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A Community-Wide Policy
of friendly co-opertation constitutes one of the chief aims of this institution, We believe in this community; we have faitk in the farmer, the merchant, the wage-earner, and we are willing to back up our faith with the fullest measure LET'S GET BETTER ACQUAINTED

## The Wayne National Bank

## Discounting the Count

A COUNT used to be a man in charge of 500 persons to whom he was a sort of overlord. This is not true today because of altered political conditions. We still have Counts, but the Count business has changed somewhat. Business, of all kinds, has undergone something of a revolution. It was not so many years ago that pack peddlers were the sole distributors and transporters of many of the household articles of the day. Their legs set the limits for most distribution problems in those
 Modern transportation, progressive sales methodsand advertising -have broken the shackles of time. They make a speedy job of what used to take years. Through advertising many an article has been introduced simultaneously in stores all over the country.
Advertising today is the method used by business to tell you why yqu should have certain goods and how to identify those goods. The advertisements you find here are a truthful catalog of needed merchandise. Articles of all kinds and for all purposes are presented in a pleasant way through the medium of type and picture. The outstanding requirements of every member of the family are met by offers of good merchan-

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Use the advertisements or guidance and you will be a constant gainer

## The Goldsboro News

