

WANT AD TIPS

A QUICK CASH SALE

When circumstances compel a Want advertiser to sell for cash a piece of real estate, used automobile, or other thing usually sold on terms, he is under a handicap, but a handicap which the right Want Ad will do much to remove. The mistake in such a situation is to price the thing and then to say, without explanation, "For cash only." The advertiser wishes to mention the cash stipulation, for otherwise inquirers who cannot possibly pay cash will come, wasting his time and their own; but the cash stipulation requires to be presented in association with just the right selling idea.

By itself cash payment will keep away inquirers; but, in stipulating cash, the advertiser suggests he will sell for a very low price, he will immediately interest many people. The world is full of people looking for bargains. They are on every street, in every home. When a Want Ad, even though it stipulates cash payment, announces a bargain, it will have a headful audience.

The advertisers who used the following quoted sentences in their Want Ads had to sell for cash, but they inserted messages which got quick results.

"Price cut \$250 for quick, cash sale."

"You can profit at my big loss. I cannot sell my car on terms, as I must have the money. \$300 below real value."

"I have put a price on my 5-room, modern brick bungalow which will sell in four days at the outside—perhaps in one. \$3,775—Cash only."

"Best cash offer this week takes my mountain camp; three rooms, fully furnished; beautiful spot in Platte forest; fine fishing, hunting, moving south and must sell at once."

Furnish a big enough incentive in your Want Ad, and crowds will come flocking to pay cash for automobile, real estate, or anything else commonly sold on terms. Such an incentive is a real bargain. It will be logically explained in your Want Ad by your necessity to sell at once and for cash.

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THE LONDON ADVERTISER

CLASSIFIED ADS. Standardized and Indexed for Quick Reference. Phone 3670.

THE LONDON ADVERTISER is responsible for errors in advertisements following date of first publication. Ads not cancelled after 10 p.m. will be printed.

Advertisements for Saturday papers must be in our hands by 10 p.m. Friday previous to enable them to appear under their correct classification. Otherwise they must appear under the classification "Too Late to Classify."

CLASSIFIED RATES. Cash. 1 day 25c per word. 2 days 50c " 3 days 75c " 4 days 1.00 " 5 days 1.25 " 6 days 1.50 " 7 days 1.75 " 8 days 2.00 " 9 days 2.25 " 10 days 2.50 " 11 days 2.75 " 12 days 3.00 " 13 days 3.25 " 14 days 3.50 " 15 days 3.75 " 16 days 4.00 " 17 days 4.25 " 18 days 4.50 " 19 days 4.75 " 20 days 5.00 " 21 days 5.25 " 22 days 5.50 " 23 days 5.75 " 24 days 6.00 " 25 days 6.25 " 26 days 6.50 " 27 days 6.75 " 28 days 7.00 " 29 days 7.25 " 30 days 7.50 " 31 days 7.75 " 32 days 8.00 " 33 days 8.25 " 34 days 8.50 " 35 days 8.75 " 36 days 9.00 " 37 days 9.25 " 38 days 9.50 " 39 days 9.75 " 40 days 10.00 " 41 days 10.25 " 42 days 10.50 " 43 days 10.75 " 44 days 11.00 " 45 days 11.25 " 46 days 11.50 " 47 days 11.75 " 48 days 12.00 " 49 days 12.25 " 50 days 12.50 " 51 days 12.75 " 52 days 13.00 " 53 days 13.25 " 54 days 13.50 " 55 days 13.75 " 56 days 14.00 " 57 days 14.25 " 58 days 14.50 " 59 days 14.75 " 60 days 15.00 " 61 days 15.25 " 62 days 15.50 " 63 days 15.75 " 64 days 16.00 " 65 days 16.25 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