

This ad is worth a read. I ran it just once in a World of Concrete issue more than 10 years ago and people still talk about it today.

Are your ads worth a read? Do they get remembered... and talked about?

THOMPSON
ADVERTISING, INC.
CONSTRUCTION INDUSTRY MARKETING
816-246-8530

The concrete screamed

as the cold steel blade sank into the depths of its slab. Water drowned bits of rock as they tried to escape into the air. Deeper it cut, and then pushed forward relentlessly, with no respect for its formidable opponent's awesome size. Diamonds ripped through hard aggregate, replacing themselves like shark's teeth.

When the dust settled, a victor arose: a sleek metal blade laced with diamonds. And Goliath lay there, precisely severed and bleeding slurry.

Was the loyal foot soldier of construction tired? Worn out?... No! It's ready and able to go right back into the trenches to do battle for you again and again. And you're at ease because you know it's a Target.

Target... the company that performs for you.



TARGET

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