

WANT AD TIPS

Your Biggest Talking Point

In the language of salesmen, a "talking point" is an argument for an offered article which carries great weight with the public. Accordingly, the salesman uses it over and over when selling customers. A "talking point" in a Want Ad is much the same. It is an argument of sure appeal to possible buyers. With it sales are made with the least difficulty.

Writing a Want Ad, it is a good plan for you to go still farther—mentally decide what is your biggest "talking point." Feature it in the head-line, or in the first words of your message.

Price "talking points" help sell countless things for Want Ad users every day. Among these is the bargain price, including the reason why the advertiser offers such ("forced sale," "special offer," "walk upstairs, and save the difference," etc.) Easy terms are a price "talking point." So also is the possibility of the thing offered—real estate, for example—increasing in value, as there is the suggestion therein that the present price represents an unusually good buy.

Service and quality "talking points," are powerful, too. Some of these are unusual quality, unusual range of selection, quick delivery, the number of an advertiser's satisfied customers, some special point of superiority—as a view, in the case of a home; the handsome lines of a purebred dog—a money-back guarantee, a free trial.

What it is, connected with your thing or service, which will most quickly bring inquiries—that is your biggest "talking point." Decide what this is. Then feature it in your Want Ad.

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THE BANKRUPTCY ACT
SALE BY TENDER

In the Matter of the St. Thomas Packing Co., Ltd., Bankrupt.

Tenders on blue for the goodwill, land, buildings and equipment of the St. Thomas Packing Company, Limited, bankrupt, situated in St. Thomas, Ontario, will be received by the undersigned up to 12 o'clock noon, Thursday, the 26th day of June, 1924.

A marked check payable to the order of the undersigned, The London & Western Trust Company, Limited, for ten per cent (10%) of the amount of the tender must accompany each tender, which check will be returned in the event of the tender not being accepted, but if accepted will be retained by the undersigned trustee as a deposit on account of the purchase price, subject to the following provision:

That if the purchaser fails to comply with the Conditions of Sale, the deposit and all other payments made thereon shall be forfeited, and the said trustee may proceed to sell the said assets and the deficiency, if any, caused by such resale, together with all costs, damages and expenses attending the same or occasioned by the default shall be made good by the defaulters.

The balance of the purchase money shall be paid in cash within ten days of acceptance of the tender, or payment thereof arranged and secured to the satisfaction of the undersigned trustee.

The highest or any tender not necessarily accepted.

The above assets may be examined at the premises of the company, St. Thomas, Ontario.

The tender accepted, together with acceptance, shall constitute a valid Agreement of Purchase and Sale.

Dated at London this fourteenth of June, A. D. 1924.

THE LONDON & WESTERN TRUSTS COMPANY, LTD.

Richmond Street, London, Ontario.

TRUSTEE.
290-291

WANTED TO PURCHASE

POULTRY AND EGGS WANTED.
Highest price paid for Eggs and Poultry of good quality, according to grade.
C. A. MANN & CO.
78 King Street, London.
ywt

PERMANENT ACTIVE MILITIA
OF CANADA

Recruits are required for:
The Royal Canadian Corps of Signals.
Applicants must be British subjects, unmarried, physically fit and between 18 and 21 years of age. They are required to be in possession of Junior Matriculation Certificate or to have written this year's Matriculation examination.
During the three-year term of service training will include Infantry and Physical Training, Horseback Riding, Visual and Line Telegraphy, Radio Telegraphy and Telephone, Internal Combustion Engines, Accounting, Alterations and Direct Current Motors and Generators.
For further particulars as to Terms of Service applicants should apply in their own handwriting to the undersigned.
G. J. DESBARATS,
Deputy Minister,
Department of National Defence,
Ottawa, Ont.
J19,20,21

SEALED TENDERS, addressed to the undersigned and indorsed "Tender for wharf repairs and reconstruction at Kincairdine, Ont. will be received at this office until 12 o'clock noon (daylight saving), Wednesday, July 2, 1924, for wharf repairs and reconstruction consisting in the rebuilding of the West, South and East Revetment Walls in the Inner Harbour for a length of 600 feet at Kincairdine, Bruce County, Ont. Plans and forms of contract can be seen and specification and forms of tender obtained at this Department, at the offices of the District Engineers, Royal Bank Building, London, Ont. Equity Building, Toronto, Ont., and at the Postoffice, Kincairdine, Ont. Tenders will not be considered unless made on printed forms supplied by the Department and in accordance with conditions contained therein. Each tender must be accompanied by an accepted check on a chartered bank, payable to the order of the Minister of Public Works, equal to 10 per cent of the amount of the tender. Bonds of the Dominion of Canada or bonds of the Canadian National Railway Company will also be accepted as security, or bonds and a check if required to make up an odd amount. NOTE—Blue prints can be obtained at this Department by depositing an accepted check for the sum of \$10.00, payable to the order of the Minister of Public Works, which will be returned if the intending bidder submit a regular bid.

By order,

N. DESJARDINS,
Acting Secretary,
Department of Public Works,
Ottawa, June 9, 1924. J12,13,23

PLAY IS SUCCESSFUL

Special to The Advertiser.

Mildmay, June 18.—The young people of the Hanover R. C. Church attracted a capacity audience by their presentation of the three-act comedy "Aaron Slick" in the town hall here. Between acts Frank Bohnert, the leading actor, gave a sketch, "The Skittish Car," and Miss Olga Henning and Cornelius Bruder gave vocal solos. Music was furnished by Miss Madeline Francis, James McMahon, Kathleen McMahon and Alfred Bohnert. After the play the Hanover Orchestra furnished the music for an enjoyable dance.

JURY BRINGS VERDICT
OF ACCIDENTAL DEATH

No Blame Attached To Train Crew in Death of Mrs. Hamilton.

Special to The Advertiser.

Forest, June 18.—The inquest concerning the death of Mrs. Duncan Hamilton at Winnipeg who was killed by a C.N.R. train at Aberarder Junction on June 12, was held in the town hall on Tuesday evening by Coroner Dr. Hubbard. After hearing the evidence, the jury returned in a few minutes with the verdict: "We, the jury empanelled to inquire into the death of Mrs. Elizabeth Hamilton, find that the said Elizabeth Hamilton came to her death by being struck by C. N. train No. 36, on June 12, 1924. We find that there is no blame attached to the train crew."

Special to The Advertiser.

Forest, June 18.—Ambrose Wilkinson, an aged resident of Forest, was considerably injured about the head when a team he was driving from the lane of John Davidson, Bosanquet Township, shied at a passing motor and ran away, throwing him from the top of a load of hay.

Special to The Advertiser.

Princeton, June 18.—The annual reunion of the Crittenden-Barker families was held at the home of William Reading, Etoria. Sixty guests were in attendance from Boonville, Norwich and Ohio.

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.

Not responsible for errors in advertisements following date of first publication.

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.

All advertisements for Saturday's 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 20 per word

2 days 35 " "

3 days 50 " "

Minimum, 15 words.

When Advertiser's 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—15c per count line. (10 lines the minimum.)

Card of Thanks—\$1 per insertion.

Engagement Notices on Women's Page—1c 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 insertion.

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.

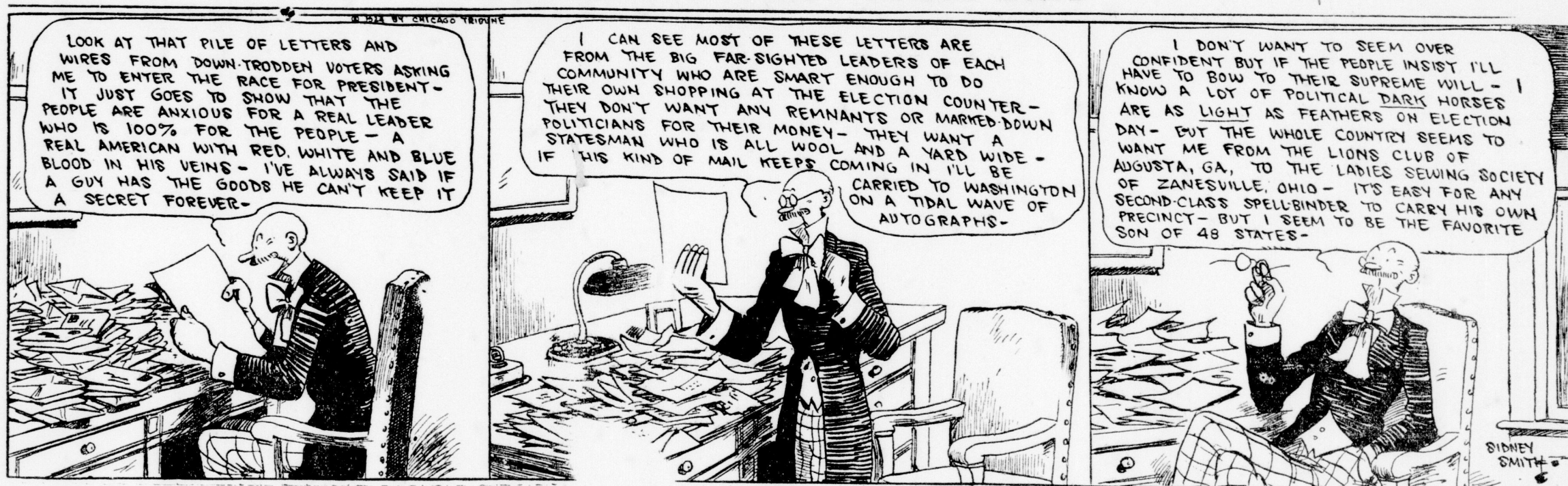
THE LONDON ADVERTISER.

WANT AD. DEPARTMENT.

Phones 3670 and 7705 (between 8:30 a.m. and 5 p.m.)

GUMP, GOOGLE & CO., Experts In Laughter

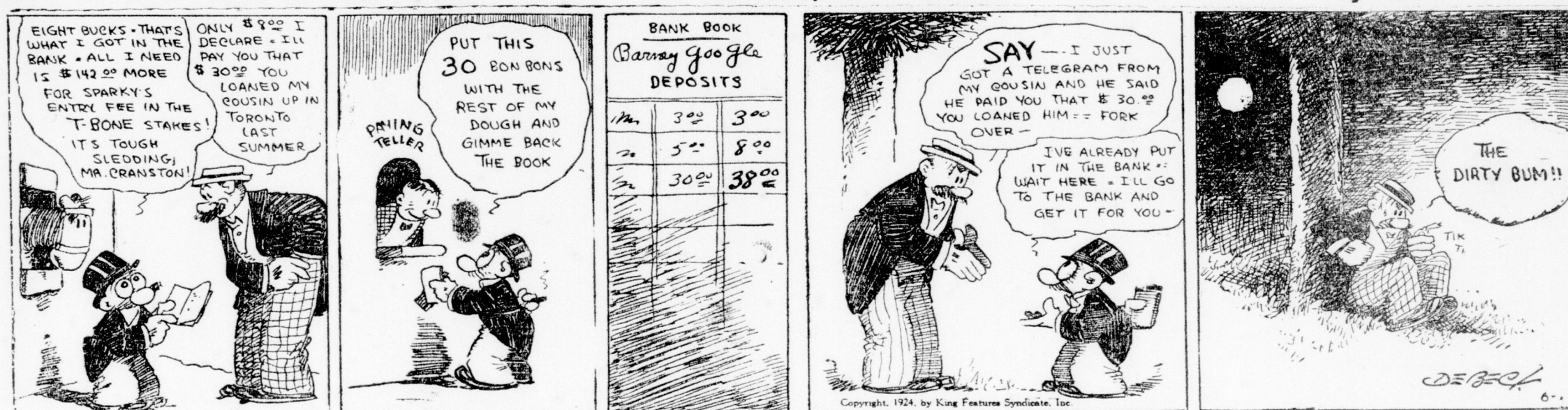
THE GUMPS—FIRST CLASS MAIL



BARNEY GOOGLE AND SPARK PLUG

One Time Barney Doesn't Surrender.

By BILLY DE BECK



TOOTS AND CASPER

Toots Doesn't Care How She Risks Her Money.

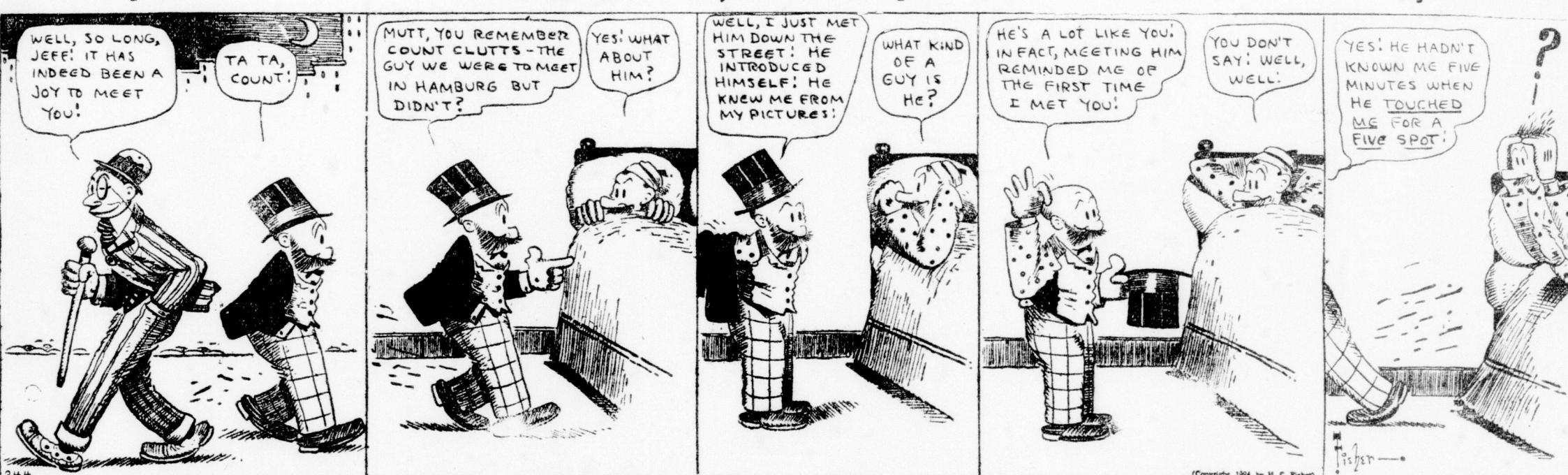
By JIMMY MURPHY



MUTT AND JEFF

Yes, Count Clutts Is Very Much Like Augustus Mutt.

By BUD FISHER



REG'AR FELLERS

Head Work.

By GENE BYRNES

