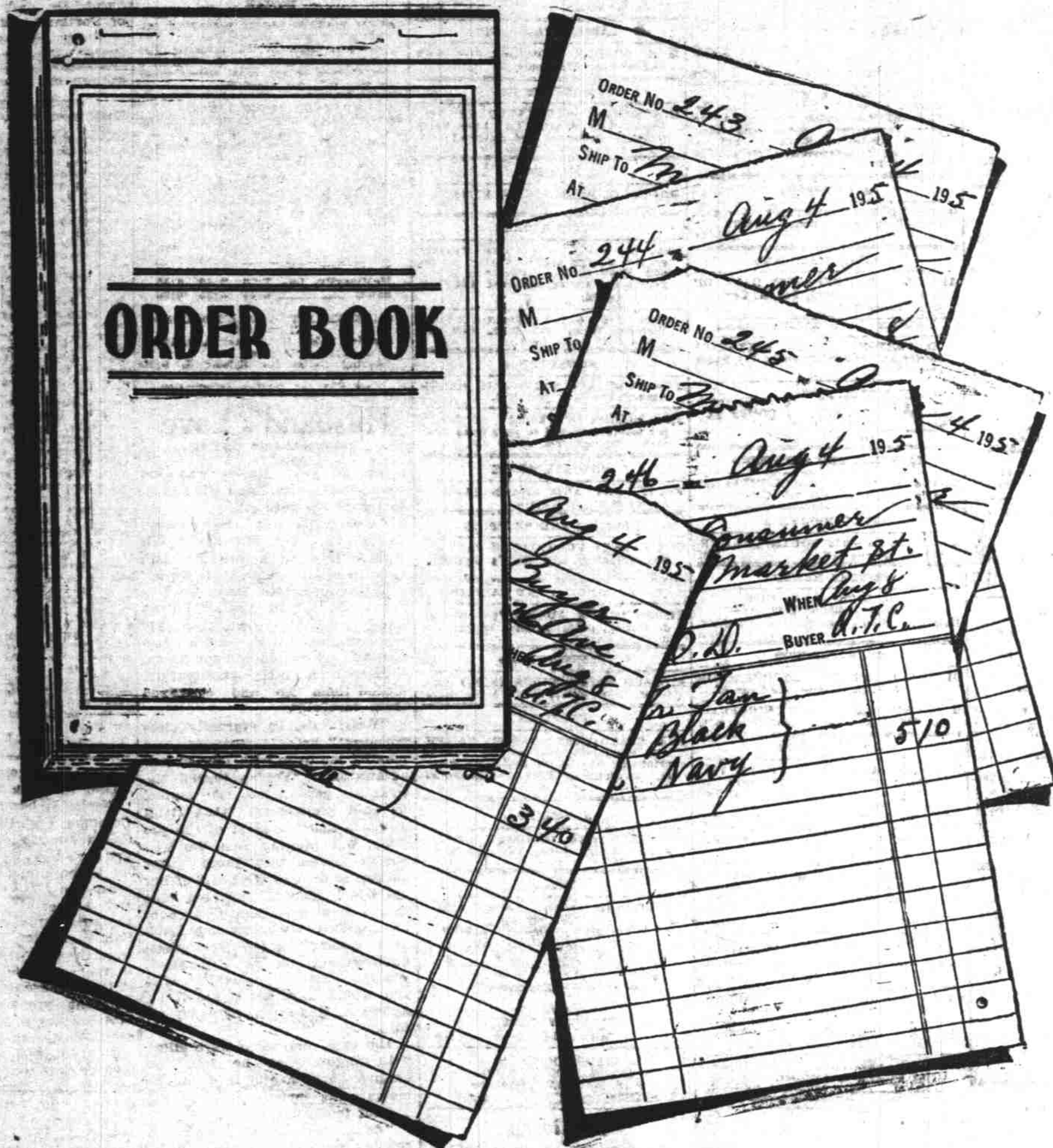


A Promise And A Receipt

From The Peddler



THE peddler may be a likable fellow. He may have real merchandise to show you. The price he asks may seemingly be a fair one—certainly not lower than your merchant offers. His commissions or profits are invariably enormous—they have to be. He necessarily is not responsible—though he might represent a dependable concern. The goods he sells might be like the sample—he can't deliver. He is here today and gone tomorrow—only leaving a promise and a receipt.

NOTE—The deposit made by a purchaser is usually retained by the peddler as payment for his service in full—each sale is a separate and distinct service for which he is usually paid in full by the purchaser. He invariably has no interest in the unpaid balance or the delivery of the merchandise which he sells.

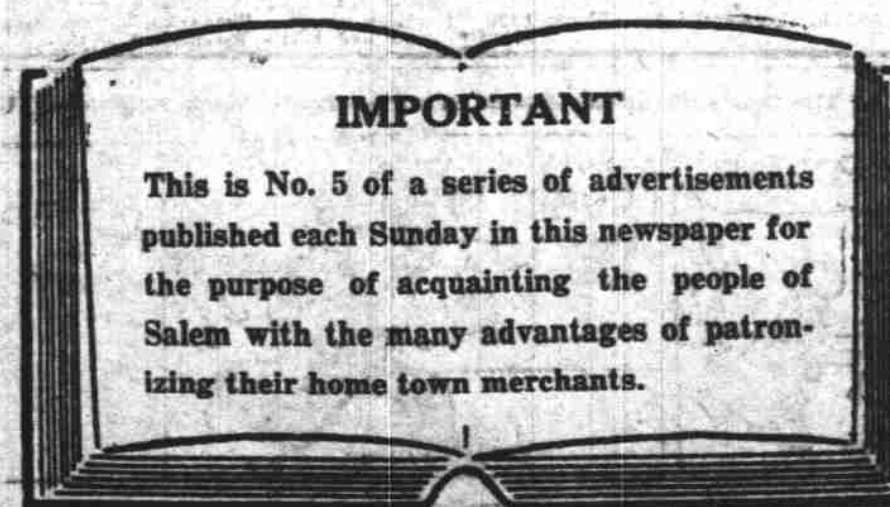
Your Merchant--The Backbone of Your Community

The manufacturers of the universe depend on him for distribution. The merchandise he offers bears the mark of quality and distinction. Priced right. He is responsible, offering a real service.

His stocks are large, of great variety, you see what you buy. His license permits him to deliver. He is here to stay. He gives you more than a promise and a receipt.

**Patronize Your Home Merchant and Know What You're Getting.
That's Better Than Taking a Peddler's Promise and a Receipt**

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Salem Business Men's League