

look who makes

profitable use of

HERALD & NEWS CLASSIFIED ADS!

IT'S EASY TO PLACE AN AD

Just dial TU 4-8111 and a courteous, helpful Ad Writer will show you the most effective way to tell your story. If you prefer, come to the Want Ad counter at 1301 Esplanade; or mail in your ad.

IT'S INEXPENSIVE TOO

A 15 word ad is just
\$2.25 for 4 days,
\$3.75 for 7 days,
\$9.75 for a month.

THE RESULTS MAKE IT PROFITABLE

Every day numerous calls are taken at the Want Ad department asking that certain ads in various classifications be cancelled only because they got RESULTS!

**Herald & News Want Ads
Will Pay for YOU!**



HOUSEWIVES

use Classified ads to sell articles the family no longer uses . . . to find domestic help . . . to rent spare rooms . . . and to locate lost pets.



BUSINESSMEN

use Classified ads to bring in customers for the merchandise or service they offer . . . to rent or sell property . . . and to locate productive workers.

TEEN AGERS

use Classified ads to buy, sell and trade bikes, cars, sports equipment, radios, phonographs and record collections, clothing, cameras, sewing machines and dozens of other articles. "Position Wanted" ads get them jobs too.



FARMERS

use Classified ads to locate buyers for machinery, livestock, or feed. They also locate help and the things they need to buy with these ads.

AND ALMOST EVERYONE ELSE TOO

can make good use of Classified ads, because they are the effective, low cost way to tell everyone about what you want and need.



**MAKE 1959 YOUR YEAR TO FIND OUT HOW HELPFUL
AND PROFITABLE HERALD & NEWS CLASSIFIED ADS
CAN BE FOR YOU!**