Secret of Successful Want Ad—Sale of Household Goods

AMUSEMENTS.

LOEWS

No Advance in Prices

NOW PLAYING

Finest Picture Ever Made

HOLLYWOOD

Featuring

20 REAL STARS

30 SCREEN CELEBRITIES

COMEDY—PICTORIAL

VAUDEVILLE b

GRAND

GRAND OPENING SEASON

MONDAY, LABOR DAY—2:15: 8:15.

Tuesday and Wednesday

HARRY (Hickey) LE VAN

IN

TOWN SCANDALS

A Whirlwind of Jazz, Pep and Pretty Girls, with Johnny Hudgins, "The Struttin' Fool."

High Class Musical Revue.

Popular Prices.

Evenings 25c, 50c, 75c, $1.00

Daily Matinees .....25c and 50c

Seats Now on Sale. b

THE LONDON COLLEGIATE INSTITUTE.

REGISTRATION AND ORGANIZATION.

TUESDAY, SEPT. 4, 1923,

AT THE THREE UNITS.

10 a.m.—All Lower School Students.

1:30 p.m.—All Middle and Upper School Students.

SOUTH UNIT—Those living in London South and London West, except Lower School Students who have attended Empress Avenue Public School.

EAST UNIT—Those living on the east side of and east of Adelaide Street.

CENTRAL UNIT—All others, except non-resident students already placed elsewhere by letter.

E. A. MILLER, Principal

A31-S1,3

M.O. LEAGUE

BASEBALL

TECUMSEH PARK

TODAY, 4 P.M.

FLINT vs. LONDON.

Tomorrow, 2 games, 2 p.m. b

PERSONAL

DRESSMAKING, renovating, hand embroidery; exceptionally reasonable. Meadows & Ridgeway, rear 186 Simcoe

DR. M. W. EDGAR—Nervous, circulatory and organic deases permanently cured by electro-therapeutics. 546 Richmond. Phone 1009M.

GLENWOOD Private Hospital, 435 Ridout St. Rest cure, electric baths, hydrotherapy and massage.

HARPER method of shampooing and scalp treatment. Ladies only. Miss E. Nichol, 380 Richmond St. Tel. 2515J.

HEALTH BREAD contains more body-building, health-giving and life-sustaining elements than any white bread. Made by Thomas Alger, 50 Wharncliffe Rd. north.

HEALTH HEALTH

— HEALTH —

Health awaits you in the form of Chiropractor.

Thousands are being restored to health daily by this science. You can do the same. If you are too sick to come to my office, call me and I will come to your house free of charge or obligation, and tell you honestly whether this science will restore your health.

DR. A. C. ANDERSON.
Chiropractic Physician.
Mechanotherapy and Electrotherapy.
169½ Dundas, over Peters. Phone 6244. b

HEMSTITCHING—Cotton, 6c; linen, 7c; silk, 8c per yard; mail orders filled. Viola Williams, 199 Hamilton Rd. Phone 4328F.

LEVITT, M. J. (successor to Henry Edwards). Cancers cured with plasters. Advice free. 390 Ridout St. Tel. 2666.

LOOK YOUR BEST—Have a permanent wave. Grey Beauty Shop, 221½ Dundas St. Tel. 2632W. Mrs. Daugharty, Mrs. Eady.

MATERNITY Home, private—Mrs. T. White, 1009 Maitland St. Phone 1642J.

THE SALVATION Army, 789 Dundas, Industrial Department, under new management. If you have any newspapers, magazines, cast-off clothing, boots, furniture, etc., which you would like to donate to help our work among the needy poor, phone 7616J, and we will gladly have our truck call upon you. Ensign A. E. Ward, manager.

WHITE EAGLE Indian Remedy Co.—Nature's remedies, made of roots, herbs, barks and berries. Laboratories, Belleview Hotel, King St.

LOST AND FOUND.

LOST—About 200 feet ¾-in. rope on Sarnia Gravel or Wharncliffe Rd. Reward. W. J. Carrie, Ettrick.

LADY'S gold chain lost, from auto, valued as keepsake. Reward. Return 24 Evergreen Ave. Phone 2755W.

LOST—Black Persian kitten; answers to name "Buddy." Reward. 425 Emery St. Phone 2730.

MISSING from 390 Ridout St., Pomeranian pup, between 4 and 5 o'clock Tuesday afternoon.

BUSINESS OPPORTUNITIES

A CARTAGE business for sale, including truck, also Chevrolet touring car Phone 5998W.

GROCERY stocks, $600, $850, $1,500, $2,800, all for sale in London. Sydney Smythe, Market Lane.

MAGAZINES, tobacco, candy and ice cream stand for sale. 612½ Richmond St.

POOLROOM and cigar business in good city location; good opening for live man. Business Brokerage Bureau Dominion Bank Chambers.

MALE HELP WANTED

CABINET makers and first-class bench hands; steady work. Apply London Woodworkers, 51 Nightingale Ave.

JUNIOR for financial institution. Apply in own hand-writing, stating age and experience, if any, to P. O. Box 419, London.

SHIRT SALESMAN—For Western Ontario, by an old established house making a high grade line of popular priced negligee, outing, working and flannel shirts, to sell on commission basis; good opportunity for an energetic man, carrying other lines, calling on the retail trade; only those who know the trade will be considered. Write with full details to the Deacon Shirt Co., Belleville, Ontario.

SIX high-class salesmen. Jack White Motor Co., 374 Dundas.

WANTED—For financial institution, youth; must have passed entrance to high school and qualified for matriculation. Box 59, Advertiser.

FEMALE HELP WANTED

CIGARMAKERS, 10; bunch breakers and rollers, $9 per thousand. Shop open from 7 a.m. to 10 p.m. You can make $6 per day. Clark's Cigar Factory, 342 Ridout St.

OVERALL operators wanted, single needle, good wages, steady work. Canada Overall and Shirt Co., 74 Carling St.

STENOGRAPHER wanted at once, general office work, experience preferred. Apply Box 64, Advertiser.

TWENTY-FIVE GIRLS wanted for Candy Department. Apply Employment Dept., McCormick Mfg. Co., Ltd.

TWO ladies wanted to take orders for Christmas greeting cards. We offer a steady income and protected territory with weekly salary. Call at Room 307, Royal Bank Building, or phone 7390, for appointment.

HELP WANTED

CIGARMAKERS wanted; steady employment. Ward & Sons, Limited, 19 King St., London, Ont.

LEARN BARBER TRADE—Few weeks required; sure employment; write for catalogue. Molar Barber College, 198 Queen East, Toronto.

TEACHERS WANTED

WANTED—Qualified household science teacher for London public schools, from Oct. 1, 1923, to June 30, 1924, salary $120 to $150 per month, according to experience. Apply W. A. Tanner, Secretary Board of Education, London.

AGENTS WANTED

LIVE AGENTS—Handle Dr. Murray's household and live stock modern remedies. Write The Murray Stock Food and Remedy Co., Ltd., Dublin, Ont.

MUSICAL INSTRUCTION

ANTHISTLE, GWENDOLYN—Concert artist, teacher of reading and dramatic art. Studio, Woodmen Bldg., 476 Richmond St. Phone 698W.

BARRON, W. C., pianist, composer, teacher. 23 Alma St.

COSMOPOLITE violins, violas, 'cellos, positively excel world's best. Repairer, remodeler and maker. 165 Albert St., London. Tel. 4959.

CRESSWELL, JAMES — Violin, band and orchestral instruments. 478 King St.

INSTRUCTION on mandolin, guitar, tenor banjo, and kindred instruments. T. G. Shuter, Musical Art, 556 Dundas.

K. N. IRELAND, organist First Methodist Church. Instruction in piano and organ. Phone 3087W for appointment.

MISS TOPLEY THOMAS—School of Dramatic Art. Re-opening Sept. 1st. Studio 318 Wolfe St.

NEW STUDIO—Parnell Morris, voice, piano, organ and theory. 509 Colborne St. Phone 1561.

THE GEORGE C. CARRIE STUDIOS.

VOCAL CULTURE AND SINGING.

205 QUEEN'S AVE.

PHONE 1322W.

INTERVIEWS SOLICITED BY APPOINTMENT.

Tuesday, Wednesday, Friday.

THEODORE GRAY, teaching resumed Aug. 30, limited number of lessons, period now available. Studio hours 4-6, 7-9 p.m. Phone 5251W.

ENTERTAINMENTS.

F. T. GILL—Theatrical comedian at liberty. Write 571 Adelaide St.

HENDERSON'S Juvenile Pipe Band, Alice Dunbar, comedy entertainer. Henderson Amusement Exchange, 101 Waterloo. Phone 3199.

LONDONIAN Mixed Quartet, laughs, melody, quality, featuring Gordon L. Knapp, comedian. Write or wire 87 Wharncliffe Rd. S.

STEER, GEORGE A.—Entertainer, 94 Horton St.

FALL FAIRS, Harvest Home Committees, Look! Get the Best—Brunswick Trio, "The Harmony Boys." Canada's greatest singers and entertainers. New fall program, songs, music, comedy, costumes, piano, banjo and violin specialties. "Jock" Ballantyne, Scotch comedian. Anywhere, any time. Circulars free. P. R. Spence, manager, London. Phone 2259J.

THE STORMERS—Six male artists. Variety at its best. Concert engagements. Fall fairs book at once. 120 Wortley.

MOVING AND STORAGE

BIGGS' Furniture Storage — Moving vans. 97 Carling St. Tel. 1162.

DAY, H. F.—Covered motor vans, fireproof storage. Reasonable rates. 480 Maitland. Phone 2887.

DEVINE & YOTT—Local and long distance. Phone 2993W or 614J.

FOWLER'S truck service, baggage, furniture, local, long distance. Tel. 3280.

FREEMAN & WHITING—Auto trucking, large van, local and long distance. 1036 Florence. Phone 6038.

JACK FICKLING—All kinds of trucking, local and long distance. 58 Jacqueline St. Tel. 2340.

J. LANGDON—Draying and moving, local and long distance, 2-ton truck. 350 Burwell St. Tel. 3019J.

LONDON Cartage—For unloading cars, safes and machinery. 306 Grey St Office Tel. 204, res. 2089W.

McKINNON—Local and long distance trucking, 857 Queen's Ave. Tel. 4899W.

PROBYN'S Motor Van—Local, long distance. 54 Palace. Tel. 6976.

WALTERS, 72 Maitland St.—Local and long distance moving and trucking. Phone 6497.

MONUMENTS

ARTISTIC Cemetery Memorials. London Marble and Granite Co., 493 Richmond. Phone 3569W.; res. 2816.

SMYTH MONUMENT WORKS. 344 Wellington St. Phone 1835W. Est. 1852. Over 70 years of service.

BORN, MARRIED, DIED

DIED.

CORNELL—At his late residence, Lambeth, on Aug. 30, 1923, Russell, dearly beloved husband of Eva Cornell, aged 32 years.
Funeral notice later.

SPRATT—In London, on Wednesday, Aug. 29, 1923, Elizabeth E., dearly beloved wife of Harry Spratt.
The funeral will be held from her late residence, 842 Steadwell St., on Friday, at 10:45 a.m. Interment at Hamilton Cemetery. Friends and acquaintances please accept this intimation.

STRONG—At St. Joseph's Hospital, Wednesday, Aug. 29, Rhea Strong, beloved daughter of Mary and the late Wm. Strong.
Funeral Sunday afternoon at 2:30 from her late residence, 409 Horton St., to Woodland Cemetery.

REAL ESTATE

BERT WEIR
Over Oak Hall. Phone 6250.
A. C. Ball, 4262F. Wm. Taylor, 1908. Bert Hookway, 3613W. Thos. Wilkey 4781 Wm. Reilly, 6339F. L. H. Reilly, Mgr.
APARTMENT HOUSE TO EXCHANGE FOR FARM.
This is the first opportunity we have had of exchanging an apartment house for a farm, so if you have one you wish to dispose of investigate this:
$25,000—$15,800 will handle, 3 minutes from Dundas and Richmond Sts., making a net profit after paying janitor heat, hydro, etc., of 15 per cent. This is very worthy of immediate attention if you have a farm to exchange. b

COTTAGES, two north end, modern brick. Apply 135 St. George St.

EAST—New, modern, stucco bungalow, easy terms, or will rent with option of buying. Apply 470 Egerton. Phone 6775W.

SOUTH—Five-roomed cottage for sale. Apply 404 Wharncliffe road.

SOUTH—House, seven rooms, six lots, hydro, city water, fruit trees, county taxes. Apply 35 Elmwood Ave., Highland Park.

SOUTH LONDON—Red tapestry brick bungalow, living-room with fireplace, dining-room, kitchen, 3 bedrooms, bathroom, sleeping porch, garage, hardwood floors. Apply 253 Ridout.

SOUTH—1½-story, seven rooms, fully modern. Apply 76 Emery St. Phone 3904M.

STRATHROY—6-room brick cottage, attic, barn, large lot, lately decorated. Owner leaving town. K. M. Leitch, Strathroy.

WEST—$4,800; red pressed brick, well built, with many built-in and special features; a real good buy. Home Investment Company, phone 5990, 425 Richmond St., Roome 1.

FARMS

ONTARIO—700 choice farms. Catalogues sent free on application. Thomas Myerscough & Edy, 226 Darling St., Brantford. Bell 'phone 1235J.

2½ ACRES, in city limits, cottage, with hydro and water; stable, henhouse, $3,600; $1,000 cash; 8 acres, 5 miles from city, good house, stable, close to station, only $2,700, half cash. Alexander, 119 King.

10 ACRES, good garden soil, 6-room cottage, barn, chicken coop, fruit, orchard, $2,200; five nice building lots, 33x120, close in, $400 each. A snap. Paterson & Sadlier, 110 Dundas. Phone 5484.

25 ACRES, 5 miles from city, close to Lambeth Highway, frame house, barns, spring creek and natural gas. Box 61, Advertiser.

$4,300—20 acres, clay loam, 8 miles to city, frame house, barn, 3 acres bush, 4 cows, 2 horses, farm implements; also all crops on the place, potatoes, corn, roots and so forth—everything included at price. Will consider exchange for city property. Apply Brodie Real Estate, 220 Dundas St.

$6,400—50 acres, extra good buildings, new red brick house, 2 horses, 10 cows, implements; exchange for city property. J. C. Patterson, 359 Richmond.

TO LET

A NUMBER of small and large modern and semi-modern homes, also apartments, flats, offices, etc., also summer cottages. Get located and get in your coal. Some for sale, option to buy. Sam D. Campbell, Realtor, 422 Richmond St.

BRISCOE St., 2-story brick, 6 rooms, modern, $45; also large frame cottage, 3-piece bath, garage, large lot, $35. Wheeler & Smiley, 182½ Dundas St. Tel. 5264W.

COLBORNE, 558—Heated apartment, vacant Sept. 15, no children. Phone 7254.

GOOD locality baker's shop, 2 good ovens and all tools complete; brick house, 7 rooms. Phone 3360W.

HOUSE, centrally located; upstairs may be leased separately; heated. Telephone 4142 or apply 400 Dundas.

MRS. HALL, 61 Becher St., is invited to call at the office of The Advertiser before Sept. 5 and receive a pair of tickets for Loew's Theatre, for use any day except Saturday.

OAK ST.—New, six-room, fully modern brick cottage, nicely decorated, electric fixtures, full basement, furnace. Phone 2728W.

PRINCESS, 299—Apartments, first-class, six rooms, heated, oak floors, new fixtures and decorations, electric stove, blinds supplied. Phone 5892J.

SMALL house, 733 Waterloo St., modern in every way, prospects may inspect house if they wish. Also two large flats in sprinklered warehouse for rent. Apply D. Campbell & Sons.

100-ACRE farm, good buildings, four miles from city; also crop, stock and implements for sale; $500 cash payment, or will exchange for other property. Apply J. E. Hodgins, 907 Colborne St. Phone 1237.

ROOM AND BOARD

ALBERT, 165—Room and board for gentleman, all conveniences. Apply above address.

ROOMS TO LET

CENTRAL — Comfortably furnished room for gentleman. 477 Colborne St., between Dufferin and Queen's Aves.

FURNISHED rooms, use of kitchen if desired. Phone 4837W. 435 King St.

MAITLAND ST., 558—Two unfurnished housekeeping rooms, modern house, hydro, gas plate, $2.50 per week.

TORONTO EXHIBITION, excellent accommodation for visitors, two minutes' from grounds. Mrs. A. Cowley, 260 Dufferin St. Tel. Lakeside, 1480.

WANTED TO RENT.

BOARD and room desired by business girl, strictly private, modern house, good board essential. Apply Box 63, Advertiser.

WANTED to rent, modern house, good location. Phone 3479W.

WILL buly modern house, in good condition; not over $5,500. Phone 3479W.

ROOMS WANTED

A LARGE number of students attending the university during the 1923-24 will require quiet and comfortable homes and good table board. A list of available homes is being prepared. Applications should be submitted immediately. State street address, whether or not board or room or both are provided, price per week, whether men or women are preferred. References required. Applications received by Dr. K. P. R. Neville, registrar, University of Western Ontario, St. George St.

CENTRAL — Two respectable young gentlemen wish a large double front room, with fireplace preferred. Apply with full particulars to Box 60, Advertiser.

INSURANCE

ABBOTT Assurance Agencies — Fire, accident and automobile insurance. 201 Dominion Savings Building. Phone 5920.

GUNN, G. M. & SON, Limited (George C. Gunn, Allan M. McLean)—Fire, life, accident, automobile.

INSURANCE funds on first mortgage. E. D. W. Towe & Co., Ins. Agency.

REELY, R., 795 York St. Tel. 3893. All kinds of insurance. See me before you decide.

SMITH, EDWIN—Fire and casualty insurance, 207 Dundas St. (over Gammage, florist). Tel. 90.

WILSON, S.—Sick, accident, hold-up, robbery, fire and automobile insurance; money to loan, mortgages, rents collected. 216 Richmond St. Tel. 2103W.

FINANCIAL

F. G. McALISTER, barrister (of Gibbons, Harper & Braden). Mortgage loans. Phone 523.

SCANDRETT, T. W., solicitor—Private and trust money to loan, lowest rates. 98 Dundas St. Phone 854.

VETERINARY SURGEONS

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

FOR SALE

ASPHALT shingles, Oriental designs, red or green. Brick & Supply Co., 609 William. Phone 1244.

BEST Malt Extract, cans or bulk, wholesale and retail. Tylers, 355½ Clarence. Agents wanted.

BIRD CAGES—We have the largest stock in the city; reasonable prices; all kinds bird supplies. 280 Talbot.

CONTENTS of seven-room modern house, good locality, option of renting, reasonable. Box 49, Advertiser.

COOKSTOVE, walnut dining-room suite, 8 pieces, nearly new. Apply 123 Sackville St.

DELIVERY wagon, good condition, for sale. Apply A. R. Farr, phone 969.

DIAMOND engraved ring with fancy setting for $18. Ross McKay, The Jeweler, East London. Open evenings.

DRIVING buggy and refrigerator, family size, also sideboard. Apply 295 Richmond St.

ELECTRIC wiring at special cut prices. Leff Electric Co., 316 Grey St.

ELECTRIC wiring, fixtures and appliances. Bowley Electric, The Store With the Stock, 306 Dundas St. Tel. 2203.

FRESH CAUGHT fish arriving daily. Phone your order. We deliver to all parts of the city. Onn's Up-To-Date Market, Phones 7720-1296. 143 King St.

FURNACE—McClary's Sunshine, good condition. Apply 132 Queen's Ave.

GRAB this bargain, $275; piano, upright Bell, sold for $600. Come in and see it for yourself. It's a real buy. You can arrange your own terms. Pudney Bros., 348 Dundas St. Phone 5124J. Open evenings.

HIGH-CLASS, slightly used furniture, including Williams' upright grand piano, perfect tone. 411 Ridout, Phone 1249J.

HOUSEHOLD furniture for sale. Before paying the high prices for furniture which are demanded in the down town stores, call at Syd Jackson's, 501 Richmond St., or 768 Dundas St., and see what we have to offer. We probably have the very rug, table, dresser or suite you need at a price which will mean dollars in your pocket. See Jackson, auctioneer and sales agent. Phone 7460.

KITCHEN range and baseburner, splendid condition. Apply 142 Oxford St., or phone 2535J.

"KLEENO Kloths, Kleeno Waste," the superior quality wiping cloths and waste, a grade for every use. W. Leff & Co. Phone 2792; nights 5422W.

McCLARY cabinet gas range. Sell cheap for quick sale. 55 Ada St.

MOFFATT range, combination coal and gas, water front. Apply 574 Waterloo St.

MRS. GARNETT, 286 Adelaide St., is invited to call at the office of The Advertiser before Sept. 5 and receive a pair of tickets for Loew's Theatre, for use any day except Saturday.

NEW and up-to-date clothing and house furnishings sold on credit. J. Holliff, 366 Rectory St. Tel. 3595W.

PORTABLE oven and equipment, also candy kettle, cheap; can be seen at 457½ Talbot St.

READY-MADE gold filled spectacles, $2.50. F. Steele, Optician, 210 Dundas St.

SCHOOL books, school supplies, everything which the scholar requires. Visit Robertson's store, 519 Richmond St.

SEAL COAT, suits and dresses, almost new, startling prices. Apply evenings. 306 Grey St.

SEED wheat, Dawson Golden Chaff; free from noxious weeds. Archie J. Fletcher, R. R. No. 1, Ilderton.

SEWING MACHINE expert, repairs all makes; needles, shuttles, bobbins for White's, Singer, New Williams, Raymonds, etc. 99 King St.

SIDEBOARD and extension dining table. Apply 910 Waterloo. Tel. 1780.

SWING FRAMES for photos, large variety of sizes. Anderson's Art Store, 466 Dundas St. Phone 2790J.

V SIDING and flooring, $45 M; complete lumber stock at cut prices. London Wrecking Co., 501 Bathurst St. Phone 6640W.

WINSTON'S cumulative loose leaf encyclopedia, latest edition, for $40; old Wedgewood plates. Hamilton's, 210 King St.

LIVE STOCK.

TEAM of heavy, sound horses for sale, cheap. Apply F. Hutchinson, 20 Argyle St.

WANTED TO PURCHASE.

SMALL grocery or other business, about $2,000. Rent and other conditions right. Box 53, Advertiser.

50 TO 100 ACRE farm, good buildings, good soil and good fences, easy distance of London. Box 50, Advertiser.

LEGAL CARDS

BARTRAM, W. G. R., Barrister, Notary, etc. 59 Dundas St.

BUCHNER & RAMSAY—Barristers, solicitors, corner Talbot and Carling. Phone 99. Money to loan.

CRONYN, BETTS & BLACK—Frederick P. Betts, K.C.; F. C. Betts and J. L. K. Black, Huron & Erie Bldg., London, Ont.

CURRAN, FRANK H.—Barrister, solicitor, notary, Bank Montreal, cor. Talbot and Market Square. Tel. 1147J.

DOUGLAS, A. R.—Barrister, solicitor, notary public. Oak Hall Building.

FITZGERALD, W. C.—Barrister, notary, 110 Dundas St. Tel. 355.

GIBBONS, HARPER & BRADEN—Barristers, etc., Imperial Bank Building. F. F. Harper, J. A. E. Braden.

GLADMAN & STANBURY—Barristers, solicitors, etc., Bank of Toronto.

GRAYDON & GRAYDON—Barristers, Market Square north, Bank of Montreal Building.

MACPHERSON & PERRIN—Barristers, 57 Dundas St. Tel. 554.

MAJOR G. N. WEEKES' office will be closed Aug. 27 to Sept. 3, inclusive.

McEVOY, J. M.—Barrister, solicitor. Robinson Hall Chambers. Money to loan.

MENZIES & CLUFF—Barristers, solicitors, etc., 404 Talbot St. Tel. 874.

MURPHY, GUNN & MURPHY—Bank of Toronto Chambers. Phone 170.

RIDOUT & MAYBEE—156 Yonge St., Toronto, solicitors of patents and experts in patent law. Send for our handbook.

SCANDRETT, T. W.—Barrister, solicitor, notary. Money loaned. 98 Dundas.

SPENCER & BRAUND—Barristers, solicitors. 211 Dom. Sav. Bldg. Tel. 790.

TENNENT & TENNENT—Barristers, notaries, etc. 78 Dundas St.

WINNETT, J. W. G.—Barrister, solicitor, etc.; also money to loan. 420 Talbot St. Tel. 1235.

BUSINESS CARDS

AUCTIONEER and valuator—J. Lightfoot. Res. 694½ Dundas St. Tel. 3390M.

AUCTIONEER and valuator — Fred Genereaux, nine years with Cooper's auction. Office, 201 Dundas St. Phone 1332; residence phones 3322J, 2053W.

CEMENT mixer and man for hire, by day or week. Phone 3882.

CITY chimney sweep, yards and cellars cleaned, whitewashing. Phone 1883J. W. Berry & Son.

CITY Signs and Show Cards. 123 King St. Phone 984J.

FULL LINE of feather pillows. Mattresses renovated. Phone 997. W. Hunt & Sons, 503 Richmond St.

GET YOUR electrical work done now by Fred Mason. Tel. 3210.

LONDON Art Shoe Repair uses genuine oak leather, long wear. Work done by experts. All jobs guaranteed. We call and deliver. 87 Dundas St. Tel. 4851.

LONDON HOUSE, centrally located, Dundas and Talbot Sts., hot and cold water in rooms, clean and tidy, home cooking, reasonable rate, by day or night, an ideal home.

MacLEAN & HARRIS — Bookkeeping, public stenography, collections. 207 Royal Bank. Tel. 776J.

MARINELLO System for faces, scalps. Chiropody. Removal of superfluous hair permanently. Miss Beattie, Talbot and Fullarton. Phone 3027W.

SIGNS and Show Cards. Star Signs, 207 Dundas (over Gammage). Tel. 7581.

SLATE Roofing—Our specialty is slate blackboards. J. Whittaker, 551 King St.

UPHOLSTERING of any description at moderate charges; good work guaranteed. G. Young, phone 6412W.

UPHOLSTERING — Finest materials, expert workmanship. R. D. Pugh, 89 Wharncliffe South. Tel. 3654.

WARREN BROS., machinists, welders, formerly 314 Talbot, Hamilton Rd., near Rectory. Tel. 3075J.

BUILDERS AND CONTRACTORS.

ARTHUR MOULD, roofing contractor, expert repairs, special prices on Giant asphalt shingles. Phone 7891W.

BAER—Carpentry of all kinds, good work, prices right. 218 Hamilton Rd. Phone 4254W.

JOE BERE, building contractor; estimates given. 319 Wharncliffe N. Phone 4320W.

MURRAY, GEO. — General contractor and builder; jobbing estimates furnished. 118 Sydenham St. Tel. 4968F.

NOXELL, 200 St. Julien St., can build a 5-room bungalow, $2,200; 6 rooms, $2,450, red brick. Tel. 7886J.

ONTARIO Roofers—R. L. Clothier, contractor and builder. 447 Quebec St.

WEEKS, A.—Builder, contractor, jobbing a specialty. 558 Colborne St.

PAINTERS AND PAPERHANGERS.

BEECH, F. C.—Painter, paperhanger; specialty, graining; wallpaper dealer; free estimates. Tel 6889M.

VAUGHAN, 499 Adelaide St.—Painting, paperhanging and house decorating. Tel. 5064W.

PLUMBING AND HEATING.

ALLEN & POPE will give you satisfaction and service in plumbing. 155 Chesley Ave. Tels. 2993W and 7839M.

CHAS. WILLIAMS, the man with the repair shop on wheels. Phone 3277J.

FURNACES, eavestroughing, tinsmithing. Regal stove and furnace repair. 527 Hill St. Phone 1864J.

PLUMBING and repairing, also Gurney No. 26 gas water heaters installed, $25. H. R Dixon. Phone 1747W.

PLUMBING and repairs—W. O. Ellwood, 69 Becher St. Phone 4348W.

T. WELCH, plumber and steamfitter, 573 Central Ave. Tel. 7211W.

PRINTING.

THE HOLLINS PRESS for fine printing and stationery. 761 Dundas St. Phone 7812W.

TAILORING AND REPAIRING.

ADVICE—Send it to Greenwood. Special contract rates for cleaning, pressing and repairing. Tel. 7311W. Room 1, 213 Dundas St.

ARMOUR, J.—Order your fall suit now from me. 669 Dundas. Tel. 2379W.

FOR THE difficult repairs, see Bert Ray, the trained tailor, 201 Wellington St. Phone 7086J.

LADIES! Have your clothes made by an expert ladies' tailor and dressmaker. Wilner, 229 Hamilton Rd. Tel. 5461W.

LIGHTED—Tailoring and laundry. Suits cleaned and pressed. Delivery. 347 Clarence St. Tel. 705J.

MRS. GUYMER, 427 Pall Mall St., is invited to call at the office of The Advertiser before Sept. 5 and receive a pair of tickets for Loew's Theatre, for use any day except Saturday.

SUITS cleaned, pressed and repaired. Tailoring to measure. Customers' own material made up. R. Tatham, corner Lorne and Elizabeth St.

WHILE you wear your Palm Beach suit let us clean your other ones. Williams Tailoring, 428 Clarence St. Tel. 5013W.

WILLIAMS Tailoring, where cleaning and pressing will be done to your satisfaction. 428 Clarence St. Phone 5013W.

CHIROPRACTIC

A. W. MACFIE, D.C.N.D.—Specializing in drugless and non-surgical practice. Dominion Savings Building. Phones 4710 and 5710.

CHIVERTON, DR. MAURICE L., D.C., D.M.T., 169½ Dundas (over Peters)—Hours, 2-5, 7-8. Appointment phone 4205. Residence phone 3409J.

HAMMOND, A. S., D. C. N.—539 Dundas St. Electrical specialist. Tel. 7716.

JUDD, C. R., D.C., Ph.C., 114½ Dundas St. (over Mitchell's Drug Store). Hours, 10-12, 2-5, 6-8. Tel. 5903J.

NATTRASS, DR. MAUD—Chiropractic and osteopathy. 898 Dundas. Tel. 5991W.

WALSH, DR. H. E., D.C., D.A.S.—Chiropractic physician. Specialist in nervous diseases, modern electrical equipment. Dundas, cor. Colborne. Tel. 5245J.

OSTEOPATHY

DR. BARKLIE will be away until Sept. 1st, attending clinics and conventions in Detroit, Chicago and Davenport.

BEST, DR. R. C.—Osteopathic and chiropractic physician, nervous and chronic diseases, 191 Wharncliffe Rd. S. Hours, 9-11, 2-5, 6-8. Phone 3328.

CATON, DR. H. V.—Osteopath, 171 Kent St., graduate 1900, specialist chronic and nervous diseases. Tel. 3573.

OSTEOPATHIC PHYSICIANS

COLES, C. W., 440 Queen's Ave. Hours, 10-11, 2-4, ev'gs by appointment. Tel. 772.

DETWILER, E. S., D.O., 444 Waterloo Phone 3373. Hours, 11-12, 2-4, 7-9.

HARKINS, Drs. Marie H., Rebecca, St George Apts., Wellington. Hours: 10 12, 2-5. Tel. 1560.

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MEDICAL CARDS

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BICE, DR. E.—241 Queen's Ave., specialist, surgical diseases of genito-urinary tract and rectum. Phone 1400.

CAMERON, DR. D. A.—Dundas and Waterloo; diseases of women and stomach. Hours, 11-12, 2-4, 7-8. Tel. 1786 or 1722.

DUFFY, DR. J. LEONARD—200 Central Ave. Hours, 11-12, 2-4, 6-8. Tel. 3878.

HOLMES, DR. L. S.—Clinic Bldg., 241 Queen's Ave., specialist, skin and genito-urinary diseases, X-ray, and all forms of electric treatments.

HUFFMAN, DR. J. L.—746 Waterloo, corner Oxford. Phone 5822.

INGHAM, DR. G.—Specialist, eye, ear, nose and throat. 248 Queen's Ave. Tel. 3330W.

KARN, DR., 438 Clarence St.—Specialist, genito-urinary and rectal diseases.

REASON, DR. CLIFFORD, 538 Dundas St. Nervous diseases, surgery. Tel. 266.

SCHRAM, DR. JOHN S.—Corner Kent and Talbot. Specialist midwifery, diseases women and children.

SCHRAM, DR. NORMAN F.—Cor. Dundas and Wharncliffe Rd. Phone 2336.

STEVENSON, DR. W. J.—389 Dundas. Specialty, diseases women, surgery. Dr. H. A. Stevenson, X-rays.

SWEENEY, DR. P. J.—Women's diseases, surgery, 720 Dundas. Tel. 7074.

WISMER, DR. H. S.—Specialist X-rays. 253 Queen's Ave. Tel. 114.

CHIROPODY

BEATTIE, Miss—Graduate chiropodist, Talbot and Fullarton. Tel. 3027W.

GREY BEAUTY SHOP—Graduate chiropodist, 221½ Dundas. Tel. 2632W.

HILES, Dr. Le Roy V., foot specialist, 202 Dundas St., over Cliff Robinson's store. Tel 7308.

WANT AD TIPS

Shrewd Lawyer Makes Discovery

Most of the secret of a successful Want Ad sale of household goods—the contents of a home—is a sufficiently detailed Want Ad. This means a Want Ad running to quite a number of lines. Its size will get for it favorable attention among other ads, thereby insuring that most will read. A curious psychological trait of the public enters, too. A large Want Ad indicates a "big" event. So people want to go to it, and because they do it really becomes a "big" event.

Another principle enters. A shrewd lawyer, who had occasion frequently to use Want Ads as an administrator, was known for the uniform great success of his sales.

He had simply discovered that the bigger his Want Ad, and the more detailed his listing of articles, the greater the number of people who attended. He abandoned "contents of one house," "other articles too numerous to mention," etc., and specifically named the articles.

"It only takes a single article to make a person visit a sale of household goods," he explained. "The more different articles you mention, the more people are thus attracted. The average woman comes for one particular article, perhaps two—she has seen them listed in the Want Ad. Then, while she is at the house, she buys others."

Mention first in your Want Ad the newest, most popular pieces of furniture—that recently-bought overstuffed parlor set, for example; the splendid phonograph; the dining suite you have been so proud of, the modern range. Put the most desirable offerings first. Then list numerous other articles.

Remember, as the lawyer was wont to say, it only takes one article to bring a buyer to the sale. When the buyer is there, he will, if an average person, at least consider, very likely, buy more.

One man replied to a household goods Want Ad because he had seen a crosscut saw listed. He brought home, besides the saw, a tent, a fishing rod and tackle and a dresser. That's typical. That's why it pays to list many, even small articles, in the household goods Want Ad.

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DENTAL CARDS

BLAIR, DR. JOHN F.—Office moved to 241 Queen's Ave. Phone 1400.

FRASER, DR. A. G.—Dentist, practice limited to X-ray and extraction. 238 Queen's Ave. Tel. 709

FREZELL, DR. M. J.—386½ Richmond St., over Taylor's Drug Store.

JARVIS, DR. — Extraction, painless, dental X-ray. Evenings, 7 to 8, by appointment. 213 Dundas.

KELLY, DR. V., fixed and removable bridge work. 241 Queen's Ave. Tel. 1400.

MOORE, DR. S. A.—