



It may not be perfect—but it works

Advertising, like the Liberty Bell, may not be perfect, but it works.

It works to keep 67 million Americans on the job and enjoying the highest standard of living the world has ever known.

It works to help build and sell over a million new homes a year, plus all the latest gadgets and appliances that go in them.

It works to put 7 million new cars on the road this year...even paves the way for the thousands and thousands of new roads they'll run on.

It works to ring up more than 36 billion dollars in sales all by itself each year.

Now you probably have a pet peeve or two about advertising. We have a few of our own. But along with other responsible Chicago advertising agencies, we're doing all we can to assure that it's completely honest, more informative, always in good taste.

While advertising may not be perfect, like the Liberty Bell, it works. And it works best, when it rings true.