## POOR DOCUMENT

## MC2035

##  <br> USE THE WANT AD WAY 

 TWELVE PAGES-ONE CENTCash Payments to France by Germany Blocks Progress ST. JOHN NOW NEEDS DECENT DEPOT


CASS TO COACH U.N.B. FOOTBALL S Q UAD
$\square$ Namex s











London Firm Rents Car For $\$ 1,250$ a
Year; Provides Gas, Tires, Tax and All


## PER SIA RELIEVEDD $\begin{gathered}\text { Conservative Wins } \\ \text { Labor Constituenc }\end{gathered}$







CANADIAN GOLF TOURNAMENT OPENS



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## Look to This List For Strongest Bond Incomes

Month End Sale White Footwear


And don't forget to look into the Bargaiu Ra
Francis \& Vaugham 19 KING STREET

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THE EVENING TIMES.STAR, ST. JOHN, N. B, FRIDAY, AUGUST 1, 1924


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## MC2035

THE EVENING TIMES-STAR, ST. JOHN, N. B., FRIDAY, AUGUST 1, 1924


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EVENING TIMES-STAR MAGAZINE PAGE FOR THE HOME



FRECKLES AND HIS FRIENDS-ONE THING IS HARD TO DIVIDE

 The Vacation Larder


 because it isrich-

|  | $43 \%$ of this milk |
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| MILK | NESTLE'S |
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THE EVENING TIMES-STAR, ST. JOHN, N. B., FRIDAY, AUGUST 1, 1924
Want Ads Are Money Makers-Use The Times-Star Clasified Columns

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ST:IOHN MERRHANT SAYS OPPORTIUNTY OF MARTIME
MANUFACTURER NEVER SO GREAT

## With Halifiax Paper- Shows the thenunuarturer How He Can be Asusured of Lopel Sup. port of the Public. <br> What to say-and how to say it-facts that influence the results

## 






## HOW TO WRITE WANT ADS

 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 abbroviating or leaving out worde
in English and enough of it to toll all about the proposition.
Point out in your proposition the things in which you think the pros
would be most readily interested.
Select the strongest selling point; this may be the price, the oppor nity to make or save money, the excluaiveness of the prop
cation, the size, the terms or any one of a hundred 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 of large type.

Inasmuch as the amount of money involved is a vital factor in al actions prices should always be given.
A man does not want to waste time looking up a proposition when
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
price, 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 price is right and who probably would not have replied at all if the price had been omitted.

Make your classified advertisements specific. "If it is sold on terms point out the specific terms, not just "easy terms," but " $\$ 5,000.00$ down

Always bear in mind that what is "easy," "desirable," "convenient,"
"good," "beautiful," "wonderful," "close," "cheap" for one person may not be for another.
"Half a block from Fairville car line" indicates the exact location
Hais "convenient to car line," taking almost as much space, may mean anywhere from a few houses to several blocks.

The pulling power of the classified advertising lies in the diregctness th which important details are specified.
It is always well to impel action at the end of an advertisement. Ofter a person will have a real want and need for the ching adverised, but th to induce action.

To overcome this it is advisable to use a phrase that helps the reade to respond at once. "First caller gets this." "This will not last long a phone us and we will call for you in our car," and other such phrase often stimulate immediate action.

Another element that invites immediate response is to make it easy or 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
On the other hand, street addresses should be given wherever pos sible.

Some people have no telephone, others dislike using it and therefore efer calling in person.
Not only make it easy for the reader to answer your advertisement but always be on hand to answer calls when they come.

This seems like rather foolish advice yet experience in classified ad vertising proves that many people expect a classified advertisement to
bring returns when they are not even present to receive the answers o bring returns when they are not even present to receive the answers o
will 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
On the peculiarities in classified advertising is the fact that an ad
One of the peculiarities in classified advertising is the fact that an adfellowing day, possibly when least expected, answers will come from every quarter. For this reason, experienced advertisers usually order
their advertisements to run a number of days.

The responsiveness of a newspaper's circulation is important. Re sults to Classified Ads in any newspaper depend on the reader interest of that newspaper's circulation in the Classified Ads. The newspapers through publicity can generally be depended upon for results if results are possible at all.

THE TIMES-STAR AND THE TELEGRAPH-JOURNAL

IMPROVEMENT IS
SLOW BUT STEAOY Trade Paper Reports on I
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in Canada.





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SPOR'T NEWS GLEANED FROM WORLD'S CENTRES


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SMASHING IEFT

## Details of Big Middleweigh

Details of Big Middleweight
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An Opportunity to Buy Summer Hardware at a Considerable Saving $=$ McAVITY'S



| Clamp Lamps, $\$ 1.95$ <br> little lamp with the wonderful clam | Electric Curling Irons, $\$ 1.95$ |
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|  | Tungsten Bulbs, 23c |
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| \$1.65 | Electric Table Stoves |
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| K | Scovil Bros., Ltd. $\rightarrow$ KING STREET |
| + | - |
| D V/D | N |

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!

Drop in at either King street or Charlotte street entrance and ee how the appearance of our stock backs up these statements.


The Hunt for Bargains
Ladies' Summer Hats and Children's Straws
 LADIEs' HATS in two lotata 81.63 and $\$ 2.98$
DRENSS STRAWS in fur
CHILDRENS STRAWS in four lots. 29c, 39 c , 59 c ,, 88,
D. Magee's Sons, Ltd. 1859 King St.


