



Pirates

Ancient and Modern

The pirate of old preyed on legitimate commerce.

His black flag flying sinister in the breeze, he plundered honest merchantmen and despoiled them of the trade they had acquired through fair dealing and an equitable exchange of values.

To-day the pirate of business flies the false colors of "Something Just as Good". An outlaw---he robs manufacturers of their well-merited trade and foists on the public goods of uncertain quality.

He works in the dark because he fears the light. Under the cover of substitution he proffers "something else" in lieu of branded advertised goods asked for. He dare not place his merchandise in the spotlight of advertising.

Advertising reveals the true character of goods. Manufacturers or merchants who trade-mark and advertise their products conduct their business in the open. They welcome inspection of their goods for they insist on the best of quality before the name goes on.

Nationally advertised goods are leaders in quality and value. For only goods of the highest standards of excellence can thrive under the searching scrutiny of advertising. Trade-marked goods *must* be as advertised, because every time a merchant or manufacturer advertises his products he places at stake the whole reputation of his business.

And daily newspapers are the outstanding medium through which the buying public are informed of the merits of these trustworthy products.



The Daily Newspapers of Canada

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