

The Mail Tribune's NEW Duplex Tubular PRESS

—is now installed as one of the many improvements in The Mail Tribune's \$50,000 expansion program. Complete, up-to-the-minute stereotyping equipment, a Ludlow, a Monotype material making machine and a fifth Linotype have also been added, while new business offices and editorial rooms will be arranged immediately after Bargain Days.

Mail Tribune FEATURES

New type-faces, new make-up and new features will give The Mail Tribune a metropolitan dress that has won instant approval with 20,000 readers of this paper.

The pick of the features found in Pacific Coast newspapers appear daily in The Mail Tribune:

- Brisbane's "Today"
- Will Rogers' Collyam
- Abe Martin's Wit
- Dr. Brady's Personal Health Service
- "Bringing Up Father"
- "Mutt and Jeff"
- "The Nebbs"

ALSO

- in addition to these features there are—
- Art Perry's "Smudge Pet"
- Daily Society Review
- With Rod and Gun
- Flight o' Time
- (Events of 10 and 20 years ago)
- Daily Continued Story
- by well-known authors
- Talks to Parents
- Sundown Stories for Kiddies
- Sport Features
- by national sport authorities

They Begin Tomorrow

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BARGAIN DAYS

from MONDAY SEPTEMBER 7 to SATURDAY SEPTEMBER 12

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