

**FURS**  
Made to Order Ladies Coats, Our  
Specialty. Remodeling, Relining  
and Repairing. All Work guaran-  
teed.  
F. B. HERTEL, Furrier.  
(Late of John Marshall & Co.)  
Phone 4025. 155 Central Ave.

**ALLEN & POPE**  
Hot Water and Steam  
Heating Contractors  
Estimates Furnished.  
155 CHESLEY AVENUE.  
Phone 2231W-7539M.

**MACHINE BLACKSMITHING**  
EALING WELDING WORKS  
J. M. Lofthouse, Prop.  
**OXY-ACETYLENE**  
**WELDING AND CUTTING**  
Phone 7783. 531 Hamilton Rd.

**Alex R. Morrison**  
Accountant and Auditor  
Westervelt School Building.  
Office phone 3475W. Res. phone 1937

**BALLOON**  
**TIRE**  
Headquarters  
**Art Wilkes**  
354 WELLINGTON ST.  
PHONE 2334.  
Goodyear Selected Dealer.

New equipment for  
Funerals and Weddings.  
**MARLEY**  
**TAXI**  
Real service all the time.  
We never close.  
659 DUNDAS ST.  
PHONE 2823

THE BETTER SERVICE STORE  
**ART TANNER**  
Bicycles, Tricycles, Toys and Accessories. All new models of Perfect  
Bicycles now in stock.  
Three Stores: Phone 3426W, 460 Dundas Street; Phone 1893F, 402 Clarence  
Street; Phone 5767W, 454 Hamilton Road.

COAL, COKE AND WOOD  
**BROOKS BROS.**  
228 ADELAIDE STREET. PHONE 841.

**Rapid Electrotape**  
Company, Limited  
RAPIDS RIGHT.  
Lead Mould, Nickel Types.  
Electrotype, Stereotype.  
Phone 3700. 211½ King St.

Commercial Lead Burning  
**WILLIAMS WELDING**  
**WORKS**  
OXY-ACETYLENE WELDING  
BRAZING AND CUTTING  
Experts on Boiler Welding  
Phone 6836. 386 Ridout St.

Don't throw your  
old carpets  
away.  
  
We pay freight or  
express both  
ways.  
We Make Beautiful Velvet  
Rugs from Old Carpets.  
**CANADA RUG CO.**  
98 Carling St. Phone 2485.

DR.  
LEROY V. HILES  
Foot  
Specialist  
202 Dundas St.  
Phone 7308.

YOU WILL FIND EVERY  
ELECTRIC NEED AT THE  
**Commercial Electric**  
467 RICHMOND. PHONE 1871W.

**Chesterfields**  
Made to Your Order.  
Any Size—Any Shape.  
QUICK, THE Upholsterer  
523 Richmond St. Phone 3887J.

**DEPENDABLE ROOFERS**  
NEW ROOFS, ROOF REPAIRS.  
We recommend and supply Brantford Asphalt Shingles in four colors.  
Also first-class roofers to apply same.  
**COPP BUILDERS' SUPPLY CO.**  
85½ YORK STREET. PHONE 1044.

HIGH-  
GRADE  
COAL,  
COKE  
AND  
WOOD  
  
Made from London's  
Pure Drinking Water.  
**London Ice & Coal Co., Ltd.**  
86 BATHURST STREET. PHONE 141.

**TORNADO INSURANCE**  
Costs Only 10c Per Hundred  
H. J. CHILDS & SON  
INSURANCE BROKERS  
114 Dominion Sav. Bldg. Ph. 6780M.

**GEO. BOYD**  
REGISTERED FOOT SPECIALIST  
gives 10 electric treatments for \$10.  
X-Ray Free.  
156 King St. Phone 220J.

PASTEURIZED MILK AND CREAM FROM THE BEST HERDS IN  
THE DISTRICT.  
**CRAIG BROS.' DAIRY**  
961 ORMSEY STREET. PHONE 4732J.

**STEWART & MORKIN**  
ALL WORK DONE BY EXPERTS.  
**ELECTRIC MOTOR REPAIRS**  
134 FULLARTON STREET. PHONE 3165.

**NEW WASHER WRINGS**  
**CLOTHES OUT QUICKLY**

Savage Machine, Sold by Pol-  
lock Electric, Has Many  
Patent Features.

When the housewife washes with  
an ordinary washing machine or by  
hand she must lift each article out  
of the water and guide it through  
the wringer by hand. Each piece  
must be handled several times in  
washing, rinsing, blueing and wring-  
ing. Most of the time her hands are  
wet—at best it is messy, tiresome  
work. The is on her feet continually  
—bending over steaming tubs, "fish-  
ing" and lifting the heavy, soaked  
garments out of deep cylinders or  
tubs, straining to remove and  
place parts of the machine neces-  
sary in the various operations.  
Not so with the wringerless Savage  
electric washer now sold exclusively  
in London by J. H. Pollock, 397 Clare-  
nce street.  
The Savage is revolved in an alu-  
minum perforated container, lifted,  
turned, and dropped back in the  
sudsy water more than fifty times a  
minute, without rubbing or bunch-  
ing. Within a surprisingly short  
time everything is washed immacu-  
lately. Soaking and boiling are un-  
necessary.  
"If Savage is remarkable in its  
washing action, you'll find it really  
wonderful in drying," says Mr. Pol-  
lock, "because it dries wringers dry,  
without wringing, without injury to  
washing or risk of injury to opera-  
tor."  
"After washing, a simple shift of  
the perforated container to upright  
position brings the load above the  
water-line. A touch of the switch  
button and the entire load is whirled  
wringing dry in one minute, or for  
the ironing machine in about fifteen.  
"Washing, drying, rinsing and  
bluing all take place in the one tub  
—no additional tubs are needed. After  
drying, if desired, you can rinse in  
sealding water—mechanically. Three  
minutes Savage rinsing is more  
thorough than fifteen minutes hand  
rinse—and think of the saving on  
hands!"  
"Think of the labor of feeding a  
wringer, of slowly rinsing by hand,  
of operating levers and pedals, which  
the Savage saves you. Think of how  
Savage drying saves your garments—  
by not breaking or tearing off but-  
tons, flattening fasteners and hooks,  
and eyes; saves you ironing, by elimi-  
nating all deep wringer-creases, all  
smashed and matted down nap.  
"And on rainy, snowy days you  
don't have to hang out your washing.  
—you can iron right from the Savage.  
"The principle of centrifugal dry-  
ing is not new. It has been used  
industrially for a century. The Sav-  
age is no experiment."

Art Tanner Points Out Time  
That Can Be Saved  
With Wheel.

A good bicycle can be a great help  
to persons in all walks of life, and  
with bicycles the best is always the  
cheapest, according to Arthur Tan-  
ner, local dealer for Perfect Bicycles,  
the wheels that have made a name  
for themselves in France, Germany and  
Canada. Mr. Tanner points out that  
the small extra first cost when  
spread over the longer life of a  
Perfect is but a trifle.  
"The cost per mile per year is very  
much less than that of the so-called  
"cheap" machines. Should the rider  
wish to sell at any time, a much  
better price may be had for a Perfect  
Bicycle, its lasting qualities being so  
well known.  
"Extra years of easy riding make  
the Perfect Bicycle a real money-  
saver. The ordinary wheel is hard  
running and shabby. It takes fewer  
years' work to buy a Perfect Bicycle  
than ever before. It pays for itself  
many times over in smooth riding  
comfort and freedom from repairs.  
"The Perfect comes very close  
indeed to being absolutely perfect in  
quality, as well as in price. It has  
been many years proven itself to be  
perfectly adapted to the severe de-  
mands made upon it. Canadian work-  
men take pride in putting forth their  
best efforts in the production of a  
bicycle which is such a striking  
tribute to their skill. Canadian  
cyclists take equal pride in owning  
and riding it."

**Children's Feet**  
**Cause of Trouble**  
Dr. Leroy Hiles is Expert in  
Correcting All Pedal Ailments.

Dr. Leroy V. Hiles, foot specialist,  
202 Dundas street, submits the following  
article on the care of children's feet for  
Advertiser readers:  
"Irritable children are not always to  
blame for their restlessness. In nearly  
every case this is caused by improperly  
fitted clothing, and especially by im-  
properly fitted shoes. We often hear  
about the so-called growing pains of  
children, but there is really no such  
pain, these conditions being caused by  
exhaustion, due to the child's un-  
natural position. Children usually begin to  
crawl during the seventh or eighth  
month. Their feet should be encour-  
aged, and by no means should a  
child be forced to walk by using  
mechanical appliances. If left alone, the  
child will begin to walk of its own ac-  
cord by hanging on to objects which are  
about the room. Forcing the child to  
walk too early causes the muscles and  
bones, which are unfit for this unnatural  
strain, to give way as a result the  
child acquires weak feet and bow legs.  
"Often parents believe that children  
are lazy because they desire to be car-  
ried. This is not the case. The com-  
ment of their walking age, but in the  
majority of these cases this is an erro-  
neous idea. Such children either have  
weak feet, which may then hinder  
walk, or are unhealthy. Any normal  
child would much rather romp and play  
about than be carried.  
"If it is apparent at all that the child's  
ailments may be caused by foot trouble  
the only right thing for the parents to  
do is have his feet examined by a com-  
petent chiropodist."

**CONFERENCE CONSIDERS**  
**WINNIPEG LADIES' COLLEGE**

Canadian Press Despatch.  
Winnipeg, Oct. 23.—Winnipeg may  
have a ladies' college in the near  
future established under the United  
Church. A motion asking for the  
appointment of a committee of seven  
to consider all phases of the ques-  
tion as to desirability and possibility  
was moved by Principal MacKay of  
Manitoba college and seconded by  
Sir James Aikens and was unani-  
mously adopted by the Manitoba  
conference of the church yesterday.  
Sir James, in speaking to the motion,  
declared that there must be 10,000  
mothers in this province who would  
welcome the opening of such a col-  
lege.

**J.A. BARNARD**  
Lowest Prices on New and  
Rebuilt Bicycles.  
Motorcycles, General Re-  
pairs, Locksmith.  
338 TALBOT STREET.  
Phone 2994M.

**IXL SPICE AND COFFEE**  
**MILLS, LIMITED**  
Sweetheart Jelly,  
Pure and Delicious.  
Sweetheart Peanut Butter,  
Something different.

**BROOKS BROS. ENJOY**  
**LARGE RETAIL TRADE**

The Brooks Bros' coal yard at 228  
Adelaide street, is enjoying one of  
the largest retail coal trades in the  
city, due to the fact that they al-  
ways carry a complete stock of all  
sizes of anthracite coal, as well as  
soft coal and the best coke in differ-  
ent sizes.  
This concern has gained a reputa-  
tion of having only clean coal for  
sale. Added to that it has a system  
of prompt delivery, which has  
given its old customers real satisfac-  
tion, and has drawn a huge amount  
of new trade.  
Although this firm started with a  
small amount of trade, it has grad-

**LARGE STOCK OF SKINS**  
**BOUGHT BY LONDONER**

F. B. Hertel Ready at All  
Times to Repair Fur  
Garments.

F. B. Hertel of 155 Central avenue,  
one of the most widely known furriers  
in Western Ontario, and who has had  
more than fifty years' experience in this  
business in France, Germany and Eng-  
land, as well as Canada, has all the  
latest facilities for making fur coats,  
neckpieces and all similar articles in the  
latest fashion. Mr. Hertel has bought  
extensive stocks of Persian lamb,  
French seal, and several other types of  
regular skins, as well as large ship-  
ment of all the kinds of linings now be-  
ing used. He is thus in a position to  
fill orders of all sizes for goods next  
winter.  
In addition to making new coats, etc.,  
Mr. Hertel does a great deal of remodel-  
ing work. In this respect, he points  
out that by a small expenditure the  
owner of a valuable coat may give it a  
greatly lengthened lease of life by hav-  
ing the coat repaired where needed at  
small cost.

**Perfect Bicycles**  
**Famous in London**

Art Tanner Points Out Time  
That Can Be Saved  
With Wheel.

A good bicycle can be a great help  
to persons in all walks of life, and  
with bicycles the best is always the  
cheapest, according to Arthur Tan-  
ner, local dealer for Perfect Bicycles,  
the wheels that have made a name  
for themselves in France, Germany and  
Canada. Mr. Tanner points out that  
the small extra first cost when  
spread over the longer life of a  
Perfect is but a trifle.  
"The cost per mile per year is very  
much less than that of the so-called  
"cheap" machines. Should the rider  
wish to sell at any time, a much  
better price may be had for a Perfect  
Bicycle, its lasting qualities being so  
well known.  
"Extra years of easy riding make  
the Perfect Bicycle a real money-  
saver. The ordinary wheel is hard  
running and shabby. It takes fewer  
years' work to buy a Perfect Bicycle  
than ever before. It pays for itself  
many times over in smooth riding  
comfort and freedom from repairs.  
"The Perfect comes very close  
indeed to being absolutely perfect in  
quality, as well as in price. It has  
been many years proven itself to be  
perfectly adapted to the severe de-  
mands made upon it. Canadian work-  
men take pride in putting forth their  
best efforts in the production of a  
bicycle which is such a striking  
tribute to their skill. Canadian  
cyclists take equal pride in owning  
and riding it."

**FUNERAL OF E. R. MOGG**  
**IS HELD AT WEST LORNE**

West Lorne, Oct. 23.—The funeral  
of the late E. R. Mogg, aged 78  
years and four months, was con-  
ducted in the Regular Baptist church  
by Rev. W. E. James, pastor of the  
church, assisted by Rev. P. C. Mc-  
Farlane. Interment was made in  
Evergreen cemetery.  
Relatives present from a distance  
were Dr. and Mrs. Adams, Detroit;  
Mr. and Mrs. William Cullen and  
Mrs. D. B. Balle, Waterford;  
Mrs. Brigham, Hamilton; Mr. and  
Mrs. Q. Durward, London; W. S.  
Mogg, Blenheim.

**BE RELIEVED OF**  
**PRESSING TROUBLES**  
Send Your Clothes To  
**V. L. EAMES**  
85 Wharncliffe South.  
"Satisfaction Always."

**FENDERS AND RADIATORS RE-**  
**PAIRED BY EXPERTS.**  
Auto Body Work of All Kinds.  
**R. H. Gregory**  
Rear of Art Wilkes Tire Shop.  
354 Wellington. Phone 2334.

**J.A. BARNARD**  
Lowest Prices on New and  
Rebuilt Bicycles.  
Motorcycles, General Re-  
pairs, Locksmith.  
338 TALBOT STREET.  
Phone 2994M.

**Arthur Mould**  
Roofing Contractor  
Giant Shingles, Heaviest Weight.  
They Stay Down.  
Ask for Giants—They roof best.

**BOWLEY ELECTRIC**  
Full Line of Electrical  
**FIXTURES**  
WESTINGHOUSE SHOP  
Phone 2203. 306 Dundas St.

**PERFECT BICYCLES**  
**GIVE LONG SERVICE**

A. T. Tanner Firm Local  
Agency For Widely Famed  
Line of Wheels.

Of course you need a bicycle. With  
it, Art Tanner, one of London's leading  
bicycle dealers, points out, you can get  
from place to place quickly, easily and  
economically.  
It is always ready to save you from  
long, tiresome walks or from crowded,  
stuffy street cars. The saving in car-  
fares will soon pay for it. No expen-  
sive gasoline or other fuel, and little  
parking space.  
There are, certainly some real advan-  
tages, and that they are being appre-  
ciated are evidenced in the fact that so  
far this year Mr. Tanner's sales of Per-  
fect Bicycles have just been double  
what they were for the same period last  
year.

With three stores, at 665 Dundas  
street, 402 Clarence street and 454 Ham-  
ilton road, Mr. Tanner is in a position  
to give the utmost in service. The  
repair departments are each in them-  
selves efficient, and experts turn out  
work of the highest order.  
In considering the bicycle as a means  
of transportation, it may be further  
pointed out that the bicycle will save  
as much as doctors' bills. The moderate  
fresh-air exercise is just what is needed  
to give robust health and keep one fit.  
The many miles of good roads now  
available make cycling pleasant and easy  
the greater part of the year. Every boy  
and girl needs a bicycle. It is just the  
thing for errands and for getting to  
school. Teachers, as well as pupils,  
need bicycles. So do workmen,  
clergymen, collectors and messengers.  
Per rush deliveries and for delivery-  
ing small, light goods, no other system  
can compete in low cost and high ef-  
ficiency with a boy on a bicycle. On  
the farm it is handier than a spare  
horse.

**Service All the Time**  
**BUILDS GOOD BUSINESS**  
Auto Repair Shop of J. Carson  
and Sons Has Big  
Trade.

Service at all times, repairs that  
can be relied upon and a constant ef-  
fort to see that all customers receive  
satisfaction is the policy of J. Carson  
and Sons. The shop is open every day  
every hour of the day and every  
day in the year at J. Carson & Sons'  
repair shop, 347 Ridout street. This  
establishment, because it has built  
up its reputation on these principles,  
is now recognized by the motorists  
of the city and surrounding district  
as a place where the owner may leave  
his machine, safe in the knowledge  
that what he wants done will be done  
and done right; that he will receive  
his little old "bus back in a remark-  
ably short time, and that he will not  
be called upon to pay an exorbitant  
price for the repairs made.  
This shop is one of London's young  
industries, which has made rapid  
 strides since its inception. James  
Carson, manager of the firm, reports  
constantly increasing business and  
an ever-growing list of customers.  
Mr. Carson prides himself on the fact  
that he has yet to hear of one unsat-  
isfactory repair.

**Best Material,**  
**Motto of Firm**  
W. T. Pace and Son, Paper-  
hangers for 35  
Years.

"Skillful workmanship and only the  
best materials" for the last 35 years  
has been the watchword of the local  
painting and paperhanging firm of  
W. T. Pace and Son, 251 Ridout street  
south. And it is because this con-  
cern has consistently lived up to this  
motto that its success has been so  
marked.  
Fred Pace, the manager, has had  
many years' experience in this field  
and because of this can give expert  
advice on all painting or paperhang-  
ing problems that confront the home-  
owner.  
Mr. Pace is skilled in his profes-  
sion. In interior and exterior decorat-  
ing he has a wealth of knowledge  
based on actual experience and a  
keen study of the new things which  
are decreed by leading decorators.  
It makes no difference whether it be  
oil paper or paint, Mr. Pace is in a  
position to offer the services of an  
expert.

One of the big features which Mr.  
Pace follows up is doing interior de-  
corating during the summer months.  
At this season there is a better op-  
portunity to devote more time and  
attention to a contract and the cus-  
tomer has a much better range of  
materials from which to make a  
choice.  
"Many of my patrons are seeing the  
advantage of having decorating and  
painting done during July and  
August while they are on their vaca-  
tions," said Mr. Pace. "They select  
the wall paper designs or paint colors  
and then leave us in charge of the  
house. When they come back they  
find everything in proper order.  
Furniture and furnishings restored as  
they were prior to the job being  
done."  
It is a fact that Mr. Pace has won  
the confidence of his customers. He  
knows that he has trustworthy and  
responsible men in his employ and  
that in taking such a contract no  
risk is being run whatever, while a  
customer's home is temporarily in his  
possession.

**TOPIC OF SERMON.**  
Special to The Advertiser.  
West Lorne, Oct. 23.—Rev. James  
pastor of the Regular Baptist church,  
will take for his subject on Sun-  
day evening, "A Self-Made Fool."

**JA PAGE**  
Hardware and Jinsmithing  
807 DUNDAS ST. EAST  
LONDON.

**First-Class Shoe**  
**Repair**  
We specialize in ladies' and gent's  
fine shoes and galoshes. The satis-  
faction of a job well done is ours  
and ours alone. Goods called for  
and delivered same day.  
**296 Richmond St.**  
PHONE 1898W.

**COAL, COKE**  
**and WOOD**  
**Scranton**  
**Anthracite Coal**  
Well Screened, All Sizes.  
Egg, Stove, Chestnut and Pea.  
**Chantler Bros.**  
Phone 347. 263 Bathurst St.

**FORSTER'S GARAGE**  
Repairs on all cars. First-class  
mechanics.  
89 FULLARTON ST.  
SHOP 325—PHONES—NIGHT 8347.

**QUALITY is the RULE**  
AT THE

**GRIGG HOTEL CAFE**

—NOTHING BUT THE BEST FOODS WE CAN BUY.  
—SKILLED CHEFS OF LONG EXPERIENCE.  
—QUICK SERVICE GIVEN WITH A SMILE.  
We Are Now Serving 4.4 Beverages.

**W. T. Pace & Son**  
**PAINTERS DECORATORS**  
251 RIDOUT SOUTH PHONE 1772

**HEXTER TAXI**  
Phone 2859  
METERED SEDANS  
Special Equipment (5 and 7-pass.)  
for Weddings, Etc.  
483 RICHMOND STREET

**Brighton's**  
**O.K. Bakery**  
Some of Our Favorite Brands  
Sun-Maid Raisin Bread  
Granny's Favorite  
Home-Made  
Saturday's Special Nut  
Bread  
Have Our Driver Call.  
Phone 2160. 479 Emery St.

**WE BIND MAGAZINES**  
**HAVE YOURS BOUND.**  
**THE CHAS. CHAPMAN CO.**  
91 DUNDAS ST. Phone 3-7-0

**W. W. SCOTT**  
Successor to John Campbell & Son.  
Painting, Trimming, Carriage  
and Auto Repairs.  
Expert Mechanics—All Cars.  
84 YORK ST. PHONE 516J.

**HERMAN SILVERMAN**  
Successor to T. Fox. 50 Years  
on Clarence.  
**PAWNBROKER**  
Buy, Sell and Exchange.  
383-5 Clarence St. Phone 153J.

**EVERYONE WHO SEES ONE WANTS ONE**  
**PEERLESS AND**  
**NEW ELITE FOLDING TABLES**  
SOLD BY BEST DEALERS EVERYWHERE.  
PHONE 1064. HOURS & CO., LIMITED QUEBEC ST.

**Heating & Ventilating Contractors.**  
**GEO. WINTERBOTTOM**  
**& SON**  
SHEET METAL WORKERS  
Phone 5889W. 519 Richmond St.

QUALITY

**RUTH'S**  
Chocolate Fresh Daily. Unexcelled Soda Fountain Service.  
C. R. McCUTCHEON, Proprietor.  
646 DUNDAS STREET. PHONE 145.

Now Is the Time for Painting.  
**Trelco Paints**  
Cover Everything  
**TRELFOUR PAINT AND**  
**VARNISH CO., LTD.**  
Pratt and Lambert  
Distributors.  
121 DUNDAS ST. PHONE 8004.

**THE DESIGN AND MANUFACTURE OF**  
**Loose Leaf Sheets and Devices**  
IS OUR SPECIALTY.  
**REID BROS. & CO., LIMITED**  
Nightingale Avenue. Phone 303. Printing, Ruling, Bookbinding.

**Reliance Garage**  
LIMITED  
Authorized  
Ford, Overland and Willys-Knight  
Service and Parts.  
Genuine Factory Parts Only.  
**RADIO DEALERS**  
293 Dundas St. Phone 6400

**J. Carson & Sons**  
MACHINE SHOP AND  
GARAGE REPAIRS  
OUR SPECIALTY  
347 RIDOUT STREET.  
Phone 5930W.

ESTABLISHED 1854.  
FOR OVER SEVENTY  
YEARS DECORATORS TO  
PARTICULAR PEOPLE.  
**Westland Bros.**  
Wallpaper Dealers.  
156 WORTLEY ROAD PHONE 1380

New Gurney Electric Stove,  
\$160.00. Reduced to \$115.00  
Gain-a-Day Electric Washer,  
\$145.00. Reduced to \$115.00  
Ohio Vacuum Cleaner, \$65.00.  
Reduced to \$45.00  
**J. H. POLLOCK**  
397 Clarence St. Phone 5762W

**Bill Newman**  
EXPERT TIRE AND  
BATTERY REPAIRS  
All Work Guaranteed.  
Phone 364J. 91 York St.