

DO YOUR BUYING AT HOME

To change the application of a now famous sentence of Abraham Lincoln, when we buy away from home we get the goods and lose the money; when we buy at home we have both the goods and the money.

The man who buys from a mail order house without first giving local houses a chance to talk business with him on the same articles does the merchant, the community, his family and himself a serious harm. Did that buyer ever stop to ask himself questions like these:

Does that mail order house help support your home schools?

Does that mail order house help support your county or city government through taxes?

Does that mail order house ever help build a church or Y. M. C. A. building in your county?

Did that mail order house ever subscribe toward your entertainments, your Fourth of July celebration, your fair?

Does that mail order house ever extend you credit to tide you over a "tight" time?

Does that mail order house help make your newspapers possible?

Did that mail order house ever spend one cent toward making yours a bigger and better town? Have you ever asked the mail order house for credit?

These and a hundred kindred questions must be answered in the negative.

The patron of mail order houses is penny wise and pound foolish. He sacrifices a larger community good, which means greater good for himself, for the petty immediate gain of a few cents.

AN UNPATRIOTIC SACRIFICE

To sacrifice our neighborhood—the man who helps the town with its taxes, with its public business, with its myriad activities for neighborly righteousness—to sacrifice that man and his business for the mere sake of saving a dollar on the purchase of a hundred dollars' worth of goods is just as unpatriotic as it is to spit at the Flag.

For the Flag, if it means anything, means the golden rule; the Flag means friendly burden bearing; it means mutual help in trouble; it means standing together against common foes.

THE MOTTO OF THE MAIL ORDER HOUSE

The motto of the mail order house is, every man for himself and the devil take the hindmost—and you bet the devil will.

THE ULTIMATE RESULT

That spirit never fails to work; and the weak man, the unprotected man, the man alone—the man of the farm, at the end of the fact, when his farm market is gone, when his town is gone, when the spirit of selfishness and greed has left this country cold and hard and mean and neighborless—the farmer will be the hindermost.