

REPUTATION

is Repetition!

Regular insertions in the News-Journal will build a reputation for your name—and for your wares. Successful merchants the country over have proven this fact through years of successful use of newspaper space.

TELLING

is Selling!

Make your frequent messages interesting to the purchasing agent for the family—Mrs.—is the lady you're talking to.

The News - Journal

is your sure avenue of approach! Any Raefordite will tell you that.