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## These People Have all Bought

Two or More Lots in Bay
Park Within the Past Year

I. S. KAUFMAN \& CO.



Let Us Furnish the Home to be-
Buy your home furnishings on logical business lines. It is always a wise idea in making any sort of a purchase to take into consideration the capability and resources of the house dealing in the articles you want. Any one can advertise and say "big things," but to "deliver the goods" is quite another matter. Figuring on a logical basis, this store is the one place above all stores at which your home outlit should be purchased.
Our record and our reputation today tell the story of our success. It's signiffcant; think it over. Bear in mind, too, that our ability to extend credit is just as as great as our ability to undersell any other concern in our line. The finer the ,uality of anything you buy here, the greater the saving.
The permanent business isn't built up in single sales. It's the man that comes back that counts. No business axiom is plainer than this. It is to our own interests, we realize, to satisfy our customers. It has always been the platform of chis store to give satisfaction.

# "Why Pay More?" <br> JOHNSON=GULOVSEN COMPANY 

North Front Street

