

## WANT AD TIPS

## GIVE YOUR ADDRESS, TOO

A great many people are not telephone subscribers, yet they may be just as interested in the article your Want Ad offers as though they were. The Jones family are just such folks. In need of a kitchen range a few days ago, they scanned the Want Ads. Two ranges were offered. The advertiser of one gave only her phone number. The second advertiser gave both phone number and address.

Mrs. Jones took the family car in the afternoon and rode out to buy a range. She went first to the advertiser whose Want Ad gave an address. Naturally, she did. Calling the other range advertiser would have meant troubling a neighbor or patronizing a drug-store booth. Also, like many who use the telephone infrequently, Mrs. Jones doesn't like phone conversations, and avoids them when she can.

She answered first the Want Ad with an address. The range suited, and the price was right. "Why look any farther?" Mrs. Jones reasoned. Ar. bought.

The advertiser's address takes up little space in any Want Ad, yet those few words often will be sales-makers. Buying any of various things, many readers take the attitude: "We'll go to see. We won't take the trouble to phone, because before buying we would wish to see the article anyway." So they jump into the car and are away—first, to the advertisers whose addresses are given. And, if your Want Ad gives an address, you are likely to receive a visit.

The name in addition to the address often helps out, too. Replying to your Want Ad, an inquirer finds as he gets to the block, that he has forgotten the exact number. However, he has your name, and his dilemma is easily solved. All he has to do is to stop at the first house and ask where "Mr. Stone" lives. That's a lot better than having to ask "Who has a kitchen range to sell in this block?"

Little things like these do increase Want Ad results.  
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## ARCHITECTS &amp; SURVEYORS

FARNCOMB, F. W.—Civil engineer, Surveyor, 307 Dom. Savings, Tel. 552.  
MEHRIDE, H. C.—Architect, Molsons Bank Building, Phone 292 W.  
MURRAY, WILLIAM H.—Architect, Dom. Savings Building, Phone 1557 W.  
MOORE & CO., JOHN M.—Architects and engineers, 459 Richmond St.

## FINANCIAL

REAL estate loans, E. Towe & Co., genl. insurance agency, Royal Bank Bldg.  
SCANDRETT, T. W., solicitor—Private and trust money to loan, lowest rates, 98 Dundas St. Phone 354.

## VETERINARY SURGEONS

WILSON, W. J.—Veterinary, horse and dog hospital, 84 King, Tel. 788.

## INSURANCE

## J. A. NELLES &amp; SON

Fire, Life, Accident, Marine, Plate Glass, Rent and Automobile, 141

## BUSINESS CARDS

STEWART & MORKIN  
134 FULLARTON STREET.  
ELECTRIC POWER CONTRACTORS  
All classes electric power, repairs, installations, windings, etc. Prompt attention, quick service. When you have trouble with your motor telephone 3152.

## MISCELLANEOUS

YOU WILL ENJOY DINING IN OUR CAFE.  
The food is excellent and the prices are moderate.  
**ROYAL CAFE**

## MOTORCYCLES &amp; BICYCLES

## BICYCLES

Best assortment of whips in the city. Colors to suit. Lowest prices and easiest terms. Buy a Perfect and you buy right. Easy terms. A. T. Tanner, 663 Dundas and 402 Clarence.

## AUTOMOBILES

## See the Peony Show

In Armoures next week, and yourself as others see in our Polychrome mirrors.  
Show room, corner York and Ridout Sts.  
THE HOBBS MANUFACTURING COMPANY, LIMITED.

## 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 ..... 2c per word  
3 days ..... 50c " "  
6 days ..... 10c " "

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—12c per cent line. (10 lines the minimum.)

Card of Thanks—\$1 per insertion.  
Engagement Notices on Women's Page—5c one insertion, \$1 two insertions. These notices must be signed by the sender, and will not be taken over telephone.

DISPLAY ADVERTISING.  
TRANSIENT.  
Amusements—10c per line each insertion.

Meetings—15c per line each insertion.  
The London Advertiser will not insert "make good" more than one incorrect section of an advertisement ordered more than one time.

THE LONDON ADVERTISER.  
WANT AD. DEPARTMENT.  
Phone 3670 and 7705 (between 8:30 a.m. and 5 p.m.)

WRITES EXAMINATIONS.  
Special to The Advertiser.

Exeter, June 17.—H. Bowers, science master, left Monday evening for Toronto to write on a few subjects to complete his degree.

CIVIC GOLF COURSE  
WORK IS COMPLETED

Many Members Take Advantage and Commence Play For Season.

Thames Valley golf course, London's municipally promoted golfing grounds, has already experienced considerable popularity. Following the successful opening of Saturday, Monday and Tuesday brought out many members to take up the game.

On both Monday and Tuesday, there were some forty members out in togs playing at one hour or another. Most of the players so far have been members, and only one or two others have taken up the game at the city course. Membership is slowly but rather steadily increasing, and non-members will be charged half a dollar a day for playing on the course.

The final work of clearing the course has been completed since Saturday, and further work will be chiefly maintenance. The trees, shrubbery and weeds cleaned out from the north bank of the Thames have made great changes. Besides being a fine course for golfing, the grounds are considered to have as pretty environs as any course in the country.

ST. MARYS TOWN COUNCIL  
DISCUSSES STREET REPAIRS

Special to The Advertiser.  
St. Marys, June 17.—The town council has received a ruling from the solicitor to the effect that the bylaw governing the closing of grocery stores in St. Marys at certain hours, could not be changed.

Repairing of the town streets was discussed, and it was decided that not much could be done this year. The matter of the tourist accommodation question has been left to the parks and cemetery committee. The south end of Athletic Park and Agricultural Park were suggested.

N. KENT ORANGE LODGES  
PREPARE FOR CELEBRATION

Special to The Advertiser.  
Wallaceburg, June 17.—North Kent Orange Lodges are making extensive preparations for their big celebration here on July 12. It is expected that lodges will be present from West Lambton, South Kent, Port Huron and Detroit. County Secretary Nelson Seed of Wallaceburg is arranging the program.

Capt. (Rev.) Riddleford of Toronto, organizer for the Ontario West Orange Lodges, is touring the County of Kent and will close his visit with a special church service which will be held in one of the local churches on Sunday, June 22. During his stay in town he is the guest of Mr. Stanley Bradd.

MARK OF ESTEEM.  
Special to The Advertiser.  
Paris, June 17.—The Methodist Young People's League held a pleasant surprise party for Miss Pearl Louden just before her marriage, and presented her with two pieces of cut glass. The pastor, Rev. Dr. Martin, gave the address, and Mrs. Ernest Edgington made the presentation.

## AUCTION SALE

The undersigned will offer 409 Horton St. for sale by public auction on the premises, Thursday, June 13, at 3 p.m. This property is a good investment, as the house is in two separate parts and bringing in a rental of \$45 per month.

For further information, apply to THE LONDON AND WESTERN TRUSTS CO., LTD.  
D. H. Porter Auctioneer, Phone 1120.  
57C-WEX

## Notice to Creditors

Re estate of EDGAR JOHN BENJAMIN PEARCE, late of the City of London, Jeweller, deceased.

CREDITORS AND OTHERS HAVING CLAIMS against the estate of the said deceased are required to send full particulars of such claims to the undersigned administratrix of the said deceased on or before the fourteenth day of July, A.D. 1924, after which date the administratrix will proceed to distribute the assets of the said estate, having regard only to claims of which notice shall then have been given.

DATED this fourteenth day of June, A.D. 1924, W. G. R. BARTHAM, Solicitor for Administratrix, 39 Dundas St., London, Ont.  
June 17, 28, July 3

## GUMP, GOOGLE &amp; CO., Experts In Laughter

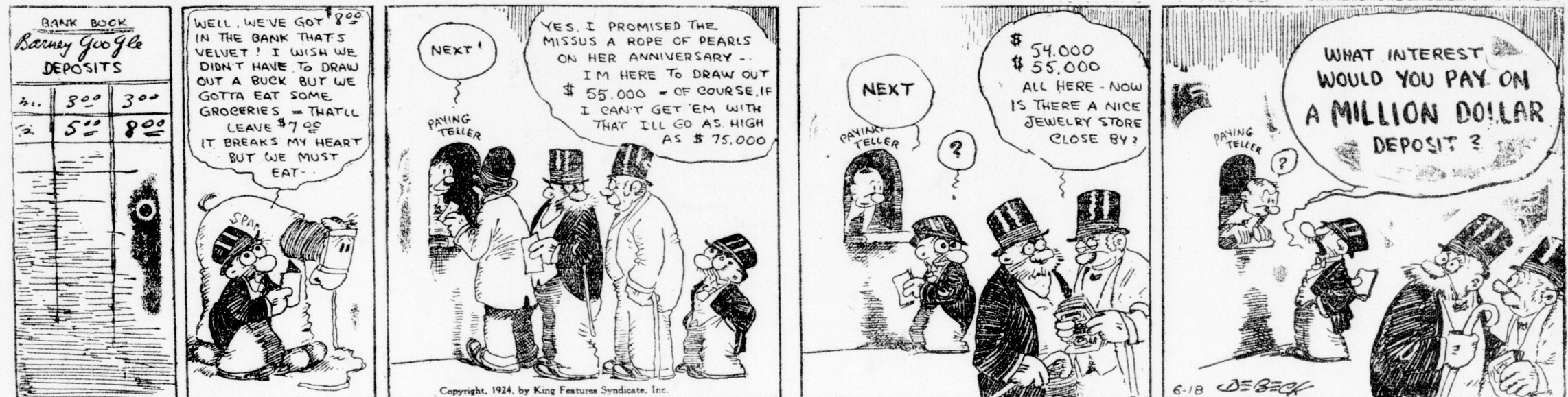
THE GUMPS—ALL BULL AND A YARD WIDE



## BARNEY GOOGLE AND SPARK PLUG

Barney Makes a Noise Like a Million Dollars.

By BILLY DE BECK



## TOOTS AND CASPER

Toots Had An Invention of Her Own.

By JIMMY MURPHY



## MUTT AND JEFF

Candidate Augustus Mutt Threatens to Bolt and Start a Third Party.

By BUD FISHER



## REG'LAR FELLERS

Something Worth Seeing.

By GENE BYRNES

