## SALE OF LANOS UNOER CAREY MEASURE

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## Nomencr rusi RESULTS WHEN ADVERTISNG IS THE SUBJECT

It is not hard for the business man to determine which of his advertisements are producing results, and it is only natural that he should place his advertising where experience shows it will do the most good.

That is exactly the reason why The Albuquerque Citizen is carrying more advertising than any other paper published in New Mexico. If you wish to verify this statement, lay your ruler upon The Citizen and the paper that in your estimation is its closest competitor. Measure themyfor a week and take the alerage. You will find The Citizen several columns in advance per issue.

We confess that we arex in business for what we can make, andiwe realize that just as soon as an advertiser ceases to get results, we lose his account. That would be bad for us, so we spare no effort that could possibly increase the value of our services to him.

One reason why our advertisements secure results, is because The Citizen is issued at an hour when people have time to read. Prove the advantage of this by your own case. How much time do you have for reading in the morning? Don't you read the headlines, and maybe an article or two that are of particular interest--and then go to work? This is true of almost everybody, men and jwomen. But when |The Citizen comes out, it is different. You have time then to read everything, from telegraph to town topics, from editorials to advertisements. The evening is the only time that busy people have time to read.

We employ a man whose sole business it is to look after the advertising, in your office, in The Citizen office, and in the composing room. He is a busy man, but never so busy that he can 't talk over your situation with you. He will advise you to your own best interests (for reasons aforesaid) and give you the benefit of his experience. He will write your ad from your suggestions, or frem his own ideas, and he will care for it when it goes into the paper.

## SEND FOR HIM

TELEPHONE 15

THE Albuquerque Lumber Co. wholesale and retall
Lumber, Glass, Cement and Rex Flintkote Rooting
First and Marquette Albuquerque, New Mexteo

- Albuquerque Foundry and Machine Works



## ROOM TO RENT?

## OR A HOUSE?

Do you know that people are almost fighting for:quarters right here in Albuquerque, and now? An ad like this

OR RENT-Large, well furnished.
well ventlited front room. modera
Well ventilated tront room, modern
and samitary. OO Blake st.
placed in The Albuquerque Citizen will secure you a tenant at the small cost of

3 times for 35 c ., or 6 times for 50 c .

