

# CONFIDENCE

**T**WO years of war has been a great teacher. We know what it means to have a purpose and to fight for it. We consecrated ourselves to one ideal, made the sacrifice and won.

It should be no different in the pursuits of peace. We should consecrate ourselves to peace ideals. Business wants to be of the greatest service to the greatest number of people.

Business cannot attain this ideal unless it has confidence in itself and the confidence of the people with whom it deals. Business wants your confidence and it is going to have it. If you want the confidence of business you should have it. The willingness is here.

The last two years have been trying ones for a merchant. All of the bigger changes in price, quality and marketing were passed from the manufacturer through various channels down to the local merchant. He was the one who finally had to make the adjustment. He met the unprecedented raise in prices with as little embarrassment to his trade as possible. He struggled to obtain commodities for which there was a demand in face of most extraordinary conditions. He fought to obtain good of a quality consistent with price. This necessitated the most careful examination into the market. Various restrictions imposed by the government made conditions of buying and selling difficult. Now business will gradually return to its normal condition.

With the return to normal conditions business hopes that there will be a mutual understanding and sympathy between business and those who deal with business. If there is such a feeling a community cannot help but build. It takes the cooperation of business and the people upon whom business depends.

If you understood the motives, the aims and the problems of business—what it is trying to do for its patrons to make living costs lower—of which you now may know very little—then, perhaps, you would have a greater sympathy. Business wants to be closer to its patrons. If you confide your problems in business, do you not believe that business can help you? Business is willing. Are you willing?

Business wants your confidence to the extent that you will feel free to come to it with your buying problems, and feel that what advice is given is sincere and intended for your benefit. Business wants you to feel that when you purchase an article you are receiving an article whose quality is consistent, in every particular, with the price, or, in other words, that price is consistent with quality.

Business will gladly receive your constructive criticism. Perhaps there are many things about which business does not know. Business is open to suggestions. These suggestions may prove mutually beneficial. Such an attitude is productive of a closer relationship. Is it not a fact that many times you have wanted to go to your local merchant with your buying problems, but have hesitated? Why have you hesitated? Do you feel your problems would not find a willing listener? Every business man is willing to help his patron.

Perhaps, in the past, you have evaded this subject. Why not start on a new basis? Begin to know your local merchant better. You must deal with him to know him and for him to know you. Give him an honest opportunity to know you. Put away the old, worn-out idea that you can do better by trading away from home. It is a fallacy. Your local merchant is striving harder every day to give you the best possible market for buying and selling.

IF NOT IN THE PAST, START NOW 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-Z GROCERY