



The **BATTLE** of the Century!

THE Presidential Campaign of '40 is resolving itself into one of the mightiest struggles for power ever fought out on the American political stage. Not since the three-cornered scrap of 1912, not since the great Free Silver battle of the 90's, not since the pre-war campaign of 1916 has there been anything to match it.

HISTORY is in the making. Every week is packed with drama, tenseness, glorious exciting uncertainty. For the next four months it will be The Post's responsibility to extract from the maelstrom of propaganda and prejudice the significant factors in the campaign which effect our community.

LEAVING day-by-day reporting to the periodicals devoted to that purpose, The Post will attempt to anticipate trends and to analyze them, especially for its readers in Dallas and its vicinity, as the campaign develops. The Post has a sound reputation for its political reliability. As early as January 12 of this year it recognized the stature of Wendell L. Willkie as a potential Presidential nominee. On May 24 The Post discussed the likelihood of a Willkie-Roosevelt fight. On June 7 (10 days before the convention) The Post predicted a Willkie victory in case of a Dewey-Taft deadlock.

NOT only in national politics, but in local campaigns, The Post has hit the bull's-eye frequently. It predicted a light vote, an organization victory and the re-election

of the district G. O. P. chairman in the Spring Primaries, prophecies which came true because The Post had studied the situation carefully and thoroughly before it guessed.

THERE will be more to the Presidential campaign than speeches and platform. Get the "side-lights" too, as they effect our community. Read Fred M. Kiefer's hard-hitting column on Page 3 this week, as an example of the lively, impartial analysis The Post offers to its readers every week. Learn from The Post's commentators the meaning of the news . . . the by-play of a big campaign, sometimes serious, often amusing, always interesting.

READ the week-by-week record of the greatest political battle in history . . . in the Post, your home town newspaper.

ADVERTISERS PROFIT BY HOT NEWS INTEREST OF BIG CAMPAIGN!

With history-making news breaking every week and reader-interest reaching new peaks, Post advertisers are selling to a bigger and more responsive market than ever before. It is a rich, discriminating market, as eager for good merchandise as it is for news—a market that instinctively turns to The Post for both.

Merchants throughout this area are finding it good business to tell their story to these thousands of intelligent, interested readers. They are finding that it pays to advertise in The Post regularly and often. Phone Dallas 300 for rates, circulation figures and free copy and layout service.

THE POST