

BRANT'S

LUCASVILLE OHIO

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MONTHLY NEWS

JUNE, 1934

BEHIND THE SCENES WITH YOUR HOME TOWN

MERCHANT FOR A MUCH BETTER UNDERSTANDING

By Ernest C. Hastings

WE have always hoped some movie company would make a film showing the life of the average home town merchant.

What a marvelous subject for a story. The film could be packed full of pathos, of human interest, of comedy, of every emotion of which we are capable.

Most of us know only that side of our store and our merchant which we see during the hours the store is open. Even then we know the surface things only.

There are the after hours the merchant spends checking up his sizes and his colors so he can re-order, that you may not be disappointed when you come to buy.

There are nights on sleepers and days scouring markets to pick out the best merchandise available at the lowest prices for you.

There is the looking up of laboratory reports to see that merchandise is as represented and to see that it will give the service promised.

These and hundreds of other things not to mention hours and hours in his office after the store closes reading trade journals, government reports, etc., to keep his business in step with the times.

Truly to know the many, many sides of retailing is to marvel at the results obtained by your home town merchant.

There is a something in storekeeping way beyond profits obtained which keeps retailers in the business. It must be that intimate contact with people which fascinates merchants and keeps them everlastingly trying to do a better and a better job.

If this little peep into what your local retailer is like, helps to a better understanding we will be glad. We only wish we had the space and the time to go into more detail concerning the inner workings of a dry goods or department store.

Your retailer, along with thousands of others, represents the balance wheel of business in these days of readjustment.

Don't forget to show him just a word of appreciation whenever the opportunity presents itself.

DID YOU KNOW THAT?

RAINING FISH AND TADPOLES, ETC.: The United States Weather Bureau receives many inquiries regarding the raining of worms, fish, frogs and tadpoles. This phenomenon is due to the fact that during a storm they are sometimes caught up out of shallow water by eddies of air, and often carried a distance of several miles before being dropped.

SINKING SHIPS: A ship which sinks below the surface of the ocean continues to go down until it strikes the bottom. It will settle almost directly below the place where it began to sink, assuming that it does not encounter sub-ocean currents.

THUNDER SOURING MILK: There are certain bacteria which feed on the sugar in the milk causing it to acidulate and sour the milk. The air is usually warmer just preceding an electrical storm and these bacteria multiply much more rapidly at warmer temperatures. The souring of the milk and the electrical phenomenon are in no way directly connected, nor does the thunder cause the milk to sour.

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.

Flattery From Josh

"How has your boy, Josh, been doing in college?"
"Pretty well," answered Cornrossel. "He's already beginning to act like a statesman."

"Making speeches?"

"No, writing letters. He can't make his budget balance and he flatters me by treating me like the Great American public that's always expected to produce."

MOCCASIN-SOFT ..Yet Wears like IRON



SEE THAT SHELL

It is found only in that part of the hide over a horse's hips. There, only, is hidden the tough inner shell, a substance like your finger nail. That explains the longer wear and service for which Wolverines are famous. The secret triple tanning process known only to Wolverine explains the softness and flexibility that makes this amazing shoe the favorite of millions.

WOLVERINE SHELL HORSEHIDE

Alone Gives You This Amazing Softness
... Flexibility in Both Soles and Uppers

Perhaps your experience has led you to believe that a soft comfortable work shoe is bound to wear out quickly while one that wears long enough to be truly economical must be stiff — uncomfortable — hard on the feet — take weeks to "break in." That may be true of ordinary work shoes but not of WOLVERINE Shell Horsehides.

Wolverines never have to be "broken in." They're soft to start — stay soft — even dry soft after soaking. Yet they wear like iron, resist sweat and barnyard acids amazingly — are virtually scuff-proof. It's the shell horsehide that makes the difference. Only WOLVERINES have it in both soles and uppers. Only Wolverine tanners know the amazing secret triple tanning process that makes this extraordinary 3-ply leather soft as buckskin yet retains all its enormous strength and wear resisting qualities. Why not step in and examine these unusual shoes today? All styles and sizes.

WOLVERINE
WORK SHOES WORK GLOVES

BRANT'S
FAMILY STORE

HINTS---WINKS---BLINKS

Fish, Rattlesnakes and Eels

Uncle Joe Cannon was tellin' Chauncey Depew a fish story. Mr. Depew asked softly, "About the size of a whale, wasn't it, Joe?" To which Uncle Joe responded, "No, I was baitin' with whales."

Hob McAllister was sellin' eels the other day. I took a sudden notion to try one, but Newt Martin had already got the big one and I had to take the little one. And talk about something good to eat. It was better than any fresh-water fish I ever tasted. They say if you let 'em get cold after they been cooked they turn RAW again. I don't believe that, think it is just another one of them moon signs or some superstition. I didn't let any of it get cold—ate it all right up at one meal. No, Hob, I ain't chargin' you anything for this advertisement, but I wouldn't mind having another one large enough so that I could not eat it all at one meal so I'd have some left to TRY COLD.

If anybody has any rattlesnakes to sell cheap, nice fresh ones, I'll buy one dead or alive. I sure do want to try eatin' rattlesnake ONCE. Some people just miss half of life because they are afraid to try something new, or because they let sentiment or emotions dominate their better sound judgment. Anybody that could stand up and eat jello ought to be able to eat anything. It is the nearest thing to nothin' I ever tried to eat.

Why don't somebody try eating alfalfa? Hogs, cattle, horses, rabbits, chickens, nearly every vegetable-eatin' animal is just crazy about alfalfa. Where are all you scientists? I know there must be some of the most vital elements in existence in alfalfa or all the animal kingdom wouldn't relish it so much. Why don't I try it? Simply because I never have time to go after it. Once I did get some but it turned out to be sweet clover. Don't ever try to eat that. After it is cooked it tastes just exactly like red horse or Brown's mule or maybe a little more like Strater's natural leaf or Shoe Peg, and it is just as hard to swallow. You might keep the first bite down, but you can't the second one.

I got off the fish subject a little, but there ain't any fish news anyway. Roy Ward's boys caught about 15 pounds the other day, and if they hadn't sold them quite so soon I would have had their pictures in this month 'cause nobody else is catching any. Cleve Bricker and Nell fished a day and a half this past week. Cleve caught the same sucker he has been catching for the last three years. He throws it back each time 'cause it is most too small yet to keep, but he thinks by next year it will be big enough to eat, maybe. I guess Ed Russel did really catch a 5-pound buffalo on a rod and reel the other day, and he never will get done talkin' about it. If I knew how to fish for and catch eels, think I'd start fishin' some myself.

Chips and Whetstones

Got knocked out on pictures this month. Maybe we will have some next time.

Strawberry time. And maybe Mr. M. L. NELSON ain't bringin' us some FINE ones. Reckon the dry weather will have 'em all gone by the time you read this.

Lucasville merchants have agreed to pay so much a month on salary for CONSTABLE JACOBS. Considering the great good he has done they ought to have been doing this before. He may have made some mistakes, like we all do, but he has made a splendid officer.

This very dry spell, MILBURN WILLIAMS came in and bought a pair of GUM BOOTS. Must 'a' been diggin' a well. You never can tell in a country store what you will sell next day.

A FOX STORY. ROY FRALEY saw a fox stealin' a chicken the other morning. The sly old fellow had already made 'way with 49 others. Roy grabbed his gun and went after it. Just before he reached the bank over which it had disappeared a rabbit jumped up and ROY got to the edge of the bank just in time to see the fox leap from a clump of weeds and catch the rabbit. He let loose with his Winchester at 70 yards. The fox made 20 feet the first jump, over a wire fence, and scampered away.

There is one thing about them there NUDISTS. "You can't PIN anything on 'em."

Last February we predicted a DRY spring. Early in May we predicted a HOT, DRY SUMMER. While it hasn't been so awful hot here, May heat records in many places have been broken. So you see we have

hit it 100% so far. Moreover we predicted the great drought three years ago. That time, though, we got a little too specific as to exact dates on which rain would not fall and we lost a perfectly good pair of GUM BOOTS to DADDIE FURGESON. But it was so DOGGONE DRY the rest of the year he never got to wear 'em once. We don't prophesy by moon signs. We use strictly SCIENTIFIC MEANS. Anytime you want to know what the weather is goin' to be, see us.

However, I do not remember of any year that a fair crop was not raised on the Scioto Bottoms. If anybody gets rain we usually do. If we don't raise anything this year it is just going to be too bad for the rest of the nation. Of course, there are always exceptions, and this year may be one. But we strongly advise you all to tend your crops with special diligence and care this year, because we are sure that you will get a good price for all you produce. Crops elsewhere are sure to be short. It's all right to HOPE AND PRAY, but you must HOE AND SPRAY, too!

So don't get discouraged and let the bugs and diseases destroy what you have growing. Use DUTOX for bean, cucumber, melon and potato bugs. It not only will kill the bugs but will not harm the plants, and you know you have to be very careful about that in dry weather. Put a little flour in the spray so it will stick to the leaves better. And don't neglect to spray your melons, cucumbers and potatoes with BORDEAU or SULPHUR several times to kill the blight and the wilt, or rather to prevent it. It's almost impossible to stop its ravages after the plants are infected. We have Calcium and Lead Arsenate, too, if you prefer them. One or two sprayings will not save your crop. New leaves are coming out every day, and to keep them safe and healthy you should spray every week or ten days for a while, anyway.

It seems a lot of us these days are suffering from a "COMPOUND FRACTURE OF THE ILLUSIONS." A feller don't know hardly what to believe, or think, or do. The best thing I guess is not to worry any more than we can help and try awful hard to keep our feet on the ground.

The women of the world not only do most of the work, but nearly ALL the most important things in life, while the old man sits around trying to write advertisements or dream about what he is a goin' to do some day—and never does.

"Some parents are rude, but others have learned to KEEP THEIR MOUTHS SHUT WHEN THE KIDS ARE TALKING." If you want to talk all you please why not start a little paper like this one? Nobody pays any attention to what you say, but you can BLOW OFF ANYWAY.

"Of all the things you wear, YOUR EXPRESSION IS THE MOST IMPORTANT." But don't smile unless it is an honest smile. An insincere smile is worse than the expression of a stiff that wouldn't smile for fear he might please somebody.

My wife wants somebody to hurry up and put some CANNED MASHED POTATOES on the market. She is gettin' awful tired havin' to mash 'em and I don't blame any woman for that. But if the women had as much sense as us men they would just boil the tubers with the skins on, and let 'em peel 'em and mash 'em at the table, if they wanted 'em that way.

THINGS WE COULD GET ALONG WITHOUT: JELLO and GELATINES, CRISCO and ALL LARD SUBSTITUTES—and ALL READY-MIXED OR FANCY CAKE and BISCUIT FLOURS.

These days "Too many criminals are WORKING THEIR WAY THROUGH JAILS."

"Home is a place where we are treated the BEST and GRUMBLE THE MOST."

If you said this is the "BEST LITTLE PAPER EVER WRITTEN BY A BOOB ON THE WRONG SIDE OF EVERY QUESTION, OF WHICH HE WAS PROFOUNDLY IGNORANT," it probably wouldn't be far from the truth. But hardly any of us like to be told the REAL TRUTH, even about our dogs or pet soaps.

You are reading a lot in the papers about school troubles everywhere. Student strikes are becoming more and more frequent. Behind it all is POLITICS. The trouble is that underneath all the fine talks by our state and county school officials, all they are really thinking about and working for is the NEXT ELECTION. They don't care a rap about the NEXT GENERATION, just so they get to stay in office at a fat

K S - - - a n d - - - C H U C K L E S

salary. TO H— with politics, when there are the SOULS OF A MILLION CHILDREN to think about! If the parents themselves don't wake up and stop it all the KIDS WILL SOME DAY. They might FOOL US but they ain't foolin' the KIDS NONE.

A woman nearly always listens to "what you DON'T say and never misses a word."

JACK HOOD, ex-Lucasvillian, now member County Bd. of Elections, is back at his camp near the river bridge. Too bad, boys, that all you native, lyin' fishermen will have to take a back seat 'til Jack goes back to the city this fall. That's the most discouraging part of fishin'.

NEW YORK and eastern cities are copying CLEVE BRICKER'S IDEAS. You know Cleve is our window trimmer. We don't have any expensive fixtures for him to work with so he has to make his own. Maybe you have noticed that he has been using large cardboards with goods pinned on them. Now I see Stern's big New York department store and Hahne's in Newark, N. J., are using exactly the same method.

This week Cleve has GENUINE B.V.D. union suits, shirts and shorts displayed in the window. You ought to see these garments. You can just imagine you are walking down Fifth Ave. in New York where you would see the same fine underwear displayed in the same manner. The only difference is that the prices in New York are higher. There they sell for 55¢. Our price is only 45¢ for shorts and shirts. Before you buy more see these extraordinary values.

If you would like to have store news mailed to any of your friends or relatives, just let us know. It will cost you nothing.

Maybe you have been noticing a great deal lately in the papers about members of the famous McCormick family. It might interest you to know that Brant's Family Store sold to Mrs. Stanley McCormick some of the furniture for each of the 48 rooms in her Terrytown, N. Y., apartments. Also we supplied some furniture for her apartments in Washington, D. C. In fact, we have sold furniture in nearly every large city of America, from New York to Los Angeles, and from Chicago to Miami, Florida. How small the world is.

This is DECORATION DAY, May 30th. We wanted to write something more about our PUNKIN CLUB but this has to go out on tomorrow's mail. We surely hope this dry weather doesn't ruin the punkin crop. We didn't have time to write anything for the front page so just stuck in that shoe ad. Those are the WOLVERINE HORSEHIDE SHOES we talked about last month. You can depend on every word in that ad being SO. Read IT.

Beauty Hints and Health Notes for Man and Beast Only

By a Small Town Drug Clerk

Yes, boys, I get a great kick out a readin' the beauty and health columns and advertisements in the magazines. You'd enjoy 'em, too. Each one tries to tell a bigger lie than the other feller. You would soon learn, if you don't already know it, that "A lot of women are not as pretty as they are PAINTED. And that their beauty is only SKIN DOPE." So I am going to give you a little INSIDE DOPE. Remember this is strictly CONFIDENTIAL. It ain't to go no further. The women are already accusin' me of makin' the men harder to live with all the time and I reckon this won't help any, if they find it out. If I had knowed when I was younger, what I know now, I might not 'a' looked so old and wrinkled and gray and bald-headed. I might 'a' had still "THAT SCHOOL-GIRL COMPLEXION" like Buck Russel's or Chester Thomas'.

For instance I read the other night in a famous beauty column that if we want to stay young and handsome, we must not only WASH GOOD between our ten toes but be absolutely sure to DRY 'EM THOROUGHLY. There, boys, is a little secret we would never have thought of.

Then again I have discovered that there really isn't a word of truth in all these advertisements of beauty soaps. Now this is on the Q. T. The most famous beauty expert in New York don't use any of them. She gets the most marvelous results from the secret use of just common yellow laundry soap. Course she wouldn't want everybody to know that, but I been a suspicionin' it for a long time. I never did think there was much

difference in soap whether you paid 5¢ or 25¢ a bar. Course soap is just like strawberries. They make some people deathly sick, and everybody can't use the same soap on account of the difference in skins, just like the differences in stomachs. But generally speakin' my advice to you would be to buy the biggest bar you could get for the money that didn't smart your face. I'll tell you why:

Let's just use our common sense. In the first place there are two kinds of DIRT—FRIENDLY DIRT, which is the ordinary kind of dirt you see on some boys' faces. There isn't much of the other kind of dirt. If there was, the human race would 'a' all been dead years ago. And it has never been proved to my satisfaction that dirt ever killed anybody. And if soap or beauty aids ever made anybody actually more beautiful, there wouldn't be an ugly girl in the world. No, don't tell the kids what I said about dirty faces, or the little scamps never would let their mothers wash 'em, and please keep what I said about beauty aids to yourself, 'cause it would hurt our business like everything if the girls all quit using them. Here are some of the conclusions I have reached about soaps. It must be the LYE IN SOAP THAT MAKES SOAP MAKERS SUCH INFERNAL LIARS.

About all any soap is is just SOAP. They differ mostly only in PRICE, COLOR, SIZE and SMELL—mostly PRICE.

There is no scientific proof that soap made with olive oil or any other vegetable oil is superior in any way to those made of any clean animal fats.

Anyway there probably isn't a soap on sale in all Ohio that is made of olive oil alone. Hence there are no genuinely PURE CASTILE SOAPS, made of olive oil, entirely.

I can see no good reason for using a soap with carbolic acid in it. If I did think it was beneficial in any way, I'd buy the biggest bar I could get for the money. Any manufacturer can put it in. I do not believe that there is sufficient carbolic acid in any of it to kill any bad germs that the soap itself wouldn't kill. Neither do I believe it kills B.O. (body odor). It might temporarily cover the odors up with an odor more offensive to some people.

Any toilet or laundry soap is a splendid germ-killer in itself. If there is any difference, probably the soap made with PALM OIL or COCOA OIL is the best germ killer. Parke-Davis Germicidal Soap is a real germ- and louse-killer. It contains one or two per cent mercuric iodide. It is especially fine in cases of boils or in infection of any kind.

All soaps are 100% PURE SOMETHING OR OTHER. I never see a bar of that soap advertised as 99 44/100% PURE, that I don't wonder what in the heck is in the other 56/100%. In fact it has worried me so much that I quit using it long years ago. SUPER-FATTED soaps are the mildest. Nearly all shaving soaps are made that way.

Soaps made of LANOLIN, which is the oil out of sheep's wool, if there are any such, are supposed to be safer for the more delicate skins. We have a LANA OIL SOAP which used to sell for 25¢ a bar which you can now buy for 10¢ or 3 for 23¢ with a generous bottle of pine tar shampoo FREE. At this low price it might be worth trying. But we can't believe a word these soap makers say on the labels or in their advertisements, no, not a single one of them. Most men, however, know that WOOL FAT is used a lot as a healing salve.

So you see, boys, there isn't a thing secret, marvelous, mysterious, beautifying, health-giving, germicidal or wonderful about any particular soap. Let the ladies have their PET SOAPS. Let the manufacturers continue to pay out thousands, yes, millions of dollars gettin' fake testimonials from movie stars, beauty parlors and other famous women and make all the claims they please in their advertising. It is all every bit pure BUNK. Soap is just soap. That's about all. If you are using T.N.T. or O.K. or Big Pete, and it don't burn your face, keep right on. Buy the biggest bar you can get for the money and use plenty between your toes. If you want any more INSIDE DOPE on any particular soap, come to me. I'll put you wise. I ain't got room here to tell you all about each one of the 30 or 40 kinds we have for sale. Say, if you like good perfume as well as McIntyre and I do, get your wife to try some of the perfumed soaps we got. I think they are swell on account of they smell so good. Some of the boys are using that 12-inch Cocoa Castile Soap to shave with. It's only a small dime. Good-bye 'til next month.

P. S.—Please note that all Brant's ads are REVEALING. That is, they try to reveal the whole truth while most advertisements CONCEAL rather than REVEAL ALL THE TRUTH. Many ads go further—they actually try to DECEIVE YOU.

THE JEKYLL and HYDE EXISTENCE of Henry Plummer

Henry Plummer, outlaw of Montana and Idaho, led a Jekyll and Hyde existence. Unsuspected, he posed for years as an officer of the law and patriotic citizen who desired to serve his community by preserving peace and order. He was born in Connecticut in 1837, of refined New England people. He received a good education and became a polished, affable, gentlemanly appearing man. He was five feet ten or eleven inches tall and weighed about one hundred and sixty pounds. He had blue eyes and a low, pleasing voice. He was first noticed when he set up as a gambler in Lewiston, Idaho.

At that time Lewiston had three times as many outlaws as law-abiding citizens. Little or no attention was paid to the law. Men were shot for personal grievances and left to die on the street to be gathered in by relatives or friends. Finally the outlaw element became so unruly that a "Vigilance Committee" was organized by the minority of law-abiding citizens. Plummer was the first one to join, pretending disgust and indignation against those who robbed and killed. In reality he joined so that he could warn his band of approaching raids. When the gold mines of Lewiston petered out, the town was forsaken and most of the inhabitants went across the mountains to new gold fields. This broke up the vigilante movement.

Plummer, inwardly raging against those who had joined from honest motives to wipe out the outlaws, determined that they should die. One by one, members

were found, brutally murdered, along trails, in their cabins, or wherever Plummer happened to meet them alone. He preserved his double role so well that he was not suspected. Easterners coming into the new settlement with a strong sense of law and order, finally prevailed upon the honest miners to join them in making an active, permanent vigilante force of Montana.

The first battle between the new vigilantes and the bandits resulted in the shooting of one of the bandits and the hanging of two others as a warning to the rest. Plummer was shot in the right arm and was forced to practice shooting with his left hand. He became an expert left-hand shot. Finally, he was elected sheriff, due to the numerical strength of the outlaw element, although it was known at the time that he was actually associated with them. Soon afterwards he married and pretended to reform.

His next ambition was to be appointed deputy United States Marshal. He tried without success to kill Nathaniel P. Lanford, who had defeated him for office several times. Plummer continued to waylay persons who discovered anything incriminating against him or his band. Red Yager, Buck Stinson and Ned Ray, two of whom were deputy sheriffs under Plummer, were caught by the now thoroughly aroused vigilantes and were tried and hung. Red Yager confessed in full and named Plummer as the real leader of the bandits. The vigilantes caught Plummer, tried him, found him guilty and sentenced him to be hung. While on the scaffold

he fell on his knees, prayed, wept and was so craven that he disgusted those who had looked to him for leadership. He was the third to die on the scaffold that day.

Other members of the gang were hanged and the remaining bandits, realizing that law and order now prevailed, quietly disappeared to escape the fate of their companions. Plummer had written home that he was in danger of being hanged on account of his Union sympathies. His family refused to believe his guilt and considered him a martyr. They sent out a brother and sister to investigate, and they were forced at length to recognize that the evidence against their brother was too overwhelming to doubt. Plummer was only 27 years old when he died.

PROVERBS and MAXIMS

WITH MALICE TOWARD NONE, WITH CHARITY FOR ALL: From President Lincoln's second inaugural address, March 4, 1865.

THANK GOD, I ALSO AM AN AMERICAN: Said by Daniel Webster, June 17, 1843, at the completion of Bunker Hill Monument.

FIFTY-FOUR FORTY OR FIGHT: Slogan of the American people who were not disposed to yield to the claims of England to a portion of the Oregon country. In 1844 it was a slogan of the Democrats.

I BELIEVE THIS GOVERNMENT CANNOT ENDURE PERMANENTLY, HALF SLAVE AND HALF FREE: The first famous utterance of Lincoln on the slavery question after his election, made in a speech to the Illinois Whig State Convention at Springfield.

SIR, I WOULD RATHER BE RIGHT THAN BE PRESIDENT: Henry Clay's answer to Mr. Preston of Kentucky, who told him that his compromise measures of 1850 would injure his chances for the presidency by alienating the northern or anti-slavery Whigs.

GOOD AMERICANS WHEN THEY DIE GO TO PARIS: Was said by Thomas Gold Appleton (1812-1884) and is perpetuated by Oliver Wendell Holmes in the "Autocrat of the Breakfast Table."

Deception

Attempted deception often defeats its own purpose in curious ways.

A young lawyer, just having passed his examination, opened an office. For several days no one called, and then one morning he heard someone at the door. Wishing to impress a possible client, he grasped the telephone.

"No, I'm very sorry, but it will be impossible for me to take your case now, unless it is very important. All right, I will see you at three o'clock. Yes, yes, good-by. "And now, what can I do for you, sir?" asked the young lawyer, turning to the stranger.

"Oh, nothing much. I'm from the telephone company and have been sent here to connect your phone."

Business

O business, how many crimes are committed in thy name!

A priest offered twenty-five cents to the boy who could tell him who was the greatest man in history.

"Christopher Columbus," answered the Italian boy.

"George Washington," answered the American boy.

"St. Patrick," said the Jewish boy.

"The quarter is yours," said the priest. "But why did you say St. Patrick?"

"I knowed it was Moses all the time," said the Jewish boy, "but business is business."

Lost

Until final proof is produced it is natural to hope against hope for the restoration of a lost object or person.

The peace and calm of the police station were disturbed by the entrance of a very excited woman. Hurriedly she approached the inspector, saying: "I have lost my husband. He was with me yesterday, but I've not seen him since."

"Extraordinary," replied the inspector. "Can you give us any particulars as to his appearance?"

"Oh, yes!" was the answer. "He is very dark, and has a sallow complexion. He also has a Roman nose."

The inspector looked grave and shook his head as he replied: "In that case, madam, you will never find him again."

"Why is that?" she asked.

"Because a Roman nose never turns up."

Power of Suggestion

The power of suggestion for good or evil is an interesting scientific phenomenon.

The little man who was the meek escort of the big woman in her ramble through the shopping establishment had fainted.

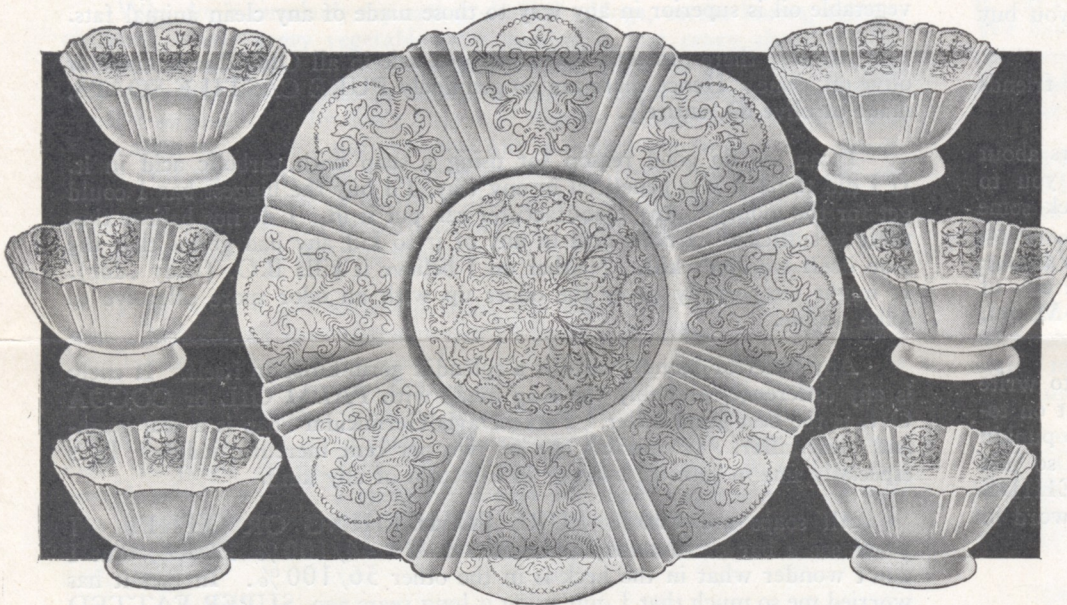
"Is he subject to this sort of thing?" asked a shopwalker, as he applied a piece of ice to the unfortunate man's head and motioned the crowd to stand back.

"Not exactly," replied the woman. "He's a little nervous sometimes. I tried to buy it without letting him see me, but he heard me give the order."

"Buy what?" asked the shopwalker, somewhat suspiciously.

"A rolling-pin," said the woman.

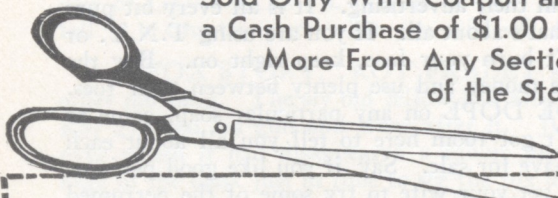
7-Piece Rose Glass DESSERT SET



29c
and coupon

Wafer thin, mould etched glassware in delicate pink shade makes this charming dessert set consisting of 12-inch plate and six sherbets. The large, flat surface of the plate makes it excellent for frosting cakes, for serving cold meats, sandwiches, etc. The dessert dishes could also be used as fancy salad moulds. You will enjoy this seven-piece service when lunching or teating on the porch or lawn. Appropriate, too, for serving light refreshments at your summer party or dance.

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 7-piece dessert set above. This offer is good only during the month of June. Only one set to a family. No mail or phone orders, please, just come in with the coupon.

Please sign your name here

Address

Brant's Family Store

Save Money at

BRANT'S

IF YOU ARE AN INTELLIGENT SHOPPER YOU CAN BUY AT BRANT'S FOR LESS BECAUSE BRANT'S IS THE ONLY STORE THAT AGREES TO MEET ANY AND ALL OTHER STORES' ADVERTISED PRICES FOR THAT DAY OR WEEK ON ALL STANDARD PRODUCTS