





IF YOU WERE CONSIDERING THE PURCHASE OF STOCKS AND BONDS, YOUPD DO A LOT OF Studying berore you actually. parted WITH YOUR MONEY! YOU'D WANT TO KNOW ABOUT THE COMPANY-ITS POLICY-ITS PAST RECORD.....

YET THAT MONEY REPRESENTS ONLY YOUR SURPLUS. EWERY DAY YOU SPEND MONEY-ALMOST ALL YOUR EARNINGS-UPON THE REQUISTES OF LIFE.

YOU CAN SELECT THE DAILY PRODUCTS YOU BUY AS CAREFULLY AS YOUR MOST CONSERYATIVE INFESTMENTS. IN EVERY STORE YOU'LL FIND PRODUCTS THAT YOU KNOW WELL FRIENDLY NAMES THAT HAVE STOOD FOR FIRST QUALITY MANY YEARS. NAMES OF PRODUCTS THAT MILLIONS OF PEOPLE HAVE

BOUGHT, AND BOUGHT AGAIN AND AGANN. PRODUCTS THAT THESE PEOPLE, BY THEIR STEADY PATRONAGE, HAVE APPROVED FROM COAST TO COAST.
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THEY ARE THE ADVERTISED PRODUCTS. THEY MUST BE FULL VALUE-FIRST QUALTYY, OR THEY COULDN'T SATISFY SO MANY MILLIONS OF PEOPLE YEAR AFTER YEAR!

THE OTHER PRODUCTS YOU SEE ARE STRANGERS. YOU DONT KNOW THEM. FEWW PEOPLE DO. THEY MAY BE GOOD-TBEY MAY 2NOL NOMANUFACTURER HOLDS THEM UP TO THE PITILESS LIGHT OF PUBLICITY, THEY ARE JUST THERE . . . HOPELESSLY UNKNOWN -THE "SPECULATLONS" OF THE WORLD OF MERCHANDISE.

INVEST YOUR MONEY FOR EVERY-DAY THINGS
AS CAREFULLY AS YOU MAKE INYESTMENTS. SELECT ADVERTISED GOOD'S


