

THE SECRET

# ANYBODY CAN WRITE A WANT AD

and almost everyone does at one time or another  
because Want Ads do so many jobs so well

The Want Ad is one form of advertising which does not require the "professional touch" to be successful. That is why so many Canadian families use Want Ads each year to perform such important jobs as selling items which are valuable but no longer needed, finding living quarters, renting vacant properties, finding jobs or finding someone to fill a job, locating lost articles and pets, locating needed items which are hard to find.

It's easy to place a Herald Want Ad, too. Simply dial TRiangle 7-2201 and a courteous ad taker will help you. You will receive prompt attention and any assistance you may need in placing your ad.

# CALL TRiangle 7-2201 FOR HERALD WANT ADS