

Transient Peddlers and Bellringers Do Not Build Up Cities and Towns Like Local Merchants



LOOK OVER SALEM Mrs. Consumer, and You'll Find That It Pays To Patronize Home Enterprises

YOUR merchant is a mighty good citizen. He helps develop your city by the annual investment of thousands of dollars---and as one of its heaviest taxpayers continually supports and improves it. His welfare is dependent upon yours. He is an asset to the community. What would you do without him?

The transient peddler does not measure up to your good friend the local merchant. He does not support your community through taxes or business investments---on the contrary his profits help develop other cities. He is interested in you only to the extent of the immediate sale---for he may be far away tomorrow. He is not an essential factor in your community and you could do very well without him.

You Can Buy to Better Advantage from Your Home-Town Merchants

Your merchant offers you a modern store, splendid merchandise in great variety, priced right. He also offers privileges of approval and exchange---backed by the guarantee of absolute satisfaction at all times.

The peddler gives you a receipt and a promise. You seldom see the merchandise you are going to get--and must buy on faith, often to your sorrow.

IMPORTANT

This is No. 2 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.

Nine times out of ten the peddler's price is higher than your merchant's. Peddlers aren't giving anything away--they don't expect to be here tomorrow

Salem Business Men's League