

Information Is" "Honor Roll" Tax


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TO GIVE TWO RECITALS

THURSDAY NIGHT

## How Do You CHOOSE?

Every time you make a purchase you make a choice. Buying a certain product may be so much a matter of habit that you don't realize you are choosing. But the fact remains that in accepting one brand of goods you are always rejecting others; and the satisfaction you get from what you buy depends on the knowledge of quality and values that guides your selection.
How do you know which bed-sheets, or which roofing materials, or which radio will give you service you require? You can't personally test everything you buy and compare it with all the other products in its class. But there is a way to find out which brand fits your needs.

The people who are most successful in their buyingwho achieve the highest percentage of satisfaction from the things they own and use-are those who consistently read the advertising columns, and buy consistently ad vertised goods.

Choosing isn't just "guessing" when you follow the guidance of the advertisements

You can depend on advertised goods. It pays
to read the advertisements.

