



*It's his cheery, friendly greeting
Makes your neighbor worth the meeting!*

Hello, Neighbor!

YOU never realize how much that simple, staunch greeting you hear so often means unless you go away and hear it not at all—

"Hello, Neighbor"—you hear it on your way to work. It starts the day off right, gives you confidence, sends you forth with added zest, with fresh courage, and a new determination to remain worthy.

"Hello, Neighbor"—you hear it when you go to lunch. Somehow it makes the food taste better, makes you forget your worries, makes you expand with a glow of inward satisfaction.

"Hello, Neighbor"—you're greeted as you journey homeward. And all the rancor leaves you, you catch

that sense of well-being, your troubles and perplexities leave you, life seems truly sweet.

'Tis strange how two such simple words can have come to mean so much. They do, though, because they catch and hold the entire essence of friendliness. One of life's greatest joys is the knowledge that the people around you wish you well, just as you wish them well. It takes a big load off your mind.

And what applies thus generally, applies with specific and added force to your economic load, to your living costs, to what your dollar will bring for you.

Naturally you'll get the best deal from the men who greet you and whom you greet as "Hello, Neighbor."

[NOTHING CAN TAKE THE PLACE OF THE NEIGHBORLY RELATION OF "FRIENDLY MERCHANDISING," ESPECIALLY IN A COMMUNITY LIKE BIRMINGHAM AND VICINITY.]

The Birmingham Eccentric