

## THE SPIRIT OF NEIGHBORLINESS



THE PERSONAL *and* MAIL ORDER  
ELEMENT *the* CATALOGUE

"It can't be described in the printed word or illustrated in a catalogue—"

In our initial little message on the spirit of neighborliness as exemplified in the borrowing of a cup of sugar, we emphasized, if you'll remember, the personal element in prompt, efficient, honest service. You know that it's good sugar that is immediately handed over the fence because it comes directly from your neighbor's table.

Now where or how you buy is your affair. And to our mind, a would-be neighbor who interferes in your affairs ceases to be a good neighbor. He's a busy-body.

But may we offer this suggestion? After you've looked through the mail order catalogue, would it be worth while to compare the pictured articles with those right at hand—that you can see and touch and instinctively determine the quality because a neighborly sales person offers you a choice across our counters? Then compare the neighbor's price with the catalogue quotations plus postage and postal delays? You may be surprised.

It's just a suggestion, from neighbor to neighbor.

THANK YOU



**First State Savings Bank**

"Complete Banking Service—4% on Savings"

**Bloomfield Plumbing & Engineering Co.**

"Everything Mechanical for the Home"

**Williams' Boot Shop**

"Quality Shoes for the Whole Family"

**The Irene Shop**

"—for the Last Word in Millinery"

**Kelsey's Pharmacy**

"Delivery Service — Phone 766"

**Hammelef's Confectionery**

"Candies—They're Home Made"

**Palmer-Blackmer & Co.**

"Dry Goods—Men's Furnishings"

**Miner Grocery Co.**

"We Deliver — Phones 645-646-647"

**Frank J. Mulholland Co.**

"Men's, Ladies' and Children's Furnishings"

**Bird & Ryder**

"—if it's anything electrical"

**First National Bank**

"4% on Savings"

**L. R. Mix**

"Quality Jeweler"

**Leonard Electric Co.**

"House Wiring—All Electric Service"

**The Birmingham Creamery  
and Ice Mfg. Co.**

"Daily Ice Delivery — Just Phone 33"