

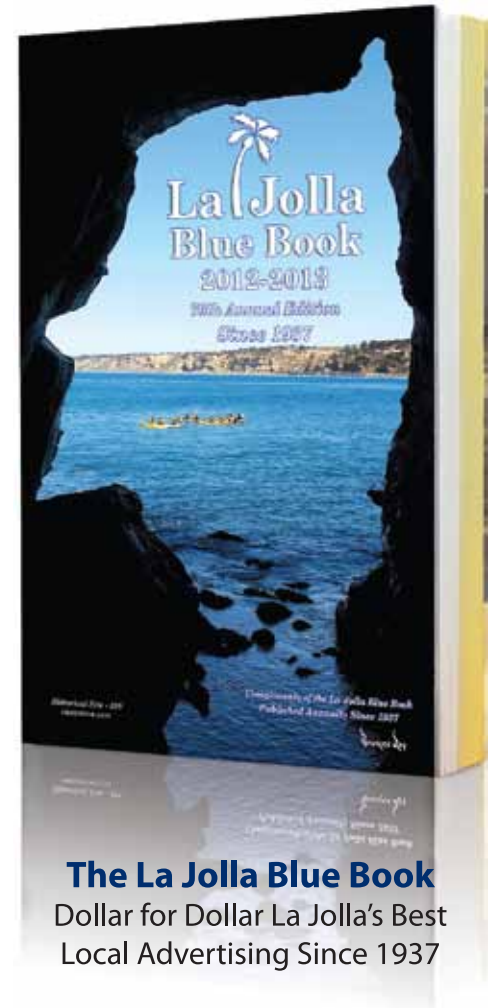
Think Advertising Doesn't Work? Think Again.

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 breakfast of advertised juice, cereal and toast (toasted in an advertised toaster), put on advertised clothes and glance at his advertised watch.

Then...

He will ride to work in an advertised car, sit at an advertised desk, smoke advertised cigarettes 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.

Then It's Too Late.



The La Jolla Blue Book
Dollar for Dollar La Jolla's Best
Local Advertising Since 1937