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When an institution reaches the position which RAPPAPORTS hold in this community its policies become fixed in the public mind and are taken as a matter of course.

For example, the question of prices.

Our customers assume, FIRST, that we shall always maintain the highest standards of quality and service, and, SECOND, that our prices will always be as low as is consistent with those standards and with the cost to us of our wares at their source. Our customers know that price reductions are made whenever the cost to us is reduced—not for the purpose of FORCING SALES, but simply as a matter of correct business practice.

And this explains to them why our price reductions, important as they may be ,are never publicly announced.

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