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## PAGE TwG



## The Rewards of

 Fire Prevention

Savings Bank
Life Insurance


BASEBALL CALENDAR

 Aids for Humans

KÄSHMN

double dare you
show me a cigarette
that gives MORE PLEASURE why-
because Chesterfield ingredients are the best a cigarette can have . . . mild ripe home-grown tobaccos . . . aromatic Turkish tobaccos...aged for $2 \frac{1}{2}$ years... pure tasteless cigarette paper ... and a blend that can't be copied they'll give you MORE PLEASURE than any cigarette you ever smoked



## Classified



| this week |
| :--- |
| ERY, Ranger. |
| PIANO |



Political Announcements


## "And they list her: HOUSEWIFE,

On census report, or tax return, she may be listed only "housewife," while her husband bears the more definite title of "lawyer," or "doctor," or "storekeeper.'

But housewife hardly does this wife and mother justice. She is the modern Jill-of-alltrades. Her job includes being dietician, interior decorator, costume designer, gardener, chauffeur-not to mention educator and health authority.

How does she get away with it? She is informed! Just as her husband depends upon business news in this paper, she finds in the advertising pages the latest facts and price quotations on all the materials needed for her various jobs.

Food for the family? Butcher and grocer answer on these pages ... Curtains, spring dresses for mother and daughter, slip covers? Department store and specialty shop are ready. She has preferences about fuels and milk, dental creams and even motor oil-all determined by her persistent, intelligent reading of advertisements.

Thats why, when she is termed officially "housewife," she can run six jobs instead of one, and have time left over for amusement and relaxation. (The advertisements help her here too.)

