

The Man

Who went out to milk and sat down on a boulder in the middle of the pasture and waited for the cow to "back up" was a brother to the man who kept a store and wouldn't advertise because he reasoned that the purchasing public would back up to his place of business when it wanted something.

These men were unreasonable and soon paid the price of lost time, lost money and disappointment. To do business these days without energy and painstaking method is like trying to lift oneself by his boot-strap.

The judicious advertiser is the man who gets there in the right medium. Do you want to enlist in that class? Just say to the man who answers the phone that you want to see the ad man.

The **Telegram** *For Results*

The others for experiments
and promises.

The Man

Who went out to milk and sat down on a boulder in the middle of the pasture and waited for the cow to "back up" was a brother to the man who kept a store and wouldn't advertise because he reasoned that the purchasing public would back up to his place of business when it wanted something.

These men were unreasonable and soon paid the price of lost time, lost money and disappointment. To do business these days without energy and painstaking method is like trying to lift oneself by his boot-strap.

The judicious advertiser is the man who gets there in the right medium. Do you want to enlist in that class? Just say to the man who answers the phone that you want to see the ad man.

The **Telegram** *For Results*

The others for experiments
and promises.