

Many Uses For Electric Cleaners

Many women with small apartments do not know what a work-lightener an electric cleaner is because they have not been "sold" on all its varying uses. The general idea seems to be that a vacuum cleaner is principally, if not wholly, for the purpose of cleaning carpets, floors and rugs.

One young matron, undoubtedly reasoning along these lines, remarked to her father that she would rather be given a floor lamp than an electric cleaner, because, in her very small apartment she "had only two rugs." Which is at least partial proof that most women are unaware of all the things an electric cleaner can accomplish. The innumerable small jobs that are so vitally important in daily house-cleaning, such as drawing dust from every inch and crevice of the furniture; cleaning bed springs, mattresses, hangings and covers; in short, getting dirt and dust from every secret hiding-place that neither duster nor broom can penetrate—these jobs are the ones that make an electric cleaner indispensable, no matter what the size of your establishment.

Every atom of dust and dirt is drawn up into the bag by pressure of the electric current, and retained there, rather than, as in the old method of house-cleaning, being merely scattered from one place of concealment to another.

The vacuum cleaner proves an easy, dirtless and quick method of giving any room a thorough cleaning, and as its power can be tempered to the most delicate furnishings, cleaning your hangings by this process adds not only to their appearance, but to the length of their life.

HYDRO SHOP ELECTRICAL SHOW ALL THIS WEEK

Special Premiums To Be Given By Hydro Shop To Purchasers of the Equipment Being Shown

Vacuum Cleaners, Cases of Soap, Kitchen Utensils, Etc., To Be On Premium List; Special Sale of Electric Light Bulbs and Introduction of New Kitchen Unit.

London's hydro shop is staging an electrical show in the spacious show-rooms at the corner of Wellington and Dundas streets all this week. The affair promises to be one of the finest which has been arranged in the district. Details of the program to be carried out show that the exhibition and demonstrations will attract enthusiastic crowds and will supply much information on the care and proper treatment of electrical appliances.

The hydro shop electrical show will be open each day until 10 p.m. This will afford every citizen of the district an opportunity of visiting the exhibition, which will be entirely free of charge.

Specialties are to be featured throughout the week. These include stoves, washers, ironers and vacuum

cleaners. Free demonstrations are to be carried out daily with McClary electric stoves. Visitors are invited to sample the biscuits, tea or coffee which will be made.

During the show special premiums are to be offered in connection with sales. For instance, to the purchaser of a Rotarex washer a Rotarex electric vacuum cleaner will be given free. Those who purchase an Easy, Thor or Coffield washer will be presented with a case of soap, which will include Lux and Rinso.

With each purchase of a McClary or Moffat electric range will be given a beautiful set of enamel kitchen-ware. There is, furthermore, to be a special sale of electric light bulbs and a new kitchen unit for providing better illumination in the kitchen will be introduced. This is a splendid fixture, which will be installed in any kitchen with a ceiling outlet for \$6, a substantial reduction on the regular price, which is from \$10 to \$12.

While the show is being held, any of the special machines being featured will be placed in the home for an initial deposit of \$10 and the balance in small monthly installments covering a year.

Citizens of London and district should make it a point to visit the hydro shop electric show this week. They will find something which will be to their advantage.

Obituary

FREDERICK A. PACE.

The death of Frederick Arthur Pace occurred Friday night at Byron Sanatorium, in his 68th year.

Mr. Pace was formerly a resident of Toronto, and is survived by his widow, Mrs. Margaret Pace; three sons, Harry and Arthur Pace of Toronto, and William. One daughter, Mrs. Charlie O'Dell of Lambeth, also survives.

Mr. Pace was an honored member of St. George's Masonic Lodge, No. 42, A. F. and A. M., of this city, and his death is greatly mourned by his Masonic brothers.

The funeral will be held on Tuesday afternoon at 2 o'clock from the residence of his daughter, Mrs. O'Dell, of Lambeth, to Woodland Cemetery, where interment will take place, Rev. T. A. Steaman officiating.

Placing Your Electric Labor-Saving Devices

It would be difficult to estimate the great number of men who conduct their business on the "half a loaf is better than none" principle. Likewise, however, there are housewives who, through a wrong conception of thrift, carry on the work of their households handicapped at every turn.

Many of us seem not to see far enough ahead to obtain the most from everything we purchase in the way of electrical appliances. Some of it is undoubtedly due to our anxiety to have as many of these aids to lighten our tasks as we can afford without ever taking into consideration that their possession does not of itself guarantee their full usefulness. They are under any circumstance very helpful, but the maximum convenience can be obtained only when they are supplemented by proper connections, and the appliances are placed in the most convenient of places.

The electric washer's place is next to the wash tubs and as close to them as it is possible to have it. Although many housewives use the siphon hose to fill and empty their washers, I have found it cheaper and more convenient to run water into

whether it is purchased or not. Such is indeed the case with the proper connection of the electric washer. A woman spends many times the energy and time hauling water to and from the washer, or in using the siphon hose wastes great quantities of water which mount up at the end of the year.

The electric ironer should be placed where the operator will have plenty of light and room to work in comfort—not merely where its connection to an electrical convenience outlet and gas supply (if it is a gas heated ironer) is easier to make. The same thing applies to the electric iron, dish washer and kitchen utility motor.

A housewife's time is worth money as is the time of any workman, and her wasted energy will rob her of years of activity.

GREISMAN IS AWARDED \$19,000 FIRE DAMAGES

An error was made in stating the amount which was awarded to Louis Greisman of the Royal Millinery and Ladies' Wear Co., 246 Dundas street. It was reported that the amount awarded to Mr. Greisman was \$3,000, whereas the amount was \$19,000 and costs, the total of the adjustment loss claimed by the plaintiff.

In writing Advertiser Classified "Want" Ads keep in mind the importance of having them complete. Tell all the facts.

Advertiser Classified "Want" Ads are daily standing the test of result getting—and they are stronger by every test.

IRONING ELECTRICALLY

What would you think of a man who, without any previous experience, attempted to operate an automobile? Not much. Neither should I, yet there are many women, myself included, who have passed through the unique experience of trying to operate an electric ironer without direction—and attempt men's shirts and ruffled dainties such as the demonstrator was able to do, without first learning how to iron properly plain pieces. Most of us, seeing what little effort the demonstrators display ironing these pieces, naturally assume it is mere play. We completely overlook the fact that the demonstrator's art is her livelihood and that her skill is the product of patient practice.

The strangest part of it all is that never would we attempt to iron such pieces by hand without having had considerable experience. Yet we expect miracles from the electric ironer. That is, we seem to expect it to work without human intelligence to guide it. The ironer stands ready to perform any duty, provided it is aided by having intelligent hands feed the goods into it properly.

The wonder of the electric ironer is not its ability to perform miracles—that is to do our ironing while we look on—but the fact that it does this work.

Many businessmen seek added capital or partners through Advertiser Classified "Want" Ads to increase the scope of their business.

Advertiser Classified "Want" Ads are daily standing the test of result getting—and they are stronger by every test.

Important Things You Want To Know!—Interesting Things You Want To See!

ELECTRIC SHOW AT THE HYDRO SHOP OCTOBER 20-25

Free Admission!

EVERYONE INVITED!

A brilliant exposition of the last-minute triumphs of electricity in the science of good housekeeping, with a score of

BIG ADDED FEATURES

By the City of London

PUBLIC UTILITIES COMMISSION

HYDRO-ELECTRIC SYSTEM

Demonstrating where hydro power comes from, how it comes, and what it means to London's industries, commerce, homes and transportation services.

WATERWORKS SYSTEM

The romantic story of municipal water supply from the sources to the "ultimate consumer." You are interested. Come and see!

PARKS AND PLAYGROUNDS

An epitome of London's wonderful recreational services; a graphic story of what has been done and what is needed.

PUBLIC SAFETY

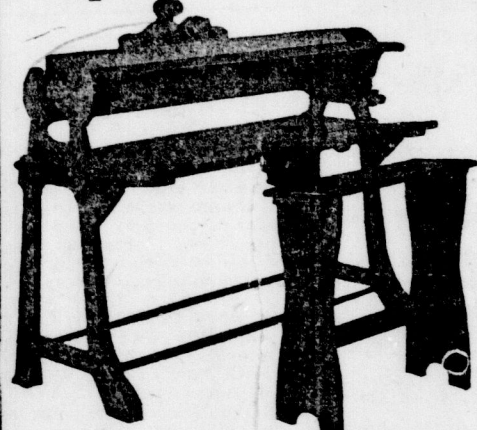
Bring in your electric heaters, irons and other appliances for FREE test. A safeguard against risk of "shock." Don't neglect it!

Suggestion Box

The Public Utilities Commission welcomes your interest and co-operation. Take a moment to write your criticism, inquiry or suggestion, and drop it in the Suggestion Box, when you visit the big Electric Show.

DON'T OVERLOOK THE NEW

Simplex Electric Ironer



For \$10.00 down you may have this perfected, completely automatic ironing machine at once. Now hydro will do all your ironing quickly, laborlessly and at surprisingly low cost. Be sure to see it demonstrated.

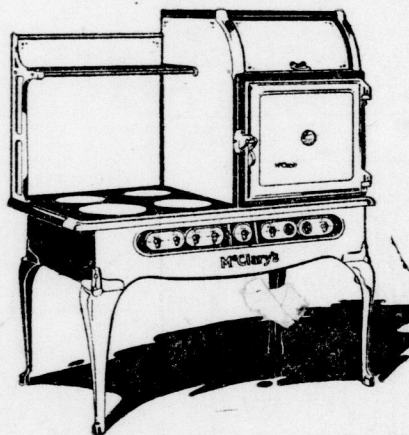
A Marvelous Exhibition of Hydro-Electric Housekeeping Teeming With Unprecedented Bargains

The big, compelling story of Niagara harnessed to whirl the wheels of industry, banishing night inconveniences and terrors in the flood of artificial daylight, and lifting the burden of housework from everybody's home. Know the story your meter tells, the hourly cost of operating every electric appliance, the hourly waste caused by leaky plumbing. Know what keeps down cost and efficiency high, what diligence saves and vandalism destroys, right here in London. Property protection. Personal safety. You are interested, especially in the extraordinary values offered to celebrate Show Week. You are invited. A visit will pay you rich profits in cash and recreation!

\$10—DOWN BUYS ANY OF THESE LABOR SAVERS—\$10

Show Week Only! McClary and Moffat Ranges; Thor, Easy, Coffield, Rotarex Washers; Simplex Ironer.

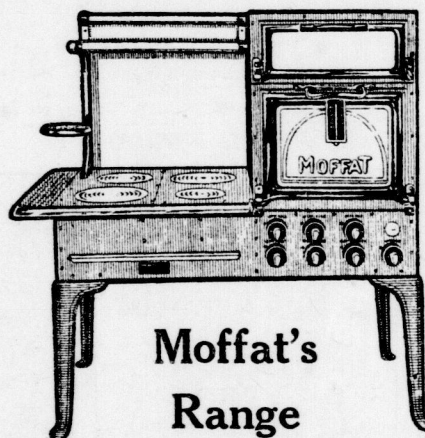
FREE! Beautiful White Enamel Utensil Set With Every McClary or Moffat Electric Range!



Tea steeped on the electric range and biscuits fresh from hydro-heated ovens will be served free every day to visitors to the Electric Show.

Courteous demonstrators will prove, by practical work, all the good things claimed for electric ranges by 4,500 enthusiastic owners.

Drop in any morning, afternoon or evening and be convinced that hydro is Cheaper, Easier and Better.



Moffat's Range

Better Light for Your Kitchen

A beautiful white enamel ceiling fixture, with 150-watt bulb diffusing a flood of eye-saving daylight through a handsome opal white shade.

Installed complete on your existing ceiling outlet as a Show Week

BARGAIN SPECIAL

\$6.00

A Whole Year's SOAP SUPPLY FREE!

Buy Your Coffield, Easy or Thor Washer

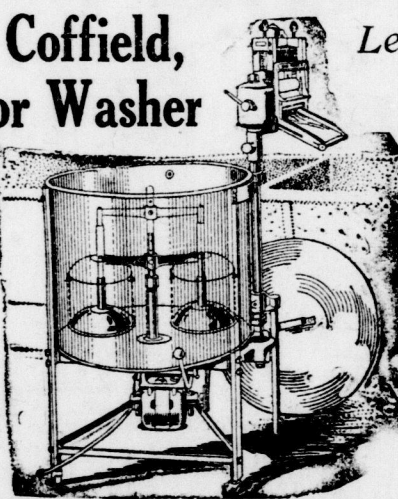
Let Us Do Your Washing

DURING SHOW WEEK

You get years of ease, comfort and cleanliness, plus a special Show Week premium of Sunlight, Lux and Rinso.

The most attractive terms ever offered. Any model delivered for only

\$10 DOWN



To prove the merits of these famous Washers we will gladly arrange to do your next washing in your own home, FREE.

If you like, we will send a machine so that you may test it yourself.



See this wonderful new—all metal THOR

OPEN EVENINGS SHOW WEEK

HYDRO SHOP

OPEN EVENINGS SHOW WEEK

FREE—PREMIUM—FREE Rotarex Vacuum Cleaner

GIVEN ABSOLUTELY FREE WITH EVERY

Rotarex ELECTRIC CLOTHES WASHER

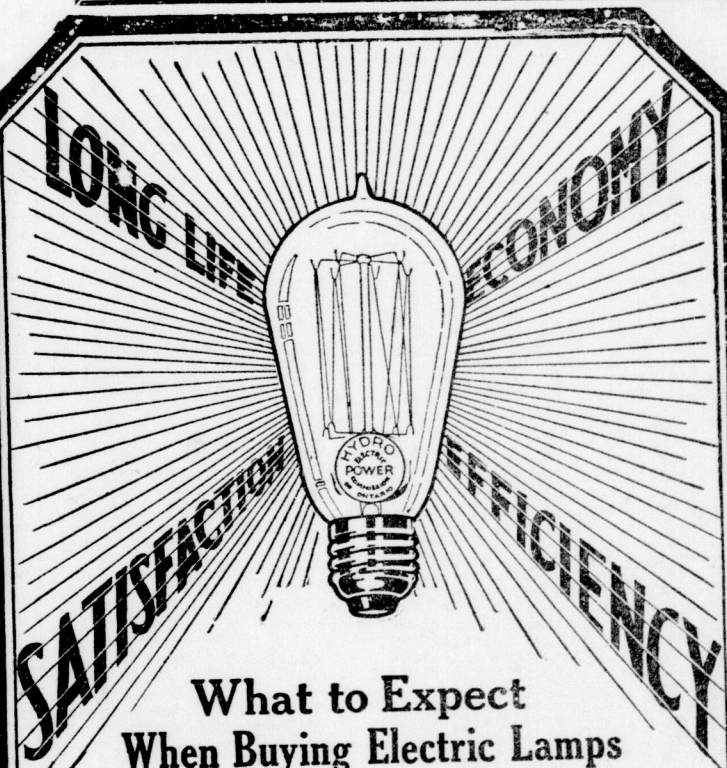
Sold for cash or on easy terms during Electric Show Week.

One of the spectacular offers you should not miss.

A wonderful Electric Washing Machine, one of the finest on the market, and a high-class Electric Vacuum Sweeper, both for the price of the washer alone.

Labor Savers needed in every home. Any desired demonstration.

\$10 Down payment will clinch this bargain now. Balance at your convenience.



What to Expect When Buying Electric Lamps

Satisfaction Efficiency Long Life Economy

These qualities are all built into the Hydro Lamp, so they are bound to be given out.

Hydro Lamps are Factory inspected and tested by Hydro Engineers and experts.

IT PAYS TO BUY THE BEST BUY HYDRO LAMPS

Look for this label on the lamps you buy.

Guaranteed By London Hydro Shop For 1,500 Burning Hours

