

If Not In All the Time, Sate Hours, In Your Want Ad

WANT AD TIPS

Want Ad Plans For Neighbors

In the Brethven family, both husband and wife work downtown during the day. One thing they might do, when running a Want Ad, would be to stipulate "By 1932, after 6:30 p.m." They have, instead, a second excellent plan—one that should interest good neighbors everywhere.

Across the street from the Brethven home lives a good neighbor, Mrs. Corbett. Mrs. Corbett is a home body—she is always in. So, when Mrs. Brethven has some canaries to sell (she is a canary breeder), or turns to the Want Ad section for other assistance, she gets up an ad. in collaboration with Mrs. Corbett. The phone number given is not Mrs. Brethven's, but her neighbor's. The Want Ad describes and prices Mrs. Brethven's canaries, or whatever she happens to be selling. Then, always, it contains something else—something Mrs. Corbett wishes to sell.

Mrs. Corbett is a talented needlewoman. If she has anything to dispose of in needlework, it is listed. On one occasion she advertised and sold a kitchen range which, since purchase of a new one, was not needed. Another time, she obtained a tenant for a vacant room.

Mrs. Brethven pays for the Want Ad, and Mrs. Corbett gladly handles inquiries which develop while Mrs. Brethven is away at work. Mrs. Corbett has a key to the Brethven home, and takes inquiries right in.

Such little plans as this are practical in almost every neighborhood. A good neighbor likes to help another out, as Mrs. Corbett delights to. And it is part of good friendship to list something of the neighbor's in the Want Ad, paying for it.

"If I have inserted a Want Ad, and can't be at home an afternoon when people may call," writes in Mrs. Janet Caldwell, "I always put up a note above the doorbell, directing the visitor to speak to Mrs. Black next door. Mrs. Black helps me out by handling inquiries which come when I am away."

This is an excellent plan, too.

(All Rights Reserved.)

FOR SALE

Ruberoids Slate Surface
Shingles, \$7.00 square.
J. A. BROWNLEE
385-387 TALBOT ST.

FOR SALE

THE BEST
POULTRY FEED
AT THE LOWEST PRICE.
RIGNEY BROS.
PHONE 425.

INSURANCE

ABBOTT Insurance Agencies—Best
English and Canadian companies re-
presented. 201 Dominion Savings Bldg.
Gunn, G. M. & Son, Limited (George
Gunn, G. M. & Son, Limited)
Fire, accident, automobile.
REBEL, R. 795 York St. Tel. 3838. All
kinds of insurance. See me before
you decide.

RUGS

Finest Assortment in Western
Ontario
Templeton's Seamless Axminsters
and Wiltons.
Broadloom Plain Color Axminsters.
Brussels, Tapestry and Frieze Rugs.
Mogul Chinese Oriental Rugs.
Rugs and Runners to fit any room.

KEENE BROS.

THE KING STREET STORE.

PROCLAMATION

LONDON OLD BOYS ARE
COMING HOME STRONG
AUGUST 4TH TO 11TH

It is our duty to welcome
them, and uphold the reputation
of this city for hospitality.

I, as mayor, do therefore con-
fidently call upon all citizens to
open their hearts and homes to
our returning visitors, and to add
to their joy and pleasure by
decorating our homes
and places of business
during Old Boys' Week.

Given at the City Hall this,
the 24th day of July, 1923.

G. W. A. GLENIE, Mayor.

Under and by virtue of the powers
contained in a certain mortgage, which
will be produced at the time of the
sale, subject to reserve bid, there will
be offered for sale by public auction on
Friday the Seventeenth day of August,
at the hour of 3 o'clock in the after-
noon, at 97 King Street, S. E., London,
Ontario, by Joseph Brown, Auctioneer,
the following property, namely:

Block "K" on the east side of the
Whitcomb Highway, Plan Number
100, which is erected on a one and a half
acre stucco dwelling, roofed with
shingles and known as Municipal
Hotel, on the south side of Tecumseh
Ave.

Ten per cent of the purchase money
to be paid down at the time of sale
and the balance within twenty days
from date of sale. For further particu-
lars and conditions of sale apply to
MURPHY, GUNN & MURPHY, Bank of
Toronto, Chambers, London, Solicitors,
for Mortgagees.

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Phone 3373. Hours, 11-12, 2-4, 7-9.

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2-4, 7-9. Tel. 1910.

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