

ADVERTISEMENTS FOR LOCAL  
STORES AND BUSINESSES

One of the best ways to give the Firepower Caravan advance publicity in your town is to use the advertising columns of the local newspapers. You will need the cooperation of the important local stores and businesses and this is undoubtedly the sub-committee which the prominent merchant on the Firepower Committee should head up.

The use of small ads, donated by the stores, and lots of them, is suggested for two reasons. One - there's a lot of value in repeating your message over and over again, keeping it in the public eye. And two - small ads will be only a very slight burden on the stores and their cooperation should be easy to obtain.

Several ads are suggested on the following pages - all simple in layout, most eliminating artwork entirely to make them easy to set up. The stores' advertising men may wish to use these or to write better ads of their own. The more stores - and the more ads - the better! And of course large ads, if the stores wish to run them, are very fine, too.