



## WHY THROW AWAY MONEY

*into the maw of the mail-order house; why let it be lured from Salem by the dazzle of distant merchandise?*

**THE SALEM MERCHANTS** are the purchasing agents of our community. They are our own people; they live among us; they know our needs; they do their utmost to satisfy those needs; to give us helpful and conscientious service.

Our retail merchants have proved their confidence in this community by investing many millions of dollars; by staking their all on Salem's future.

They are entitled to a square deal. They deserve our whole-hearted support and patronage. And every fair-minded man and woman will concede that preference should be given to goods made in Salem and that all trading should be done in Salem shops.

By trading at home you not only show a proper civic spirit—You serve **YOUR OWN BEST INTERESTS**. For it's a wise person who spends a dollar where he has a chance to get it back. A foolish person is the "penny-wise" mail-order buyer who buys a "pig-in-a-poke" every time he patronizes one of these foreign enemies of the home merchant.

Be square with yourself and with your neighbor, the Salem merchant who serves you faithfully, honestly, intelligently

### KEEP YOUR DOLLARS AT HOME

READ THE ADVERTISEMENTS OF SALEM MERCHANTS IN TODAY'S PAPER AND PATRONIZE THESE HOME PEOPLE

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