It's Time to Show Suburban Real Estate

During the winter many prudent men have decided to stop paying rent and buy their own homes. The same intent can be aroused in others. Those who almost bought a year ago will be in the market again. The call of the suburb is being heard. It will be heeded by thousands who are prepared to act.

Real Estate Men Should Realize These Facts

Today is the day to begin planning—to begin preparing for an aggressive advertising campaign in The News-Times, which is read by a class of home-loving people who long for flowers and foliage—who want pure air and playgrounds for their children—who appreciate the comfort of roomy houses with all modern conveniences—who have schools and transportation facilities in mind—who consider present values and future prospects.

This is the time for enterprising real estate firms to advertise their holdings—to argue the advantages of suburban residences—to educate the public regarding the desirability of their sub-divisions. Advertising will reveal the whereabouts of scores who are ready to invest, making direct returns possible.

But Immediate Action Is Necessary

The selling season is just beginning. This is the best period in which to do missionary work—in which to attract attention to particular offerings—in which the word-paint the exclusive features of different sections. Plant the seed now. Cultivate this fertile News-Times field of possible home-buyers and home-builders. Learn who they are—where they are. Get your maps and instructive literature into their hands. Convince them and sell them while the season is favorable.

Don't count the expense of preliminary advertising as soon as it appears. Spread the cost over the spring months and see for how much less you will get results later on—advertising is cumulative. That's a good hint. And it's sound advertising sense, no matter what newspaper you use. So if you want to break your best past record get into action right away.

Attractive Copy Will Create Big Sales

Tell your story completely and convincingly and your advertising will strengthen the desire to possess and will develop profitable sales. If you need help in the preparation of copy, ask for it. Our experts stand ready to assist you.

THE NEWS-TIMES