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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

T. H. FULL,
President and
Managing Director.

**Federal
Advertising
Agency**
LIMITED

306-308 Dominion Savings
Building, London, Canada
London and Hamilton.

All the best materials and plenty of them in

NEAL'S GOOD WHITE BREAD

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

O'Brien Colleges
LIMITED
Miss L. Grover, student at O'Brien
College, 261 Richmond St., London,
led all typists in Western Ontario
in last Underwood test.

ON MOVING DAY REMEMBER
H. F. DAY
Moving, Crating, Storage
Telephone 2287. 480 Maitland St.

BERT WEIR
REALTOR
7 Market Lane Office Phone 6823

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

VESTA—Two Year Guarantee
Battery.
**MODERN BATTERY AND
TIRE REPAIR**
We specialize in Batteries
and Tires.
366 Ridout St., near King. Tel. 7080

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

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

Regal Mfg. Co.
MAKERS OF
Work Clothing for
Men and Boys
Overalls, Coats, Shirts,
Cotton Gloves and Aprons.
92-96 King Street Phone 875.

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.

BANNER'S BARBER SHOP
Five Fully Qualified Barbers.
Hair Cut. 25c. Shave, 15c.
417 Talbot Street.

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

APPLE BARRELS
Government standard. We are now
booking orders for fall delivery.
MITCHELL COOPERAGE.
London, Ontario.

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.

Don't spend money for a
piano's reputation—spend
money for a piano's
worth. Hear the
Sherlock-Manning
"20th Century Piano"
The Piano worth of your home
Sherlock-Manning Piano Company
LONDON PHONE 1078 CANADA

BARTON & RUMBLE
MANUFACTURERS OF
B. & R. TRUCKS
PHONE 4004. 586 HAMILTON ROAD.

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

WOOD
Good Dry Cordwood, cut into
blocks, 12 and 14-inch lengths, also
Dry Pine Slabs, 12 and 16-inch
lengths. Just the thing for start-
ing the furnace and stove, and
quickly taking the chill off the
house.
We would advise you to take a
load or two of this wood while it
lasts, as it will help save your coal.
CHANTLER BROS.
263 Bathurst Street. Phone 347.

"EVERYTHING IN PRINTING"
IS SLOGAN OF CITY FIRM

Hollins Printing House Seeks Larger
Quarters Owing to Extensive
Growth of Business.

"It will become absolutely necessary
to move into larger quarters in the near
future, owing to recent additions to
our staff," said Charles Hollins, prop-
rietor of the Hollins Printing House, in
discussing conditions in the printing
business. "As it is now we have hardly
room to move around."

Six and a half years ago the firm
started under the name of Hollins &
Porter in their present quarters, 143
King street. About eight months ago
Mr. Porter severed his connection with
the firm, and Mr. Hollins became the
sole owner.

After Mr. Hollins took hold of the
business he increased the staff of
printers, nine men now being em-
ployed.

"We receive many orders from out-
side the city, but as we are fixed at the
present time we find it hard to handle
the city trade, and until I find a larger
building suitable to our business, it will
be impossible to fill orders coming in
from other points in Western Ontario,"
declared Mr. Hollins.

"Business was exceptionally good
last year, in spite of the many obstacles
that we had to overcome, and this year
'it is increasing steadily.' Orders are
coming in so fast that we are forced
to work nights to fill them on schedule
time."

"Everything in Printing" is the
slogan of Hollins Printing House, and
as up-to-date machinery and the
latest methods of typesetting are used,
Mr. Hollins is confident that he always
can substantiate his slogan.

BELIEVES SPECIALIZATION
MAKES FOR EFFICIENCY

G. M. Murray of Automobile Radiator
Service Station Employs Special-
ists Only.

"In the short period of four years
our business has grown to such an
extent that we are finding it diffi-
cult to keep up with a large per-
centage of the work that comes in
from Western Ontario," declared G.
M. Murray, of the Automobile Radiator
Service Station, when queried as to
how the radiator repairing business
was progressing.

For four years Mr. Murray was
connected with the Ford Motor Com-
pany in London, Toronto and other
Canadian cities as a radiator special-
ist. At the end of that time he de-
cided to branch out for himself, and
opened a shop at 581 Richmond
street. That was in the fall of 1917,
and at that time he was in business
for himself. His small repair shop
became so popular that he deemed it
advisable to seek larger quarters, and
moved to 65 King street.

At the present time a staff of nine
men is kept busy from 8 in the morn-
ing till 6 at night.

"Every automobile owner should
be educated to the importance of the
radiator in the proper functioning of
the car," said Mr. Murray.
"When the radiator and the body
in general are in bad condition the
value of the car depreciates about 50
per cent. When the radiator begins
to leak the motorist is 'flirting with
fate' if he does not attend to it im-
mediately. He is taking a chance of
the motor becoming too hot, the
cylinders becoming scorched, poor
compression, and numerous other

How many do you know?
Look over the announce-
ments on this page and be-
come acquainted. You cannot
know too many local firms.

GEORGE COLBERT
REAL ESTATE
Houses and Farms.
Office: Walper House. Phone 6207

ROOFING
CONTRACTOR
Phone 7391W.
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.

**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.

GIVE THE
**ONTARIO DRY CLEANING
COMPANY**
A TRIAL
Telephone 6958W. 516 Talbot St.

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

Succeed In London

BEFORE a community can succeed, it is most essential
that the factories, stores, warehouses and other busi-
ness establishments which form an integral part of com-
munity life, be placed on a substantial footing. It is only
by maintaining standards of efficiency and service that these
assets to any municipality can forge ahead in the business
world.

London is succeeding. Such a statement cannot be
challenged, and it necessarily follows that London's success
is, in a measure, due to the integrity and faith of those
citizens who, investing their time and money in business
enterprises have striven unceasingly to satisfy their patrons.

Co-operation is one of the secrets to success, and the
merchants and other businessmen of London have co-
operated with the Forest City in forging ahead. Unscrupu-
lous persons have, it is true, attempted to defraud the public
in London just as in other centers of the Dominion, but their
schemes have been short lived, and they have accepted a well-
deserved failure as their reward for dishonesty.

But those establishments of London which have stood
the test of time, with success crowning their efforts, have
only done so by providing one hundred per cent service
to the public, upon whom they depend for support.

London values these citizens and will stand by them,
knowing full well that upon their success depends the pros-
perity of the community.

troubles. The old adage, 'a stitch in
time saves nine,' holds good in the
automobile industry as well as in any
other.

"By specializing in radiator work
alone I have built up such a reputa-
tion in Western Ontario that a large
part of the work I do comes in from
various points outside the city. Those
who formerly went to Toronto to
have their work done now send their
repairs to me."

"It is far better to specialize in one
kind of work and to give your whole
attention to that work, than to
'fiddle around' with half a dozen
different jobs and perhaps not do
any of them properly."

"Every mechanic I employ in my
shop is 100 per cent efficient. I be-
lieve in co-operation between the
employer and the employee. When I
hire a man I don't want him to work
'for me. I want him to work 'with
me.'"

"Our prices are the lowest on the
American continent. I say this with-
out hesitation, because I have trav-
eled extensively in both the United
States and Canada. Our machinery
is thoroughly up-to-date. We are
one of the best, if not the best,
known radiator firm in this part of
the country, and moreover, all our
work is guaranteed. Try us once,
and you will become a regular cus-
tomer."

"LONDON LOOKS BRIGHTER"
SAYS WINDOW CLEANER

London Window Cleaning Company
Makes Contracts With City's
Up-to-Date Merchants.

"London looks brighter since we
have been here," is the way F. Harvey,
manager of the London Window Clean-
ing Company, has of expressing the
work of his firm, which has conducted
business in the city for the past ten
years.

"We inaugurated the contract system
of window-cleaning in London," he
said, "and at the present time have
186 contracts with London merchants
to clean their windows weekly, semi-
weekly or monthly, just as they desire.
"There is no need of them to call us
up. We visit on a schedule. This
system lifts all worry from the mer-
chant, and it is not necessary for him
to wait for some day when he wishes
the windows of his shop cleaned."

The London Window Cleaning Com-
pany operates from the fair grounds
in East London to Lambeth, where a
regular schedule is maintained during
the summer months. The firm is
located at 107 Emery street.

**LONDON WINDOW
CLEANING CO.**
F. HARVEY.
Store Windows a Specialty.
Estimates Given.
107 Emery Street. Phone 2909W.

R. A. Milne Plumbing Co.
HOT WATER AND STEAM
HEATING CONTRACTORS.
Estimates Furnished.
348½ Talbot Street Phone 3886

Phonograph Broken
PHONE 2885W.
WORMALD
312½ Dundas St., Opp. Armories.

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

PRICE & HAWKE.
**AUTOMOBILE ELECTRIC
SERVICE**
39 King Street. Phone 4212J.

S. BEXTON
Successor to Bexton & Carson
General Repairing—Garage in Con-
nection—Mechanist.
Engines and machinery of all de-
scriptions thoroughly overhauled.
Rear 68 King and 68 Dundas Sts.
PHONE 3079

ADVISES LONDONERS TO BE
CAREFUL OF HOUSE ROOFS

Arthur Mould, Roofing Expert, Points
Out Necessity of Attention to
Coverings.

"Many a \$10,000 investment is pro-
tected by one or two hundred dol-
lars," declared Arthur Mould, a well-
known roofing expert of this city.

Mr. Mould has been in the roofing
business in Ontario for more than
14 years, nine of which have been
spent in London. For a number of
years he was connected with one of
the largest roofing companies in the
country, and after learning every
phase of the trade, started in busi-
ness for himself.

Mr. Mould executes all kinds of
roofing repairs, waterproofing and
insulation work. He is also the of-
ficial agent for the Philip Carey Com-
pany's product, one of the best-known
manufacturers of roofing supplies on
the continent.

"Everyone must be familiar with the
slogan of service used by our
many different clubs," said Mr. Mould.
"One cannot help but notice the
service stations for automobiles, tires,
accessories and the like, and yet it is
often impeded by insufficient pro-
tection from the elements."

"In the matter of service given to
the public by the different concerns
in the city of London there is none
that will render more efficient service
towards the protection of health,
comfort and satisfaction of property
than that furnished by a roofing ex-
pert."

"I have been in the roofing business
in Ontario for fourteen years, with
nine of these in London. Since going
into business, I specialize in the best
service in accord with the require-
ments of my customers."

Mr. Mould's theory is that the own-
ers of property would save a lot of
worry and loss if periodically they
would have an expert examine their
roofs before they get into a condi-
tion beyond repair.

"You physicians advise examina-
tion before you are sick. Why not the
roofs of your homes and business
places? There are many such roofs
that can be cured. Why let them get
sick? But if they are sick, why
leave them until they are past cure?"

"I diagnose roof sickness without
charge. I take a chance on serving
you and charge only when cured.
There are acres of roofs in this dis-
trict that have been fixed by me.
Let me cure yours. I advise this
number to be kept on your phone—
like the fire call—7591W."

POOR JONES.
Kifter—That's a nice umbrella you've
got.
Lifter—Yes, it was a present.
Kifter—Indeed? Who gave it to you?
Lifter—Nobody gave it to me, but it
has an inscription on it showing that
it was "presented to John J. Jones,"
whoever he is.

**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. Folley, Manager.

**WM. C. BENSON, C. A.,
RESIDENT PARTNER**
Oscar Hudson & Co., Chartered
Accountants.
213 Dominion Savings Building.
Phones 1557J-6346.

THE LONDON PURE ICE COMPANY LIMITED
MAKERS OF
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

Chiropractor
Dominion Savings Building
London, Canada.
Modern Electrical Equipment, X-
Ray, Approved by Ontario Board of
Chiropractic Examiners.
See us first. Phone 4626W.

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.

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

BULL BROS.
Plumbing, Heating and Sheet Metal
Contractors, Estimates
Furnished.
Phone 3488W-2188J.
366 Hamilton Road.

**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.

**WRAY'S
WORK GARMENTS**
EAR
ELL
STYLE
SIZE

**SMOCKS,
OVERALLS,
WORK PANTS.**
LOOK FOR THIS LABEL.

G. M. MURRAY
Expert Radiator and Auto Sheet
Metal Worker.
BRAZING OF ALL KINDS
Telephones: Day 2327, 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

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

Keep Our Home Factories Busy

Oxy-Acetylene Welding

OF CAST IRON, STEEL, BRASS, BRONZE AND
ALUMINUM.

Custom work a specialty. Machinery castings, automobile
parts, etc.

**THE DENNIS WIRE AND IRON
WORKS CO. LIMITED**
LONDON
CANADA

Expensive auto parts welded at little cost, saving costly
replacement.

HEALTH BREAD

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

ELECTRIC MOTOR
REPAIR CO.

D. C. and A. C. Winding and
Repairs. Radio Supplies.
Tel. 7174; Nights, 5125 and 2806
249 Talbot Street.

The Chas. Chapman Co.

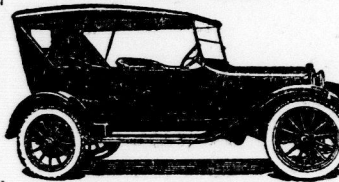
Publishers, Bookbinders,
Manufacturing Stationers.
91 Dundas Street. Phone 370.

OXY-ACETYLENE WELDING,
BRAZING AND CUTTING

**WILLIAMS CUTTING
WORKS**
Rear of 386 and 388 Ridout St.
Drive in off King or Dundas Street.

THE VULCAN CO., LIMITED.
Manufacturing Pure Air Furnaces

TELEPHONE 580 64-94 FULLARTON STREET

DODGE BROTHERS
MOTOR CAR

W. J. CHISHOLM
478 RICHMOND ST.

WM. SKELLY

Sanitary and Heating
Engineer
242 King Street, Opposite McClary's
Telephone 572.

Martin-Senour 100 per cent. Pure
Paint.

J. A. PAGE

Hardware, Sheetmetal and
Furnace Work.
Tel. 2667W. 507 Dundas Street.

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QUALITY CARBONATED
ICE CREAM AND BUTTER

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ELECTRICAL CONTRACTORS.
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Vulcanizing.
ART WILKES.
London Tire Repair Depot
354 Wellington St. Phone 2334
Opposite McClary's

WHEN IN NEED OF PRINTING
Phone Two-One-Two-Three
Hollins Printing House
CHAS. HOLLINS, Prop.
143 King Street.

Our milk is the product of the best farms, protected by the most up-to-
date equipment and method 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

Roberts Engraving Company
Illustrators, Designers, Engravers.
NORMAN A. ROBERTS, Manager, London, Canada. Phone 914

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SUPREME TOURING**
IS A WINNER.
PLACE YOUR ORDER NOW.

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R. M. BRISCO 258 DUNDAS STREET
HYSLOP BICYCLES, TENNIS SUPPLIES, FISHING
TACKLE, AUTO ACCESSORIES.

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