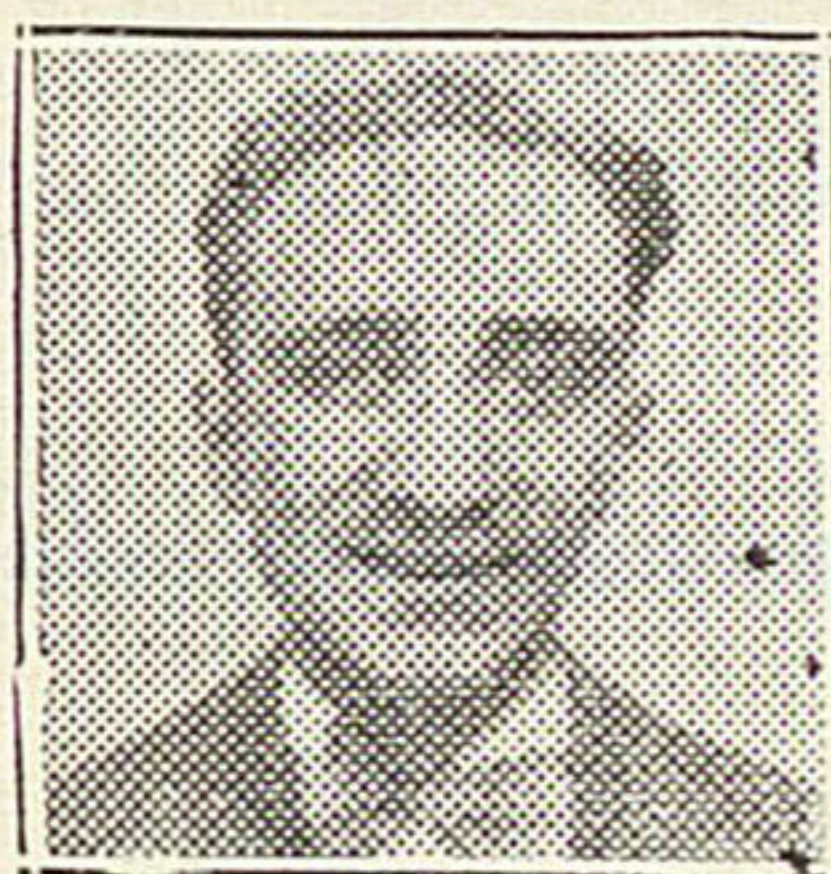


Rudy's New Sandwich Shoppe and Delicatessen Now Open

The many friends and patrons have made it possible, through their continued patronage, for Mr. Rudy Secher to open his new Sandwich and Delicatessen Store at 238 Diamond Street, opposite Donohoe's.

Mr. Secher, who is familiarly known as "Rudy", has served the public for a number of years and thoroughly understands the responsibility. In commenting on the opening of his new restaurant last Saturday, Mr. Secher said, "Serving the public is nothing more than giving them



Jack Secher



Rudy Secher

the finest of that which you are selling and giving it to them with the idea that they are to judge its quality." The success of this bit of psychology is proven by the fact that Mr. Secher opens the only Kosher Sandwich and Delicatessen Shoppe in the downtown section with the support of his many patrons and friends. He will continue his other Shoppe, located at 10 Diamond Square, and which is now under the management of his brother, Mr. Jack Secher, also well known in this city.

The young men and women who are employed in the downtown section will find Rudy's the ideal place for lunches and dinners. The after-theater crowds are also certain to make this new eating place their rendezvous and are cordially invited to try one of Rudy's Delicious Sandwiches. And the refined atmosphere and surroundings will also prove very pleasing. The fixtures are new and modern and the kitchen, which is modelly equipped, is absolutely sanitary. High quality food at prices that are really moderate will prevail.

Everything in the line of delicatessen, including smoked meats, salads, pickles, olives and other delicacies, ready to be taken home, will be found here, and Rudy's is certain to prove the ideal place to shop.