


## Building a Retail Business

The features that build a retail business are WORTHY GOODS POPULAR POLICIES, COURTEOUS and CAPABLE SALESPEOPLE, SMART and SERVICE.
Au these features are necessary, and all of them togethar constitste a piooPER BASE for the most important thing of ALL-NEWSPAPER ADsee establishments in evary town that a few years ágo were small, but which have grown BIG and PROMLNENT - in every town, too, you see he slow-moving conservative kind.
They were small when you first knew thom, but they are relatively smalles now. They continue to plod along in the ways of the PAST, losing a hit-
tle MORE trade each year to the MODERN feliow whose shop looms bright and alluring just across the way
WHY IS it that the old-fashioned places are DWINDLING and ffickering out one by one like spent candles? And why is it that right alongside of them
are OTHER places which are FLOURTSUNG and PUSHING AHEAD with EVER-LENGTHENING stride? Do you WISH TO KNOW the meser 12 Ad mernsa
Manage a business in a way that will make thet business WORTH talling about in the daily newspapers-then apply your PRINTERS INR! Thi
ewards of TRADE go to those that KEEP UP WITH THE AGE!

## Advertise in the Courier

