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The Sale of
Clothes can
beForced by
Advertising
--but if the workmanship, fit or quality is not right, the customer won't "come back." The enormous business of

Hirsh-Wickwire Co.

Makers of the Finest of
Clothes Ready-to-Wear
is 90 per cent "come back" business - be cause the only advertis ing they've ever done
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Hold Your Apples and Get Better Prices We can store 17 cars more of fruit. Rates as follows: 200 boxes or less 25 c per box for the season. All in
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## Free Illustrated Lecture and Demonstration

## SUBJECT:

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By F. D. FAGEN, Illuminating Engineer

This lecture is of great educational and eeonomic value to overy one using light, and will give valuable information to Merchants, Window Deeorators, Architects, Manufacturets and every one using light; and will give the most modern and advanced methods of using lamps and reflectors in stores, hones, hotels and all illuminating purposes, either indoors or out of doors.
Mr. Fagen is traveling for the General Electric Company, of Scheneetady, New York, and his stop in Medford has been arranged for by the California-Oregon Power Company, at Natatorfum, Friday, Nov,

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