

"AS ADVERTISED"

How many times you see those two words in the course of a day's shopping:

"This article for sale—**as advertised**."

And those two words are as welcome as they are familiar, for they form a bond of confidence between the merchant and yourself. They are his guarantee to you of worth and value.

Here is an article that has been described in your newspaper. Its merits have been told; possibly, too, its price. You know exactly what you will get when you buy it. You know its quality, its utility; you know how it fits into your needs. And when you buy it, you know you are getting not some unproved substitute but the specified article—as represented.

It is easy to understand why that phrase, "as advertised," creates a feeling of confidence. You have learned to depend upon consistently advertised products. You know that the maker has confidence in them, else he would not spend money calling your attention to them day after day, and month after month. You know that they have been approved by the most critical of investigators—the buying public. And above all you know from experience that buying goods "as advertised" is the best investment you can make.

It pays to read the advertisements.