



# Mrs. Bend Decides

---Who is the "purchasing agent" of your family? We'll wager the "Lady of the House" does most of the buying. Is she deciding on Bend Merchandise and helping to build a greater and better Bend? Is she saving the hard earned dollars by making wise purchases? EVERY MAN HAS A FORTUNE to spend, or to save, at will. If for every dollar the house wife spends she sees to it that she receives one dollar in value in return, she is helping you to save. If she goes blindly ahead and orders merchandise because the price is low and pays little or no attention to the quality she receives, she is wilfully destroying the chances of success and prosperity.

## Quality Is More Important Than Price

Merchandise, such as is handled by your local merchants, has a high standard of quality and durability that will offset the lowest price possible to quote. The difference in service received from merchandise of quality and fair price over merchandise of "low quality and low price" will aid you materially in your economy campaign.

## Your Local Merchant Has Your Welfare, as Well as His Own, at Heart

When you receive dollar value for every dollar spent you succeed. With your success comes the success of the merchant. It is up to him to see that you get the best money will buy. Every dollar spent in Bend helps every man and woman in Bend.

# SO, MRS. BEND

When you need shoes, suits, coats, dresses, or whatever it may be for yourself or family, consider the quality as well as the price.

IF YOU WILL DO THIS YOU WILL

