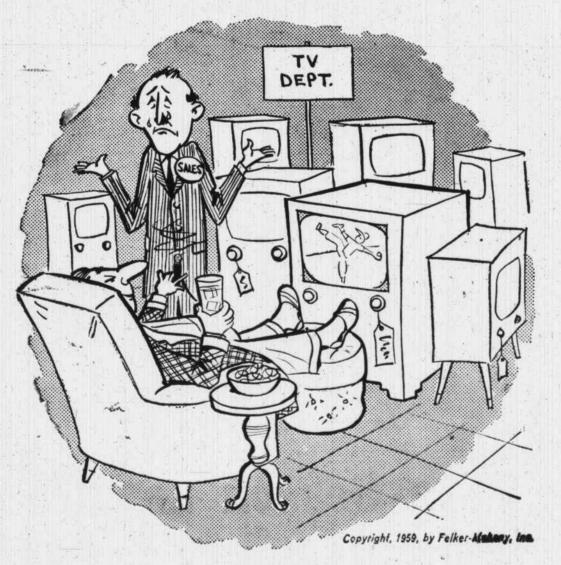


... because you "feel at home"



• When you buy in another town, or send away for things by mail you may possibly save a few pennies, but look at what you lose! The heart-warming pleasure of doing business with a friend.

Can the impersonal attention of a stranger, however courteous, compare with the sincere, from-theheart greeting of the merchant you've known for

years? Life is too short, time is too precious — to be wasted on shopping away from home, where the only interest in you is the sale.

As a matter of fact, the chances are that your home-town merchant has just as low a price for the goods you need. But when he says "Thank you!" he means it from the heart.

and besides You get an EXTRA dividend

When you buy at home, almost half of every dollar you spend stays at home — helping support the schools and churches, pay for fire and police protection, make your town buzz with healthy activity.

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