

The Greatest Problem Confronting the American People Today-- **Conservation!**

If we, as Americans, wish to set the commercial world back on a sound, substantial financial footing, and bring both local and national business to a settled condition, we must practice thrift, as a nation and as individuals.

We Must Save Wisely and Consistently

Thrift must be practiced in every home in America. The sooner the American people realize this, the sooner they will again begin to work wonders in starting the wheels of industry and strengthening the chain of commerce throughout the entire nation.

To save wisely does not mean to deprive yourself of actual needs or reasonable amusements. It means only that every dollar must be spent wisely. That there is an assurance of full value before a purchase is made.

Too long has the buying public failed to properly consider VALUE. The time is at hand when it must be a consideration in every purchase.

Saving Comes Only Through Quality

Every local merchant has realized for some months past the necessity of QUALITY MERCHANDISE. They knew when they purchased their this years stocks that extreme consideration must be exercised. That the mediocre materials still flooding the eastern markets could not under any consideration be offered for sale by them.

The public at large is demanding high-grade merchandise at a reasonable price and the Bend merchants are making wonderful strides to meet this demand.

Flowery descriptions and what seem to be attractive prices, offered by out of town merchants have ceased to attract the buyer who has really learned the meaning of the word thrift. He knows that when the merchandise reaches him it seldom is what was represented. Cheap merchandise is dear at any price, and he can no longer take chances of gambling his dollars. He must be sure of the quality.

Its only when the actual quality of the merchandise can be seen and the reliability of the firm who offers it for sale is assured that a purchase should be made. Too often inferior, worthless merchandise comes from foreign firms for the wage earner to take a chance. This is a day when everyone must play absolutely safe.

The sooner the buying public learns that the Home Merchant is the most reliable friend it has, the sooner conditions will come back to a substantial foundation.

YOU WILL FIND IT PAYS TO

