

Texas Press Clipping Bureau

DALLAS

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SOME FACTS ABOUT NEWSPAPER ADVERTISING

A few days the Monnig Dry Goods Co., of Fort Worth, carried eight pages of advertising in a Sunday edition of the Star-Telegram, and those who have any doubts of the merits of newspaper advertising should read below what the Monnigs say:

"Advertising is a builder of good will and for this reason it is especially valuable to all business concerns. Good will makes friendliness and good friends are always good customers.

"Regularity of advertising is another thing of importance to the merchant, and it is in this manner that we have made a consistent effort to keep our name before the public so that when they think of dependable merchandise they think of our store.

"No business can continue to operate successfully without advertising because it is the only method a merchant has to carry his message to the buying public and for this reason the matter of advertising is a subject of unusual importance to every business institution."