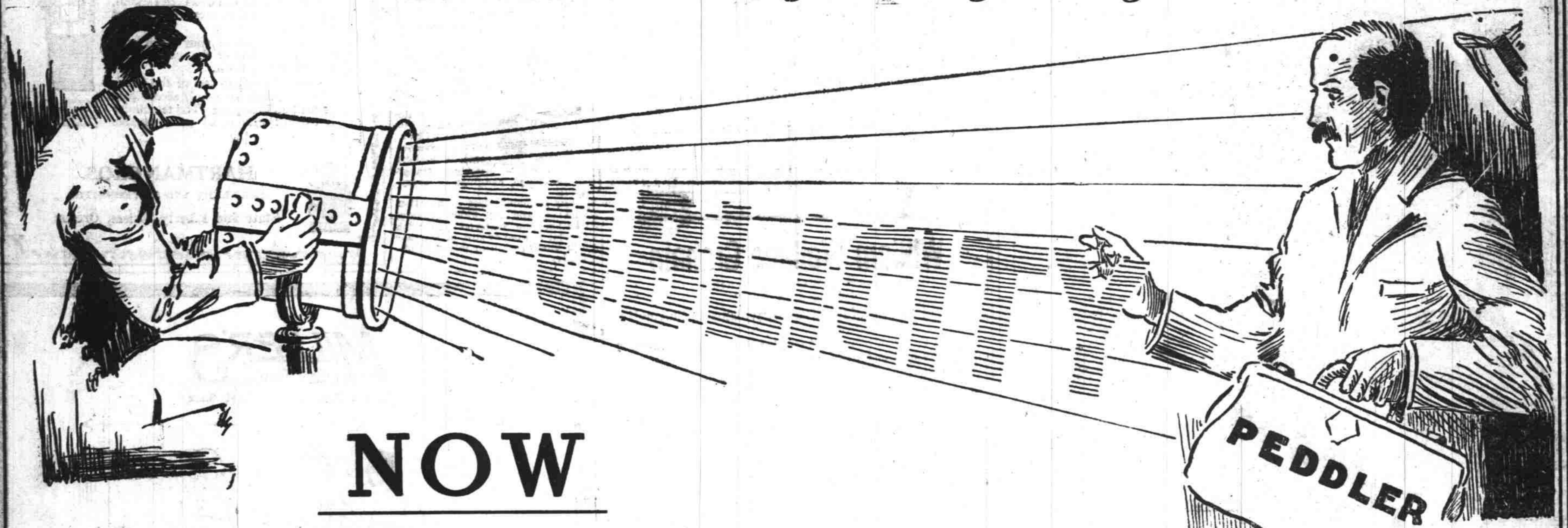


Let's Turn On the Searchlight

Salem has been a go-as-you-please market for Peddlers and Doorbell Ringers long enough



NOW

It's Time to Trade At Home

Salem rightfully takes pride in its modern stores. Its merchants are known throughout the length and breadth of the land. They are ever searching foreign and domestic markets for fine merchandise to offer you at fair prices. You can buy from them to better advantage than from the transient peddler.

HERE'S WHY---

FIRST

Right here at home you can buy just as good merchandise as anywhere else in the country. It's offered you in great variety, calculated to meet the requirements of everyone—no matter how exacting that may be.

THIRD

Your home merchant offers a real service. You can buy here on approval with the privilege of exchange—and better yet, you are guaranteed absolute satisfaction. Nothing remarkable about this either—your merchant is here to stay and depends upon your good will and continued patronage.

SECOND

You can buy this merchandise here at a fair price—often a very low price. Nothing remarkable about this—keen competition between aggressive merchants keeps the price down—and the very life of business depends upon small profits and many sales.

FOURTH

The transient peddler is here today and gone tomorrow. His merchandise is seldom of fine quality—certainly he does not offer you great variety. In the majority of cases he is compelled to ask a higher price in order to provide for his commission.

SALEM BUSINESS MEN'S LEAGUE

IMPORTANT

This is No. 3 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.