Mayoralty Platform Announced

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In the West and South are many "Self-Serve
Stores" or grocerterias. Stores" or grocerterias. taking down from thpe a woman waits on herself, after paying as she leaves, carries the groceries home There is no clerk, no salesman, and no one to "push the goods."
Here. left to itself, the public always chooses ad aid of personal salesmanship.
People want advertised goods.
Each year an increasing percentage of dealers rec gnizes that there is little profit in argument and stead, quickly sell what the people want. The national advertiser pleads his case direct.
Butterick-Publisher Everybody's Magazine


## Self-Serve Stores


"How long the stillness of pain and fury and horror lasted there was no one to reckon. It was most startlingly broken by a voice. 'Who screamed for help?' it said, and at the same instant a draught of icy air smote Joan. The door had opened with sud-
denness and violence. With difficulty she mastered her pain and denness and violence. With difficulty she mastered her pain and
turned her head. Pierre had staggered to his feet. Opposite him, larned her head. Teerre had staggered to
framed against the open door filled with the wan whiteness of the framed against the open door filled with the wan whiteness of the
snow, stood a spare, tall figure. The man wore his fur collar snow, stood a spare, tall figure. The man wore his fur collar
turned up about his chin and ears, his fur cap pulled down about turn brow, a sharp aquiline nose stood out above frozen moustaches, keen and brilliant eyes searched the room. He carried his gun across his arm in readiness, and snuffed the air like a picious hound. Then he advanced a step toward Pierre.
"What devil's work have you been at?' said he, his voice
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