

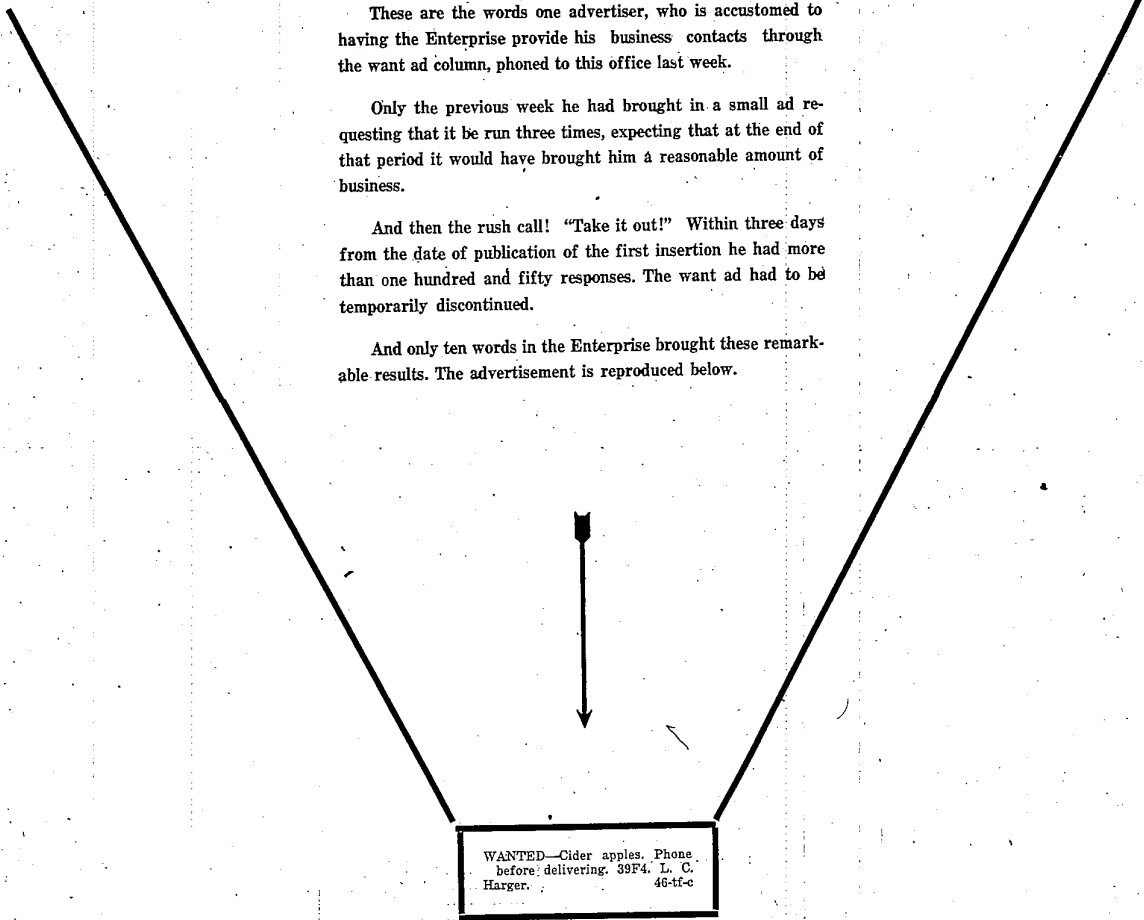
"TAKE IT OUT— I'M SWAMPED!"

These are the words one advertiser, who is accustomed to having the Enterprise provide his business contacts through the want ad column, phoned to this office last week.

Only the previous week he had brought in a small ad requesting that it be run three times, expecting that at the end of that period it would have brought him a reasonable amount of business.

And then the rush call! "Take it out!" Within three days from the date of publication of the first insertion he had more than one hundred and fifty responses. The want ad had to be temporarily discontinued.

And only ten words in the Enterprise brought these remarkable results. The advertisement is reproduced below.



WANTED—Cider apples. Phone
before delivering. 39F4. L. C.
Harger. 46-tf-c

- The -
Farmington Enterprise