

# THE WANT ADVTS.

## TELL THE TALE

In newspaper circles it is generally recognized and agreed that the paper that carries the most want advts. is the paper with the greatest circulation, or that the paper with the greatest circulation is the one that carries the most want advts. That the number of want advts. and the quantity and quality of circulation are inseparable is a matter beyond dispute. The Toronto Telegram has nearly as much circulation in Toronto alone as any rival has in all Canada. The Telegram has the want advts. Same with the Montreal Star. Same with other large city newspapers.

**In the North Land The Advance has a greater number of want advts. each week than any two other North Land newspapers, with the exception of The Sudbury Star and The North Bay Nugget. The reason, of course, is that as a local newspaper The Advance has the circulation and the lead.**

Display advertising may sometimes be secured on fine promises or through other means than actual value, but for want advts. the newspaper has to deliver the goods.

The moral is plain. The paper that brings results that builds up a good want advt. column is the paper with the circulation and the lead that will prove the best medium for merchants and others who want to tell the world.