RUTH READY TO FACE ENEMY PITCHING; SAYS HE WILL SMASH HIS WORLD'S HOME RUN RECORD

B Sacre W:


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## A Habit of the Homeseeker-

He no longer consults his neighbors or walks the streets reading "For Sale" or "For Rent" signs. He consults the news-1 papers. In Omaha he reads

## TheOmahaBee

The Want Ad columns of THE BEE contain all necessary information, telling ing the kind of offering, where located, advantages, price, etc. He chooses first, then inspects---if the property measures up to the statements claimed for it---the deal is made, either a rental or a purchase. That's why THE BEE insists on truthful adyertising --- satisfaction to reader and advertiser, buyer and seller.

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