## Columbus Day Value Discoveries

all these plus...DOUBLE 』.or. GREEN stamps

IMPORTED
HARRIS TWEED TOPCOATS




## HOW TO CUT HEAT BILLS:

Shell suggests 10 ways to save on heat bills this winter -and tells how new Shell Heating Oil can help you do it


Special heating oil offer-see opposite page for details


## FREE:

to all Shell Heating Oil customers-anti-rust treatment for storage tanks
$W$ Wind






 Pick the Shell Heating Oil Supplier
nearest you-and call him today

| Hollywood Oll Service Phone: MI 9-0931 <br>  | M \& M Oll Service Phone: MI 3-2749 Route 6, Bolton, Com |
| :---: | :---: |
| Whiting Corp. Phono: M1 9.1166 254 Broad St. Manchestor, Comn | Wyman's Oil Co., Inc. Phone: M11 3-1503 24 Malin St. |
| Case and Blinn Mone JA 24333 Monsent Valley Road South Midher |  | FOOD VALUES THAT WILL

ONE YOU П OUI WHE YOU SHO SAVE You CASH mintow
GROCERY DEPT. SPECIALS
SOUNZ TMOMAD $\quad 10$ cans $\$ 1.00$
HeQUPS $\quad 6$. ${ }^{\text {S }} 1.00$ HEINZ SOUPS 7 cams 1.00 KETCHUP $\quad 2$ 2 in



Martin Undergoes
Open Heart Surger $\qquad$







## BEFORE ADVERTISING CAN

 INFLUENCE THE SALE...IT MUST REACH THE SHOPPER!


90\% of Men 92\% of Women* soucht out advertising in NEW SPAPERS FOR HELP IN DECIDING - WHAT TO BUY! - WHERE TO BUY IT!

What An Audience Your Advertising Gets In The Newspaper!

Newspapers certainly have a big audience! But that's not all. Radio, TV and magazines also attract large audiences - mainly peo ple seeking entertainment. You as an advertiser want to know
about the selling power of the ad medium you use. Where do shoppers turn for retail shopping information who actively consulted advertising before their last major purchase? What's you guess about what percentage used newspapers, circulars, radio,TV? (See table at left).

When Seeking Shopping Information More People By Far Consult the Advertising Pages of the Newspaper

Allaurchyster Eupnitu Theralid
…


Grarid Vion-Friples Sine Semp hatione








## Warehouse Clearance SALE! All At Low, Low Prices !!



## 

On Rapacki Plan
Sat Neus Red Aims
Roundup
On Berin
Red
Kennedy Shift In Policy Cited



