## What is it That Makes Good Value?

Not quality alone, because the market teemss
with merchandise of high e made unfairly high by lavish advertising or rofitse selling cost or maker's greed for Honest Quality And Fair Price Must join to make a Good Value

 quality has. We try as hard to sell an artitcle co do to give a BETTER ARTICLE usulul market price.

But we will not sell trush. e sell must meet the Quality as well as the Price
 iust as important a factor in good buying as the price itself. $\qquad$
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