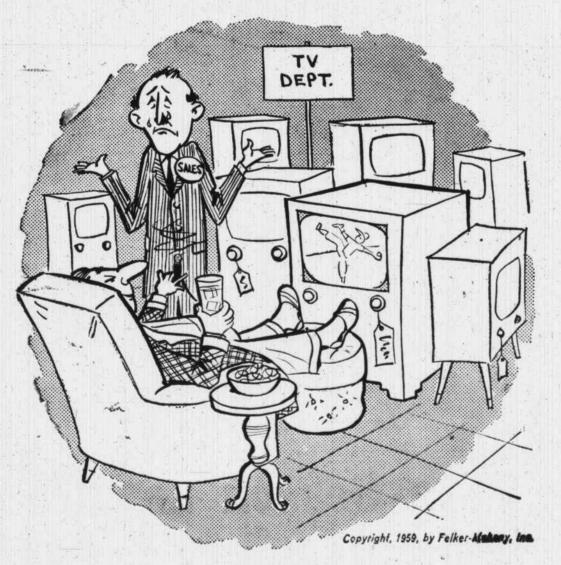


## ... because you "feel at home"



• 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.

## For Back To School .... Shop Franklin First This Message Sponsored By THE FRANKLIN PRESS