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164 S. Commercial Street

KEEP MONEY IN CIRCULATION HERE

This is an age of competition, an age where the things that survive in the business world are the things that must prove their merit. Anything that is useless or inefficient soon loses out in the strenuous race for supremacy. So when you view your successful business establishments in your home community you are viewing those who have proven their merit and a right to your patronage and consideration.

The business field in the small towns especially, is not exclusive to anybody. The game is open to anybody who desires to enter and cares to risk the necessary capital. Nobody faces fiercer competition on every hand than the merchant. A dissatisfied customer does not have to trade with him and he knows it. So the merchant must find a way to meet these conditions, and he can only meet them by giving the service, the goods and prices that do satisfy the customers.

Most people expect and receive accommodations from the home merchant which they would never receive in a thousand years from the mail order concern. Just this feature of accommodation should be a strong point in favor of the home merchant, but that is not all. There are the churches, the schools, the various public activities that are only possible because the home merchant and business man is doing a successful business. All of these things are inseparable and if everybody would trade out of town, the town would decay and public activities would soon cease. There is no way that a prosperous town can be maintained and at the same time have a large part of the business of the town sent elsewhere.

Many people do not realize what it means to send money out of the town. Of course a few would not matter, but when it begins to mount up to thousands of dollars per month then one can see the vast damage to the town caused by the loss of this liquid capital. The banks find their business curtailed, the merchants cannot carry the stock they should, money becomes "tight" and everybody finds it scarce because it has been sent away to the everlasting benefit of some big, overgrown metropolis.

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