

TROJAN HORSES

"I can save you money—not by cheapening my product or lessening my service—but because I maintain no warehouse, have no overhead, employ no salesmen"—this is the sales appeal of the curbstone broker—here today gone tomorrow.

We hear a good deal about TROJAN HORSE tactics these days in the European situation. How deadly and effective they are. Logic is logic though.

Just as the War Trojan Horse employs subversive false promises to destroy a happy peaceful nation, so do derby hat School Supply Trojan Sales Horses destroy values and service of the school executives who have been leading a happy, contented buying experience with

a dependable, ethical and reliable school supply house

which does maintain a warehouse for quick, dependable service

which does employ salesmen who are educational ambassadors of helpfulness

which does have the correct merchandise for the school's needs

which does represent the leading manufacturers of school equipment and supplies

which WILL be here tomorrow to help you carry on your good work

which does have quality, dependability, reliability and genuine usefulness.

"When you buy on price you can never be sure. It's unwise to pay too much but it's worse to pay too little. When you pay too much you lose a little money, that's all. But when you pay too little, you sometimes lose everything, because the thing you bought was incapable of doing the thing it was bought to do. The common law of business prohibits paying little and getting a lot. It can't be done. If you deal with the lowest bidder it is well to add something for the risk you run and if you do that, you will have enough to pay for quality."



National School Supplies & Equipment Association

ROOM 307 • SHOP SECTION • PALMER HOUSE • CHICAGO, ILL