

HOW'S BUSINESS?



“Business is as good as we make it” is the answer of business leaders. And it is worth while to note that most big businesses owe much of their success and prestige to the steady use of Advertising.

ADVERTISING in The Advance would help you promote your business. It would attract new customers, retain the good will of old ones and increase public confidence in your store and service.

ADVERTISING is simply salesmanship in the mass. It is an efficient low-priced salesman. Investigate its merits.

Let us show you our new Free Advertising List service. Phone 26, and a representative will call.

**Progressive Merchants Advertise
in The Porcupine Advance**

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