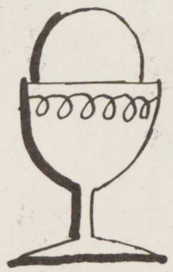
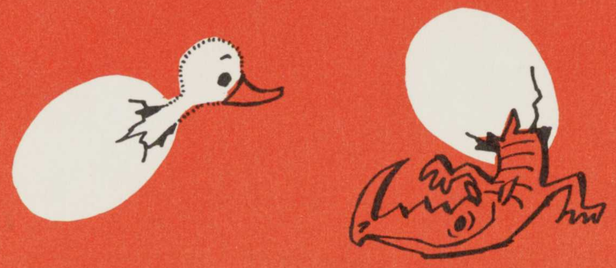
But when you open them . . . !

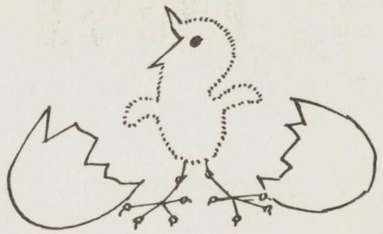
With eggs you just can't be sure. It may be an eagle, or an alligator. A songbird or a sea serpent. A duckling or a dinosaur. Only an eggs-pert can tell from the shell.

But with UNION products and services, YOU are the expert. Just LOOK . . .



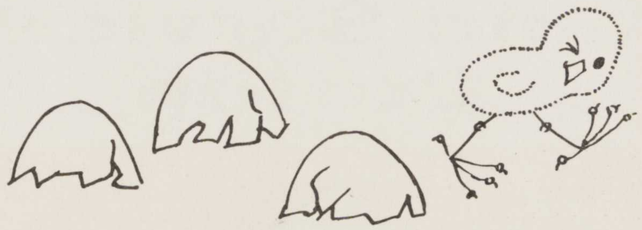


Keep your eye peeled for the unmistakable mark of quality — the Union Label on the product, the Shop Card or Store Card on the wall or window of the establishment, the Service Button on the lapel or uniform. There you have the positive identification you need to buy wisely.



When you find the Union Label, you know you're buying the product made by proud, skilled, adequately paid union workers in clean, healthful surroundings. Where you see the signs of unionism, you can have confidence that the products and services offered will be professional, competent and satisfying. These people know their job, do it well, and want to please you so you'll come back again and again.

At the same time, when you shop union, you buy a share in a better America. As the market for union products and services grows, the market for shoddy, non-union goods and services dwindles. More people can get the benefits of union living standards—better wages and job conditions, paid vacations and hospitalization, pensions and opportunities for their future.



So when you shop, watch out for the old shell game. Look for the Union Label. Put all your eggs in the Union basket, by choosing the reliable quality products and services offered where you see the Union Label, Shop Card, Store Card, and Service Button. Be Smart!

Buy Only

UNION PRODUCTS & SERVICES