



### When It Pays to Sidestep the Bargain Counter



**S**UPPOSING you were looking for some pure bred cattle to improve the strain of your live stock—and supposing you picked up a paper, and saw some advertised at various prices—would you sit right down and send an order to the man who offered to supply you at the lowest figure. Not on your life! You'd be mighty apt to suspect that his cows were not good enough to stack up beside your own pure bred stock.

When you want **Real Value**—of the genuine dyed-in-the-wool, cross-my-heart-and-hope-to-die brand, it pays to sidestep the Bargain Counter, and give the other fellow a chance to make a reasonable profit on the deal.

And this rule works just as well for the Seller as for the Buyer. When a man has something to sell, he must consider the interests of the Buyer as well as his own. If he depends upon his sales for a living, he must give the best possible value for the money. If somebody else is offering less value for the same money, that's no reason why he should do the same thing. If he has built up a good business by quality, he can't afford to cut prices and give the same grade of goods. When you buy Steel Shingles, you want them to last a lifetime. For more than half a century Pedlar's "Perfect" Products

have represented the highest standard of quality in their field. **Every Day is Bargain Day** at Pedlar's because the only kind of a Bargain that is really a Bargain is the one that **sells on its own merits**, without the artificial attraction of the Bargain Counter.

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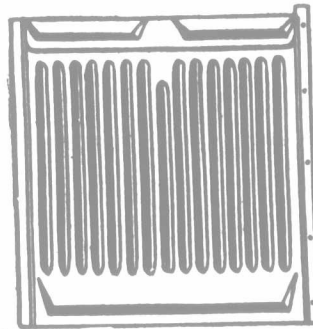
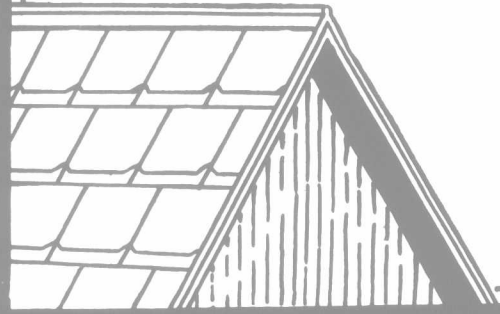
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