

IN OLD DAYS the auction block was the common method of barter and exchange. Today classified advertising reaches a group of people who are interested in the thing advertised. You do not have to shout to a surly mob - many without funds; you talk to a select audience that is looking for investment opportunities. In this simple manner a score of realtors have increased their profits many fold. In this way agents have garnered in "leads" that never could have been obtained in any other manner. Try it, and prove that it never fails! Homeseekers look to our Classified Ad columns for news of the greatest values!

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