



There's no seller without a buyer!

The store looks big. It employs lots of people...has hundreds of yards—maybe miles—of shelves with tens or even hundreds of thousands of items—all neatly packaged and arranged.

And yet, there's nothing bigger in the store than you. No detergent, no can of soup, no great new frozen idea.

Because no matter how hard the seller sells, if you don't like what he sells—there's no deal.

That's how the system puts you in control. You tell the seller whether you like his wares—or not.

He'll get the message. It's very brief:
"You pays your money and you takes your choice."

"Coast To Coast Newspapers Sell The Most"

The *CHEROKEE*



SCOUT

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and *Clay County Progress*