

Sec.	Page	Advertisement	Size in Lines	INTERESTED READERS Per Cent	
				Men	Women
<u>STORES</u>					
AGRICULTURAL					
C	6	HESTED'S - CHICKS	144	4%	18%
B	1	KOHLMEYER HATCHERY	114	6	5
AMUSEMENTS					
A	8	LIBERTY THEATRE	520	49	61
A	8	HILLTOP THEATRE	484	43	51
A	8	ISIS THEATRE	434	38	52
B	1	4-H OPEN HOUSE SHOW	330	28	30
A	8	CLUB 36	130	15	24
B	2	CAHAN BALLROOM - DANCE	336	13	15
A	6	CAHAN BALLROOM - DANCE	71	13	11
AUTOMOTIVE					
B	4	PARRY AUTOMOTIVE SERVICE	944	9	11
B	5	BAKER MOTOR CO. - SERVICE	192	8	5
BUILDING					
C	5	NEBRASKA CRIB & SILO CO.	90	2	-
CLOTHING					
A	4	DRAHEIMS' - WOMEN'S APPAREL	560	7	29
A	3	PENNEY'S - DRESSES	370	5	30
A	6	HAMBURG'S - WOMEN'S APPAREL	220	10	24
B	4	JETERS - MEN'S CLOTHING	170	9	9
B	6	SAM'S SMART SHOP - COATS	114	6	11
DRUG					
A	2	SIMPSON DRUG STORE	170	13	13
FINANCIAL					
B	4	BEECROFT, COLE & CO. - INVESTMENTS - CARL M. BELKNAP	138	15	10
C	1	OKETA STATE BANK	154	8	11
C	6	MARSHALL COUNTY PMA - CROP INSURANCE	210	8	5
C	4	REAL ESTATE AGENCY - FARM LOANS - J.B. WOOD	30	5	2
B	6	WHEAT GROWERS MUTUAL HAIL INS. CO.	146	4	1
B	1	H. W. HINDS INSURANCE AGENCY	70	2	-
A	4	INVESTORS MUTUAL INS. - CARROLL ROBINSON	36	1	-
FOOD					
B	3	SAFEWAY STORE - FOOD	1368	28	40
A	6	BOOGART'S - FOOD STORE	1040	26	39
A	4	OPTION STORE - FOOD	366	10	26
FURNITURE AND HOME FURNISHINGS					
C	6	SEDLACEK'S - FURNITURE	114	21	26
B	4	SEDLACEK'S - FURNITURE	168	18	8
A	3	PALMER'S - FURNITURE	360	6	14
HARDWARE AND APPLIANCES					
A	2	GAMBLE'S	196	12	15
C	3	WESTERN AUTO STORE - APPLIANCES	366	10	11
B	5	KRAMER HARDWARE	224	6	11
ALL OTHERS					
C	1	HIAWATHA ICE CREAM STORE	114	16	22
C	6	MARYSVILLE FLORAL CO.	282	10	28
A	2	HOUSE OF FLOWERS - FLORIST	349	12	24
B	5	GREENWOLD CAFE	170	8	25
B	4	UNITED DAIRIES - ICE CREAM	142	6	15
C	3	HOFFMAN SERVICE CO. - LAUNDRY	142	3	6
C	5	WOLFF RADIO CO. - SERVICE	104	1	-
<u>MISCELLANEOUS</u>					
B	6	MARYSVILLE ADVOCATE	360	48	51
A	2	MARYSVILLE MERCHANTS	560	49	38
B	5	SALVATION ARMY	114	19	29
C	5	SALES BARN - CATTLE SALE	280	27	14
C	2	MARYSVILLE ADVOCATE	399	21	18