



Reach your advertising market by placing your business card in our

2023  
**BUSINESS & SERVICE DIRECTORY**



For one low price of \$73.00, your ad will appear in the June 28th edition of the East Penn Valley and the Northern Berks

*Merchandisers*

Contact our Display Department to place your ad by the

**DEADLINE OF MONDAY, JUNE 12, 2023**

- One Low Price of \$73.00
- Full Color



6 North Third Street  
 P.O. Box 465  
 Hamburg, PA 19526-0465  
 610-562-2267  
 display@windsorpress.com  
 www.windsorpress.com

**ASK US HOW TO REPEAT YOUR BUSINESS CARD FOR THE SAME LOW PRICE!**

*Once Upon A Time....*

There was an owner of a very successful hot dog stand. This owner built his business by having the best hot dogs around and by letting his customers know about them through extensive advertising. His business was so successful that he was able to send his son to a prestigious Ivy League school where his son was studying to receive his M.B.A.

One day the son came home for a break and promptly questioned his father "Dad, don't you know that there is a recession going on out there?" The father replied that his business was going very well, but the son persisted telling his father "Dad, you've got to cut back." So the father, figuring his son knew all about business, followed the son's advice. He promptly cut his advertising budget and then cut his hot dog & bun orders. Before long, business in fact did slow down. So the father replied to the son "You were right, son. Business is terrible. There is a recession going on out there."



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