

the modern Samarkand



SAMARKAND! The very name evokes the glamour, romance and exotic beauty of the ancient city. Within its walls once crossed the trade routes from Venice to Cathay, from Hindustan to Moscow, from Bagdad to Kashgar. In it, too, stood the great bazaar where goods from the corners of the world vied for buyers—pearls from the Indian Ocean, rugs from the grim Persian hills, blonde Frankish slaves, perfumes, fruits, lamps of bronze, silver and gold—every imaginable article and service that the men and women of that day desired.

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SAMARKAND has sunk to a storied ruin and its great bazaar is scattered, but in Chicago there is a far greater and more appealing market place than was known in any city at any period. The Chicago Tribune Want Ad Section brings to men and women today a means to secure practically every object and service required in modern life.

Camel and caravan are gone, but thousands of automobiles are sold in this market as are hundreds of homes and thousands of acres of land. It is the medium through which landlords get tenants and tenants secure apartments, the market in which people find jobs and jobs find people. Fac-

tories, foodstuffs, furniture, trucks, and furs are only a few of the things which you can buy, sell or exchange in the Chicago Tribune Want Ad Section.

This modern bazaar is easy to visit and use. Instead of hours spent in searching from stall to tent, a few minutes' reading provides a quick inspection of the offers of the day. A phone call can place your offer in the heart of the traffic which moves silently but watchfully through its columns.

To the ancients, these wonders would be magical. To the readers of the Chicago Tribune, the Want Ad Section is a necessary part of their daily lives, a comprehensive guide to merchandise and service, carefully classified for quick reading, rendering prompt satisfaction to sellers, buyers and traders.

When you need something, read the offers in the Chicago Tribune Want Ad Section. This is the quickest and most economical way to get what you want. When you have goods or services to sell or exchange, phone Superior 0100 and ask for an adtaker.