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Dixie Obbink
Licensed Insurance Agent
(605) 900-6737 Office number
(605) 868-0257 Text
pinnacleinsurance605@gmail.com
License #40461425

Pinnacle Insurance Group
208 E Holly Blvd, Brandon, SD 57005

To make appointments for either pickups or donations, call 582-7001. The BAFP is open from 4-6 p.m. Tuesdays and Thursdays.

BAFP executive director Linda Weber asks groups that conduct food drives to contact the Pantry prior to dropping off donations.

Used eye glasses and hearing aids for the Brandon Lions Club may also be dropped off at the BAFP.

District 2 legislators to take part in Feb. 25 Legislative Coffee in Sioux Falls

District 2 legislators – Reps. John Sjaarda and Dave Kull and Sen. Steve Kolbeck – will take part in a Greater Sioux Falls Chamber of Commerce Legislative Coffee from 10-11:45 a.m. Saturday, Feb. 25 at The Hub auditorium at Southeast Technical College, 2001 N. Career Ave. The event is free and open to the public. It will also be livestreamed on the Chamber's Facebook page.

Lego building contest on Feb. 25

Kingbird Coffee is hosting a Lego Building Contest from 1-3 p.m. Saturday, Feb. 25. The contest is open to kids in three different age groups: 5-8, 9-11, 12 and up; prizes will be awarded in each age group. Competitors will have one hour to build, and must provide their own Legos. No Legos may be connected before arrival, and entrants must create something using no laid-out plans.

To RSVP, stop by Kingbird Coffee or message them on their Facebook page.

Tickets on sale for BV Athletic Hall of Fame

Tickets for the 2023 Brandon Valley Athletic Hall of Fame Banquet on Saturday, March 25 at Holiday Inn Express in Brandon are available by calling the high school office at (605) 582-3211. Tickets are \$25 each. Social hour begins at 6 p.m., dinner at 7 p.m. and the program at 7:30 p.m.

This year's inductees are Brad Helm, coach and contributor; Bob Logan, contributor; Matt Vandenberg, BVHS Class of 2013; Jack VanLeur, BVHS Class of 2006; and the 1986 Lynx track and field state championship team, which was under the guide of head coach Lyle Clausen.

The event is sponsored by the BV Athletic Booster Club.



Pancake Breakfast

Brandon Valley American Legion Baseball Pancake Breakfast Fundraiser

VALLEY SPRINGS
American
LEGION HALL

SUNDAY
February 19th
SERVING 8 AM TO 1 PM



\$3 off
any regular-priced pizza

No other offers apply


Call 582-7979
1224 E. Holly Blvd. Brandon, SD

Find us on







Audition dates set for MCAP spring show

Auditions for *At Long Last Leo* by Mark Stein will be held at the Corson Playhouse at 7 p.m. Thursday, Feb. 16 and 2 p.m. Saturday, Feb. 18.

As usual, auditions will involve filling out an actor information sheet and reading from prepared sides. To be extra prepared, visit mightycorson.com/audition to check out the audition form and the sides ahead of time.

February list needs at the Brandon Food Pantry

This month's needs at the Brandon Food Pantry are small boxes of PopTarts, Manwich, SPAM, pizza sauce and crust mixes, hard taco shells, muffin and cookie mixes and paper towels.

A LIFE OF FAITH

Beaver Valley Lutheran Church welcomes you to worship this Lenten season.

HOLIDAY INN EXPRESS
Supper - 5:30 pm
Worship - 6:45 pm

Beaver Valley Lutheran Church ELCA
A place for new beginnings
www.beavervalleylutheran.org

Beginning on Ash Wednesday, February 22 and following through the six weeks of Lent, we will gather for a simple meal and then "come as you are" evening worship, remembering that we are all growing into *our lives of faith.*



- 1) We are Claimed**
FEBRUARY 22
- 2) We are Fed**
MARCH 1
- 3) We are United**
MARCH 8
- 4) We are Taught**
MARCH 15
- 5) We are Saved**
MARCH 22
- 6) We are Sent**
MARCH 29

MICHAEL GROSS
BROKER ASSOCIATE



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YOUR DREAM HOME!"
MICHAEL@HEGG.COM



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2 bedroom apartment in Brandon.
Rent based on income.
Must qualify by family size and
income. Rent based on income.
Equal Housing Opportunity.
Skogen Company 605-263-3941

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marmeninc.com.

NOTICES
Reach over 8,000 people in the
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30 for 30 classifieds: 30 days, 30
words, 30 dollars. Contact Carl
Dearthoff, advertising@bvjournal.
info or (605)261-3012.



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★ NOW SHOWING ★



AVATAR
THE WAY OF WATER

Fri, Tue. & Thur. – 7:00pm
Sat. & Sun. – 2:30, 4:45, 7:00pm



Bring this ad in for
\$1 OFF any size popcorn
Expires 2/17

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511 E. 4th St. • Dell Rapids



Help Wanted!
— Medication Aide —
Openings for full time/
part-time Med-Aides
Shifts are 7am-7pm or
7pm-7am. Must be able to
work every other weekend.
Job Requirements
Med-Aide: High School
Diploma or GED Required
per State of South Dakota
Training available for a
full-time position as a
medication aide.

Helping Hand
Assisted Living Inc.
1000 Teakwood St. Brandon, SD 57005
Steve or Christina @ (605) 582-7939
christina@helpinghandassistedliving.com

HELP WANTED
BAR MANAGER
➤ Great hours, great tips,
great customers
➤ Bartending experience
required
Please inquire in-person or by phone
Monday thru Friday from 12pm to 6pm
(605)582-3411
VFW Three Rivers Post 4726
321 Main St., Brandon, SD



HELP WANTED
SEASONAL/PART-TIME
Valley Springs Farmers Co-op has an opening
for two seasonal part-time positions this spring.
Requirements for the job:
• Class A or B license or the ability
to obtain a seasonal class B
• Work long hours
• Lift 60+ pounds
• Climb onto tender trucks to clean
out the hoppers
• Be able to drive late model trucks
If interested, contact us Monday - Friday
7:30 a.m. - 4 p.m. | Call (605) 757-6288
400 Broadway Ave., Valley Springs

Find us on   

SOLUTIONS

Puzzle Solution Sudoku

3	2	4	9	7	6	5	1	8
7	5	6	8	1	3	4	2	9
8	9	1	5	4	2	3	7	6
6	4	9	1	2	5	8	3	7
2	3	8	7	6	4	9	5	1
5	1	7	3	8	9	2	6	4
1	8	2	4	5	7	6	9	3
9	7	5	6	3	8	1	4	2
4	6	3	2	9	1	7	8	5

Puzzle Solution © OnlineCrosswords.net

L	E	S	S		A	S	S	E	T		D	A	F	T	
A	C	H	E		S	L	A	S	H		O	S	L	O	
I	R	A	N		P	O	S	S	E	S	S	I	O	N	
R	U	R	A	L		T	H	E	R	E		A	R	E	
		P	T	A	S			S	E	M	I	N	A	R	
S	T	E	E	P	L	E	S		S	I	N				
E	O	N		S	I	R	E	N		S	C	A	B	S	
A	G	E	D		T	I	N	E	S		A	C	R	E	
M	A	R	I	A		C	O	M	M	A		C	I	A	
			R	M	S			R	O	O	T	B	E	E	R
S	O	M	E	O	N	E			G	O	E	S			
A	H	A		N	E	A	P	S		P	A	S	S	E	
G	A	R	A	G	E	S	A	L	E		T	O	O	L	
A	R	I	D		R	E	P	A	Y		I	R	A	S	
N	E	E	D		S	L	A	T	E		T	Y	P	E	

Coming in tomorrow's
BRANDON VALLEY
Journal



A Brandon Valley next week, and we've
teen makes a return got the "knowledge"
appearance on Jeopardy! behind his game show
experience that will have
you tuning in.
The preliminary plans
for Chestnut Ridge
have been approved.
So, now what's next for
this new development
on Brandon's eastside?
Check out tomorrow's
Journal to learn more.
This week's Journal
brings you to the
sidelines of our Lynx
basketball and wrestling
teams, and brings you
the story of how Paisley
Hoff balances playing
basketball and managing
diabetes.
If you're a racing fan,
Tom A. Savage gives you
the details on the World
of Outlaws 2023 season,
which kicks off in Florida
and eventually makes its
way to Brandon's famed
Huset's Speedway!
With this being Cupid's
big week, our annual
"Brides & Bouquets"
special section will
be tucked inside your
Brandon Valley Journal.
Even if you won't be
marching down the
aisle, this section puts
local names and faces in
the headlines.
If you find yourself
asking, "I wonder what's
going on ...?" It's time
to subscribe to the
Brandon Valley Journal!
Give us a call at 605-
582-9999 to subscribe
today so you, too, can be
in the know.



Ask the Motor Medics®
Automotive Advice from The Under the Hood® Show

Dear Motor Medics,

I have a 2005 Chevy Malibu and my power steering has started to give me trouble. I'm a regular listener of your Under The Hood radio show and even though I'm not much of a mechanic you have motivated me to get under my own hood and see what I may find. I thought I'd start with the fluid but now I feel a little strange because I can't seem to find where to fill it. I don't even see hoses in the area of the steering gear. Am I missing something? I love the show guys, keep up the great work!

Dawn in Memphis Missouri

Dear Dawn,

Don't lose confidence in your mechanical abilities. You are not missing something, the car is. It's missing power steering fluid and hoses because many vehicles are now switching to electric power steering. They eliminate the fluid pump and hoses and use an electric motor attached directly to the steering gear which provides electric assist. It can be a good thing as some of the cars will provide electric steering assist if the engine were to stall, helping with safety. The downside is that they can be very expensive to repair. Check with your local dealership if yours is causing you trouble. They did have a recall on some of them and if yours is one then you could save hundreds of dollars by making a phone call to find out if it's included.

Take care, the Motor Medics

Dear Motor Medics,

The tires on my 2014 Lincoln drop air pressure. I add air as often as every few days. I have had new tires installed and have made several return trips back to the tire store where they checked for leaks and did what they called resealed the bead whatever that is but they still leak. They now tell me I'm on my own unless I want to buy a full set of new wheels because that is the source of my leakage. Are they for real? How do wheels leak?

Michael in Hastings Nebraska

Dear Michael,

This subject comes up a lot both on our radio show and in our shop. Tires can leak air for one of two reasons. The first is the tire itself has a puncture which in most cases can be found just by looking at the tire with the naked eye. Often there will be something stuck in the tread or sidewall. The second is something leaking from the wheel and valve stem assembly. In the case of having all four tires leak at the same time it's more likely in the wheels like your store says rather than punctures in the tires. When a car has leaking wheels, it can come from corrosion on the beads and even porosity in the aluminum causing leaks right through the wheel and yes replacement of the wheel is often the only fix. There are many stylish aftermarket options available.

Take care, the Motor Medics

FOR ENTERTAINMENT ONLY
ALWAYS CONSULT YOUR LOCAL SHOP AND FOLLOW ALL SAFETY PROCEDURES BEFORE REPAIRS.
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www.BrandonValleyJournal.com



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PERMANENT MAKEUP
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Brandon Valley Area CHAMBER OF COMMERCE

FEBRUARY 28TH | 11:45AM-1:00PM
at Tailgators, 1013 N Splitrock Blvd

REBECCA DEELSTRA
MANAGING DIRECTOR OF MARKETING & DEVELOPMENT

FEATURING:
VOLUNTEERS OF AMERICA, DAKOTAS

REGISTRATION REQUIRED TO ATTEND!
\$12 FEE COVERS LUNCH AND ACTIVITIES













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KINGDOM RESOURCE ADVISOR

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BRANDONVALLEYCHAMBER.COM
TO RESERVE YOUR SEAT
REGISTRATION CLOSES ON 2/23

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Polaris Sweetheart Sales Event
Buy your new Polaris ATV or UTV TODAY and save BIG!

ALL UNITS IN STOCK AND READY FOR SALE NOW!!! NO MORE WAITING!!!

<p>ZERO DOWN \$249/Mo</p>  <p>23 Ranger 1000 EPS - R23TAE99A1 IN-STOCK \$14,495 <small>MSRP \$18,999</small></p>	<p>ZERO DOWN \$279/Mo</p>  <p>23 Ranger 1000 Premium Camo - R23TAE99A9 IN-STOCK \$15,995 <small>MSRP \$19,999</small></p>	<p>ZERO DOWN \$309/Mo</p>  <p>23 Ranger Crew 1000 Premium - R23TE99AD IN-STOCK \$17,995 <small>MSRP \$21,999</small></p>
<p>ZERO DOWN \$119/Mo</p>  <p>23 Ranger 150 EFI Sage Green - A23RZB15A1 IN-STOCK \$6,200 <small>MSRP \$6,299</small></p>	<p>ZERO DOWN \$119/Mo</p>  <p>23 Sportsman 570 - A23SEA57A6 IN-STOCK \$6,795 <small>MSRP \$7,999</small></p>	<p>ZERO DOWN \$129/Mo</p>  <p>23 Sportsman 450 H.O. Utility - A23SEG50B3 IN-STOCK \$7,295 <small>MSRP \$7,999</small></p>
<p>ZERO DOWN \$159/Mo</p>  <p>23 Sportsman 570 Premium - A23SEZ57AM IN-STOCK \$8,995 <small>MSRP \$9,999</small></p>	<p>ZERO DOWN \$169/Mo</p>  <p>23 Sportsman 570 Trail - A23SHE57AS IN-STOCK \$9,499 <small>MSRP \$10,999</small></p>	<p>ZERO DOWN \$389/Mo</p>  <p>23 General XP 1000 Sport - G23GXE99A4 IN-STOCK \$22,695 <small>MSRP \$24,999</small></p>
<p>ZERO DOWN \$329/Mo</p>  <p>23 RZR XP 1000 Sport - Z23NAE99AL IN-STOCK \$18,995 <small>MSRP \$21,999</small></p>	<p>ZERO DOWN \$379/Mo</p>  <p>23 RZR XP 4 1000 Sport - Z23N4E99AL IN-STOCK \$21,995 <small>MSRP \$25,999</small></p>	<p>INCLUDES 5-YEAR WARRANTY</p> <p>ZERO DOWN \$399/Mo</p>  <p>23 RZR Pro XP Sport - Z23RAE92AG IN-STOCK \$23,599 <small>MSRP \$25,999</small></p>

Our Sale Prices Includes All Freight and Setup Fees

*With Approved Credit. Financing available on 2016 - 2023 new and unregistered Polaris® RZR®, RANGER®, Sportsman®, GENERAL®, and ACE® models purchased between 2/1/2023 - 2/28/2023. †Rates as low as 6.5% APR for 72 months. Down payment may be required. Other financing offers may be available. See Vern Eide Motors dealer for details. Other qualifications and restrictions may apply.

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The L.Y.N.X. Podcast
— LOVE YOUR NEIGHBOR —

You are invited to join us for a real, genuine conversation with one of your neighbors. This podcast will celebrate the people of Brandon, SD and their stories. Each week will feature a guest who will share why they chose to make Brandon their home and what the community means to them. Let us accompany you on your commute, while cooking dinner or winding down for the night. The L.Y.N.X. Podcast is hosted by John Semchenko and can be found on major streaming services.

This week's guest:
BRIAN MCGUIRE
Brandon Husband and Father

Spotify, Apple, Facebook // Tuesday, Midnight Alliance: Channels 18 & 21 // Tuesday, 9 p.m.
YouTube @TheLYNXPodcast





Rudy's Tex Mex

AT THE VFW

FROM 5-9 PM ON THE 1ST & 3RD WEDNESDAYS OF THIS MONTH

Rudy Navarrete's

\$5 OFF A \$10 PURCHASE

DINE IN ONLY • 1 COUPON PER TABLE



DINER'S FAVORITE: RUDY SPECIAL

582-3411 • 321 MAIN ST., BRANDON, SD

NEWS FOR BREWS

Read the *Brandon Valley Journal* from front to back and find the Double D ("DD") hidden inside one of our many weekly stories.

The first two *BV Journal* readers to bring their copy of the *Journal* to the Double D Saloon will receive a **FREE BUCKET OF BEERS!**



Brandon Valley Journal



*MUST BE 21 TO PARTICIPATE

325 S. MAIN AVE. • 605-582-2834 • @DOUBLEDLSALOONS
MON - THURS: 2PM - 12AM • FRI & SAT: 11AM - 2AM • SUN: 11AM - 8PM
TO SUBSCRIBE CALL 605-582-9999 OR VISIT US ONLINE AT BRANDONVALLEYJOURNAL.COM

Brandon Day at the Legislature

March 8th, 2023 | Bus leaves at 6AM

Travel with the Chamber to Pierre, SD and get involved in the 2023 Legislative Session!





Meet your District 2 representatives & senator!

Get the inside scoop on statewide issues in committee!

BREAKING NEWS



Connect and Network with business & community leaders from the Brandon Valley Area

SCAN ME!



Save your seat on the bus soon to get our early bird discount! The first 20 to register will get 50% off on their registration!

Put some color in your ad &

STAND OUT

Less than 20" for only \$20

Call our advertising manager Carl Deardoff for more information | 605.261.3012

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CASEY'S GENERAL STORE

COFFEE CUP FUEL STOP

SPLITROCK C-STORE

BLAINE'S SERVICE

EXPRESSWAY

SUNSHINE FOODS

GET-N-GO (Arrowhead Pkwy)

KINGBIRD COFFEE

IT'S NEVER TOO LATE TO SUBSCRIBE.



GIVE THE GIFT OF DANCE

Spaghetti Fundraiser

\$5 - ages 10 & under
\$10 - ages 11 & up

CELEBRATE CHURCH

900 N Splitrock Blvd

Raffle items:
Xbox Series S, Apple AirPods, Arnold's Park tickets, Stampede tickets, and more!

Enjoy performances by our Company Dancers.

FEBRUARY 25

5-7 PM SATURDAY

Hosted by the Alison's Dance Academy Boosters

Change a young dancer's life!

Now that you're looking



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BOOK STORE

COFFEE SHOP

Reach over 8,000 people in the Brandon and Valley Springs area with your Help Wanted job!

We are HIRING

We are HIRING

30 for 30

New 30 for 30!

30 days
30 words
30 dollars

30 WORDS* _____



Brandon Valley Trader

*Additional words are \$5.00 per word

Contact: Carl Deardoff
Advertising & Marketing Director

advertising@bvjournal.info
(605)261-3012

Printed weekly in the Brandon Valley Journal, Brandon Valley Trader, and on brandonvalleyjournal.com!

☐ \$30.00 FOR 30 DAYS

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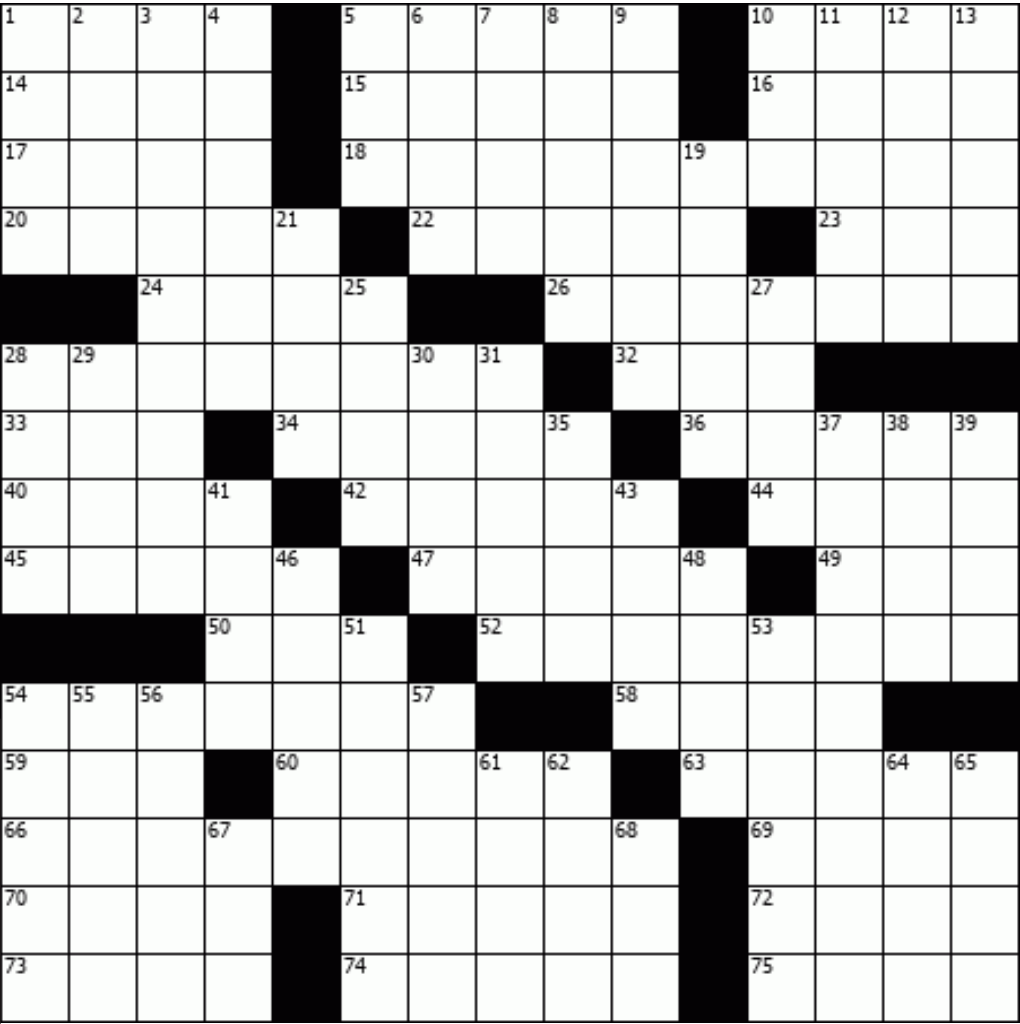
☐ \$10.00 - AD LOGO

BUSINESS: _____

CONTACT: _____

BILLING ADDRESS: _____

CROSSWORD PUZZLE



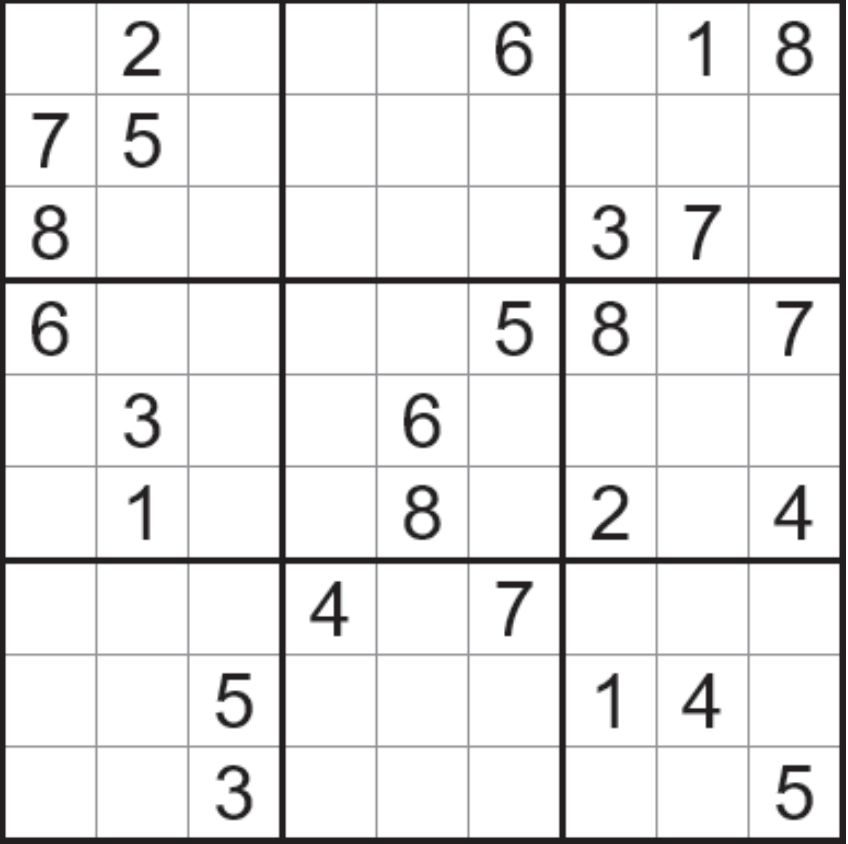
Across

1. Smaller amount
5. Plus
10. Nutty
14. Tooth discomfort
15. Cut roughly
16. Norwegian capital
17. Mideast nation
18. Ownership
20. Of the countryside
22. Yonder
23. How ____ you?
24. School gps.
26. Symposium

28. Church towers
32. Wickedness
33. Long period
34. Fire alarm
36. Nature's bandages
40. Ancient
42. Prongs
44. Farm unit
45. Diva ____ Callas
47. Punctuation mark
49. Spy org.
50. Hotel units (Abbr.)
52. Ale-like soft drink (2 wds.)

54. Unspecified person
58. Departs
59. Eureka!
60. Some tides
63. Old hat
66. Weekend shopper's stop
69. Implement
70. Dry
71. Settle a debt
72. Mr. Gershwin et al.
73. Destitution
74. Writing tablet

SUDOKU • MEDIUM



Complete the grid so that every row, column and 3x3 box contains the digits 1-9. Digits cannot repeat within the same row, column or box. Solution on page 4

75. Kind

Down

1. Hideout
2. Light brown
3. Knife user's tool
4. Branch of Congress
5. Horned viper
6. Coin opening
7. Window frame
8. Snaky shapes
9. " ____ Something About Mary"
10. Two (Sp.)
11. Thai, e.g.
12. Plant life

13. Copier's need
19. Truckers' vehicles
21. Drinks like a dog
25. Narrow opening
27. Machu Picchu native
28. Fabric joint
29. Roman garb
30. Clapton or Idle
31. Mister (Sp.)
35. "Finding ____"
37. Criminal's helper
38. Soft cheese
39. Scorch
41. Desperate
43. Urban air pollution
46. In the midst of

48. On the peak
51. Expresses scorn
53. Get lost! (2 wds.)
54. Astronomer Carl ____
55. Chicago's airport
56. Singer ____ Osmond
57. Artist's tripod
61. Hemingway's nickname
62. Mattress support
64. Bath bar
65. Different
67. Total
68. Potato bud

10 REASONS NOT TO ADVERTISE

There are plenty of reasons **to not** advertise. Some of the top excuses for not engaging in an effective, consistent marketing campaign are simply – just excuses to avoid promoting your business. And if you're not advertising, you're missing out on the opportunity for increased traffic, increased sales and increased profits.

1.) **Everybody knows me. I don't need to advertise.** Really? There are new people moving to town every week, plus plenty of visitors. Just because you've been on the same corner since 1972 is meaningless to newcomers. A successful business reaches out to new customers on an ongoing basis. Without new customers, even long-established businesses eventually die.

2.) **I don't advertise. Word-of-mouth is all I need.** Word-of-mouth is one of the most ineffective forms of advertising there is. First of all, you can't control it. You don't know what's being said and to whom. Plus, word-of-mouth is usually negative. People who have an acceptable business transaction with you likely tell few, if any, other people. Those who have a bad experience tell everyone they know. Relying solely on word-of-mouth is a serious marketing mistake!

3.) **Business is great. I don't need to advertise.** That's great - for now. But why wait until things slow down to seek out new customers? Effective advertising keeps potential new customers "in the pipeline."

4.) **Business is too slow. I can't afford to advertise.** And business will stay slow if you don't. Advertising is nothing more than inviting people to do business with you. If things are slow, you need to be inviting more people to your store.

5.) **I tried advertising in the newspaper/free shopper before and it didn't work.** If your offer was weak, chances are your results were too. People respond to the need, not the ad. Or perhaps you advertised in a newspaper/free shopper that didn't reach your target demographic. Print advertising works!

6.) **I don't read/check out your newspaper/free shopper.** But many of your customers and potential customers do. Advertising is like going fishing – do you bait your hook with what you like, or with what the fish like?

7.) **I don't do print advertising.** It's foolish to overlook an entire medium because of some silly preconceived notion. Print advertising works! And with the right offer and frequency, print advertising can produce positive and profitable results. If you exclude print advertising from your marketing plans, you're missing out.

8.) **Your rates are too high.** Community weekly and metro daily newspapers charge different rates, based on many factors. But an ad in your locally-owned, locally-staffed community newspaper and free shopper is a boost to the local economy in more ways than one. Local businesses do local business. You can buy a high-priced ad in a metro publication for hundreds of dollars, or you can spend hundreds of dollars over a period of time with your local newspaper/free shopper, and in a sense, get more bang for your buck.

9.) **I have to talk it over with my wife/partner/CPA/psychic/grandmother.** Every day you're not advertising is a missed opportunity for more business. While you procrastinate, your competitors are going after your customers.

10.) **I don't have any competition.** Wrong! No matter what you're selling, you're competing with every cash register in town, plus online competitors and competitors in nearby towns. Effective advertising motivates customers to come to your store.

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