



If your want ad is in this paper, people are reading it today!

It is late afternoon. The evening meal is in the oven. It will be quiet for a short while before the family comes in from play and work. The mother of the family goes to the front porch and picks up her just delivered copy of the OBSERVER.

Seating herself at the kitchen table, she glances briefly at the front page, to which she will return later, and then turns to the Want Ad pages. If she can find an ad offering the article she is seeking, she will discuss it with her husband when he arrives.

Scenes such as this occur thousands of times every week. Eager readers study the Observer Want Ads at their first opportunity. And soon the advertisers' telephones will start to ring as the response to their ads begin.

This is why an OBSERVER Want Ad is such an effective way to advertise. And low in cost too.

Classified WANT ADS

WEDNESDAY & SUNDAY

GA 2-0900

GL 3-0038

Wednesday Deadline 6 p.m. Monday
Sunday Deadline 11 a.m. Friday

