



First-- The Lot

"Talk About Making Rent Money Buy Your Home"

said a London builder to our manager a few days ago. "More houses are going up in London on that basis this year than ever before; and if more Rent Payers only knew the simple method of making their Rent Money buy their own homes, we would be swamped with building orders."

This information and particulars is of tremendous value to all persons paying rent, and the saving made in one year by those who know and use this method, is so startling that you should have the benefit of this knowledge today. It is yours for the asking.

Work started on four more houses in Manor Park this week. This makes twenty new homes for Manor Park this season, and many more will be added to this number before long. At the present time the following well-known building contractors—Mr. Thos. Baker (of Dymont-Baker Lumber Co.), Geo. Roberts & Son, the London Contracting Co.—and others have gangs of men building houses in Manor Park. A great many homes will be built on this property this summer and as an investment we recommend the buying of Manor Park lots NOW.

There are some very fine \$140 and \$160 lots in good locations that can be bought at these prices during this month. After June 1st the \$140 lots will be \$150 and the \$160 will be \$175. A number of higher priced lots are going up too. Any lot can be bought on the easy terms of five dollars down and five dollars monthly until paid for. These are the last low-priced lots and their value is steadily going up in this part of the city.

When the Wharncliffe road is paved this year, these lots will be cheap at \$200. We know something also of great importance to this property, but enough for now. Act. Men of action win. Act today.

MAHAFFY BROS., LTD.
231 Dundas St., London.
Phone 4459.

Then the Loan and Builder

Economy in Youth Assures You Ease in Old Age

Saving a part of your earnings and banking them in this bank, where they are safe and earn interest, is the easiest way to increase your income. With a bank account you do not have to search for loans to build the house when you are ready.

We pay 3½ per cent, compounded half-yearly, and it only takes one dollar to start you on the road to wealth.

START TODAY.

The Dominion Savings and Investment Society

Highest Rates Paid on Debentures and Deposits.

Capital \$1,000,000.00
Reserve Fund 225,000.00
T. H. Purdom, K.C., Nathaniel Mills, President. Manager.

For the Brick and Stonework

You will want the very best contractor you can get, one who has won a reputation for honest work and has built hundreds of houses, large and small, located all over London.

Thos. W. Copp

51 Wortley Rd. Phone 1725.
is the man to do your work on brick, stone or cement.

Drop a card, or phone, for estimates

Copp Bros.,

93 YORK STREET.
Phone 1044.

Dealers in Builders' Supplies, Lime, Cement, Plaster, Fire Clay Brick and Sewer Pipe.

LET US QUOTE YOU PRICES.

For the Building

you want the best man you can find, one who knows the building business from the front door-steps to the top of the garret.

L.H. Martyn

London's biggest builder, is the man. With his big lumberyards and facilities for cutting the lumber for each individual house in proper lengths ALL WASTE is eliminated, and the job costs you less.

Estimates cheerfully given. All kinds of rough and matched lumber, hardwood flooring, cypress and oak for interior finishing, also lath, shingles, etc.

A card to us will bring our prices.

L.H. Martyn & Co.

Builders and Contractors
807 PRINCESS AVENUE.
Phones 218, 3707, 4050.

Then Bricks and Lumber

Note the Handy Size of Boards

Let us emphasize the fact that Fibre Board is not a small, thin sheet of ordinary wall board. Neither does it require reinforcing with lath or sheathing.

CANADA FIBRE BOARD

is nearly one-half inch thick—in strong, durable boards of compressed pure wood fibre, waterproofed. The boards are in the handy size of 8 ft. x 4 ft., which work out with practically no waste. You can decorate a Fibre Board wall with paper, burlap or paint, or leave it plain. Write for folder and free sample. 10a Ferguson Fibre Board Co. J. S. Ferguson, Manager, Toronto Bank Building, London, Canada. *Nearly half inch thick*

BARGAINS IN Building Material

MILTON BRICK at lower prices than ever known before.
RUG BRICK excel all others as to beauty of coloring, and at a reasonable price.
Also fourteen other different makes of Face Brick, Rough Texture and Smooth, Impervious Red Brick.
SHINGLES, British Columbia, Red Cedar XXX and XXXXX in stock.
GALT METAL SHINGLES, Metal Lath and Galvanized Siding.
NATIONAL TILE ROOFING, Green or Red.
It would pay any person building to call and see

WM. BUCHANAN

PHONES: Office 4961. 43 Bank of Toronto Bldg. House 2896. London, Canada.

GEORGE H. BELTON LUMBER COMPANY

EVERYTHING IN LUMBER, LATH, SHINGLES, CEDAR POSTS, SASH AND DOORS, FRAMES AND MOLDINGS.

Get our prices at Rectory and G. T. R. Branch, Richmond and Pall Mall Streets.

LONDON

If the Plastering Is Not Done Properly

The house will never be right. To make sure of having the lathing and plastering right have John Murray & Son do it. One of the largest buildings in the city has just been completed by them, and praise for the work is heard on all sides. They also do cement plastering, hard wall plastering and repairing. A phone call or a card will bring prices.

John Murray & Son

652 PICCADILLY STREET.
99 STERLING STREET.
Phones 2007 or 4017.

Then the Tinsmith, Furnace, Plumber

W. Stevely & Son

The Leading Sheet Metal Workers --

Our specialty Roofing, Gutters, Skylights and Metal Ceilings. Also sole agents for Pease Economy Furnace. We can heat any building, large or small. Estimates promptly furnished. Your patronage solicited.

362 Richmond St.
PHONE 452

Of Course You'll Want a Furnace

A home today without a furnace is a home incomplete. A good furnace means uniform heat at all times at a minimum cost, warm floors and rooms and less danger from colds. We stock the best lines in Canada, to suit anything from a cottage to a mansion, and to suit all purses.

GOOD CHEER, KELSEY, PILOT, SUCCESS, HURONIC, CANADIAN AIR WARMER.

We also overhaul and repair unsatisfactory furnaces.

One of our specialties is tinsmithing and sheet-metal work of all descriptions. Also eavestroughing, roofing, metal ceilings, cornice-work and general jobbing.

ESTIMATES GIVEN.

Fleming & Houghtby

Phone 1812. 346 Talbot.

The Ideal Home

What makes the ideal home? Isn't it an atmosphere of restfulness, ease, comfort and cheerfulness? Are not these the factors which change a house, a mere habitation, into an ideal home?

When you are planning a home you should think of these things, as well as of brick, lumber and general design.

Be sure to consider the beauty of style in your architecture, but do not forget the warming of the interior.

A sleeping porch, a shady veranda and a quiet nook are all pleasures to be desired, but winter comes, and the mercury delights in dropping below the zero mark.

Whether you are building a new or repairing an old home, no heating system will afford you so much comfort and advantages of health as Hot Water Heating.

There is also another very important feature in house building, and one which today offers so much conducive to health that it cannot well be discarded. Indeed it is an essential and cannot be eliminated.

The sanitary equipment of the home is an all-important matter, while on the other hand poor plumbing is a thing to be shunned. The vigor and vim experienced after a bath is known to the individual only who avails himself of the privilege. The selection of sanitary fixtures and heating goods should be done with care. It will be a pleasure to talk the matter over with you, suggest and aid you in any way and show you what there is new in these lines.

If you would call or phone us, we would be glad to interview you on this work.

NOBLE & RICH

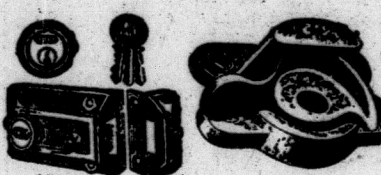
237 Queen's Avenue, London, Canada.
PHONE 538.

Then the Hardwareman

Hardware For a House Should Be

Yale Hardware

The best made. It insures safety in every respect.



FRONT DOOR SETS
INSIDE SETS
SASH LOCKS
SASH LIFTS
CASEMENT ADJUSTERS
FASTENERS, ETC.

The name of "Yale" on hardware has stood, and will always stand, for quality.

SPECIAL PRICES TO CONTRACTORS.

Chi-Namel Graining System



In finishing the woodwork of a new house, or even an old house,

Chi-Namel Varnish

should be used if the natural finish is desired, or if a stained wood effect is desired it can be obtained by the use of CHI-NAMEL VARNISH. In the case of old floors these effects can be obtained through the graining process. Look into it.

Lowe Bros. High Standard Paint "Mellotone"

That new and up-to-date paint for interior decoration, is taking the place of wall paper. It is the most sanitary way of decorating the interior of new or old houses.

Then the "HIGH STANDARD" PAINT, for outside painting, is paint with the lasting quality, and if properly put on is absolutely guaranteed.

YALE HARDWARE
CHI-NAMEL PRODUCTS
—and—
LOWE BROS. HIGH STANDARD PAINTS
are all sold by

Purdom Hardware Company

124 DUNDAS STREET.
PHONES 2800, 2801.

The Painter and Paperhanger

Decorating the Home

By calling on our Decorating Department, you avail yourself of the experience gained in the furnishing of hundreds of fine homes through our contract department. Suggestions, prices and sketches on decorations are at your command without incurring any obligation to buy. Our constant aim is to render a complete service in assembling the many details requisite to a harmonious treatment without charging exorbitant prices.

Sole Representatives Birge & Blake

"BIRGE DECORATIONS," including handmade leathers, blends, stipples, etc., all made, with decorations to match, also machine-made papers in all the newest plain effects, many with crown decorations for dado or two-thirds decorations.

"BLAKE DECORATIONS," for living, dining room or hall use, all colored in oil by hand and made 44, 66, 88, 108 inches in width, making it possible to decorate an entire room without a seam; made in 30 colors, with straps to match. Friezes to match, printed on any width paper. We can also have any colors you wish worked into these friezes, making it possible to match any shade rug or hanging.

GRASS CLOTHS in twenty-five colors.

30-in. Papers

Leathers, Blends, Dapples, 30 inches wide, with cut-out borders or straps to match. Priced from 60c to 90c roll.

30-in. Oatmeal

All colors, with a large assortment of cut-out decorations and borders. Nothing better for service. Price, 30c roll. Borders cut out ready to hang, 5c yard up.

Chintz Bedroom Papers

Shand-Kydd's New Black and White Chintz Papers, and Straps, only two rooms of each kind in stock.

Birge, Bristol and Boxer Chintz Papers, many good reproductions, all colors; just the thing for a dainty bedroom. Price.....15c up. A complete stock of ROOM MOLDINGS, both in imitation and solid woods, always in stock.

Ask to see our IMITATION QUARTER - OUT OAK MOLDING at1½c foot. BURLAPS, all shades, 36 and 54 inch widths.

OUR STAFF OF SKILLED WORKMEN

are at your service. We do anything in interior decorating, staining, painting, graining, etc.

Tinting and blending done on plaster, cotton or paper. No job too small, none too large.

SMALLMAN/NERAN

Then the Furniture Man

Visit Our Furniture Department For Furnishings For the Home

Everything that is needed from the cheapest that is good to the best to be had.

For the Living-Room

Suites and Odd Pieces, in oak and mahogany, upholstered with leather or choice English tapestries.

For the Dining-Room

The newest and best in Sheraton, Adams, Colonial and Jacobean period suites, in oak and mahogany, priced to please. Complete suites from \$45.00 to \$325.00.

For the Bedroom

Here, too, are reproductions of the designs of the Brothers Adam in mahogany, black walnut, English ivory and white enamel; Sheraton designs in mahogany, walnut, kyonyx and white enamel; all in complete suites. You may buy one piece or a complete suite.

For the Kitchen

Everything for economy and convenience—Coal and Gas Ranges, Gas Plates, Electric Toasters and Broilers, Kitchen Cabinets, Refrigerators, Floor Mops, Stepladders, Aluminumware and Enamelware.

For the Porch

Vudor Shades, in green, olive and seal brown, to make the porch cool, comfortable and private; also Hammo Couches, Hammocks, and a large line of Sea-Grass and Hardwood Porch Chairs and Rockers.

KITCHEN FURNITURE IN BASEMENT—FURNITURE—THIRD FLOOR.

English Willow Furniture

This furniture is replacing the German rattan. It is made in many designs of chairs, rockers, settees, tables, etc. Some of these are upholstered in English chintz or tapestries; the frames finished fumed, white enamel or Belgian grey. We will be pleased to have you examine these goods.

Carpeting the House

The best of the new season's floor coverings are now on display—CARPETS, RUGS, LINOLEUMS, ETC.

There is a difference in rugs, and sometimes this difference is not so easily discovered by the non-technical buyer.

But the materials, the colors and the weaving, whether it be a grass or Chinese matting rug, a Brussels or a Wilton, are what puts satisfaction into or out of the rugs you buy—for however much rugs may look alike the inferior quality always comes to the surface in wear.

At the lowest prices we take care that they give satisfaction by thoroughly knowing our makers and the dependability of the rugs they make.

NOW is the time for inspection.

THIRD FLOOR.

SMALLMAN/NERAN



Fire and Life Insurance

After the Fire

it's too late for insurance. Why not be protected from the start? **F.J. Hammond & Son** (Established 1872)

will be only too pleased to quote prices on all kinds of insurance. If you cannot call, drop us a card and we will have a representative call on you.

We represent British and Canadian companies of the highest standing.

F.J. Hammond & Son

169½ DUNDAS ST. Phone 977. Over Peters' Confectionery.

Sixty-nine Out of Every Eighty-five

people who reach the age of 60, reach it dependent. Begin laying aside a stated sum each year so that when the rainy day of old age comes upon you you will be well protected. You can best do this by securing a policy in

The Equitable Life Assurance Company

SYDNEY C. TWED, AGENCY MANAGER.
201 Dominion Savings Building.
A card will bring you full particulars regarding our new Convertible Policy.

If You Die

how will the mortgage on your home be paid off, and who will settle your unpaid bills?

Life Insurance

is more necessary to you than any other form of protection.

Your house and furniture may be replaced, if lost—not so your life.

You owe it to your family, to the state, and to yourself, to see that your life is insured, even if you must do without something in your home which perhaps you have thought necessary.

The Northern Life

is one of London's most successful enterprises. Its head office is in the Dominion Savings building, and it sells the

BEST POLICY IN THE MARKET.

A postcard will bring full information and put you under no obligation to the company.