

Quick Loans Can Be Negotiated Through Want Ads

WANT AD TIPS

What Borrowers Want To Know

Put in your Want Ad what borrowers wish to know—that is the easy way to quickly place funds. Loan advertisers who, out of years of experience, have standardized their Want advertising, have learned what these things which appeal most to borrowers are. Two different things run "neck and neck" for attention—one, the ease with which a loan can be obtained; the other, the rate of interest.

For most people, borrowing money isn't a happy experience. Often some reverse in personal affairs forces it, the assumption of financial obligations is necessary, but deplored. To get the money, and get it quickly, becomes a moving human wish. Or, possibly, the borrower has urgent need of the money. He must get it at once.

"Quick loans," accordingly, is a powerful statement to put in a Want Ad offering money to loan. "There will be no delay," is excellent. One advertiser believes in being very concrete. He used, "One week is our average time on loans."

Much the same idea can be suggested in another way. When a banker turns down an application for a loan, he very often states that he "hasn't the money." "Large sums available," accordingly, suggests that the advertiser will not reject for such a reason. Realizing this, one advertiser says: "\$250,000 to loan." Another says: "Plenty of money always for loans."

Naturally, the suggestion that rates are reasonable will help to bring inquiring borrowers. "Reasonable rates," multiplies the "pull" of the Want Ad. "No commission charged," many advertisers have found a great talking point.

If the money-to-loan advertiser desires a special kind of patronage—he is loaning on real estate only, for example, or perhaps on chattel mortgage—he can drum up just the clients he wishes by using such phrases as, "For farmers," "For workmen," etc. "Confidential" is a good word in Want Ads addressed to small borrowers.

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REAL ESTATE

REAL ESTATE

BERT WEIR

OVER OAK HALL. Phone 6250.
Thos. Wilkie - 4781
A. C. Ball - 4362P
Bert Hookway - 3613W

TO EXCHANGE FOR LOTS
\$4,500—For 19 acres and new 6-room house, 2 1/2 miles from London.
BUSINESS SITE TO EXCHANGE
\$35 per foot for corner lot in north end. Owner will take two cottages in need of repair or a good corner grocery store and pay balance in cash. Lot 35 feet by 110 feet.

MILLINERY STOCK AND STOCK \$150; fixtures \$100. Rent \$10 monthly.
TWO NEW NORTH END HOMES
\$9,000—Terms: 2-story red pressed brick, 3 bedrooms, 3 bathrooms, modern kitchen, living room, dining room, kitchen, full basement, wire for stove, built-in cupboards, furnace, drive, full basement.

\$1,000—Terms: 2-story red pressed brick, 3 bedrooms, 3 bathrooms, modern kitchen, living room, dining room, kitchen, full basement, wire for stove, built-in cupboards, furnace, drive, full basement.

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AMUSEMENTS.

LOEW'S

"Coolest Spot in Town."

NOW PLAYING
VIOLA DANA
in
"A NOISE IN NEWBORO."
VAUDEVILLE

SOUTHERN LEAGUE BASEBALL.

TODAY

STRATFORD

LONDON

TECUMSEH PARK, 3:15 P.M.
Tickets at Flynn's, Cor. Dundas and Richmond Sts.

Ontario Athletic Championships

QUEEN'S PARK

Saturday, August 4, 2 p.m.

Best Athletes in Canada will compete.

ADMISSION—25c. xt-A-1

GRAND BEND

You will be delighted with Paul Wilson and His 6-Piece Orchestra. Every evening in Casino.

MEETINGS.

CHORAZIN Lodge meets tonight in Alma Hotel. Second degree. Visitors welcome. Fred Mason, G. Arthur Borland, recording secretary.

PERSONAL.

DRESSMAKING, renovating, hand embroidery; exceptionally reasonable. Meadows & Ridgway, rear 138 Simcoe St. Phone 1092M.

PERSONAL.

DR. M. W. EDGAR—Nervous, circulatory and organic diseases permanently cured by electro-therapeutics. 546 Richmond St. Phone 1092M.

PERSONAL.

FRENCH taught. Translation done for business firms or private parties. Apply 141 Nydenham or 4483B.

PERSONAL.

GLENDOWN Private Hospital, 455 Richmond St. Rest cure, electric baths, hydrotherapy and massage.

PERSONAL.

HAMPER method of shampooing and scalp treatment. Ladies only. Miss E. Nichol, 404 Richmond St. Tel. 215J.

PERSONAL.

HEALTHY BREAD contains more body-building, health-giving and life-sustaining elements than any white bread. Made by Thomas Alger, 50 W. Mainline Rd., Cotten.

PERSONAL.

HEALTHY BREAD—Cotton, 60; linen, 70; silk, 80 per yard; made in London. Viola Williams, 129 Hamilton Rd. Phone 4235F.

PERSONAL.

LEVITT, M. J. (successor to Henry Edgar). Cancers cured with plaster. Advice free. 236 Adelaide St. Tel. 286.

PERSONAL.

LOOK YOUR BEST. Have a Permanent Wave. GREY BEAUTY SHED. 221 1/2 Dundas St. Mrs. Eady.

PERSONAL.

MATERNITY HOME—Private. Mrs. T. White, 1000 Mainline Rd. Phone 442J.

PERSONAL.

WHITE EAGLE Indian Remedy Co. Nature's remedies, made of labrador, herbs, bark and berries. Laboratories, Bellevue Hotel, King St.

PERSONAL.

LOST—Lady's gold watch, in Spring-bank Park; owner may have same by proving property. Call phone 12 37, Byron line.

PERSONAL.

LOST—Off car, between Ingersoll and London, on Hamilton Rd., Sunday afternoon, car toward. Phone 699 ring 3, London.

PERSONAL.

REWARD—Lost dog, "Bonny," white Maltese, answers to "Bonny," 492 Talbot St. Phone 1923J.

PERSONAL.

LOST—Purse, containing sum of money, contract, return ticket from Sarnia, on Normal car, 11:30. Reward, Dower's clothing store.

FINANCIAL.

F. G. McALLISTER, barrister (of Gibbons, Harper & Braden). Mortgage loans. Phone 523.

FINANCIAL.

INSURANCE funds, farm or city. Edward Tovey & Co., agents, London.

FINANCIAL.

SCANDRETT, T. W. Solicitor—Private and trust money to loan lowest rates. 98 Dundas St. Phone 354.

MALE HELP WANTED.

BAKER wanted for Thursday nights. Apply 157 or phone 2395W.

MALE HELP WANTED.

FOR AUTO body work, body builders, door assemblers, door hangers, panelers, solderers, filers, metal finishers, and for putting on aluminum mouldings, particulars, experience and where they have worked, also give Carriage Factories, Ltd., Orillia, Ont.

MALE HELP WANTED.

MACHINIST wanted. Apply McCormick Mfg. Co.

MALE HELP WANTED.

ONIS mechanic wanted. Apply Reliance Garage, 293 Dundas St.

SALESMEN—

HERE IS AN OPPORTUNITY FOR SEVERAL REAL LIVE MEN TO EARN GOOD MONEY. ELECTRICAL EXPERIENCE PREFERRED; SELL CAR AND COMMERCIAL FLY WITH PARTICULARS TO BOX 101, ADVERTISER.

SALESMAN—

SALES MANAGER for London and district selling specialty in big demand, exclusive contract to reliable party, \$150 deposit required. Call Mr. Munn for appointment, Belvedere Hotel.

SHOE CUTTER—

wanted on children's wets, must be capable of matching the colored worst goods, steady work. The Hurlbutt Co., Preston, Ont.

WANTED—

A reliable man to act as local representative at London and district for "The Old Reliable Pot-Hill Nurseries," to solicit orders for high-class fruit and ornamental stock; new season's plants just starting a splendid opening for the right man; for particulars, Stone & Wellington, Toronto.

WANTED—

at once—Experienced man to unload and deliver coal. Apply Lerner Coal, 425 Hill St.

FEMALE HELP WANTED.

HOUSEKEEPER or general maid. Apply 623 Wellington St. Phone 3290.

MIDDLE-AGED woman to do light household work and assist in care of elderly lady, no nursing required. Apply Box 478, Port Stanley.

PUPIL NURSES WANTED

at the Ontario Hospital for Insane, London, 3-4-5-6-7-8-9-10-11-12-13-14-15-16-17-18-19-20-21-22-23-24-25-26-27-28-29-30-31-32-33-34-35-36-37-38-39-40-41-42-43-44-45-46-47-48-49-50-51-52-53-54-55-56-57-58-59-60-61-62-63-64-65-66-67-68-69-70-71-72-73-74-75-76-77-78-79-80-81-82-83-84-85-86-87-88-89-90-91-92-93-94-95-96-97-98-99-100-101-102-103-104-105-106-107-108-109-110-111-112-113-114-115-116-117-118-119-120-121-122-123-124-125-126-127-128-129-130-131-132-133-134-135-136-137-138-139-140-141-142-143-144-145-146-147-148-149-150-151-152-153-154-155-156-157-158-159-160-161-162-163-164-165-166-167-168-169-170-171-172-173-174-175-176-177-178-179-180-181-182-183-184-185-186-187-188-189-190-191-192-193-194-195-196-197-198-199-200-201-202-203-204-205-206-207-208-209-210-211-212-213-214-215-216-217-218-219-220-221-222-223-224-225-226-227-228-229-230-231-232-233-234-235-236-237-238-239-240-241-242-243-244-245-246-247-248-249-250-251-252-253-254-255-256-257-258-259-260-261-262-263-264-265-266-267-268-269-270-271-272-273-274-275-276-277-278-279-280-281-282-283-284-285-286-287-288-289-290-291-292-293-294-295-296-297-298-299-300-301-302-303-304-305-306-307-308-309-310-311-312-313-314-315-316-317-318-319-320-321-322-323-324-325-326-327-328-329-330-331-332-333-334-335-336-337-338-339-340-341-342-343-344-345-346-347-348-349-350-351-352-353-354-355-356-357-358-359-360-361-362-363-364-365-366-367-368-369-370-371-372-373-374-375-376-377-378-379-380-381-382-383-384-385-386-387-388-389-390-391-392-393-394-395-396-397-398-399-400-401-402-403-404-405-406-407-408-409-410-411-412-413-414-415-416-417-418-419-420-421-422-423-424-425-426-427-428-429-430-431-432-433-434-435-436-437-438-439-440-441-442-443-444-445-446-447-448-449-450-451-452-453-454-455-456-457-458-459-460-461-462-463-464-465-466-467-468-469-470-471-472-473-474-475-476-477-478-479-480-481-482-483-484-485-486-487-488-489-490-491-492-493-494-495-496-497-498-499-500-501-502-503-504-505-506-507-508-509-510-511-512-513-514-515-516-517-518-519-520-521-522-523-524-525-526-527-528-529-530-531-532-533-534-535-536-537-538-539-540-541-542-543-544-545-546-547-548-549-550-551-552-553-554-555-556-557-558-559-560-561-562-563-564-565-566-567-568-569-570-571-572-573-574-575-576-577-578-579-580-581-582-583-584-585-586-587-588-589-590-591-592-593-594-595-596-597-598-599-600-601-602-603-604-605-606-607-608-609-610-611-612-613-614-615-616-617-618-619-620-621-622-623-624-625-626-627-628-629-630-631-632-633-634-635-636-637-638-639-640-641-642-643-644-645-646-647-648-649-650-651-652-653-654-655-656-657-658-659-660-661-662-663-664-665-666-667-668-669-670-671-672-673-674-675-676-677-678-679-680-681-682-683-684-685-686-687-688-689-690-691-692-693-694-695-696-697-698-699-700-701-702-703-704-705-706-707-708-709-710-711-712-713-714-715-716-717-718-719-720-721-722-723-724-725-726-727-728-729-730-731-732-733-734-735-736-737-738-739-740-741-742-743-744-745-746-747-748-749-750-751-752-753-754-755-756-757-758-759-760-761-762-763-764-765-766-767-768-769-770-771-772-773-774-775-776-777-778-779-780-781-782-783-784-785-786-787-788-789-790-791-792-793-794-795-796-797-798-799-800-801-802-803-804-805-806-807-808-809-810-811-812-813-814-815-816-817-818-819-820-821-822-823-824-825-826-827-828-829-830-831-832-833-834-835-836-837-838-839-840-841-842-843-844-845-846-847-848-849-850-851-852-853-854-855-856-857-858-859-860-861-862-863-864-865-866-867-868-869-870-871-872-873-874-875-876-877-878-879-880-881-882-883-884-885-886-887-888-889-890-891-892-893-894-895-896-897-898-899-900-901-902-903-904-905-906-907-908-909-910-911-912-913-914-915-916-917-918-919-920-921-922-923-924-925-926-927-928-929-930-931-932-933-934-935-936-937-938-939-940-941-942-943-944-945-946-947-948-949-950-951-952-953-954-955-956-957-958-959-960-961-962-963-964-965-966-967-968-969-970-971-972-973-974-975-976-977-978-979-980-981-982-983-984-985-986-987-988-989-990-991-992-993-994-995-996-997-998-999-1000-1001-1002-1003-1004-1005-1006-1007-1008-1009-1010-1011-1012-1013-1014-1015-1016-1017-1018-1019-1020-1021-1022-1023-1024-1025-1026-1027-1028-1029-1030-1031-1032-1033-1034-1035-1036-1037-1038-1039-1040-1041-1042-1043-1044-1045-1046-1047-1048-1049-1050-1051-1052-1053-1054-1055-1056-1057-1058-1059-1060-1061-1062-1063-1064-1065-1066-1067-1068-1069-1070-1071-1072-1073-1074-1075-1076-1077-1078-1079-1080-1081-1082-1083-1084-1085-1086-1087-1088-1089-1090-1091-1092-1093-1094-1095-1096-1097-1098-1099-1100-1101-1102-1103-1104-1105-1106-1107-1108-1109-1110-1111-1112-1113-1114-1115-1116-1117-1118-1119-1120-1121-1122-1123-1124-1125-1126-1127-1128-1129-1130-1131-1132-1133-1134-1135-1136-1137-1138-1139-1140-1141-1142-1143-1144-1145-1146-1147-1148-1149-1150-1151-1152-1153-1154-1155-1156-1157-1158-1159-1160-1161-1162-1163-1164-1165-1166-1167-1168-1169-1170-1171-1172-1173-1174-1175-1176-1177-1178-1179-1180-1181-1182-1183-1184-1185-1186-1187-1188-1189-1190-1191-1192-1193-1194-1195-1196-1197-1198-1199-1200-1201-1202-1203-1204-1205-1206-1207-1208-1209-1210-1211-1212-1213-1214-1215-1216-1217-1218-1219-1220-1221-1222-1223-1224-1225-1226-1227-1228-1229-1230-1231-1232-1233-1234-1235-1236-1237-1238-1239-1240-1241-1242-1243-1244-1245-1246-1247-1248-1249-1250-1251-1252-1253-1254-1255-1256-1257-1258-1259-1260-1261-1262-1263-1264-1265-1266-1267-1268-1269-1270-1271-1272-1273-1274-1275-1276-1277-1278-1279-1280-1281-1282-1283-1284-1285-1286-1287-1288-1289-1290-1291-1292-1293-1294-1295-1296-1297-1298-1299-1300-1301-1302-1303-1304-1305-1306-1307-1308-1309-1310-1311-1312-1313-1314-1315-1316-1317-1318-1319-1320-1321-1322-1323-1324-1325-1326-1327-1328-1329-1330-1331-1332-1333-1334-1335-1336-1337-1338-1339-1340-1341-1342-1343-1344-1345-1346-1347-1348-1349-1350-1351-1352-1353-1354-1355-1356-1357-1358-1359-1360-1361-1362-1363-1364-1365-1366-1367-1368-1369-1370-1371-1372-1373-1374-1375-1376-1377-1378-1379-1380-1381-1382-1383-1384-1385-1386-1387-1388-1389-1390-1391-1392-1393-1394-1395-1396-1397-1398-1399-1400-1401-1402-1403-1404-1405-1406-1407-1408-1409-1410-1411-1412-1413-1414-1415-1416-1417-1418-1419-1420-1421-1422-1423-1424-1425-1426-1427-14