

# STRONGEST WHERE BEST KNOWN.

## WHAT LONDON ADVERTISERS SAY OF "THE NEWS."

### ALL TRADES AGREE.

- DEPARTMENTAL STORE.** We consider, for legitimate advertising, there is no medium equal to the daily newspaper. The LONDON NEWS holds a high place in our estimation, as can be seen from our daily ads. It pays.  
THE KUNIAN, GRAY, CARRIE CO
- THE THREE BUSY STORES.** I am quite satisfied that my advertising in the LONDON NEWS has paid me.  
T. G. WHISKARD
- COAL AND WOOD.** We watch our advertising very carefully and feel sure that our space in the LONDON NEWS pays.  
BOWMAN & CO.
- READY-TO-WEAR CLOTHING.** The NEWS is a good medium and it pays us to advertise with you.  
GRAFTON & CO., Per J. M. Hickey, Manager.
- SILVER MINING AND DEVELOPING.** Our NEWS advertising has paid us handsomely. Business without advertising is bread without flour.  
A. E. WELCH, Man. Director,  
Scottish-Canadian Mining and Developing Co.
- STOVES, PLUMBING AND HEATING.** I get most excellent results from my advertising space in the NEWS.  
S. A. THOMPSON.
- JEWELRY AND WATCHMAKING.** I have much pleasure in reporting the satisfactory results from my advertisement in the NEWS. There is a gratifying enquiry for the particular goods advertised from time to time in the NEWS.  
JNO. S. BARNARD.
- FINE BOOTS AND SHOES.** The NEWS has fulfilled every promise made us, and its service has been satisfactory. The best evidence that it pays is the fact that we occupy double the space during the current year, that we did last year, and are satisfied with the results.  
J. S. BROWN & CO., Per R. C. Brown.
- HEATING EXPERT.** The space used in the NEWS has been a distinct benefit to my business.  
JOS. W. CHAMBERS.
- WALL PAPER, ETC.** Business has much increased since I have been advertising in the NEWS columns.  
E. N. HUNT.
- DIAMOND FLOUR.** Our ad in the LONDON NEWS has certainly paid us, said Mr. J. A. Hunt, of Hunt Bros., Millers, to the NEWS when renewing.

## WHAT GENERAL ADVERTISERS SAY:

- KIDNEY AND DYSPEPSIA CURE.** Our advertising in the NEWS has paid us. We recommend the NEWS as a live advertising medium, covering the London District.  
DODD'S MEDICINE CO., TORONTO.
- PROPRIETARY MEDICINES.** We have used the NEWS for the last three years, and believe it to be one of the best advertising mediums in Western Ontario.  
T. MILBURN & CO., TORONTO. Per F. E. M.
- PIN PILLS.** We consider the LONDON NEWS an excellent advertising medium.  
G. T. FULFORD. Per J. A. McKenzie.
- DR. CHASE'S REMEDIES.** The results from our ad. in the LONDON NEWS has been astonishingly good. It is a splendid medium of publicity.  
W. J. EDMANSON, of Edmanson, Bates & Co., Toronto.
- WALL PAPER.** I am able to congratulate you on the returns received from the LONDON NEWS. I have had better results than from any other paper in which I have ever advertised.  
C. R. SCANTLEBURY, BELLEVILLE.
- THE SLOCUM REMEDIES.** We began with 1,000 lines in the NEWS, increased it to 1,000, and renewed for another 10,000. We received letters from nearly every small town in Western Ontario referring to our ad. in the LONDON NEWS. Therefore it is really a daily and weekly combined, reaching both the city of London and Western Ontario.  
THE T. A. SLOCUM CHEMICAL CO., Limited.  
Per L. S. Levee, Toronto.
- ADVERTISING EXPERT.** I have no hesitation in saying that our space in the LONDON NEWS brings us the best returns that we get from any of our advertising.  
C. W. GROGAN, Ad. Writer.