

# YOU are a FUNNY PERSON!

*(This explains why)*



**Y**OU sometimes skip reading ads like this because you think they are only for business men; whereas they are for YOU—and EVERY reader.

While you use your telephone and the mail service without question, you do not make the fullest possible use of classified advertising which puts you in touch with many thousands of families — mass communication!

You allow old furniture, banjos, guitars, books, pictures, toys, tennis rackets, baseball gloves, clothes, etc., to accumulate in your garret knowing you have no further use for them—when a classified ad would quickly turn them into CASH for you.

You take the slowest and most round-about way of looking for a job, when an ad in the employment columns would put you in touch, IN A SINGLE DAY, with practically all local worthwhile employers.

You take the most fatiguing way of locating a house for rent when a small advertisement carefully worded will bring you information about THE EXACT KIND OF A HOUSE you are looking for.

There are countless ways in which the classified advertising pages will be of great service to you — there's a classification for every need. Read the ads and note how other people use them. Make the fullest possible use of this efficient, modern service.

Talking of mass communication . . . The Times delivers your message to its vast circulation at the lowest want ad rates in the city. And with real EFFECTIVENESS.

## **Riley 5551**

Puts You in Touch With Times  
Want Ad Headquarters

Where you get the lowest Want Ad rates  
in the city . . . and effective RESULTS.

The service for placing your ad is just as efficient as the ads themselves. Merely call Want Ad Headquarters . . . Riley 5551.

# The Indianapolis Times

A SCRIPPS-HOWARD NEWSPAPER

**Indianapolis Want Ad Headquarters**



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