DRAMATIZE SALES EFFORT

Yes, there is still merchandise to sell and still people who will buy it so tell them your story in a colorful way.

And, tomorrow's selling is the kind of selling that helps win the war and points for normalcy after the war.

Plan your advertising to carry a dramatic story of both today and tomorrow.

"ASK OUR CREATIVE DEPARTMENT TO HELP YOU MAKE YOUR EVERY ADVERTISING DOLLAR COUNT IN ADDED RESULTS."

SEMTEIN, President
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