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## AUTO ENCYCLOPEDIA BIG AID TO DRIVERS

A. L. Dyke's Contains All In-  
formation Needed by Car  
Owners or Repairmen.

The 14th edition of Dyke's Automobile and Gas Engine Encyclopedia, edited by A. L. Dyke of Chicago, a pioneer in the automobile field, and published by Goodheart-Willcox Co. Inc., Chicago, and which is just off the press will be found a great help to all persons everywhere who are at all interested in automobiles. This applies particularly to garage owners and employees, and car owners.

The widespread use of this book and its immense success may be attributed to one outstanding fact—that is, it first teaches the underlying principles of each part of the automobile before undertaking to treat of the more technical subjects such as trouble, testing, adjusting and repairing. In pursuance of this plan the next is prepared in a clear and simple manner that is easy to understand even without any previous mechanical experience.

The book does not contain a lot of mathematics or engineering formulas. Far from it. The reader is told from simple principles to the more complicated processes and he benefits from this system because as an advanced car owner he has the ground-work which enables him to understand correctly.

Dyke's Automobile and Gas Engine Encyclopedia is of benefit to the car owner, the chauffeur, the student, the beginner or apprentice, the instructor in schools, the repairman, the service station manager and garage owner, the automotive electrician, the storage battery repairman, the trouble shooter, the body painter, and in fact, anybody interested in automobiles.

Nowadays that includes almost everybody.

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Only Expert Workmen at Wil-  
liams Welding Works.

When a piece of machinery breaks down, it does not do for an inexperienced person to try to repair it. Usually they "fix" it in such a way that it is impossible to use it again. Heads of factories realize this and often the least bit of monkeying will completely destroy a frail cog of a wheel. There is no need to throw it away and purchase a new one. Just send it to the Williams Welding Works on King street and their competent workmen will repair the article in no time, and make it as good as new. If there is anything in metal that can be repaired this firm can do it.

Their experience in the welding business has given results that have been satisfactory to hundreds of London and district residents. No matter what parts of machinery are broken or missing, this firm guarantees a thoroughly satisfactory repair job.

The Williams Welding Works makes a specialty of motor car work and farm implements and industrial machines. One of the features is the repairing of motor cylinders, which have been scored by wrist pin action. The method used by the works is something that has been specially arranged by Mr. Williams himself. There is no other similar method employed throughout Western Ontario. That this method has proven successful and has won the confidence of the public is evidenced by the number of jobs that are sent to the King street plant from all sections of the country. One cylinder block was sent to Mr. Williams all the way from Nova Scotia, for the owner had confidence that Mr. Williams could do the work satisfactorily.

During this season of the year motor cars are being put into shape for the winter season. In many cases it will be found that in order to start the new season right it will be necessary to have some repair work done. In instances where welding or brazing will effect a repair it is much easier to have this done than to throw the parts away and purchase new ones.

Before you reach a decision as to what you are going to do about work of this nature, it would be wise to get in touch with Mr. Williams and have him give you some information. It is quite possible that he will be able to save you considerable expense.

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## Wilkes' Tire Repair Shop Pioneer Establishment

First Plant of Its Kind Between  
Windsor and Toronto.  
**SERVICE IS MOTTO**

It has been said more than once by men who have been connected with the automobile trade since its beginning that balloon tires, four-wheel brakes and self-starters have been the only really big outstanding improvements on automobiles during the last 15 years.

Of course in the matter of riding comfort balloon tires stand out even in this noteworthy trinity of inventions. In many ways they are far superior to the old style tires, which had to be inflated to a greater extent. They have a much wider surface in contact with the road, and consequently give better traction. They grip the road securely when the brakes are applied suddenly and stop the machine in a much shorter space. Because of their greatly improved insulating properties they reduce vibration to the minimum; bolts and nuts stay tight and squeaks and rattles will not develop so quickly.

Art Wilkes' shop at 354 Wellington street, which enjoys the distinction of having been the first establishment of its kind between Windsor and Toronto, is thoroughly equipped to make repairs of all descriptions to tubes and tires of all kinds, whether they are small ones or the jumbo sizes that go on huge freight trucks.

A special offer is made by Mr. Wilkes to car owners who cannot plate changing from high-pressure low-pressure balloon tires. The plan is to take your present tires to him and he will allow you a fair price for them as trade-ins for balloons. All sizes of tires and tubes are carried in stock. Furthermore, Mr. Wilkes is in a position to give valuable advice to car owners.

## Special Equipment Makes Eames Shop Highly Efficient

"When you tell us to clean, press or repair your garments, paying particular attention to certain things, we follow your instructions. That service may be the opportunity of convincing you that the general line of work is superior to anything else you have seen."

"Our purpose is to clean, press and repair your clothes in a way that will result in our work as something a little better than usual. And we charge you no more for this class of service than perhaps you have been in the habit of paying for unsatisfactory results."

"We have a specially constructed steam pressing machine here which is recognized as the best of its kind. It produces the natural body shape in clothes of every description, raises the nap, brings out the color, gives the fabric a fresh, clean, new appearance and makes it last much longer."

"Our advice is for you to be bothered with things which we can do for you. It's easier for us to take regularly for your clothes, clean, press and repair them than it is for you to do it. We positively guarantee satisfaction. A trial will be the test of our statement. Just phone 4335F and we will do the rest."

people who have used this service are usually in recommending it to their friends.

All machines operated by the Marley concern are well maintained and everything is done to make for the greater comfort of patrons. Each Marley car has been equipped with balloon tires as a further step toward this end.

Mr. Marley was one of the pioneer taxi men in London and the success of his business has been due to his policy of adhering to reasonable rates and doing everything possible to provide the ultimate in efficiency and satisfaction.

When you place your confidence in a Marley Taxi driver you need have no fears about being delayed in getting to your destination. The Marley cabs are always kept in excellent mechanical shape, so that when duty calls they are ready to respond.

This firm's aim has always been to render reliable service of the best kind, with well-kept cars driven by only the most competent drivers, and to whom have been with Marley Taxi for years. And it makes no difference when time of the day or night you call they are always prompt and satisfactory service is available.

**BE RELIEVED OF  
PRESSING TROUBLES**  
Send Your Clothes To  
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"Satisfaction Always."

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## An Open Letter To Home Owners

Mr. Home Owner:  
"I wrote you some time ago about waste, caused through not taking simple precautions to keep your roof tight, and you must realize ere this the truth of my assertion. Snow, rain and sleet, freezing and thawing, form the severest test for your roof."

"You look up the factory and warehouse, with thousands of dollars' worth of merchandise in them, left at the mercy of a worn-out roof and absorbent walls. You come in the morning and find hundreds, maybe thousands, of dollars' damage."

"And you say, 'flat roofs, anyway.' Yet the thickest roofs of all, the oldest roofs in the world, are flat. It's just as easy, Mr. Smith, to make your flat roof tight as it is to make your boiler proof. But you get your boiler from a boiler works, and let Jim patch your roof in his old moments. There is no more art in making a boiler than a roof."

"You don't risk your life or business by a faulty boiler (if you know it). Then why waste your money by letting George or Jim do your roofing. Let this last experience of yours, Mr. Smith, be a warning."

"In future it will be to your best advantage to send for Arthur Mould, because it's his business to 'cover the top.'"

"If you want a demonstration of your roof can be made to stay tight, phone 7891W, and he will give you any number of proofs anywhere in Western Ontario."

"No matter if your roof be small, large, flat, steep, or in need of repairs, or renewing, Arthur Mould can supply the want, but in your new roof build the roof with the same plan as the old foundation—not placed on, but built on."

(Signed)  
"ARTHUR MOULD,  
'Service in Roofing.'"

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## REID BROS. & CO., LTD. NOW ONE OF LEADERS

Popular London Firm Has  
Served Ontario For  
77 Years.

Serving Ontario for 77 years with printing, ruling and bookbinding is the proud reputation of Reid Bros. & Co., Ltd., of this city. In later years this firm has progressed until now it is one of the leading loose-leaf manufacturing firms in the country, their business in this department having gone ahead in leaps and bounds owing to their up-to-date machinery and skilled labor which they employ.

The new plant which Reid Bros. & Co., Ltd., occupy on Nightingale avenue—since their old factory on Clarence street was destroyed in February, 1923—even in these days of modern methods and machinery, stands out as a model factory, and owing to the training given the workmen in the modern machinery employed in manufacture, Reid Bros. & Co., Ltd., are enabled to produce the quality printing and bookbinding which they are noted at such remarkably low cost.

It is a novel education to follow a loose-leaf order through this factory, which is briefly as follows: The paper is secured from the stockroom in large sheets, where tons of printing, writing, bond and ledger papers are carried in every size, weight and color imaginable. Next it is delivered to the cutting machine, which weighs approximately five tons. This machine is built so heavily and with such exactness that it cuts paper to within 1-64 of an inch. Next the paper is taken to the ruling machine, where one sees hundreds of pens crawling over the paper. This machine would take columns to explain if part of the sheet is to be torn off in one operation. Next this paper goes to the printing department (taken back to the bindery, where where the type matter is set up and the paper is put through one of the large presses at the speed of 2,000 sheets an hour. The sheets are then sent to the binding department, where these sheets for binders or binders into books either with stitches or with sewing, or perforate them if part of the sheet is to be torn off or number them, or put them together to do anything that a customer could possibly require. The sheets are next wrapped in neat parcels and delivered by truck to the customer.

London can well be proud of this up-to-date plant.

Do you know that nervousness, stomach disorders, headaches, spinal deformities, droop shoulders, rheumatism, neuritis and many other ailments are caused by unnatural foot conditions? They frequently are, and the best way to secure immediate relief, if such is the case, is to consult a competent foot specialist, whose calling it is to relieve the host of human ills that are the direct result of pedal ailments.

"Bunions, corns, flat feet, turning ankles and cramped, overlapping toes" is the advice of George Boyd of 156 King street. Mr. Boyd is a registered graduate orthopaedic foot specialist whose training and long experience in this field make him thoroughly competent to give the proper treatment that will lead to complete foot comfort—the essential of perfect health for the entire body.

"Fallen arches can make weaklings of even the strongest men and women," says Mr. Boyd. "Overlapped or cramped toes strain the muscles from the toes to the thighs, and noticeably affect the nervous system."

Mr. Boyd makes a specialty of removing corns by an electric process that is absolutely painless and he guarantees this method to rid the patient of his affliction permanently.

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By Electricity**  
George Boyd Thoroughly Com-  
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Treatment.

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**ERNEST SEITZ WILL PLAY  
IN LONDON NOVEMBER 19**  
Music lovers are looking forward with interest to the visit to the city of Mr. Ernest Seitz, Toronto pianist, who will appear with the Robinson United church choir on November 19. Mr. Seitz will be remembered by 15,000 Londoners who heard him play in St. Peter's hall some time ago. He is considered among the outstanding pianists of Canada today. The concert is being arranged by Clarence Gilmour and the choir of the church.

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\$160.00. Reduced to ... \$115.00  
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