



WOMEN WITH
FINESSE

USE HERALD & NEWS
CLASSIFIED ADS...

**TO LIVE BETTER BY
ADDING IMPORTANT EXTRA DOLLARS
TO THE FAMILY'S INCOME**

They check the house for things that aren't being used
(such as sports and photographic equipment, power tools,
musical instruments, furniture, good clothing and furs).

Then, they dial for a friendly Ad Writer who helps them
place Classified Ads that find buyers. Sound easy? It is!
Inexpensive too — a classified ad is only 25c per word per day
on the special 7 day rate.

*Start today with this smart, modern idea for adding
extra dollars to your income. Make your list, then
dial TU 4-8111 between 8:30 A.M. and 5:30 P.M. for a
helpful Ad Writer. You'll be glad you did, as so
many others have been.*

HERALD AND NEWS CLASSIFIED ADS

Marketplace of smart modern families

