

What A World Of Grief It Saves You!

WE KNOW a seed house that proves each season's crop of seeds in their own trial gardens before they offer them to the public. Flowers and vegetables grown from these seeds must measure up to definite standards, or else the entire crops from which the samples were taken are burned.

We know a manufacturer of dry batteries who tested a new product two years before he sold a single battery to a single dealer.

We know a manufacturer of an anti-freeze solution for automobile radiators who spent two years testing his product under all conditions before he said a word in advertising about the merits of his goods.

We know a manufacturer of household pharmaceutical products whose self-imposed standard of purity and efficacy is even higher than that laid down by the United States Pharmacopoeia and the National Formulary.

If we mentioned their names you would recognize them immediately. You probably would say, "I plant those seeds," "I use that battery," "I use that anti-freeze," "My medicine cabinet contains those products."

The four instances cited are typical of every reliable manufacturer in America. Millions of dollars are spent annually to develop, to improve, to standardize, and to take the guesswork out of merchandise. Other millions of dollars are spent in advertising to tell you about them.

All of which is to say that in putting your trust in advertised merchandise you save yourself the bother, the expense, the disappointment—yes the danger—of experimenting and discovering for yourself which make of soap, breakfast food, radio tubes, lingerie, gasoline, tea, electrical device, stationery—or what-not—gives you the most service for your money.

The news columns of this paper keep you informed of the happenings in which you are most keenly interested. The advertisements keep you informed of the newest, most advantageous, most reliable merchandise that America's most progressive makers are producing.

The Farmington Enterprise