



IT'S EASY TO GET RESULTS FROM TRIBUNE WANT ADS

*Try writing your
own Want Ad . . .
then phone it in to
the TRIBUNE*

RATES:

Cash rate 3c per word 1st week; 2c a word for extra consecutive insertions with a minimum of 70c for 1st week; 50c minimum for extra consecutive weeks. To obtain cash rate ads must be paid week of insertion — if charged an additional 25c will be added. Charge for use of a Box No. is 50c.
Coming Events Notices and Card of Thanks are 3c a word with a minimum charge of \$1. Similar charge for Births, Engagements, Marriage Announcements and Death Notices.
Minimum charge for In Memoriam notice is \$1 for a 4-line verse. 50c charge for each additional 4-line verse.
DISPLAY CLASSIFIED — \$1.25 per col. inch with a minimum of 1-inch. Additional consecutive insertions \$1 per inch.
All Classified ads must be received in this office not later than 10 a.m. Wednesday.
Send cash, stamps or money orders and save money.

Here's how to make them effective:

1. IT'S ALWAYS BEST to start your advertisement with the article or service you have to offer. If you have an apartment or room for rent or property for sale, start your advertisement with the town or area in which it is located.
2. BE CLEAR. Readers respond more quickly and favorably when given complete or definite details. Be sure to include price in ads, whenever possible — it is the consumer's "most wanted" information.
3. MAKE IT EASY for the reader-prospect to reach you. Insert telephone number and your name and address. If you do not have regular hours give a preferred time to have prospects contact you.
4. THE GREATEST READER ATTENTION can be secured for your advertisement by using consecutive insertions. You can stop your ad in the event of results, and then you pay only for the weeks it is published.
5. PLACE YOURSELF in the reader's position and ask yourself what you would like to know about your offer. The answer you give will make a good Want Ad.
6. WANT ADS THAT FAIL to bring satisfaction do so, not through any lack of readership, but because they are often carelessly worded and do not contain enough information to get prompt action.

**JUST DIAL
640-2100**

WANT ADS
TO BUY TO SELL TO RENT TO HIRE HELP WANTED LOST & FOUND