and profits lost by being unable to "turn" the merchandise at frequent intervals, as is done with other merchandise.

Your best solution of the prob. lem is to let the public know-
what you have and at what prices. People are buying now instead of waiting as in the past few years, because they have ready money to spend.

And the buying public is waiting for you to tell your story as a guide to intelligent shopping.

Newspaper advertising will do the work and save you an unpleasant experience after the holidays, by reducing to a minimum your "left-overs."
JOURNALPATRIOT CIRCULATION FIGURES ARE INCREASING RAPIDLY ENABLING YOU TO REACH AN EVEN GREATER NUMBER OF BUYERS DURING THE HOLIDAY SEASONAND AFIER, NOW, IT COSTS MORE THANIEVE NOLLAR PROFIT BYIT.

## Present Your Offerings Through

 The Jomalal-Patriot Advertising Columns