

RETURN POSTAGE GUARANTEED

BRANT'S

LUCASVILLE OHIO

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U. S. POSTAGE
PAID
Lucasville, Ohio
Permit No. 2

m ONTHLY NEWS

+ + + FEBRUARY, 1934 + + +

Trust Your Local Merchant As He Trusts You!

RAMBLINGS, JAN. 21, 1934

I'd like to see Bill Friend or Giley Snively wearing a pair of those narrow, natty college boy SUSPENDERS, or Abe Miller a pair of No. 12 shoes. Esto Davis' new moustache is the most perfect and attractive specimen we have ever gazed upon. Kelley Lockhart found 6 pearls in one can of cove oysters, probably worth about \$100.00, if they had not been cooked. Too bad about the CWA boys being cut. But before you read this we expect something even better. John Henry Punch Rockwell has been appointed Clerk of the School Board. Albert Snively is now janitor of the Community Building and Milt Hopper is Lucasville's new FIRE CHIEF. Mrs. Annie Cook is Postmistress and Nelson Bice will look after the cemetery this year. Time flies, and the world changes.

It's a PLUMB SIGHT how many ONIONS we sell. And they are a BLAMED GOOD FOOD if you ask us, even if you don't hear actresses, crooners and wise crackers talkin' and singin' about them over the radio at \$40.00 or \$50.00 per minute, tellin' how many VITAMINS they contain. Any man, woman or child educated in the STICKS, can tell both by the smell and the taste that the onion has something MUCH stronger in 'em than weak little vitamins, common calcium, phosphorous or iron. Funny, isn't it, how you never hear a word over the radio advertising good old CASTOR OIL, CORN BREAD, KRAUT or "DELICIOUS WASH DAY" BEAN SOUP! Ever stop to think that a lot of those "society women" who have endorsed cold creams, lipsticks, soaps and corn cures, and the noted athletes, aviators and radio entertainers who advertise coffee, cigarettes, etc., never used or tasted the product they RECOMMEND TO YOU? The TESTIMONIAL RACKET is about gone, and we predict that radio advertising has seen its day, because like all the other RACKETS, it has been overdone, and the PEOPLE have CAUGHT ON. Maybe advertisements like BRANT'S will become more popular and instead of BUNK we will have an age of DEBUNKING.

We put our last ad in the homes in Lucasville about three o'clock on January 17th. Before we closed that night EVERY ROASTER we had advertised was SOLD. By Saturday night we had taken orders for 62 MORE. We believe you will like our SPECIAL of an OVERSERVE PIE PLATE, advertised on the back page of this issue. One observing fellow visited Portsmouth stores Saturday night, January 20th. He was in the 5 and 10, three dry goods stores, and one chain grocery, then came into our store a little late and told us that NOWHERE did he see so many people or clerks so busy. If he had been in an hour or two earlier he would have seen TWICE AS MANY HAPPY SHOPPERS. Well there is *no other store in the county or any place else* that we know of that *offers to meet the prices advertised by all other stores* on any one day, on all standard brands of goods.

One lady, Mrs. Newell McClay we believe, said she did hope the fishing season was over so that we could write about something else. No doubt she expresses the sentiment of a lot of others. But ALAS, she is doomed to disappointment. Cleve Bricker went up the creek Thursday, January 18th, broke the ice, and got some of those shivering little minnows he had put there only two weeks ago, and his wife, Nell Bricker, and Cleve's father, George Bricker, took 'em and went fishing RIGHT IN THE MIDDLE OF JANUARY. Mrs. Coleman wanted to go along, but the doctor wouldn't let her. And it is said Ike Thompson caught a 3-lb. carp next day. Ed Kuhn has ordered a lot of tackle. Wonder WHY they call it TACKLE? So you see ALL we hear now is FISHING.

By Ernest C. Hastings

We have no fear of contradiction when we say that there is no person in your community who has so much faith in you and your neighbor as the local merchant.

He knows all of you as no other man. He doesn't have to read the papers to know when times are good or bad.

He doesn't even have to be told what mills are closed or open to know the condition of your finances, and of your family struggles to get along. If he didn't know these things he would soon fail in serving you with the merchandise you need.

During the past three years he has been straining every nerve to supply you with the necessities of life at the lowest price in keeping with reasonable quality.

There is no greater evidence that local merchants have succeeded surprisingly well than the fact there has been not one single investigation of a local merchant during these days of questioning everybody.

We know of many local retailers in this country who have taken no salaries from their store so they could extend credit to the most needy of the community.

Yes, and we know local retailers whose entire cash reserve was swept away through bank failures and yet have carried on making sacrifices few men would tolerate.

Maybe the writer of this article is a bit over enthusiastic about America's merchants. We say "maybe." We believe the history of this depression will more than justify anything we can say in praise of the storekeepers of this period.

Our observation of the fairness, the faithfulness, the loyalty, the honesty of merchants is based on visiting thousands of them in their stores located in practically every state in the union.

So, again we say, "Trust your Local Merchant as he Trusts You."

And don't forget to praise his merchandise and his efforts when you have the chance. All of us like a little "pat on the back." A few words of commendation will come back to you many times over as the months roll around in merchandise, in service, in prices, in loyalty.

Finally, if anything disturbing happens in your store you can rest assured your local merchant is more worried and concerned about it than you are.

Also, nothing that can be corrected will be allowed to exist if you just go and have a heart to heart talk with your retailer.

ANDY GUMP — COFFEE — ALEC SMART

(Editor's Note: A very nice thing, perhaps the nicest thing about a sermon-ad like this is that the reader can quit any time. Another thing: Every woman who gets mad enough to write us a letter telling us what she thinks about us or our coffee in words not too strong to print, will be presented with a pound of good coffee without cost. That's fair, isn't it?)

MANY HUSBANDS ENVY OLD BACHELOR HIS GOOD COFFEE

Somebody has got to come to the defense of the poor husbands who have to put up with stale, insipid, rank, weak and disagreeable coffee day after day. No wonder they get up grouchy and leave the table in disgust. It is HIGH TIME that someone told the women the TRUTH. Of course it is a most disagreeable duty. But BRANT'S never sidestep a responsibility, regardless of the consequences. We know that in most homes the WOMAN IS BOSS. We know, too, that every wife THINKS she can make just as good and BETTER COFFEE than any other woman. In fact, SHE KNOWS IT. And for a MAN, like us, trying to tell her HOW to make coffee, well— It is SHEER FOLLY maybe, but as we said, we can't get THOSE POOR HUSBANDS OFF OUR MINDS. It keeps us awake nights. We can't enjoy our own cup of coffee (man made) for thinking about them. This is a serious thing—with us at least, because we sure do like our coffee. It is a hard thing sometimes to come right out and tell the truth, even if it is SO. We don't want to make all the women mad. But there are those POOR HUSBANDS. Maybe SOME of the women will listen to us. FOURTEEN times in the last 4 months we have written this ad and each time we lost our nerve and wrote about something else not half so important. That's a FACT. We wanted to break the sad news in a NICE WAY, you know. Each time we were reminded vividly of what

ANDY GUMP SAID TO UNCLE BIM THE OTHER NIGHT

Bim (just about to be married to Millie) was trying to tell Andy how to get along with his wife. Andy came back with this: "YOU REMIND ME OF AN EDUCATED EGG, TRYING TO TELL AN OLD HEN HOW TO RAISE HER CHICKENS." That is just about what the LADIES of LUCASVILLE will think of us trying to tell them HOW TO MAKE COFFEE. But we are much like George Bernard Shaw when he wrote the English parliament recently: "The government ought to know by this time that what I say ALWAYS TURNS OUT TO BE RIGHT, even if it takes the government 50 years to FIND IT OUT." And then the unkind editor of the Portsmouth Times turns around and calls Mr. Shaw a "Conceited Ass." WE would rather be RIGHT than POPULAR. And some day every blessed woman who reads this advertisement will FIND OUT WE WERE RIGHT, though she will probably NEVER ADMIT IT, or give us any credit for starting her out on the RIGHT ROAD TO MARTIAL BLISS, which begins and ends in the OLD COFFEE POT. HUSBANDS, we beseech you, lend us your moral support. This takes COURAGE. Don't be weak-kneed and supine. Assert your manhood. If you don't help us WE ARE LOST. HERE GOES.

WOMEN DO NOT KNOW THE FIRST PRINCIPLES ABOUT GOOD COFFEE OR HOW TO MAKE IT

It takes a MAN to TELL 'EM SO. And HOW! For many years we have had a faint misgiving that some husbands were not getting the best of coffee, but we never dreamed that conditions were as bad as they appear to be from the published report of an impartial survey that has recently been made by a personal house to house canvass. It was discovered that only a small percentage of women know anything about coffee, or coffee brewing. Frankly we would not have risked making such a broad indictment against the ladies if we had not read that report. Furthermore it is only fair to add that this survey was made in several of the larger cities, and we are absolutely SINCERE when we say that it is our opinion that THE RURAL WOMEN KNOW A LOT MORE ABOUT MAKING COFFEE THAN the average city woman does, and a lot of other things about house-keeping. And while many of the things we are about to say are mere PERSONAL OPINIONS, based on a lifetime study of coffee and observations, MUCH OF IT HAS RECENTLY BEEN PROVEN BEYOND REASONABLE DOUBT BY UNBIASED SCIENTIFIC RESEARCH AND INVESTIGATION. We can sympathize with George Bernard Shaw, because it gives us a great deal of pleasure to know, that in the light of these investigations, it is revealed that BRANT'S HAVE PROBABLY NEVER BEEN WRONG IN THEIR JUDGMENTS ON COFFEE. TEN YEARS AGO and more we were TELLING YOU exactly the same things that SCIENCE has ONLY RECENTLY DISCOVERED. THE SAME COFFEE THAT WE TOLD YOU 20 YEARS AGO WAS THE BEST, STILL STANDS AT THE HEAD OF THE LIST in the only comparative tests that have ever been made to our knowledge. Today WE BELIEVE WE HAVE STILL BETTER COFFEES, and BETTER VALUES.

THERE IS A WHOLE LOT OF BUNK IN THE COFFEE BUSINESS

Mighty few stores feel under any obligation to tell its customers THE WHOLE TRUTH about the things they have to buy. We do and try to tell the WHOLE TRUTH, regardless of the consequences. We think there is a lot of LAZY BUNK in some of those old proverbs as well as in modern advertising. For instance, like

these: "Ignorance is BLISS, 'tis folly to BE WISE;" "What you DON'T KNOW won't HURT you;" "Let well enough alone." The coffee you like best is the one for you to drink, etc., etc. That is alright if you KNOW with reasonable certainty that you have the coffee that COULD SUIT YOU BEST, AT THE PRICE YOU OUGHT TO PAY FOR THAT COFFEE, but if you are NOT POSITIVE, IF YOU DO NOT KNOW FOR SURE, then you ought to LOOK AROUND a little and FIND OUT. Just because you are SATISFIED doesn't mean that you are not being CHEATED BOTH IN QUALITY AND PRICE. We at BRANT'S are NEVER SATISFIED. If there are BETTER COFFEES IN THE WORLD, it is OUR DUTY to GET them for YOU, and SELL them to YOU at as low or at LOWER PRICES that you might get them elsewhere. We KNOW that we have EXCEPTIONAL COFFEE VALUES NOW, but we are NOT SATISFIED to let well enough alone. We are not going to tell you that the coffee you are now buying from us, even if it suits you, IS GOOD ENOUGH for you. Scarcely a week passes that we do not test out SOME NEW BRAND or blend of coffee. We have a SPLENDID COFFEE BUSINESS and roasters want our business. We have tested almost every important variety of coffee on the American market, straight and blended. Yet we are ALWAYS LOOKING FOR SOMETHING BETTER or the SAME THING FOR LESS MONEY. By the word BETTER, we do not mean MORE EXPENSIVE. We mean a BETTER QUALITY than most stores sell for 15¢; an OUTSTANDING VALUE at 19¢ or 20¢; a coffee at 25¢ that will be the equal if not the superior of those usually selling up to 32¢ and from there on up to the FINEST COFFEES IN THE WORLD, for those who can afford them and who prefer them. Here are some things we have to KNOW to achieve our purpose. You ought to know them, too, if YOU LOVE GOOD COFFEE, whether you pay 15¢ or 50¢ a pound. Make COFFEE your ONE HOBBY. If you do, you will not be one of those who paid a certain roaster 9¢ a pound PROFIT one year on every pound he sold.

THERE ARE HUNDREDS OF GRADES OF COFFEES

Brazil in South America supplies the world with most of its coffee. If you drink a 15¢ coffee it is probably RIO from Brazil, A LOW GRADE RIO. We have had as good as a No. 4 RIO, but we do not know where to find better than a No. 7 today. Rios are the least expensive of all coffees. In the last few years, the lowest grade Rios have been mixed with cheaper cereals and put on the market. We do not handle these adulterated products. We do not buy it already ground, as most stores do. We get it FRESH each week, direct from the roasters, and grind it FRESH for you. There are too many stones and sticks in the lowest grades to risk grinding on our NEW MILL. That is why people come many miles to buy COFFEE FROM US.

MOST COFFEES ABOUT ALIKE

Anywhere you buy a 15¢ coffee you get the same flavor, only at stores LIKE BRANT'S, you get it FRESHER and SWEETER and STRONGER. Now if you use a 19¢ to 33¢ coffee, the chances are it is a STRAIGHT SANTOS, or a blend of Santos and other coffees, mostly SANTOS. Santos, too, comes from Brazil. It is a SWEET, mild flavored coffee, which appeals especially to women. The lowest grade Santos isn't much better than Rio. The better the grade, and there are a lot of different kinds and grades of Santos, the finer the flavor and aroma.

BOGATA COFFEE IS BETTER AND COSTS MORE

Nearly every country south of United States produces a coffee of distinct flavor and quality, but not much of these coffees are used in United States. Some of them are beautiful to look at, but some are too acid, and some have undesirable flavor, some very little taste at all. So we find Brazil supplying the lowest priced coffees in popular use, Rios and Santos. The highest priced and best coffee produced on the American continent comes from the state of COLUMBIA, and is sometimes referred to as COLUMBIAN COFFEE, but more often as BOGATA, because it is produced on the mountain slopes near the city of BOGATA. This coffee not only has a very fine flavor, but it has more strength or BODY than the Santos has.

FINEST COFFEE IN THE WORLD

The finest coffees in the world come from Arabia, known generally as MOCHA, which costs about 8¢ a pound LESS than JAVA from the island of Java, and the ANKOLAS which are produced on nearby islands. We are not concerned much with these HIGH PRICED coffees because they are seldom used in any blends costing less than 35¢. It is worthy of note, however, to KNOW that YOU CAN GET THESE FINEST OF COFFEES AT BRANT'S, coffees which have been CERTIFIED BY THE DUTCH GOVERNMENT AS GENUINE. We know of no other store that carries them in southern Ohio. We know of NO ADVERTISED BRANDS that contains any of these famous coffees, except ONE, and it does not advertise any JAVA, but only MOCHA, which costs 8¢ a pound LESS than JAVA. The coffee we offer you at 35¢ contains BOGATA, JAVA and MOCHA, so stated on the LABEL which is your ONLY POSITIVE ASSURANCE, and not even then unless the word "CERTIFIED" appears on the label also. It is a significant fact that MIGHTY FEW (none that we know of) of the coffees you see, tell YOU on the label or in the advertisements, WHAT KIND OF COFFEES ARE USED. We are planning RIGHT NOW to have every coffee we offer for sale, with the ANALYSIS PRINTED ON THE BAG, if we can possibly do this. Just as we have always been among the first to bring to our trade better and cheaper things, now we hope to be the FIRST STORE IN THE UNITED STATES to TELL YOU ALL THE TRUTH ABOUT OUR COFFEES. We will not wait for a new PURE FOOD LAW to compel us to tell the truth, YOU HAVE A SUPREME RIGHT TO KNOW. We will be the first to take the BUNK and MYSTERY out of the coffee game. Then and THEN ONLY, you will get what you want, and PAY ONLY FOR WHAT YOU GET, not merely what YOU THINK you are getting.

We are not trying in the article to TELL YOU WHAT KIND OF COFFEE YOU SHOULD USE, but rather how and where to find THE KIND OF COFFEE YOU WANT, AT THE PRICE YOU SHOULD PAY FOR IT, THE LOWEST PRICE AT WHICH IT IS OBTAINABLE. RIGHT NOW, THAT MIGHT BE BRANT'S STORE.

COFFEE IS LIKE RARE OLD WINE, IT MUST BE AGED!

No matter how fine or what variety the green coffee beans are, IF THEY HAVE NOT BEEN AGED IN THE GREEN from 2 to 4 years, they CANNOT YIELD THEIR FULL DELICIOUS FLAVOR and STRENGTH. In this modern age of speed and QUICK PROFITS, and competition to advertise the LOWEST PRICES, you can see what a great temptation it is to put the undeveloped, immature coffees on the market. In the OLD DAYS, it took months, sometimes years, to pick the crop, haul it by wagon to the seaport, and ship in slow sailing vessels to New Orleans or New York. All this time the green coffee was AGING. IN THOSE DAYS, TOO, before GIANT MERGERS and CORPORATIONS, the COFFEE ROASTERS took greater PERSONAL PRIDE and INTEREST in their coffee. Each man had to DEPEND SOLELY UPON THE QUALITY OF THE PRODUCT WHICH BORE HIS NAME, upon which to build his business. NOW, ADVERTISING IS MORE POWERFUL as a selling agent than QUALITY, and it possibly COSTS LESS TO ADVERTISE than it does to put HONEST QUALITY IN THE CAN. In other words it is probably more profitable to take a 25¢ coffee, put it up in a FANCY 5¢ TIN CAN, and SPEND 5¢ more a pound ADVERTISING it and sell it for 35¢, than it is to give YOU an HONEST VALUE. There is ONE STORE that never has and NEVER WILL lend its prestige and influence to FOIST such products upon the consumer, knowingly, whether it is coffee, baking powder, soap or vanilla. We will continue to BUY OUR COFFEE ON SPECIFICATIONS, just like UNCLE SAM does. When he wants coffee for the navy or army, he doesn't ask the roasters what they want for their PRIVATE BRANDS. No sir, you bet he doesn't. Nor does any good hotel or restaurant. THEY ask for quotations of CERTAIN GROWTHS, of CERTAIN AGE and QUALITY. That is what YOU TOO OUGHT TO DO. COFFEES, WHISKEY, TOBACCO and WINES are BEST WHEN PROPERLY AGED.

GRANDPAP and GRANDMA KNEW HOW TO MAKE GOOD THINGS

Remember the furniture GRANDPA made? Why was it better? Because he used GOOD TIMBER, PROPERLY SEASONED, and he made every joint fit. In short it was a VERY PERSONAL MATTER and he took a special PRIDE in the thing he was doing. And GRANDMA'S QUILTS? She had BETTER CLOTH, which had been scrupulously and painstakingly woven. It lasted. It wore. There are many of HER QUILTS STILL GOOD after 100 YEARS.

WHERE ARE THE GRANDPAS IN THE COFFEE BUSINESS?

Thank goodness there are STILL SOME LEFT. It is true that most of the sons and daughters who INHERITED THEIR BUSINESS have SOLD OUT AT BIG PRICES to WALL STREET INTERESTS or MERGED with other capitalists, so they could get out and play golf or polo. You know how it is so often when people SUDDENLY GET RICH. My grandfather used to say something like this: "Shirt sleeves to SILK SHIRTS," meaning that GRANDPA worked hard and earned a lot of money and his kids soon left the old farm, bought silk shirts and squandered the money away. But not all farmers' sons or sons of COFFEE ROASTERS SOLD OUT. Some of THESE GRAND OLD MEN ARE STILL IN THE COFFEE BUSINESS. THEY have steadfastly REFUSED to compromise or alter their TIME HONORED METHODS or PRINCIPLES. They do not advertise. They still DEPEND UPON THE QUALITY of their COFFEE and the HONOR OF THEIR NAME.

THERE IS WHERE BRANT'S LOOK FOR BETTER COFFEE

Not just one special brand or blend, BUT ANY KIND OR QUALITY WE WANT, with the greatest degree of certainty that we will GET WHAT WE BUY. These FEW OLD TIME IMPORTERS and ROASTERS will not handle the lowest grades of coffee. Of course the BIG CORPORATIONS have tried most every way to squeeze them out, or force them to SELL OUT, so that they would have a monopoly on the coffee business of America. Just as the chain retail stores have used every method to RUN US OLD-TIME MERCHANTS OUT. But there are many indications that THE AGE OF BIG BUSINESS has REACHED THE ZENITH OF ITS POWER. We might as well say right here that we have always been of the opinion, and this has been strengthened by years of observation, that we could obtain as good or better goods from the smaller INDEPENDENT MANUFACTURERS than from the so-called BIG FELLOWS, at as low or lower prices. We could name a lot of names and prove our point, we are sure, but we haven't the time nor inclination to do it here. Moreover, there has always been enough INDEPENDENT CONSUMERS, who knew their coffee, their onions and pennies not only to KEEP the INDEPENDENT MERCHANTS AND MANUFACTURERS IN BUSINESS, but STRENGTHEN THEIR POSITIONS. After 15 years of WALL STREET IN BUSINESS, MANY GIANT MERGERS and CHAIN STORES ON EVERY CORNER, and literally BILLIONS OF DOLLARS INVESTED and INCESSANT ADVERTISING, IT IS A FACT THAT THE VAST MAJORITY OF PEOPLE STILL BUY THEIR NEEDS FROM THE INDEPENDENT MERCHANTS.

NEXT INSTALLMENT NEXT MONTH

This isn't half what we want to tell you about coffee. In fact, we just got started. We will continue the discussion in the next issue and tell you a LOT MORE about coffee, chain stores, railroads, trucks, and anything else we may think about. Let us hear from you. Come up and see us sometime. Just wear your old house dress or your overalls. No need to powder or shave.

COMPARED — WALL STREET STORES and YOUR STORE

We do not have the figures of all chain store sales to compare with our sales yet for 1933. Of course the newspapers do not publish figures for independent stores like BRANT'S. But we believe you have a right to know, and will be interested in knowing about at least one of the stores where you do some of your trading.

We note in the Portsmouth Times that the Kroger Grocery and Baking Co. sales increased a little over 5% during the last four weeks in December over the same period in 1932. Our sales increased in December over December, 1932, 61%. Kroger's TOTAL sales for 1933 were 3½% LESS than in 1932. Our TOTAL sales were 8% GREATER in 1933 than they were in 1932.

THE PEOPLE KNOW

Brant's records for sales in proportion to stocks carried, and the size of the store and the town, will now and ALWAYS HAS RANKED AMONG THE NATION'S BEST STORES. According to GOVERNMENT FIGURES, secured in a nation-wide survey about two years ago, BRANT'S STORE sold MORE goods than the average of all the chain stores, large and small, in all the nation. That record included the biggest chain stores in cities like Chicago, New York—all cities. It's record for VALUE GIVING, HONEST, EVERYDAY VALUES has rarely been equalled by large stores or small. And the above figures merely prove that the people KNOW IT.

RURAL PEOPLE BACKBONE OF THE NATION

Brant's store has LIVED WITH THE RURAL PEOPLE for more than 35 years. If anybody knows anything about the rural people, BRANT'S OUGHT TO. It is our candid opinion that the rural people are FAR BETTER JUDGES OF REAL VALUES than any other class of people as a whole. They represent in our estimation, the backbone of the nation, both SOCIALLY AND ECONOMICALY. Furthermore we believe the real statesmen of our land (if not the politicians) know these facts, and that sooner or later the rural people in towns like Lucasville and on the farms near them, will receive the reward they have so patiently awaited and so RICHLY DESERVE.

A STORE IS ONLY AS GOOD AS ITS CUSTOMERS

So then, if BRANT'S is a good store, it is only because it has LIVED UP TO THE DEMANDS and EXPECTATIONS of the people. A STORE IS ONLY AS GOOD AS ITS CUSTOMERS. We do not know of another place in the world in which we would rather do business than in LUCASVILLE, because we are sure there are NO BETTER PEOPLE ANYWHERE ELSE. All the credit any Brant can claim for making BRANT'S store what it is, is that they have had just the ordinary common sense to give the good people what they needed at the price they expected, a willingness to work long hours as others did, and to stand by the community and the individual in times of need. The PEOPLE MADE THE STORE and we are often reminded that they are just as proud of it as we are.

THE FARMER'S MISTAKE

Possibly more farmers made the mistake of going in debt for tractors and power machinery than those who stuck to old dobbin. They possibly didn't stop to think that machines do NOT HAVE COLTS or eat hay and oats and corn. The horses and mules used to eat up all that was raised on about 35,000,000 acres of land. The total increase of farm debts in the last few years just about equals what was spent for power and implements. Horsepower costs practically nothing, so Wayne Dinsmore tells us. But at that, the rube farmer didn't make as many and as BAD MISTAKES as a lot of SMART BUSINESS MEN AND BANKERS. Guess when we all get our mistakes righted and our debts paid, EVERYTHING WILL BE ROSY.

COOLIDGE SMOKED 65c CIGARS

You'd hardly have believed that would you? Paul Mallon reports the following in his article in tonight's times: A Nebraska FARMER wrote the A.A.A. "I have sold my hogs to the government, and now I have enough money to HITCHHIKE half way to the State Fair." Bamberger's New York Department Store employs 237 truck drivers. They were bitten last year by dogs 484 times. One delivery boy was bitten 16 times. Airedale dogs are the worst offenders. LOOK HERE, GIRLS! The newest FRENCH FAD is COLORED TEETH, green, red, brown, flesh or iridescent to match fingernails, dresses or shoes. We are crazy to see some of our Lucasville girls so decorated, and we promise to get some of these new dyes just as soon as they come into America. The sum of money Roosevelt has asked for is 10 TIMES GREATER THAN THE NUMBER OF MINUTES that have passed since Christ was born. Yet our per capita tax will not be nearly as great as in England or France. All of us ought to get a little of this money as it goes around and around. Any surplus we can spare from our business will go to pay up our back taxes. From the court house it will come back out to teachers and county employes.

THE LITTLE ROAD

By Clarence Mansfield Lindsay

Most people love the broad highway,
Trode by the dusty throng!
The thousands choose it ev'ry day,
Rushing like mad along!
They revel in its crazy code;
They love its sights and thrills!

But O for me the little road!
And O for me the quiet road,
Which winds among the hills!

So many take the crowded way,
Where never peace is found!
They love its raucous shouts; its play;
Its mummers, tinsel-crowned!
Its boist'rous din serves as a goad;
They love its pace which kills!

But O for me the quiet road!
And O for me the green-lined road,
Which winds among the hills!

They fight and brawl; they push and shove;
They scream and laugh—and weep!
They chase a phantom they call Love;
They jest—and sometimes sleep!
Enough if they be in the mode;
The highway's fads and frills!

But O for me the little road!
The humble, the cool-shadowed road,
Which winds among the hills!

FASHION HIGHLIGHTS

By Nina Hallock

As far as fashion details go this season, there is more or less liberty in personal choice. Uniformity in necklines, sleeve styles, hip treatments, even silhouette, simply does not exist.

Necks pursue devious ways. The high-wrapped one continues and although it is a total stranger to the small, square-cut neckline, yet both play important roles in the spring fashion scheme. Besides these two there are scarfs, drapes, shallow round necks, ropy effects and the small turn-over and band collars.

Sleeves, too, go off at tangents. For contrast, compare the long, tight, plain sleeve with the loose, wide-wrist style. The narrow shoulder with the wide, and especially the conventional armhole with the loose, deep one. Sleeve lengths, too, are extremely variable. The three-quarter sleeve is now given importance. Then there are cap and cape sleeves and elbow lengths. Puffs seem to have weakened under the strain.

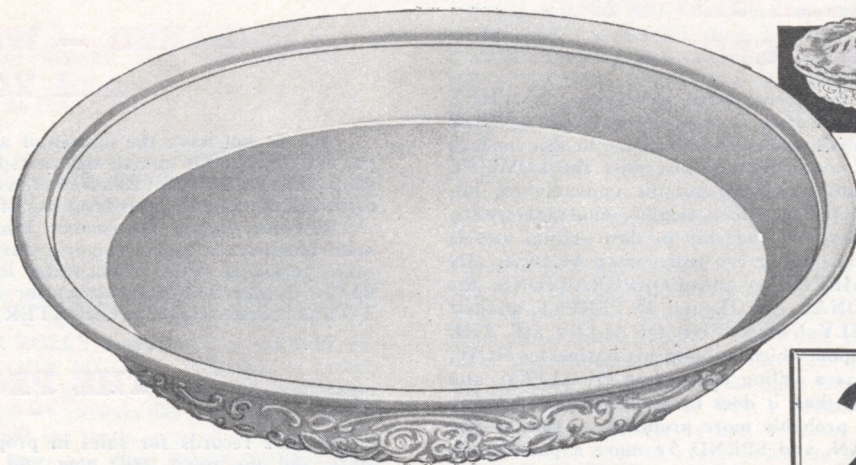
Dresses provide a wide enough choice in their manner of closing. The side closing is particularly smart but center front fastenings continue very much in evidence.

A break in the austerity of day skirts is seen in the new use of pleats. Pleated flounces and pleated panels in front and back give a note of fullness at the hem and decidedly a feminine touch to the whole. The prospect for pleats is much brighter for spring, but fabric of course is the controlling factor.

Furs, if not looming large in the scheme for spring have their color notes and their contrasts to introduce in the ensemble. With the exception of fox, the short haired furs take the lead. Mink, beaver, seal, astrakhan, caracul, leopard and gallas are employed in scarf treatments. One- and two-color silk scarfs will be smart accessory notes. Old fashioned stocks are also being featured, the once-over kind, often in white with white sports dresses having colored coats. Chenille scarfs will accompany the dark street dress.

Handkerchiefs printed in many colors are another gay note for spring.

10 1/2-Inch "Ovenserve" Pie Plate



25c
and Coupon

AVAILABLE ONLY DURING FEBRUARY

Introducing an innovation in cooking ware known as "Ovenserve." The 10 1/2-inch pie or baking plate illustrated is finished in beautiful ivory tint with floral embossing. "Ovenserve" is guaranteed by the manufacturer to withstand both the baking temperature of the oven and the freezing atmosphere of your refrigerator. This dish may be adapted for baking pies, hot biscuit, short cake, etc. Its attractive appearance makes serving possible direct from the plate at the dining table. See this February special.

New Spring Dresses

98c

Same Price as Last Year
Exactly Same Quality

You do not have to be an EXPERT on cloth to buy at this store. Every dress is made of genuine 80 square (the best) print cloth. We warn you that there will be a lot of 49¢ dresses sold this year for 98¢. Fancy patterns and trimming will do the trick. DON'T YOU GET TRICKED. We had 60 of these good new dresses in already and they are nearly ALL gone. More coming. Watch for them.

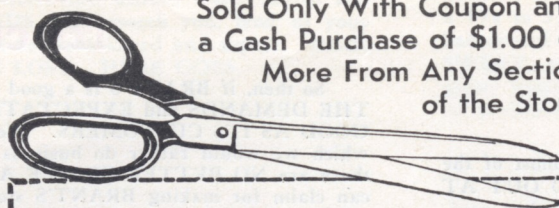
Same Thing About Prints

We have in our NEW, SPRING, GENUINE FRUIT OF THE LOOM PRINTS. BEAUTIES they are. The BEST QUALITY, all 80 SQUARE CLOTH. More coming. We do not handle CHEAP prints. No store, large or small, can give you better 80 square prints, and NO STORE IS BIG ENOUGH TO UNDERSELL US.

19c per yard

PRICE GUARANTEED ONE WEEK

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



This coupon and 25¢, together with a cash purchase of \$1.00 or more from any section of the store, entitles you to the ivory pie plate shown above. This offer is good only during the month of February. Only one plate to a family. No mail or phone orders, please, just come in with the coupon.

Please sign your name here

Address

BRANT'S

**Does The Top of A Wagon
Wheel Travel As Fast
As The Bottom?**

The answer to this question depends on what is meant by motion and distance. If motion of the top and bottom of the wheel in relation to a point on the ground is meant, then it may be said that the bottom point at any given instant is stationary with relation to the ground and the top point is moving forward at twice the speed of the wagon.

**Is One Foot Square The Same
As One Square Foot?**

By one foot square is meant a square each side of which is equal to one foot. One square foot may be of any shape provided the total area is one square foot.

Self-Protection

"What's the idea of all the luggage? Are you and the wife going on a long trip?"

"No, my church is holding a rummage sale which my wife is going to attend. I'm taking all my things over to the office."

No Surface Scratch

Judge: "Well, here you are again, Rastus."

Rastus: "Yassuh, boss, I'se back afore you again, but dis time Ah got a cause."

Judge: "Well, what is it, Rastus?"
Rastus: "Judge, what would you do if someone steal your gal?"

Judge: "I'd cut her company, Rastus."

Rastus: "Dat's jes' what Ah did—and Ah cut him deep!"

—Annapolis Log.

College Athletics

Frater: "Was your son's college course a complete one?"

Pater: "I believe not. I understand a half-mile track was his limit."

The Collegiate Test

"Is your son improving his opportunities in college?"

"Yes; he's just as tough on one thousand dollars a year as the millionaire's son, next room, who spends five thousand."

Safe

Tommy was meandering homeward much later than his usual supper time. A friend of the family who happened to meet him said:

"Why, Tommy, aren't you likely to be late for supper?"

"Nope," replied Tommy, "I've got the meat."