WANT AD TIPS

"MAKE ME AN OFFER"

The etiquette of trade gives to the seller the first overture -the setting of a price on the offered article or service. This suits sellers in most, but not all situations. The best plan for the seller sometimes is to put in his Want Ad, instead of a price, the invitation, "Make me an offer." This will often produce a sale.

"Make me an offer" was the solution, for example, of the owner of a stock of second-hand lumber. He was going out of business, and wished to sell the entire lot. Buying the material, he planned to sell in small lots to farmers and others, and he proceeded along this line for several months, when circumstances compelled him to close out the enterprise.

A very little investigation sufficed to show that he had something to sell which it was difficult to sell in a hurry. A "special sale," through Want Ads, to retail customers, had reduced the stock, but left it still large. The retail market, the owner felt, temporarily, was saturated. Other buyers of a stock of second-hand lumber he could not find-until he used a "Make me an offer" Want Ad.

In the language of trade, "Make me an offer," usually means that the seller is anxious to sell, perhaps must sell, and will take the best that he can get. Three Want Ad readers sized the situation up thus: One was a retired farmer, intrigued by the thought of a little side speculation. Another was a blacksmith, who believed he was situated to sell the material out. A third was an auctioneer.

The advertiser sold to the highest bidder of the three.

This general method is one to try after others have failed.

You have something which is difficult to sell quickly. Attempts to find a buyer have failed. Then you use a Want Ad containing the request, "Make me an offer." You find buy-

The fact that they are keen for a bargain will not seriously disturb you, since you face an emergency. (All Rights Reserved.)

FOR SALE

ers you did not suspect existed.

FOR SALE

SALE OF CURTAINS

Colored Madras, in all shades, 69c Yard

\$3.00 Marquisette Frilled Curtains, Pair, \$1.59

Plain Marquisette, best Tapestry for recovering quality, White, Cream, Ecru, yard, 35c

Furniture, \$1.95

Cross-Bar Madras in Cream. yard, 22c

Filet Nets with lace edge, yard, 48c

125-127 KING STREET

It Pays to buy Draperies away from the Main Streets

GOING TO PAINT?

Best quality Paints, Varnishes, Enamels, Stains, etc., are being sold every day at prices that give you the outstanding paint values in years. This is the enormous paint stock you have heard about. Compare our prices and quality anywhere, then see us about your needs. It will pay you. Open evenings.

THE PAINT SHOP

"The Red Front Store Saves You Money." 258 Dundas Street, West of Wellington. Phone 2240W.

I. A. BROWNLEE 385-7 TALBOT ST. SCREEN DOORS, SCREEN WIN-DOWS, LAWN MOWERS, OIL STOVES AND OVENS.

L. WOLF, LADIES' WEAR The store where you can buy your wearing apparel. 372 Dundas St. zxv Phone 6112W.

GOLF CLUBS Drivers, Brassies, Irons, \$3 GURD'S, 185 Dundas St.

Mortgage Sale

Under and by virtue of the powers contained in a certain mortgage, which will be produced at the time of sale, there will be offered for sale by public suction on Salurday the 28th day of there will be offered for sale by public auction on Saturday, the 28th day of June, A. D. 1924, at the hour of 3:30 o'clock in the afternoon at the office of Buchner & Ramsay, 426 Talbot street, London, the following property namely: Lot Number One in Block "O," Plan 376, and being on the northwest corner of the Pipe Line Road and Wildwood avenue on the Springbank highway, just outside of the city limits. On the premises is a 1½-story frame house.

Terms—Ten per cent of the purchase Terms—Ten per cent of the purchase money to be paid down at the time of sale and the balance to be paid in ten days thereafter.

For further particulars and conditions is sale apply to

sale apply to

BUCHNER & RAMSAY.

426 Talbot St., London,
Solicitors for Mortgagee.

Dated this 18th day of June, A.D. 1924.

J. 20, 26

THE LONDON ADVERTISER

CLASSIFIED ADS.
Standardized and indexed for Quick
Reference.
Phone 3670.
THE LONDON ADVERTISER
reserves the right to classify properly all advertisements submitted for publication. cation.

Not responsible for errorrs in advertisements following date of first publi-Ads. not cancelled after 10 p.m. Ads. for morning paper must be in by

Marriages, Births and Deaths—One insertion, \$1; two insertions, \$1.50.

Memoriam Notices—12c per count line. (10 lines the minimum.)

Card of Thanks—\$1 per insertion.

Engagement Notices on Women's Page—15c one insertion, \$1 two insertions These notices must be signed by the sender, and will not be taken over telephone.

DISPLAY ADVERTISING, TRANSIENT.

Amusements-15c per line each in-Amuseines to be servion.

Meetings—15c per line each insertion.
The London Advertiser will not insert a "make good" more than one incorrect insertion of an advertisement ordered more than one time.

THE LONDON ADVERTISER,
WANT AD. DEPARTMENT.
Phones 3670 and 7705 (between 8:30 a.m., and 5 p.m.)

GUMP, GOOGLE & CO., Experts In Laughter

THE GUMPS-THE GRAND RALLY



BARNEY GOOGLE AND SPARK PLUG

YES, DOLLY! OUR CLUB IS UP AGAINST

IT FOR FUNDS TO FURNISH OUR NEW

TWENTY GIRLS AT EACH MEETING

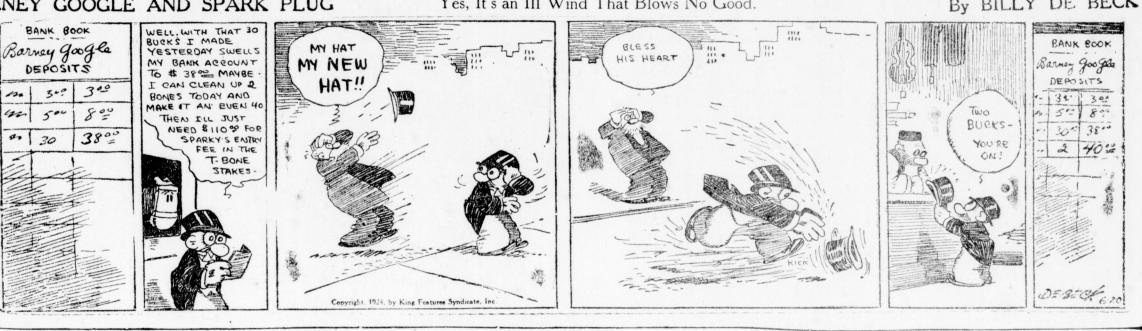
AND WE'VE ONLY SIX CHAIRS =

GET ENOUGH CHAIRS FOR EVERYBODY-

CLUB ROOMS = JUST IMAGINE! THERE'S

Yes, It's an Ill Wind That Blows No Good.

By BILLY DE BECK



TOOTS AND CASPER

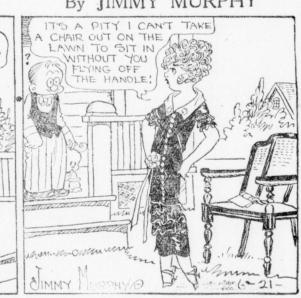
Casper Spoke Out of His Turn.

DID YOU HEAR THAT. BUTTERCUP? THEY CAN SIT

ON THE FLOOR FOR ALL
WE CARE, CAN'T THEY?
I AIN'T GONNA
DONATE ANOTHER CENT
TO THAT CLUB!

NO YOU DON'T! PUT THAT CHAIR BACK! YOU'RE NOT GOING TO STRIP TAHW MY HOME TO FURNISHED AILS YOU? PUT IT BACK

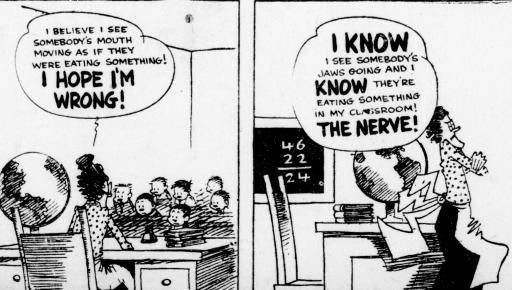
By JIMMY MURPHY



MUTT AND JEFF

I TIED THIS KNOT IN NO: SOMETHING'S HEADACHE, M-M! MAYBE IT WAS TO I'VE GOT A MEMORY SLIPPED MY MY HANDKERCHIEF JEFF! REMIND YOU THAT IT'S MEMORY AND A WEEK AGO AND I TIME TO LAUNDRY IT! TIED THAT KNOT TO I'M WORRIED! CAN'T FOR THE LIFE REMIND ME OF OF ME REMEMBER SOMETHING BUT WHAT IT WAS TO NOW I CAN'T THINK REMIND ME OF! WHAT IT WAS:

REG'LAR FELLERS



Fifty-Fifty.



By GENE BYRNES

By BUD FISHER



