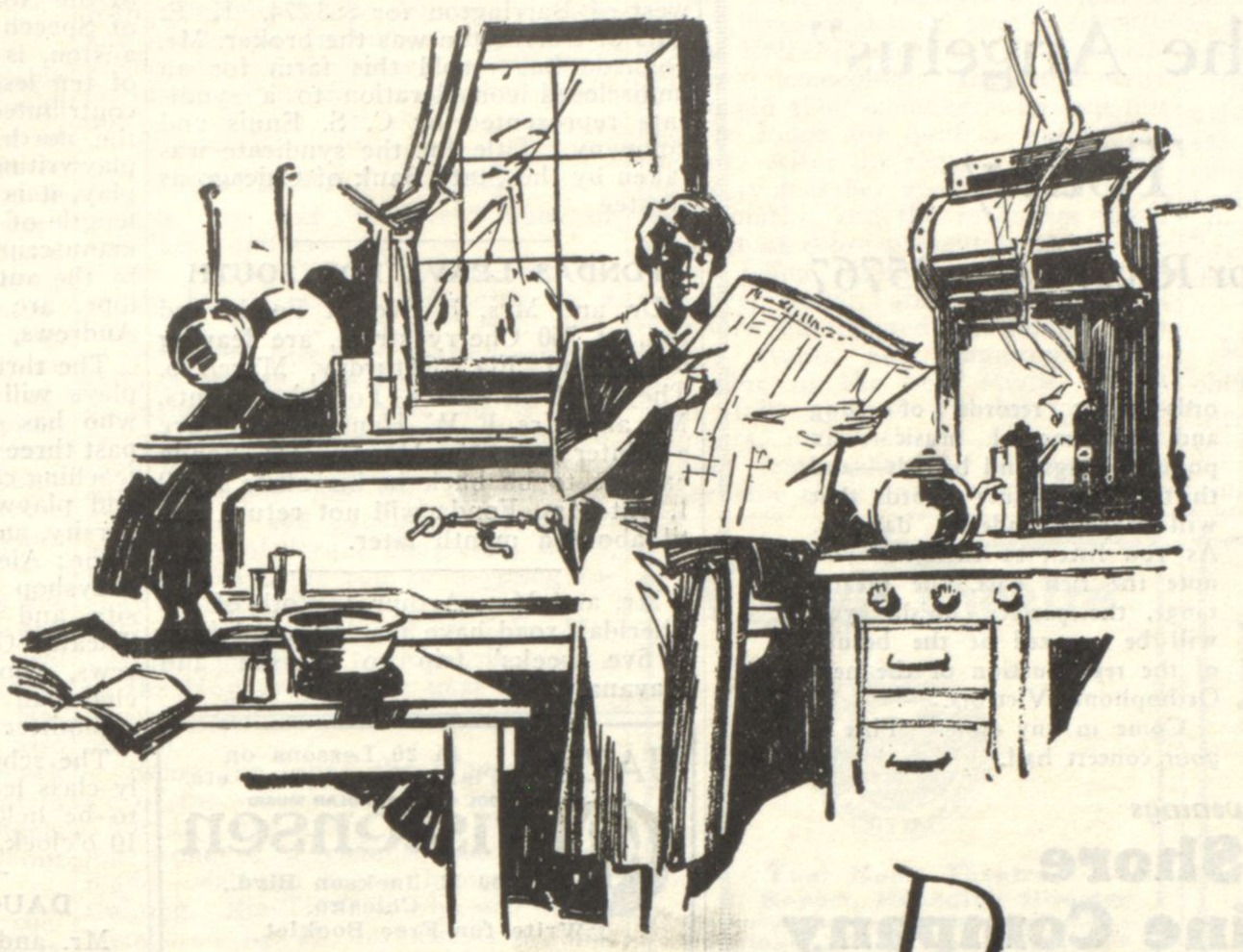

PRUDENCE PENNY . . .

Tells Women Everything!

Business has its efficiency experts, highly paid specialists, ready always to tell the head of the business why it isn't running just right.

Business doctors, these men. They study the symptoms, diagnose the disease, and offer the remedy.

But how about the serious business of housekeeping and homemaking—growing more and more complicated with each generation? Where is the young housewife (or old one, for that matter) to find an efficiency expert to solve her vexing problems?

There was no one to solve them until Prudence Penny came along and offered the wealth of her experience to readers of the Herald and Examiner.

Now the harassed housewife has but to write that helpful efficiency expert of the home, and presto! the thing is done—the problem is solved, the impossible is accomplished!

A very helpful lady is Prudence Penny. She "knows her stuff," as a flapper bride said of her the other day—knows it so well that she smooths out household wrinkles as if they never existed.

Try your problems on her. There is no charge, of course. Hers is just another useful service available to all Herald and Examiner readers.