

# Are You Buying Salesman-ship or Merchandise?

You'll say "Merchandise of course--but stop and think! Think of the last time you were called on by an Itinerant Peddler.

You were told in glowing terms of the wonders of the article he offered you. You perhaps were made to believe that NOT to buy his offering would be the greatest folly possible.

You saw a HALO placed around the article in terms of superlatives---impossible statements---fabulous promises.

And you bought. But did you buy SALESMANSHIP or MERCHANDISE?

Peddlers are well trained---don't mistake that. Months of time and thousands of dollars are spent in preparing the talk they use. That talk is supposed to lull your common sense to sleep, to paint a picture so rosy that you'll buy---not merchandise---not the article you'll have to use no matter how inferior it might be to the sample; but the golden chatter of a trained salesman, whose only interest in you is to sell, and then get to the next house as quickly as possible.

## Consider the Retail Stores of Salem

In the great majority of cases the retail stores have grown with Salem. Their success is the city's success---built on the same conservative, firm foundation.

Every dollar you spend with your Retail Merchant helps to make your city better and bigger. Every dollar you hand to the peddler is gone forever with no benefit to you or your city.

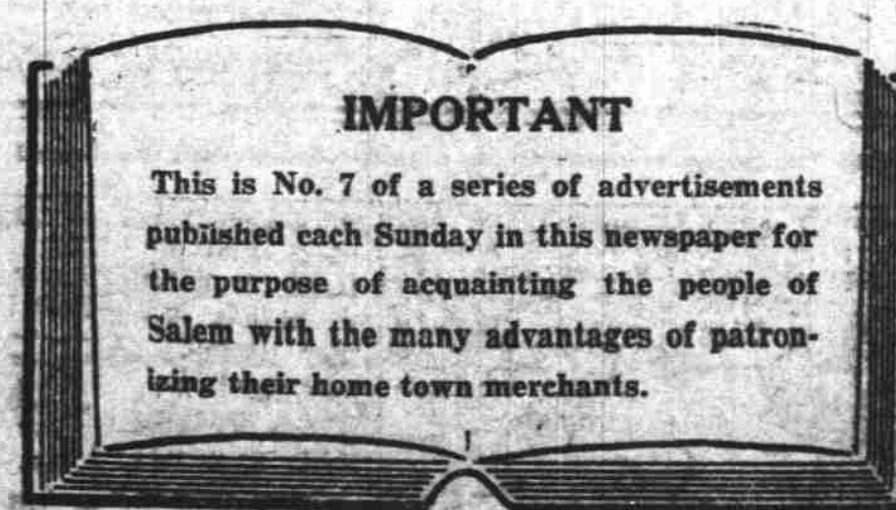
Every dollar you use in dealing with your merchant helps the

schools and recreation parks of your city--- your children's life and happiness. Every dollar thrown into the maw of the house-to-house bellringers is just that much taken from the life of your city.

It is a privilege and a duty---a duty you owe yourself and your community---to deal with your local merchant.

A privilege that benefits your home life in far greater proportion than can be realized.

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## Salem Business Men's League