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# BRANT'S LUCASVILLE OHIO MONTHLY NEWS

JULY, 1934

## WHY YOUR HOME TOWN MERCHANT IS INTERESTED In Your Welfare

By Ernest C. Hastings

**Y**OUR local store might well be compared to a thrashing machine. You feed the sheaves in one opening and the straw is blown upon the stack and the wheat pours into the sack from another spout or whatever it is called.

Now suppose the feeding continues but no straw or wheat comes out. Very soon the thrasher is clogged up and will no longer function. Pretty soon it stops entirely.

Well, a store is just like that.

The home town merchant gathers goods from all over the world and puts or feeds them into his store. The goods in turn are given out to the charge and cash customers of the store. If an even flow is maintained all is well.

Suppose, however, the incoming merchandise exceeds the outgoing. Soon the store becomes stocked with old merchandise. Customers become dissatisfied and if this condition exists long enough the store will have to close its doors.

The fact so few stores go out of business is a tribute to the keenness with which your local merchant watches conditions in your community.

He must be interested in your success. If you and your neighbors are having troubles he must know in order to gauge how much you will need of the things he has to sell.

That is one of the reasons you will always find merchants leading any movement which will bring more mills or more manufacturers to your town. He knows the importance of having plenty of jobs available for all who want to work.

Just so will you find merchants also leading any fight against unscrupulous practices designed to take savings and wages from you and your friends.

You may say that the merchant's interest is largely selfish. His only interest being to sell goods. We disagree most emphatically in this, but whatever the reason you must grant your local retailer to be the guardian of your interests wherever your needs and wants are concerned.

You have no way of telling manufacturers when prices must come down to meet your income. The merchant has this contact and not only does he tell the producer but he refuses to buy unless price and quality are in keeping with your ability to pay.

Your merchant's success or failure as a business man depends upon his proper interpretation of not only what you want, but also how much you can pay.

Truly, home town merchants are the guardians of the community as far as merchandise is concerned.

### ST. SWITHIN'S DAY

There is no truth in the statement that if it rains on this day (July 15), it will rain on forty following days. Statistics compiled over a length of many years show there is no basis in fact for this belief.

Teacher: "Tommie, what does the buffalo on a nickel stand for?"  
Tommie: "Because there isn't room for him to sit down."

—Mrs. M. H. M., Ohio.

Wife: "What happened to that booklet on 'How to Live to Be 100' that came to the door today?"

Husband: "I burned it for fear your mother might get hold of it."—*Pathfinder.*

It is easy to recognize an American at a bullfight. He cheers for the bull.

—*Wash. & Lee Mink.*

Mr. Hastings is a well-known lecturer and writer on problems of distribution. He is also a lecturer on merchandising at Columbia University, and Editor of the Dry Goods Economist, the leading department store magazine which has a large world-wide circulation. Few men know and admire retail merchants more than he does.

## PUNKIN CENTER NEWS

### More Prizes, Contest Open To Everybody

We are going to offer some more prizes which you can win right away. The person who writes in and tells us the best PUNKIN STORY before JULY 20th will receive \$1.00; second prize, 50¢; third prize, 25¢. The one who writes the best poem on OUR PUNKIN CLUB, or about PUNKINS, or some member or members of the CLUB will receive \$1.50; second prize, \$1.00. The one who writes the best article of not more than 1,000 words will receive \$2.00; second prize, \$1.00. NOW USE YOUR IMAGINATION AND WIN WEALTH AND FAME. The writer will be the judge, and parts of all of the winning letters will be published in STORE NEWS. 7 PRIZES IN ALL. NOW GET BUSY.

It is a plumb sight what a few PUNKIN SEEDS can do. Now comes GEORGE LUELLEN, genial agent for the N. & W. R. R., and says that so many section men along the railroad have planted PUNKIN CLUB SEED on the right of way that the vines are growing across the tracks and interfering with traffic, all the way from WAKEFIELD clean down to IRONTON. This is indeed a very serious matter. The president of the road is insisting that the section men clean these vines off the right of way, and naturally they refuse. Guess I'd better write the president and appeal to his good business sense. If he will just let these vines alone till fall, tourists from all over the country will be buying tickets over the N. & W. just to see the sights.

And then there is ED WALLS. He works on the county roads and travels pretty much all over the county. He reports that he has never seen so many PUNKINS growing everywhere in all his life. Ed, I think, is getting a little discouraged about his chances of winning a prize, seein' as how there are so many other people raisin' PUNKINS. You still have about one chance in 12, Ed, if all your seed came up and live.

HARVE CONKEL of FALLEN TIMBER FAME has sent word in that DR. THOMAS and all the rest of these bottom farmers might as well quit making any special effort to win any prizes, because he and his neighbors are going to make a clean sweep of all the prizes. HARVE is usually right, but he might get fooled this time.

BEN BROWN, native of MILLERS RUN, laments the fact the mice ate up a part of his precious seed, and of course reduced his chance of winning just that much. BEN may be just preparing an ALIBI, in case he don't win. BEN don't like to be called a farmer. He insists that he is an AGRICULTURIST, whatever that is. I don't know, unless it is one of those smart guys that studies the almanac and moon signs—a fellow who uses his brains while his wife does the work. Anyway we will have to say that BEN is one of the smartest and brainiest of MILLERS RUN natives.

So all things considered, everything points to a good crop of PUNKINS this fall. And if there is a good crop, Lucasville is going to be the center of attraction for all Scioto County when the PUNPKIN SHOW is put on. As for me, I would consider it more honor to raise the best PUNKIN in Scioto County than I would to be golf champion, or to catch the biggest fish. Don't neglect your PUNKINS. Let me know from time to time how they are coming along. WATCH FOR THE BIGGEST PUNKIN STORY IN THE NEXT ISSUE. So long till then.

# HINTS---WINKS---BLINK

## More Chips and Whetstones

Here it is JUNE 19th and I have just started this issue. It ought to be done by now. The heat and drouth seem to have sapped all my energy and for two weeks my brain has been as empty of ideas as the pastures are of grass. And STILL IS.

The little shower today,  $\frac{3}{4}$  of an inch, revived me enough to get me started, but it was not enough to start the dried-up creeks, nor deluge my mind with inspiration.

Today or tomorrow the JUNE ISSUE OF STORE NEWS will be delivered to your home. Reuben Wolf, who passes them around in Lucasville, told me that people run out and grab them up like they might the New York Times. That is the first encouragement we have had. It will, you see, be nearly a month before you read this. Dry and uninteresting as it is NOW, it will be pretty stale before you read it. Can't help it.

We are still predicting DRY, HOT WEATHER, in spite of the shower today and more promised by the weatherman for tonight and tomorrow. This is the ONE time we would rather be wrong than right. It will be a great pleasure to admit that we were wrong, if so and when.

Every Sunday night we eat sardines and onions for supper. That's all. I wonder what you all have for supper on Sunday evenings? And say, we have some swell sardines. One a genuine Norwegian smoked sardine put up in genuine OLIVE OIL at only 6¢ a can; another one skinned and boned, packed in olive oil for only 15¢; as well as those big pound cans of California sardines packed in tomato sauce or mustard for 10¢.

EARL SLARK thought that was a good joke we pulled on Cleve Bricker about his private sucker. That wasn't a joke, EARL. Everything that is printed in this paper is THE TRUTH.

MANDER ADKINS—What a beautiful world this would be if it were made up of men like MANDER ADKINS. When he quit farming he owed us. He voluntarily gave us a mortgage on several horses as security as he could not pay in cash. Soon after he took sick. He is now near death. Of course we never foreclosed on the mortgage. But one day last week he received a check for oil lease rights which he never expected to get. It was for just a few dollars more than he owed us. He called his boy to his bedside and told him to lay off work that afternoon and take the check right up to Mr. Brant's and pay his bill. He is afflicted with cancer and has only a few days to live. We are sure that his last days will now be in peace. Most of us would be honest if it were easy and we had plenty of money. Only a few of us are strong enough to make the necessary sacrifices to be actively and strictly honest. MANDER ADKINS WAS ACTIVELY AND STRICTLY HONEST and we know of no greater tribute to pay a man than that. In addition he possessed that very RARE quality of GRATITUDE. Most people get MAD when you ask them to pay what they owe. MANDER didn't wait to be asked. Cheerful at all times he was willing and ready to give all that he had to pay his debts, even unto his last dollar on his death bed. He never asked for more credit than he could pay, if only by selling his horses. ALL OF US WOULD LIVE HAPPIER AND DIE HAPPIER IF WE FOLLOWED MANDER ADKINS' EXAMPLE.

I was just figurin' up the other day. We have sold over 400 Dollar Dresses this spring. Another shipment due this week. It seems to surprise some women when they go to town and see the same dresses and find them from 2¢ to 20¢ higher down there. Generally speaking, you can buy GOOD THINGS CHEAPER AT BRANT'S. Be sure to see the newest Marshall Field styles at Brant's this week—only 98¢.

GOT ANY WATCHES TO TRADE? Charley Schoonover assures the editor that he started out with a 20¢ watch and through trades he now has FIVE GOOD WATCHES AND TWO GOOD COWS.

My wife planted or sowed some Verbena seed. I have watered these durn seeds nearly every night for about four weeks, and tonight I discovered that the precious plants I have been nursing are just PURE WEEDS.

It will soon be APPLE BUTTER TIME and I been holding back some valuable advice to the ladies until apples were ripe. But alas, so far as I can see there ain't goin' to be any apples. I guess Dave McJunkin did tell me he would have a few. Next to PUNKIN PIE, SPICY APPLE BUTTER is the FINEST RURAL DELICACY. Anyway, I can't hold this secret any longer.

My wife says I am cranky about everything, but that ain't so. I will admit I am cranky about COFFEE, PIE and APPLE BUTTER. She don't like it very well either when I brag on other women, so I don't dare mention any of their names in this paper. But I want to tell you all about the apple butter a friend brought in last fall. It was absolutely the finest of the many samples of good apple butter many friends have donated to us. I couldn't rest until I discovered the secret.

Here it is. IT WAS MADE OF EARLY MAIDEN BLUSH APPLES. Now most people wait till fall and use Old Rome Beauties or some other winter apples. Our folk always did. But that's a great mistake for two reasons. First, because the early apples make the best apple sauce, and since apple butter is just another form of sauce, it is reasonable to conclude that they make the best apple butter. The second reason is that usually early apples do not keep well, and have to be sold quickly, and hence very cheap. Often you can get these apples for nothing by just picking them off the ground. Then they cook easier.

There are two other very important things about making a perfect apple butter. IT MUST BE MADE IN A COPPER KETTLE OUT-DOORS. Nobody ever made real good apple butter on a stove or in an oven. It simply is not apple butter made that way. It is only a poor form of apple sauce. The next and very important thing is, NEVER USE ANYTHING BUT PURE, FRESH GROUND CINNAMON for flavoring.

I know all about making apple butter because I made some all by myself once. Took me all day. I ruined it with about 5 pounds of old cinnamon which tasted like rotten wood when I got done. I went right in the store and threw out in the street all the ground cinnamon we had. Right away I began the study of cinnamon bark on a scientific basis. I found there were about 62 different kinds of cinnamon trees, but only two or three that are fit to use for flavoring. And there is no flavoring in the world like the tang of fresh, good cinnamon.

For three or four years I kept trying to buy some good cinnamon. Time after time I threw it out in the street. I tried buying the bark and grinding it myself, but the bark wasn't any good. Finally I found the GENUINE SAIGON CINNAMON, the finest that grows. REMEMBER THAT NAME. SAIGON (pronounced sa-gone). Don't buy any cinnamon unless it is branded SAIGON, whether in bulk or in package. Then taste it besides to see if it is fresh, because cinnamon loses its flavor very quickly. You will always get good cinnamon at our store.

Now I don't blame the women for using cinnamon candy, cinnamon oil or oil of cloves or wintergreen, because I know to my sorrow that the ordinary ground cinnamon is not fit to use for anything. For CINNAMON, DOUBLE STRENGTH PURE VANILLA and other flavorings come to BRANT'S where nearly everything is just a little fresher or a little better than at most stores, just because WE ARE ALL SO CRANKY ABOUT HAVING THINGS JUST SO. All the cinnamon, clove, wintergreen oils and the cinnamon oil used in red drop candy are RANK IMITATIONS, made out of COAL TAR, and NOT PURE EXTRACTS. As such they are an abomination to the discriminating taste of the good cook or a cranky husband.

CRANKS may be an awful NUISANCE in a household, but a STORE MANAGED BY A CRANK WITH CRANKY CLERKS is the safest and best place in the world to spend your money. OUR GOOD CINNAMON WILL NOT COST YOU ONE PENNY MORE THAN YOU HAVE TO PAY FOR THE ORDINARY KIND.

GEORGE THOMPSON—Many people may not know it because George hasn't a fine big office in the big city, but HE IS ONE OF THE COUNTY'S BIG BUSINESS MEN TODAY. Purchase of paper wood by GEORGE has helped many through the depression. There is scarcely a day that we do not handle two or three of his checks, and some of them are pretty substantial.

In spite of the fact that many women think jelly and other things cannot be made as good with BEET SUGAR, they are mistaken. You can use BEET SUGAR for any purpose with the same results you would have with cane sugar. Besides it costs less and helps OHIO FARMERS.

# KS --- and --- CHUCKLES

In my opinion any jam or jelly made with certo or any other pectin is ruined. I'd rather have NO JELLY than CERTO JELLY. Many women—fine cooks too—have reached the same conclusion. We have now on sale PURE FRUIT CAPITOL JELLIES, made without pectin, big 14-oz. jars, for only 15¢. That is less than you can buy the fruits and make them for.

THIS IS SUNDAY, JUNE 24th. It rained about  $\frac{3}{4}$  of an inch here early this morning. Reckon them fellers up at Clifford would say it rained a foot. Joe Furgeson insists that we haven't had any drouth at all this spring, and that we don't need any more rain this summer. He will be singin' a different tune before the corn is shucked. Wait and see.

NEIGHBORHOOD GOSSIP: BIRCH MASSIE has been foolin' around for a year and a half putting in a basement, and when that didn't suit him, an addition or two to it, tearing down parts of outbuildings, building new garages, etc. He has had the place all torn up for months and gravel, rocks, old lumber and everything piled up in the alley till you could hardly get through. You could hear the sound of hammer, the screech of a wheelbarrow, the scratching of a saw most any time night or day down there for the past year. I served notice on him the other day that if he didn't put a stop to it I intended to get out an injunction. He promised to quit.

JOHN BONZO AND RAY RHOADES GARDENING CORPORATION. I reckon I done these boys wrong and I owe them an apology. When they first appeared on the scene in my neighbor's garden, I said to myself, "Now those birds will be wanting to borrow all my tools, and they will never raise nothing but a mess a weeds." When I'm wrong I always admit it. They have raised the nicest garden, with the least effort, I ever saw. They had to haul their surplus radishes down over the dump in a truck they had so many. Right now there is enough lettuce in that garden to give every family in Scioto County a good mess. And John says this gardening corporation has four other gardens under cultivation, and he is complaining terribly because Ray Rhoades has sold out his undertaking establishment and is going to move away and leave all these 5 gardens for him to take care of alone. If I had time I'd sure help him, but it keeps me busy writin' about my neighbors in the paper. What I said about John Bonzo's crooked rows last year, did a lot of good. Cliff Purdy laid his garden off with a chalk line after he read what I said about John. There is nothing like the fear of newspaper publicity to keep things straight in a community.

This is Sunday night, June 24th. I got up at 5 o'clock this morning. It is now just 11 at night. I have worked all day, half of the time at least on this paper. I had 4 pages written on religion which my wife advised me to tear up. Guess she was right. I had that all to do over and a lot more besides. Oh yes, a lot of you folk were disappointed in not getting the two last glassware specials and we have ordered more of both them and some more of those combination steel roasters and egg poachers. These specials go out like hot cakes on a frosty morning. We cannot guarantee the prices to be as low as quoted before as we buy these specials with a thousand or more other merchants and re-orders cost us more sometimes.

Well this is absolutely the best paper I could get out this month. I think of the most beautiful things to tell you about when I am working in the store or weeding the garden. Then when I come to the typewriter I can't think of a solitary thing to say. Not even any good advice. Seems like I know lots but can't hardly ever think of it. That's the trouble. It gets harder and harder to do every time. So it ain't what you read in this paper that amounts to much, IT'S WHAT YOU DON'T READ.

HOT WEATHER, ICED TEA, ELECTRIC FANS. We can't help the hot weather. We can give you splendid teas, any kind or variety, from Japan, India, China or Formosa, in most all qualities from 29¢ a pound to 92¢. We wish you would try our teas once. Few stores have them so FRESH or in such VARIETY, or at such LOW PRICES. Where but at BRANT'S can you buy an 8-inch electric fan for \$1.59? Hot weather means more handkerchiefs and towels. Buy 'em here at old prices. Towels at 10¢, 15¢, 20¢, 25¢ and 29¢. Good handkerchiefs for 5¢ and 10¢.

We intended to use some pictures of Decoration Day exercises in this issue, but decided to wait and use them just before next Memorial Day, when you will all be more interested. The Lucasville American Legion Post held exercises in 10 separate cemeteries this year.

This is Thursday, June 28th, and it is only 10:30 in the morning. The thermometer registers exactly 95 in the shade. It is destined to be the HOTTEST day of the year so far. Don't forget WE PREDICTED THIS HOT WEATHER. It might interest you to know that I have probably the most reliable and accurate thermometer in Lucasville. My son, Joseph, is studying chemistry in Cornell University—yes, still studying. This is his eighth year studying in college. I don't know whether he is learning anything or not, but I know he is a pretty expert glass blower. Making glass apparatus for scientific experiments is one of the ways he is earning money to keep himself in school. So he has made me a scientific thermometer. Took him about three months. Cornell has one of the few accepted really accurate thermometers in the United States, and this one I have was made to register just like the government standard one in the University. Knowin' how carefully I watch the weather, he wrote me not long ago that he would next make me a barometer, which instrument you know, tells you today what the weather will be like tomorrow. Course I will take it and look at it once in awhile, but really I don't need any of these fine-haired scientific things to tell when it's hot or cold or when it is goin' to rain. Science is all right of course, but I still say that OLD-TIME EXPERIENCE and GOOD COMMON SENSE, like nearly every country jake has, is the safest, the surest, and the most reliable estimate of the REAL VALUES of life, whether it's weather, soap, beauty, drinks or just PUNKINS and apple butter.

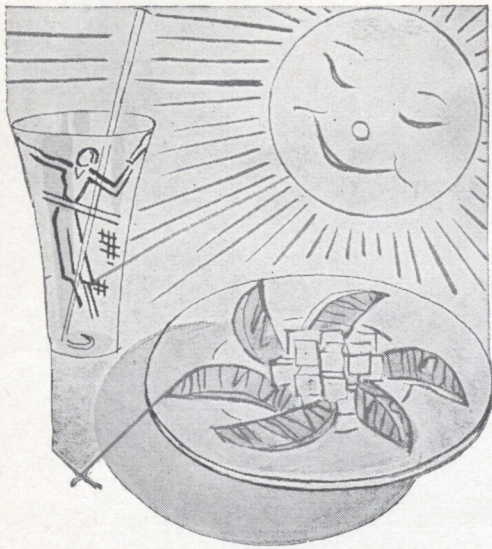
Maybe you won't believe this, but it's so. Remember me tellin' you about that pretty, jolly red bird building its nest in a vine just a few feet from my window here? Well she hatched out three young ones. A cat got one I know 'cause I saw the feathers on the porch next morning, and I hope the others grew up to be big birds. Well, this very morning I see a GROUND SPARROW is building her nest about a foot from where the red bird did. I thought it too late in the year for birds to nest but evidently it isn't. I love the song of the ground sparrow even better than the wren or the red bird. Every morning and evening she serenades us for about an hour.

This is the end. Must go to press today. Aren't you glad? I sure am. I'd rather pull weeds or hoe any day than do this. So long.

## LOTS OF STORES Run Special Prices to Draw You in BRANT'S DON'T. BUT— BRANT'S IS THE ONLY STORE

that we know of that will meet ALL the lowest prices advertised by ALL stores, anywhere, on any particular day, on ALL standard merchandise, if it has the same brand or quality in stock.

If you ever find our goods not so marked, all you have to do is to tell the clerk where and when you saw them advertised for less and if you are right, he will make the prices right. Oftentimes you will find BRANT'S PRICES LOWER than others' advertised specials. NO STORE COULD OFFER YOU MORE THAN THAT. Come to Brant's for GOOD THINGS at LOW PRICES.



## COOL DISHES

Now comes the proper season for those gorgeous salad bowl concoctions. If you would have your salad hailed as a masterpiece be sure you start with greens extremely dry and cold and crisp. Then you may improvise with odds and ends of vegetables and fruits. With discretion, it is possible and even easy to contrive a real masterpiece largely with refrigerator remnants.

### AS FOR THE SALADS LENOX SPECIAL

- 1 cup red cabbage, shredded
- 1 cup lettuce, shredded
- 1 teaspoon salt
- 1/2 cup vinegar
- 1 tsp. horseradish
- 2 teaspoons mustard
- 2 tablespoons olive oil

Make a dressing of vinegar, oil, grated horseradish, prepared mustard and salt. Soak finely shredded cabbage in this one hour. Shred the outer leaves of washed crisp lettuce, arrange the cabbage and lettuce in two equal and distinct portions on each of four salad plates. Dress at time of serving with the mixture in which cabbage marinated.

### BLACK AND WHITE

- 1 dozen prunes
- 2 teaspoons minced parsley
- 6 tsp. cottage cheese
- 8 lettuce leaves

Wash prunes, soak overnight and then simmer until tender in water in which they soaked. Cool. Remove seeds and fill cavities with mixture of two ounces of cheese and the minced parsley. (Minced celery leaves may be substituted for parsley.) Place stuffed prunes on lettuce and serve with lemon juice—a few drops of Worcestershire can be added if liked.

### NOVELTY

- 2 cups carrots, shredded
- 1 cup lettuce, shredded
- 6 inner lettuce leaves
- 2 tbsp. peanuts, chopped
- 2 tbsp. stuffed olives
- 1/2 cup French dressing

Scrape young carrots. Cut in long, thin strips. Boil in salted water until tender. Drain and chill. Shred outer leaves of lettuce. Mix with carrots. Add chopped peanuts and chopped olives. Mix with the French dressing and serve cold in lettuce leaf cup.

### FOR A LONG COOL DRINK

#### DIXIE TEA—Makes 18 Cups

For your next lawn party or social try this refreshing drink. Pour 8 cups boiling water on five tablespoons tea, let it stand five minutes, then pour it off the leaves. Make a syrup by boiling 2 cups sugar with 8 cups cold water and 1 teaspoon whole cloves. Mix this with the juice of one lemon and the juice of six oranges and add them to the tea. Serve very cold.

### PINEAPPLE LIMEADE

Make a syrup by boiling a cup of sugar in two cups of water for ten minutes. Add one cup grated pineapple and juice of three limes. Let liquid cool, strain and put it in a quart of ice water.

## WHY MARY READ WAS A PIRATE

By RUTH E. ROBERTSON

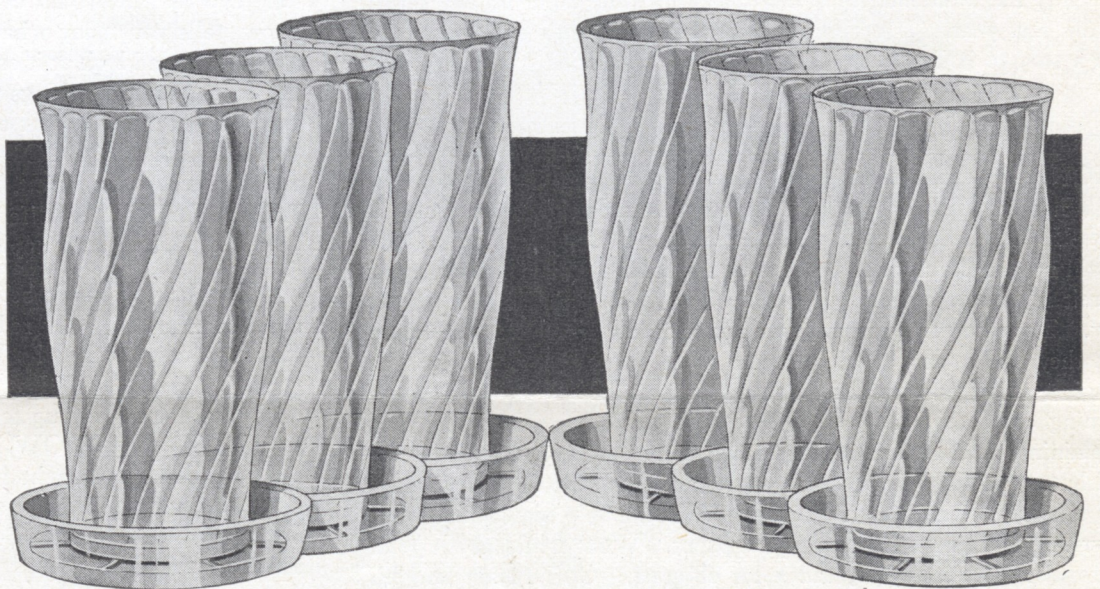
Lust, greed and daring, combined with love of adventure and a certain amount of executive ability that are characteristics of highwaymen, pirates and other warring professions are not confined to the masculine gender. Folklore, history and mythological tales, that have come down to us from ancient times all contain records of women who have performed bold deeds of daring and preyed upon their fellowmen. Penthesilea fought by the side of Priam in the last years of the Trojan war, Joan of Arc led victorious armies in France in the fifteenth century. Roaring Moll was a bold highwaywoman in England who held up General Fairfax and robbed him of 200 golden coins, and Mary Read was a pirate.

Like most women who have assumed the role of desperado, Mary Read masqueraded in masculine attire. Her embarkation upon this career was purely adventitious and if it had not been for the chance meeting with a personable youth, handsomely dressed in the costume of a page, she might have ended her days in the barnyard of an inn where they began. This youth was on his way to Clavering to serve as page to a French lady whom he had never seen. He bore a letter to her from a friend of hers for whom he had worked. Mary volunteered to show him the road and when they had ridden a few miles from the inn, she persuaded the youth, with the aid of a cudgel, to divest himself of his clothing and hand over the letter. A few days later she set out for Plymouth as page to

the French lady.

At the seaport she enlisted on a man o' war but deserted as soon as the ship reached Flanders and joined first a regiment of foot soldiers and later a cavalry troop. After a few months' campaigning it appeared as if her adventurous career would come to a sudden end and that she would revert to the housewifely duties more fitting her sex, for she fell in love with a dragoon, married him and together they set up an inn. At the end of three months her husband died and the passion for adventure once more seized her. Donning male attire again she was soon enrolled in the army of Flanders, but finding that life too dull, she deserted and shipped as a sailor on board a vessel at Rotterdam, bound for the West Indies. In mid-ocean her ship was captured by English pirates and Mary threw in her lot with the buccaniers.

At Providence, in the Bahamas, Mary, who was still posing as a man, learned that a certain Captain Woods Rogers was fitting out a privateer to prey upon the Spaniards along the Spanish Main. Mary leaped at the opportunity to join, and having a scheme of her own, she spent several days before embarking, in recruiting a small band of as dare-devil cutthroats as she could find, whom she took on board with her. As soon as the ship was out of sight of land she put her scheme into operation and when the smoke of battle was cleared away, Mary and her huskies were in command of the vessel with the black flag flying at the peak.

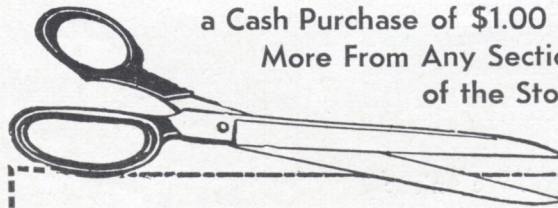


### A TWELVE-PIECE CRYSTAL BEVERAGE SET

for only **29c** and the coupon

Sparkling crystal tumblers in slim, graceful Touraine shape, convenient to grasp and pleasing to behold. This set of six glasses and coasters is one which may be utilized to highest advantage all summer for serving beverages. The coasters in addition to preventing stains on your tablecloth and furniture add a certain tidiness and finish to your table setting. They might also be used for ash trays. See this set today, we are certain you will like it.

Sold Only With Coupon and a Cash Purchase of \$1.00 or More From Any Section of the Store



This coupon and 29¢, together with a cash purchase of \$1.00 or more from any section of the store, entitles you to the 12-piece beverage set shown above. This offer is good only during the month of July. Only one set to a family. No mail or phone orders, please, just come in with coupon.

Please sign your name here

Address .....

Brant's Family Store

### Now You Can Get 'Em

A great many people have been disappointed in not getting one of the last two special glass sets and one of those combination skillet-roaster-egg poachers.

NOW WE ARE ORDERING 48 MORE POACHERS, MORE OF THOSE 7-PIECE ROSE GLASS DESSERT SETS LIKE ADVERTISED LAST MONTH, and MORE OF THOSE 4-PIECE BERRY SERVICE SETS ADVERTISED IN THE MAY ISSUE.

We cannot guarantee to sell these re-orders quite as cheap as the other because re-orders sometimes cost us more, but they won't be much more. Don't wait if you want any of these. They are usually sold out in a few days.