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President Goes To Sea; Speeches In California Boosts For McAdoo


## US Property



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THE SUPPLY ...IS LIMITED
-If you are interested in one of those very fine booklets "of your very own county" . . . Please let us have your order today! . . . as the supply is limited and the sales have been brisk the past week.

## READY NOW FOR DELIVERY

-Your own county hooldet, "Hioward County In The Maldag", that finteresting compillation of historical ariticess deelling with the formative days of our elty and eoungy, and The articles are by John R. Hutto, able West Texas hlstorian, and appeared serially In
The Herald. They are now In book form so that they mmay conveniently be kept for a permanent record.
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ty will treasure this hooldet as a ty will treasure this hooldet as a valuable historical document. It will be a rarer treasure $50 c$

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## Others Have! Have You Ordered Your Copy?

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## We confirm the rumor!

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May 19, 1938

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OUR sales volume for the first feur months of
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## There must be a reason.

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## Confidence!

Peet", you will "giscover to know the modern Rogers a part of every transaction as character is as much ness. You will like the friendly morn style smartthe Rogers Peet stores-the courteous and ine of gent service. Come in and scee why folld intellismiling . . get acquainted with "Style go out grow old" single oolumn space, coupled give ade of the modern some larger alsplay shits-au Rogers Peet.
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## OBJECT LESSON... Rooser pom

 well known New York retailer of quality men's apparel, is going ahead, in spite of the times, Rogers Peer's sales volume is up, in spite of the times...largely through newspaper advertising.Not through large ads entirely, mind you...but "mostly through small, single-column space". Not through sales announcements alone ... but through "generous use of institutional copy". Not through spasmodic insertions ... but

Rogers Peef's experience, which oan be duplicated by many other advertisers, is a timely object lesson for other retailers everywhere...and for manufacturers of things that retailers sell. There is more business today for those who go after it with the right kind of newspaper advertising.

BUREAU OF ADVERTISING AMERICAN NEWSPAPRE PUBLISHERS AŚSOCLATION Of which she The Herald is a manbet

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