
The taste tellsthe taste sells

HE power of advertising is wonderful in the seling of merchandise; but did you
ever think that advertising could only sell you, for instanice, one package of ever think that advertis
Tillson's Rolled Oats?
If you bought any more Tilksn's after you tused the first package it would be due ont
to the advertising but to the excellence of the oats. If the first package did not please you, you would not buy any more, no matter if you saw Tillson's advertising at every
The constant increase in the use of Tillson's Rolled Oats is due to the oats themselves.
The first taste of Tillson's will tell you that they are the most delicious oats you ever
ate. It's the taste that tells and the taste that selis. Housewives ilke Tillson's for another reason-they are so convenient to prepare. It
is a relief to be abble to make tasty, digestible porridge with only 15 minutes' cooking.

Tillson's


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