

## ARE YOU A VICTIM

of the

## Itinerate Bell Ringer and Traveling Peddler?

Cities and towns throughout the country are filled with traveling peddlers and doorbell ringers whose only mission is to sell people something at a time when they are least ready for buying. They have but one object in view—to separate busy housewives from their ready cash.

SALEM is no different than other cities. These bell ringers can be found here as well as elsewhere. Many housewives no doubt can attest to the fact that they have often had to shut the door quickly in the face of these persistent "pests".

## It Isn't Necessary to Buy from Peddlers

There are thousands of "Factory-to-Consumer" institutions throughout the country. They pay enormous commissions to district managers and door bell ringers who try to make you believe they are underselling your local merchant—or offering you a better product than he can sell you. Real tests and actual comparisons prove that your local merchant really offers better merchandise at the same price—or less—than the peddler.

Don't be fooled by all this talk about low prices. The bell ringer isn't giving merchandise away. In nine cases out of ten he gets a real good price for everything he offers you. He is a high-pressure salesman trained to outdo the ordinary efforts of the merchants' salespeople. He depends more on his selling ability than the quality or price of his merchandise—don't mistake that.

NO MATTER WHAT THESE BELL RINGERS OFFER TO SELL, WHETHER IT IS SILK HOSIERY, LADIES' WEARING APPAREL, MEN'S WEARING APPAREL, HABERDASHERY, JEWELRY, WATCHES, HOUSEHOLD GOODS, FURNITURE, MEDICINES, TOILET GOODS, BOOKS, AUTO ACCESSORIES OR THE LIKE

## You Can Buy to Better Advantage from your Local Merchants

SALEM HAS SPLENDID UP-TO-DATE STORES. ITS MERCHANTS ARE KNOWN AND RESPECTED THROUGHOUT THE LENGTH AND BREADTH OF THE LAND. THEY OFFER YOU ENORMOUS SELECTIONS OF FINE MERCHANDISE—STANDARD BRANDS. AND THEY GUARANTEE SATISFACTION, ALLOW PRIVILEGES OF APPROVAL OR EXCHANGE, AND EXACT NO ADVANCE PAYMENT. THEY SELL AT FAIR PRICES—WHAT'S MORE, THEY'RE HERE TO STAY.

When You Buy From Him You Are  
Loyal Both To Yourself and Your  
Community

### IMPORTANT

This is No. 1 of a series of advertisements published each Sunday in this newspaper for the purpose of acquainting the people of Salem with the many advantages of patronizing their home town merchants.

If You Want Your Dollar To Do Its  
Full Duty Spend It At Home With  
Your Local Merchant

## Salem Business Men's League