



Shopping for values is something most women are born with, and most men are forced to live with. It's a fact that very early in life, women show a keen sense of value, and will display endless energy searching for a particular item or items. And though men won't admit it, that's why the fairer sex is usually in charge of the household budget.

We know. At "The Liberal", we see these budget shoppers in hundreds of classified ads every Thursday. They're buying; they're selling. Their knowing eyes are constantly on the watch for top value in goods or services. And we're flattered to know they must get results or they wouldn't be back so often.

Someone said that a woman's place is in the home. It's our experience you'll also find her in Liberal classified ads . . . marketplace for thousands.

*To place your ad before thousands of  
Liberal readers*

**Phone 884-1105, 884-1106  
or 884-1983**

Trained AD-Visers are ready to help you

**ON SALE EVERY THURSDAY**

10¢ A COPY

BY MAIL — BY CARRIER

— AT YOUR FAVOURITE NEWS STAND

**THE LIBERAL CLASSIFIED ACTION ADS**

MONDAY, TUESDAY — 8 A.M. TO 9 P.M.

WEDNESDAY — 8 A.M. TO 5 P.M.

THURSDAY & FRIDAY — 9 A.M. TO 5 P.M.

SATURDAY — 9 A.M. TO 2 P.M.