

It Pays to Give Your Name, Address and Phone No.

WANT AD TIPS

GIVE YOUR ADDRESS, TOO

A great many people are not telephone subscribers, yet they may be just as interested in the article your Want Ad offers as though they were. The Jones family are just such folks. In need of a kitchen range a few days ago, they scanned the Want Ads. Two ranges were offered. The advertiser of one gave only her phone number. The second advertiser gave both phone number and address.

Mrs. Jones took the family car in the afternoon, and started out to buy a range. She went first to the advertiser whose Want Ad gave an address. Naturally, she did. Calling the other range advertiser would have meant troubling a neighbor, or patronizing a drug store booth. Also, like many people who use the telephone infrequently, Mrs. Jones doesn't relish phone conversations, and avoids them when she can.

She answered first the Want Ad with an address. The range suited, and the price was right. "Why look any farther?" Mrs. Jones reasoned. And bought.

The advertiser's address takes up little space in any Want Ad, yet those few words often will be sales-makers. Buying any of various things, many readers take the attitude: "We'll go to see. We won't trouble to phone, because before buying we would wish to see the article anyway." So they jump into the car, and are away—first, to the advertisers whose addresses are given. And if your Want Ad gives an address, you are likely to receive a visit.

The name in addition to the address often helps out, too. Replying to your Want Ad, an inquirer finds as he gets to the block that he has forgotten the exact number. However, he has your name, and his dilemma is easily solved. All he has to do is to stop at the first house, and ask where "Mr. Stone" lives. That's a lot better than having to ask: "Who has a kitchen range to sell in this block?"

Little things like these do increase Want Ad results. (All Rights Reserved.)

MEDICAL CARDS

BANGHART, DR. Women's diseases, surgery. Dundas-Maitland. Tel. 3890.
BICE, DR. E. 241 Queen's Ave., specialist, surgical diseases of genito-urinary tract and rectum. Phone 1490.
CAMERON, DR. D. A. Dundas and Waterloo; diseases of women and stomach. Hours, 11-12, 2-4, 7-8. Tel. 176 and 177.
DENNEY, DR. W. L. Specialist, diseases of children. 260 Queen's Ave. Office Tel. 2162; res. 694-W.
DUFF, DR. J. LEONARD, 200 Central Ave., Hours 11-12, 2-4, 6-8, 7-8.
HOLMES, DR. L. S. Clinician, 241 Queen's Ave., specialist—Skin and genito-urinary diseases, X-ray, and all forms of electrical treatment. Tel. 2339-W.
HUTTMAN, DR. J. L. 745 Waterloo, Cor. Oxford. Phone 5822.
INGHAM, DR. G. Specialist, eye, ear, nose and throat. 248 Queen's Ave. Tel. 2339-W.
KARN, DR. 425 Richmond St., specialist, genito-urinary and rectal diseases. Tel. 865 or 1358.
MACDERMOTT, DR. W. B. 260 Queen's Ave. Tel. 865 or 1358.
REASON, DR. CLIFFORD, 688 Dundas St. W. Nervous diseases, surgery. Tel. 28.
SCHRAM, DR. JOHN S. Cor. Kent and Talbot. Specialist midwifery, diseases women and children.
SCHRAM, DR. NORMAN T. Cor. Dundas and Wharncliffe Rd. Phone 2336.
STEVENSON, DR. W. J. 389 Dundas. Specialist, diseases women, surgery. Dr. H. A. Stevens, X-ray. Tel. 440-W.
SWENBY, DR. F. J. Women's diseases, surgery. 720 Dundas. Tel. 7074.
WISMER, DR. H. S. Specialist X-rays. 253 Queen's Ave. Tel. 114.

CHIROPRACTIC

ANDERSON & CAMPBELL, DRs. 105 King St. Phone 11863. Hours 10-12, 2-5, 7-9.
A. W. MACPHE, D.C.D.N. Specializing in drugless and non-surgical practice. Dominion Savings Building. Phones 410 and 4710.
CHIVERTON, DR. Maurice L., D.C., D.M.T., 1624 Dundas (over Peters). Post graduate diseases of women. Nervous and chronic disorders. Phone 1206. Consultation free. 172 John St. House calls only.
HAMMOND, A. S., D.C. 539 Dundas St. Electrical specialist. Tel. 7718.
IRELAND, DR. C. S. Chiropractor, mechano-therapist. Removed, 233 Waterloo. Tel. 1146.
NATTA, DR. MAUD. Chiropractic and osteopathy. 898 Dundas. Tel. 5991-W.
NEY, DR. Chiropractic specialist (over Dr. H. A. Stevens, Dr. H. J. 10-12, 2-5, 7-9. Tel. 1202, res. 454-W.
TUCKER, DR. L. A. S.P.C. Women and children a specialty. Dundas and Adelaide. Phone 747. res. 2238-W.
WALSH, DR. H. E. D.C. D.A.S. Chiropractic physician. Specialist in nervous diseases. Dundas, Cor. Colborne. Tel. 6655.

DENTAL CARDS

BERRY, DR. JOHN V., dentist, clinic building 241-243 Queen's Ave. Tel. 1400.
BLAIR, DR. JOHN F. Office moved, 241 Queen's Ave. Phone 1400.
FRASER, DR. A. G. Dentist, practice limited to X-ray and extraction. 233 Queen's Ave. Tel. 1242.
FREZZELL, DR. M. J. 3884, Richmond St., over Taylor's Drug Store.
JAVIS, DR. R. Extraction, painless, dental X-ray. Evenings, 7 to 8, by appointment. 212 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.E. office. Tel. 274.
SKYES, DR. R. H. 260 Queen's Ave. Phone 240, evenings 7-8.
TAYLOR, DR. H. D. 522 Dundas St. Evening appointments. Phone 4843.
THOMAS, DR. ROSS—Specialist prosthodontics and dental X-ray. 181 Queen's.
WILKEY, DR. W. J. 169 Wortley Rd. Tel. 6175. Evening appointments.

THE LONDON ADVERTISER

CLASSIFIED ADS. Phone 3670.
Standardized and indexed for Quick Reference.
THE LONDON ADVERTISER reserves the right to classify properly advertisements submitted for publication.
Not responsible for errors in advertisements following date of first publication.
Ads. not cancelled after 10 p.m.
Ads. for morning paper must be in by 10 p.m.
Ads. for evening paper by 7 p.m. noon.

CLASSIFIED RATES.

23 1/2 per cent reduction on charged ads, paid within 10 days, as follows: Minimum charge, 15 words.
1 day 15c
6 days 15c
1 month 60c
White space display, or with 6 p. caps, 12c per count line cash, 15c charge. Special headings, 25c.
When Advertiser Box is required allow 3 words. A charge of 10c for mailing is also added.
Memorial notices—15 cents per count line (10 lines the minimum). Cards of Thanks—\$1.50 per insertion.
TRANSIENT.
33 1/2 per cent reduction if paid within 10 days.
Amusements—22 1/2 cents per line each insertion.
Meetings—22 1/2 cents per line each insertion.
The London Advertiser will not insert a "make good" more than one incorrect insertion (actual advertisement ordered more than one time).

THE LONDON ADVERTISER.

Phone 3670. Want Ad Department.

FOR SALE

SWING FRAMES and oval frames for photo. Large variety. Under \$1.00. 87 Dundas St. Tel. 4851.
TYPEWRITER supplies, repairs. E. O. Graves, 110 Dundas St.
TWO CARS anthracite nut coal, on hand. London, for sale. Apply Freight Office, C. N. R.
WALNUT dining-room suite, Queen Anne. Hoosier kitchen cabinet, both nearly new. Davenport, desk, price reasonable. Phone 2883-W.

FOR SALE

WOOD, mixed, for sale, \$4.50 per cord or \$4 per load. Apply 433 Ottawa-way Ave. Phone 5253.
4-CYLINDER power plant, \$50. London.
LIVE STOCK.
CATTLE wanted to pasture, two-year-olds preferred, satisfaction guaranteed. D. Fraser, Hilderton.
HORSE and buggy, cutter, harness and dray. 558 Dundas, or telephone 3238-W.

POULTRY.

BARKED ROCKS—Parr's champion, bred to lay, producers, hatching eggs, \$1.00 setting. Clark Bros., 127 Agt. St.
CHICKENS, White Leghorns, 25 days old, 20 cents each. Call evenings. Phone 47153.

AUTOMOBILES

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.
FORD TRUCK—First-class condition, body practically new. Will sell cheap for quick sale. Apply Commercial Garage, Wellington St.
FORD TOURING, 1900; D-45 McLaughlin, \$450. Overhaul, 1912. London Auto Wreckers, 264 Horton St. Phone 35103.
HUPMOBILE touring, Model No. 1; one McLaughlin roadster, K 44; one McLaughlin 7-passenger, D 55 one McLaughlin light car. These cars are in good condition. Call at 122 Fullarton St. Phone 22934.

McLAUGHLIN Tour, 1918 model, good running, reduced to \$250 for quick sale. Phone 1415-W.

NASH TOURING—First-class running condition, two bumpers, spare tire, motor, motor, parking light, upholstery and paint in good condition; owner leaving city. Phone 7773-M for demonstration.

NEW FORDS—Order now and be assured of delivery at the present low prices. Good used Fords. Overland coupe. Apply Alva Jones, authorized Ford dealer, Lambeth. Phone 377, ring 2 and 2.

SACRIFICE SALE—Trucks, wagons, buggies and sleighs. Apply Carling's Brewery. Phone 52 or 613.

TOURING car, Light Six in A1 condition, new top. Owner leaving city. 1922 Ford touring, newly painted and in A1 shape, price \$415. Apply R. Jordan Garage, 588 Richmond St.

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

USED PARTS For All Makes and Models of Cars.

WHITE AUTO WRECKING CO. Phone 6851. 750 Simcoe St.

AUTO REPAIRING. Auto repairing, tops re-covered, work guaranteed. 622 Elgin St. Phone 3233-W.

AUTO TOPS and body trimmings, all parts. 1011, 1013, 1015, 1017, 1019, 1021, 1023, 1025, 1027, 1029, 1031, 1033, 1035, 1037, 1039, 1041, 1043, 1045, 1047, 1049, 1051, 1053, 1055, 1057, 1059, 1061, 1063, 1065, 1067, 1069, 1071, 1073, 1075, 1077, 1079, 1081, 1083, 1085, 1087, 1089, 1091, 1093, 1095, 1097, 1099, 1101, 1103, 1105, 1107, 1109, 1111, 1113, 1115, 1117, 1119, 1121, 1123, 1125, 1127, 1129, 1131, 1133, 1135, 1137, 1139, 1141, 1143, 1145, 1147, 1149, 1151, 1153, 1155, 1157, 1159, 1161, 1163, 1165, 1167, 1169, 1171, 1173, 1175, 1177, 1179, 1181, 1183, 1185, 1187, 1189, 1191, 1193, 1195, 1197, 1199, 1201, 1203, 1205, 1207, 1209, 1211, 1213, 1215, 1217, 1219, 1221, 1223, 1225, 1227, 1229, 1231, 1233, 1235, 1237, 1239, 1241, 1243, 1245, 1247, 1249, 1251, 1253, 1255, 1257, 1259, 1261, 1263, 1265, 1267, 1269, 1271, 1273, 1275, 1277, 1279, 1281, 1283, 1285, 1287, 1289, 1291, 1293, 1295, 1297, 1299, 1301, 1303, 1305, 1307, 1309, 1311, 1313, 1315, 1317, 1319, 1321, 1323, 1325, 1327, 1329, 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