

HIS WORD



IS HIS BOND!

A "personal guarantee" means very little to you unless you know the man who makes it.

Ninety per cent of the things bought for the home are selected by the lady member of the firm. She is the purchasing agent. Most men admit that she is a capable buyer, and the reason is this: She must be shown—convinced by proof—that an article is what she needs and is worth the price!

For that reason, she sees the advantage of dealing with a local merchant—a man whose "personal guarantee of satisfaction" means just what it says.

She knows that what he advertises in this paper is entitled to her consideration. Because she has confidence in her neighbor—her home town merchant—she can safely invest the family funds in what he guarantees.

Read The Ads In This Paper

and save yourself money by trading with merchants who advertise.