



WANT AD POPULARITY IS SKY HIGH!

103,621 INDIVIDUAL ADS

WERE PUBLISHED IN THE OBSERVER WANT AD PAGES IN 1967

We just have to brag about it a little, because if we didn't you might never know how helpful Want Ads can be. They must be helpful, or there wouldn't be so many thousands of them published each year.

It's a fact that Want Ads are the only kind of advertising successfully used by both business people and private individuals. The Want Ad pages are like a big department store, offering a wide variety of goods and services. That is why they have such high readership, and it is because of the readership that people who advertise get such great results.

If you are one of the few people who has never used a Want Ad, you most surely will have occasion to use one soon. You can advertise to convert something you no longer need into cash by selling it quickly, or you may advertise to locate a hard-to-find item you need, or you may even use an ad to hire an employee or rent a vacant property. There are hundreds of ways to profit from Want Ads.

To place your ad, just dial the Observer Want Ad number, GA 2-0900 or 453-5500. A friendly, helpful Ad-Visor will assist you in wording your ad.

Classified **WANT ADS**