



Shop In London—Use Your Telephone



TELEPHONE WEEK

An Invitation to the Public

WE are making the week of November 14th to 19th a Special Telephone Week.

On behalf of our local staff, I cordially invite you to visit our exchange any afternoon or evening of this week, in order that we may show you something of the world that lies behind your telephone.

You will be heartily welcome, and I believe will find the actual operation of a switchboard and an explanation of the method of handling telephone calls of genuine interest.

C. H. BEARD, Manager.

The Bell Telephone Co.
OF CANADA.



To the Businessmen of London and district we extend a special invitation to either visit our exchange personally, or send your clerks the week of Nov. 14 to 19, a special telephone week, so that you can get a better idea of the inner workings of a telephone exchange, and most probably derive some suggestions which will be beneficial to your business through use of your telephone.

SINCE 1868

TAYLOR'S THROAT and LUNG BALM

has been the standard household remedy for coughs, colds, bronchitis and all bronchial affections. Sheer merit alone is the cause of this continued popularity. Price 35c, 65c and \$1.20.

NOTE THE NEW ADDRESS

Taylor's Drug Store

390 RICHMOND STREET

Established 1868 Half Block South of Dundas Phone 594

Orth
Says
"Shop by
Telephone
and
Save Money."

ORTH'S Men's Wear Store

Collaborate in Making Telephone Shopping a Reality and a Saving of Money.

4 -- OVERCOAT BARGAINS -- 4

NO. 1, AT \$16.95.

Black, good quality, melton and beaver cloths, made up in several distinct styles; all sizes, 34 to 44.

NO. 3, AT \$29.95.

These are extremely fine English chevrons, pure-wool materials, fancy checks and lovat shades. Truly last season's \$60.00 value.

NO. 2, AT \$22.50.

English and Scotch tweeds, in desirable colors, brown, grey or green, made up in young men's and conservative models, all sizes, pure-wool materials.

NO. 4, AT \$39.50.

Made of Burberry cloth and fine Irish check-back chevrons. These coats show the highest type of tailoring. To see these coats would convince you that they are perfect in style, fit and material. Sold last season as high as \$70.00.

8 --- SPECIAL BARGAINS --- 8

FLEECE-LINED UNDERWEAR—Shirts and Drawers, a garment 89c
CHRISTMAS NECKWEAR in fancy boxes, knitted and silk goods, 89c
MEN'S SUSPENDERS, regular 75c roller end styles 39c
PEABODY'S AND KITCHEN'S Great Mogul Overalls and Smocks, regular \$3.00, for \$1.95

MEN'S GREY SUEDE GLOVES—All sizes, regular \$3.50, for \$1.89
MEN'S PURE WOOL GLOVES—All sizes, regular up to \$2.75, for \$1.49
MEN'S FINE SANDOW WORK SHIRTS—Blue and black stripes, for 12 LINEN CAMBRIC HANDKERCHIEFS—Extra special price 95c

When in London Visit Our Tailoring Department.

HOBBERLIN

Custom Tailored Suits and Overcoats. The clothes of quality.

Orth prepays all express and mail parcels within a radius of 32 miles of London.

Also on all orders for \$5 or more Orth pays the telephone charges.

All goods sold subject to return, and all goods guaranteed, or your money back.

ORTH, Ltd.

Phone 1058.
Cor. Dundas and
Clarence Streets.

Phone Is Speedy Method for Securing Competitive Prices

Thrifty Housewife Can Save Price of Tolls and Have Good Margin of Profit on Year's Purchases.

"What a wealth of business is lying dormant in London and the surrounding country for merchants handling different lines if they were alive to the possibilities of selling by telephone," said a telephone booster in discussing the possibilities of the "Buy-By-Phone" movement.

London today is a network of phones, and the same can be said of the surrounding country. In all, there are, within a reasonable radius more than 20,000 prospective customers for the business house that gets out and makes a drive for this business.

The value of the telephone to the housewife has been appreciated by hundreds of London women during the past week. The first snow-fall is always nice from the inside looking out, but it is anything but nice to have to plow through the slush and snow to the corner grocery or to run down town for a couple of articles. The phone in this case is a rapid and unerring little messenger.

"I am lost without a telephone" is frequently heard from the housewife who is now without the phone. These are people who really appreciate the phone's value. There are hundreds who have a phone and who fail to get anything like the service and benefits from its presence that they might if they were alive to its value.

As a purchasing agent it stands out as one of the greatest inventions of the times. This is said to be the age of selling, and if this is true it must also be the age of buying, for there must be a purchaser in every case to make a sale. And the argument holds good, that if the salesman finds it is necessary to call into play every device and convenience to boost his sales, the buying public should be no less particular.

In this connection, what is quicker than the telephone if a buyer desires to get competitive prices on a certain article? A case in point. A person wants to order a Christmas turkey. In fifteen minutes it is possible to call up half a dozen merchants and find out just what they are quoting. Thus the very best price is soon secured and the saving effected in this way will not only soon pay for the phone, but will leave a good margin besides. A year's good buying will make the phone not only a time and shoe leather saver, but also a good investment.

People are steadily coming to realize this. The fact that phones are getting harder and harder to get as time goes on, is due to the fact that there is a constant demand for them. Undoubtedly the buy-by-phone movement has created a great part of this demand and forced the phone company to go heavily in for two and four-party lines in order to cope with the demand.

The Bell Telephone Company has set aside this week as Telephone Week. On behalf of the local staff, C. H. Beard, manager of the London branch, has invited the public to inspect the local exchange, believing that demonstrations of the actual operation of a switchboard and an explanation of the method of handling telephone calls to be of genuine interest to the public. Visits can be made any afternoon or evening this week.

Schedule Rates On Phone Calls Up To 32 Miles

Air Line Distance in Miles	STATION-TO-STATION CALLS							
	Day Rate		Evening Rate		Night Rate			
	Initial Period	Overtime Period	Initial Period	Overtime Period	Initial Period	Overtime Period	Initial Period	Overtime Period
0-12	10	5	10	5	10	5	10	5
12-18	15	5	15	5	15	5	15	5
18-24	20	5	20	5	20	5	20	5
24-32	25	5	25	5	25	5	25	5

MEMORANDUM

Bicycle & Motor Sales.

Phone 3182

John H. Chapman. Phone 791

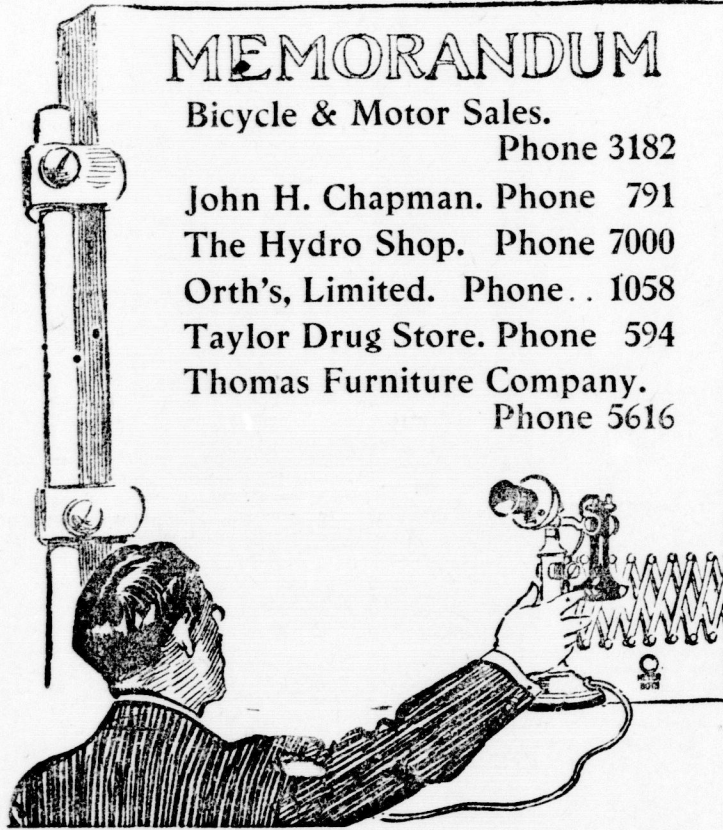
The Hydro Shop. Phone 7000

Orth's, Limited. Phone 1058

Taylor Drug Store. Phone 594

Thomas Furniture Company.

Phone 5616



OUR RED BIRD CHRISTMAS BICYCLE CLUB

Is Now In Full Swing

THE ONE GIFT FOR THE BOY OR GIRL THAT WILL BE USEFUL FOR YEARS TO COME.

Call us up at our expense. We will explain how you can secure a RED BIRD BICYCLE ON very easy terms.

PRICES, \$45.00, \$52.50 and \$60.00.

Bicycle & Motor Sales Co.

G. A. WENIGE.

425 WELLINGTON STREET.

PHONE 3182.



RED TAG SALE

Means a store full of real bargains. Values that have not been seen in years are offered in every department. Come in and pay us a visit.

100 NEW WINTER COATS

Every one with a real fur collar; silverstones, chevrons, velours and other coatings; beautifully made in most up-to-date styles. Splendid \$25.00 value for \$19.75

LADIES' BLACK CASHMERE

60 dozen Hose, extra heavy weight, all sizes 25c
BLACK CASHMERE HOSE 60 dozen, all sizes; very special value 69c

LADIES' COMBINATIONS

Long and short sleeves, cream, knit, V-neck, fine and soft \$3.50

LADIES' VESTS

Fleecy finish, long sleeves 98c

WINTER COATS

Newest and best styles, in all velours, satin lining throughout, beaverline shawl collars. The newest shades of beaver, brown, sand and Pekin blue. \$35.00 Special

MEN'S ALL-WOOL HOSE

75 dozen Men's All-Wool Cashmere Hose, in black and brown; also men's heavy knit, all sizes; 75c value for 49c

CORSETS

For average figure, low and medium bust \$1.25
For stout figures, low and medium bust, reinforced double steel, elastic sections. \$4.50 and \$6.00

ALL-WOOL DRESSES

Botany serge, one-piece and tunic effects, some braid, others embroidery trimmed, in navy, black and brown; 23 dresses only, \$23 values. To clear \$15.00

HEATHER MIXTURE

50 dozen Ladies' All-Wool Heather Mixture Hose, first quality, all sizes. Extra special for Red Tag, pair \$1.19

FLANNELETTE NIGHT GOWNS

Striped, good quality, high neck, long sleeves. \$1.19

CHILDREN'S KIMONOS

Pretty designs of Beacon flannel-ette; 2 to 14 years. \$2.25 to \$4.50

John H. Chapman & Co.

PHONE 791 OR 2882.

239 DUNDAS STREET, LONDON.

DON'T WORRY!

Join Our Christmas Club

Christmas is only six weeks away, and now is an opportune time to make your gift selection.

There is no need to worry where the money is going to come from to purchase your gifts. Join our Christmas Club, and we'll help you finance them. By joining our club during the next week you may select any article and have it delivered to any address Christmas Eve.

The conditions are simple: You pay only one dollar, and one dollar each week until goods are delivered. Any balance remaining at time of delivery can be paid either in full or on our convenient club plan. Don't put off becoming a member of our club. Come in today and have one of our salesmen explain this fully.

SUGGESTIONS for GIFT-GIVING

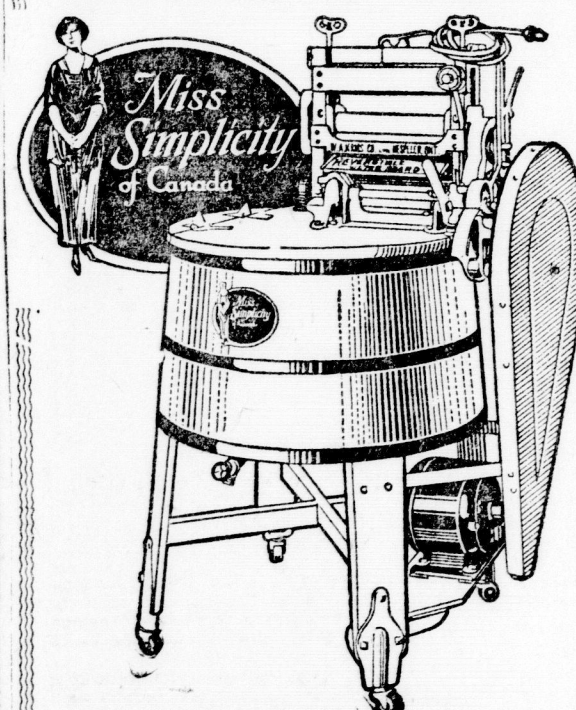
KITCHEN CABINET
ELECTRIC WASHING MACHINE.
CHINA CABINET
DIVANETTE

PIANO LAMP
TABLE LAMP
LIBRARY TABLE
SECTIONAL BOOKCASE

KEEP YOUR EYES ON

THOMAS

Tub and Washboard Make a Mess of the Home



The mess and discomfort of wash day make worlds of trouble for men, women and children. You know what it is to have the place full of steam; sudsy, soapy water all over the floor, with the baby crawling through it and the iceman and the grocer splashing in and out.

Phone 7,000 and We Will Do Your Next Washing FREE

Wash day with the tub and washboard is an all-day job. The housewife dreads it; the men folk and children abhor it. Everyone is in ill-humor—and everyone has a right to be, BECAUSE IT'S UNNECESSARY. An electric washer will do the work in an hour, without fuss or dirt, and with but little labor on the part of the woman. Everything that should be washed will be made spotlessly clean, and wrung ready for the line in the power-driven wringer. The electricity used will cost less than a cent.

ONLY \$15.00 DOWN

Pay only \$15.00 down (the balance at your convenience), and the famous Kribs' "Miss Simplicity" will be placed in your home. It is simple, durable and efficient, up-to-the-minute in every detail, and is guaranteed by the makers and the Hydro Shop.

ONLY \$105 CASH

OTHER ELECTRIC WASHERS ON EQUALLY FAVORABLE TERMS.

THE HYDRO SHOP

"The Store the People Own."

DUNDAS AND WELLINGTON STREETS.

PHONE 7000.