much of lost space, and everything big enough, and yet—economy of cost. Study this well before you pass to another plan. It is hard to beat.

that the securing of the proper location for the store is one measure that will obviate many of the casualties. The chain stores have led in this respect, and their

REPAIR

l, Qual-
an

Costs!

	12c
	14c
	17c
	20c
	24c
	28c
	34c
lin ft	2c
	1½c
	1c
	55c
es, per bdl	80c

e

ed Iron

per sheet	$1.17
per sheet	1.30
per sheet	1.56

e assortment:

	$1.95
lo	$6.50
	$5.00

rdware. Garden complete. Our

Pure Paint. A here is no better int job will cost Pure.

Stain

1 yaw gal. in Va.) per gal. in 5's.

anfied	$1.65
	2.10
	2.00
	75c
	$1.35
	3½c
	3c
	8½c

cks are com- ill be pleased

127.00
ory and sold



What's In a Can of PAINT?

FIRST, there is beauty in a can o' paint. The shabbiest of dwellings, the ugliest of buildings can be made attractive with just a little paint.

There is sanitation in a can of paint, and how many instances have we of where paint did more good than all the doctors and all the medicine in preventing the spread of disease and making things wholesome and clean.

There is protection in a can of paint, and how well we know the story of paint preservation and the absolute need of paint protection on all surfaces. And so we could go on and enumerate the cheer, the pride, the freedom from repair bills, the reduction in household labor and what not, they all come from a can of paint.

Buy and Use Good Paint

100% PURE PAINT

fills the bill much better than adulterated paint can. But the surprising fact is

Monarch 100% Pure Paint

doesn't cost any more than adulterated paints; in fact, in many cases it is less expensive, when its long wear is taken into consideration. Then the economy of this quality product becomes even more apparent.

For Sale Only at All Three Stores.

LUMBER *ROOFING*
HARDWARE *WALLBOARD*
PLUMBING *SASH & DOORS*
PAINT *ELECTRIC MATERIAL*
FLOOR COVERING

WHITING-MEAD COM'L CO.

15th and G	14th and K	3923 University Ave.
Main 709	668-43	Hillcrest 3196 W.

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male
and
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Howell
Competition
sis of present
cial strength
and service offered
the question which
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or trade territory
thought, however, that
competitors show
small sales that
tential sales. It has
frequently when a new
merchant enters the
that not only his
cessful, but also that
of his competitors
SOME THRIVE
Some stores opened
car lines thrive, while
not. Street cars coming
districts will bring
from that brought
from another district
with automobiles may
go to side streets to avoid
flo and find parking
quency of service and
either street cars or
have their effect.
Old tumble-down
empty buildings
other unattractive
drive people to the
the street. Most
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and if one side of the
more pleasant in any
ticulars. It will be
pedestrians. Consequently
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of great value. Sometimes
comes in for locations
a number of failures
known as "hoodoo."
Analysis of the
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veyed is essential. The
ume of traffic may
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ing to and from factories
of opening and closing
good customers for some
goods. The hours of
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it is bent. Women are
portant to department
men to cigar stores.
Drowsy and inefficient
the usual result of poor
ated buildings. The main
in a paragraph devoted
buildings and constructi
other paragraph entitled
to Consumers Buying
pamphlet inserts that
recognized principles
methods that all
dising policies should
consideration for the

BUILDERS'

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APPLYING SPANISH
OVER OLD ROOF

Q. Can I successfully
Spanish tile over my
roof?

A. First of all, should
architect or other author
termine if the attach
sirable when adding
to the dwelling. Second
the type of tile
arrangement would