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                                    Categovirs
                    INTER OFFICE MEMORANDUM
TO
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TENTATIVE DEFINITIONS OF CLASSIFIED ADS AS PER CONVERSTITION
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TENTATIVE DEFINITIONS OF CLASSIFIED ADS AS PER CONVERSTITION
GBM-MARCUS COHN 10/25/66
GBM-MARCUS COHN 10/25/66
GBM:A CLASSIFIED AD IS AN ADVERTISEMENT UNDER A CLASSIFICATION
IN THE CLASSIFIED SECTION AS OPBOSED TO BEING PUT IN THE
DISPLAY SECTION
MARCUS JUST LIKE THE YELLOW PAGES IN THE PHONE BOOK
MARCUS I PUT THE APARTMENT HOUSES, THE HELP WANTED, EVEN THE
LARGE ONES, I CONSIDER. THAT ALL CLASSIFIED AD EVEN THPOUGH
IT TAKES UP A WHOLE HALF PAGE.
marcus If SOMETHING COMPARABLE TO: A SINGLE SERVICE OR PRODUCT
OFFERED TO A SINGLE BUYER.
MARCUS

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tiques（S\＆P）
Apartment Ground（ \(S\) ）
Apartments（ P ）
Apartments，CO－Op，for Sale（P）
Auctions（S）
Articles for Sale（P）
Automotive（S）
Articles for Sale（P）
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Bids and Proposals（P）
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\＃㑆Siñess Properties（S\＆\＃）
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Campres（S）
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Child Care（S\＆）
Convalescent Homes（S\＆P）
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Construction Equipment 如高（S\＆P）
Commercial Properties（S）
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Dogs，Pets，Etc．（S\＆P）
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Farm and Garden fnymm（S\＆P）
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Out of Town Real Estate（s）
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                STAR
    COMPARATIVE CATEGOREZATION OF WASHINGTONZAND POST WANT世ADSS
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    Poultry, Rabbits and Eggegs (S\&P)
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Vacatioņiplaces (S\&P)

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The problem of actual categorization of the classified announcements has bean a surjpet of many hours of discussion over many days and it has finally been decided to employ those genomic hetafncipationspoftclassified ads employed
 subdivisions under said major categorizations. The major headings are as follows Apartments Business opportunity

Antiques
auctions
Qu toms bibles
Articles for Sale
Articles Wanted

Bids and Proposals
Boats
Business Properties
Business Services

Campertis
Cattle, Horses, Livestock
Child Care
Convalescent Homes
Country Property
Construction Equipment
Commercial Properties
Dogs, Pets, etc.
Farms


November 3rd, 1966

TO: Bill McDowell
Don Keyes
Bill Stewart
Mitch Lewis
Effie Cooper
Madelin Miller Smith
cc: B.R. McLendon
Dorothy \(\mathbb{N a}_{\text {anning }}\)
Rose Hutton
Marcus Cohn
Policy Book

FROM: Gordon B. McLendon
RE: K-ADS

Below I have listed a number categories or, rather, ideas where I felt radio would be more serviceable thanspapers vehicle for want-ads, particularly in the vein of immediacy. Please xemember that when the Top 40 format started, those of us who had the responsibility for its beginning asked what can radio do that television could not do or, instead, what can radio do better than television? Having arrived at the thought that "Music and News" were these two areas, we proceeded in that direction。 In the case of "Want Ads"。radio's immediacy and the warmth of the human voice which is provided by radio are the advantages we have over newspaper classified advertising. All of you will receive draft of the letter which I have written to the ECC 0 in which I say that "two of radio's basic utilities as in classified advertising service are its greater immediacy and the warmth and emphasis of the human voice. Since no classified advertising deadline among either of the two Los Angeles daily newspapers is less than 13 hours in advance of the publication of the issue--as far as we have been able to determine, at least--and since this is a delay from a weekday acceptance deadline of 11:00 AM to first publication of the ad at 12 midnight, with major readership not beginning until the next morning, thus almost a full day after insertion of the ad, one is again impressed by the possibilities of service to the public through a radio's advantages of immediacy. Many other editions of the two major Los Angeles dailies call for even longer deadine delays. Only time will tell to what extent and in what quantity there may be a public need and desire for far greater immediacy in certain types of classified advertising. Since, up to now, the point has been moot because greater immediacy has been unachieveable in printed practice, who is yet to say that there may not be an entirely new and undiscovered area of classified advertising merely awaiting a medium able to serve the public three, five, seven, eleven or even more hours faster. Above all. however, assignee, as the pinneer in this new field, feels the responsibility to those who will follow to run whatever reasonable risks and experimentation that are necessary to establish practicable ways in which radio may still protect the public and yet avoid an abdication of the inherent service advantages of its immediacy. So " to give away our chance to bring an entirely new time dimension to the
classified advertising user in the interest of mere timidity alone－－in the fear of an occasional early and inadvertent error inevitable in any unique and experi－ mental business effort－－would be tragic．To say that one should not attempt ever to make a take－off in a new and experimental airplane which holds the promise that it may have valuable new consumer utilities，unless and until all possible risks or chances of exror have been provably eliminated in advance，is merely to say that no such experimental craft should ever fly．

The above could not be more serious．I wish to take advantage of radio＇s immediacy if there is a way we can do it．We may be several weeks away from taking full advantage but，nonetheless．I wish to try．Here are some ways in which I think radio＇s advantages of immediacy could be utilized．

1．）

2．）
3．）
4．）
5．）DOMESTICS NEEDED！－THIS WEEK－THIS DAY－THE NEXT 48 HOURS
6．）ANSWERING SERVICES AVAILABLE IMMEDIATELY！
Answering Services might give an on－the－air demonstration of their type of service，for example．

7．）
NEED CASH NOW！
These are people who want to pawn jewels or some other things and need cash not＂now＂as it says in the want ads but，on the contrary，they need it＂really now＂．in the sense of needing cash THIS MINUTE or THIS HOUR。

8．）
AUCTIONS：
This idea does not really represent one of those advantages of immediacy but I just throw it in as a side light．We would actually need to check on what are the legal rules for＂Auctions＂．Can auctions and legal and special notices be advertised on radio or on television and thus still become a legal publication？If not some legislation to this effect should be introduced in the California Legislature。

Continuing now with the advantages of radio＇s immediacy，warmth of the human voice，etc。．．．

9．）MISSING AUTOS
People don＇t want to know about their missing automobiles 6 weeks from now－－they want to know about them RIGHT NOW。 Check your want ads and find out．
10.) WITNESSES WANTED! - Who saw the accident? Who saw someone run away? Who was the un-known benefactor of a bunch of school kids the other day and who never gave his name?
11.) MUST LOCAT® (persons's name) "so-and-so".
12.) MOMILL - - PLEASE COME HOME?
13.) NEED SECRETARIES NOW...NOW!
Such as Kelly Girl。 Manpower and other similar type services, as well
as individual firms in Los Angeles -- for example:
"Secretaries needed within the hour...today...this afternoon...before 6 o'clock tonight..." etc.
14.)
WE ARE MOVING TODAY!
15.) SWAPS
Swaps are matters of impulse and are thus to be considered as part of radio's advantages of immediacy.
16.) CHARTER SERVICES -- LIMOUSINES
For rainy days, in bad weather, in a multitude of unusual conditions.
17.) DRIVING TODAY TO (name of destination)
People who wish to have a second or third driver when going on a long trip or people who need someone to share expenses, etc.
18.) BARTENDERS - WAITERS - WAITRESSES - WANTED NOW
For businesses caught short since some of the regular personnel did not show up.
19.) INSTRUCTIONAL SCHOOLS STARTING IMMEDIATELY 。o that is TODAX!
20.) INSTRUCTIONAL SCHOOLS - TESTIMONIALS FOR SAME
Schools that are starting today.
21.) PERSONALS (personal messages)
This does not relate to radio's immediacy but rather does relate to the warmth of the human voice. So, how about "personals" and personal type messages in the voice of the person placing the want ad.
LOST and FOUND
Same thought applies here as given under "Personals"
23.)
JOBS WANTED
Same thought applies here as given under "Personals"
25.) PETS EOR SALE TODAY!

Must relocate... Must move today... Puppies looking for homes... something of this general nature.
26.) GARDENER NEEDED TODAY!
27.) RAINY DAY SPECLALS!

Various things can happen on rainy days and special items needed immediately--because it is raining now --will be wanted as well as offered. For example: Umbrellas (merchandise)... Taxis (service). etc.
28.) CANCELLATION OF EVENTS

Where you have unusual weather conditions, people want to publish
"want ads" notifying others of cancellations, rain-outs, etc., etc.
29.) ANNOUNCENTNT OF EVENT

This might cover amouncements of parties which have been suddenly scheduled...meetings that had to be called immediately...speeches scheduled on short notice...other gatherings of groups or organizations ...barbecues, etc.

\section*{30.) LEGAL NOTICE!}

This is very, very immediate。 The type of "legal notice" I refer to here, is the one whereby John Jones states: "I am not to be held responsible for debts incurred by so-and-so". You will find in the Los Angeles Times as well as many other newspapers no less than 15 or 20 of these ads on a Sunday, at least, in which a husband and/or wife wishes to disavow any connection with or responsibility for the debts of the spouse.
31.) TICKETS AVAILABLE!

This might be another "rainy day special" type ad。 How many times have you had tickets available for some outstanding charity ball opera affair, football game and other important and leading events, and then wanted or needed to get rid of them in a hurry. The reason of "bad weather" is only one of the many possibilities here.

\section*{32.) \\ LATE EVENING LISTENING}

This could be a great thing for late evening listening segments. For esample: How many times have you wanted to know about... is there an all-night florist available in the near vicinity...is there an all-night druggist or pharmacy available in the near vicinity...I am having unexpected guests for the evening and are caterers available anywhere in the neighborhood...will a good restaurant bring food to my home or apartment on short notice...etc.

Now, most of the above listed ideas are those types of classified advertisements depending upon immediacy but. Don Keyes points out that one can construct an equally long or longer list which depends upon the warmth and emphasis of the human voice as the advantage in radio when compared to newspaper classified advertisements and, as Don Keyes also points out, that could emcompass virtually any commercial announcement。 Still, there are some particular cafegories where the warmth and emphasis of the human voice are even more outstanding as, for instance, in the "Lost and Found" category or in the "Person to Person" messages in the sense where an individual (maid or workman, for example) is looking for work and expresses himself in a sincere tone, looking for individual employment.

By the way, in this connection, one of the most devastating commercials that we do NOT want to do is one where we send a direct message by radio, such as from John Jones to Suzie Brown: "Suzie, would you please come to see me, Love, Johno" That is a violation of the Communications Act, in my opinion. Nonetheless, it is a "person to person" announcement, and since we are--as Don Keyes has pointed outw. in a new area and, perhaps, because "personals" have never been intended as point-to-point communication because radio has never carried "personals" before, it is a point that I am going to check on.

Bill McDowell raised the question as to cost of recording on-the air clients-the ones we would call "interview type ad"。 The most economical way to accomplish this is via our Norelco recording units now in use at all of our stations. Ursula. Schweitzer orders these units directly from the manufacturer in Chicago and thus we get rock-bottom price. Don Keyes advises that 6 units should be employed at KADS for just this purpose and also, member's of the sales ataff can use the Novelco units on their "demonstration" and/or "audition" sales calls, etc. Uxsula will see to it that this equipment is supplied to you post-haste.

We are keeping the essential rates as per the original rate card which was issued although I am, by no means, in accord with this rather cheap printing and cheap format.

I would ask all of you to remember that there are many ways to vary the sound of a want-ad station \(2 s\) we have brought home in a letter to the \(F C C\), which letter is being furnished to you. There are 2,3 and 4 voice ads, singing commercials (I rather shy away from the term "singing jingles") commercials with musical backgrounds, commexcials done by celebrities, little children, commercials done in interview type (as demonstrated throughout the experimental survey period preceding actual station operation), dramatic approach type spots, mood spots, personal testimonial type commercial announcements, contest commexcial announcements similar to those you see in the newspapers and, as well public service announcements in which leading eitizens of the community come to the station, using the radio call letters and record same, thus getting considerable local comment, we hope.

All people who are closely involved in station policy should have a copy of the "Handbook of Classified Advertising" by Mochel.

An investigation should be made to see what means of establishing credit we can accomplish through Western Union or the Telephone Company. The "Handbook of Classified Advertising" by Mochel can provide other leads in this connection.

We should definitely prepare one announcement of a kind in eqch category of the major classified advertisers, speculative recorded want-ads, et - , so that members of the sales staff can play same as auditions. The sales denonstrations in sound should be produced on Norelco cartridges.

As to what we do after 10 PM at night, I would suggest you confer sith Don Keyes and Marcus Cohno since there seems to be some question as to ex ctly what we are allowed to do.

By all means, we should keep a continuing record and the copy of those classified advertisements which we, for one reason or another, refused to accept-such as Date Clubs and things of this sort, although we have not declared outselves out of the running on this in the sense that we want to take a look at them to see whether or not we want them. It is my opinion that they are simply too risky for us to touck--certainly at this early stage in our pioneering effort. The same would be true of dice systems, black jack systems, card systems and/or other such gambling and risk devices.

Above all, let us all remember that we agreed to concentrate on RESULTS. This is the final objective for our format since we will not be able to achieve ratings, in all likelihood.

Gordon MeLendon

\section*{P.So:}

Copy of the "Inaugural Program Schedule" has already been mailed.

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TOTAL CLASSIFIED-AD LINEAGE

\section*{PROMOS}


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April 25, 1966

Mr. Gordon McLendon 2008 Jackson Street Dallas, Texas 75201

Dear Mr. McLendon:
Thanks very much for your letter of April 18th. Do let me know when the FCC acts on the KGLA application.

In the meantime, I will try and get in touch with Bill McDowell and have a chat with him about your plans.

I am enclosing a copy of our Ad Tab publication, which is modeled on Buy-Iines.


RKS:Iw
Enos. 1



THE BARGAIN HUNTERS' NEWS
FRIDAY, APRIL 15,1966 VOL. 4 NO. \(7 \quad 20\) PAGES


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\section*{©}



c)


\footnotetext{
10 Friday, April 22, 1966
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Are you a Wheeler

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April 18th, 1966
N. Robert K. Serauss

Publisher
The San Fernanco Valley Sun
212 Chatsworth Drive
P.O. Box No. 110

San Feraando, Calir.
Dear Mr. Strauss:

Your letter of Decen ber 30th, which I am delayed in answering, was bundled up in a stack of mail lorwarded to me overseas and is now being returned-- 3 months later--by sea mail.

I have not seen BUY-LINES, but I arr asking Honer Odom, our Vice Presicient in charge of National Sales, to send me a copy from New York.

We are expecting \(E C C\) action one way or anothex in our KGLA application within the next few weeks, so your letter arrives at a propitious moment. I would be quite anxious to sit down and talk with you under any circumstances but, particularly so in view of the wealth of experience you have had in the classified advertising field. In the meantime, pending a trip I will be making to Los Angoles behore very much longer, I hope that you will be in contact with Bill NoDowell, the Cieneral Nanager of our X-TRA NEWS Sales Lepartment in Los Angeles. He is a top flight fellow and you both will ind a great comm unity of interest.

I was particularly interested in your remarks on \(\mathbb{B N X}\). I nevex knew that they had used a want-ad program although, if they have abanconed it, I know that Dill NicDowell will want to look into the matter and see what their problems were, reasons ior abamonnent, etc.

I will certainly look you up as soon as I am on the Coast.
Cordially,


December 30, 1965

\author{
Mr. Gordon McLendon \\ 2008 Jackson \\ Dallas, Texas
}

Dear Mr. McLendon:
When I heard about your application to buy KGLA and make it an allclassified ad station, I called Mr. Sweeney to see what the story was.

My interest was spurred by the fact that we have been publishing the attached all-classified publication for the last two years here in Los Angeles. I don't know whether you have ever seen BY-LINES in New York, which has been running for some years and seems to be very successful there. In any event, \(\mathrm{Ad}-\mathrm{Tab}\) is a Chinese copy of BY-LINES and creates a market place where the housewife can offer things she has around the house, which she doesn't need any more, for sale on a "free-until-yousell" basis. When we were giving away copies of Ad-Tab, as we did for the first year and a half, we had a circulation of about 30,000 and we were moving an enormous amount of merchandise, and with our free ad commissions, getting up to about \(\$ 1500.00\) a week. Unfortunately, the more copies we distributed, the more money we lost. So, in May of this year we tried to go on a paid basis as BY-LINES does in New York. This hasn't worked very well because of the difficulties in selling anything on news stands in a city where everybody is in a car and where so many community newspapers are "thrown away". But we haven't given up yet.

I just want to call this to your attention, because if you do get FCC permission to run a station out here on this basis, we might be able to work together if you are interested. KNX, the CBS station here, tried a one-shot, half-hour program some months ago which was devoted almost entirely to classified ads; and the people there say they had more calls than they had ever received for a single program. Apparently, there seems to be a great deal of interest even though they haven't gone ahead with it for one reason or another.

If you get out this way during the next couple of months, I would like very much to sit down with you and discuss your plans for KGLA, assuming that you get FCC permission.

Very truly yours,


RKS: Iw
Enc.
cc: Mr. Kevin Sweeney
P.S. My secretary misspelled BUY-LINES. I make this correction because when you are in New York, you might want to pick up a copy, available at almost any news stand.

One other thing I forgot to say was that this type of publication establishes a market place which, without it, does not exist. I would say to the FCC if I had to appear at a hearing that there is a public interest, even though you undoubtedly are going to sell youkspots, rather than give them away on a "free-until-you-sell" basis. Newspaper classified does not cover this field because the average house wife does not like to invest money in trying to dispose of some of the items that we feature in Ad-Tab.
R. K. S.


Page 2
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\end{tabular}
\begin{tabular}{|c|c|c|c|}
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HANDMADE STUFF
 IF YOU WERE BUILT
a tent，you wouldn＇t be able
use this beautiful light blue
because it＇s a size 10 ．I only
e it once because it was too
11 for me．It cost \(\$ 60\) but you
जबए। घ00: SSヨyd \(\exists \exists y \exists\) SSNIAVS GVヨHMOVZV
\begin{tabular}{|c|c|}
\hline DON'T BE & ILL DO IT AT HOME so if any of you folks in Rialto want neat ironing done at a reas－ onable rate，please call TR 5－1526． \\
\hline \begin{tabular}{l}
One of the very best things about Ads in the Free Press is that you can use as much space as you need to tell people everything they want to know about the stuff you＇re trying to sell． \\
Remember，it doesn＇t cost you any more to run a ten－line ad than a three－line ad，because it＇s all Free to you．And it makes the ads much more interesting to our readers to know what＇s really so great about your old guitar，or what little thing is maybe wrong with it．
\end{tabular} & IF YOU＇VE HAD A HARD DAY with the kids，you may want to put your feet up on my adjustable foot rest，for which I＇m only ask－ ing \(\$ 3.50\) ．Or maybe you need my child＇s table and bench set at \＄5 or the adjustable high chair at a like price．Or how about two peg sets at just 75 c each？Phone TU 2－6627． \\
\hline \begin{tabular}{l}
Insteal of just writing＂sofa and chair，＂for example，on your Free Ad card，do let us know that it＇s a nine－foot long， hand－earved green velvet sofa with a kicky blue rocking chair， but you inherited the set from your grandmother and it frankly needs recovering． \\
And please don＇t tell us that you＇re selling a practically new tuxedo or a slinky black cocktail dress without mentioning the size．Otherwise neither size－5 ladies or size－48 fellows are likely to give you a call．Or worse yet，you＇ll be up all night
\end{tabular} & \begin{tabular}{l}
MISC．FOR ALL SEASONS is what I＇m selling，including a metal lounge at \(\$ 3.50\) ，a large bas－ ket at 50 c and some flowered drapes，I＇m only asking \(\$ 10\) for the whole set，and for that you get four pairs of \(36^{\prime \prime}\) and two pairs of \(48^{\prime \prime}\) drapes．TU 5－3132． \\
TREAT YOUR TOT
\end{tabular} \\
\hline So please feel free to take all the space you need to tell your story．If there isn＇t enough room on your Free Ad card，just write the information on a blank sheet of paper，making sure to give us your name，address and phone number，of course．And don＇t worry，we won＇t print your name or address unless you & to my stroller，car seat，walker and infantseat，all cheap．And if you have a boy，you＇ll like the suit，sweaters，T－shirts，corduroy crawlers，etc．in sizes from infant to two years．875－5505． \\
\hline \begin{tabular}{l}
tell us to． \\
Most important of all，we beg you，please list your prices！ \\
We＇ve checked with the folks who＇ve run ads in our other neighborhood newspapers and they all agree that prices make a tremendous difference in how many calls they get and how
\end{tabular} & YOU CAN CAPTURE MY CAPE for just \(\$ 25\) ，and it＇s beautiful black Persian lamb．Or take over this man＇s blue silk dressing gown for just \＄10．822－2304． \\
\hline \begin{tabular}{l}
quickly they sell their stuff．Most people apparently don＇t really believe they＇ll get a good buy on anything unless they see the price in black and white．Probably you feel the same way when you want to buy something． \\
And of course we don＇t have to tell you that everybody is looking for a good buy．So do try to keep your prices reasonable
\end{tabular} & THE WORLD OF MUSIC is at your fingertips with a Wurl－ itzer electric chord organ．Mine is model 4250，it＇s in excellent con－ dition，and my price is reasonable． Call TU 9－1203． \\
\hline \begin{tabular}{l}
if you really want to sell something． \\
If you are just lonely and want to get a whole lot of phono calls，say so．We＇ll be glad to run an ad telling people why they should call you．Or even come to visit you． \\
But if you want to SELL，make your price right and write it in your ad．
\end{tabular} & \begin{tabular}{l}
OUTSIDE \\
doors is what I want．And I don＇t want to pay out－sized prices．So if you have three standard sized doors at reasonable figures，con－ tact me at 1915 North＂F＂Street in San Bernardino．
\end{tabular} \\
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\footnotetext{
IF YOU GET AROUND MUCH
you＂ll know that \＄10 is a very low
price for my five－gallon round
traiter gas tank．If you want to
find out how you can get around
}
asking \(\$ 10\) for the \(9 \times 9\) um－my good，clean， 36 Western
YOU CAN CLEAN UP is is the model with the grill！
YOU CAN TAKE IT
sell．
One of the very best things about Ads in the Free Press
is that you can use as much space as you need to tell people
overything they want to know about the stuff you＇re trying to Remember，it doesn＇t cost you any more to run a ten－line
ad than a three－line ad，because it＇s all Free to you．And it what＇s really so great about your old guitar，or what little thing


And please don＇t tell us that you＇re selling a practically






 no














\(\qquad\)
A GOOD CUP OF COFFEE
\[
\begin{aligned}
& \text { coffee maker. And you can also } \\
& \text { save on some of my old dishes. } \\
& 875-5299 \text {. }
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& \text { free estimates, hurry! Call } \\
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& \text { model 4250, it or } \\
& \text { dition, and my price is reasonable. } \\
& \text { is all you need for my } 21 \text { " } \times 31 \text { " } \\
& \text { Call TU } 9-1203 \text {. }
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Arrowhead's chief medicine man says (freely translated), Arrowhead Savings now offering nety savings program for immediate, faster and greater


 every day, rather than four times a year. In addi-








 A big \(4.55 \%\) curman Amalrat Nativy ARROMTEND Nouviossu (6) MA M M
 AS 126 A \(^{\circ}\)

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for U.S. commemorative half-dol- \\
lars made to hoon certain histori- \\
cal events. I also buy Indian head \\
pennies and other old U.S. coins. \\
Phone TU 2-823s. \\
\hline THEV ARE NEW \\
but I will sell this beautiful white \\
cold diamond and wedding ring
\end{tabular}

\[
\begin{aligned}
& \text { THOUGHT WED JUST COME RIGHT OUT } \\
& \text { AND...ASK YOU Will you please open your } \\
& \text { savings account with us?. We'll keep your }
\end{aligned}
\]
\[
\begin{aligned}
& \text { fill out this handy coupon and bring it to our office. } \\
& \text { Well be expecting you one day soon. }
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\]
Please open a savings account in the name(s):

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 - DuEby ETMETBCE


 Accounts insured to \(\$ 10,000\) by the Federal
Savings and Loan Insurance Corp.
 Come


\(\qquad\) - LuanH \(\forall\) NI W.I
 SHE SHALL HAVE MUSIC
WHEREVER SHE GOES
 home, try my Wedgewood stove and gridale at \$0, or thy blonde table at \(\$ 20\) a a gas heater at five
bucks and a a pir of table lamps
at \(\$ 9\). TU 3 -2997 \(\frac{\text { at } \$ 9 . \text { TU } 3-2997 .}{\text { I WILL TRADE }}\)




 \(\qquad\) MY Ho sale cheap



ARROWHEAD SAVINGS FREE PRESS

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