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# IS THERE A NEED FOR CONTINUOUS ADVERTISING?



Well . . . Should

- MINISTERS** — Preach one or two sermons a year? After all, people are against sin anyway, so why harp on it?
- POLICEMEN** — Stop patrolling the streets and highways? People know the laws, and will obey them anyway.
- TEACHERS** — Eliminate review lessons? Children will never forget what they've been taught.
- TRAFFIC LIGHTS** — Be turned off to save electricity? Everyone knows the danger spots and will be careful without extra warning.

**Or Should**

A lesson be taken from the Notre Dame Cathedral, which although it has been offering the same services at the same location for six centuries still rings the bell every day to let people know it is there?

For PROFITABLE, CONTINUOUS ADVERTISING Use

# THE ACTON FREE PRESS

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