

# BUILDING FOR THE FUTURE

**B**USINESS has one very serious purpose---building for the future. There is only one way to build, and that is to build right. Every merchant must have the interest of his patron at heart. Unless he has this interest at heart he cannot expect to endure. He must provide a commodity, the price of which is completely consistent with the quality.

Perhaps you do not realize that your local merchant fights to do this. He, too, wants to obtain his goods at a price that is consistent with quality. In turn he has your interest in view. Never in years has this been more clearly emphasized than during war times when prices soared almost out of reason. Your local merchant knew what you were used to buying. He knew when the price was consistent with quality, and fought for it.

Few are the merchants who'll not gladly accept constructive criticism. How frequently do you suspend business relations with your local merchant without a word of explanation? Your local merchant is at a loss to know why. Were you to come to him with a frank discussion he would gladly listen to you. Perhaps conditions exist about which he knows nothing. He would gladly have you talk to him, so that an adjustment could be reached. It promotes good feeling. You come and tell us good things about your business, why not come to us with matters that may displease you? Your local merchant wants your good will. Coming together for a complete understanding will promote good will. That will build up a fine relationship for the future. Help this along---

## *By Buying at Home.*

PEOPLES STORE  
HORTON DRUG CO.  
MANNHEIMER BROS.  
J. C. PENNY CO. Inc.  
OWL PHARMACY

R. M. SMITH  
M. P. CASHMAN  
THE WARNER CO.  
BENNETT-COOPER  
BEND FURNITURE CO.

A to Z GROCERY