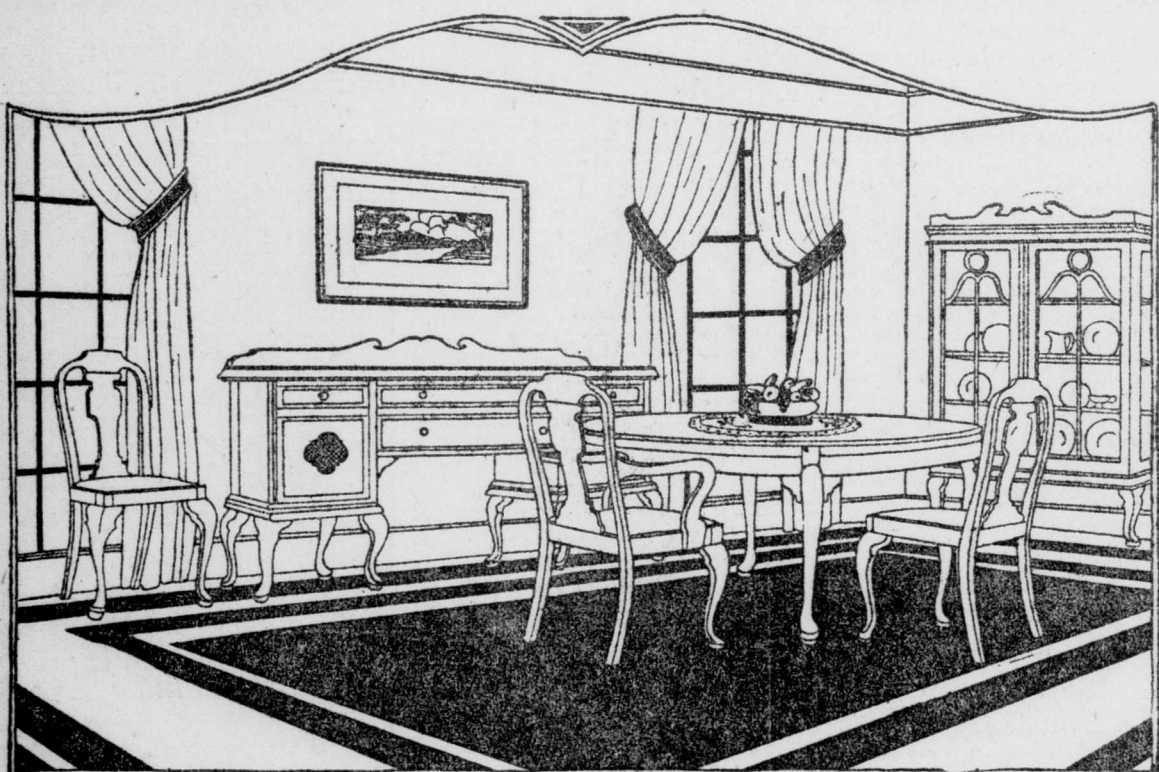


If You Are Indulging In  
the Delightful Occupation  
of Home Beautifying Con-  
sult This Page.

# The Free Press Home Lovers' Page

## "Make Your Home A Haven of Happiness"

Make Your Pleasant  
Plannings a Happy Real-  
ity Through the Creating  
of "A Home Beautiful."



### Home Furnishings---"The Convenient Way"

**H**ALF the homes in the world would be empty if all of us waited until we could pay cash for home furnishings.

Credit has opened the way for thousands, it is doing so now, will continue to do so for years to come.

Don't hesitate to make your home livable. Don't deny yourself the good-looking furniture you would like to have, simply because you can't pay now!

Buying furniture is as much a financial problem as it is a furniture problem—we help you solve both.

KEEP YOUR EYES ON

# THOMAS

240 Dundas Street

### Club Buying Has Solved Problem of Home Lovers

By Selling on Convenient Terms Merchants Have Made It Possible for Householders to Enjoy All the Modern Necessities; The Public Is Quickly Adopting the Credit System

"Hello, John! I am so glad you are home so early. I was just wishing you would come." John Smith, who is well known in this city and vicinity, and is equally well respected by all who know him, realized that something was in the air. 'Twas ever thus. When his wife wanted to "put something over" she always addressed him in this manner. Her tone gave further evidence that she had something of importance to divulge. Consequently he was preparing himself for the worst all the time he was getting ready for dinner. He had a busy day at the office, but business was booming and he was in good spirits. He felt he was ready for any shock.

"Well, what is it that is puzzling you now?" he queried as the couple sat down to dinner. "I have been waiting for you to spill the sad news at your own convenience, but the suspense is too great."

"I have just been looking over some of our furniture to-day and I find that several pieces are getting rather shabby," explained Mrs. Smith. "You know we have arranged for that little party here in two weeks and I would very much like to have some new furniture. We need several rooms papered again also."

"Why don't you go out and order what you want?" answered her husband in surprise. "I have often told you to go downtown and get what you need. Now is the time to buy, too, for I see the stores are all making good displays."

"Oh, do not think that I have not watched the announcements of all the stores," replied Mrs. Smith. "I can easily decide what I want. But, you know, we just made a large payment on our little home and I do not want to ask you for the money now to make the purchases we want."

"It is not necessary to pay cash for the goods," advised the head of the house. "The merchants are realizing that the credit system is becoming universal, even in retail purchasing. You go down to the stores to-morrow and order what you want. The payments can easily be arranged and we will not miss the small sums weekly. The first thing you know we will have a house full of new furniture."

In this way the Smiths settled what is conceded to be one of the most puzzling problems of the present day in the majority of households. What was done by the Smiths has been done by others, and this plan is being followed by hundreds of women in London to-day. Instead of pinching along with the old furniture, hoping to save enough to purchase new goods, the thoughtful housewife of to-day buys the goods and has the use of them while completing the payments. The households that have tried this plan would not revert to the old method of cash payments under any consideration. The same method is used in the purchase of wall paper, pianos, phonographs and electrical household appliances.

No home need be without these appliances or without any of the other 20th century necessities either. The merchants of the city have always endeavored to make the purchase of these articles so easy that it is no longer a question of being able to afford them, but it is rather can one afford not to purchase these.



## Announcing Colericks' Home Beautiful Club

Papering Your Home This Spring  
on Convenient Terms

**T**HE HOME may radiate a warmth of repose and restfulness in comparison with which even the most elaborate and pretentious abode seems cold and uninviting, AND ALL BECAUSE THE WALL COVERINGS AND DECORATIONS HAVE BEEN SELECTED CAREFULLY. Your home should radiate happiness. Beautiful Wall Papers will do much in making your abode a pleasant, inviting haven for the members of your family and their friends.

**BUT WHY WAIT** to beautify your home when COLERICK'S Home Beautiful Club offers charming Wall Paperings on convenient club terms? A small cash down payment and monthly sums will make it possible to realize your every desire in the matter of beautiful decoration for your home.

**COLERICKS'** — London's Leading Art Shop—noted for quality Paperings and artistic work—offers you a staff of specialists on home beautifying. Avail yourself of this extraordinary opportunity which is for a limited time only. Make your home a pleasant, happy and restful haven with charming Wall Paperings from COLERICKS'.

"Making the Home Beautiful Our Aim in Life"

# COLERICKS'

"Where Art Abounds"

212 DUNDAS STREET.



## TAKE PRIDE IN YOUR HOME--- GET RID OF THAT OLD PIANO

Your children have gone away from home perhaps, and the good old piano is now silent in the corner. You have always liked to hear the music of your piano, and now you miss it terribly.

Why not convert these old or silent instruments into cash, and then have what you most desire? We have Upright Pianos that any home would be proud to have. We have Player-Pianos that every one in your home can play, and play with great expression. We have the finest Phonographs that are sold in Canada. We have Grand Pianos that are the choice of the finest musicians in London and conservatories of music all over Canada.

We have lately had a large number of inquiries from customers seeking used pianos at a reasonable price. We have sold 21 used pianos in the last three weeks. All of these instruments were taken in exchange from customers who are now proud possessors of either a new piano, player-piano, grand piano or a fine phonograph.

WHY NOT REALIZE ON THAT OLD PIANO AND BE PROUD OF YOUR NEW INSTRUMENT?

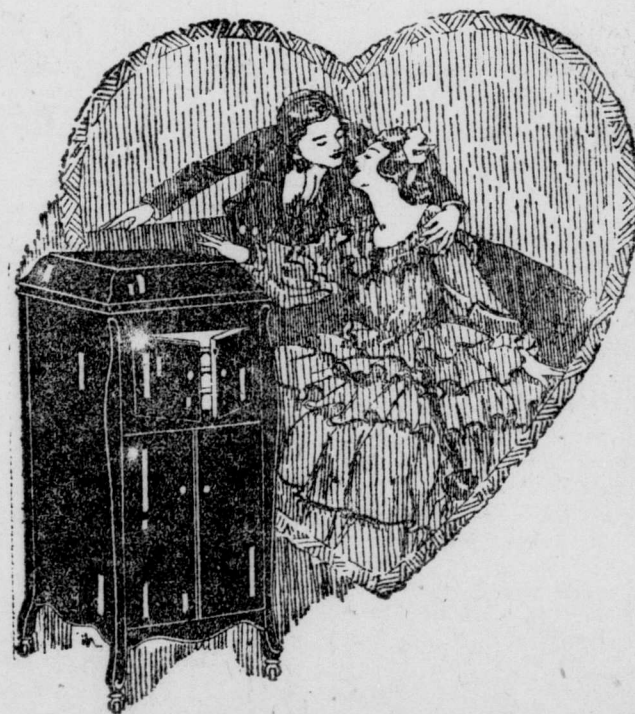
# Heintzman & Co., Ltd.

Ye Olde Firme

242 DUNDAS STREET.

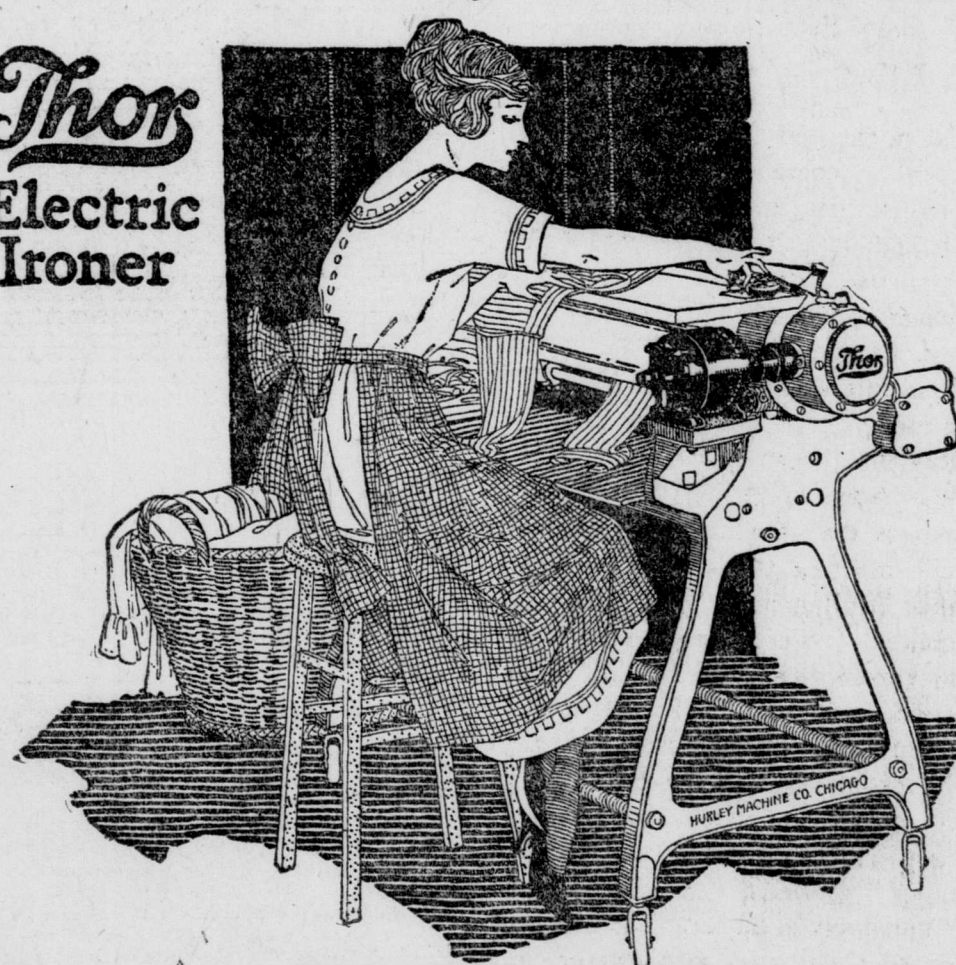
**Y**OU have now a piano which has given you years of faithful service, and is commencing to show signs of much-needed repairs. You have often said that "some day" you would get a genuine Heintzman & Co. Piano that you could point at with pride—instead of apologizing for the appearance and tone of your old one.

You are a music teacher perhaps, and have an old piano which has done very well for you in its day—but now that day is nearly spent. You have always wanted to own a real Heintzman Grand, if possible.



## See Miss Chicago Wash and Iron The Thor Way at the Hydro Shop Next Week

**Thor**  
Electric  
Ironer



**Irons Shirts, Dresses**  
*Everything in the family ironing*

# THE HYDRO SHOP

ELECTRICAL LABOR SAVERS.

DUNDAS AND WELLINGTON STREETS.

PHONE 7000

Just to show London housewives the better way to wash and iron, Miss Chicago comes from the Illinois metropolis, and every day next week she will go through all the operations of home laundering in the Hydro Shop window, Dundas and Wellington streets.

But she will do the work in the new and better way. The way that banishes the fatiguing labor that has been the bane of housekeeping since Adam ate the apple.

See the soiled clothes go into the washer. See them speedily, harmlessly cleansed by the tireless Thor. Then watch how the ironing is all done by that newest and greatest development of household science, the Thor Electric Ironer. It irons even the ruffled things.

### SPECIAL PRICES EASY PAYMENTS

During Thor demonstration week the Hydro Shop is offering especially attractive terms you should take advantage of. The operating cost of an electric washer is only about a cent a wash day, and you may have your outfit at once and pay for it in easy installments with your monthly hydro bills. The Hydro Shop wants to help you to get the most enjoyment out of hydro.