

A Message Of Importance To Any Business Man Interested In Improving Spring Business

Now---more than ever-- THE POST opens the way to Spring Sales



SPRING IS ALWAYS a busy time in the rich rural-suburban area surrounding Dallas.

There are homes and barns to paint, fields to be sowed, automobiles to be put in good shape for the Summer, depleted supply shelves to be filled, cottages to be improved, houses to be cleaned and new equipment to be bought in time for Spring work.

Through March and April a steady stream of dollars flows out of the homes and farms here and into the cash registers of alert, conscientious merchants.

Each year The Post inaugurates the period of heaviest buying with its Home and Farm Edition, an issue devoted to timely news, advice and advertising of special interest to the army of buyers and timed to catch the tide of dollars at its height.

This year the area about Dallas will have its greatest spending spree in seven years. For one thing, there are more farms and more farm-owners to buy. In one township alone, personal property tripled last year. Farm prices are up. Building is climbing steadily. Least effected of any Luzerne County communities by the depression, these towns in The Post's trade area are ahead of their neighbors in the upward trend. Now, more than ever, The Post's Farm and Home Edition opens the door to Spring sales.

A ready-made market, with money to spend, awaits the advertisers who are ready to ride the tide of incoming profits. Cash in on the unchallenged sales power of the Farm and Home Edition. The advertising department of The Post will gladly assist you with merchandising counsel. The advice of men with years of advertising experience is yours for the asking.



On April 10th, The Dallas Post will publish its annual Farm and Home Edition in the interests of the farmers from the vast agricultural region which covers the North and Western half of Luzerne County.

In that issue, besides the large volume of editorial matter of interest to these farmers, there will be an unprecedented volume of advertising from firms which will sell thousands of dollars worth of merchandise to

these farmers this spring.

Here is your opportunity, if you have anything to sell a farmer, to get your message to the customers you want. There will be no other method as efficient and as inexpensive.*

All advertising copy should be sent in immediately. If you want information about rates, circulation or any help in preparing an advertisement, we will provide that assistance gladly, without obligation.

*Insofar as possible, every farmer in this section will be contacted. A circulation of at least 5,000 is guaranteed for this issue.

PHONE DALLAS 300

The Dallas Post.

More Than A Newspaper, A Community Institution