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Army Ends Greatest Deace-Time Pffort Reace-inme piring 2 Months ATLANTA. Juls 11.-
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 BRANCH BANKING


| important ellies in New York |
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Phone $685-$ W
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BEST FOOD
In Town
3.2 BEER sTEVE'S POST OFFIGE LUNCH LUNCH

## THE ROMANS

## had a phrase for it-

"CAVEAT EMPTOR," meaning "Let the buyer beware." This wasn' used as a lit of balm to ease tho ancient conscience; nor, yet, was it placarded in the hooths and stalls of the market-place. It was a plece of every-day knowledge, born of dear-bought experience.

A shopkeeper knew title about the source of his merchandise. This tunic he hought from a trader, who sald it came from Byzantlum. So he sold it as the lastest Byzantian style. The trader told him the dye was pure Tyrian-It wouldn'l fade. So he sold it as Tyrlan dyed. But the huyer knew the responsibility was his own. It he guessed wrongly, or his judgment was poor, it was his hard luck.

Today, fortunately, there are safer guldes than the blankel-warning "let your eyes be your market"

These guides are the newspaper advertisements. In this newspaper, they are a dailly eatalog of the best values in town-signed by responsible firms. If the goods are not all that is claimed for them, their sponsors would need to "beware." For no business can thrive on a one-time sale, or on dlasatisfied customers

A algned advertisement is, In a way, like a promissory mote. The advertiser has made a statement, and affixed his signature as a sign of good falth.

So, read the advertisements before you start on a buying-trip. Migke this a dally hablt, and see how much you save . . . In tlime, In temptr In money, In shoe-leather.


## at no Extra Cost!




