

The Merchant-- A Community Factor

Every good merchant is a community factor and builder.

Every good merchant has the interest of the community at heart. He desires to see better roads, better city streets, better schools, more and better amusements.

You are the one who looks to your local merchant to help you. Is it not a fact that when you have any improvement of a local character you desire to put over you enlist the support of your local merchant? He is the man you expect to back you up. In a very large number of cases he is with you 100 per cent.; with gifts of money or his own personal services. The local merchant is the first to whom you look for cooperation. He is glad to help.

These facts are only incidental to the main point. A part of the dollars that you have spent at home return to you in the way of improvements. It is cooperation that brings these things about. He knows the advantages for you of the many public improvements. By his interest in community welfare he is a community factor. When you deal with him you are helping to build up your community. There are mutual benefits. No community can thrive without such an interest. Trading away from home will hinder this interest. Your local merchant wants to feel that you have an interest in him. Then he will certainly have an interest in you. A thrifty, prosperous community can help to make the merchant prosperous.

You will help to make your community more prosperous by

BUYING AT HOME

HUMPHREYS DRUG COMPANY

MINOR & COMPANY

PHELPS GROCERY COMPANY

MARTIN REID

TUM-A-LUM LUMBER COMPANY

GILLIAM & BISBEE

HEPPNER FARMERS ELEVATOR CO.

PEOPLES HARDWARE COMPANY

CASE FURNITURE COMPANY

SAM HUGHES COMPANY

THOMSON BROTHERS.