

Can. Mail Printing Co.

THE MAIL AND EMPIRE
ILLUSTRATED
"WANT ADS." SERIES.

HF 6125

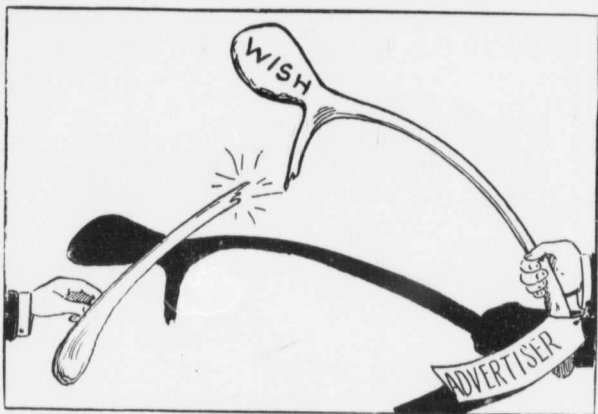
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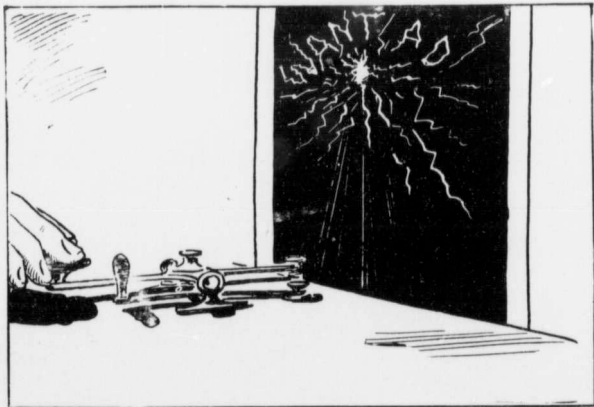
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Entered according to Act of the Parliament of Canada in the
year 1906 by the Mail Printing Co. at the
Department of Agriculture.

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If you want anything we are as anxious to print the fact as we are to print the news. A want ad. is better than a wish-bone.



The want ads. are the real wireless telegrams—sent to all the people in order that the right ones may be reached
There is probably one for you in this paper to-day.



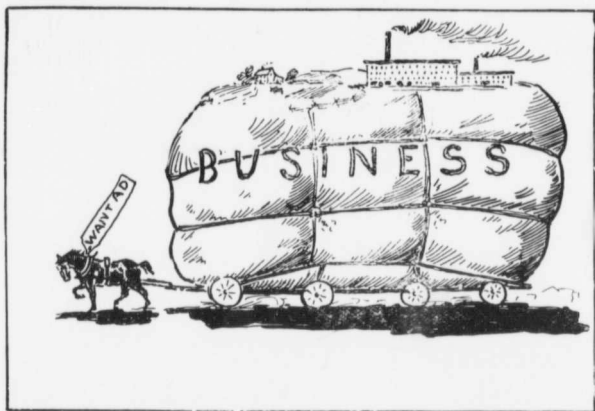
The want ads. are the real wireless telegrams—sent to all the people in order that the right ones may be reached.

There is probably one for you in this paper to-day.



If the slowest way of selling a house is good enough for you, then don't bother about inserting a classified advertisement.



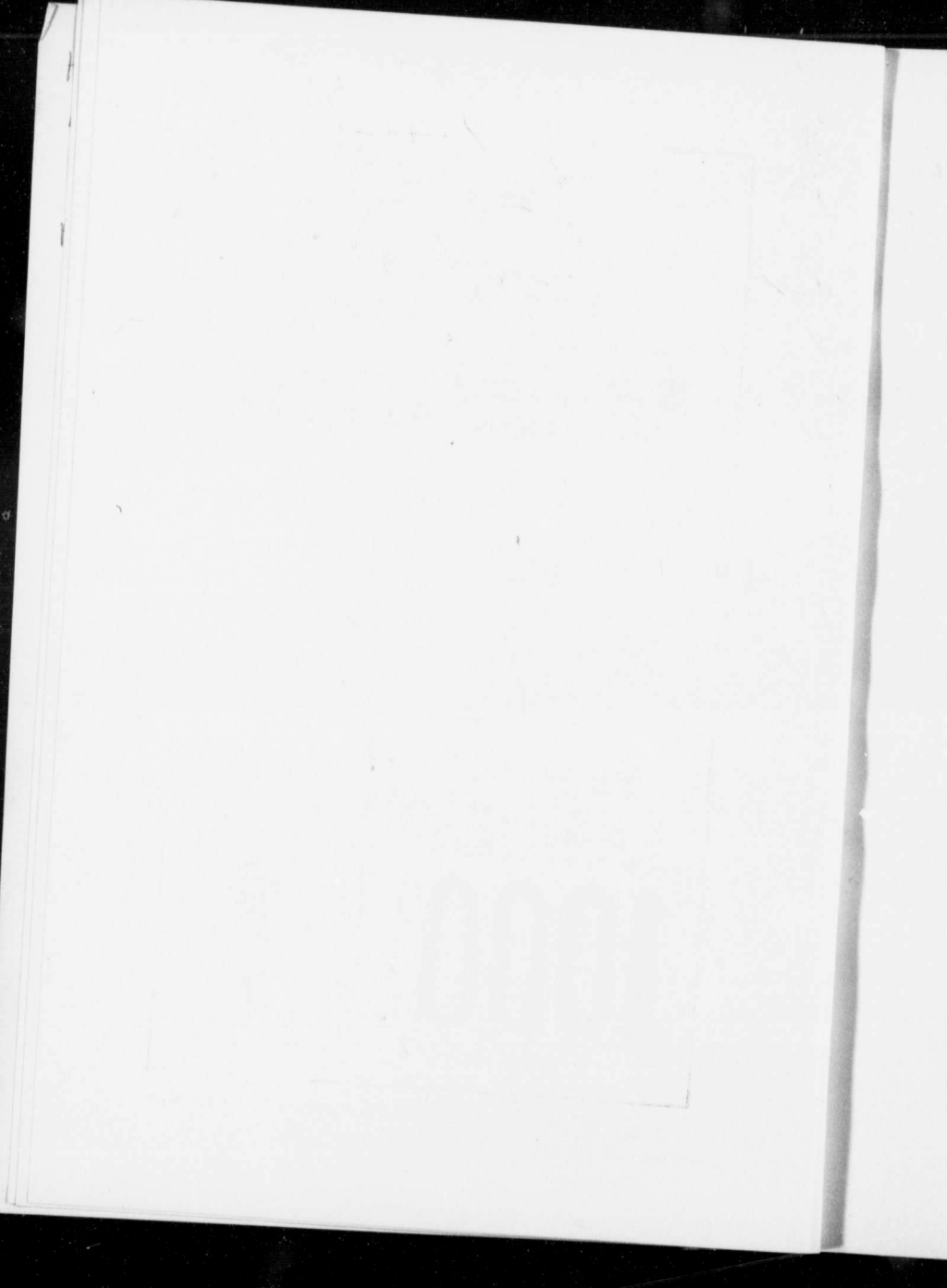


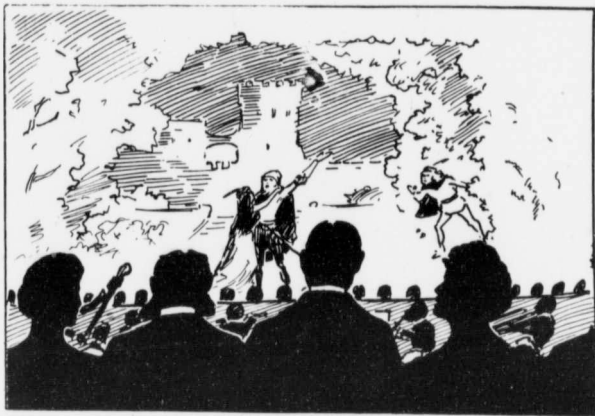
Sometimes a very small advertisement will bring about a pretty big transaction. Four printed lines have sold a farm; two simple sentences have found a buyer for a store or factory.

“PUBLICITY IN SMALL PACKAGES” may solve the biggest problem that faces you in your business life.

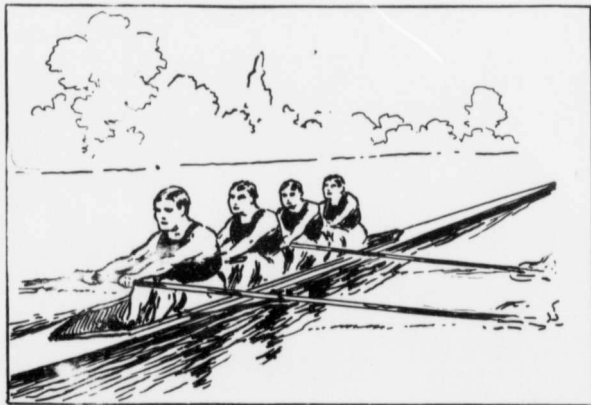
FOR BUSINESS	AGAINST
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Want ads. give you “Control of Circumstances” in a thousand instances in life out of a thousand and one.



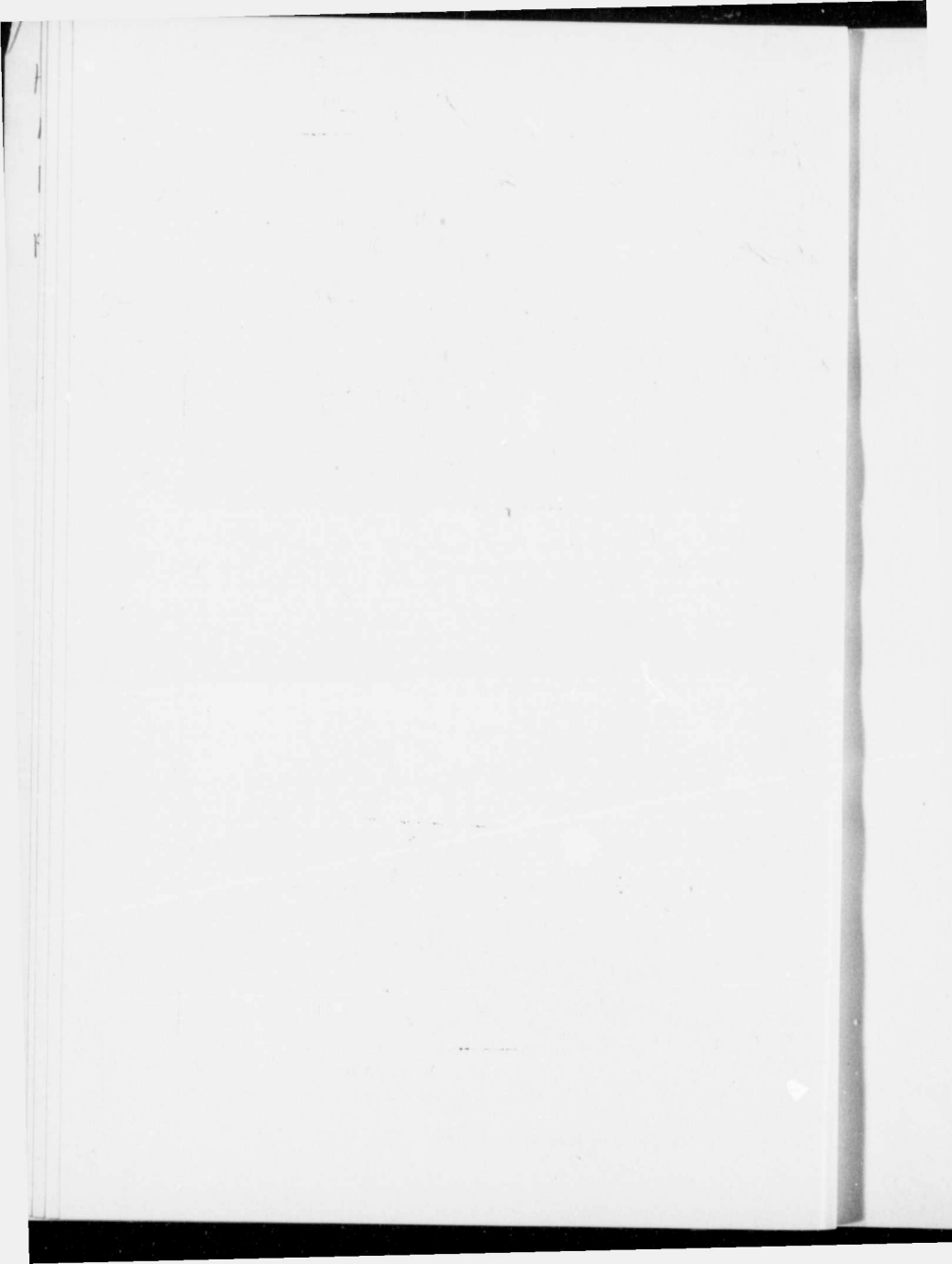


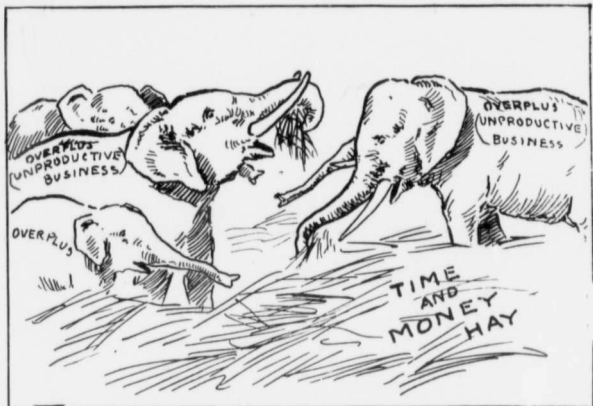
There is a way for you to go to some high-class entertainment once a week without being any poorer. The income from renting that hall bedroom would pay the expense. Try a want ad



Your force of business helpers must pull as steady a stroke as a boat crew. No business lags or fails where this is so. None succeeds otherwise.

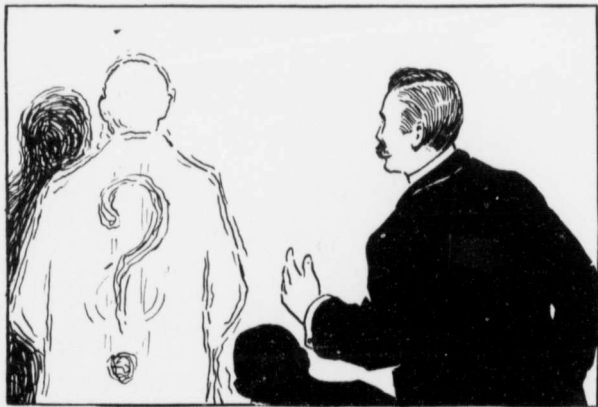
Do you need some new office help? You are "the Doctor."





If you own a lot of property, which for any reason you cannot properly manage, you are trying to support "a herd of elephants." Turn your "elephants" into cash through the want ad. columns.

WHO IS THE OTHER MAN ?



If that business scheme of yours is good enough for you to devote your time to it, it is good enough for some other man to invest his money in.

You can find out who the "other man" is, through a "Business Chance" advertisement in this paper.



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Look over your cash book and figure out how much money you have spent for "Want ads." in these columns during the past year which have brought no returns.

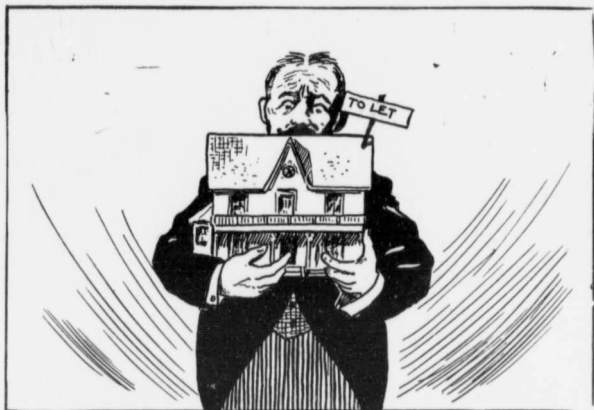
It probably would not pay your car fare home if you had it.



Want advertising is the standard remedy for "Thorns in your side."

Careless employe—unsatisfactory tenant—poor cook—any sort of thorn removed and the wound quickly healed by want advertising in The Mail and Empire.

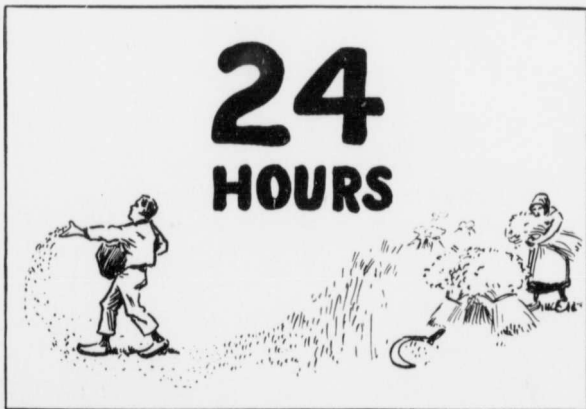




Not even a rich landlord can afford to have a vacant house on his hands.

The load crushes a poor one.

An ounce of publicity will prevent it.



Seed time and harvest usually follow each other in the space of 24 hours in Mail and Empire want advertising.

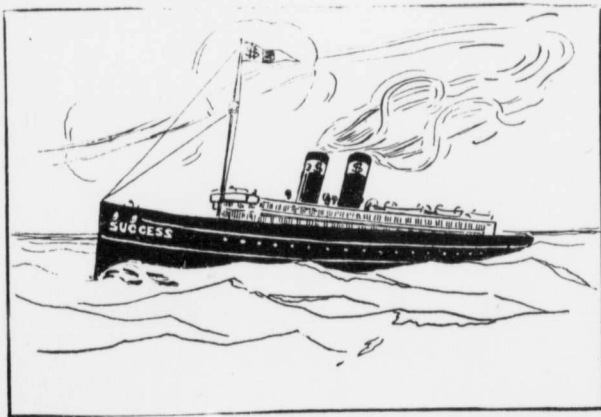
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Did you ever receive a registered letter and fail—or forget—to open it?

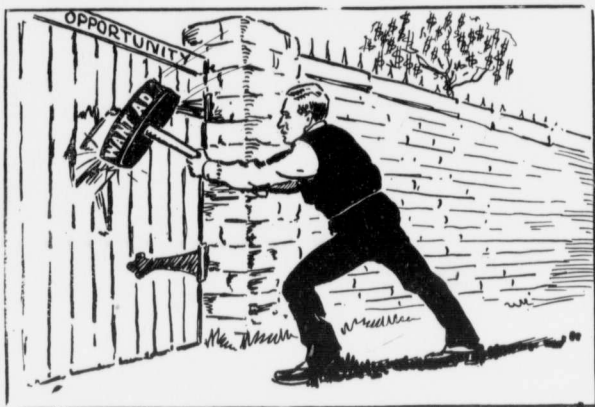
If so, you are probably one of the people who never read the want ads.



In olden times, people—hopeful of improved fortunes—would say: "Wait until my ship comes in."

Your ship may be in to-day. Look for it among the want advertisements.



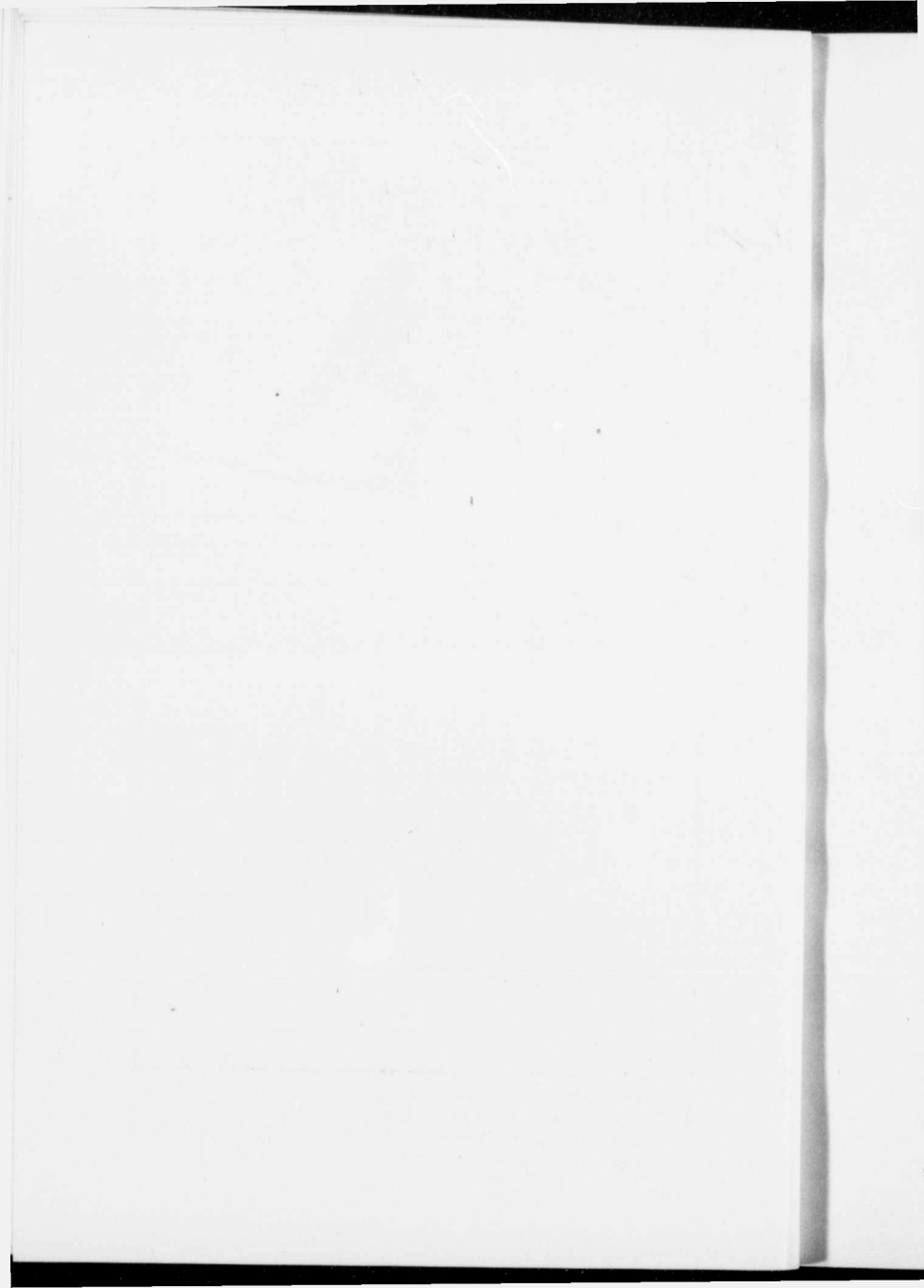


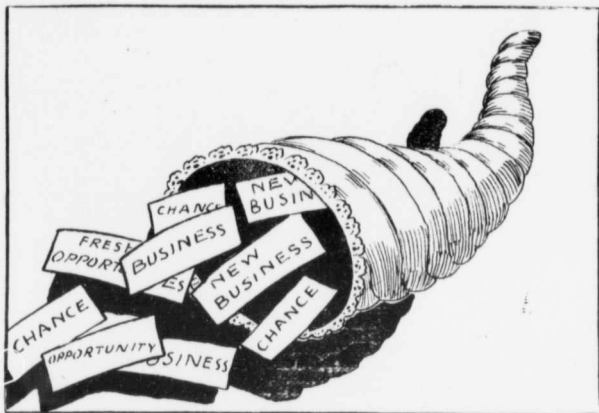
The determined man—whether he wants a situation—a partner—to make an investment—or to find an investor—will be found “Battering the gates of opportunity” with the solid shot of publicity.



Many a woman confronted with sudden reverses has “baffled the wolf” by securing private pupils in music or drawing.

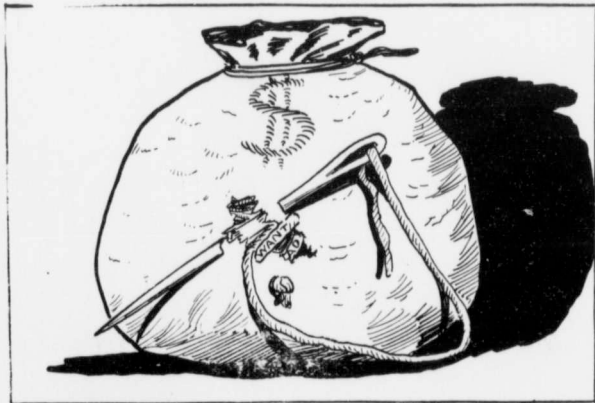
Here again the “wolf” might have had the best of it were it not for the help of the want ads.



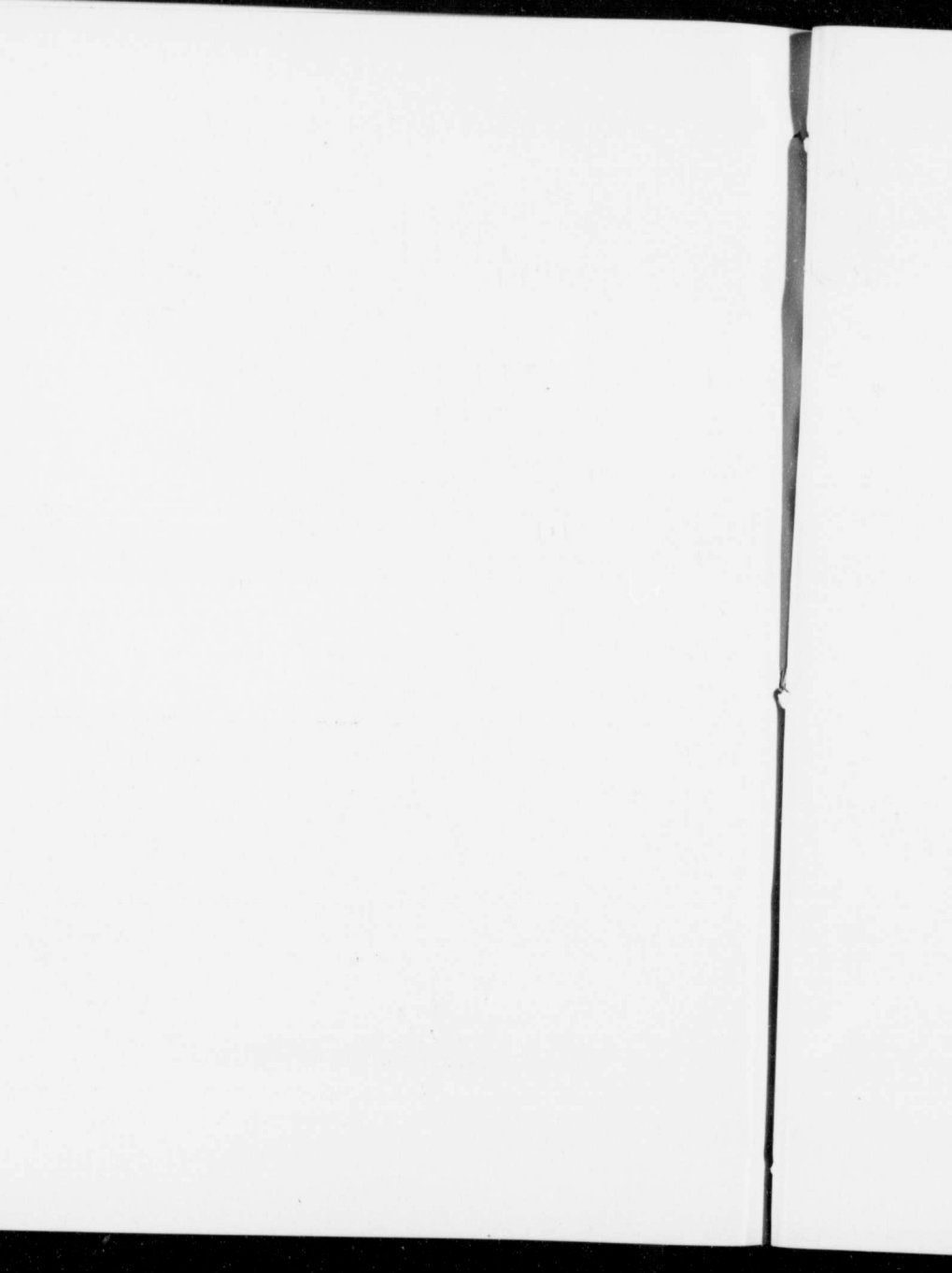


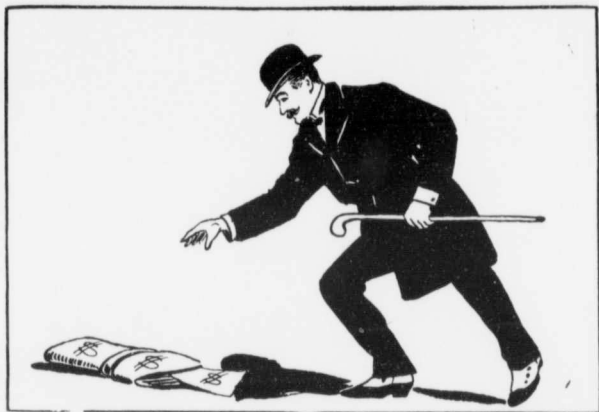
Every day the want ad. columns are a veritable cornucopia of opportunities.

You might as well have no opportunities at all as overlook those at your hand.



Most "Want ads." are "stitches in time," and "ounces of prevention."



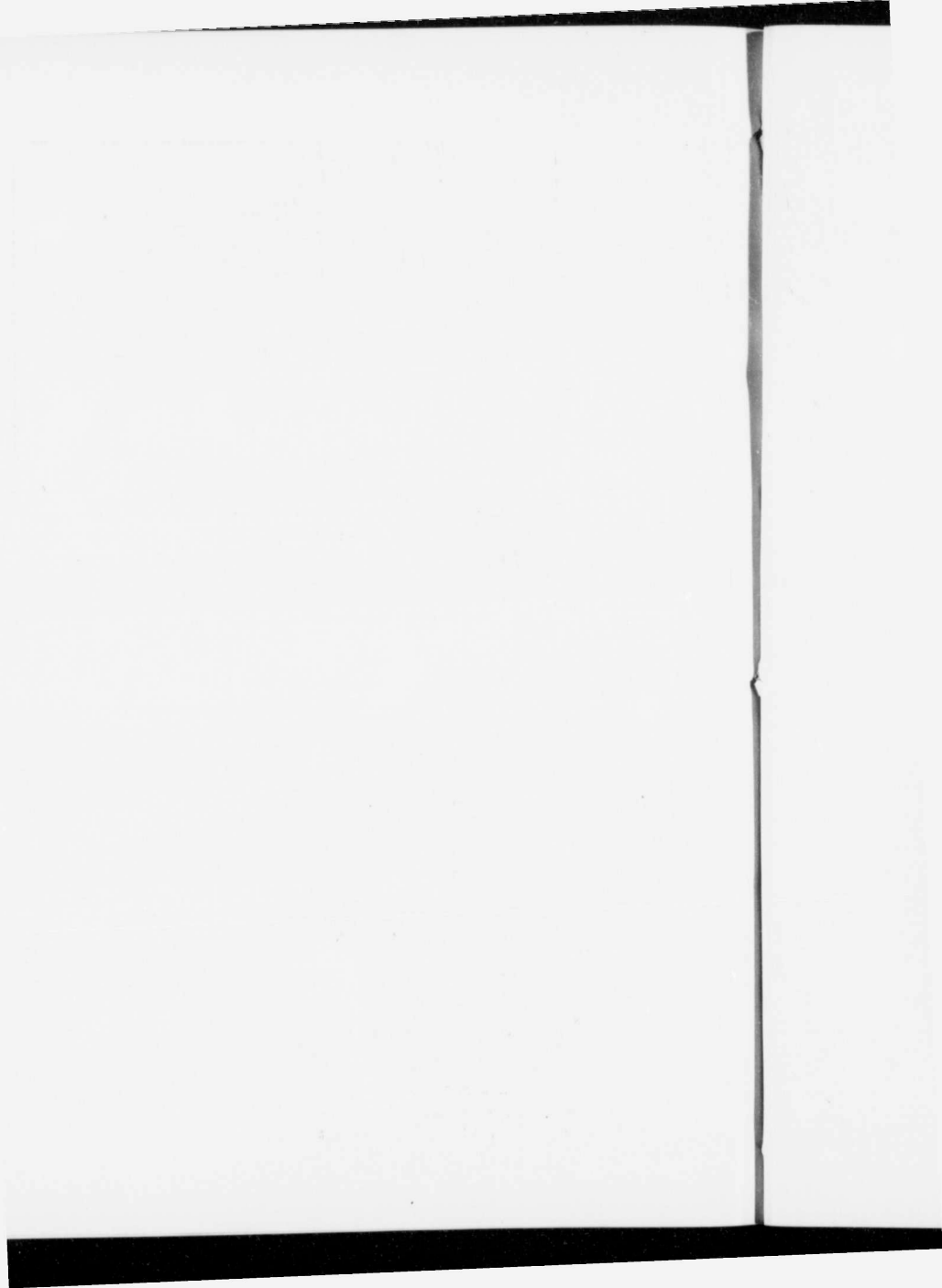


If you had found some article of value, you would read the "Lost and Found" advertisements, wouldn't you?

And if you have lost something of value, the finder will read these ads. too.

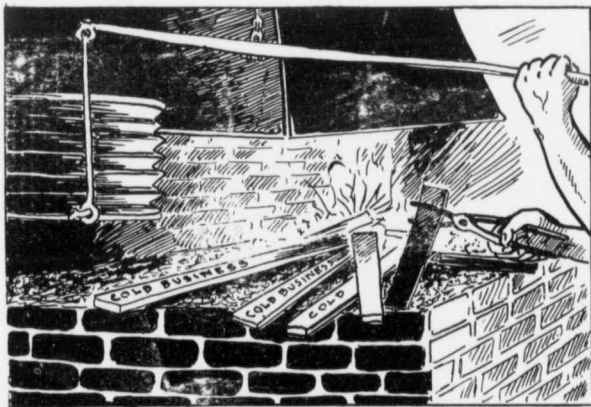


"To fear the worst, oft cures the worst"; and when loss of employment is threatened it is well to "cast an anchor to windward," by advertising for another position.



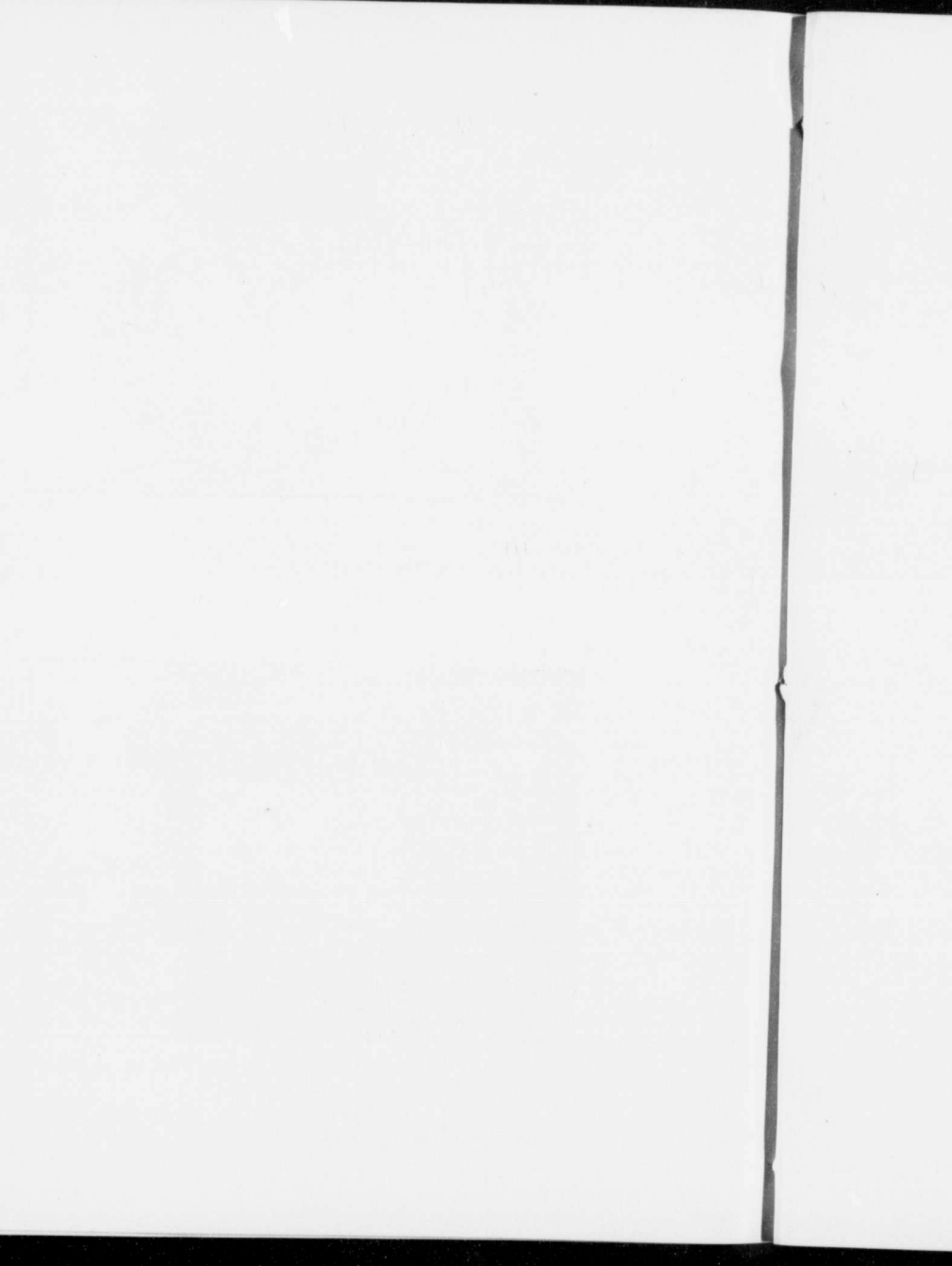


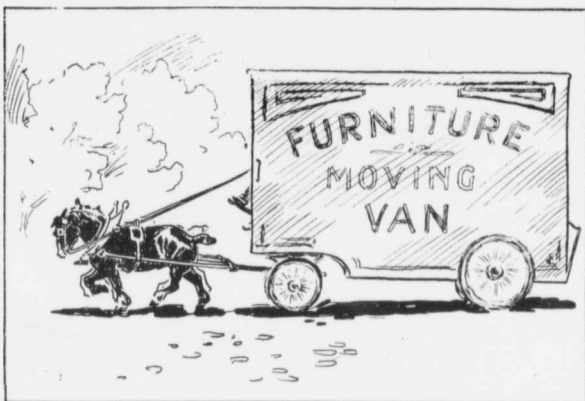
Your wife may have been house-hunting for months at odd times ; but when she takes a column of "To Let" advertisements with her, you had better make up your mind to move.



If you are allowing any of them to grow cold, the chances are that you have "Too many irons in the fire."

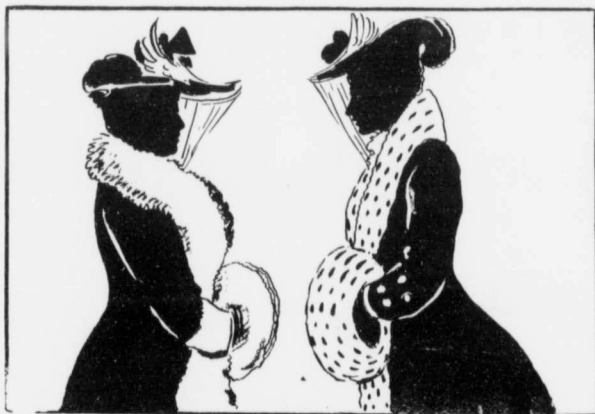
If you have any "irons" to sell, try a "Business Chance" advertisement in these columns.





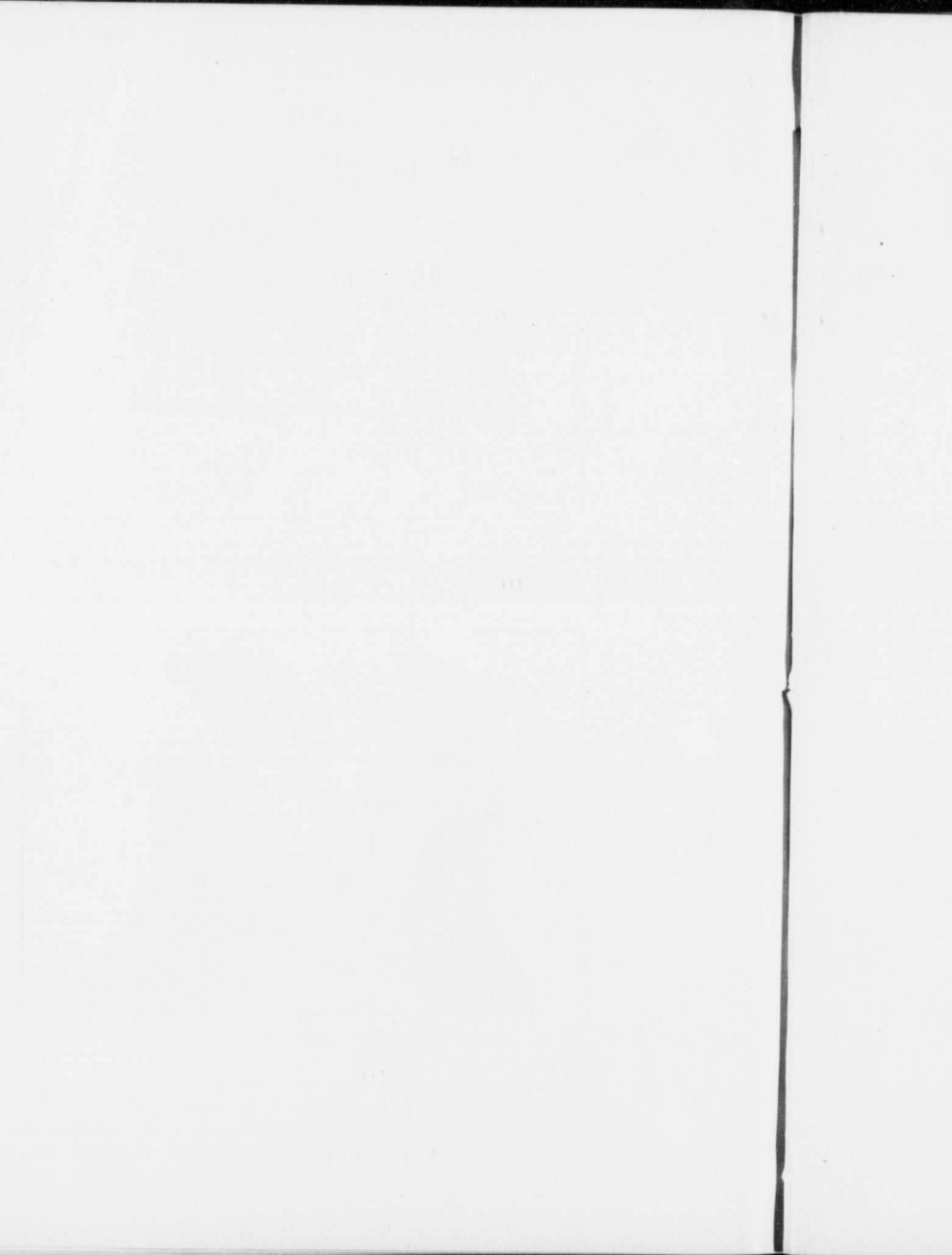
Every day in this city **SOME PEOPLE** make up their minds to move.

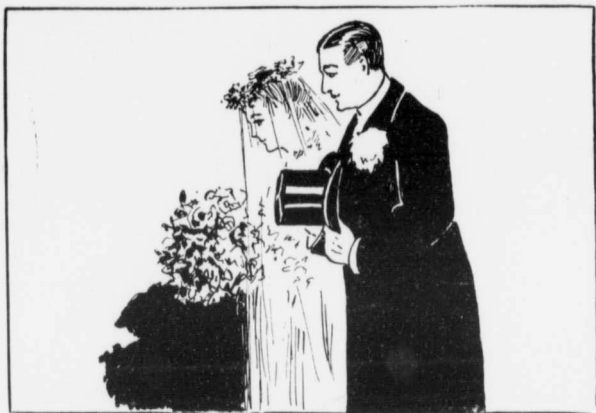
If you have a vacant house or apartment you should have something to say to these people.



One woman meets another and asks—"Do you know of a good servant who wants a place?"

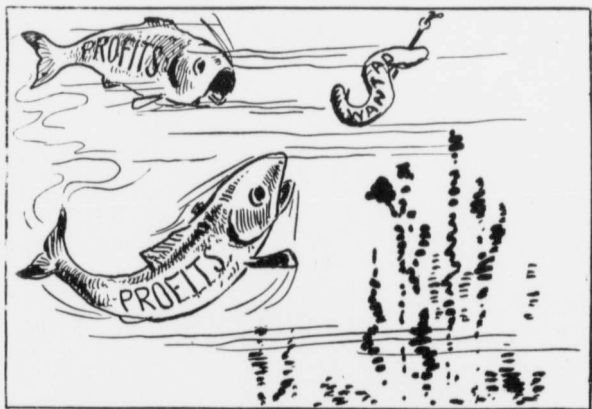
Another woman, by means of a want advertisement in these columns, propounds the same question to thousands of women, including servants. Some one among these thousands can answer the question in the affirmative—which the one woman probably cannot do.





You didn't allow someone else to select your wife for you : why let your friends select your " help ? "

Use a want ad.—and your own judgment.



Bait your business hook with a " Want Ad." in The Mail and Empire, and draw profits from the sea of commerce.