

HIGH-  
GRADE  
COAL,  
COKE  
AND  
WOOD



London Ice & Coal Co., Ltd.  
86 BATHURST STREET. PHONE 141.

PASTEURIZED MILK AND CREAM FROM THE BEST HERDS IN THE DISTRICT.

**CRAIG BROS.' DAIRY**  
961 ORMSBY STREET. PHONE 4732J.

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

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

**MACHINE BLACKSMITHING**  
EALING WELDING WORKS  
J. M. Lofthouse, Prop.  
**OXY-ACETYLENE**  
WELDING AND CUTTING  
Phone 7783. 581 Hamilton Rd.

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

**SECOND-HAND TYPEWRITERS—AT bargain prices that are bargain prices. Machines to rent.**  
**ROYAL TYPEWRITER CO., LTD.**  
481 RICHMOND STREET. PHONE 1344J.  
Horace E. Robinson, Manager.

THE BETTER SERVICE STORE  
**ART TANNER**  
Bicycles, Tricycles, Toys and Accessories. All new models of Perfect Bicycles now in stock.  
Three Stores: Phone 3426W, 465 Dundas Street; Phone 1899F, 402 Clarence Street; Phone 876W, 454 Hamilton Road.

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

**Rapid Electrotape Company, Limited**  
RAPIDS RIGHT.  
Lead Mould, Nickel Types.  
Electrotape, 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.

**The Paint Shop**  
"The Red Front Store Saves You Money."  
381 RICHMOND ST.  
Phone 8639W.  
If it's Paint or Brushes, we have them, and at a real price. Come and see.  
**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.

**GOOD HEALTH DEPENDS LARGELY ON EYESIGHT**  
Proper Lenses. Correctly Mounted. Remedy Many Human Ailments.

How few of us ever stop to think of the relation between good eyes and good health? We would part with almost any member of the body rather than our eyes, yet we abuse and neglect our eyesight more than any other human organ. Eyestrain is responsible for many things, especially headaches and "nerves." For all other ailments we run to the doctor on the slightest provocation. We are even learning to make regular visits to the dentist. Why do we not as regularly have our eyes examined by competent authority? We are living at a fearful pace as compared with our ancestors of even a few centuries back. The strain falls particularly on the eye. Nature intended us to live as did our ancestors in the stone age, out in the green fields, among the trees, where the light is soft and diffused.

Instead we crowd together in big cities, and our eyes suffer because of unnatural glare from stone buildings, sidewalks and the like. Close work demanded by modern conditions in office and factory have produced a degree of eyestrain unheard of a few years ago. Worse still, we have turned night into day, and allowed our eyes to be tortured unnecessarily by artificial light.

"If you are losing energy through eyestrain—if you are handicapped by faulty vision—you are inefficient to a certain extent," says A. M. Bamford, a prominent Dominion Savings Building.

"Have your eyes examined by a competent authority," he says. "If they are found to be perfectly normal you will find a whole lot of satisfaction in knowing it. If they are defective, the proper lenses, correctly mounted, will bring you corrected vision. Life will mean more to you, your value to your self and others will be far greater, and you will be happier in every way."

**PAGE CONCERN GIVES ADVICE ON FURNACES**

Home Owners Profit by Knowing Proper Type to Use.

"Our furnace uses up far more fuel than it should, and I can't account for it, as it is comparatively new and is in good working order," is a complaint commonly heard, but one which would be obviated if particular care were taken to install a furnace particularly suited to the home in question.

A furnace that is too small will use up more coal and will need to be replaced sooner than a larger one that exactly meets the requirements of the residence in which it is installed. One type of furnace may be all right for a cottage or bungalow, but all wrong for a larger house.

The J. A. Carson Blacksmithing Firm, 347 Ridout street, which specializes in gear cutting, lathe work, grinding and repairing printers' machinery, is known throughout the city as a firm which adheres to a standard of quality work. Mr. Carson has one of the most modern machine shops in the province, and every man in his establishment is considered an expert.

Mr. Carson has always made it his plan to give the very best possible service to all jobs, whether they are large or small, and this principle has contributed to the success of his repair shop, and the fact that the work of many London firms is brought to him.

In the Carson establishment is done a large portion of the machine shop and garage repairing work needed in the city daily. Because of his long experience in this particular field Mr. Carson can assure persons seeking his service that they will be entirely satisfied with the work done. Evidence of this is the fact that customers realize that in this shop they are getting satisfactory service is found in the many new people who come to the Carson establishment because it is recommended to them by friends who have had work done there.

**WILL SAIL OCTOBER 13.**  
Associated Press Despatch.  
Rome, Sept. 25.—It is reported that the Italian debt commission which will negotiate for the funding of Italy's debt to the United States will sail from Cherbourg Oct. 13 for New York.

**EVERYTHING IN RADIO, AUTO ACCESSORIES AND TIRES**  
**RADIO-AUTO-ELECTRIC**  
298 DUNDAS. PHONE 7294W.

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

**SMOKERS, ATTENTION!**  
We Make Pipe Repairing a Specialty.  
**Blakey's Cigar Store**  
340 Richmond St. Opposite Hobbs Hardware Co.

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

## High Heels Condemned As Cause of Many Ills

Affect Muscles of Limbs and Displace Bones, Causing Flat Feet and Many Other Abnormal Pedal Conditions.

By DR. LEROY V. HILES  
Graduate of the Illinois College of Chiropractic, Chicago.

For many centuries the human foot was allowed to go naked and our aboriginal ancestors never knew what foot covering of any type meant. Much the same as with the rest of the body, unaided, nature was allowed to minister to the needs of the pedal extremities. Just as the body adapted itself to nature and the elements, so that it could withstand extreme heat or cold, so the foot also adapted itself to nature. The skin on the soles became so toughened that it caused no discomfort to walk on stones or rough surfaces.

In aboriginal man muscular action of the foot was developed to its maximum. The muscles of the feet were under such perfect control that objects could be lifted with the toes much the same as with the fingers. As time went on, and man became more civilized, covering for the feet was gradually adopted, and from that time to the present the foot has undergone changes and the result is a treatment for foot ailments and deformities.

The first style of foot covering was the sandal, after which an evolution of footgear followed, until with civilization came vanity in foot dress, and finally the modern shoe, the result of which is that today slight injury or irritation cause many disturbances of the foot, such as the common corn and ingrowing toenails.

The modern shoe as compared to the normal foot is worthy of special consideration. As a rule, men who mortal been pure commercialists. They have attempted to create styles that would sell, and the foot as a whole was treated by them much the same as a hat manufacturer considers a head while building a head covering. No consideration was given to the natural beauties of the foot, so much appreciated by the ancient Greeks. The need for conserving the functions of the small bones of the foot, so that their articulations would not be disturbed caused them no pause.

Let us take one feature of the modern shoe as a sample of this pandering to style—the high heel so common on women's shoes is a pure conceit. It is responsible for many of the foot lesions of today. In wearing these high-heeled shoes it is necessary to tilt the body forward in order to keep an erect position. This is accomplished in the knees, hips

and spine. The abdomen necessarily must be thrust forward, and this naturally interferes with the abdominal organs, and is directly responsible for a great many diseases common to women. The high heel also displaces the bones of the feet, causing metatarsalgia, flat feet, and other abnormal conditions.

We might also consider the effects of the leather used in shoes on the feet. As an illustration, let us consider the sudoriferous or sweat glands. These glands are for the elimination of liquid wastes in the form of perspiration from the body and are functioning continually. As the fluids are brought to the surface by ducts, evaporation takes place immediately under normal conditions.

When the foot is encased in a stocking that does not absorb moisture, such as silk or lisle, this evaporation is retarded to a greater or lesser degree of which the shoe is made. Vici kid is the most porous of all leathers, and therefore is best. Calfskin is next best, and both these are superior to patent leather or coltskin. The stocking should be of a material that will absorb moisture, and cotton or woolen hose is best for this purpose.

Again, the nails of the toes, and especially those of the big toes, are often affected by the modern shoe. The toe box of the average shoe is made of a stiff, unyielding material, so that if the shoe is narrow or short, undue pressure is brought to bear on the nails of the toes, causing calluses, ingrowing nails, etc. Therefore, when buying shoes it is wise to make sure that they are a good fit before wearing them any length of time. In this connection it might be well to state that toenails should be cut straight across and the corners should never be removed unless under the direction of a competent chiropodist.

The bony structures of the feet also suffer from the advent of modern footwear. Short shoes and also short stockings are the cause of a great many foot ailments, especially fallen arches. When a person begins to feel pains in the feet or legs, or tires easily, it is a warning that some more serious trouble is pending, and a competent chiropodist should be immediately consulted. Experimenting with foot devices such as supports, bandages, etc., may prove to be very costly, as these appliances not properly fitted or worn when necessary may bruise the nerves of the feet and injure the foot permanently.

**Carson Repair Shop Reliable**  
Ridout Street Firm Known for High Standard of Work.

The firm of James Carson & Son, 347 Ridout street, which specializes in gear cutting, lathe work, grinding and repairing printers' machinery, is known throughout the city as a firm which adheres to a standard of quality work. Mr. Carson has one of the most modern machine shops in the province, and every man in his establishment is considered an expert.

Mr. Carson has always made it his plan to give the very best possible service to all jobs, whether they are large or small, and this principle has contributed to the success of his repair shop, and the fact that the work of many London firms is brought to him.

In the Carson establishment is done a large portion of the machine shop and garage repairing work needed in the city daily. Because of his long experience in this particular field Mr. Carson can assure persons seeking his service that they will be entirely satisfied with the work done. Evidence of this is the fact that customers realize that in this shop they are getting satisfactory service is found in the many new people who come to the Carson establishment because it is recommended to them by friends who have had work done there.

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

**P. O. BOX 170. PHONE 7891W.**  
**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.

**FENDERS AND RADIATORS REPAIRED BY EXPERTS.**  
Auto Body Work of All Kinds.  
**R. H. Gregory**  
Rear of Art Wilkes Tire Shop.  
354 Wellington. Phone 2534.

## EAMES SHOP REPORTS BUSINESS DOUBLED

Has Yet To Receive Complaint After Two Years in Business.

During the past two years customers of the V. L. Eames shop at Wharncliffe and Pipe Line roads have grown to realize that all work done in this establishment is always satisfactory. And this is the main reason why the volume of business handled by this shop has nearly doubled in the past twelve months.

Mr. Eames, who has had fifteen years' experience in the trade, is an expert in all phases of tailoring, pressing, repairing and cleaning garments.

"We always take particular care," he says, "to follow in every detail all instructions given to us by customers. When we started here we did very little business, but as soon as the people in different parts of the city began to have others recommend our work to them then our trade gradually began to mount."

All pressing handled in the Eames shop is done on a special steam outfit, which today is recognized as the most efficient system in the trade. It is far superior to the antiquated flatiron, in that with it the natural body shape is retained in clothes of every style and description. It raises the nap, brings out the color, gives garments a fresh, new, clean appearance and makes them last longer.

"In the two years in which we have been in business," said Mr. Eames, "we have yet to receive a complaint. This may seem strange, but nevertheless it is true. It may be attributed to the fact that we make it a standing rule never to let a piece of goods leave here unless it is O. K. in all respects. Another reason for this might be that the people of London have learned to realize that by sending their clothes to us they are assured of first-class work which costs them no more than ordinary work would."

**SATISFIED CUSTOMERS AIM OF HENRY FIRM**  
Clarence Street Shop Equipped To Fill All Demands in Printing Line.

In its new and more commodious establishment at 390 Clarence street the printing firm of J. B. Henry & Sons, which has been a part of London's business life for the past seven years, is now in a position to render its customers an improved service in all printing requirements.

J. B. Henry, manager, gives close attention to the work which is being turned out, seeing that every customer is satisfied and given efficient and prompt service.

The work handled by Henry's includes billheads, letterheads, stationery, pamphlets, personal cards, envelopes, programs, tickets, butters, wrappers, church work, auction sale bills, etc.

The district of London and vicinity is exceptionally well served by this printing house. A specialty is made of auction sale bills, such as are used widely throughout rural districts. In connection with this branch of the work, Mr. Henry points out that he is ready to give the best possible service, both in printing and delivery.

"We have a most competent staff of printers, men who know their work, and our plant is so equipped that we can assure our customers complete satisfaction," he said.

**HELD AS WITNESS.**  
Associated Press Despatch.  
Vinton, Iowa, Sept. 25.—Mrs. Heister Long of Sioux City, is in the custody of Sheriff Ruhl as a grand jury witness in the case of Mrs. Underwood Cook, leader of the county K. K. K. women's organization who was shot to death in her home here the night of Sept. 7, the sheriff announced today.

**VALENZUELA APPOINTED.**  
Associated Press Despatch.  
Mexico City, Sept. 25.—Official announcement is made that Gilberto Valenzuela, former secretary of the interior, has been appointed Mexican minister to Great Britain.

**LONDON OPTICAL**  
5180 DOMINION SAVINGS BLDG.

**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.  
K-Ray Free.  
156 King St. Phone 220J.

**M. Wilson & Sons**  
AUTOMOBILE TOPS  
Slip Covers and All Repair  
BLINDS FOR CARS.  
PHONE 5320. 337 TALBOT ST.

**FORSTER'S GARAGE**  
Repairs on all cars. First-class mechanics.  
89 FULLARTON ST.  
SHOP 325—PHONES—NIGHT 3847.

## 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.

**Westland Bros.**  
Wallpaper Dealers.  
156 WORTLEY ROAD PHONE 1380

**The Famous Savage Washer**  
Is now being sold in London by  
**J. H. Pollock**  
Phone 5762W. Night, 3259.  
397 Clarence Street.

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

**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 44 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.  
353-5 Clarence St. Phone 158J.

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

**WE PRINT EVERYTHING FROM VISITING CARDS TO BIBLES.**  
**J. B. HENRY & SON**  
"GOOD PRINTING AT FAIR PRICES."  
390 CLARENCE STREET. PHONE 2302.

**QUALITY RULES AT RUTH'S**  
Chocolates Fresh Daily. Unexcelled Soda Fountain Service.  
646 DUNDAS STREET. PHONE 2582.

**Now is the Time for Painting.**  
**Trelco Paints**  
Cover Everything  
TRELFOUR PAINT AND VARNISH CO., LTD.  
Pratt and Lambert Distributors.  
121 DUNDAS ST. PHONE 6004.

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

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