

"THE LAST ADVERTISEMENT WAS PRINTED YESTERDAY"

**What would
the World
Be Like If
It Were
TRUE?**



THE last advertisement was printed yesterday. You have cut it out and put it away to show your grandchildren. With it, a way of living as you knew it, has passed forever.

Tonight you will want to see a movie. You pull up to one—saw it last week. At another—but no, you don't like So-and-So's acting. Let's go home. It's too much gas and time to waste on a show. Next month half the theaters will close. Poor attendance.

Tomorrow you will want some groceries. You will go to the nearest grocery store and buy some. Rib roast, perhaps, and lima beans. You won't hear until tomorrow night at the bridge table that the store just next door was having a "special" on rib roast and lima beans. Pretty soon your husband will wonder why the food bills are so high. **THE LAST ADVERTISEMENT WAS PRINTED YESTERDAY.**

Next month is Aunt Jane's birthday. Well, if you think I'm going to spend half a day tramping from store to store looking for a gift that I used to find by turning a page—can't afford gifts anyway. We're spending money like water and living like poor folks . . .

Old car's wearing out. Can't afford a new one . . . Chevies and V-8's are both \$1600 . . . demand's fallen off . . . they've had to up prices to meet plant expenses. Most of the others have closed down . . . don't know how the government will feed all the new unemployed.

Fellow in Milwaukee is inventing an air conditioner to sell for \$50. No one will hear of it. You will never see it. What is air conditioning anyway? **THE LAST ADVERTISEMENT WAS PRINTED YESTERDAY.**

Advertising has brought us many things. Finer cars, better homes, silly fads and wonderful inventions that have made life easier—and longer. Advertising is no unmixed blessing. But it has helped give America a standard of living unmatched in any other place and time. That standard of living should persist as long as people have wants to fill and money to spend and eyes to read with.

It **WILL** persist only so long as the presses keep rolling.