

## 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.