

# ADVERTISING

VS

# BANKRUPTCY

A trade publication points out that, according to Bradstreet's report for 1930, that 95 percent of all business failures were non-advertisers. One does not hesitate a minute about insuring his home or place of business, but how about the business itself?

The successful business man is the one who goes after business. the failure is the one who sits around and waits for business to come to him. Bradstreet's percentage shows that the going business man is an advertiser.

**There's No Substitute For**

**ADVERTISING**

**IN**

**THE WAYNESVILLE MOUNTAINEER**

*Has More Paid-In-Advance Subscribers In Haywood County Than All Other*

*Weekly Newspapers Combined*