

casts) Sept. 13 (47) — The high command announced today that an Italian submarine had been lost in war operations.

sent a Committee of 13, one from each of the original 13 states, to donate it personally to the Chief Executive.

with 10 warplanes engines and propellers, as compared with one-eighth that amount in the previous ten years.



BUY BIG BOTTLES—SAVE MONEY AND CAPS
Rainier Brewing Company • San Francisco, Calif.

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Monterey Peninsula Herald, Sept 18, 1942, P.11

PAINT

FOR Victory!

With Fuller Paints

SAVE!

SAVE WHAT YOU HAVE

SAVE MONEY — CHECK OVER
YOUR PAINTS — SEE IF YOU
HAVE ANY LEFT — IF NOT
BUY MORE — THEY ARE
THE ONLY PAINTS THAT
GIVE YOU THE BEST RESULTS

OUR PAINT PROVES EACH
FRIDAY WILL BE INVESTED
IN WAR BONDS

COMET BRAND OUTSIDE

PAINT

1 GALLON

IN 1 GALLON LOTS

FREE! With Each 5-Gal. Purchase of Comet Paint

1/2 GALLON LINSEED OIL AND
1/2 GALLON TURPS!

COMPARE THE COST OF PAINT
WITH THE COST OF LINSEED OIL AND TURPS

FULLER PAINTS
they last

Grants

313 JUREST AVENUE
PACIFIC GROVE, CALIF.

Grants
313 JUREST AVENUE
PACIFIC GROVE, CALIF.

BUNGEAN CO.
ROYAL
FERRY SEEDS
PREFWARD

Sept. 10, 1942

Mr. William C. McCall
Publisher
Monterey Peninsula Herald
Monterey, Calif.

Dear Mr. C. McCall:

Here's an "88" sent to the Herald for results.
Our little Golden Rule advertisement of September 3rd brought
by far the largest total sales day since we opened this store.
The results exceeded by far our best expectations.

Seventy-five per cent of our paint sales the two days following
were traceable directly to the readers of the advertisement.
Customers came from Pacific Grove, Monterey, Carmel, Seaside,
Lommel Valley and points east.

May we say "thanks" and express our appreciation for results
obtained more today than ever, are fortunate in having available
an advertising medium like the Monterey Peninsula Herald because
of its complete coverage at such low cost.

Sincerely,
William C. Grant
William C. Grant

P.S. We kept our promise — returned the profits of 1942's
business in our savings bonds and stamps — a tiny sum,
and will continue to do so each Friday.

FULLER
PAINTS
they last

The Herald GETS RESULTS for its adver-
tisers because it is welcomed in more than
6,800 Peninsula homes daily. More than ever
before, Herald readers WANT TO KNOW
WHAT THEY CAN BUY AND WHERE
THEY CAN BUY IT. They depend upon
Peninsula merchants to supply them with
this information through the advertising col-
umns.