

## When Greek met Greek

When Greek met Greek, he broke a tablet into two pieces and gave one of the pieces to his companion as a token of friendship, of good faith.

This symbol has a curious counter-part in modern life. When a manufacturer meets you he does, in another way, the same thing that occurred in ancient Greece.

His tablet is advertising. When you read his announcement, you are reading his printed word of honor not to break faith with you. An advertisement is a guarantee of an honest intention—the guarantee of an honest product. And if the intention is not honest—if the product is not honest—then no human power can make that advertisement continuously successful.

Advertising is more than a force for selling merchandise.

Advertising is the x-ray of modern life.