CAMERON COUNTY PRESS. | $\begin{array}{c}\text { H. H. MULLIN, Editor and Proprietor } \\ \text { Published Every TTursday }\end{array}$ |
| :---: |
| EMPORIUM. - PENNSYLVANIA |

WAIT FOR THE FACTS


RHEUMATISM R解是


Nervous Women will find that Nature responds Bechams Pills




$\underset{\substack{\text { about } \\ \text { ing } \\ \text { Wal }}}{\substack{\text { and }}}$


|  |
| :---: |
| advertisements, like Mary has in her room," said Willie, |






RHEUMATISW LUMBAAO, SCIATICA
NEURALAIA and KIDNEY TROUBLE



HIS ad. is directed at che
man who has all the
business in his line in
this community
II Mr. Merchant -You say
you've got it all. You're sellyou've got it all. Youre sell-
ing them all theylll buy, any-
how. But at the same time you would like more business.
II Make this community buy
more.
I Advertise strongl
ently, judiciously.
I Suppose you can buy a lot
of washtubs cheap; advertis of washtubs cheap; advertise per. Put in an inviting pic-
ture of a washtub where ture of a washtub where
peopple can see it the minute
they look at your ad. Talk strong on washtubs. An
you'll find every woman in this vicinity who has been
getting along with a ricket getting along with a rickety
washtub for years and years
will buy a new one from yous will buy a new one from you.
(I That's creative business


Word-of-Mouth Advertising

Passing encomiums, only over
your store counter, about the quality of what you've got to
sell, results in about as much sell, results in about as much
satisfaction as your wife would get if you gave her a box of
cigars for Christmas.
Advertising in This Paper
lalks to everybody at once and makos
them talk back with money.


