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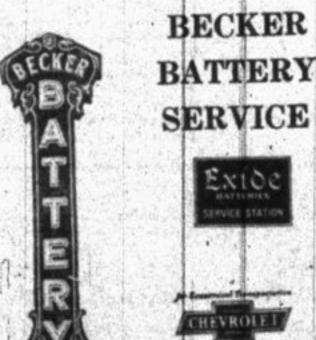
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The big city store advertises "rare bargains." The housewife, eager to save, spends time and money to make

at higher prices, and the bargain bait has served its pur-

but you get no more. And mostly you get less.

"Camouflage" on

return also on the under-priced article.

miracles, they are often hoaxes.

your list.

wants none of it.

The bargain bait has lured many to spend money fool-

She buys the "bargains"—and then buys other things

There is no bargain in such buying. You pay more—

If you ever buy bargains this way, check up the cost

YOU SAVE WHEN YOU BUY IN YOUR OWN

City Merchandise

of the merchants of your neighborhood and see how much

you could have saved by spending in your own community

Community Merchants Not Required to Pay High

Advertising Prices and Staggering Overhead

PAYING CITY STYLE

"Camouflage" is one of the expressive words handed down to us by the war, but it exactly fits a similar practice in our peace-time pursuits. We refer here to the so-called "bargain" of the big merchant, advertised for the benefit of the shopper, behind which the merchant screens his true purposes. It is not his real aim to sell the man or the woman a bill of goods at less cost than that same bill can be bought at the former's home merchant; his aim is to use the specially-priced articles as a bait, and then sell him other goods—once he has the visitor in the store—at such prices as will yield sufficient profit not only to cover the latter but to bring a good return also on the under-priced article.

It cannot be denied that in many cases this "leader" is cheaper

than the same article can be bought for in the neighborhood store.

And the merchant, in arguing with the shopper, makes much of this point. But do not let that mislead you. If you will give the

matter a little thought, you will find that in rare instances is it a

staple article that is thus under-priced, and even if it were the situation would not be greatly changed. In the end, you pay well for it just the same. The neighborhood merchant will be

the first to admit that he cannot meet the price at which such

"bargains" are offered and still make the reasonable profit to

which he is entitled by his investment. But bring your receipted

bills to him after your return from the city shopping-expedition,

and he will show you how he could have saved you money by

striking an average of more reasonable prices all the way down

HELPING OTHER MERCHANTS

"Bargains" are often called the miracle-makers of business, for

they bring trade where there was no trade before. This were a true

miracle indeed, in a dull season; but like many of our modern

Your community merchants do not resort to methods of this

kind. Business with them is based on the sound economic principle

of supply and demand. You buy goods only when you need them,

so that when you do buy, what you buy fills a want for you. That

is true merchandising service. In that way, and in no other way, do you get the full value for your money. "Bargains" thus be-

come a stimulant in business that is sure to be succeeded by a re-

action, and the healthy business life of a community like ours

that the big city merchant has to meet. If you remember that you

have to pay your share of this total of his fixed charges every

time you visit his establishment, all will be well with you, for

you will compare his range of prices with those of your neigh-

are under-priced-if you buy at all. Desirable business locations

double and triple in value because of the competition for their pos-session. High value means high taxes. The downtown congestion

means greater fire hazard, with the resultant increase in insurance.

You help to pay for the style and pomp displayed, and for the employment of many superfluous clerks and attendants—which

Even more, however, is the buyer singled out by the city mail-

order house. This kind of buying is what the boy with the broken-

bladed jacknife, in an effort to awaken our sportsmanship, so that he can foist his useless article upon us, calls "unsight-unseen." We

UNCLE SAM AS SALESMAN

make use of Uncle Sam's postman. Profits are enormous. You buy on faith, and you pay the penalty. What can you tell about a

certain grade of woolens for a suit unless you can feel them be-

tween your fingers? Or about a certain brand of tea bearing a

number or letter? Each such concern has its own private brands, and there is no standardization so that you can tell in advance

what you are buying. When the goods arrive, you find they are

of a poorer grade than you had reason to expect from the price, but

by that time you have paid money-order fees, postage and trans-portation charges, as well as having lost considerable time waiting

for the shipment to arrive, and there is nothing for you to do but

These losses and disappointments you spare yourself when you visit your neighborhood store, pick what you want and pay a reasonable price for it, free of the big overhead.

These mail-order establishments have no salesmen at all. They

in no sense add to the value of your goods.

have all been "stung" in that way.

make the best of it.

borhood merchant and you will buy only those few things that

In the preceding article we emphasized the heavy overhead

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(Not Incorporated)

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