

# WHO'S the BUYER for your family?



## There is Someone in Your Family who has a Big Responsibility

Food to buy for the table; clothes for the children and grown-ups; new household utensils, linen, furniture, books and all the hundred and one little things for which the family income is spent.

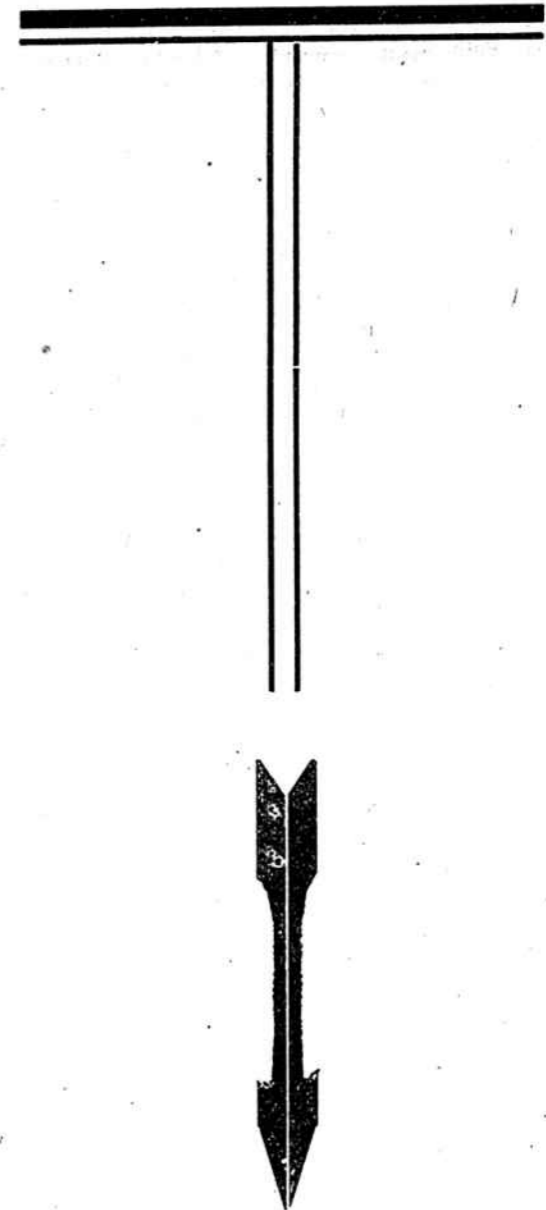
In most families, one person does the bulk of the buying. And it is that person's job to see that the money is well spent—that you all get full value for every cent that goes out.

The success of a family depends on wise buying just as the success of a business does.

Wise buying means intelligent buying. It is necessary to have knowledge of goods and stores.

The best way to get this knowledge is by reading advertisements. They tell you where and when to buy to advantage.

Not only the person who does the buying but every member of the family should read advertisements. It is the duty of all the others to help the one who does the buying by pointing out advertisements of new goods and giving all the information possible as to tastes and styles and values.



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