



UNSIGHT- UNSEEN

YOU would consider it an affront to your intelligence if some one were to try to sell you a horse, "unsight-unseen." You would laugh such a proposition to scorn.

Yet every day you are asked to buy merchandise on identically the same terms—canned goods with unknown labels—cosmetics of uncertain quality—a radio by an unknown manufacturer—shoes, clothing and housefurnishings about whose merit you know nothing.

And you are asked to buy this "unsight-unseen" type of merchandise in place of the nationally advertised brands that you *know* are dependable!

Advertised brands have been approved by the most critical of investigators—the buying public. You know exactly what you will get when you buy advertised goods, not some unproved substitute but the specified article—as represented. You know that the maker of advertised brands has confidence in them, else he would not invest money calling your attention to them day after day, month after month. In buying advertised brands, you get your money's worth. Buying "unsight-unseen" is liable to prove dear at any price.

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.

This advertisement is sponsored by the Canadian Daily Newspaper Association