



Advertised Brands Are Always Best

"Yes I always recommend advertised brands and I'll tell you why---I want my customers to get good goods.

"Advertised brands are the best value you can buy. In every line they lead in quality. They have to.

"Do you think a manufacturer goes on drawing people's attention to his product by advertising it if it isn't A1 quality? Certainly not---the very fact that he advertises it is a guarantee that it is a good product.

Of course advertisers recognize that the most effective means of keeping the Canadian public informed of the merits of advertised brands is the daily newspaper, because practically every Canadian family reads a daily newspaper every day

"Why are advertised brands purchased time and time again by the same people?

"Why are the trade-marks of advertised brands so well known everywhere?

"Simply because the public has proved by actual test that advertised brands are the best goods money can buy.

"I know I could make more money by selling my customers an inferior substitute, but I could do it only once. They don't come back a second time.

"No Substitution doesn't pay.

THE DAILY NEWSPAPERS OF CANADA