

MR. MERCHANT:

WHILE YOU'RE CONGRATULATING YOURSELF ON THE RECORD BUSINESS OF 1953 DON'T FORGET THAT YOU CAN'T LIVE OFF PAST PERFORMANCE.

EVEN THOUGH YOU THINK YOU'RE DOING A JOB OF PROMOTING YOUR BUSINESS CONSIDER SERIOUSLY THE FOLLOWING:

98% of the families in America did not move into new homes or apartments;

98% did not buy a food freezer;

97% did not buy a room air conditioner;

97% did not buy an electric range;

94% did not buy a vacuum cleaner;

92% did not buy a refrigerator;

92% did not buy an electric shaver;

92% did not paint their houses;

91% did not buy a washing machine;

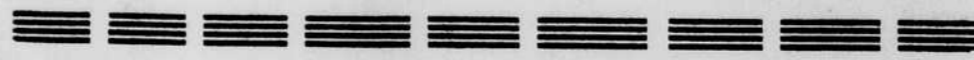
89% did not ride in Pullmans or airplanes;

85% did not buy a TV set;

76% did not take a real vacation trip;

71% did not buy a radio set.

And this, the home office "needle" pointed out, was during a period when consumer savings were at an all-time high. The inference was obvious.



**Look over the list, Mr. Merchant,
you'll find a wide field for your product
right here in your own backyard.**



**To
REACH YOUR MARKET BEST
use the medium that
REACHES YOUR MARKET BEST.**

BLACK MOUNTAIN NEWS