

Photography

Kennell-Ellis Studios


## Think of the confusion--

if advertised products followed this Soviet law

Recently the Soviet Govermment passed a law that anyone over 21 could change his name as ften as he pleased. Old friends you have known for years as Smith', Brown and Green, might be called Orloski, Potoski and Obovitch overnight.
Think of the confusion!
Even suppose your favorite shoes, drug sundries, clothes, automobiles and phonographs suddenly had their names changed! Would you not feel almost a stranger in a clothing, drug or dry-goods store that was stripped of the familiar faces of advertised products?
Like an old friend-you have confidence in the trustworthiness of an advertised product. Years of frank publicity have made its name a synonym for full value. You and thousands of other people are proving this value every day.
The well-known names of advertised products are your best guide to wise purchases. Read the advertisements to see when and where to get them.

To know what is advertised is to know what is best in the market place

