

"THE MOUNTAIN WILL COME TO MAHOMET!"

# MESSENGER SERVICE

APPLIED TO

## WORLD "WANTS."

Do you always know a good thing when you see it? Of course you want something that you don't possess. Are you one of the 5,000 shrewd ones who use the Mammoth "WANT" Directory every Sunday?



After dinner Mrs. Smith's cook informs her that she has decided to make a change, packs up her things and walks out. Mrs. Smith simply steps to her MUTUAL DISTRICT MESSENGER COMPANY CALL BOX, pulls the crank, writes out a "Help Wanted" "WANT" and hands it with the money to the boy when he comes.

THIS FACILITY COSTS YOU NOTHING  
AND IT IS  
As Easy as Rolling Off a Log.

You pull the crank on a MUTUAL DISTRICT MESSENGER BOX; a boy will come with rate-book and full instructions.

You write your "WANT" on a bit of paper and hand it with the money to the boy; the next morning it appears, properly classified, in

THE WORLD

ALL KINDS OF ADVERTISEMENTS

CAN BE INSERTED IN

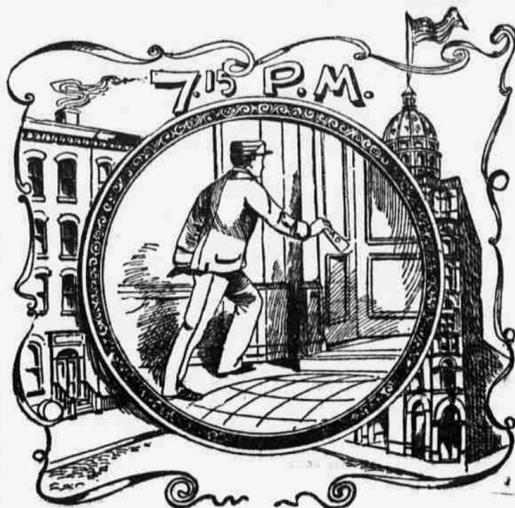
THE WORLD

BY THIS MEANS

At No Extra Expense.

IF YOU HAVE NO

MUTUAL DISTRICT CALL-BOX  
IN YOUR HOUSE OR OFFICE,  
ONE WILL BE PUT IN BY THE COMPANY  
WITHOUT COST TO YOU.



THE BOY IMMEDIATELY TAKES IT TO THE OFFICE OF THE NEW YORK WORLD.

WORLD "WANTS" MAKE

IT

UNNECESSARY TO BE POOR

AND

POSSIBLE TO BE RICH.

Do you need HELP?

Do you need a SITUATION?

Do you want BOARDERS?

Do you want to Buy or Sell Anything?

MUTUAL DISTRICT MESSENGER BOYS

take your "Wants" at

OFFICE RATES,  
and they always will appear the  
next morning in

# THE WORLD.



The next morning before breakfast first-class cooks enough apply from which to make a suitable selection, and Mrs. Smith's household goes on as though nothing had happened without missing a meal.

The Service Costs You Nothing, as all "Wants" are Taken at Office Rates.

FOR LIST OF MUTUAL DISTRICT OFFICES  
SEE PAGE 5.