## POOR DOCUMENT

## MC2035

## If you have a flat or rooms to rent. now is the time to advertise. Suburbanites are advertise. Suburbanites are moving back to the citt and are looking for suitable places to locate. <br> The Tounng Ulmeg-star <br> When you advertise a flat to rent, give a full descrip- tion- location, number of rooms, rent and other impo

 WELVE PAGES-ONE CENI
## Windstorm Hits Atlantic Coast; Crew of 80 Face Death ITALIAN AIRMAN HAD BAD TIME



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## Hassler announces anew R ${ }^{\text {C b bound }}$ Check $\mathrm{sh}_{0} \mathrm{c}_{\mathrm{k}}^{\omega_{k} \mathrm{~A} A b s o r b e r}$ for Ford Cars \$ 50 at a new low price perse of four Installation Extra



Ten Positive Advantages the New Hassler

 Mrand







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THE EVENING TIMES-STAR, ST. JOHN, N. B. TUESDAY; AUGUST 26, 1924


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EVENING TIMES-STAR MAGAZINE PAGE FOR THE HOME


BOOTS AND HER BUDDIES-A BIRD'S-EYE VIEW-MAYBE


## Cumarod <br> MEANS SERVICE

 Gratibuninginextin and
attentive service of sp
traind employes.



 For fates and ariing dotese soe the Conatd The Robert Reford Coo., Limited

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## MC2035



F. A DYKEMAN \& CO.,

## Watch their teeth

Children fed on white flour bread and mushy porridges are certain to have poor teeth and soft gums. Le them have all the Triscuit they want-it is the whole wheat, and its tasty crispness encourages thor ough mastication. Just as healthful and delicious for grown-ups. A real whole wheat cracker-delicious with butter, soft cheese or marmalades. Made just the Whe as Shredde that it is compressed into a wafer.


## Shredded Wheat Triscuit

EAT AND-Lose Weight-Gain Weight

Month-End
Bargains
AI BROWN'S

| \$1.85 Sport Flannel, all colors, 54 in. $\$ 2.50$ Black and Navy Duchess Satin, 35 in. | Sale $\$ 1.49 \mathrm{yd}$. <br> Sale $\$ 1.89$ yd. |
| :---: | :---: |
| . 00 yd. Bleached D | Sale 59c yd. |
| \$1.25 Ladies Corsets | Sale 89c pr. |
| 20 c yd. Roller Towelling. | Sale 15c yò. |
| 75c pr. Ladies' Black Italian Silk Hose | Sale 39\% pr. |
| 35c ea. Pillow Slips, 40, 42, 44 inch. | Sale 29c ea. |
| 75c yd. White Mercerized Waisting | Sale 35c yd. |
| 39c yd. Black and Colored Sateen. | Sale 29c yd. |
| 59c yd. Silk finish Lingerie Crepe. | Sale 39c yd. |
| 75c pr. Art Silk Hose | Sale 39c pr |
| 40c yd. Oriental Crepe. | Sale 25 |
| 20c yd. Unbleached Cotton | Sale 15c yd. |
| \$1.69 ea. Gingham and Chambray Dresse | Sale \$1.19 |
| \$1.95 ea. Navy Print Dresses, la | Sale \$1.59 |
| \$1.50 ea. Children's Gingham Bloomer Dr | Dresses. . 59c ea. |
| \$3.00 ea. Martha Washington Dresses | Sale \$1.50 ea |
| 95c yd. Navy Serge | Sale 69c yd. |
| 75c yd. Lingerie Satin, all colors | Sale 59c yd. |
| $\$ 1.00 \mathrm{yd}$. Pongee Silk, first quality | Sale 75c yd |
| 95c yd. Fancy Dress Voiles | Sale 49c yd. |
| 45c yd. Madras Curtainette. | Sale 25 c yd. |
| 75 cea . Brassieres | Sale 49c ea. |

## I. Chester Brown <br> 33-26 KiNG SQUARE. Next Imperial Theatre.




Call Main 5000



 PURITY MILK

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## MC2035

THE EVENING TIMES-STAR, ST. JOHN, N. B., TUESDAY, AUGUST 26, 1924

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## HOW TO WRITE WANT ADS

What to say-and how to say it-facts that influence the results 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. 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
pect would be most readily interested. interested.
Select the strongest selling point; this may be the price, the oppor tunity to make or save money, the exclusiveness of the pro
location, 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 most important features at the head of the advertisement or by the
of large type. Inasmuch as the amount of money invol
A man does not want to waste time look 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 pric
because it is too high.

The number of replies lost because the price is too low or too hig 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 " $\$ 5,000.00$ dow and $\$ 200.00$ a month at 6 p.c. interest.
Always bear in mind that what is "easy," "desirable," "convenient," good," "beautiful," "wonderful," "close," "cheap" for one person ma

"Half a block from Fairville car line" indicates the exact location whereas "convenient to car line, taking aimost as
mean anywhere from a few houses to several blocks.

The pulling power of the classified advertising lies in the directness th which important details are specified.
It is always well to impel action at the end of an advertisement. Often a person will have a real want and need for the thing advertised, but the wording of the advertisement somehow lacks the power of suggestion to induce action.
To overcome this it is advisable to use a phrase that helps the reader to respond at once. "First caller gets this." "This will not last long at
the 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 phone us and we willediate action.
often stimulate imme

Another element that invites immediate response is to make it easy for the person answering the classified advertisement to find you.
A telèphone number is usually very easily called and many people
fislike to call personally unless they can determine further details by disiike to call personally unless they
telephone conversation beforehand.

On the other hand, street addresses should be given wherever possible.

Some people have no telephone, others dislike using it and therefore Some people have
prefer calling in person.

Not only make it easy for the reader to answer your advertisement ut always be on hand to answer calls when they come.
This seems like rather foolish advice yet experience in classified advertising proves that many people expect a classified advertisement to bring returns when they are not even present to receive the answers or will depend on a person to re
ing about what is advertised.
ing about what is advertised.
Repetition has a certain strength. Classified Ads that readers pass
Repetition has a certain strength. Classified Ads that readers pass
the first day may receive interested attention and response the next.
One of the peculiarities in classified advertising is the fact that an advertisement may run several days and not bring a single result, yet the following day, possib 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. Results to Classified Ads in any newspaper depend on the reader interest of that newspaper's circulation in the Classified Ads. The newspaper that is constantly increasing reader interended upon for results if results through publicity
are possible at all.

For quick results-at low cost-put your ad in
THE TIMES-STAR AND THE
TELEGRAPH-JOURNAL

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## SPORT NEWS GLEANED FROM WORLD'S CENTRES



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# MC2035 

THE EVENING TIMES-STAR, ST. JOHN, N. B., TUESDAY, AUGUST 26, 192

Thurston Insisted He Was a Big
Leaguer and Wanted To Prove It

Fngland Banks on This
Star in U. S. Polo Clash

THEN.B.LADIESWIN BY A CLOSE SCORE

TILDEN LOST HIS



NEWS NOTES GATHERED FROM WORLD OF STAGE AND SCREEN
OPERA HOUSE HAS Earns Her Wish CONCERT PARTY A BRIGHT SHOW THE QUEEN SQUARE Mcaulifie- Taylor Players


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QUEEN SQUARE - Today-Wednesday CAPACITY HOUSE LAST NIGHT GREETE
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McAULIFFE and TAYLOR PLAYERS "THE MINISTER'S Presenting SWEETHEART"

| THURSDAY-"Over the Hills to the Poorhouse" |
| :---: |
| Vaudeville Between Actas. |
| No Waite |


"THE GREAT
WHITE WAY"
Anita Stewart' and World-Beating cast

E. THE LONOON CONCERT 8 ARTISTS
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## III





## POOR DOCUMENT

## M C 2035

Terry Towels-Full Set $\$ 1.29$



## New French China


W. H. HAYWंARD \& CO., Ltd.


Be Up Betimes and Doing Hish wescolox

 rand
Alam Clock Section, Housenold Department,
W.H. THORNE \& CO.,LTD.

THE EVENING TIMES.STAR, ST. JOHN, N. B., TUESDAY, AUGUST 26, 1924

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GRAVE


TODECORATE
THURSAY
Preparations for Annual
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Way-The Route. Way-The Route.


DR. S. S. KING GETS
PST IN NEW YO

## Then IN NEW YOR







 LOCAL NEWS

MANY MOURN MRS. RONALD M'AVITY
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Repeating Shot Guns, Marlin, Winchester. Savaze and Stevens Loaded Shot Shellis, Crown, Canuck and Imperial Special Lorial Range Load,
Shots 6.4 and 2.
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 American Boy The world's most pop-
ular magazine for live
boys. The School Bell Will Soon Be Ringing--Are You Ready?

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Shoes, Stockings, Pan
OAK HALL - somit mom tat
(H)

## Ladies' Fall Coats

 The clohs are Marvella-Velvetone Camel Hair-Velour and check Nary, Browns, Grevs, Fawns. Some garments are plain, others trim-
med with fur. D. Magee's Sons, Ltd. ${ }^{\text {Sinece }} 63$ King St.


