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205 Pierce

Some years ago one of the country's greatest dailine ran a full page editorial answering the question "What Makes a Newspaper Great?" The article recited all of the services which an alert newspaper offered to its readers. They told about the collection of local news, the great news services, which an alert newspaper offered to its readers. They told about the collection of local news, the great news services, their editorial stability, their wide circulation. On all of these counts this paper rated itself high. But these alone did not make a great newspaper. It took something more, and that thing was reader interest. And reader interest, they concluded, was present because that paper was constantly crusading for the rights of the people.

How few measpapers today bother much about crusading for the rights of the people.

How few newspapers today bother much about crusading, They gather in the hand-outs given them, pick with the people of the people. They will be considered to the controlled the people of the controlled to the controlled to the people of the controlled to the controlled to the people of the controlled to the people of the people

operated by an old Yankee. In the back of the store is a sign which reads. The Price Is Forgotten on Quality Merchandise.

But price is very important, too. There must be a close, relation between price and quality. A great store doesn't mark up the price of its merchandise too high; it keeps price and quality in balance. A merchanthas of difficult time in trying to figure what a fair price is Many merchants like this situation, because it gives these a great opportunity to make a very large profit. Just to show you what I mean: The other day I met a friend of mine in the bank. He had on a very nice looking cordurory sports packet. I recognized the coat, as we have exactly the same mented up and the price of the priced. He told me where he bought it in Detroit (a large priced. He told me where he bought it in Detroit (a large priced. He told me where he bought it in Detroit (a large priced. He told me where he bought it in Detroit (a large priced. He told me where he bought it in Detroit (a large priced. He told me where he bought it in Detroit (a large priced. He told me where he bought it in Detroit (a large priced. He told me where he bought it in Detroit (a large priced. He told me where he bought it in Detroit (a large priced. He told me where he bought it in Detroit (a large priced. He told me where he bought it in Detroit (a large priced. He told me where he bought it in Detroit (a large priced. He told me where he bought it in Detroit (a large priced. He told me where he bought it in Detroit (a large priced. He told me where he bought it in Detroit (a large priced. He told me where he bought it in Detroit (a large priced. He told me where he bought it is not to the priced. He told me where he bought it is not to the priced. He told me where he bought it is not to the priced. He told me where he bought it is not to the priced. He told me where he bought it is not to the priced. He told me where he bought it was not to the priced. He told me where he was not to he and the he he he was not to he and the he

A store which down't do that can hardly be called great.

A store which down't do that can hardly be called great.

A store is something more than a place to go to buy things. It's got to be a place where you go to buy the things you want. No one likes to buy substitutes, even though those substitutes may be quite good. If I want an Alligator raincoat, I won't be happy with one of some other make. We all know pretty well what we want. Which means that a really great store tries very hard to give its customers what they want. And people generally want those things they know the most about. Which is another way of saying that people want National Brands. So, a great store doesn't rip off the labels of some obscure manufacturer and plaster on his own. A great store sells merchandise from the mannfacturer's albel. In this wiy only can the customer be sure of getting what he wants.

A great store handles certain torus of warshead in

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