













# If You Read This Through It May Do You Some Good--If You Don't It Certainly Can't These Are Fighting Times

There was a time when business came without courting—now it means a fight, and a good stiff one, to bring home the bacon.

And how many are really fighting—how many are using all legitimate weapons to get what business there is and to be in a position to reap the harvest when it comes, as it surely must and will?

## ARE YOU ONE OF THE FIGHTERS?

Are you really satisfied with the effort you are putting forth to get more business and to hold what you already have?

One time Sapolio was the most widely used cleaning compound offered and sold on the American market. To-day—try to buy a package.

Sunny Jim used to be a familiar personage in everyday life. Ever hear of him now?

And there are thousands of other examples where manufacturers, jobbers, and retailers thought they needed no further publicity for they were so well known. They became satisfied. They stopped progressing and started slipping.

## ARE YOU ONE WHO IS SLIPPING?

Some argue both ways. When business is good "what's the use of advertising?" When business is bad "what's the use of advertising." And yet consistent and persistent advertising has made and held the big business of the world—and history keeps repeating itself.

## ARE YOU MAKING THE MOST OF THE PRESENT SITUATION?

Are you drawing in your horns and mistakenly waiting until times get better or are you "hitting the ball," fighting from every angle, making the most of the situation, making today pay a little more than today's cost? Are you really doing all that you can to make things better or are you encouraging the present conditions by falling into the same sleep that you condemn in others? Be honest with yourself—what's the matter with you?

## STIMULATE YOURSELF AND YOUR BUSINESS THRU ADVERTISING

Take advantage of every possible way of making good with your customers and the many more who will be attracted to you when you come alive—while the other fellow keeps sleeping. Use every form of advertising that will hook you up with what business there is now and what the future holds in the way of increased business. Be ready and waiting for the change.

## USE NEWSPAPER ADVERTISING

There is no form of advertising offered any business man which returns as big results for the amount INVESTED as in newspaper advertising. It is not possible for you to reach so many, hold their attention at a time when they are in the mood for reading in their own homes, at anything like the low cost of newspaper advertising. The News goes into the Donley County and nearby county homes whose business you want and must have in order to survive.

## USE DIRECT MAIL ADVERTISING

Fight for business with the same weapons that the successful mail order houses fight for it—and get it. Use direct advertising. Use it frequently and effectively. It costs more than newspaper advertising but its good.

## ALL THESE ARE GOOD AND WE OFFER YOU ALL

The News is equipped with the necessary firearms for you to do your business fighting—all cocked and primed to go. If its newspaper advertising we offer a medium of real conveyance. If its direct advertising our job presses and ideas of better printing are waiting for you to say the word.

## USE US FREELY—USE US OFTEN

We are ready to serve you with ideas and with the goods. Let's go. Let us help you to wake up—and together we will awaken the other fellow—or at least be ready for him when he does awaken.

CALL 66 FOR "CONSULTATION"

**THE CLARENDON NEWS**  
Clarendon, Texas

