

**ROVER takes a big bite of the consumer's purchasing power...
and every night is ROVER's night to howl (music mostly)!**



- Industrial Center
an "All American" city
- Tourist Crossroads
the hub of famous attractions
- Key Test Market
typical Southern outlet



*im house broke
car worthy
curb careful
field tested*

ROVER really gets around!

the pet of town and country,
loved throughout the fertile
valley; all ages respond to his
appeal; all income levels trust
him

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