

# Keep A-Working at Your Claims!

The prospector who stakes a claim, even in the Porcupine, and then sits down and waits for it to develop itself, well, he isn't much of a prospector.

The business man who starts a business, even in the Porcupine, and then sits down and waits for it to grow, well, you see the point.

You must work your claims. You must work up your business. Advertising is the keynote to success in working up a business and for the Porcupine the medium, the one and only medium, is the Porcupine Advance Advertising in The Advance will keep your business developing. It will bring out the pay streaks. It will show the free gold. It will make your business grow from a prospect to a mine.