

Hardware Merchants Have Great Success in Using Want Ads

WANT AD TIPS

A Hardware Store's Mail Orders

This Want Ad plan for hardware stores—proved sound in every detail—will boost local business besides bringing in mail orders from the country.

Run a weekly Want Ad—not once or twice, but regularly, throughout the season and year. Follow these general principles, which are culled from the long successful experience of other hardware stores with Want Ads:

1. Advertise quite a number of different articles. With each additional item you list, the chances grow that some among readers will find something they, at the moment, need. Old hardware Want Ad users frequently list as many as eighteen or twenty articles.

2. List low to moderately-priced merchandise. The greater the proportion of things under \$4, the higher the number of orders received, other things being equal.

3. Quote special prices. Give readers a price inducement to come to you or send a mail order.

4. List not slow sellers but reasonable items of popular demand. Preferably take articles which, within the store, are selling well.

5. Feature articles with advertised known names when practical. This will inspire confidence. When readers consider your prices, already knowing the quality, they will be able to appreciate value.

6. Put "Mail orders promptly filled" in your Want Ad. If you pay parcel post charges, say so, otherwise ask readers to include postage. Fill orders promptly. Few things so much impress the mail order buyer as prompt shipment. Needing things in a hurry, out-of-town people will learn to send to you.

7. Put in "Satisfaction guaranteed, or money refunded." This gains confidence.

The foregoing is a nutshell description of one good hardware store Want Ad plan. Follow these rules, and you will have Want Ads with every chance of success.

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AMUSEMENTS

THE RAGGED EDGE

From the novel by Harold MacGrath
ALFRED LUNT AND MIMI PALMER
VAUDEVILLE

MEETINGS

London Old Boys' Association

will be held in the City Hall, Council Chamber, this (Friday) evening, July 27, at 8:15 o'clock. All members of the association, representing all districts, are invited to attend. J. H. Saunders, President, 2514 Smith, Secretary.

TELEPHONE
F. and M. meets in the Blue Room, Masonic Temple, 1100, at 8:30 p.m. Trunk, W. M. O. C. Barrie, Secy.

LONDON COUNCIL, No. 233, Royal Arcanum, meets 2nd and 4th Fridays.

REGULAR meeting of St. George's R. A. C. this (Friday) evening, Masonic Temple, Queen's Ave., 7:30 o'clock. Regular business and degree work. Those welcome. H. Abell, Z. T. F. Elliott, Scribe.

DANCING—Dayton & McCormick, Lesons any time, Tango, Fox Trot, Waltz. Phone 1744.

PERSONAL
DRESSMAKING, renovating, hand embroidery, exceptionally reasonable. Meadows & Ridge, near the Simcoe, 344 Hill St.

DR. M. W. EDGAR—Nervous, circulatory and organic diseases—permanently cured by electro-therapeutics. 418 Richmond, Phone 1092M.

GLENWOOD Private Hospital, 418 Richmond St. Rest cure, electric baths, hydrotherapy and massage.

HARPER method of shampooing and scalp treatment. Ladies only. Miss E. Nichol, 380 Richmond St. Tel. 2515J.

HERBIE TO STAY—The White Eagle Indian Remedial Company, Ltd., moving to new quarters, 2514 Richmond St. Massaging and rubbing.

HEALTH BREW contains more body-building, health-giving and life-sustaining elements than any white bread. Made by Thomas Alger, 50 Whitelocke, north.

HEALTHSTITCHING—Cotton, 6c; linen, 7c; silk, 8c per yard; mail orders filled. Viola Williams, 199 Hamilton Rd. Phone 4228P.

LEVITT, M. J. (successor to Henry Edwards). Cancers cured with plasters. Address free, 309 Ridout St. Tel. 3696.

LOOK YOUR BEST—Have a permanent wave. Grey, brown, 2514 Dundas St. Tel. 2623W. Mrs. Daughtry, Mrs. Eady.

MATERNITY Home—Private. Mrs. T. White, 1099 Maitland St. Phone 1642J.

WHITE EAGLE Indian Remedial Co.—Nature's remedies, made of roots, herbs, barks and berries. Laboratories, Bellevue Hotel, King St.

LOST AND FOUND
CAMERA, 2-A Brownie, lost, near Carter, Port Stanley. Phone 324J.

LOST—Five dollars, between C. R. Telephone office and Briscoe's Store, Dundas St., Thursday, at 6 p.m. Finder please return. This notice is returned.

LOST—Camera on L. & P. S. coach Sunday night. Who found same kindly phone 4575W.

MALE HELP WANTED

ASSISTANT chef for Cafeteria work. Apply Port Stanley Cafeteria, Tel. 3696.

BARBER—Two wanted, steady jobs for good men. Banner's Barber Shop, 417 Talbot St.

BOYS wanted—Big money. Apply Room 14, London Land Bldg.

SPECIAL opportunity offered from now until Christmas to representatives of our line of Personal Greeting Cards, from \$10 to \$25 weekly, either in whole or spare time. Free. Write for opportunity. Samples for information. Dept. D, 155, the Carlton Publishing Company, Toronto, Ont.

WANTED—A reliable man to act as local representative at London and district for "The Old Reliable Fruit Nurseries," to solicit orders for high quality fruit and ornamental stock; new season's business just starting; a splendid opening for the right man; write for full particulars. Stone & Wellington, Toronto, Ontario.

WANTED—Tree on men's fine shoes. The Talbot Shoe Co. Ltd., St. Thomas, Ont.

FEMALE HELP WANTED
CAP OPERATORS wanted, experienced. Apply Tip Top Cap Co., Greene-Swift Bldg.

LADY representatives have a splendid opportunity to earn from \$10 to \$30 weekly from now until Christmas, with our special line of Personal Greeting Cards. The demand will be greater than in the past. Weekly pay. Write for opportunity. Samples for information. Dept. D, 155, the Carlton Publishing Co., Toronto, Ont.

PROTESTANT teacher wanted for Juvenile and Sunday School, 150 N. Worcester. New school, well equipped. Good salary. Apply, stating master, C. W. Cross, county registrar, 344 Hill St.

QUALIFIED Protestant teacher wanted for S. S. No. 2, South Wingham, Ontario, county, salary \$1,000. Apply to F. G. Chamberlain, Port Rowan, Ont. R. R. 2.

TEACHER wanted for S. S. No. 19, R. 1, Inwood, Ont. Phone 20, 14.

OUR SALES manager will be in London and district to appoint representatives to take orders for our quality line of private Christmas greeting cards. Earn from \$10 to \$25 weekly or spare time; applicants must submit references. Write for opportunity, or phone 3822W, between 10 and 11 a.m. Saturday. The Academy Publishing Co., Toronto.

OFFICE position wanted by young lady with teaching qualifications. Box 74, Dundas St. W.

FOR SALE—First-class tire and accessory store with vulcanizing equipment of large capacity, a good mail order business, good location, well furnished, good reasons for selling, cheap. 109, Advertiser.

GENERAL STORE, stock and dwelling, garage and acre of land, will sell or exchange. Brodie's Real Estate, 220 Dundas St.

LONDON rooming houses for sale; immediate possession. Central location. Sydney Smythe Market Lane, Phone.

MONTREAL businessman, experienced in all branches of business, desires of opening out for himself in the agency business is open to represent importers or manufacturers for Montreal and district; only good conditions considered. Apply Box 120, Advertiser.

TIRE REPAIR plant and business, centrally located. Steady, profitable trade, everything in A1 shape. Business Brokerage Bureau, Dominion Bank Chambers.

ARTIST Cemetery Memorials, London Marble and Granite Co., 493 Richmond, Phone 3569W, res. 2816.

344 WYLLIE MONUMENT WORKS. Est. 1882. Over 70 years of service.

BORN, MARRIED, DIED
BORN
EWEN—On July 25, 1923, at 38 Highland, Douglas H. Ewen, a son.

WAKEFIELD—July 21, 1923, to Mr. and Mrs. W. A. Wakefield, a son, William H. Hilton, a son at Winnipeg.

DIED
FLETCHER—John, his late residence, 725 Colborne St., on Thursday, July 26th.

REAL ESTATE

BUNGALOW—New, story and a half, hardwood floors, front and back veranda, French doors, modern throughout. Apply 437 Woodman, Phone 2548W.

HAVE YOU got \$700 as first payment on a 6-room, newly decorated, east end bungalow. Monthly payments, including principal. Only \$18.00 per month. Wheeler & Smiley, 1834 Dundas St. Phone 5264W.

HENRY H. PROUDER, real estate, fire insurance, building, east, south-east and south; city or country, \$10 down, \$5 monthly; building material and paper, games and toys at Robinson's Cigar Store, 519 Richmond St. Rose McKay, The Jeweler, London East.

MANOR PARK, for sale, two best lots situated at Manor Park; owner will sell cheap for cash as he resides out of city. Apply Box 19, Advertiser.

SOUTH, on paved street, modern 5-room brick cottage, \$4,000. Wheeler & Smiley, 1832-12 Dundas St. Phone 5264W.

WE ISSUE a catalogue of good London homes. Ask for it. Wheeler & Smiley, 1832-12 Dundas St. Phone 5264W.

YORK ST.—4-room cottage, hydro, water, good lot, \$1,300; 5-room and 915 month. Talbot St. 10. Rooming house, 9 rooms, \$500, takes contents and good will. J. C. Alexander, 119 Adelaide St.

\$6,500—Modern brick, 4 bedrooms, close in; exchange for smaller house or cash. Apply Box 19, Advertiser.

SEVEN—Modern brick, Orchard Beach, Phone 832J.

FARMS
ONTARIO—700 choice farms. Catalogues free on application. J. C. Alexander, 119 Adelaide St.

1 ACRE, fine garden, soil, well drained and level. Good water. Frame house, 10 rooms, \$1,800, 3,000 down, 1-acre. South of Sudbury, 100 Dundas, Phone 6484.

9 ACRE, in the County of Grey, Township of Carleton Place, with good buildings, frame house with basement and furnace, large bank barn, well fenced and improved shed, clay and sandy soil, self drained, good fences and shade trees. Price \$10,000. Write for particulars. Miss L. M. Campbell, Denfield, Ont. R. R. 1.

CENTRAL—Father and son wish to share their modern 8 room home. Man and wife preferred. Terms reasonable. References exchanged. Box 123, Advertiser.

PIPE LINE, 105—Modern five-room house, 100 x 230 ft. or 40 x 100 ft. Bathing St. Phone 2548W.

HOUSE in east end, 220 a month. Apply Brodie Real Estate, 220 Dundas St.

MACPHEEDON, 390 Waterloo St., is invited to call at the office of the Advertiser before July 30 and receive a pair of tickets for Loew's Theater, for use any day except Saturday.

PHYSICIAN office to rent, on central corner, ideal location. Phone 581J, or Box 389.

STORAGE room to rent, immediate possession. J. W. G. Winnet, barclay, 100 Dundas St. W.

TO LET—Three rooms, hydro and water, \$10 month. Apply 312 Grey St.

ROOM AND BOARD
ALBERT ST. 165, good, comfortable room with board; all conveniences. Phone 392F.

KING ST. 308—Comfortable room and board, all conveniences, gentlemen preferred. Phone 392F.

WANTED for an elderly lady, large bright room, with bath, preferably room and bathroom on ground floor. Reply to Box No. 117, Advertiser.

ROOMS TO LET
CENTRAL—Light, housekeeping rooms with bathroom, all conveniences. Apply 267 Horton St.

FOR SALE

ASPHALT shingles, Oriental design, red or green. Brick & Supply Co., 509 William, Phone 1244.

BABY CARRIAGE, in first-class condition, for sale. 523 Adelaide Ave.

BUFFET, round extension table, veranda chairs, quarter-cut oak dresser and leather lounge at 351 Ridout St. CHILD'S folding cot, square piano, good condition, cheap. 75 Front St.

CONFECTIONERY, cigars and tobacco, stationery, school supplies, magazines and papers, games and toys at Robinson's Cigar Store, 519 Richmond St. Rose McKay, The Jeweler, London East.

FREE RECORDS—Fifty selections—pick them yourself—to the purchaser of a gramophone from our splendid stock; very easy terms. Pudey Bros., 348 Dundas St. Tel. 512J.

FRESH CAUGHT fish arriving daily. Port Stanley, 100 Dundas St. Tel. 3696.

GET YOUR PRICES on electric wiring, plumbing, carpentry, painting, etc., at White, Singer, New Williams, Raymond, 395 Dundas St. Phone 236J.

HOUSEHOLD furniture for sale before paying the high prices for furniture. Phone 420W, near Loew's Theater, 100 Dundas St. Tel. 3696.

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BUSINESS CARDS

AUCTIONEER and Valuator, Fred Genueroux, office 201 Dundas, Phone 1232. Residence phones 322J-2033W.

AUCTIONEER and Valuator, J. Lightfoot, Res. 694J Dundas St. Tel. 3260W.

CEMENT mixer and man for hire, by day or week. Phone 3882.

CITY chimney sweep, yards and cellars cleaned, whitewashing. Phone 1583J. W. Berry & Son.

CITY SIGNS and Show Cards, 123 King St. Phone 984J.

FULL LINE of feather pillows. Mattresses renovated. Phone 397, W. Hunt & Sons, 503 Richmond St.

GET YOUR electrical work done now by Fred Mason, Tel. 3210.

MACLEAN & HARRIS—Bookkeeping, public stenography, collections. 207 Royal Bank, Tel. 776J.

MARINELLO System for faces, scalp, eyebrows, removal of superfluous hair permanently. Miss Beatrice, Talbot and Fullerton, Phone 3027W.

ONTARIO ROOFERS—L. L. Clothier, contractor and builder, 447 Quebec St. London.

SIGNS and show cards, Star Signs, 207 Dundas St. W. Tel. 728J.

SLATE Roofing—Our specialty is slate blackboards. J. Whitaker, 551 King St. W. Tel. 326J.

UPOLSTERING—Finest materials, expert workmanship. R. D. Pugh, 39 Wharncliffe South, Tel. 3654.

WARREN BROS., machinists, welders, boiler makers, 220 Hamilton Rd. near Rectory, Tel. 307J.

BUILDERS and CONTRACTORS.
BAER—Carpentry of all kinds, good work, prompt. 215 Hamilton Rd. Phone 425W.

JOE BERRY, building contractor, estimates given. 219 Wharncliffe N. Tel. 3654.

MOULD, ARTHUR—Roofing contractor, expert repairs. Phone 7891W.

MURRAY, GEO., General contractor and builder, jobbing estimates furnished, 151 Rydounville St. Tel. 498J.

NOXELL, 200 St. Julien St., can build a 6-room bungalow, \$2,200, 6 rooms, \$2,400, red brick, 1923.

WERKS, A.—Builder, contractor, jobbing a specialty. 558 Colborne St.

PAINTERS and PAPERHANGERS.
BEECH, F. C.—Painter, paperhanger, specialty, gilding, wallpaper dealer, 100 Dundas St. W. Tel. 3696.

VAUGHAN, 49 Adelaide St.—Painting, paperhanging and house decorating. Tel. 3696.

PLUMBING and HEATING.
ALLEN & POPE will give you satisfaction and service in plumbing. 155 Chesley Ave. Tel. 2294W and 7839J.

MEDICAL CARDS

BANGHART, DR.—Women's diseases, surgery. Dundas-Maitland, Tel. 3696.

BICE, DR. E.—241 Queen's Ave., specialist, surgical diseases of genito-urinary tract and rectum. Phone 1400.

CAMERON, DR. D. A.—Dundas and Waterloo; diseases of women and stomach. Hours, 11-12, 2-4, 7-8. Tel. 178 or 172.

DUFFY, DR. J. LEONARD—200 Central Ave. Hours, 11-12, 2-4, 6-8. Tel. 3878.

HOLMES, DR. L. S.—Clinic Bldg., 241 Queen's Ave., specialist, skin and genito-urinary diseases. X-ray, and all forms of electric treatments.

HUFFMAN, DR. J. L.—746 Waterloo, corner Oxford, Phone 582J.

INGHAM, DR. G.—Specialist, eye, ear, nose and throat. 248 Queen's Ave., Phone 3260, evenings, 7-9.

KARN, DR. G.—438 Clarence St.—Specialist, genito-urinary and rectal diseases.

REASON, DR. CLIFFORD, 538 Dundas St. Nervous diseases, surgery. Tel. 3696.

SCHRAM, DR. JOHN S.—Corner Kent and Talbot. Specialist midwifery, diseases women and children. Tel. 3696.

SCHRAM, DR. NORMAN F.—Cor. Dundas and Wharncliffe Rd. Phone 2336.

STEVENSON, DR. W. J.—389 Dundas. Specialist, diseases women, surgery. 171 H. A. Stevenson, X-ray.

SWEENEY, DR. P. J.—Women's diseases, surgery. 720 Dundas, Tel. 7074.

WISMER, DR. H. S.—Specialist X-ray. 253 Queen's Ave. Tel. 114.

DENTAL CARDS

BLAIR, DR. JOHN F.—Office moved to 241 Queen's Ave. Phone 1400.

FRASER, DR. A. G.—Dentist, practice limited to X-ray and extraction. 238 Queen's Ave. Tel. 709.

FREZZELL, DR. M. J.—388J Richmond St. over Taylor's Drug Store.

JARVIS, DR.—Extraction, painless, dental X-ray. Evenings, 7 to 8, by appointment. 213 Dundas.

KELLY, DR. V. fixed and removable dentures. 241 Queen's Ave. Tel. 1400.

MOORE, DR. S. A.—Orthodontist, 241 Queen's Ave. Practice limited to straightening teeth. Dewey Graduate N.Y.

ROSS, DR. J. V.—Cor. Dundas and Richmond, over G.T.R. office. Tel. 374.

SKYER, DR. R. H., 260 Queen's Ave. Phone 240, evenings, 7-9.

TAYLOR, DR. H. D.—532 Dundas St. Evening appointments. Phone 484J.

THOMAS, DR. ROSS—Specialist pyorrhea and dental X-ray, 351 Queen's Ave. Tel. 3696.

WILKEY, DR. W. J.—343 Wortley Rd. Tel. 6175. Evening appointments.

REAL ESTATE

BERT WEIR

Over Oak Hall. Phone 6250.

\$22,000—TERMS—SOUTH—Frame cottage with living-room, kitchen, 1 bedroom, toilet, hydro, water, large lot upon which 2 more houses can be built.

\$2,000—400 down—Frame cottage, 3 bedrooms, living-room, dining-room, kitchen, toilet, hydro, gas, water, driveway.

\$3,500—\$500 down—East, near Hamilton Road, frame cottage bungalow, 2 bedrooms, 2 bathrooms, kitchen, summer kitchen, 3 bedrooms, 2 clothes closets, full corner, garage lot \$250, very choice locality, reduced for quick sale.

JUDD, C. R., D.C., Ph.C., 114J Dundas St. (over Mitchell's Drug Store), Hours 10-12, 2-5, 6-8. Tel. 5903J.

NATRASS, DR. MAUD—Chiropractic and osteopathy. 89C Dundas, Tel. 624J.

WALSH, DR. H. E., D.C., D.A.S.—Chiropractic physician, specialist in nervous diseases, modern electrical equipment, 89C Dundas, Tel. 624J.

BEST, DR. R. C.—Osteopathic and chiropractic physician, nervous and chronic diseases, 135 Wharncliffe Rd. S. Hours, 9-11, 2-5, 6-8. Tel. 326J.

CATON, DR. H. V.—Osteopath, 171 Kent St., graduate 1900, specialist chronic and nervous diseases. Tel. 157J.

BARKIE, DR.—Osteopath and Chiropractor, 226 Central Ave. Phone 2565. Hours: 1-4. Electrical treatments; 17 years successful practice.

SAM D. CAMPBELL—"Realtor." Office of Opportunities. Specializes in Real Estate, Loans, Bonds, Rentals, Insurance, Auctions, etc. Western Lands, Summer Homes, Port Stanley and elsewhere. Sales going through City homes for rent. List your properties. 422 Richmond St. "Hub," London, Ont.

THE LONDON ADVERTISER
CLASSIFIED ADS.
Phone 3670
Standardized and Indexed for Quick Reference.

I Can Build for \$3,000 With Only \$500 Down

CLASSIFIED RATES.
1 day 2c per word
3 days 5c per word
1 week 10c per word
1 month 35c per word
6 months 1.00 per word
1 year 1.75 per word
All advertisements must be in our hands by 10 p.m. of the day preceding their publication. A charge of 10c for material is also added.
Marriages, Births and Deaths—One insertion, 10c; two insertions, 15c; (10c for minimum).
Card of Thanks—10c per insertion.
Engagement Notices on Women's Page—75c insertion, \$1.20 two insertions. These notices must be signed by the parties and will not be taken over telephone.

DISPLAY ADVERTISING.
TRANSIENT.
Amusements—15c per line each insertion.
Meetings—15c per line each insertion.
The London Advertiser will not insert a "make good" more than one incorrect insertion, or to any advertiser ordering more than one time.
Phone 3670, 100 Want Ad Department.
THE LONDON ADVERTISER.

GIVES BIRTH TO TRIPLETS DURING BIG SEA STORM
Guilford, Miss., July 27.—While the Helena from Newcastle, N. S. W., to Guilford, with nitrate, was battling mountainous seas near the island of New Caledonia, Capt. John Ethelbert's wife gave birth to triplets. The ship's physician, Dr. A. N. Fowler, had died and been buried at sea two days before. The gale died down soon after the arrival of the babies.

BY POP NOMAND

KEEPING UP WITH THE JONESES

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