

# What Gives A CLASSIFIED AD



## Its "MAGIC" Power To Bring Response?

Is it because so many of the ads are very small?  
Is it because they are printed near the middle of the paper?  
Is it because so many of them are printed in small type?  
Is it because everything advertised is "cheap"?  
Is it because so many of them are grouped together?  
Obviously the answer to each of these questions is "NO",

### **CLASSIFIED ADS** **Get Quick Response**

### **BECAUSE...**

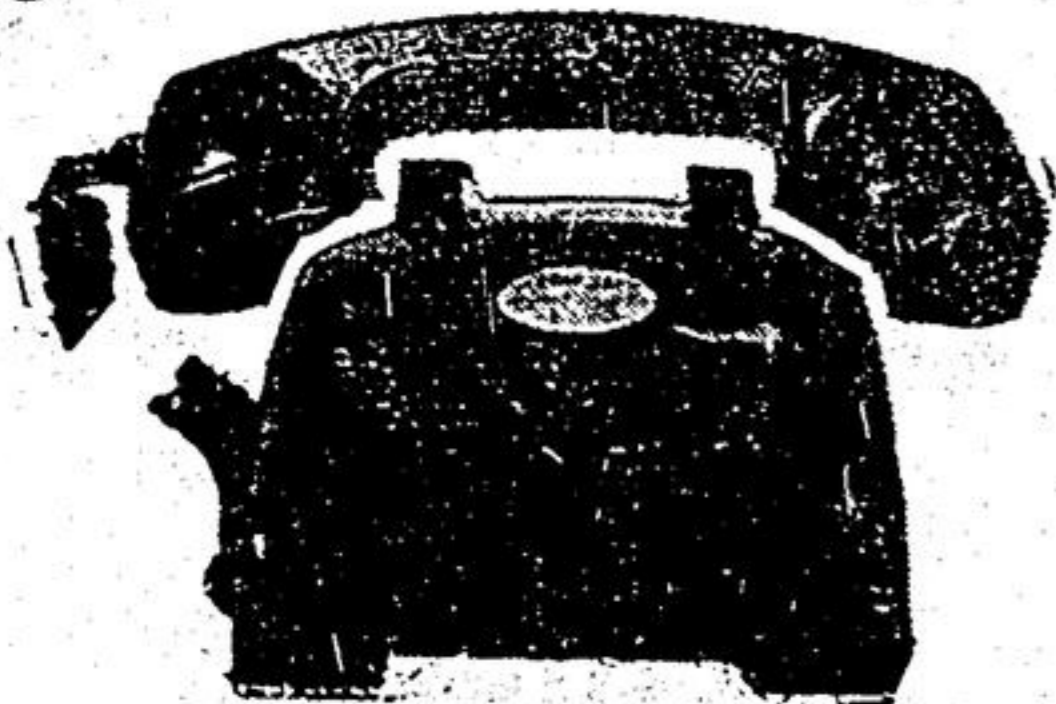
## **THE PEOPLE WHO READ THEM ARE LOOKING FOR SOMETHING!**

The Success of the CLASSIFIED AD is based on  
The NEEDS and WANTS of the People —

and the NEEDS and WANTS of the more than 10,000 Readers  
Served Weekly by The Stouffville Tribune are many and varied!

FOR "MAGIC" RESULTS

**Dial 640-2100**



It has become a habit of the Canadian public to turn to the Classified Ads FIRST in search of some of their most basic needs . . . housing, transportation, home furnishings and appliances, tools with which to earn a living, employees to help run your home or business, or even skilled technicians to render any needed service.

When you place a Classified Ad to sell some item that you no longer need, someone is waiting for your ad to appear! . . . Someone needs that item and is searching the Classified Ads to find it.

That is why Classified Ads seem to have a "Magic" power to bring response.

An Experienced, Courteous Ad Taker Will Assist You  
in the wording of your advertisement.

## **The Stouffville Tribune** **CLASSIFIED WANT ADS**

Read them for profit!

Use them for results!