on Whyte (#2586) got the attention of Bob
Schwerdt (#505-L) at the Perfins Club meeting in
Springfield last summer with this postal card with an
added perforated stamp. Bob was quick to ask
whether this might constitute Hustler magazine's first advertisement! The card, mailed April 14, 1927, from Terre Haute, IN,
to a potential customer in British Columbia, invites the recipient to return the "attached post
card" to receive a copy of the Hustler Catalog.
The catalog covered a variety of "concession

goods." The perfin is L36 of the Levin Brothers



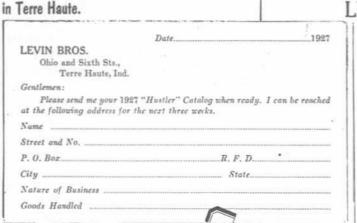






LEVIN BROTHERS,







Yes! NEW CATALOG

Copies will be ready for distribution in about two weeks

FILL IN THE ATTACHED CARD AND RETURN AT ONCE. Your request will be filed and a carling mailed to you as soon as issued. We are showing a much larger variety and many new lines this sesson—you will be girased leet your orders from any of our precious editions as you will be given the benefit of prevailing prices.

Principal Lines Festured

JEWELRY
CUTLERY
NOVELTIES
PUNCH BOARDS
CARNIVAL GOODS
SPECIALTIES
ELECTRICAL

SILVERWARE
WATCHES
DOLLS AND TOYS
BLANKETS
AUTOMOBILE TIRES
AND TUBES
CANDIES

APPLIANCES, etc. SMOKER'S GOODS, Etc.

LEVIN BROTHERS TERRE HAUTE.