











Shakespeare wrote: "The choicest treasure mortal times afford is spotless reputation." Whether we are in business or

in a profession, whether we are large or small, if our success de-pend upon our dealings with the public, a fair and honest reputa-tion is indeed a choice treasure."

To have no reputation is al-most as undesirable as to have a bad one.

Sometimes an enterprising manufacturer arranges to distrib-ute his product through an equally enterprising retailer. In this way two substantial reputations unite in a common cause. Each

in a common cause. Each strengthens and fortifies the other. The retailer who has not yet enjoyed the benefits of selling a na-tionally known article and of be-

