

TO PAY OR NOT PAY

HAS Too long been the question. For two years the merchants have been patient with their customers. They have extended every accommodation that reasonably could be expected of them.

They, too, have been hit heavily by the unusual business conditions that have prevailed for the last few months.

NOW they have reached the end of their resources. The merchants creditors—the banks and wholesale houses—are demanding money. They, too, have been very thoughtful and considerate of the retailer's trials. They know the problems we have to solve—we whose business comes from an agricultural population.

But these creditors of ours can not always be expected to be patient and long-suffering. They also have obligations that they must meet. Therefore, they are asking settlement. We must respond promptly or suffer the consequences.

LIKE the maser who forgave his servants—remember the Bible story? We, too, would like to forgive all our debtors. That would give us pleasure—to start over with a clean slate. But these accounts are not ours to forgive—they belong to our creditors.

So you see what we are up against. If you have been hit heavily, so have we. We are mutually interdependent—if one suffers, so does the other.

We are putting the matter up to you. We need money—money is due us. We are not demanding—we are asking—that you pay us. If you are unable to pay all, do your best—show us that you want to give us a fair deal, as we know you do, and will.

THIS IS PAY UP WEEK

Parker and Reese

Philson and Henry

The L. W. White Co.

Haddon-Wilson Co.

Mrs. Jas. S Cochran