

What Will It Be, Skipper... SAIL OR STEAM?

AN OLD SEA CAPTAIN once said "Any windjammer can ride out a storm with the hatches battened down and the sails clewed up; but it takes a steamship to ride out a dead calm."

Too many business men today are trying to meet a dead calm with hurricane-warning tactics. Huddling below decks, they've clewed up their advertising appropriations with stout ropes of prejudice, battened down the hatches on their better judgment. One of these days they'll come on deck and wonder why they're so far from shore.

The steamship captain doesn't wait for trade winds to blow him into the Port of Profits. He musters those trade winds with the driving power of live steam . . . piles fuel under his advertising boilers . . . starts his craft towards Profits and usually reaches port before the old-fashioned skippers have spread their sails for an occasional breeze.

Becalmed on a glassy sea today, business will eventually be favored by that buying breeze. But why wait for it? The powerful engines of NEWSPAPER ADVERTISING are ready and waiting to stir up the unruffled expanse of buyer-indifference. And fuel is cheap . . . much cheaper than marking time while some wiser navigator gets to port ahead of you.

Put

MORE STEAM

Behind

YOUR EFFORTS

With

Well-planned

NEWSPAPER ADVERTISING

The Farmington Enterprise