

Don't Let the Feet of Peddlers Wear Down Your Door Steps



It's Time to Call a Halt When This Begins to Happen

DON'T think you are practicing economy when you buy from peddlers---rare bargains are never peddled. Invariably they get a real good price for their wares. They must do this in order to justify the fabulous commissions paid them. If there's a doubt in your mind about this glance at the headlines of some of these familiar advertisements. 'Here's \$20 a day ---easy.' 'We want high-powered- men.' 'More money for you.' 'You can make \$8 to \$100 every day.' 'A profitable, dignified business can be yours.'

LET'S LOOK FACTS SQUARELY IN THE FACE

You've heard a lot lately about so called "factory to consumer" concerns underselling retail merchants. Don't be deceived. It can't be done.

Stop and think. If these people could sell cheaper than the retailer or offer better merchandise there wouldn't be any retail merchant, for you wouldn't need him.

As a matter of fact it costs the manufacturer as much, or more, to sell through the peddler as through the local merchant, which contradicts all this talk you have heard.

Your local merchant has been here a long while. He is an important factor in the business life of your city and he is here to stay.

He offers you the best merchandise the market affords - standard brands - in great variety. And he does this at a fair price - often lower than the peddler could ever hope to offer you.

What's more, your local merchant allows you the privilege of approval and exchange - and guarantees satisfaction.

Save Money and Profit by Spending Your Dollars With Your Local Merchant

*Read The Statesman's
Editorials Today*

IMPORTANT

This is No. 4 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.

*Help Salem to Grow
and Prosper*

Salem Business Men's League