## RUNNING RACES Ak-Sar-Ben Field,Omaha MAY 31 to JUNE 24 $\$ 80,000$ in purses

SHORTAGE OF CAT
tLe SeEn By range MEN OF NORTHWEST

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## As a Customer of This Store

You are interested in two vital things-Our ability to BUY RIGHT and our ability to give RIGHT SERVICE.

These fundamentals of retailing will no harmonize when either one overtops the other or gets out of balance.

BUYING covers every operation that has to do with everything that comes SERVICE has to do with everything that goes Our connection with the C. M. S. organiza tion gives us an INSIDE on buying. In this particular we are closely related to the chain
stores and mail order houses. But we go them one better by taking only what we need and getting the TRAIN LOAD PRICE Then we go them one better again by keeping our profits in the community in which RE-INVESTED right here among our friends and neighbors and helps to build up

Here are some unusually good buys for Wednesday's selling.

68 -inch all linen

Sugar Special
Sugar, 10 pounds for 80c



