

BUY AT HOME PAGE

The Cartoons on this page are well worth a careful study. They are changed every week. This Buy-at-Home Campaign is an educational one, seeking to show the wisdom and common-sense of supporting the home town. Help boost it!

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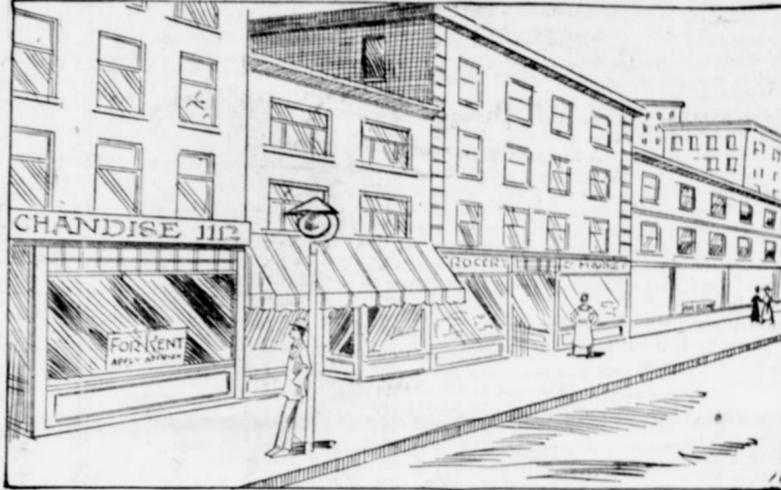
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Tabor 294 D 61

How the Town Looks When the Money That Is Spent Goes to the Mail Order Houses.



And How it Looks When the Money Is Spent at Home.



KEEP THE TOWN SPIRIT ALIVE

Is our town on the down grade? Are things slackening up? Are the weeds commencing to grow on our main thoroughfares? Do people shun our community? Maybe it isn't as bad as all that. And yet we feel that all is not right. The hustle and bustle of business is wanting. We don't get together as often as we used to. Each man is keeping too close to himself. If this is so, our town needs a tonic. We must get after ourselves. We must start a campaign in the interests of home trade. We must keep our town alive at all costs. Even if it does cost money to keep the town spirit alive, it is surely money well spent. There's no use in waiting. We must make things hum now.

This announcement is published at the request of

The United States Food Administration

which enlists the Aid of Every Woman to Help Win the War

The men of the Allied Nations must be fed. All our boys fighting for us must be fed. The food is here. We must send more food across the sea than ever before. Help to conserve food and you do a bit for the war. We must send more wheat. We must send more meat. We must send more butter and milk. We must send more sugar.

THEREFORE:—Buy less; cook no more than necessary; serve smaller portions. Use local and seasonable supplies. Patronize your local producers and lessen the need of transportation. Leave a "Clean plate" when you leave the table.

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