## Sport News

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## FRUITLAND NOTES



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## What Is Store Service

Put this question to one thousand individuals and the chance are you would receive one thousand different answers.

But regardless of the variation in opinion the object of store service is:

## "To satisfy the patron <br> in every particular."

We try to serve satisfactorily every person who comes to our store whether to buy or just to look-and we do it with a spirit that is contagious and automatically compels you to come back to our store when additional purchases are being considered

| Just Wright |  | Bishop's All |
| :---: | :---: | :---: |
| Dress Shoes |  | Wool Suits |
| $\$ 4.50$ and $\$ 5.00$ | SALEM | $\$ 10.00$ to $\$ 25.00$ |
| Bergmann Log- | Ser Shoes | WOOLEN MILLS |
| Hart, Schaffner |  |  |
| S6.00 to \$10.00 | \& Marx Clothes |  |
| All Men's Flan- | nel Shirts | STORE |
| $\$ 2.00$ to $\$ 5.00$ |  | $\$ 25.00$ to $\$ 30.00$ |



Charton Tells of



Texas Rivers All
You can quickly test Luxury" for yourself. Note the silky texture of the Note the creamy smoothnes to the palate. Note the inimitable Egyptian aroma Note, above all, the delicacy of flavo
without loss of body. Wouldn't you these qualities in any delighted to find Luxury" costs you 15 ceent cigarette? Don't pay 25 cents until you ve tried cents for cigarettes
new flat box.

## 15Cents



