

# YOU BE THE JUDGE

**"Not to compare is to leave  
your pocketbook open"**

**T**ODAY there are thousands of itinerant peddlers going from house to house offering merchandise from so-called factory to consumer concerns.

Most of these individuals have no more connection with factories than the public to whom they offer their wares.

They are employed by "district managers" who instruct them to use a me-

chanical canvas or selling talk and their only interest is the commission they receive. These commissions are enormous, many times as high as 300% on each article, plus a liberal bonus system. Their approach is courteous—don't mistake that. They're trained to be glib tongued. You are told that the merchandise they offer is far superior to that offered by the retail merchant and the price is exceedingly lower.

## LOOK AT THESE FACTS

Investigation proved that consumers paid 23% more for the "privilege" of buying from peddlers than they would have paid to the merchant and the quality was not the same though the peddler's merchandise was given the benefit.

Excerpts from advertisements published in a monthly publication.  
 "30% Regular Commission and a Monthly Bonus."  
 "Over 100% Profit—Sell Nine Out of Every Ten Women."  
 "We Have Openings For District Managers Who Can Produce Business."  
 "New Fast Seller—300% Profit."  
 "You Collect 30% in Advance and Keep It as Your Commission."  
 "200% Profit and More—Big Demand Waiting."  
 "75% Buy on Sight—150% Profit."  
 "Highest Commission in the Direct Selling Field—Between 400% and 600%."  
 "400% Profit, Fast Repeater."  
 "For District Manager With Going Sales Organizations."

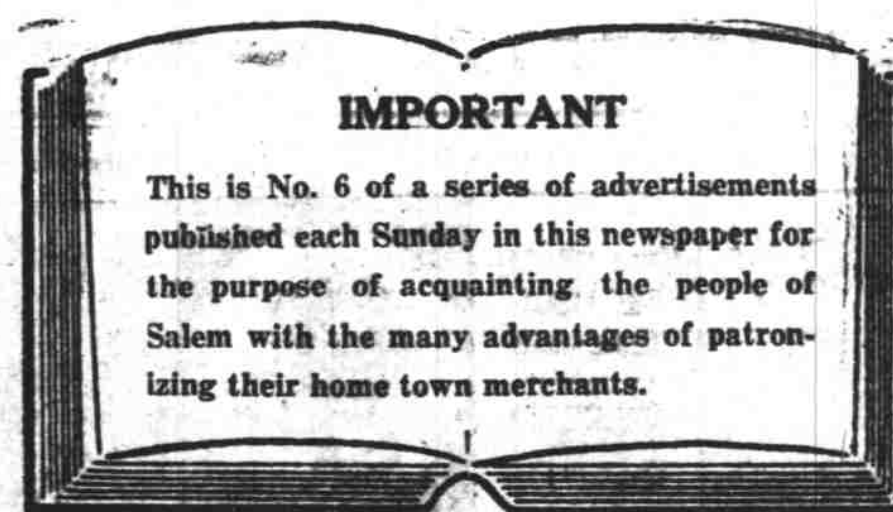
QUALITY merchandise is offered through the hands of the MERCHANT—NOT the peddler.

His profit on each articles is small. He depends on many sales—quick ones. Fair dealing assures him of this.

His readiness to correct mistakes—his offer of approval—privileges—exacting no advance payment—his support of local institutions—the taxes he pays—his public-spiritedness—are but few of the benefits he offers. His presence in the community provides employment for many.

**TO PATRONIZE LOCAL MERCHANTS IS A CIVIC PRIDE AND DUTY—  
YOU BE THE JUDGE**

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and Prosper*

# Salem Business Men's League