



WHAT IS ONE

OF THE

Main Objects in Life?

WE ANSWER:

HAPPINESS!

How can we best secure the greatest share of happiness? By living prudently, honorably, and justly.

What is meant by living prudently? Keeping within your means and expending your money in a judicious and economical manner.

How can we expend our money judiciously and economically? First—By being on your guard against the very mischievous practice of buying on credit and running up bills with tradesmen; for, by paying for every article with ready cash, you will possess two decided advantages—you will get every thing cheaper and as you want it, and you can go anywhere to seek the best market. Those who run up bills become the slaves of tradesmen, and can possess no proper independence of principle or self-respect. Therefore, if buying on credit makes you lose your independence and self-respect, you must, in order to live prudently and secure the greatest share of happiness,

Avoid Credit!—Buy for Cash!

and cultivate the faculty of becoming a good and careful buyer. What man is a good and careful buyer? One who buys only what is really needed, and knows the exact value of everything he does buy.

Well, but, admitting that to buy only what one needs shows carefulness and is quite practical, we fail to see how it is possible for any one person to know the exact value of everything he may have occasion to buy. For it is an undisputed fact that it takes almost a lifetime to master any one of the very many branches of industry and learn the true value of its productions; therefore, how is it possible that any average buyer, who does not deal in all kinds of goods and makes only an occasional purchase—how is it possible, we may ask, for him to become so perfect a judge of wares that he can tell their exact value? You are right; it is impossible for any average person to learn the true value of things, as much so as it would be impossible for a merchant devoting his entire time to his legitimate business, to thoroughly understand all the arts and sciences.

Then, if it is not possible to know the exact value of all wares we buy, what are we to do? Select such stores as do your trading with as you can repose confidence in.

But how can we tell what stores deserve our confidence? By trading only with those that have

ONE PRICE!

But what advantage is gained in buying from a house having but One Price? The advantages are many. A house having One Price places all buyers on a perfect level. The one who does not know the value of goods pays no more than he who is an expert. A house having One Price aims to make but a certain percentage of profit and no more. Therefore, whatever bargains this house may get hold of, their patrons surely get the benefit of. For instance, if an article worth \$2 should be bought for \$1 by a One Price house, the regular percentage of profits only would be added to this \$1, and that which was possible for the article to bring, and the dealer would simply make so much more profit. Again, in trading with a One Price house, you feel perfectly safe in sending a child to make purchases, knowing full well that it will be treated as fairly as if you went in person. Besides, if you live at a distance, your orders are filled at precisely the same price as that paid by neighbors; while, on the other hand, if you trade with a merchant who has no fixed price, and who usually aims to get all they can for their goods, it stands to reason that, unless you are an expert and a perfect judge of goods (which we have shown is hardly possible for you to become), you are almost certain to be overcharged and pay much more than in the house which has a fixed price. Therefore, you can clearly see how much it is to your interest to avoid all houses that have no fixed prices, and trade only where they have strictly One Price.

Well, but does it follow that the prices fixed by a One Price house are really the lowest prices? Yes!—for this reason: Their competitors having no fixed price, can vary their figures according to customers. Therefore, a house having strictly but One Price, or, in other words, charging no more and taking no less than the price fixed and marked is obliged at once to fix the lowest possible price, so that others cannot legitimately undersell them.

What do we mean by saying "legitimately undersell them?" What is meant is this: Dealers who have no fixed price will offer to a close customer what is known to the trade as a "bait"—that is, they will sell him a staple article at the price of which they know him to be well posted on, at or below cost, with a view of making it up on some article that the customer knows little or nothing about; and as it has been clearly demonstrated that no one person can possibly know the value of all things, you can readily understand how easy it is to make it up before the customer is marked, they cannot offer baits, but simply charge a uniform profit right through.

Having now made clear to you that in order to obtain your full share of happiness in this world you must live prudently; that in order to do this, you must avoid getting into debt and endeavor to become a good and careful buyer; that to become a good and careful buyer you must be a perfect judge of goods; that as it is impossible for you to become, within any reasonable time, a perfect judge of goods, the next safest thing to do is to trade with merchants in whom you can repose confidence. That the merchants in whom the greatest confidence can be placed are those that sell for cash and have but One Price. Now, having fully settled all these facts, it only remains to ask, is there any house in this community that actually has "strictly One Price?" We answer, with pride, "Yes!" and point out to you the acknowledged friend of all, the

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