

He Couldn't Afford it

The 20s



Hey, I've just discovered something wonderful in the Alexander Technique. You ought to give it a go



I can't afford that!
It would cut into my social life, and then there's Greece this summer, and I need a good down payment for that car...

The 30s



You know, the Alexander Technique would really help that eczema of yours



I can't afford that!
My mortgage costs a bomb and then there's the BMW... and we don't all get such fast promotion smarty pants.

The 40s



I'm sorry to hear about your bad back. Isn't it about time you tried the Alexander Technique?



I can't afford that!
I really got soaked in the divorce. Do you know how much lawyers charge? And then there's child support.... It's all right for a big success like you but they promoted a younger man above me again.

The 50s



You know the Alexander Technique would help with your depression. It's not just a physical thing



I can't afford that!
They're trying to push me into early retirement. I think they know about my drinking. If I was as rich as you it would be another thing. And then there's the cost of all my vitamine pills.

The 60s



You really ought to get into the Alexander Technique. It's never too late. Sort yourself out and we'll take you to Greece this autumn as a treat.

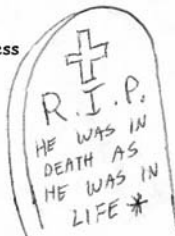


I can't afford that!
There's the motorized wheelchair to pay for, the nursing care, and I just can't cope any more. I need a stairlift and the house has been neglected for so long it's almost falling down

The 70s and beyond



Now that I own the business I can finally make sure that my staff all get lessons in the Alexander Technique



* that is, he "couldn't afford it". His relatives had to clear up an untidy legacy and foot all the bills themselves.