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ON THE SCREEN 'The Love Bandit'

Every Day: Silk Stocking Matine

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Saturday, July 26 Port Stanley

noon to parade to L. & P. S. depot. G. W. V. A. Band.

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BORN, MARRIED, DIED

DIED.

OOME — At her late residence, 300 Wolfe St. Mrs. Mary Margaret Roome, widow of the late Dr. W. F. Roome. Funeral from her late residence on Friday, 2:30 p.m. Interment at Mount Pleasant Cemetery. NOULTY-At the family residence, 371

Hill St., on Thursday July 24, 1924, Mary, relict of the late John Noulty, in her 85th year.

Funeral from the above address on Saturday morning at \$300 Reconter.

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ALL KINDS of scissors, knives, etc., sharpened. London Keen Edge, 698 Dundas St. Phone 3166. ANTIQUE tables in solid walnut and mahogany. We would be pleased to have you call and see them. Lesse's Antique Shop, 71 Dundas St.

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WANTED—Loan of \$1,500 on new cot-tage; vicinity of Hydro and Hamilton Road. Apply 316 Grey St. ARCHITECTS & SURVEYORS FARNCOMB, F. W. — Civil engineer surveyor 307 Dom. Savings. Tel. 552 McBRIDE, H. C. — Architect Molsons Bank Building. Phone 262W. MURRAY, WILLIAM H. — Architect Dom. Savings Building. Phone 1557W

MOORE & CO., JOHN M.—Architects and engineers. 489 Richmond St. MEDICAL CARDS

DR. E. BICE, 241 Queen's Ave.—Diseases of kidney, bladder, rectum and diseases of women. DUFFY, DR. J. LEONARD, 200 Centra Ave. #ours 11-12, 2-4, 6-8. Tel. 3878 HUFFMAN, DR. J. L.—746 Waterloo corner Oxford. Phone 5822. REASON, DR. CLIFFORD—538 Dundas St. Nervous diseases, surgery. Tel.

\$4,600; \$500 down—1½-story red pressed brick house, 3 bedrooms, 3 clothes cleosets, parlor, dining-room, kit-chen, 3-piece bath, furnace, full base-ment, veranda. Will take car as part payment. Phone 7085W.

unused transportation on display at the Motomart.

IF you are going to buy unused trans-portation, the time to select your car is right now. 1918 DODGE BROS. Sedan \$525 1922 GRAY-DORT TOURING\$500 1922 STUDEBAKER TOURING\$890

1922 OLDSMOBILE COUPE\$925 1922 MAXWELL ROADSTER\$675 15 FORDS, roadsters, tourings, coupes, 10 CHEVROLETS, roadsters, tourings and closed models\$160 to \$825 1922 STUDEBAKER COUPE\$1,350 1923 JEWITT COUPE\$1,640 1918 CADILLAC COUPE \$1,450

LONDON APPLEBY USED CAR

USED AUTO BARGAINS. ne only Maxwell Touring Car, 1920 model. This car is in first-class running order, and is a snap for some one.

397 Talbot St. Phone 1373.

AUTO REPAIRING. AUTO tops, body trimming and slip-covers. M. Wilson & Sons, 337 Talbot HAVE your repair work done at the Windsor Highway Garage. Carbon burnt out while you wait, 40c per cylinder. Phone 4251F.

BLUE BONNET TAXI—Tel. 6262, Bag-gage transfer. We never sleep.

REAL estate loans. E. Towe & Co., ger insurance agency. Royal Bank Blds SCANDRETT T. W.—Solicitor; private and trust money to loan, lowest rates 98 Dundas St. Phone 354

SANGHART, DR. — Women's diseases surgery. Dundas-Maitland. Tel. 3500 AMERON, DR. D. E. — Dundas and Waterloo. Diseases of women and stomach. Hours 11-12, 2-3, 7-8. Tel. 1786 or 1722.

HOLMES, DR. L. S.—Clinic Bldg., 241 Queen's Ave. Specialist skin diseases. X-ray and all forms of electric treat-KARN, DR.—438 Clarence St. Specialist genito-urinary and rectal diseases.

specialty, diseases women, surgery. Dr. H. A. Stevenson, X-ray. Dr. M. G. Peever, genito-urinary. WISMER, DR. H. S.—Specialist X-rays. 253 Queen's Ave. Tel. 114.

WANT AD TIPS

The Appeal of Odd Cents and Odd Dollars

An authenticated case exists of an advertiser who reduced his price three cents, from \$2 to \$1.97, and doubled his orders. "Even" prices in hundreds of newspaper advertisements and mail order catalogs are almost as rare as purple cows. And automobile manufacturers recognize the hidden principle here, too-they don't quote even hundreds. Look up

the latest car prices. Advertisers have found that in selling goods to people interested in price (not, that is, to a clientele thinking mainly of quality), an odd price seems much smaller to the public than an even-dollar price. Four dollars and ninety-five cents is only five cents less than \$5, but to the public it seems much smaller than \$5. Ninety-nine dollars seems much lower than \$100. This condition applies so universally that hundreds of display advertisers have a rule in advertising against even prices. They know that the odd-dollars or odd-cents price will sell more goods out of all proportion to the small dif-

There is an interesting psychological illusion involved. When the average person views a figure the first digit makes the greatest impression on him because it has the greatest significance. In the number, \$4.98, the 4 has to do with hundreds, whereas the 9 has to do with tens and the 5 with ones. The digit 4, consequently, naturally makes by far the greatest

In cold business, one should react to the difference between \$5 and \$4.98, which is only 2 cents. What happens, however, is that we react mostly to the difference in the first digits, which is a matter of \$1 and of considerable moment. Odd-dollars and odd-cents prices carry also the suggestion of the price cut, which pleases many people.

Prices are not always quoted in Want Ads, but it is often

desirable to quote them. And if they are not quoted in the

ad, the advertiser must quote them to the inquirer. The fore-

going "number magic," heeded by so many display adver-

tisers, is valuable, too, for the Want Ad user. (All Rights Reserved.)

Wm. Reilly, 6339F. Thos, Wilkey, 4781.

REAL ESTATE REAL ESTATE

REALTOR. * PHONE 6250. OVER OAK HALL. L. H. REILLY, MANAGER-Residence phone 1602J.

William Taylor, 1908.

RENTED AT \$15. \$1,000-\$450 DOWN-\$10 monthly-Frame, 1½-story, 1 bedrooms down, 2 up, parlor, dining-room, kitchen, new electric stove cost \$125, goes at the above price. A good speculation, 5 minutes from market. \$250 each—4 lots in Northeast. Will take car or small house and pay some cash in addition. \$4,400—\$500 Down—New red brick bungalow. South. 3 bedrooms, living-room, dining-room, kitchen, 3-piece bath, furnace, full basement, veranda, wired for stove, drive, built-in cupboards.

WANTS LARGER HOUSE.
\$2,700—South—Frame cottage, 3 bedrooms, parlor, dining-room, kitchen, cement block foundation, veranda, full basement, all newly decorated, lot 45'x189'. Will exchange for larger house. WILL TAKE CAR.

\$5,300—William St.—Large 2-story brick, 4 bedrooms, double-parlor, diningroom, kitchen 3-piece bath, furnace, wired for stove, full basement,
veranda, built-in cupboads. Owner will take car as part payment.

\$2,100—\$200 Down-\$20 month-Delaware Ave. East, frame cottage, 2 bedrooms, parlor, dining-room, kitchen, hydro, water, cellar, drive.

\$40 month—48 Terrence St.—Fully modern, 6 rooms, \$38 month—South—New red brick bungalow, fully modern, 6 rooms, \$85 month—Centrally located, 9 rooms, fully modern.

FOR SALE FOR SALE

Colored Madras, in all shades,

69c Yard Plain Marquisette, best quality, White, Cream, Ecru, yard, 35c

Cross-Bar Madras

in Cream,

SALE OF CURTAINS \$3.00 Marquisette Frilled Curtains, Pair, \$1.59

> Furniture. \$1.95 Filet Nets

with lace edge,

Tapestry for recovering

yard, 48c yard, 22c KEENE BR

125-127 KING STREET

It Pays to buy Draperies away from the Main Streets J. A. BROWNLEE

SCREEN DOORS, SCREEN WIN-DOWS, LAWN MOWERS, OIL STOVES AND OVENS. A NUMBER OF USED TENTS FOR SALE CARTER TENT & AWNING CO. 619-621 Dundas Street.

385-7 TALBOT ST.

TWO GASOLINE TANKS One 235-Gal.; other 75-Gal. capacity; also one GASOLINE PUMP

PHONE 1845

For Complete Information.

OSTEOPATHY

ATON, DR. H. V., has removed to 380 Adelaide St., between Dundas and King Sts. Phone 1573. VETERINARY SURGEONS

ACCOUNTANTS

WILSON, W. J.—Veterinary, horse and dog hospital, 84 King. Tel. 788.

DOGGEREL, A. J.—Chartered accountant. 91 Tecuniseh Ave. Phone 6599.
RAYMOND. F. W.—Accountant, auditor, authorized trustee, assignee, hquidator. Room 10, Greene-Swift Bidg., London, Ont.

BIGYCLES

Best assortment of wheels in the city. Colors to suit all. Lowest prices and easiest terms. Buy a Perfect and you buy right. Easy terms. A. T. Tanner, 662 Dundas and 402 Clarence. STEVENSON, DR. W. J.—391 Dundas.

AUTOMOBILES

WINDSHIELDS We have special windshield plate glass and modern facilities for fix-ing your broken windshields. THE HOBBS MANUFACTURING COMPANY, LIMITED

TERRY FOR BARGAINS. 144-146 Fullarton St. AUTO RADIATOR SERVICE STATION G. M. MURRAY 65 KING STREET. Tel. 2327. ywt Near Ridout.

1 Reo Speed Wagon, in first-class condition; 1 Ford Sedan, a real buy at \$325; 1 Baby Grand Sedan; 1 Ford Touring, \$135. Ten 33x4½ Cord Tires, practically new cheap.

WE ARE OFFERING Our Demonstrating cars for sale.
One Chevrolet sedan, one Chevrolet coupe, one Chevrolet touring.
These cars are in perfect condition and like new. ONTARIO GARAGE.
397-401 Dundas St. Phone 2431-5459.

MOTORCYCLES & BICYCLES BICYCLES

WHY PAY CASH? Save your money. I sell on credit. It costs nothing extra. Ladies' coats, suits and dresses, men's and boys' suits. Very latest styles and materials. J. M. Fink, clothier and house furnisher, 123 Maitland St. Phone 3722W. Open evenings.