

CANADIAN HOME JOURNAL

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 C. WILMA TAIT, Editor

Canada's National Woman's Magazine

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"Now we can advertise it"

PRODUCTS are nearly always put on the market before they are advertised. Quite frequently, changes have to be made in an article before the public generally will accept it. Colour, design, flavour—those are some of the things the public has to be consulted about. Sometimes a product won't sell at all and simply has to be discontinued. As soon as people show that they welcome an article, and as soon as all refinements and improvements have been added, then you could hear the manufacturer say, "Now we can advertise."

WHEN YOU BUY advertised goods, you may know they have gone through the experimental stages. You may be sure that the manufacturer knows they are right and that he is willing to stake his reputation on them. You may be confident that you are buying goods that have sold and that would continue to sell without any advertising at all. For advertising merely lets all of the people know—now—what considerable numbers would find out by word of mouth ten years from now.

OF COURSE, advertising goes a step farther. Word of mouth hardly ever tells all the uses of a product. It often doesn't give the real reasons for its superiority. Advertising tells people all about a product and the numerous ways in which they can use it.

LET THE ADVERTISEMENTS be your guide. When the manufacturer says, "Now we can advertise it," you know that you can safely say, "Now we can buy it."

"IT ALWAYS PAYS TO BUY
THE ADVERTISED BRAND"

THIS IS NO. 19 OF THE SERIES ON "WHY
YOU SHOULD BUY ADVERTISED PRODUCTS"

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