



CUSTOMER UNDER CONSTRUCTION

will be ready Spring 1948 (perhaps)

Some advertising campaigns have no due date—for result. With the speed of a dreamy WPA worker they set about creating a customer. But by bit they hope to build a buyer—some day.

"We're working on her. She's not quite ready yet, but she'll be out in 6 or 7 years—if she ever decides to buy."

Advertising Dollars that Don't Daydream

Campaigns that create customers quickly, and in steadily increasing numbers, are our specialty. We've

demonstrated and proven this technique again and again—on some of America's most important national accounts and on even tougher tests—where each day's sales must beat last year's.

If you'd like your advertising to deliver countable customers instead of vague expectations—and to deliver them with profitable promptness, in time to show on this year's balance sheet—perhaps we can help.

GEORGE BIJUR, INC. • 9 ROCKEFELLER PLAZA, NEW YORK

Top-notch Talent

is available in our offices, interested in working closely with you on every phase of your advertising campaign. Our staff includes copy writers, designers, and illustrators, all of whom are available to work with you at any time in preparation of your future needs and in strict confidence, of course—given their background and details of their availability.

Lester Beall

DOES YOUR ADVERTISING

QUIT

WHEN THE WHISTLE BLOWS?

Maybe we better move their names out on the course. It's the kind of advertising that keeps on selling around the clock and around the calendar. Talk creating sales creating advertising isn't easy to produce or to produce. It must be built on a shrewd and solid analysis of why people buy.

Advertising that works overtime that makes every depressed dollar do double duty and give new life into hollow markets is a specialty of this agency. If you own possessions or other things that you don't use, perhaps a talk with us will help. Phone Circle 6-6330.

GEORGE BIJUR INC. • 9 ROCKEFELLER PLAZA • NEW YORK
 ADVERTISING THAT WORKS OVERTIME