

A man does not want to waste time looking up a proposition when LINIMENT FOUND TO BE he does not know whether it is within the range of his pocketbook. He POWERFUL GERMICIDE answers those advertisements he knows come within the price he has in mind. Many people will not answer an advertisement that omits the mind. Many people will not answer an advertisement that omits the price, feeling that the advertiser intentionally did not mention the price because it is too high.

ne Products sden Oil ..... goleum ... mbia Gas an Am Sugar Com ..... us Players Electric ... Truck ..... Pacific ..... Pacific Pfd Haven ... A Pac .... ork Centra West ... Am Co ... ps Pete ... American hern Pac hern Ry Pacific

Steel ..... lium Steel sh A ..... Sterling-449. Francs-5.41.

## MONTREAL MARKET. August 26, 1924

H & Por Fram Debu reweries ans Ltd

148 44 935% 137 111 120 sh River ... River Pfd

NEW ISSUE **Province** of **ONTARIO** 

4<sup>1</sup>/<sub>2</sub> P. C. Twenty-Year Gold Bonds

Dated Sept. 1, 1924 Due Sept. 1, 1944 Principal and semi-annual nterest payable in Canada, lew York, or London, Eng-

Denominations \$1,000 Price 96<sup>3</sup>/<sub>4</sub> and interest To yield about 43/4 P. C. Orders may be telegraphed r telephoned at our expense.

FASTERN SECURITIES CO.,

Morning Stock LetterNew York, Aug. 26—Morning letter:There market went dull yester-day and rallied smartly near the close.There may be another dip before thisreaction is over, but we believe stockswill gc back again into new highground. Steel acted well yesterday andwe think it will go higher. Sloss andGST are still our choice of the indenuch higher. Coppers have had quitea staback and we would buy AR.Chile, KN, CDP and Motherlode.Of the oils, Houston is showing byTar the best tone. No. MD and Pan.Marin's will work higher we think.Rails have not had a good advancefor several weeks. With the VarSwereignen merged now going throughwe thails leading the advance.LIVINGSTON & CO.Torrent EventsWOOL WORTH PAYSWOOL WORTH PAYS Treation is over, but we believe atoms high ground. Site a late we are book and obligations of the solid and sound of the work believe and a late of the solid and sound of the solid and sound of the solid and sound of the solid and solid and sound of the solid and solid an

1,000,000 to 1,700,000. The increase is understood to be in connection with an extension plan, including merger with the Nairn Linoleum Company of

**MEETS TOMORROW** 

Hanson-Brown.

UTILITIES BOARD

ing of the Board.

The number of replies lost because the price is too low or too high is more than made up by the response gained from those to whom the price is right and who probably would not have replied at all if the price had been omitted.

Make your classified advertisements specific. If it is sold on terms, point out the specific terms, not just "easy terms," but "\$5,000.00 down and \$200.00 a month at 6 p.c. interest."

Always bear in mind that what is "easy," "desirable," "convenient," "good," "beautiful," "wonderful," "close," "cheap" for one person may not be for another.

"Half a block from Fairville car line" indicates the exact location whereas "convenient to car line," taking almost as much space, may mean anywhere from a few houses to several blocks.

The pulling power of the classified advertising lies in the directness with which important details are specified.

It is always well to impel action at the end of an advertisement. Often a person will have a real want and need for the thing advertised, but the wording of the advertisement somehow lacks the power of suggestion to induce action.

To overcome this it is advisable to use a phrase that helps the reader to respond at once. "First caller gets this." "This will not last long at the price," "This is a special offer, see Mr. Smith before noon," "Tele-phone us and we will call for you in our car," and other such phrases often stimulate immediate action.

Another element that invites immediate response is to make it easy for the person answering the classified advertisement to find you.

A telephone number is usually very easily called and many people dislike to call personally unless they can determine further details by telephone conversation beforehand.

On the other hand, street addresses should be given wherever possible.

Some people have no telephone, others dislike using it and therefore prefer calling in person.

Not only make it easy for the reader to answer your advertisement but always be on hand to answer calls when they come.

This seems like rather foolish advice yet experience in classified advertising proves that many people expect a classified advertisement to bring returns when they are not even present to receive the answers or will depend on a person to receive the answers who knows little or noth-ing about what is advertised.

Repetition has a certain strength. Classified Ads that readers pass by the first day may receive interested attention and response the next.

One of the peculiarities in classified advertising is the fact that an advertisement may run several days and not bring a single result, yet the following day, possibly when least expected, answers will come from every quarter. For this reason, experienced advertisers usually order their advertisements to run a number of days.

The responsiveness of a newspaper's circulation is important. Re-sults to Classified Ads in any newspaper depend on the reader interest of that newspaper's circulation in the Classified Ads. The newspaper that is constantly increasing reader interest in its classified columns through publicity can generally be depended upon for results if results are possible at all.

For quick results-at low cost-put your ad in

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THE TIMES-STAR AND THE



stion

ENGAGEMENTS. ENGAGEMENTS. Mrs. G. A. Teed wishes to announce the engagement of her daughter, Am-ber G. N. to Charles A. Beer of Kitch-ener, Ont., son of Mr. and Mrs. E. H. Beer of Charlottetown, P. E. I., mar-riage to take place in September. Mr. and Mrs. David Maxwell, Cham-plain street, West St. John, announce the engagement of their daughter, Lena Mae, to Thomas Leonard Blackwell, also of West St. John, the marriage to take place in the near future. ake place in the near future.

Lower Canada College MONTREAL, QUE. Headmaster, C. S. Fosbery, M. A. DAY BOYS AND BOARDERS eparatory, Junior and Senior De

O escape the dulling, enervating effects of hot and sultry weatherto help nature function properly-to ward off constipation and "Summer complaints"-drink each morning a glass of water, made cool and sparkling by a dash of

S SALT

The World-famed

Effervescent Saline

Cool

Fountain



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## **TELEGRAPH-JOURNAL**