



**“Communicate with
the masses?
Let them eat cake!”**

M. Antoinette
woman in powerful executive post,
overheard by her soon-to-be-unemployed
hairdresser

If only she knew that information is like bread: Distribute it well, and everyone's hunger is satisfied; ignore the demand, and before long, the entire situation could become a royal pain in the neck.

What to do? Recognize the need. (People will always be hungry.) Develop a plan. (Information, like bread, grows stale if it sits around too long.) Then COMMUNICATE. With clientele, employees, membership, sales staff, the public. They'll be loyal subjects only if they know their ideas are being heard and their needs are being met.

Linda T. Salvay Communications can help your business—and your people—to communicate. Newsletters, reports, brochures, catalogs, displays, manuals, letters . . . the needs are endless. So are the possibilities.

Satisfying people's hunger for information is, after all, no reason to lose one's head. In fact, it should be a piece of cake.

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