



Meditate Before You Mail It!

Consider these things—before you mail your orders out of town. The dollar that you spend out of town is gone forever.

The dollar that you spend at home—stays here and works. Whether it goes into civic improvements, via taxes, better schools, churches, streets—or whether it simply goes into more merchandise for your next needs—it circulates at home.

Remember your neighbor will take better care of you than a stranger. It is to his interest to do so.

His future depends on his winning and holding your confidence and friendship—and he's right here to make good any mistakes.

When you help the home merchant, the home industry—they in turn help build up your town—thus making greater and better opportunities for you and your children.

Spending money at home is putting a mortgage on it to come back to you—spending it away from home is bidding it goodbye.

And your home purchase is better, for you can see and measure its value—before you part with your money. Not so “the cat in the bag” you buy from the distant point.

Don't mail your order until you have considered these things—and you won't mail it at all.

The Farmington Enterprise