

That Fellow Feeling

YOU are all wrapped up in the merchandise that fills your store. You enthuse over the quality of this article and that line. You probably display the goods attractively too.

All you need now is to transmit your enthusiasm to the buying public of your community---and your goods will move out and profits roll in.

ADVERTISE. For advertising makes the customer feel as you do about the goods you have to sell. Every time you talk to prospective buyers through an Advertisement in "The Porcupine Advance," you are increasing the fellow feeling that brings business to your store.

"An Advertisement is an Invitation"

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