







# **“RIP VAN WINKLE BUSINESS HOUSES**

*—That Quit Advertising During The War Will  
Emerge From Hibernation ... If At All... Like A  
Porcupine In Spring.. Weak, Emaciated, Unloved  
And All But Forgotten,”*

*—says Raymond P. Locke*

*Outstanding Dallas Business Executive*

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**DON'T LET YOUR BUSINESS  
GET IN THE RIP VAN  
WINKLE CLASS!**

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Keep It Alive With Well Planned, Consistent  
Newspaper Advertising

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**BIG SPRING DAILY HERALD**







