



# Take advantage of this major business opportunity to build your farm income!

Profits from farming are not keeping pace with costs. Shipping, sorting, packaging, processing and mark-up are just some of the hidden expenses reflected in lower wholesale prices paid to you for your farm products. Costs that put the middleman squeeze on your efforts to make a reasonable profit. It looks like tough going. But there is a better way.

## Establish your own retail sales outlet!

It's easy. And it takes very little investment. Rent a stand in Pennsylvania's most prestigious marketplace and sell retail to a steady flow of customers. The people of Philadelphia and the surrounding Delaware Valley have been shopping at the Reading Terminal Market for more than fifty years. It's a Philadelphia tradition that is known worldwide. Quality farm products from responsible standholders for discriminating people everywhere.

With the thousands of retail customers who regularly patronize the market, it all adds up to profitable over-the-counter retail sales for the standholder. And because the market is open six days a week, as a standholder you can establish any convenient attendance schedule you wish. Any day or days from 8:00 AM to 6:00 PM.

## Make a \$12.50 test run!

That's right. Only \$12.50 to rent a stand for one day. Then see for yourself how well it pays off. If you're not completely satisfied we'll refund your money. Whether you want to re-

tail fruit, vegetables, home made cheese, baked goods or anything else you prepare or produce (including crafts), you can name your own prices and make up your own assortments.

**For complete information mail this coupon today!**

YES, I'm interested in your one day offer. Please send me without obligation details on how I can establish a retail outlet stand at the Reading Terminal Market.

Name \_\_\_\_\_

Address \_\_\_\_\_

Zip \_\_\_\_\_



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