



Launch Engineering
Part art. Part science.

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The first time a woman looks at an advertisement, she does not see it.

The second time she does not notice it.

The third time she is conscious of its existence.

The fourth time she faintly remembers having seen it before.

The fifth time she reads it.

The sixth time she turns her nose up at it.

The seventh time she reads it through and says, 'Oh bother!'

The eighth time she says, 'Here's that confounded thing again!'

The ninth time she wonders if there's anything to it.

The tenth time she thinks she will ask her neighbour if she has tried it.

The eleventh time she wonders how the advertiser makes it pay.

The twelfth time she thinks it may be worth something.

The thirteenth time she thinks it must be a good thing.

The fourteenth time she remembers that she has wanted such a thing for a long time.

The fifteenth time she is tantalised because she cannot afford to buy it.

The sixteenth time she thinks she will buy it some day.

The seventeenth time she makes a memorandum of it.

The eighteenth time she swears at her poverty.

The nineteenth time she counts her money carefully.

The twentieth time she sees it, she buys the article, or tells her husband to do so!

