

## Buy London-Made Products

The successful manufacturing institution is too busy perfecting its products to produce perfect advertising. That's why the advertising agency is necessary to successful advertising. Consult

**Federal Advertising Agency Limited**  
T. H. YULL, President and Managing Director.  
306-308 Dominion Savings Building, London, Canada.  
London and Hamilton.

A trial loaf will convince you. No bread is so good as  
**NEAL'S GOOD WHITE BREAD**

**EGGETT & CO.**  
Sanitary Plumbers  
Steam and Hot-Water Fitters  
Estimates Furnished.  
336 Ridout Street. Phone 210.

**ON MOVING DAY REMEMBER**  
**H. F. DAY**  
Moving, Crating, Storage  
Telephone 2887. 480 Maitland St.

**DON'T THROW YOUR OLD CARPETS AWAY.**  
This Make New Reversible "VELVETEX" RUGS  
Send Postal for Velvetex Leaflet No. 1X.  
CANADA RUG COMPANY.  
28 Carling Street, London, Ontario

**SOMETHING NEW—ASK FOR RUDDY BREAD, 9c**  
At Any Grocery Store  
Telephone 6824.

**MORENA CIGARS**  
are guaranteed to be the only long Havana-made cigars manufactured in London, selling at 10 cents. UNION MADE.  
THE MORENA CIGAR CO.  
260 Horton Street.

**J. M. CHIVAS**  
Confectionery and Restaurant  
Phone 443. 117 Dundas St.

**Building and Automobile Glass**  
FOR EVERY PURPOSE  
LONDON ART GLASS AND MIRROR WORKS, LTD.  
226 TALBOT STREET. PHONE 5271W.

**B. N. CAMPBELL**  
Insurance Counsellor  
Fire, Auto, Accident, Sickness and Life Insurance.  
Dominion Savings Bank Building.  
Phone 1611.

**Baked Beans and Buttermilk**  
Famous Home-Made Cream Fried Cakes.  
THE HOME DAIRY COMPANY  
172 Dundas Street. Tel. 4350.

ASK YOUR GROCER FOR  
**MEADOW GOLD ICE CREAM AND MEADOW GOLD BUTTER**  
Ontario Creamery, Ltd., London, Ont.

**SMOKE A LONDON-MADE CIGAR**  
**DAVID HARUM**  
McLEOD-NOLAN & CO., LONDON, CANADA.

**BRICK MANUFACTURING AND SUPPLY, LIMITED**  
FULL LINE OF  
**BUILDERS' SUPPLIES**  
609 WILLIAM STREET. PHONE 1244.

"Earns the praise of great artists."  
**Sherlock-Manning Piano Company**  
LONDON PHONE 1078 CANADA

**BARTON & RUMBLE**  
MANUFACTURERS OF  
**B. & R. TRUCKS**  
PHONE 4004. 596 HAMILTON ROAD.

**LONDON OPTICAL**  
EYES EXAMINED.  
Broken Lenses Replaced.  
A. M. DAMBRA, Optometrist.  
Richmond St., Dominion Savings Bldg.  
Evenings by appointment.  
Phone 6180.

**D. L. and W. Scranton Coal**  
WELL SCREENED.  
Egg, Stove, Chestnut  
Bituminous Coal  
Cannel Coal for Grates.  
**CHANTLER BROS.**  
263 Bathurst Street. Phone 347

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## Takes New Office



JOHN W. WILD

THE transfer of John W. Wild from the firm of S. F. Lawrason to that of A. J. Carter, Son and Company has taken place recently.

## "MOVIES" ARE EXCELLENT EYE TEST, SAYS SPECIALIST

London Optical Company Offers Timely Advice to Citizens of London.

"If you feel there is something wrong with your eyes, go to the movies, then when you come out, if your eyes still hurt and if you have a peculiar feeling in the region of your stomach, have your eyes tested immediately."

This was the advice given a few weeks ago by a famous eye specialist at a convention.

"Moving pictures do not hurt the normal eye. In fact, they help the general raising of the eyesight standard in the country, for they are a kind of danger signal which warns the people with poor eyes and send them scurrying for aid," the specialist said.

"Moving pictures do not cause any more strain on the eyes than sewing or reading. Of course, some of the worst films sent to outlying districts flicker badly, and these are harder on the eyes, but generally speaking moving pictures are no harder on the eyes than any daily routine work."

Overwork of the eyes. "The average person expects the eye to do twice the work of any other organ of the body. A man would not think of walking all day and then thinking in the evening for pleasure. But how many persons work in offices during the day, using their eyes constantly at close work, and then go home and read or go to the movies for pleasure? It is no wonder that they meet with trouble. There is another difficulty. People will look after their teeth carefully, and never consider their eyes. It seems queer, since their teeth can be replaced, but when their eyes are damaged there is no makeshift to

## THE SUPERIOR MACHINERY COMPANY, LIMITED

**Elevators Repaired and Inspected**  
(Any Make).  
Cables and Accessories Supplied.  
Day and Night Service.  
151 York Street. Tel: Shop 2729—House 2952.

**ROOFING**  
CONTRACTOR  
Phone 7891W.  
Build up Roofs, Asphalt or Gravel.  
ARTHUR MOULD  
210 York Street.

AN ENTIRELY NEW SYSTEM  
**AERIAL CARPET CLEANING WORKS**  
830 York Street. Phone 1764.

**CARTER & SON**  
**Awning and Tent Manufacturers**  
351 GLEBE STREET. Tents for Hire. Phone, Factory 6197.

Guaranteed Work At Popular Prices.  
**Ontario Used Tire Sales**  
Rebuilt Tires a Specialty.  
PHONE 4892W.  
339 TALBOT STREET, LONDON.  
Tire Repairing and Vulcanizing.

**B. & R. TRUCKS**  
PHONE 4004. 596 HAMILTON ROAD.

**GIVE THE ONTARIO DRY CLEANING COMPANY A TRIAL**  
Telephone 6955W. 516 Talbot St.

**HILL BROS.**  
**Auto Truck Service**  
Local and Long Distance Cartage  
104 Adelaide St. Phone 2959J.

## Succeed In London

THE co-operative spirit shown in all the municipal life of the city of London is one of the chief reasons for its success and its outstanding position amongst all cities.

With the growth of the city in size and population there has come a growing recognition of its position as a center of industry, education and commerce for Western Ontario. Business and professional men are continually attracted to London by reason of the advantages offered and their cognizance of the fact that London is on the eve of even greater developments and that a rosy future stretches before her, unsurpassed by that of any city of the Dominion.

The success of the city rests on its civic as well as its home life, and nowhere may be better conditions found. It is a city of manufacturing and greatly diversified industries, so that all classes of people may practice at their own trade.

The products of its industry are found in all parts of the Dominion, and in fact throughout all parts of the world. It is large enough to permit an adequate supply of labor at all times and yet without there is no congestion and the city boasts of the fact that no slum districts lurk in its midst.

Its transportation facilities are excellent in very few places. Speedy connection may be made with all the Dominion railways, an important factor, and one which is given weighty consideration in the settling of industries.

help them over. "No one knows how many parents are unconsciously doing a great injustice to their children. This passage from Theodore Roosevelt's autobiography needs little comment. It may mean a suggestion that we will mean everything to our child."

**Boy Was Near-Sighted.**  
"Quite unknown to myself, I was, while a boy, under a hopeless disadvantage in studying nature. I was very near-sighted, so that the only things I could study were those which were within my reach. When I ran against a wall, I got my first gun, and I puzzled me to find that my companions seemed to see things to shoot at which I could not see at all. One day they read aloud an advertisement in huge letters on a distant billboard, and I realized that something was the matter, for not only was I unable to read the sign, but I could not even see the letters. I spoke of this to my father, and soon afterwards got my first spectacles, which literally opened up a new world to me. I had no idea how beautiful the world was until I got those spectacles. I had been a clumsy and awkward little boy, and while much of my awkwardness was doubtless due to general characteristics, a good deal was due to the fact that I could not see and yet was wholly ignorant of the fact that I was near-sighted. The recollection of this experience gives me a keen sympathy with those who are trying in our public schools and elsewhere to remove physical causes of deficiency in children, who are often unjustly blamed for being obstinate or unambitious, or mentally stupid."

"Many look upon glasses only as an aid to eyesight in mature or aged persons. The truth is that few are born with perfect eyes. Slightly defective vision in the child, if not corrected, may become serious eye trouble in after life, but, if properly attended to, may be entirely overcome. You would not like to think of your child handicapped as Roosevelt was, unable to see as other children, yet plodding along, not aware that anything is the matter. An examination by our scientific methods will insure your child of an equal start with others in the race for success in life."

"Remember your child does not know. It is your duty to make sure." The London Optical Company, Dominion Savings Building, Richmond Street, London, submits the above advice to the citizens of London.

Some of the predictions made by Mr. Carter, senior member of the firm, although pronounced by some people at the time to be "far fetched," have become facts, and in its second year of existence the firm enjoyed more than a 200 per cent increase of business. The present quarters at 357 GLEBE STREET are fast becoming overcrowded, and within a short time Mr. Carter states he will be forced to seek a larger factory.

Before coming to Canada, Mr. Carter had been in business for himself in Reading, England, for fifteen years. On his arrival here he secured a position with Raymond Bros., and continued in their employ for a number of months before deciding to open a factory in London.

The bulk of the work turned out at the new factory has been awnings, tents and automobile hood covers. The demand for automobile hood covers of good quality has been very heavy, and a good deal of the manufacturing has been diverted to meet this need. The firm has been able to turn out a special high-grade hood cover at a very reasonable price, and eventually Mr. Carter hopes to go in for a more extensive manufacture of this class of goods.

**Has Wide Knowledge.**  
With Mr. Wild's wide knowledge of men and things earned through his extensive traveling and Mr. Carter's lifetime experience as an awning and tent manufacturer, the firm A. J. Carter, Son & Co. should develop in time to be one of the foremost concerns of its kind in this country.

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**George Colbert**  
**REAL ESTATE**  
Houses and Farms.  
Office: Walper House. Phone 6207

**CHURCH ORGANS**  
Electric Organ Blowing Machine.  
Write for Advice or Estimates  
**LEONARD DOWNEY**  
100 CARLING ST.

**Phonograph Broken**  
PHONE 2885W.  
**WORMALD**  
312 1/2 DUNDAS ST., Opp. Armouries.

PHONE 4590W.  
**THE LONDON GARMENT CARE**  
And get your suit cleaned and pressed by expert cleaners and pressers. First-class service, our aim is satisfied customers. Ladies' and gent's clothing cleaned, pressed, altered and repaired; first-class tailor shop in connection, all goods called for and delivered.  
J. FRAUMENI, Prop. 333 Dundas St. A. BROWN, Manager

**TRY BRIGHTON'S BREAD**  
BEST IN LONDON.  
HONEST WEIGHT.  
PHONE 2160

**UNION MADE WRAY'S WORK GARMENTS**  
EAR ELL  
SMOCKS, OVERALLS, WORK PANTS.  
LOOK FOR THIS LABEL.

## Heads City Firm



A. J. CARTER.

SUCCESSFUL businessman, A. J. Carter, heads awning and tent manufacturing company.

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**Makes Things Canvases.**  
Apart from the manufacture of awnings, tents and auto tops they make "anything and everything" made of canvas, such as tarpaulins, coal bags and goods of that kind.

The numerous patterns for store front awnings that the firm is able to supply is almost without limitation. The canvas used is chiefly Canadian texture. The chief operations in the manufacture of awnings are the cutting, patterning and sewing, but the greatest part of the work is done by hand, and is tedious and difficult. The frames of the awnings have also to be constructed, and in order that the awning may give better service the piping that is used in the construction is unbreakable.

Mr. Carter intends to introduce in London the spring-roller awning, which are invariably used in England. This awning is made on the principle of the every-day window blind, and is much neater, easier to operate and does not spoil the beauty of the store front when closed.

**THE PROCRASTINATOR.**  
Mose and Sam were digging a trench over in France. Although not in an especially safe spot, for a time they were unconscious of their danger. Then a shell flew over their heads and exploded just beyond. Others followed. At the fifth explosion Mose asked, inquiringly:

"Sam, don't you all think it's about time we all got religion?"

"Chuff!" retorted Sam scornfully. "Mose, you suttinly is a tho-ly shuffless boy. Me, I done got religion when de dust bomb bust."

Phone 4710 Residence 5710  
**A. W. MACFIE**  
**Chiropractor**  
Dominion Savings Building  
London, Canada.  
Modern Electrical Equipment, X-Ray, Approved by Ontario Board of Chiropractic Examiners.

**London Auto Wreckers**  
DEALERS  
Used Car Parts—Highest Prices Paid for Wrecked and Burnt Cars. New address 264 Horton (near Wellington).  
See us first. Phone 4626W.

**BULL BROS.**  
Plumbing, Heating and Sheet Metal Contractors. Estimates Furnished.  
Phones 3488W-2488J.  
366 Hamilton Road.

**Phonograph Broken**  
PHONE 2885W.  
**WORMALD**  
312 1/2 DUNDAS ST., Opp. Armouries.

PHONE 4590W.  
**THE LONDON GARMENT CARE**  
And get your suit cleaned and pressed by expert cleaners and pressers. First-class service, our aim is satisfied customers. Ladies' and gent's clothing cleaned, pressed, altered and repaired; first-class tailor shop in connection, all goods called for and delivered.  
J. FRAUMENI, Prop. 333 Dundas St. A. BROWN, Manager

**TRY BRIGHTON'S BREAD**  
BEST IN LONDON.  
HONEST WEIGHT.  
PHONE 2160

**UNION MADE WRAY'S WORK GARMENTS**  
EAR ELL  
SMOCKS, OVERALLS, WORK PANTS.  
LOOK FOR THIS LABEL.

**LAVENDER-SPENCE**  
ELECTRICAL ENGINEERS.  
Office and Showroom.  
406 1/2 Hamilton Road.  
Our prices for fixtures and wiring are less than "the other fellows."  
Phones: 7457, 6694W, 2237F.

**G. M. MURRAY**  
Expert Radiator and Auto Sheet Metal Worker.  
BRAZING OF ALL KINDS  
Telephones: Day 2227, Night 5448.  
65 King Street.

**ARTISTIC HAIR AND BEAUTY PARLORS**  
Special Face and Scalp Treatments  
MES. JAMES WELLS & HUNTER  
Dominion Bank Building.  
Phone 7514W.

**PARKER & ALLEN**  
**PLASTERERS**  
STUCCO WORK A SPECIALTY.  
1197 Florence St. Phone 4739

## Keep Our Home Factories Busy

**FOR YOUR NEW HOME**  
**BOCA**  
SOLID STEEL SASH  
STEEL BASEMENT SASH  
Give more light. Keep out the burglars, and are much neater in appearance. Write for folder.  
**THE DENNIS WIRE AND IRON WORKS CO. LIMITED**  
LONDON  
HALIFAX ST. JOHN'S MONTREAL OTTAWA TORONTO VANCOUVER  
WINDSOR WINNIPEG CALGARY EDMONTON VANCOUVER  
SHELVING CABINETS SAFES LOCKERS LAVATORIES

**HEALTH BREAD**  
IS THE BREAD FOR OLD OR YOUNG, WHICH CONTAINS MANY CELL SALTS TO FEED THE HUMAN BODY.  
THOS. ALGER.

**The Chas. Chapman Co.**  
Publishers, Bookbinders, Manufacturing Stationers.  
91 Dundas Street. Phone 370.

**THE VULCAN CO., LIMITED.**  
**Manufacturing Pure Air Furnaces**  
TELEPHONE 580 84-94 FULLARTON STREET

**DODGE BROTHERS MOTOR CAR**  
**WM. SKELLY**  
Sanitary and Heating Engineer  
242 King Street, Opposite McClary's Telephone 572.

**W. J. CHISHOLM**  
478 RICHMOND ST.

**SILVERWOODS**  
**QUALITY CARBONATED ICE CREAM AND BUTTER**

**THE COMMERCIAL ELECTRIC CO.**  
ELECTRICAL CONTRACTORS.  
Experts in Conduit Work  
Estimates Furnished on All Kinds of Electrical Wiring, Fixtures.  
467 Richmond Street, Phone 1871W  
L. R. Foley, Manager.

**WM. C. BENSON, C. A.,**  
RESIDENT PARTNER  
Oscar Hudson & Co., Chartered Accountants.  
213 Dominion Savings Building.  
Phones 1537J-6346.

**THE LONDON PURE ICE COMPANY LIMITED**  
**Artificial Ice**  
FROM LONDON'S PURE DRINKING WATER  
LONDON CANADA

The Home of Quality.  
Vulcanizing.  
**ART WILKES.**  
London Tire Repair Depot  
354 Wellington St. Phone 2334  
Opposite McClary's.

Our milk is the product of the best farms, protected by the most up-to-date equipment and maintained as possible. It is pasteurized and delivered to your home—a bit of the country—each morning.  
**The London Pure Milk Co., Limited**  
PHONE 4338. 561 DUNDAS STREET

**DRY CLEANING**  
**AMERICAN**  
AND DYE WORKS  
LONDON  
Stratford, Brantford

**THE LONDON SIX**  
**SUPREME TOURING**  
IS A WINNER.  
PLACE YOUR ORDER NOW.

**HOME OF SPALDING ATHLETIC GOODS.**  
**R. M. BRISCO** 258 DUNDAS STREET  
HYSLOP BICYCLES, TENNIS SUPPLIES, FISHING TACKLE, AUTO ACCESSORIES.

**Electric Motor Repairs**  
**STEWART & MORKIN**  
FULLARTON STREET. LONDON, ONT.  
A. C. and D. C. Electric Motor or Dynamo repairs and rewinding  
Is Our Exclusive Specialty.  
BOSCH MAGNETO SERVICE STATION.

**BUY SPRINGBROOK SAUSAGE AND WEINERS TODAY**  
THEY ARE DELICIOUS. MADE BY  
**PATTISON'S, 130 Briscoe St.**