## advertising will do it

The billions of dollars that our government and foreign nations are borrowing from our people will be spent right in this country for foodstuffs and war supplies of all kinds.

The bulk of this money will find its way into the hands of the millions of wage earners, and they in turn will spend most of it for the necessities of lite.

This community'will get its share of those billions.

The shrewd home merchant knows this and is already mapping out an extensive advertising campaign to offset the tremendous efforts of the mail order houses and merchants of tne larger cities. He will get his share of the business, because advertising will bring it to him.

The local merchant who forgets to advertise, who expects to increase his business without a proportionate increase in legitimate publicity expense, may discover to his cost that he is decreasing it instead.

The public takes every man's number.
binhow

## HighPointEnterprise

The Only Daily Newspaper lin the City
Both Telephones No. 12

