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## HERALOS'S CLASSFFED COLUMNS



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## Who Won't Take His Own Medicine

THAT'S WHY WE ARE USING THIS SPACE TO TELL YOU WHAT JOLLY LITTLE BUSINESS STIMULATORS HERALD WANT ADS ARE-AND WHY THEY GET RESULTS

TTHERE IS NO GUESSWORK about a Herald Want Ad. They do the business. We know they pay. Our customers have told us so time and again. We have used them ourselves and they have never failed to get results. They are the short cut to a quick turn-over-the modern method of merchandising on a smal! scale, where the value of the article to be sold or the importance of the want to be filled will not justify a heavy outlay

If you had something to sell, trade or give away and went out on the street and told each person you met about what you wanted to do, you might get results-but the people you talked to would be very likely to say: "That poor fish has bats in his belfry." If, on the other hand, you used a Want Ad, you would talk to the whole county at once, instead of only one person, and do it in a businesslike manner:

The same rule applies to hiring help, renting a house, looking for a job, or any one of the important little incidents of life wher you must call in the assistance of someone outside your immediat family. You MIGHT get results by telling your troubles to the neighbors-but the certain, quick and economical way is to ust a little classified ad

Do you want to buy, sell or trade, want to hire help or find work; do you want to find a room, a house to rent, or to rent the same to someone else; do you want to call attention to some new feature of your business, seek information on some subject, or have you any little unfilled want?

USE HERALD WANT ADS
THEY DELIVER THE GOODS AND ARE ALWAYS WORKING

