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ALL OF THE NEWS of the week does not appear on Page One of your newspaper! You'll find dreams and drama tucked into the 2 and 3 copy lines of the Want Ad insertions in the back

YES, THERE'S HUMOR and heartaches . . . calls for help, and services offered . . . bargains and profits—voiced by the people, in Want Ads!

TODAY, WANT ADS encompass home-business-industry. For here is the pulse of the

people—the barometer of business—the prosperity or depression of a community forecast in the jobs offered, versus jobs wanted—in the ups and downs of real estate prices-and, in countles other ways.

LOOK TO THE SMALL TYPE of your Want Ads for BIG opportunities. Read and use the Want Ads for profit, result and human interest; it is the world's largest market place . . . it's biggest bargain counter!



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Cash With Order Rate!

15 WORDS FOR ONLY

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