





# Lemuel J. Smith

## Doesn't Look Much Like a Soldier!



Lemuel Smith looks about as much like a soldier as your favorite easy chair. He probably wouldn't know one end of a tank from the other, and he hasn't had a uniform on since he quit going to lodge regular.

But Mr. Lemuel J. Smith — when he isn't busy on the school board or the Community Chest—is doing a mighty big job of defending his country. Make no mistake about that. Uncle Sam knows it; we know it; and we think it is high time you knew it, too.

You see, Smith is a man you take pretty much for granted. He is a retail merchant, and there are nearly two million of him in the U. S. A. Some running stores a block square, others with shops just a skip-and-a-jump from wall to wall. Big and little, that's an awful lot of store-keepers—one for every sixty-five persons in America, almost—and when that many people make up their minds to pitch in on the defense effort, things start happening. Just for instance, look how America's merchants are helping solve one of the biggest problems facing the U. S. A. right now! Seeing that millions upon millions of dresses, shoes, pots and pans, kitchen ranges, radios, fountain pens, wrist watches, hats and dining-room tables keep flowing into the hands of the buying public without holding back the all-out defense effort in the nation's factories. That's a big job in any man's language . . . because uniforms, guns, bandages, truck tires, shell fuses, ships and planes have the right-of-way.

Small-town newspapers depend upon local support. Without this, they cannot exist.

But the retailers of America said: "We are the most progressive nation in the world, the nation of the skyscraper and the assembly line, the nation that built the Panama Canal and Boulder Dam. Let's do this job the American way!" And to the government they said: "We know what the people of the United States want and need. It is our job to know, for they've been telling us over our counters for years. As purchasing agents for the American public, we can and shall tell the factories what the public wants, and what the public can easily and willingly do without. Thus we shall help provide vital extra manufacturing capacity for the country's defense needs!" Yes! Your retail merchants are helping great plants to turn out more weapons to arm America. But that isn't all! From all over the U. S. A., retail merchants are being selected to manage Uncle Sam's own complicated supply-buying problem; and thousands are volunteering for procurement work in the armed service and in the many civilian defense bureaus.

Retailers for defense! No idle words for the men who run America's stores. They may not know "present arms" from "parade rest"—but they're not going to let waste, delays and "bottle-necks" hamper America! Quietly and patriotically, your own retail merchant is working every day to make America strong and keep her free.

### Retailers For Defense

IN THE INTEREST OF NATIONAL DEFENSE, YOUR RETAIL MERCHANT PLEDGES HIMSELF:

1. To practice and to preach the doctrine of "Our Country First and Foremost."
2. To act as "Purchasing Agent for the Public" and, in that connection
3. To prevent as far as possible, all unwarranted increases in the price of merchandise, both wholesale and retail.
4. To eliminate any and all unfair trade practices which may injure the public.
5. To maintain retail employment at the highest possible level, consistent with National Defense.
6. To give every possible encouragement to employees who wish to serve their country.
7. To disseminate to consumers such defense literature and information as the government may desire to have distributed.
8. To support manufacturers in their efforts to label merchandise informatively.
9. To eliminate all "scare" advertising, particularly that which says or implies "Buy now because prices are rising."
10. To keep consumers informed as to causes of price increases, likewise such changes in quality as are made to avoid an increase in price.
11. To aid in the development and distribution of substitutes for such materials as are urgently needed for national defense.
12. To develop simplification of merchandise types so as to eliminate waste and thus free labor and materials for national defense.
13. To help the U. S. Treasury sell Defense Bonds and Defense Stamps.
14. Last but not least, to help unify the people of our country through advertising, of the defense program, display and consumer appeal—in support

*In Peace or War Your Retailer  
is your Service of Supply.  
Help Him to Help your Country.*

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