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## Suppose...

. . . . the makers of Lucky Strikes should say to their advertising counsellors-"We don't need to advertise. Everybody knows we make Lucky Strike Cigarettes - everybody knows where to buy them. We'll save six million dollars this year."

## Suppose a Local Merchant Said-

"I don't need to advertise. T've been in business twenty-five years. Everybody knows what I sell-Everybody knows where I am. I'll save my money."

## The Friona Star

Your Home Paper.


