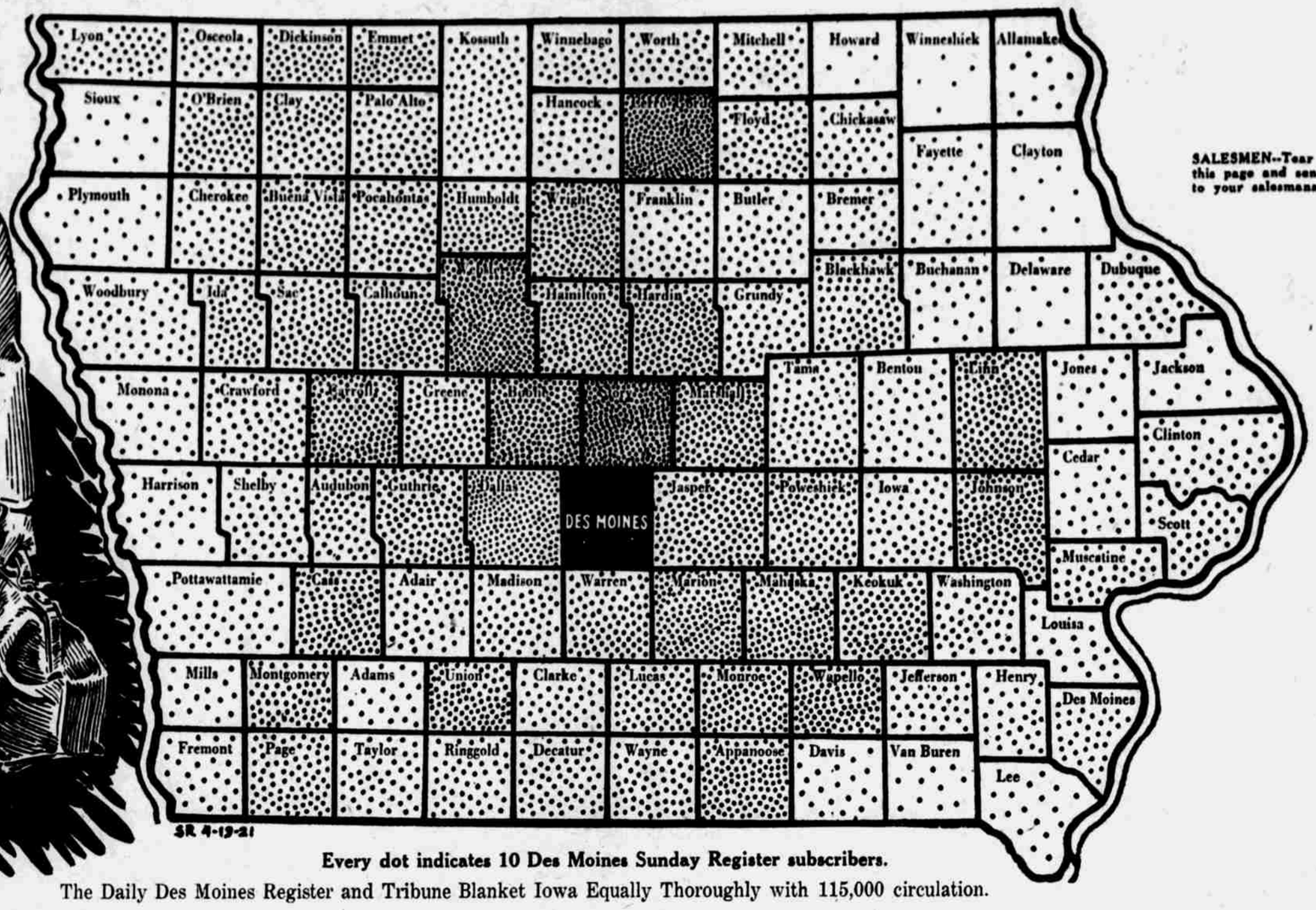
Butter Nut Coffee, Beau Brummel Shirts, Skinner's Macaroni and other Omaha products find Iowa with its 2,500,000 population a most fertile field. They support their Iowa salesmen by advertising aggressively in Iowa's leading newspapers--The Des Moines Register and Tribune.



SALESMEN--Tear out this page and send it to your salesmanager.

Every dot indicates 10 Des Moines Sunday Register subscribers.

The Daily Des Moines Register and Tribune Blanket Iowa Equally Thoroughly with 115,000 circulation.

Back Up Your Fighting Iowa Salesmen

With An Advertising Drive in the

Des Moines Register and Tribune

Over 100,000 Circulation

Get more Iowa business. Give your resourceful, hard-working Iowa salesmen the support of an aggressive advertising campaign in the newspapers that blanket Iowa. More than 100,000 Iowa families rely upon The Des Moines Register and Tribune and The Sunday Register. Look at the map again and note how thick the dots are in Western, Northern, Central and Southern Iowa. Then remember that every dot represents ten subscribers.

The above map shows the distribution of The Des Moines Sunday Register in Iowa. Towns in which 25 or more copies are delivered each Sunday are listed below. The Daily Register and Tribune cover the state equally as well. Write for daily map and town-by-town count. Over 100,000 in Iowa.

Among others now using The Des Moines Register and Tribune are:

Paxton and Gallagher Company
"Butter-Nut Coffee"

M. E. Smith Company
"Beau Brummel Shirts"

Skinner Manufacturing Company
"Skinner's Macaroni, Spaghetti and Egg Noodles"

The Peregoy and Moore Company
"La Palina Cigars" Distributors

Harle-Haas Company
Council Bluffs, Iowa
"New Currency 5c Cigars" Distributors

John G. Woodward Company
Council Bluffs, Iowa
"Inner Circle Candies"

Home of The Des Moines Register and Tribune

Ackley	71	Burt	80	Dawson	34	Gilman	67	Kalona	70	Manly	143
Adair	128	Bussey	77	Dayton	44	Gilmore City	161	Kamrar	28	Marne	27
Adel	267	Buxton	232	Decorah	50	Gladbrook	125	Kellerton	59	Manning	210
Afton	83			Dedham	73	Glenwood	65	Kelly	33	Manson	160
Albia	422			Deloit	39	Glidden	164	Kellogg	86	Mapleton	110
Albion	42			Delta	60	Goldfield	126	Kensett	48	Maple River	28
Alden	84	Callendar	26	Denison	383	Gowrie	115	Keokuk	84	Maquoketa	120
Algona	576	Calumet	38	Defiance	28	Graettinger	85	Keosauqua	78	Marathon	86
Allerton	57	Cambridge	103	Derby	44	Garner	151	Keota	142	Marcus	48
Allison	29	Carlisle	92	D. Moines	28438	Grand Jct.	149	Keswick	57	Marengo	198
Alta	122	Carroll	562	De Soto	40	Granger	85	Keystone	44	Marion	78
Altoona	93	Carson	51	Dexter	146	Gray	32	Kimballton	51	Mars'lt'wn	1004
Ames	1464	Cartersville	28	Diagonal	90	Grand Mound	32	Kingsley	103	Mason City	1902
Anamosa	60	Cascade	66	Dow City	53	Granville	37	Kinross	31	Malvern	33
Anita	183	Casey	100	Dubuque	214	Greene	103	Kirkman	30	Maxwell	80
Ankeny	151	Castana	35	Dougherty	38	Greenfield	169	Kirkville	38	Mediapolis	26
Arcadia	77	Cedar Falls	183	Duncombe	40	Green Mt.	36	Knoxville	585	Melbourne	65
Archer	33	C. Rapids	1330	Dunlap	42	Grimes	122			Melcher	145
Aredale	25	Center Pt.	36	Durant	42	Grinnell	613			Melrose	41
Arion	36	Centerville	664	Dumont	41	Griswold	123			Mount Ayr	164
Arthur	38	Chapin	26	Dundee	28	Grundy Cen.	186	Lacey	26	Mt. Pleasant	159
Ainsworth	40	Charlton	537			Gunwald	55	Ladora	52	Mt. Vernon	132
Atlantic	747	Charles City	483			Guthrie Cen	286	Lake City	329	Moville	61
Auburn	98	Charter Oak	72					Lake Mills	122	Murray	62
Audubon	239	Chelsea	35	Eagle Grove	702			Lake View	108	Muscatine	137
Aurelia	45	Cherokee	315	Earlham	136	Halbur	25	Lake Park	71	Mystic	66
Avoca	92	Churchville	46	Early	68	Hamburg	68	Lamont	25	Menlo	84
		Churdan	68	Eddyville	140	Hamilton	93	Lamoni	148	Meservey	25
		Cincinnati	61	Elberton	37	Hampton	315	Lanesboro	76	Meridan	26
		Clarence	58	Eldon	140	Hancock	34	La Porte City	51	Milford	176
		Clarinda	249	Eldora	353	Harcourt	53	Larchwood	47	Minburn	50
Bagley	93	Clarion	327	Elkhart	70	Harlan	220	Laurens	152	Mingo	29
Bancroft	151	Clarkesville	68	Elkhorn	65	Harper	39	Lawler	41	Mo. Valley	55
Barnes City	38	Clearfield	43	Ellsworth	112	Harris	62	Lehigh	70	Mitchelville	126
Barnum	40	Cleghorn	25	Elma	33	Hartford	25	Le Mars	84	Monroe	133
Batavia	30	Clear Lake	243	Emmetsburg	407	Harvey	47	Lenox	157	Montezuma	144
Battle Creek	106	Clinton	353	Essex	54	Hastings	32	Leon	248	Montgomery	25
Baxter	96	Clio	25	Estherville	607	Havelock	78	Lester	36	Moravia	74
Bayard	126	Colfax	273	Exira	151	Hawarden	73	Letts	27	Morning Sun	71
Beaman	42	Colo	84	Exline	41	Herrold	35	Lewis	46	Moulton	117
Beaver	32	Collins	82			Hedrick	83	Lincoln	25		
Bedford	111	Co'mbus Jct	25			Highbridge	41	Lineville	66		
Beech	40	Conrad	82	Fairbank	28	Hiteman	76	Linn Grove	47		
Belle Plaine	201	Coin	34	Fairfield	231	Holstein	88	Liscomb	55	Nashua	105
Belmond	187	C'n Rapids	213	Fayette	31	Holland	25	Lisbon	26	Neola	32
Blakesburg	30	Corning	200	Farnhamville	59	Hubbard	55	Little Rock	70	Nevada	354
Blairstown	30	Cor'tionville	125	Farragut	62	Hudson	30	Livermore	96	Newell	70
Blairsburg	46	Corwith	95	Fonda	132	Humboldt	354	Logan	62	New London	48
Blanchard	50	Conesville	30	Ferguson	42	Humeston	149	Lohrville	156	New Provid.	28
Blockton	74	Corydon	219	Fontanelle	103	Huxley	59	Lone Tree	60	New Hampt.	155
Bloomfield	155	C. Bluffs	74	Forest City	207			Lorimor	84	New Hartford	34
Bode	89	Creston	638	Fort Dodge	2319			Lost Nation	25	New Sharon	125
Bondurant	49	Cumming	55	Fort Madison	82			Lovilla	167	Newton	788
Boone	1432	Cushing	35	Fremont	26	Ida Grove	308	Lucas	40	New Virginia	42
Bouton	38					Independence	139	Luverne	74	Nora Springs	76
Boxholm	50					Indianola	435			No. English	125
Bradgate	45					Iowa City	1235			Northwood	144
Brayton	53	Dakotah	53	Galt	29	Iowa Falls	547			Norwalk	39
Breda	60	Dallas	86	Galva	75	Irwin	52			Norway	28
Brighton	61	Dallas Cent.	157	Garden City	25						
Britt	173	Danbury	65	Garden Grove	73						
Brooklyn	199	Dana	27	Garwin	38						
Buckeye	36	Davenport	295	Geneva	28	Jamaica	51	McCallsburg	46	Oakdale	38
Burlington	303	Davis City	61	George	60	Jefferson	463	McIntire	45	Oakland	101
				Gilbert	37	Jewell	234	Madrid	246	Ocheydan	66
								Malcom	55	Odebolt	173
								Manilla	127	Oelwein	230
								Manchester	55	Odgen	188
										Olin	37
										Ollie	57
										Onawa	84
										Orient	87
										Osage	164
										Osceola	306
										Oskaloosa	902
										Otho	40
										Ottosen	43
										Ottumwa	611
										Oxford	53
										Oxford Jct.	29
										Panora	124
										Parkersburg	58
										Parnell	42
										Paton	68
										Paullina	71
										Pella	326
										Perry	908
										Peru	35
										Persia	27
										Peterson	69
										Plainfield	32
										Pleasanton	40
										Pierson	40
										Pilot Mound	40
										Pleasantville	151
										Pocahontas	142
										Plymouth	28
										Polk	60
										Popejoy	30
										Pomeroy	90
										Portsmouth	35
										Postville	67
										Prairie City	142
										Primghar	96
										Radcliffe	72
										Ralston	30
										Rathbun	35
										Redding	25
										Redfield	97
										Red Oak	362
										Reinbeck	137
										Remsen	26
										Rhodes	25
										Riceville	45
										Richland	50
										Rippey	64
										Riverside	41
										Riverton	26
										Rockford	83
										Rock Rapids	222
										Rockw'll C'y	305
										Rockwell	85
										Rodman	25
										Roland	116
										Rose Hill	82
										Rolfe	186
										Rowan	42
										Rudd	45
										Runnels	56
										Russell	41
										Ruthven	41
										Rutland	51
										Sac City	268
										Sanborn	41
										Saint Ansgar	51
										Saint Charles	44
										Schaller	75
										Scranton	133
										Seymour	75
										Shannon City	45
										Sharpsburg	26
										Sheffield	115
										Shelby	37
										Sheldon	282
										Shellrock	63
										Shenandoah	324
										Sloan	35
										Sibley	121
										Sidney	35
										Sigourney	210
										Sioux City	122
										Sioux Rapids	202
										Slater	51
										Solon	40
										South English	52
										Spencer	550
										Spirit Lake	208
										Stacyville	30
										Stanhope	66
										Stanton	47
										State Center	72
										Steamboat Rock	30
										Storm Lake	385
										Story City	207
										Stratford	127
										Strawberry Point	48
										Stuart	328
										Swaledale	25
										Sumner	65
										Superior	29
										Sutherland	96
										Swan	45
										Tama	212
										Templeton	78
										Thor	45
										Thornburg	35
										Thornton	47
										Tingley	54
										Tipton	96
										Toledo	182
										Tracy	37
										Traer	88
										Tripoli	62
										Truro	45
										Union	91
										Unionville	32
										Ute	30
										Vail	87
										Valeria	35
										Van Meter	82
										Ventura	40
										Victor	61
										Villisca	159
										Vinton	71
										Walcott	35
										Wall Lake	90
										Walnut	80
										Wapello	50
										Washington	125
										Waterloo	660
										Waukee	75
										Waukon	30
										Webster	25
										Webster City	713
										Waverly	162
										Wellman	100
										Wellsburg	63
										Wesley	39
										West Branch	40
										West Chester	36
										West Bend	78
										West Liberty	90
										West Side	52
										West Union	37
										Wheatland	28
										What Cheer	137
										Whittemore	41
										Williamsburg	126
										Williams	62
										Wilton Junction	68
										Winfield	52
										Winterset	367
										Wiota	38
										Woodbine	52
										Woodburn	44
										Woodward	217
										Woolstock	58
										Wyoming	27
										Yale	60
										Yetter	32
										Zearing	75
										Zook Spur	82

The great majority of Iowa business men read The Register and Tribune.

AHRENS

Write to The Register and Tribune Company, Des Moines, or, consult one of the following Omaha advertising agencies:

Bloodhart-Soat Co., 7th Floor, World-Herald Bldg.

Darlow Advertising Co., 410 So. 19th St., Grain Exchange Bldg.

Potts-Turnbull Co., Brandeis Theater Bldg.

Warfield Advertising Co., Inc., 5th Fl., Federal Reserve Bk. Bldg.