

# HELPFUL HINTS

for the

## PREPARATION OF GOOD WANT ADS

- 1** Full description arouses interest. Do not try to save too many words. Brief descriptions often fail to give the selling points. When possible give the price.
- 2** Make it easy for the prospect to contact you. Always give name and address, and phone number, if you have one. In the latter case give the best hour to contact you.
- 3** Don't always expect to secure results with one or two insertions of your ad. Some types of ad need more time to work. Business notices are ads of this type. Leave them in for longer periods.
- 4** Call and place your ad as much previous to the deadline as possible. This insures you of correct classification and our classified ad department can help you in writing a better ad.
- 5** Word your ad to definitely draw the attention and interest of the readers. Too much brevity, lack of necessary information or description, mystery about cost or price may cut short the reader's interest. Make your own ad read the way you like to see other ads.

*The Birmingham Eccentric*

## WANT ADS GET RESULTS

**Phone 11**