Secret of Successful Sale of Household Goods

AMUSEMENTS.

LOEW'S

NOW PLAYING

Clara Kimball YOUNG

IN THE NEW YORK STAGE SUCCESS

The Woman of Bronze

Comedy and Screen Pictorial.

VAUDEVILLE

54c

MAT. GRAND EV'G.

Western 'U' Play

"MR. PIM PASSES BY"

WEDNESDAY, MAY 23rd,

Get your seats at once for the evening play.

EVENING 25c TO $1.50.
POPULAR MATINEE.
Seats Reserved 50c.
Only a Few 75c.

6

Guaranteed

BASEBALL

Exhibition, Tecumseh Park, Wednesday, May 23, 3 p.m.

Washington, American League, vs. London, Mich. - Ont. League

Admission 75c, Stand 50c, Children 25c, Including War Tax.

Uptown box offices, Flynn's Stores, Dundas and Richmond Sts., and 336 Richmond St., and National Cigar Store. 54c

HIGH-CLASS BOXING

MAJESTIC THEATRE, May 24th, 8 p.m.

Be sure and come.
Main Event 10 Rounds.

54u

Grand Bend Opening Dance

Thursday Evening, May 24

FIVE-PIECE ORCHESTRA. 55u

MEETINGS.

EMERGENCY Meeting — An emergent meeting of King Solomon's Lodge, No. 378, G. R. C., A., F. & A. M., will be held this (Tuesday) evening, May 22, in Masonic Temple at 7:30 o'clock. Conferring third degree. Visiting brethren invited to attend. F. E. Hornsby, W. M.; Wm. Nicholls, Secretary.

EUREKA Lodge, No. 30, meets tonight at 8 p.m. Third degree initiation. S. Crowe, N. G.; Geo. E. Shaw, R. S.

DANCING—Dayton & McCormick. Lessons any time. Tango, Fox Trot, waltz. Phone 1774W.

PERSONAL

ARE YOU ready for your clothes to measure? Don't forget to see L. Wilner, 229 Hamilton Rd. Ladies' tailor and dressmaker. Tel. 5461W. Open evenings. We also sell material and trimmings.

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

DR. M. W. EDGAR, nervous, circulatory and organic diseases 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.

HEMSTITCHING—Cotton, 6c; linen, 7c; silk, 5c per yard; mail orders filled. Viola Williams, 199 Hamilton Rd. Phone 4328F.

IF YOU are suffering from any of the following ailments, come to us. We assure you that we can be of great help to you. Backache, lameness, lumbago, rheumatism, asthma, throat trouble, appendicitis, paralysis. We can remove the cause. Consultation and analysis free. Drs. Anderson & Fonger, Chiropractic Physicians. Hours 10-12, 2-5, 7-9. Office, 105 King St., corner Talbot. Phone 7186J.

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

MATERNITY HOME—Private, Mrs. T. White, 1009 Maitland St. Phone 1642J.

LOST AND FOUND

BILL FOLD—Containing sum of money and check, with owner's name, Saturday night, between 5 and 7 p.m., either on Richmond St., between Bathurst and Horton, or Clarence, between Horton and Hill, or Clarence and Wellington. Please notify owner at phone 2969. Liberal reward.

DIAMOND out of ring, on Monday evening. Please return to 379 Horton, or phone 1788W. Reward.

LOST—Gold locket attached to ribbons. Return to 95 Dreaney Ave. Phone 6435J. Reward.

LOST—On May 19, from rear of Maxwell car, between Queen's Park, London, and Strathroy via River Rd. and Kilworth, a Partridge 31x4 tire, new, with rim, tire carrier and Maxwell cover. Finder please notify Box 74, Watford. Reward.

FINANCIAL

F. G. McALISTER, Barrister (with Gibbons, Harper & Braden), mortgage loans. Imperial Bank.

GLADMAN & Stanbury, barristers, money loaned. Bank of Toronto. ywt

INSURANCE funds, farm or city. Edward Towe & Co., agents, London.

SCANDRETT, T. W.—Solicitor; private and trust money to loan; lowest rates. 98 Dundas St. Phone 354.

WE INSURE you against credit losses. United Creditors' Association, 207 Royal Bank Bldg.

MALE HELP WANTED

A LIMITED number of vacancies exist for men in the Royal Canadian Regiment; free rations, clothing, medical and dental attendance; pay, $1.70 per diem on joining; applicants must not be less than 5' 7" in height, of good character, and single. Apply headquarters, the R. C. R., Wolseley Barracks.

BRICKLAYERS—Apply new monastery, Dundas and Oakland Ave.

BRICKLAYERS wanted. Apply R. G. Wilson & Son, 398 Talbot St.

DELIVERY BOY wanted, at once. Apply 113 Wellington St.

SALESMEN to sell Ford cars, trucks, Fordson tractors. Automobile experience not necessary. This is an opportunity to get into the automobile business in the selling season. Middlesex Motors, Limited, London's Ford Dealer, Talbot at Queen's.

WANTED—First-class locksmith, cutler grinder, also man for lawn mower work. J. H. Howard, 251 Dundas St.

FEMALE HELP WANTED

EXPERIENCED general for family of two adults, references. Apply Box 98, Advertiser.

GOOD WAGES for home work; we need you to make socks on the fast, easily-learned Auto Knitter; experience unnecessary; distance immaterial; positively no canvassing; yarn supplied; particulars 3c stamp. Dept. 79C, Auto Knitter Co., Toronto.

WAITRESS—Experienced, wanted. Apply head waiter, Tecumseh Hotel.

WANTED—Cook for 2 in family. Apply Miss Hogg, 336 Talbot St.

SITUATIONS WANTED

EXPERIENCED telephone operator, with reference, would take charge of switchboard nights.

GENERAL gardening, lawn building and lawn mowing, general housecleaning, by reliable worker. Phone 4813.

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. 473 King St.

GRAY Music Studios—Imperial Bank Bldg. Banjo, ukulele, guitar, violin, singing, piano instruction. Tel. 5251W.

INSTRUCTION on violin, mandolin, guitar, banjo and kindred instruments. T. G. Shuter, Musical Art, 566 Dundas.

IRENE FOSTER—Piano. Institute of Musical Art. Term closes July 15.

KATHERINE MOORE
Singing and Piano. Studio, 377 Wellington St.

LETHBRIDGE, GEORGE—Piano, vocal and organ, theory; pupil of C. M. Widor, Paris, France. 290 Princess Ave. Phone 5214.

MISS TOPLEY THOMAS
Lecture, recitals, concert engagements. School of Dramatic Art.

POPULAR RAGTIME AND JAZZ PIANO-PLAYING
Guaranteed in 3 to 6 months. No scales or exercises. Popular songs taught immediately. Beginners or advanced pupils. Booklet mailed free, or call for demonstration. Marks-Winn School of Popular Music Ltd., 169½ Dundas St. Phone 6244.

ENTERTAINERS.

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.

VENETIAN Orchestra plays music as it should be played. Book now. P. Marshall, Manager. Tel. 4156J.

PIANO TUNERS.

ARTHUR PHILLIPS, late of Mason & Risch, tuning, etc. Phone 7754W.

BUSINESS OPPORTUNITIES

FOR SALE—All classes of business, small and large. Call at the London Broker Office, Market Lane. Sydney Smythe.

GARAGE and service station, on London and Sarnia Highway, only garage between Sarnia and Poplar Hill, doing good business, good investment to right man. Apply to Box 58, Advertiser.

OWING to ill-health will sell grocery and dwelling in thriving village. Will sell separately and on terms to suit. Apply Box 99, Advertiser Office.

SHOOTING GALLERY outfit, complete; nothing needed; Parker's latest number 3 model; raised animals; move like live; 4 Winchester rifles and electric motor; the whole thing for $225. Box 101, Advertiser.

SPORTING goods, bicycles, auto accessories. One of the best in this line, in good city, doing large trade. Call or write for particulars. Business Brokerage Bureau, Dominion Bank Chambers.

INSTRUCTION.

COMMERCIAL Art Training—Illustrating designing, caricaturing, cartooning successfully learned by efficient home study method; write for free Art Booklet; no obligation. International Correspondence Schools, Dept. 20-A, Montreal, Que.

MATRICULATION, etc. — Backward pupils coached. Young's School, 376 Princess.

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BLACKALL, DR. J. E.—Office, 447½ Talbot St. Phone 4804W. Res. 6089F.

HOSKIN, DR. K. L.—Dogs a specialty. Board and hospital. 270 Hale St. Tel. 6273J.

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

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

BORN.

KINGSTONE—At St. Joseph's Hospital, on Saturday, May 19, a daughter, to Mr. and Mrs. William Kingstone.

WINTERBOTTOM—To Mr. and Mrs. Alfred J. Winterbottom (nee Nettie Blinkhorn), 253 Egerton St., on May 19, 1923, a daughter (Jean Elizabeth Mae).

MARRIED.

HOSIE—STEVENS—At Windsor, Ont., May 18, 1923, Adelaide M. Stevens to James G. Hosie, formerly of London, Ont.

SARGENT—COOMEY—On May 21, at St. Mary's Church, London, Miss Mabel Coomey of Montreal, to J. W. Sargent of London.

DIED.

DEAN—At the family residence, 144 Maitland St., on Monday, May 21, 1923, John Dean, dearly beloved husband of Catherine Dean, in his 66th year. Funeral from the above address, on Wednesday morning. Requiem high mass at St. Mary's Church at 7:30. Interment at Goderich, Ont.

KNAPTON—At the residence of his daughter, Mrs. Edith M. Lewis, Torrance, California, on Saturday, May 19, 1923, William, dearly beloved husband of Mary Jane Knapton, formerly of 245 Wharncliffe Rd. North, London West, in his 79th year. Interment Monday, May 21, at Inglewood, California.

CARD OF THANKS.

The family of the late Joseph Sanders wish to thank their friends and neighbors for the kindness and sympathy shown in their recent bereavement, also the various lodges of the I. O. O. F. and those who sent such beautiful floral tributes.

REAL ESTATE

ASK for our mailing list of homes for sale. Save time and worry house hunting. Wheeler & Smiley, 182½ Dundas St. Phone 5264W.

ATTRACTIVE red pressed brick, every convenience, garage; no agents. Apply 676 Highbury. Phone 7613W.

CENTRAL, 2-story solid brick, excellent location, convenient to two car lines, no agents. Price reasonable. Phone 1048W.

EAST St., 174, red brick house; all conveniences, garage.

FOR SALE—2-story red pressed brick, modern, beautifully finished. Price $7,500. Will accept car and some cash as part payment. Phone 4902.

HENRY H. FROUDE, real estate, fire insurance, building lots, east, southeast and south; city or county, $10 down, $5 monthly; building material supplied on easy terms. Full particulars upon application. Residence 1074 Frances St. Phone 7331J.

LIST YOUR properties with the well-known agent, R. Reely, 795 York St. Tel. 3893.

MRS. JAMES WONCH, 314 Egerton St., is invited to call at the office of The Advertiser, before May 26, and receive a pair of tickets for Loew's Theatre, for use any day except Saturday.

SOUTH—Two-story red brick, three bedrooms with closets, 3-piece bathroom, den, living-room (12x22), fire place, finished attic room, large lawn, garden, fruit trees, garage, recent decorations, on paved street, convenient to churches, school and two car lines. Apply Box 100, Advertiser.

ST. JAMES St., 528, excellent 7-roomed, big home, all modern, splendid condition, great reduction for quick sale; homeseekers' opportunity. Many other bargains. Apply Sam D. Campbell, 422 Richmond St.

WALNUT and Cavendish, building lots. Cash or terms, cheap. Tel. 981W.

WE ARE offering for short time 45 acres close to city; splendid land and buildings, together with crop and equipment. J. C. Patterson, 359 Richmond.

WEST—Cottage, six rooms, double lot, cash or terms. Apply London Belt, 145 King St.

$2,500 BUYS 8-room frame story and half house, city water, wired for hydro, garage, large lot, ten minutes' walk from car. Township taxes. J. G. Alexander, 119 King St.

SUMMER RESORTS.

FOR SALE or to rent—Several real good cottages on Orchard Beach and Hillcrest, Port Stanley. Apply C. H. Smith, 386 Talbot St. Phone 400, St. Thomas, Ont.

PORT FRANKS—Summer cottage for month of June, or for season. Apply E. Knott. Phone 2996W, between 6 and 8 o'clock.

FARMS

EXCEPTIONAL bargain in truck and market garden farm of 12½ acres, close to the city, rich loam land, tile drained, story and a half frame house, good barn on cement foundation, garage, acre of good orchard, about 7 acres planted with early vegetables, fruits, etc.; as a going concern, if sold this week, we offer this truck farm, with a house, implements and crop, $4,500; might consider change for city property. Brodie Real Estate, 220 Dundas St. Phone 368.

FIVE ACRES, with large fruit orchard, 6-room house, garage, chicken coop; fine location for summer home; possession at once. Fifty acres, on Lambeth highway, near Glendale; good buildings, shade trees and fruit; or would sell up to ten acres on highway. Paterson & Sadlier, 110 Dundas St. Phone 5484.

ONTARIO—700 choice farms. Catalogues sent free on application. Thomas Myerscough & Edy, 226 Darling St., Brantford. Bell 'phone 1233J.

$4,500—12½ ACRES garden land, all planted, good buildings, together with equipment. Accept house in city. What have you. J. C. Patterson, 359 Richmond.

TO LET

APARTMENT—Ground floor, modern, fire place, hardwood floors, central, immediate possession, front and back veranda. Apply 563 Adelaide St.

BURWELL St., 400½, heated apartment, 5 rooms, in good condition, $55 per month. Phone 1238.

DUCHESS AVE., 188—Apartments up-to-date, suitable for one or two adults, immediate possession.

DUNDAS ST., 876—Upstairs flat, four large rooms, all conveniences, 3-piece bath.

EAST—1½-story brick, paved street, 4 bedrooms, complete bath, usual living-rooms. Phone 6372W.

FLAT to let, 4 rooms and 3-piece bath, gas stove and coal heater, use of phone, cheap. Apply 105 King St.

FURNISHED house. Wheeler & Smiley, 182½ Dundas St. Phone 5264W.

HOUSE on Adelaide St., north, outside city limits, immediate possession. J. W. G. Winnett, barrister.

KING ST., 287-289 — Large, 2-story double house, suitable for rooming house or apartment; will rent all or part. Phone 1844 or 286 York St.

KING ST—Modern eight-room house to let, hot water heating, hardwood floors, possession June 1st. Apply Technical School. Phone 3800.

MODERN stores just completed, to rent. Good location, City of Guelph. W. E. Buckingham, 18 Douglas St., Guelph.

OXFORD St., 300 — Brand new apartments, hardwood floors, hot water heated, 6 rooms and bath, immediate possession.

QUEBEC St., modern 8-room house, with garden and garage, unfurnished or partly furnished. Possession June 1. Phone 4476W.

SACKVILLE St., 109, dandy cottage, 6 rooms, summer kitchen, good cellar, electric lights, gas. Tennent & Tennent, 78 Dundas St.

STORE, 355 Clarence; also business flat 30x80. Apply 355½ Clarence.

TALBOT ST., 536 — Six unfurnished rooms at reasonable rates.

THE ARDAGH ground floor apartment, to sublet. Phone 2841.

TO LET—Modern 7-roomed house, central. Apply 276 Maitland St. Phone 3029J.

WATERLOO St., 431, furnished house to rent, near Queen's Ave., 7 rooms, all modern conveniences, electric range, etc.; immediate possession. Phone 1483 or 731.

WATERLOO St., 544, furnished house, with garage, for rent for July and August. Telephone 3788.

7-ROOM flat, modern, rent $20 per month. Apply 270 Horton St.

ROOMS TO LET

CENTRAL AVE., 175—One large room, suitable for two gentlemen or young couple, also smaller room, suitable for one gentleman, all conveniences, use of phone. Phone 5572W.

COMFORTABLE home in private family for girl; piano, modern. 870 Adelaide St. Phone 269J. Board optional.

KING ST., 370—Large well furnished room, very central, all conveniences, for gentlemen, phone.

KING St., 511, gentlemen can have two furnished bedrooms with breakfast in refined modern private home. Also an apartment. Phone 3914M.

MAPLE ST., 152—Well furnished front room, suitable for one or two, central and modern. Phone 7414W.

ROOMS—Robinson Hall Chambers, corner Ridout and Dundas Sts. The Canada Trust Company.

ROOM AND BOARD

CENTRAL Ave., 387, room with board, suitable for one or two gentlemen, private home, every convenience. Phone 3111J.

FOR SALE

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

BABY carriage and bed, in good condition. Apply 174 East St.

BABY CARRIAGE, whole reed, and hand vacuum cleaner. Apply after 6 o'clock. 277 Egerton St.

BIBLE commentaries, Matthew Henry, Adam Clark, Homiletic old typewriter. Hamilton's, 310 King St.

BOYD UPRIGHT PIANO.
Good practice instrument, $150.
Terms arranged.
3704 — Phones. — 1078.
SHERLOCK - MANNING PIANO COMPANY, LONDON, Ont. 551

CASKS—For cisterns, water trough, sap tanks, cooling milk, spraying purposes, capacity 160 gallons. Gorman-Eckert & Co., Rectory St.

COLLECTION choice paintings, oils and water colors, household furniture, including piano, victrola, automobile. Apply 78½ Dundas St.

CONFECTIONERY, cigars and tobacco, stationery, school supplies, magazines and papers, games and toys, at Robertson's Cigar Store, 519 Richmond St.

DRESSES—Navy blue, $10.00; black suit, $5.00; sizes about 36. Apply 125 Mill St., near Talbot.

ELECTRIC RANGE, 2-burner and oven, $25. Leff Electric Co., 316 Grey St. Phone 4626W.

FRESH CAUGHT FISH—
Arriving daily. Phone your order, we deliver to all parts of the city.
ONN'S UP-TO-DATE MARKET.
Phone 7120-1296. 143 King St.

FURNISH your home with good slightly used furniture. We sell, buy and auction your goods. May & Ralph, Auctioneers, corner Dundas and Ridout. Phone 1249J.

GET OUR PRICES on electric wiring, satisfaction guaranteed, estimates free. Bowley Electric Co., Home of Quality Fixtures, 306 Dundas St., London. Phone 2203J.

HIGHEST Quality at Lowest Prices. Ladies' and gents' spring wearing apparel and house furnishings, sold on easy terms. Phone 3722W. J. M. Fink, 123 Maitland. Clothier and Housefurnisher.

HOUSEHOLD FURNITURE for sale. Before paying the high prices for furniture which are demanded in the downtown 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 our refrigerators and reed chairs. Syd. Jackson, auctioneer and sales agent. Phone 7460.

"KLEENO Kloths, Kleeno Waste," the superior quality wiping cloths and waste; a grade for every use. W. Leff & Co. Phone 3792, nights 5422W.

KNITTING machine, in first-class condition, cheap for cash. Apply 146 Rectory St.

LIBRARY table, fumed oak; kitchen cabinet, buffet, leather covered rocker, cheap for cash, at 351 Ridout St.

LUMBER! LUMBER! Carloads, new and used, at cut prices. London Wrecking Co., 500 Bathurst St. Phone 6640W.

McCASKY Adding Machine, 9 banks, $125. E. J. Allen, 110 Dundas. Ask for demonstration. 5903W.

MOTORS—¼ horse, new, 110-volt, $25. Leff Electric Co., 316 Grey St. Phone 4626W.

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

NEW SCALE WILLIAMS UPRIGHT
Mahogany case; $250 buys this $600 piano; very slightly used.
Terms arranged.
3704 — Phones. — 1078.
SHERLOCK - MANNING PIANO COMPANY, LONDON, Ont. 551

PERENNIAL PLANTS, 60 varieties, also shrubs, vines and peonies, etc. Richard Trowhill, 335 Victoria St.

PIANOS from $75, organs from $15, also good used phonographs, $20 up. Gerhard Heintzman, 222 Dundas St. Tel. 5608.

PICTURES are valuable tokens, let us frame them for you. Anderson's Art Store, 466 Dundas St. Phone 2790J.

PRINTING—Let Sam Chariton do it. 123 King St. Tel. 984J.

SUIT—Lady's, size 18, cadet blue, homespun, practically new, a bargain. Phone 2704J.

TYPEWRITER supplies, repairs. E. O. Graves, 110 Dundas St.

WAGON and harness, suitable for grocery delivery. Apply 168 Wharncliffe Rd. south.

WEDDING RINGS, 18k, plain and engraved. Ross McKay, The Jeweler, London East.

WOOD, mixed, for sale, $4.50 per single cord or $4 per load. Apply 439 Ottaway Ave. Phone 3566J.

YOU can't keep a good man down. Despite his business "going up" in flames, Frank Paige will continue business as usual 398 Ridout St.

SWAP ADS.

ARMCHAIR, leather, very comfortable, will swap for table lamp and shade. Box 88, Advertiser.

BLUE SUIT, boy's, will swap for camera. Tel. 3617W.

BUFFET, oak, just like new, will swap for sewing machine. Box 84 Advertiser.

ELGIN Watch, 9-jewel, thin model, will swap for tennis racket and camera. Box 50, Advertiser.

MRS. STEEL, 206 Rectory St., is invited to call at the office of The Advertiser, before May 26, and receive a pair of tickets for Loew's Theatre, for use any day except Saturday.

RANGE, good condition, will swap for gents' bicycle. Box 85, Advertiser.

TRUNK, very good condition, will swap for good desk. Box 80, Advertiser.

WASHING machine and wringer, water power, will swap for veranda furniture, lawn mower or garden hose. Phone 5262J.

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ABBOTT Assurance Agencies — Best English and Canadian companies represented. 201 Dominion Savings Bldg.

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

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

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ARE YOU LOOKING FOR A USED CAR?
We have cars of every description.
Lowest Prices and Best Quality.
ONTARIO GARAGE & MOTOR SALES, LIMITED.
S. H. Rowed, Manager.
Phones 5459-2431. 397-401 Dundas St.
"The Home of Satisfactory Service." ywt

FORDS—Buy good used Fords from Middlesex Motors, Limited, London's Ford Dealer, in whom you can have confidence. Cars are repaired and repainted; any model; cash or terms.

HUPMOBILE touring, Model N; one McLaughlin roadster, K 44; one McLaughlin roadster, D 44; one McLaughlin 7-passenger, D 55 one McLaughlin light six. These cars are in good condition. Call at 122 Fullarton St. Phone 2929J.

LONDON SIX, touring, five-passenger, like new, good reason for selling; must be seen to appreciate; will sacrifice for quick sale. Dr. N. F. Schram, 40 Wharncliffe Rd., north. Phone 2336.

NEW FORDS—Order now and be assured of delivery at the present low price. Good used Fords. Overland coupe. Apply Alva Jones, authorized Ford dealer, Lambeth. Phone 577, ring 2 and 2.

1 McLAUGHLIN, 1 Hupmobile, 3 Fords, cheap; repairs on all makes of cars. Middaugh & Loft, Canadian Garage. Phone 5998W.

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ENGLISH AUTO WRECKERS.
We carry parts and have a full line of new accessories below factory price. 150 Fullarton St. Tel. 432.

FORD RADIATORS, fenders, wheels, springs, etc. London Auto Wreckers, 264 Horton St. Phone 3510J.

OUR PRICES ON USED PARTS ARE AS LOW AS ANYONE'S. WE ALSO GUARANTEE ABSOLUTE SATISFACTION. IF IT ISN'T RIGHT, WE MAKE IT RIGHT. WHAT MORE COULD YOU ASK?
WHITE AUTO WRECKING CO.,
PHONE 6881. 749 SIMCOE ST. E.

AUTO REPAIRING.

AUTO repairing, tops re-covered, work guaranteed. Frith, Alexander garage, 522 Elias St. Phone 2628J.

AUTO tops and body trimmings, slip covers. Mose Wilson & Son, 337 Talbot St. Tel. 5320W.

DON'T let your car face this season without an overhaul. Expert work done by P. Fuller, 19 King St. (rear Ward's Cigar Factory). Tel. 3947W.

HOW IS YOUR CAR?
If on the sick list, let us put her on the ready for duty list. Samond Bros., 576 York St. Tel. 6998J.

SUPER SERVICE.
FORD OVERLAND
WILLYS-KNIGHT
RELIANCE GARAGE, LIMITED,
291-299 DUNDAS ST.
PHONE 6400. LONDON.

WE ARE painters to particular people. The J. P. Cook Auto Paint Shop. Phone 5670, over Beemer's, Queen's Ave.

TAXI SERVICE.

ADVANCE Taxi. Phone 3911, under new management.

BLUE BONNET Taxi; Tel. 6262. Baggage transfer. We never sleep.

DAVIS Taxi Service—Heated sedans. Night service. 739 Richmond. Tel. 7670.

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MARLEY Taxi—Reliable drivers and cars at reasonable rate. Phone 2823.

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BERRY, DR. JOHN O., dentist, clinic building 241-243 Queen's Ave. Tel. 1400

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

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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.

MOORE, DR. S. A.—Orthodontist, 241 Queen's. Practice limited to straightening teeth. Dewey graduate, N. Y.

ROSS, DR. J. V.—Cor. Dundas and Richmond over G.T.R. office. Tel. 374.

SYKES, DR. R. H., 260 Queen's Ave. Phone 240, evenings 7-8.

TAYLOR, DR. H. D.—532 Dundas St. Evening appointments. Phone 4843.

THOMAS, DR. ROSS—Specialist pyorrhea and dental X-ray. 381 Queen's.

WILKEY, DR. W. J.—169 Wortley Rd. Tel. 6175. Evening appointments.

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BRIDGMAN, L. G.—Architect. Phone 2949. Bank of Commerce Building.

FARNCOMB, F. W. — Civil engineer, surveyor. 207 Dom. Savings. Tel. 552.

McBRIDE, H. C.—Architect. Molsons

MOORE & CO., JOHN M.—Architects and engineers. 489 Richmond St. Bank Building. Phone 262W.

MURRAY, WILLIAM G. — Architect. Dom. Savings Bldg. Phone 1557W.

PAVEY, W. STUART—Registered architect. Standard Bank Bldg. Tel. 7315

WATT & BLACKWELL — Architects. London and Toronto.

ACCOUNTANTS

BENSON, WM. C., C.A.—Resident partner, Oscar Hudson & Co., chartered accountants. Cost systems. 213 Dominion Savings Bldg. Tel. 1537J-6346.

COLES, F. H.—Public accountant and auditor. Imperial Bank Bldg., London. Phone 1818W. Residence 3365J.

O'BRIEN, W. J., commercial specialist, public accountant and auditor. Cost systems, financial statements, income tax returns. 361½ Richmond St.

RAYMOND, F. W.—Accountant, auditor, authorized trustee, assignee, liquidator. Room 10, Greene-Swift Building, London, Ont.

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.006 CONDENSERS FOR FLEWELLING, .65.
The Radio Lab., 141 Wellington St.

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AUCTIONEER and Valuator—Fred Gerereaux, 91 Adelaide St. Phone 3322J. Nine years with Cooper's Auctions. Phone for appointment and terms.

CEMENT mixer and man for hire, by day or week. Phone 5385W.

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

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

FIRST-CLASS BUS service for trips anywhere outside city; special attention given; quick service to public. Apply 250 Richmond St. Phone 4672W.

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

MacLEAN & HARRIS, bookkeeping, public stenography, collection. 207 Royal Bank. Tel. 776J.

MARINELLO System for facial, scalp, Chiropody, removal of superfluous hair permanently. Miss Beattie, Talbot and Fullarton. Phone 3027W.

MATTRESSES, cushions, feather pillows renovated. Phone 997W. Hunt & Sons, 593 Richmond St.

SEWING Machines, baby buggies repaired. Jackson, 259 Wellington St. Phone 3365W.

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 — 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.

BAER—Carpentry of all kinds, good work, prices right. 215 Hamilton Rd. Phone 4254W.

BIER, 509 Hill, jobber, carpenter, hardwood floors. Tel. 5950W or 4011F.

HISCOT, 448 York St., jobber, hardwood floors laid and finished. Tel. 1976J.

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

MOULD, ARTHUR—Roofing contractor, expert repairs. Phone 7891W.

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; six rooms, $2,450, red brick. Tel. 7886J.

SEWER contractor, work done, estimates given. F. Christie, 411 Bathurst.

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. 6889W.

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. 2293W and 7839M.

A. RAWN, 400 Lyle St. Tel. 6866F. Plumbing and repair work.

FURNACES, eavestroughing, tinsmithing, Regal stove and furnace repair. 827 Hill St. Phone 1364J.

PLUMBING and repairing, soft water motor experts. 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 7412W.

MRS. BROWN, 7 Pearl St., is invited to call at the office of The Advertiser, before May 26, and receive a pair of tickets for Loew's Theatre, for use any day except Saturday.

TAILORING AND REPAIRING.

ARMOUR, J.—Suits made to order. 669 Dundas St. Tel. 2379W.

BERT RAY—The Trained Tailor. Reasonable, real clothes for ladies and gentlemen. 201 Wellington St. Tel. 7086J.

CITY CLEANERS, suits made, cleaned and pressed. 205 Central Ave.

DOES your hat need cleaning? Saddy, only practical hatter in London. 62 Dundas.

GET your spring clothes repaired and cleaned at Williams' Tailoring, 428 Clarence St. Tel. 5013W. We deliver.

JOE DEAN, cleaning and repairing. 434 Clarence St. Tel. 4225J.

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

SNELL Merchant Tailor. Change of address, 129 Bruce St. Phone 4553. Ladies' tailoring a specialty.

SPRINGTIME is cleaning time. Let Greenwood clean and press your clothes now. 207½ Dundas St. Tel. 7311.

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

MOVING AND STORAGE

BIGGS' FURNITURE STORAGE—Moving vans. 97 Carling St. Tel. 1162.

COOK'S Motor Cartage, local and long distance. 23 Partridge. Phone 7076W.

DAY, H. F.—Covered motor vans, fireproof storage; reasonable rates. 480 Maitland. Phone 2867.

DEVINE & YOTT—Local and long distance. Phone 2993W or 414J.

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

FREEMAN & WHITING—Auto trucking, large van, local and long distance. 1094 Florence. Phone 6038.

JOYES & EGGETT, trunk service, local and long distance, moving a specialty. Tel. 7743.

LANGDON & RUMBALL—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. 4399W.

PICKLING BROS.—All kinds of trucking, local and long distance. 58 Jacqueline St. Tel. 2840.

PROBYN'S MOTOR VAN—Local, long distance. 54 Palace. Tel. 6976.

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

WANTED

WANTED—A good second-hand lawn roller. Phone 4877W.

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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MEDICAL CARDS

BANGHART, DR.—Women's diseases, surgery. Dundas-Maitland. Tel. 3500.

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