

Then It's Too Late

Why is it? A man wakes up in the morning after sleeping on an advertised bed, in advertised pajamas. He will bathe in an advertised tub, wash with advertised soap, shave with an advertised razor, have a breakfast of advertised juice, cereal and toast (toasted in an advertised toaster), put on advertised clothes and glance at his advertised watch.

He will ride to work in an advertised car, sit at an advertised desk, smoke advertised cigars and write with an advertised pen. Yet this man hesitates to advertise, saying that advertising does not pay. Finally, when his unadvertised business goes under, he will advertise it for sale.

Get the message?

THE RISING STAR
643-4141

EASTLAND
TELEGRAM
629-1707

RANGER TIMES
Only Texas Newspaper That Gives A "R" About Ranger
647-1101

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THE CISCO PRESS
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"Nothing but the mint can make money without advertising!"

