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Have Your Meat ${ }^{6}$

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For Details Inquire At The
Frozen Food Lockers

## －At－

## Farmers Feceration



Local Negro France Jan．6th











 Fred Ratcliffe Opens Electrical Business In Town

 general electrical contracting and
repair work．
Mr．Rratclife has been connect－ ed with the elcetrical departmento of
Champion Paper and Fibre com－ pany for the past 14 months．He
has had 17 years experience in the
electrical feld

J．W．Shook， Civic and Masonic Leader，Dies
$\qquad$ Don＇t Delay．．．Come Register for $\mathrm{Y}_{\mathrm{c}}$
Nylon Hosiery Today！

## Belk－Hudson Co <br> ＂wos tuat

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－MEMO TO ADVERTISERS

For the information of our advertisers，A．B．C．auditors make a complete，annual audit of our circularion．


## Audited distribution for your Advertising

$\mathrm{G}^{\text {OoD advertising copy and attractive }}$ the success of your advertising．But from the standpoint $0^{\prime}$ final results the answer depends upon the distribution of your advertising．
When you buy newspaper advertising you are paying for an opportunity to talk to people about your merchandise and service．What you get for your money，therefore，depends upon how many people there are in your audience， where they are，how this audience was obtained，and many other facts that indicate the value of the circulation as a market for what you have to sell

In order that our advertisers may have this information and thus be able to invest in advertising space in this newspaper on the basis of known，verified facts，we are members of the Audit Bureau of Circulations．
The Bureau is a national，cooperative association of publishers，advertisers and advertising agencies．Every year one of the trained auditors employed by the Bureau makes an audit of our circula－ tion records．This audited information is issued in official A．B．C．reports cover－ ing each member publication．X void guesswork and speculation when you advertise in an A．B．C．newspaper．

## THE MOUNTAINEER


Come in and Register For Your

In order to distribute our first limited shipments of Nylon Hosiery as fairly and as efficiently as possible to our customers，we are prepared tt register our customers．Come to our hosiery de partment now for complete information．The Nyon stockings have not yet arrived．but we hope to have them for you in the near future． Our advertisement announcing the arrival of Nylons will appear in this newspaper．Hosiery will be distributed in the order of registration nents <br> \title{
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