

A LITTLE PERSONAL

Not so many days ago a parcel came into a postoffice. It bore a foreign postmark. The parcel was for a lady. It contained nine yards of dress goods, trimmings, buttons, one pair of shoes, two pairs of hose and four yards of ribbon. It was a C. O. D. package. The charges on the package were \$26.31, including postage. It was a Monday morning.

The person to whom the package was sent had planned to make a dress especially for an afternoon function to be on the Wednesday of that week. Proceeding in the usual way, this lady cut out her goods by pattern. It was late Monday afternoon before she learned that she had made an error and a serious one. She found that it would require that she obtain more goods to match. She must have it for Wednesday afternoon. She thought of wiring for more material, but then she knew that the store from which she purchased the goods would not know what to match. To write for more material, sending sample would not give sufficient time for return. The gown was not completed. As to the shoes, they did not fit. They were not the last she wanted. No gown. No shoes. This situation may be somewhat out of the ordinary, but likely similar accidents have happened to you.

The lady in question could have obtained almost the identical material at home, both with regard to price and quality. When she found out her error she could have reached her local merchant in a few moments over the phone, explained the situation, or could have run into town, where shoes could have been fitted and materials matched. Your local merchant, by constant touch with your needs, learns to know what you want. His personal attention is directed to this. Naturally he always wants to accommodate you. That is what he wants to do. He wants to be of personal service to you. He soon learns your likes and dislikes. The lady who sent away for her materials desired impersonal service. She could have obtained personal service by trading at home. It is always more satisfactory to receive personal service.

**So Try Personal Today. If Not in
the Past Start Now to Receive It
by Buying at Home.**

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A to Z GROCERY