## POOR DOCUMENT

# MC2035 

## Tinn Innung Climeg-stax <br> 

TWELVE PAGES-ONE CENT
Labor Federation, Backing Lafollette, Plansto Sweep Country KIDDIES, MISSING 3 DAYS, FOUND



DEPOT PROJECT IS
TOO LONG DEFERED

Maid, On Job For Less Than a Day
Walks off With $\$ 2,000$ in Jewerry

FLIERS ABANDON


LEOPOLD EXPECTS DEATH SENTENCE

EXPECT BIC CROWD

2 DEAD, 1 MISSING IN ${ }^{\circ}$ MANE HOTEL FIRE


NFLD. STRIKERS ARE

AGAIN ON JOB 2 CHIDREE FROM LAKE UTOPPA WERE LOSTSIMEEFRIBAY Sarching Party Located | Them This Morning, is |
| :---: |
| St. Gerre Recort | WOMAN WITH THEM Catherine Shea, Found Ne Chidrers H Home Sundar Unable to Explain.

$\qquad$

Aiva Cook, aged four, and An-
nabelle, aged five, two little
daughters of No.
iding on Utopia, on the Lake Rour Rioad at rom
here, were found this mormin
in a weakened condition anter
being missing from their hom pho word received by
Mayor this morning here
May Maratan
ally
 ve, of all the employes in ithe
various factories in St. George
More than 1,000 persons tool part in the esearch this moroning.
The spot where they were dis-

A woman named Catherine
Shea, who took the children
berrying, was found berrying, was found on Sunday
in a dazed condition.






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Lieut.-Governor Is
Coming to St. John

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| FAIIS 35 FEET TO | THE EVENING TIINES．STAR，ST．JOHN，N．B，MoNDAY，AUGUST，4， 924 |  |  |  |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  |  | $\mathbf{c}_{\text {ReRSNAS }}$ |  | REPORT ON TUCKER PARK SUBMITTED | New Art Glassware Vases and Bowls |  |
|  |  |  |  | PARK SUBMIIIEU <br> Commisisone Frink to Ne ． |  |  |
| ell，of Long $\left\lvert\, \begin{gathered}\text { w } \\ \text { to } \\ \text { m }\end{gathered}\right.$ |  | Als | IMPERRIL THEATRE | Commissioner Frink to Ne gotiate With Turnb Real Estate Co． | O．H WARWICK \＆CO Limited |  |
|  |  |  |  |  | O．H．WARWCK \＆CO．，Limited <br> 78－82 King Street |  |
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| $\frac{\text { SHIPPIING }}{}$ |  |  |  |  | Cushions Reverse |  |
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|  |  |  |  |  | Duty Free Export <br> Cheap Power and Pulp <br> A monopoly of the American | uty Free Export， heap Power and Pulp |
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| BIRTHS |  |  |  |  |  | St．Lawrence Mills $6 \frac{1}{2}$ p．c．Option Bonds |
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|  |  |  |  | Robber Sold |  |  |
|  |  |  |  | Bathing Sh |  |  |
|  |  |  |  | PRANCI |  |  |
| N＇S |  |  | CILMOUR＇S <br> 68 KING <br> Clothing，Tailoring，Furnishin |  | J．M．Robinson \＆Sons |  |
|  | AMLAND BROS．，LTD． 19 Waterloo Street |  |  |  |  |  |
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We Can Now Supply You With a Selected Line of GMPDE:



$\xrightarrow{\text { For Fine Floors- }}$
 $\xrightarrow{\text { For Barms }}$ Glidden Barn Paint



We Recommend Glidden Paints and Varnishes Because WE KNOW They are Fine Products, Fairly Priced

25 Germain Street
Phone M. 1910

## EMERSON BROS., LIMITED

St. John, N. B

We are proud to announce our
new connection with The Glidden Company, nationally known makers of fine paints, varnishes, enamels PRICES. Read the following paragraphs, then come in and select the right Glidden Paint or Varnish don't put it off, put it on.
Come in for Special


To Make Things New
-Genuine Japa-alac


or Your Motor Car und Aute Finhew and



 For Fine wo didor
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THE EVENING TIMES.STAR, ST. JOHN, N. B., MONDAY, AUGUST 4, 1924


## POOR DOCUMENT

## MC2035

THE EVENING TIMES.STAR, ST. JOHN, N. B., MONDAY, AUGUST 4, 1924
EVENING TIMES-STAR MAGAZINE PAGE FOR THE HOME


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ESTLR'S FOOD CO. OF CANADA LMMITED, MONTREA

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THE EVENING TIMES-STAR, ST. JOHN, N. B., MONDAY, AUGUST 4, 1924

Want Ads Are Money Makers-Use The Times-Star Classified Columns.
The EveningTimes-Star Classified

## Advertisements




1




 $5=2=$ mixnexaix MALE HELP WANTED


 Ac, AUo--Kntter rea. Troront


 $\frac{\text { WANTED-Help. Hamilton }}{\text { Hoter }}$

 AGENTS WANTED $\pm \pm \pm=2=$



 SITUATIONS WANTED

 AUTHOR OF STORIES
OF THE SEA DEAD

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Can a Want Ad Cure Indigestion?
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The Times-Star The Paper With the Want Ads,

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BOARDERS WANTED



## ECONOMY COAL


J. S. Gibbon \& Co,

Broad Cove Coal!
We hancle the Best Broad
Cove Coal on the market. Why
ecause it is the old orisinal N.
one and sreoned, Tree fro
cheapest.
McGivern Coal Co


City Fuel Co
City Road

200
ECH AND BIRCH
CUT TO ORDER
$\$ 13.50$ Per Cord
D. W. IAND,

PEA COAL \$9 Ambiciow winimicarr
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Delay Now
Siver Later
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TiN YOUR COAL Now
Tho ond give vivith



ON HAND
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Mudix fitiou
SUIN COAL \& WOOD CO.
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Also hiben Ginde
Maritime Coal Servica

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To Clao Ned dat space

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Canson coal co.
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 BULL MOVEMENI IN NNTH WEEK


FOR SALE


GETTING BAGK TO HOPES RUN HIGH NORMALINENGLAND FOR SETTIEEMENT Ver. Archdeacon Crowfoot,
Home From Europe, Tells
of Condititons.


## HOW TO WRITE WANT ADS

What to say-and how to say it-facts that influence the resilits that you are after.

Results from classified advertising depend largely upon how the advertisements are written. The following are some suggestions that might prove helpful in properly writing a classified ad.

Don't try to save space by abbreviating or leaving out words. Use plain English and enough of it to tell all about the proposition

Point out in your proposition the things in which you think the pros ct would be most readily interested.
Select the strongest selling point; this may be the price, the opportunity to make or save money, the exclusivenundred things.

Emphasize this point or points to arrest the reader's eye as he glances through the classified columns; this can be accomplished by placing the
most important features at the head of the advertisement or by the use of large type.
Inasmuch as the amount of money involved is a vital factor in all transactions prices should always be given.
A man does not want to waste time looking up a proposition when he does not know whether it is within the range of his pocketbook. He answers those advertisements he knows come within the price he has in
mind. Many people will not answer an advertisement that omits the mind. feeling that the advertiser intentionally did not mention the price because it is too high.

The number of replies lost because the price is too low or too high is more than made up by the response gained from those to whom the price is right and
had been omitted.

Make your classified advertisements specific. "If it is sold on terms, int out the specific terms, not just "easy terms," but " $\$ 5,000.00$ down and $\$ 200.00$ a
Always bear in mind that what is "easy," "desirable," "convenient," not be for another.
"Half a block from Fairville car line" indicates the exact location whereas "convenient to car line," taking almost a
The pulling power of the classified advertising lies in the directness The pulling power of the classified adv.
It is always well to impel action at the end of an advertisement. Often a person will have a real want and nehow lacks the power of suggestion to induce action.
To overcome this it is advisable to use a phrase that helps the reader o respond at once. "First caller gets this." "This will not last long at
he price," "This is a special offer, see Mr. Smith before noon," "Telephone us and we will call for you in our car," and other such phrases ften stimulate immediate action.
Another element that invites immediate response is to make it easy the person answering the classified advertisement to find you.
A telephone number is usually very easily called and many people
dislike to call personally unless they can determine further details by dislike to call personally unless they
On the other hand, street addresses should be given wherever possible

Some people have no telephone, others dislike using it and therefore prefer calling in person.
Not only make it easy for the reader to answer your advertisement but always be on hand
This seems like rather foolish advice yet experience in classified advertising proves that many people expect a cent receive the answers or wrill depend on a person to receive the answers who knows little or nothing about what is advertised.
Repetition has a certain strength. Classified Ads that readers pass by Or day may receive interested attention and response the next.
One of the peculiarities in classified advertising is the fact that an adfollowing day, possibly when least expected, answers will come from every quarter. For this ruason, exper of days.
their advertisements to run a number
The responsiveness of a newspaper's circulation is important. Reof that newspaper's circulation in the Classified Ads. The newspaper that is constantly increasing reader interest in its classified columns through publicity can generally be depended upon for results if result are possible at all.

## THE TIMES-STAR AND THE TELEGRAPH-JOURNAL

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SPORT NEWS GLEANED FROM WORLD'S CENTRES


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| Trimmed | Charming |
| :--- | :--- |
| Summer | Felt Hats |
| Hats | Just |
| --81 | Received |
| Marr Millinery Co. <br> Limited |  |

A QUICK CLEAN-UP OF
MENG STRAN HATS
We Are Making Just Two Prices $\$ 2.00$ and $\$ 1.00$
F.S. THOMAS

539 to 545 Main St.


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## Contractors' Supplies

Portland Cement
"Pudlo" (Cement Waterproofing)
"Garland" (Cement Floor Hardener)
Fire Brick, Fire Clay, Chain Wire Rope,
Manilla Rope, Barrows, Rock and Clay

## London Concrete Mixers

A Mixer For Every Job


Many a recognized business man counts an investment good that has reliability-definite returns. Whether the investment in furniture at Everett's is large or small, dividends remain the same, bringing its own reward of satisfactory service-joy of
possession-absolute dependability! - see how the appearance of our stock backs up these statements.

Prannure ownety


New Arrivals

## Dresses and Hats



D. Magee's Sons, Ltd.


