TODAY THE FIGHTING COWARD

Directed By James Cruze.

Added Film Features THREE ACTS Supreme Vaudeville

MAJESTI (

Free! 3 SHOWS Free!

Dr. DeForest's Real Talking Motion Pictures

Music by Paul Specht's Hote Alamac Orchestra.

Every Man, Woman and Child Should See This Wonderful Invention.

GARDEN PARTY VICTORIA METHODIST CHURCH, WESTMINSTER.

POSTPONED

UNTIL FRIDAY EVENING, JUNE 27. SAME PROGRAM. b

MEETINGS

BEAVER, L. O. L., 210, meets in Ulster Hall tomorrow (Friday) night at 8 o'clock. Important business. C. W. Garside W., M., Arta Walker, R. S. NOTICE—The adjourned Court of Revision of the Township of Westminster will be held in the County Council Room on Wednesday, July 2nd, at 2 o'clock p.m. The regular council meeting will convene at 10:30 a.m. E. S. Hant, Township Clerk. SECORDS—Remember the third annual Second picnic, to be held at Queen-ston Heights on Tuesday, July 1. Good program. Everybody welcome

LEGAL CARDS

BARTRAM, W. G. R.—Barrister, notary etc., 59 Dundas St. BUCHNER & RAMSAY — Barristers, solicitors, corner Talbot and Carling Phone 99. Money to loan. COLERIDGE, THOS.—Barrister, solici-tor notary, 26 Bank of Toronto Chrs

CRONYN & BETTS & BLACK—Fred-erick P. Betts, K.C.; F. C. Betts and J. D. K. Black, Huron & Erie Bldg,

FITZGERALD, W. C. — Barrister, no tary. 110 Dundas St. Tel. 385. GIBBONS, HARPER & BRADEN— Barristers, etc. Imperial Bank Build-ing. F. F. Harper, J. A. Braden. GRAYDON & GRAYDON — Barristers, Market Square north, Bank of Mon-treal Building.

GREENLES, F. HARRY — Barrister Moore Bldg., cor. King and Talbot. MACPHERSON & PERRIN—Barristers,

MAJOR G. N. WEEKES, Huron & Erre Building Market Square. Hours, 19 to 5. Saturday 9 to 1. Monday eve-nings, 8 to 9. McEVOY, JUDD & HENDERSON-Barristers and solicitors. Money t loan. Bank of Toronto Chambers.

MENZIES & CLUFF—Barristers, sol citors, etc., 404 Talbot St. Tel. 874. MURPHY, GUNN & MURPHY — Bank of Toronto Chambers. Phone 170. RIDOUT & MAYBEE-156 Yonge St. Toronto, solicitors of patents and experts in patent law. Send for our handbook.

SCANDRETT, T. W.—Barrister, solici-tor, notary. Money loaned. 98 Dun-SPENCER & BRAUND — Barristers, solicitors, 211 Dom. Sav. Bldg. Tel. 790.

TENNENT & TENNENT — Barristers, notaries, etc. 78 Dundas St.

ACCOUNTANTS

DOGGEREL, A. J.—Chartered account-ant. 91 Tecumseh Ave. Phone 6599. RAYMOND, F. W.—Accountant, auditor, authorized trustee, assignee, liquidator. Room 10, Greene-Swift Bldg. London, Ont,

BORN, MARRIED, DIED

BRENNER-At Bethesda Hospital, to Mr. and Mrs. H. Brenner, 528 Talbot St. on June 19, a daughter (Dorothea

IN MEMORIAM.

McDONALD, 510 Grosvenor St.—To the dear memory of little Monica, aged

A radiant light along my way.
The fair little face smiles sweet
From the home where the tender
Saviour's love
Has guided the little feet.
Again I shall fold in my longing arms
The loved little form so dear:
Faith's beautiful flowers the blossoming bright

In my heart, and the Father is near.

—Daddy, Mamma, Keith.

year. And friends from day to day; But never will the one I love

rom memory pass away,
miss him when the day begins,
miss him when the lay begins,
miss him when the night returns:
he shock was hard, the blow severe,
o part with one I loved so dear.

Ever remembered by his loving wife,
Mamie L. Miller, Dilke, Sask,

CARD OF THANKS. Mrs. J A. Squance, York St., desires to express her sincere thanks to the many friends and neighbors who so kindly tendered assistance during the illness and death of her late husband.

MALE HELP WANTED

EXPERIENCED CHEF wanted Apply at once. Smallman & Ingram's, Ltd WANTED — An experienced married man without children for farm by the year, wife to do housework for small family with one child. Board and lodging supplied. State wages and references to Advertiser Box 74.

FEMALE HELP WANTED

EARN \$5 to \$25 weekly, the pleasant home work way, making soc'es on the fast, easily-learned auto-kn iter; ex-perience unnecessary; distance im-material, Particulars, 3c stamp. Dept. 79C, Auto-Knitter Company, Toronto.

PRACTICAL GIRL

REGISTERED TRAINING SCHOOL for nurses, a thorough education for the greatest profession for women, 3-year course includes affiliation in medical

TEACHERS WANTED

EXPERIENCED Protestant teacher for S.S. No. 5, Dawn Township, Apply, stating qualifications and salary ex-pected. Splendid locality. Samuel McTaggart, Florence, Route 3. EXPERIENCED teacher wanted for U.S. S. No. 2, Ekfrid, near station S. S. No. 2, Ekfrid, near station. Apply, stating qualifications and salary expected, to Tom Warren, Longwood, R. R. No. 1.

ROTESTANT teacher for Section Sarnia Township. Appy to Robert Sharpe, R. R. 2, Sarnia. Phone 911-r-4 Personal applications preferred PROTESTANT TEACHER for S. S. No and Lobo; state experience, qualifications and salary expected, to Ed. Henderson, R. 2, Mount Brydges, Ont.

PROTESTANT teacher, S. S. No. 8, Lobo. Apply, stating references and salary expected, to W. Arrand, Lobo. PROTESTANT teacher for S. S. No. 12. Dover, with second-class certificate, at least two years' experience; close to church, store, 1½ miles to C. W. and L. E. Railway 8 miles to Chatham; duties to commence Sept. 1. Apply David Hind, Secretary-Treasurer, Bearline, Ont.

TEACHER for S.S. No. 3, Ekfrid.
Please state salary and qualifications.
Duties to commence Sept. 3. J. B.
Corneille, secretary-treasurer, Meibourne. Ont.

bourne. Ont.

TEACHER for S.S. No. 10, Sombra.

Apply, stating qualifications and salary expected, to J. R. Pretty, Bickford, Ont., Route 1. TEACHER for Union School Section No. 4, Dercham, and No. 9, North Norwich. Apply, stating salary and qualifications to Arthur Thomas, secretary-treasurer, Salford, Ont. TEACHER wanted for School Section No. 9, Adelaide. Must be Protestant State salary and experience. Address George Emmons, R. R. 3, Kerwood George E.P.O., Ont

TEACHER wanted for S.S. No. 6, Caradoc; duties to begin Sept. 1. State salary and qualifications. Personal application preferred. Apply to R. T. Runnalls, Route 2, Mount Brydges, Onth.

TEACHER for S. S. No. 6, Plympton.
Apply, stating qualifications and salary expected, to David Richardson,
Wyoming, Ont., Route 1.

AGENTS WANTED AGENTS-Opening for a few high-grade men; Studebaker watches, 21wel timepieces, of highest quality, e now being sold from factory to nsumer at saving of 50 per cent, sy payments. Nationally adverconsumer at saving the consumer at saving the consumer at saving the consumer at saving the consumer at saving a saving

HELP WANTED

LEARN BARBER TRADE-Few weeks re-uired; earn while you learn; 31 years' established; 42 branches; write for catalogue and full particulars. Moler Barber College, 198 Queen East, Toronto.

SITUATIONS WANTED

MARRIED couple desire position; man, good all round farmhand; wife domestic. Write particulars. King, C-o W. J. Smith, Farkhill, R.R. No. 8.

DENTAL CARDS

BLAIR, DR. JOHN F.—Office moved to 241 Queen's Ave. Phone 1400. FRASER, DR. A. G.—Dentist; practice limited to X-ray and extraction. 238 Queen's Ave. Tel. 709.

WINDRIM, DR. HAROLD L.—General practice. 242 Queen's Ave. Phones 1827W-1827J. FREZELL, DR. M. J.—3861/2 Richmond St. over Taylor's Drug Store.

KELLY, DR. V.—Fixed and removable bridge work. 241 Queen's Ave. Tel. 1400.

MOORE, DR. S. A.—Orthodontist, 241 Queen's, Practice limited to straight-ening teeth. Dewey graduate, N. Y. ROSS, DR. J. V.—Corner Dundas and Richmond, over C.N.R. office, Tel. 374. TAYLOR, DR. H. D.—532 Dundas St Evening appointments. Phone 4843.

THOMAS, DR. ROSS—General practice Specialist pyorrhea, X-ray, 381 Queen's WESTLAND, DR. W. S.—Dentist, post graduate crown and bridge work, ex tracting Chicago, Philadelphia, To graduate crown and tracting Chicago, Philadelphia, To-ronto, 1914. Office and residence, 287

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

MEDICAL CARDS

BANGHART, DR. — Women's diseases surgery. Dundas-Maitland. Tel. 3506 CAMERON, DR. D. E. — Dundas and Waterloo, Diseases of women and stomach. Hours 11-12, 2-3, 7-8. Tel. 1786 or 1722. DR. E. BICE, 241 Queen's Ave—Diseases of kidney, bladder, rectum and diseases of women. 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 diseases X-ray and all forms of electric treat-

MILLER—In loving memory of my dear husband, John James Miller, who died two years ago today, June 26, 1922. The world may change from year to REASON, DR. CLIFFORD-538 Dundas St. Nervous diseases, surgery. Tel.

> STEVENSON, DR. W. J .- 391 Dundas, specialty, diseases women, surgery Dr. H. A. Stevenson, X-ray, Dr. M. G. Peever, genito-urinary. WISMER, DR. H. S.—Specialist X-rays. 253 Queen's Ave. Tel. 114.

WANTED TO RENT

WANTED-Room, furnished or unfur-nished, with board, for elderly couple not too central in city, state par-ticulars to Box 76, London Advertiser, dog hospital. 84 King. Tel. 788.

REAL ESTATE

A LIST of properties for sale. List your properties with the well-known agent, R. Reely, 795 York St. Tel. 3893. ASK WHEELER the Homefinder, 1821/2 Dundas St. Phone 5264.

EAST—1½-story white obtack home, usual living-rooms, 3 bedrooms and bathroom, full basement, lot 66x112; only \$2,800; \$200 cash, or will take a car or some lots. White & Bainard, King and Talbot Sts. Phone 7041W, evenings 5339J.

EDWARD ST., 20.— Stucco, modern bungalow, 3 bedrooms, hardwood floors. Price reduced if sold before July 1, part cash. 19 Carfrae Crescent. Phone 2966W.

NORTH — 980 Richmond, between Cheapside and Victoria, 2-story, solid red pressed brick house, slate roof, hot water heating, oak floors throughout central hall, living-room with fireplace, dining-room, library, kitchen with built-in cupboards, 4 bedrooms, bethroom and separate toillet floored bathroom and separate toilet, floored attic, 4-room basement with laundry tubs and toilet, water motor for so water, window screens, gas and electric light, garage, lot 49 feet 6 inches by 242 feet, nice bearing fruit trees, grapes and small fruit, sewer and sidewalk paid for. Write or call J. H. A. Beattle, 980 Richmond St.

grapes and pedatric services, maintenance books and liberal allowance given, minimum educational requirements, one year high school or equivalent. Apply at once, to Supt. of Nurses, Canoes, New York.

WANTED—Pupil nurses for Niagara Falls General Hospital, 3-year course, uniforms and allowance, 1 year of high school work. Apply Superintendent.

WEANTED—Pupil nurses for Niagara Falls General Hospital, 3-year course, uniforms and allowance, 1 year of high school work. Apply Superintendent.

QUEBEC ST.—Red brick, 7-room bungalow, fully modern, choice locality; will sell at a bargain; apply owner. Phone 2477M. Phone 2477M.

SOUTH — Story and three-quarters white brick, large living-room, 4 bedrooms, clothes closets, 3-piece bath and furnace, garage, splendid location

for Normal students; \$4,700; terms Phone 3806W. H. M. Smiley. 467 YORK ST.—Brick cottage, 3 living-rooms, 3 bedrooms, 1 bedroom and storeroom up, good lot with drive. For price apply at house or phone 345.

\$4,700—I am willing to sell my home on Rectory St. for a small amount of cash and a car as part payment. House has 3 bedrooms, 3 clothes closets, living-room, dining-room, kitchen, bathroom, full basement, furnace, large veranda. Phone 7085W.

SUMMER RESORTS.

EPAHWIN-GREGORY, Lake Rosseau Muskoka offers you a wonderful two weeks' vacation, including railroad fare, for as little as \$50. Write for booklet. If postal strike continues make your reservation by night lat tergram.

PPORTUNITY to rent large, completely-furnished house, 3 acres, beau ifully wooded frontage, on Rive with, use of fully planted garden erries, lawns, flowers, sunny ex osure, sheltering spruces, fine hill References required. Janet Leitch R. 2. Wellesley, Ont.

ORT FRANKS-Cottage, 4 bedrooms Aug. 9 till end of season, or two or three weeks; screened porch, water in kitchen, boat, good fishing, boat-ing and bathing. Miss Knott, 19 Car-

PORT STANLEY-Cottage for mont of August, ideally situated on bank acing lake, and convenient to beach or road. Phone 4414J or 3136W. PORT STANLEY—House, sufficiently large for two families, wide veranda, overlooking lake, well furnished. Phone 4303. 91 Mount Pleasant Ave.

FARMS

BARGAIN-65 acres of choice land, 3 mile west, on Longwoods Rd. Se cheap or trade for city property Apply Box 80, Advertiser. NTAR10—700 choice farms; catalogue sent free on application. Thoma Myerscough & Edy, 226 Darling St. Brantford. Bell phone 1233J.

1½ ACRES, well built on close in sell or exchange for small farm between Kitchener and Galt. J. C. Patterson, 359 Richmond St

TO LET

APARTMENT—South corner Bruce St. and Marley Place, 5-room apartment, upstairs, heated modern, large wire-inclosed veranda, with or without garage. Phone 635. ASK WHEELER the Homefinder, 1821/2 Dundas St. Phone 5264.

BACHELOR Apartments-Living-r edroom, bath, Queen's Ave. Phone

CENTRAL — Unfurnished apartment, fully modern, rent reasonable. Apply 317 King St.

CENTRAL—Upper duplex, all modern conveniences, hardwood floors through out, rent reasonable, garage, space i required. Apply 572 Colborne. CORNER Dundas and Ridout Sts— Three rooms and kitchenette; ground floor, heated, reasonable rent. Apply Canada Trust Company.

ORTH—Brick house, fully modern, 8 rooms, also frame cottage, semi-modern, 6 rooms, reasonable rent. Apply 105 Wharncliffe north. NORTH—Three apartments, fully mod-ern, hardwood floors, immediate possession, rent reasonable, Phone 383W.

OFFICE, on ground floor of Dominion Savings Building, formerly occupied by Dominion Savings and Investment Society, suitable for financial or brok-erage concern. Apply Fidelity Trusts Co. Dominion Savings Building. ROBINSON HALL—Ground floor, 3 good light rooms and vault, privilege to sublet. Apply Canada Trust Company SOUTH—Modern ground floor duplex, separate entrance, 3 bedrooms, hotwater heat, electric range, boiler and garage, close in; rent only \$35. South—Furnished ground-floor apartment, with 2 bedrooms, plano, phonograph; select place. Furnished flat, rent \$25. Apply Spruce Terrace, Grand Ave. Phone 5935F.

TO LET-Story and a half brick house, on Connaught Ave., equipment fully modern; possession at once. J. W. G. Winnett, barrister. ROOM AND BOARD

CENTRAL — Furnished room with board, single or double, modern and reasonable. Phone 4889W. EAST—Comfortable, private, modern home with board and use of phone. 7686J.

ROOMS TO LET

CENTRAL—Bed-sitting-room for gen-tleman; board if desired. Phone 7275 HOUSEKEEPING apartment, bedroom sitting-room, other rooms, with use of kitchen on bathroom floor. Apply 534 Dundas St. NEAR Victora' Park, two nicely furnished rooms, private, modern hor Reference optional. Phone 6384W. VERY CENTRAL, one or two house-keeping rooms, also sleeping room 287 King St.

OSTEOPATHY

CATON, DR. H. V., has removed to 380 Adelaide St., between Dundas and King Sts. Phone 1673.

VETERINARY SURGEONS

FOR SALE

ALL MAKES of phonographs repaired at Ashton's Music Store, 627 Dundas St. Phone 995M.

BARN, size 34x50, in good condition, to be moved, price \$250. Apply Warren Decker, Route 2, London. BABY BUGGY, artillery wheels cost \$60, will sell for \$30, has only been in use six months. Phone 7685J. BOOKS, theological, medical, scientific, classical, art, fiction, theoretical and practical; wanted Britannica tenth edition. Hamilton's, 210 King St.

CALL UP JAKE'S PLACE, 7802J, and I will help you to turn your cas off clothing, shoes, hardware, od-coats, pants and suits into read-cash. Call up Jake, 2091/2 King. cash. Call up Jake, 209½ King.

CITY Auction Rooms are offering some wonderful bargains in slightly-used furniture and sewing machines. We repair all makes of sewing machines. Needles and shuttles for New Williams, Raymond, White, etc. 98 Dundas St. Open evenings. Phone 1332.

ELECTRIC RANGE, McClary's, 4-burner and oven, \$65. Leff Electric Co., 316 Grey St. Phone 4626W. ELECTRIC wiring, fixtures and ap-pliances. Bowley Electric, the Store with the Stock, 306 Dundas St. Tel. 2203.

ENGLISH DAISIES, 35c dozen; violas, 30c dozen; English ivies, 50c each; parrot, \$10. 280 Talbot. Phone 5681J. FIR TRIM FLOORING, ceiling and base doors, etc. London Wrecking Co., 500 Bathurst St. Fhone 6640W.

This car is worth at least \$500.

This car is worth at least \$500.

This car is worth at least \$500.

STEELE for reasonably-priced spectacles, London's leading optician, opposite Loew's and Allen's Theatres. FULL LINE Pedlar perfect product including metal lath, shingles, cor rugated iron and garages. Brick and Supply Co., 609 William. Phone 4244. FURNITURE bought and sold, disc auctioned on commission, Ralph-Mc-Lachlan, 411 Ridout St. Tel. 6084W; residence 5576W.

SAS STOVE, new. Will sell che. \$25 cash. Apply 146 Hamilton Rd. GET YOUR banjo, violin, guitar and ukulele strings at Ashton's Music Store, 627 Dundas St. Phone 995M.

IF YOUR eyes need attention, see me and see different. F. Steele, Lon-don's leading optician. JUNE brides of other years would appreciate the gift of a grand prize Eureka vacuum cleaner or a Sunnysuds electric washer. Call at the Wife-Saving Station, 231 Dundas St., and see one work. Sold on terms anyone can afford.

LUMBER—Special prices this month; new stocks arrived; get your doors fitted with our combination screen and storm doors for winter or sum-mer; with glass, \$9. R. H. Smith

METAL DISC for musical boxes, all sizes: girl's bicycle 17-inch frame, \$18; bicycle and bab; carriage repair-ing, records and player rolls ex-changed, 8 for \$1. Frank Paige, Ridoat, near Dundas. Phone 4778W. NAMED ASTERS, grand, mixed, large, healthy plants, large variety, Annuals and Perennials, Zinnias, Cosmos, Scabosia, Morning Bride, Larkspur.

NEW line American Malt Extrac (Dark), 30c pound, Old line, 26c pound while it lasts. 355½ Clarence St. UDNEY BROS. are exclusive London dealers for the famous Bell Pianos, uprights and grands: Evans Bros. pianos, and the new Columbia phonographs and records. 348 Dundas St. Phone 5124J. We are open every evening.

SEE QUICK, the upholsterer, about your furniture when in need of recov-ering, 528 Richmond St. Phone 3887J SPECIAL SALE for two weeks choice perennial plants; 50c per de Shrubs from 50c up. Richard Tro hill, 335 Victoria St. Phone 7813W. TABLE, quarter-cut oak, 3 leaves, good condition; writing desk; reasonable, 77 Forward Ave.

WHY PAY CASH? Save your money. I sell on credit. It costs nothing extra. Ladies' coats, suits and dresses. Tien's and boys' suits. Very latest styles and materials. J. M. Fink, clothier and housefurnisher, 123 Maitland St. Phone 3722W. Open evenings. on PAIRS men's and women's shoes

travellers' samples, all sizes; regular up to \$7, for \$2.95. Geo. Boyd, foot specialist, 156 King St. 220J. POULTRY AND LIVE STOCK

COTCH coilie pups, purebred, registered. J. W. Wilkinson, R. R. 1, Hyde Park. Phone 171, St. Johns. TEAM of work horses, brass mounted harness and Bain wagon, or exchange on Ford car or ton truck, James Watson, 194 Hamilton Rd. Phone 6907.J

COAL AND WOOD

ANTHRACITE COAL—Now is the tim for summer orders. Dry slabs, \$2.5c per load; hardwood, \$3 per load Deviney, Maitland St. Phone 7320. COAL—Chestnut, \$15 per ton; pea coal, \$12 per ton. Peter Fargnoli, 691 Ade-laide. Phone 5419. WOOD for sale, \$4 per load. It WOOD, 9-inch, mixed, \$2.50 per load; beech and maple, \$3; dry kindling, 25c per bag, delivered. 431 Grey St. Phone 6919W.

WANTED TO PURCHASE

OLD gold and silver jewelry, watches, etc., bought. J. J. Feeney, 12 Market Lane. Phone 765J.

BUSINESS OPPORTUNITIES AGENTS-Don't answer this ad don't mean business. But if you're out for money and want a fast-selling auto necessity, if you own a car, get particulars of your agency. Fan Flame Spark Plug Co., 3070 St. Lawrence,

Spark Plug Co Montreal, Que. A-"WATCH STRATFORD GROW Manufacturers and others desiring in-formation, write Thornton Park Ltd. Stratford.

BAKERY in town of Dorchester, in opposition, good business, fully equip-ped. Will sell or rent. Owner going to Detroit. Terms easy. Barr & Barr 139 Egerton St., London, or Dor-chester Out.

STOCK of stationery, with magazines, newspapers, tobacco, candies, soft drinks and ice cream, with small-wares, Sydney Smythe, Market Lane,

LOST AND FOUND

LOST-Four-foot brass bound level plumb rule, containing 2 levels, 2 plumbs, Reward, Phone 3591W. Mr. Nutkins, 346 Queen's. LOST-A hand purse, Saturday. Phon LOST—A bink book and \$57 in bills, between 200 Albert St. and the mar-ket. Please return to 200 Albert St.

OSTEOPATHIC PHYSICIANS

Queen's Ave. Hours, 11-12, 2-4, 7-8 DETWILER, E. S., D. O.—444 Waterloo Phone 3373. Hours, 11-12, 2-4 7-8. HARKINS, Drs. Marie H. Rebecca.—St. George Apts., Wellington. Abrams method of diagnosis and treatment. Hours, 10-12, 2-5. Tel. 1560.

ARCHITECTS & SURVEYORS FARNCOMB, F. W. — Civil engineer Surveyor, 307 Dom. Savings, Tel. 551

MCBRIDE, H. C. — Architect, Molsons Bank Building. Phone 262W. MURRAY, WILLIAM H. — Architect Dom. Savings Building. Phone 1557W MOORE & CO., JOHN M. - Architects and engineers. 489 Richmond St.

AUTOMOBILES

CHEVROLET SEDAN, super or model. 1924, must be sold at once, owner leaving city, \$800 cash. Apply Box 77, Advertiser.

CHEVROLET 490, 1918 model, in first-class running order and good repair; will sacrifice for quick sale for \$100. Apply 1385 Dundas St. ORD CARS—See the latest models at Middlesex Motors, Limited, London's only Ford dealer; cash or easy terms; deal with a reliable firm, not a curb-

deal with a reliable firm, not a curb-stone broker, who has no interest after the sale; we have over 60 em-ployees and the largest, cleanest and best equipped service plant in Canada; two blocks from market. Talbot and Queen's, Middlesex Motors, Limited FORD CARS, trucks and tractors, all ORD CARS, trucks and tractors, and models carried in stock. Ask for a demonstration. Also several used Fords, ranging in price from \$75 up. We are equipped to give first-class service on Ford cars. All work guaranteed, prices reasonable. Apply Alva Jones, authorized Ford dealer, Lambeth. Phone 577 r 2 2.

HERE IS YOUR CHANCE TO GET A GOOD CAR-

\$1,100—Chalmers touring, 1923 model, in perfect running order.

WE also have several Fords at prices that will surprise you. Come and look them over.

also 397 TALBOT ST. PHONE 1373. AUTO ACCESSORIES

CHAS HUTCHESON

FORD RADIATORS, \$17; shells at \$1.50. London Auto Wreckers, 264 Horton. Phone 3510J.

AUTO REPAIRING AUTO tops, body trimming and slip covers. M. Wilson & Sons, 337 Talbot St. Tel. 5320.

HAVE your repair work done at the Windsor Highway Garage. Carbon burnt out while you wait, 40c per cylinder. Phone 4251F. HiGH-CLASS auto painting at low prices. Ed. E. Buller, 154 Fullarton over Morrison's Garage

TAXI SERVICE

mer; with glass, \$9. R. H. Smith Lumber Co., 11 Erie Ave. Phone 2998W. BLUE BONNET TAXI, Tel. 6262. Bag-gage transfer. We never sleep. DAVIS TAX1 Service—Heated sedans. Night service, 739 Richmond. Tel. 7670. DOLLAR TAXI-Phone 931; 50c, 75c, \$1 any part of city, night or day. HEXTER TAXI—Phone 2859 (formerl Marley-Hexter). 483 Richmond St. Osmos. MARLEY TAXI—Reliable drivers and rkspur. cars at reasonable rates. Phone 2823

PERSONAL

A-PROF. SWAN, psychic astrologer and introspective clairvoyant analy-sis and adviser, to those who are in

ALGER'S HEALTH BREAD, nature's upre food for the human body. Phone 1198. We deliver. Made by Thomas Algar, 59 Wharncliffe Rd. N. ALL KINDS of scissors, knives, etc., sharpened. London Keen Edge, 698 Dundas St. Phone 3166. NICE selection of leghorns in the ske shape has just come in. Why but walk out east this evening and the them at Miss Blackmore's Hat hop, 700 Dundas St.

ANTIQUE dining-room suits in solid walnut. We cordially invite you to come and see these. Lesse's Antique Shop, 71 Dundas St. Phone 7009J. OKESSMAKING, beading and embroid ery, work guaranteed, prices moder ate, Mrs. Priest, 42 Dundas St. W Tel. 4353W.

DRESSMAKING, latest styles, prices moderate. Miss Marshall, 925 Duf-ferin Ave. Phone 5479W. DR. M. W. EDGAR-Nervous, circulatory and organic diseases perma FOR ADOPTION—Healthy baby girl, one month old, dark hair, blue eyes. Apply Box 73, Advertiser.

HEMSTITCHING—Cotton 6c; linen 7c; silk 8c per yard; mail orders filled. Viola Williams, 199 Hamilton Road. Phone 4328F. ADIES—Get your oak floors laid now. Part cash, balance deferred payments

LADIES-HAIRBOBBING, all latest styles, shampooing, curling, marcell wave and massaging. Tecumseh Barber

ADIES—We specialize in hair bob-bing. All the latest cuts, 25c. Earl Arnold, Forest City House Barber Shop, 91 King St.

LOOK YOUR BEST-Have a permanen wave. Grey Beauty Shop, 2211/2 Dun-das St. Tel. 2632W. Mrs. Daugherty, Mrs. Eady.

LEVITT, M. J. (successor to Henry Edwards)—Cancers cured with plasters Advice free, 390 Ridout St. Phone 2666 MATERNITY Home, private — Mrs. T. White, 1009 Maitland St. Phone 1642J. PRACTICAL NURSE — Experienced, country calls accepted, will assist with light duties. Apply 412 York St./ PRACTICAL nurse open for engage-ments. Phone 2188. SPIRELLA HEALTH CORSETS and girdles for all types of figures. Phone 2224F. Miss Scott, organizer.

SUITS and coats ready-made or tailored by custom tailor, cut rates. Novelty Cloak and Suit Mfr., 290 Dundas St. Phone 6289J. THE BLUE DRAGON TEA Room—All home cooking 247½ Dundas St. Phone 7016J.

THE HAY MERCANTILE AGENCY-Collections, etc., anywhere. Loan Building. Phone 4366W. THE SALVATION ARMY Industrial Department, 791 Dundas St. You can enable us to help others by giving us your cast-off clothing, boots, furniture, newspapers, etc. Phone 4009, and our truck will call. WALKER'S Reliable Hair Grower— There is no need to be bald-headed. Use Walker's Reliable. Grows hair and stops dandruff permanently. In-ouire Mrs. Sarah Walker. 152 Ann St

YE OLDE CURIOSITE STOPPE — An tique furniture and china. 591 Rich mond St. Phone 1345J. INSURANCE

ABBOT-LAWSON Assurance Agencies. Your Safety Service. Dominion Savings Bldg. Phone 650. GUNN, G. M. & SON, Limited Ceorge C. Gunn, Allan M. McLean)—Fire, life accident, automobile. LIFE and general insurance—O. Stoner, Room 4, Moore Bldg. Phone 1562 and 6362J.

ROBT. STEEDMAN—Accident, fire and automobile, good companies. Moore Bldg. Phone 1562. WILSON, S.—Sick, accident, hold-up, robbery, fire and automobile insurance, money to loan, mortgages, rents collected. 216 Richmond St. Tel. 2103W.

BUSINESS CARDS

ALL SAVOY SHOE repair work is done with best oak leatner at popular prices. Work called for and delivered. Corner Dundas and Clarence Sts. Phone 2632J.

A. PHILLIPS-Piano tuning and repair ing; 12 years' experience; work guaranteed. Phone 7754W. BICYCLES, lawn mowers, etc., repaired

and sharpened by an expert, J. Gossman, 613 Richmond St. Phone 1139 M. CALL UP JAKE'S PLACE, 7802J, and I will help you to turn your cast-off clothing, shoes, hardware, odd coats, pants and suits into ready cash. Call up Jake, 209½ King.

EMENT MIXER and man for hire, by day or week. Phone 3882 COATS and suits for ladies and gents also dresses, rugs, linoleams, curtains, etc., \$5 down and \$2 a week. Call, write, or phone 3722W. J. M. Fink, 123 Maitland St. Open evenings.

EALING Welding Works—Acetylene welding and brazing. No job too bad to mend. 581 Hamilton Rd. Tel. 7783 FARMERS ATTENTION We repair all makes of implements Superior Machinery Company, Ltd. next Tecumseh House, York St. FEATHER pillows and mattresses reno vated at Hunt & Sons, 593 Richmond St. Phone 5927J.

GEORGE C. TELFER—Horseshoeing a specialty. Blacksmith and general re-pairs promptly attended to. Corner Adelaide and Pall Mall

HAVE your chairs, couches, etc., sen to 89 Wharncliffe Rd. to be uphol-stered. Phone Mr. Pugh 3654. HUGH ROSS—Painter and decorator estimates free. 380 Simcoe. Tel. 7755J ONDON Art Shoe Repair—Best oak leather used in all our work. Shoes repaired while you wait; called for and delivered same day. Phone 4851 MARINELLO system for faces, scalps, chiropody. Removal of superfluous hair permanently. Miss Beattle, Tal-bot and Fallarton. Phone 3027W.

PIANO tuning and repairing. Joseph Smith, 1076 Trafalgar St. Phone 3077J. SLATE ROOFING—Our specialty is slate blackboards. J. Whittaker, 551 King St.

PHOROUGHLY experienced plane tune solleits your work, good recommends all work guaranteed. A. Phillips, Wilson Ave. South, Phone 7754W. WARREN BROS.—Machinists; machine work of all kinds, cylinder blocks ground, welding, new and used pul-leys block grinding, 109 Rectory St.

BUILDERS AND CONTRACTORS. ARTHUR MOULD-Rooning contractor Phone 7891W. Asphalt and gravel coofs asphalt shingles, expert repairs.

CARPENTERS and contractors; altera-tions and repairs. Rudland & Toten. Phone 7667J. EMENT foundations, cisterns, sewers, etc. P. Smith, 258 Elgin St. Phone CLIFF STEEN—Hardwood floors laid, sanded and finished. 256 Ormsby St. Phone 6766J.

FOR ALL KINDS of cement work see W. Holden, 658 Piccadilly St. Phone HOPKINS & BEADLE-Cement co

NOXELL, 200 St. Julien St., can build a 5-room bungalow, \$2,200; 6 rooms, \$2,450, red brick. Tel. 7886J. WEEKS, A.-Bailder, contractor, job bing a specialty, 558 Colborne St. PLUMBING AND HEATING. CHAS. HOE-Furnaces and eaves-troughing: careful work; reasonable prices. Phone 6594J. 57 Euclid Ave.

CHAS. WILLIAMS-The plumber with

the repair shop on wheels. Fhone DON'T HESITATE, but send for H. R. Dixon, the plumber, 300 Cheapside. Dixon, the Tel. 1747W.

LET US attend to your plumbing and steamfitting; all work guaranteed. Allen & Pope, 155 Chesley. Phones 2293W and 7839M. THREAPLETON G .- Furnaces repair WILLIAMS & ROBERTS — Plumbing and heating, 357 Clarence St. Phone

1729W; all work guaranteed; estimates WRIGHT-TEALE CO., plumbers and steamfitters, 60 Dundas St. Tel. 7984

PRINTING.

THE HOLLINS PRESS for fine print ing, stationery and service. Call or phone 7812W, 761 Dundas St. TAILORING AND REPAIRING. BERT RAY-Ladies' tailor, 201 Welling ton St. Fhone 7086J. Style and sat isfaction. SUITS CLEANED, pressed and re paired; tailoring to measure; customers' own material made up. R. Tatham, corner Lorne and Elizabeth St

terations; goods made up to measure, 488 Maitland St., corner Dufferin Ave. 3575J.

THE MAITLAND-Ladies' and gentle

7. L. EAMES, cleaning, pressing and repairing, corner Pipe Line and Wharncliffe. Phone 4888F.

MOVING AND STORAGE BIGGS Furniture Storage — L. vans. 97 Carling St. Tel. 1162. DAY, H. F.—Covered motor vans, fire-proof storage; reasonable rates. 480 Maitland. Phone 2887.

. C. KNOTT, 100 Delaware St., local and long distance cartage, transporta-tion for concert parties, etc. Phone 7642J. FREEMAN & WHITING — Auto truck ing, large van, local and long dis tance, 1036 Florence, Phone 6038.

BEATTIE MISS-Graduate chiropodist, Talbot and Fullarton. Tel. 3027W. GEORGE BOYD, J.A.S.F. and N.S.O.— Foot specialist, 13 years' experience, removing all kinds of foot ailments; consultation free. 156 King St. Phone 220J. LANGDON-Draying and mov local and long distance, 2-350 Burwell St. Tel. 3019J. LONDON CARTAGE — For unloading cars, safes and machinery. 306 Gre St. Office Tel. 204, 2089W. SKEGGS BROS., local and long dis tance cartage. Charges reasonable Phone 4947W-7451W.

CHIROPRACTIC

DR. A. W. MACFIE, Dominion Savings Bldg., chiropractic, osteopathy and electrical treatment; eleventh year. Phone 4710 and 5710. ADY, DR. W. H., D.C.M.C.—Electric treatments. 369 Queen's Ave. Phone CHIVERTON, DR. MAURICE L., D.C., D.M.T., 169½ Dundas (over Peters). Hours 2-5, 7-8, Appointment, phone 4205. Residence phone 3409J. DR. A. W. LUCAS, drugless physician 86 Elmwood Ave. Phone 2825M. HAMMOND, A. S., D.C.N.—539 Dunda. St. Electrical specialist. Tel. 7716. NATTRASS, DR. MAUD—Chiropractic and osteopathy, 898 Dundas, Tel. 5991W.

WALSH, DR. H. E., D.C., D.A.S.—Chiropractic physician, specialist in nervous diseases, modern electrical equipment. Dundas, cor. Colborne. Tel. 5245,J BUSINESS CARDS

OAK FLOORS Now is the time to place your and have them put down. Estimates furnished free. H. MARTYN & CO.

1151 York St.

WANT AD TIPS -

A CHANGE OF COPY

The advertiser who inserts Want Ads regularly, always selling the same or similar things or service, has this question to consider

'Shall I run the same copy week after week-or shall I change it often? Does the message repeated over and over get better results than the same 'talking points' put in different words each time? In some ways I think it would. What is Want Ad expericase on this point?'

There are some things to be said in favor of frequent change. The public likes change. It is interested in new things-including new wording of an advertiser's Want Ad. Display advertisers recognize the principle, yet heed the importance of impressing the same facts again and again on readers. So they "Repeat-with a difference." They run advertisements, all of which are alike in some respect-the style of illustration, say, or the size or the arrangement-and then tell their story each time in a somewhat

Want advertisers often do this, too. They tell much the same story in different words. Then they use a slogan, perhaps, or the same copy, or other device which makes all their Want Ads in

some respect alike. business it is difficult to run "newsy" copy. A furniture store can feature different articles in a Want Ad, from week to week, readily; but a painter and paperhanger faces a different situation

As it works out in practice, the nature of an advertiser's business largely determines whether he does or does not change his

words, phrases, etc., which make his advertising pull best results. Then in his copy continually, whether he changes or repeats, he

CRESSWELL, JAMES — Teacher of violin, band and orchestral instru-ments. 478 King St

BAER. 218 Hamilton Rd.—Hardwood flooring a specialty.

CARPENTERS and contractors; altera—

GURLI ERNESTINE HAUSCH—Concert violinist and viola. 392 Central Ave. Tel. 5070. JEAN WALKER-Instruction dramatic

LETHBRIDGE, GEORGE—Plano vocal and organ, theory; pupil of C. M. Widor, Parls, France. 290 Frincess Avε. Phone 5214.

MARKS-WINN School of Popular Musi 627 Dundas St. Phone 6244. MAURICE SOMMERFELT, teache banjo, violin and mandol Queen's Ave. Phone 7410.

PIANO—For thorough plane tuition see Miss Mary Weston, No. 64 Stanley St. Fletcher method taught to chil-dren. Phone 3422W. THEODORE GRAY—Piano, singing. Interviews, 5 to 7 p.m. Studios, Imperial Bank Bldg., res. phone 7858W.

Card of Thanks—\$1 per insertion. Engagement Notices on Women's Page—75c one insertion, \$1 two inser-tions. These notices must be signed by sender and will not be taken over

A. BLUETHNER—Pianist; begin-ers and advanced pupils. Studio, 293 W. A. BLUETHNER-Pianist; Amusements-15c per line each inser-Meetings—15c per line each insertion. The London Advertiser will not insert 'make good' more than one incorrect sertion of an advertisement ordered over than one time.

THE LONDON ADVERTISER, WANT AD, DEPARTMENT. Phones 3670 and 7705 (between 8:30 a.m and 5 p.m.)

CLASSIFIED ADS.

Standardized and Indexed for Quick Reference.

THE LONDON ADVERTISER

reserves the right to classify properly all advertisements submitted for publi-

Not responsible for errors in adver-isements following date of first publi-

Ads. not cancelled after 10 p.m. Ads. for morning paper must be in by

CLASSIFIED RATES.

When Advertiser Box is required allow 3 words. A charge of 10c for

Marriages, Births and Deaths—One nsertion, \$1; two insertions, \$1.50.
Memoriam Notices—12c per count line, 10 lines the minimum.)

Cash.

Minimum, 15 words.

allow 3 words. A ch. mailing is also added.

AUTOMOBILES

WINDSHIELDS We have special windshield plate glass and modern facilities for fix-ing your broken windshields. THE HOBBS MANUFACTURING COMPANY, LIMITED.

1 Reo Speed Wagon, in first-class condition; 1 Ford Sedan, a real buy at \$325; 1 Baby Grand Sedan; 1 Ford Touring, \$125. Ten 33x4½ Cord Tires.

actically new cheap.

TERRY FOR BARGAINS. 144-146 Fullarton St. AUTO RADIATOR SERVICE STATION.

G. M. MURRAY 65 KING STREET. Tel. 2327. ywt Near Ridout.

BICYCLES Best assortment of wheels in the city. Colors to suit all. Lowest prices and easiest terms. Buy a Perfect and you buy right. Easy terms. A. T. Tanner,

REAL ESTATE

REAL ESTATE TECUMSEH AVE.—New 114-story frame cottage, fully modern \$3,650; terms. LOCKYER AVE .- Large stucco cot-tage modern; a real buy; \$4,000

LANGARTH ST. - 11/2-story frame cottage, \$2,500; \$200 down. R. H. SMITH

BERT WEIR

let us take you to see it.

RED BRICK BUNGALOW, NORTH.

\$8,500—TERMS—We have just listed this North-End home, a 2-story red brick bungalow with 3 beds, 5 c.c., large living-room, dining-room, kitchen and breakfast nook, 3-p., bath and furnace, full basement, veranda, wired for

Owner is willing to take car as part payment.

different fashion.

On the other hand, there are advertisers in the nature of whose

Want Ad copy often. This, however, is the big point in the whole question: The important thing is not so much changed copy, or repeated copy, but right copy. Whether the advertiser changes or repeats, he should see that his copy is right. He should study his goods and services, and his market. He should determine the kind of offers,

should make capital of these resultful things. (All Rights Reserved.)

MUSICAL INSTRUCTION

THE LONDON ADVERTISER ASHTON'S Studio of Music — Guitar mandolin and banjo, 627 Dundas St Phone 995M. BARRON, W. C. — Pianist, composer teacher. 23 Alma St.

art, concert engagements. dramatic Musical Art. Ads. for inclining the paper by 1 p.m.

Ads. for evening paper by 1 p.m.

All advertisements for Saturday's papers must be in our hands by 10 p.m.

Friday previous, to enable them to appear under their correct classification. Otherwise they must appear under the classification "Too Late to Classify." OHN LORD, 610 Emery St.—Piano, theory, harmony. Institute of Musical

dren. Fnone 3422W.
READING and dramatic art. Gwendolyn Anthistle. Studio, Woodman Bldg., 476 Richmond. Phone 698W.

ENTERTAINERS. A SUCCESS—Star Concert Co., enter-tainers. Write Gilmore, 387 Central RED T. GILL—Comedian, clean, pep-teachers of elocution py songs, teachers Write 387 Central Ave.

plete program. Rd. S. MILLS' Concert Company and Family Male Quartet. A high-class enter-tainment at the right price. 1038 King St. Phone 4031M.

LONDONIAN MIXED QUARTET-EX-

SUNSET Male Quartet and Fred T Gill, comedian, for a clean, cleve, entertainment at your garden party F. Ball, 582 Oxford St., London, Phone 5901W. Phone 5901W.

THE BRUNSWICK TRIO — Canada's greatest entertainers, back from seven months' coast-to-coast tour; held San Francisco three weeks and Los Angeles five weeks; will arrive nome June 15 to accept summer engagements; three comedians, singers, entertainers; everything new and up-to-date; pipe band and daneers. We guarantee the best program that money can buy. Phone or write P. R. Spence, 13 Napier St. London.

MELODY FIVE ORCHEST A.—Dances, parties, etc. May Lethbridge. Phone 5732W.

FINANCIAL GLADMAN & STANB'JRY-Barristers, money loaned. Bark of Toronto. ywt MOTORCYCLES & BICYCLES REAL estate loans, E. Towe & Co., genl insurance agency, Royal Bank Bldg SCANDRETT, T. W., solicitor—Private and trust money to loan, lowest rates. 98 Dundas St. Phone 354.

GREY BEAUTY SHOP—Graduate chi ropodist, 221½ Dundas, Tel. 2632W. HILES, DR. LEROY V.—Foot specialist. 202 Dundas St. Phone 7308.

REAL ESTATE

CHIROPODY

11 Erie Ave. tf Phone 2998W

OVER OAK HALL, REALTOR,
A. C. Ball, 4362F. Wm. Taylor, 1908. Wm
T. Wilkey, 4781. Bert Ho

WANTED to borrow, \$1,200, on good buy right. Easy terms. A. T. city property, 7 per cent. Box 80, 662 Dundas and 402 Clarence

stove, well decorated garage. A REAL BUY EAST. \$2,950—Only \$200 DOWN—Modern frame cottage with 2 beds, living-room, dining-room, kitchen, 3-p. bath, oak floors, hydro and gas, extra wide lot.

OVER OAK HALL.

L. H. REILLY, MANAGER. Res. Phone 1602J.

A. C. Ball, 4362F. Wm. Taylor, 1908. Bert Hookway, 3613W.

WILL EXCHANGE FOR HOUSE WITH LARGE LOT.

\$3,100—1½-story frame, West, 4 beds, parlor, dining-room, kitchen, 3-p. bath, full basement, concrete foundation, hydro, gas, lot 31'x159'. Owner might take small farm.

\$5,600—Terms—South new frame cottage, 2 large beds, 2 c.c., parlor, dining-room, kitchen, 3-p. bath, furnace, veranda, stairway to attic, full basement, concrete and block foundation. Extremely well built by owner.

FULLY MODERN STUCCO COTTAGE, NORTH.

\$5,500—Stucco cottage with 4 beds, 2 c.c., living-room, dining-room, kitchen, sewing-room, 3-p. bath, sun porch, veranda, garage, furnace with hot water connections, oak floors, 2-part basement, drive and deep lot.

DON'T MISS THIS.

\$5,300—Only \$300 DOWN—Will buy this large 2-story white brick centrally located, wired for stove, furnace, full basement, large garden. It is seldom we can offer a house such as this for as small a down payment, let us take you to see it.