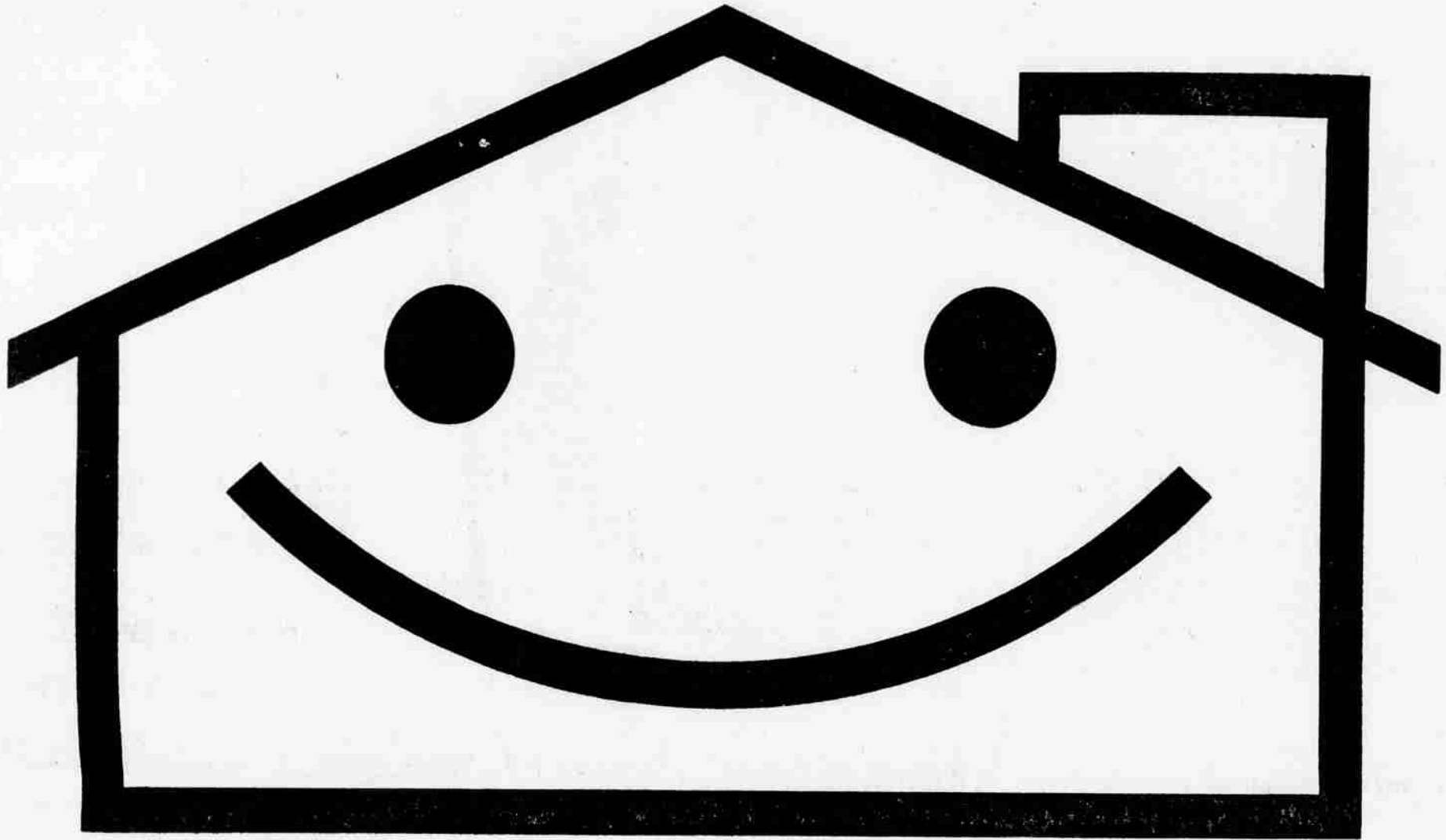


# *announcing*



## **MAKE YOUR HOME HAPPIER WITH A NEW APPLIANCE**

BEGINNING NOVEMBER 9, this newspaper—and newspapers all across the country—will launch a concentrated two-week drive to focus attention on the appliance industry and its products.

Appliance manufacturers, distributors, jobbers and dealers will all be cooperating in this nation-wide campaign identified by the symbol shown above and the theme—MAKE YOUR HOME HAPPIER WITH A NEW APPLIANCE. From November 9 to 21 you'll be treated to the greatest showing of appliances this town has seen.

Your local appliance dealers will be making a special effort to call your attention to the modern appliances that make modern living easier, more efficient, more enjoyable, that leave you more time for leisure and family fun.

Watch the pages of this newspaper for the latest news of this nation-wide event—the biggest campaign of its kind. And shop the appliance ads on our pages for the new modern appliances that will make *your* home happier... make living easier.

**Herald and News**