

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 buyers you did not suspect existed.

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

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FOR SALE

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SALE OF CURTAINS

Colored Madras,
in all shades,
69c Yard

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

Plain Marquisette, best
quality, White, Cream,
Ecru, yard, 35c

Tapestry for recovering
Furniture,
\$1.95

Cross-Bar Madras
in Cream,
yard, 22c

Filet Nets
with late edge,
yard, 48c

KEENE BROS.

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.

J. 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.
WE TRUST YOU.
372 Dundas St. zxy Phone 6112W.

GOLF CLUBS

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

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 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 Springfield highway, just outside of the city limits. On the premises is a 1½-story frame house.

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 of sale apply to

BUCHNER & RAMSAY,
426 Talbot St., London,
Solicitors for Mortgagee.

Dated this 18th day of June, A. D. 1924.
J. D. 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 publi-
cation.
Not responsible for errors in adver-
tisements following date of first publi-
cation.

Ads. not cancelled after 10 p.m.
Ads. for morning paper must be in by
10 p.m.
Ads. for evening paper by 1 p.m.

CLASSIFIED RATES.
1 day 20 per word
3 days 50c
6 days 100
Minimum, 15 words.

When Advertiser Box is required allow
3 words. A charge of 10c for mailing is
also added.

Marriages, Births and Deaths—One
insertion, \$1; two insertions, \$1.50.
Memorial Notices—12c per count line.
(10 lines the minimum.)

Card of Thanks—\$1 per insertion.
Engagement Notices on Women's
Page—10c one insertion, \$1 two inser-
tions. These notices must be signed by
the sender, and will not be taken over
telephone.

DISPLAY ADVERTISING.
TRANSIENT.
Amusements—15c per line each in-
sertion.
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, It's an Ill Wind That Blows No Good.

By BILLY DE BECK



TOOTS AND CASPER

Casper Spoke Out of His Turn.

By JIMMY MURPHY



MUTT AND JEFF

By BUD FISHER



REG'LAR FELLERS

Fifty-Fifty.

By GENE BYRNES

