

# "JUST AS GOOD AND CHEAPER"... HAVE YOU *EVER* FOUND IT TRUE?



For almost every well-known product today there is an unknown imitation.

No line of business anywhere is without such substitutes.

Daily, they are foisted upon unsuspecting shoppers in place of known, advertised brands.

The clerk may say these imitations are "just as good" as regularly advertised products. Or cheaper because they give "a little more" for the money.

But is it *ever* true?

When a product is *sold* cheaper than one of recognized quality, you may be sure it is *made* cheaper. Then how can it be *just as good*?

Substitutes are business waifs. They have names, but their names mean nothing. Seldom, if ever, will the manufacturer admit their parentage by advertising.

The only kind words they ever receive are spoken to move them from the store—at *more*

*profit* than known, dependable products return!

*That is the only reason for substitution.*

The merchant who permits and encourages this practice is looking at today's sales slips. Not at tomorrow's loyal customers.

Advertising can not create character for any product. But it *does* place on trial character already established.

Think of this whenever you buy.

The advertised product has a reputation at stake. It must *always* make good to hold your confidence.

But the substitute product—because it has *gained* no recognition—has nothing to *lose*.

*Honest value* is the only inlet to the columns of this newspaper. When you buy brands advertised here—when you are guided by *names you know*—you are safe.

But when you let "over-the-counter" claims prevail against your own good judgment, you may be sorry.

THE ANSWER TO  
SUBSTITUTION  
IS ALWAYS . . .

"NO"

## THE BISMARCK TRIBUNE

ADVERTISING DEPARTMENT