THIRTY-TWO

## THE MARITIME BROADCASTER

Saint John, N. B., January 31, 1936

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## It Will Pay You to Advertise in a Good Weekly Paper!

"A good weekly paper" is one that the reader has confidence in and, from the advertiser's viewpoint, one that has a circulation large enough to reach the buying public to which he caters. This "The Maritime Broadcaster" has maintained, and although originally a radio paper, added features from time to time an! thus has developed into what is known as a family paper. The advertiser in "The Broadcaster" has also the advantage of keeping his ad before the readers for seven days each week. If for no other reason, "The Broadcaster" is kept on hand each week by the average family for the use of the radio programs. This is an added advantage that the advertiser gets in no other type of weekly paper. When placing advertising consider "The Broadcaster." Rates gladly furnished on request.