

ESTABLISHED 1894

# T. M. & B. A. ROGERS

DEPARTMENT STORE

FLORENCE, ALA.

Sept 4th 1936

The Limestone Democrat,  
Athens, Alabama

Gentlemen:-

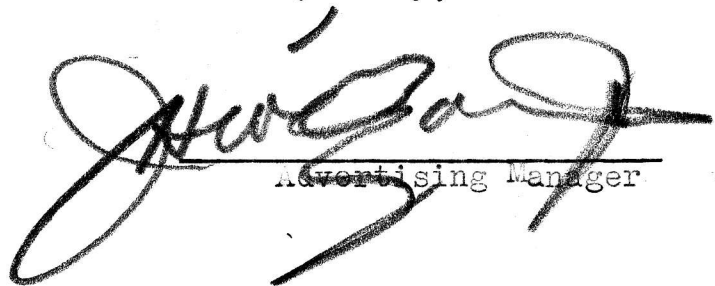
For sometime Mr. T.M. Rogers has been after me  
to give you folks some advertising.

I sent you one for this week's issue and the  
location you gave us, entirely surrounded by  
other ads, is certainly most displeasing and does  
not warrant us in sending you any future ads.

Nobody can tell when they are reading our adver-  
tisement or someone else's, the way you have got  
the ads all placed together.

We have endeavored to explain to you that we wanted  
our ads individualized and if this was not agreeable to  
you the advertisement should not have been published.

Yours very truly,



Advertising Manager