

ONE person will buy your property; One person will rent your house or apartment; ONE person will give you employment.

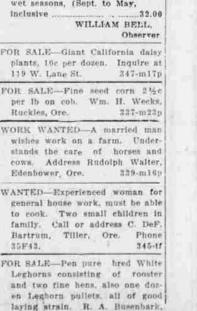


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How long would it require to find that "one person" without help? Could it be accomplished at all?

The classified advertisements help you to find the ONE PER-SON you seek-because that one person, in most instances, expects to get in touch with you through the classified advertising Self-interest makes your classified advertisement columns. IMPORTANT to this one person

Your "ad" will be read by the wrong people, of course-by many of them. But, with a little persitsence on your part, it will come to the notice, unfailingly, of one person to whom and for whom it was written.

That's the SERVICE our classified columns offer to you.