



Why Should Londoners Not Buy Goods Produced By Londoners?

Many Things Are Made in the Forest City

LONDON is strong in the staple lines of manufacture, food, clothing, furniture. The metropolis of the garden of Ontario, it is naturally a noted centre for dairy products, confectionery, flour, bread and biscuits, baking powders, etc. Its railway position makes it the wholesale distributing centre for groceries.

Of course, London is a great ironware city. Machinery, engines of various kinds, stoves and furnaces, electrical apparatus, lockers, wire and smallware, can all be obtained from old firms of established reputation. Engine supplies, rolling mills products, wagons and carriages are turned out by important firms.

A striking feature of recent industrial change is in the advance of ready-to-wear clothing. Formerly everybody was measured for his suit of clothes by the good housewife, who spun and wove and manufactured, or by the old-fashioned tailor

who sat cross-legged like a Turk on his mat. It was the same thing once with boots and shoes. The cobbler used to make and fit or misfit, as well as repair. But the ready-to-wear shoe has come into general use. So also, with the advance of custom tailoring to a high degree of art, there has been a corresponding advance of the ready-to-wear suit.

Look over this page and you will find that a London firm can supply the retail dealer with clothes of the highest quality at the lowest price.

Remember the railroad facilities of this city and its excellent labor conditions. Patriotism, like charity, begins at home. The man who does not stand by his own city or section and its industries, praise them and patronize them, will never be depended upon to stand by his country. Make yourself familiar with the home industries by a study of this conspectus. Paste it up like a calendar, and act upon it.

Sherlock - Manning 20th Century Pianos

MADE IN LONDON, ONTARIO
No better value in Canada. Special advertising campaign on. Write for full particulars to THE SHERLOCK-MANNING PIANO AND ORGAN COMPANY, LONDON, ONTARIO. (No street address necessary.)

C.S. HYMAN & CO.

Tanners. Sole Cutters

ASK YOUR GROCER FOR Rose Brand CREAMERY BUTTER

Made in the most sanitary plant in Ontario By

The London Creamery Co.
68-72 BATHURST STREET.

The Electrical Construction Co

OF LONDON, LIMITED.
Manufacturers of High-Class
Dynamo, Motors and Switch-
boards.
REPAIRS TO ANY MAKE OF
MACHINE.

GREENE-SWIFT LIMITED.

Manufacturers of Ready-to-
Wear and Made-to-Measure
Clothing. Wholesale only.
Greene-Swift Build'g
Talbot Street
LONDON, CANADA.

Sweetheart Brand Jelly Powder

A DELICIOUS DESSERT.
L.X.L. Spice and Coffee Co
LONDON, ONT.

ASK YOUR GROCER FOR HUNT'S DIAMOND FLOUR

"Made in London"

Brick

MANUFACTURED BY
John McLoughlin
1040 William St.
PHONE 1709.

E. Leonard & Sons

MANUFACTURERS OF
Engines and Boilers
FOR ALL PURPOSES.
Cut of our Corlis Engine is
shown in margin below.

Astoria Shoes

are particularly adapted for young
men's wear. They have an abun-
dant of quality, and that distinctive
look that is appealing to those who
are followers of fashion.
Made in London by
Cook-Fitzgerald Co. Limited
LONDON RETAIL AGENTS:
THE J. P. COOK, CO. Limited,
167 DUNDAS STREET.

Cutler Art Glass Company

We specialize Leaded Art
Glass and Memorial Win-
dows. GET OUR PRICES.
436½ Richmond St.
PHONE 2378.

JAS. McCORMICK Manufacturer of High-Grade Harness

Dealer in Trunks, Suitcases, and
Ladies' Purse. All kinds of
Horse Supplies.
Phone 2038. 395 Talbot Street

Matchless Ammonia Powder

Is the BEST on the market.
All up-to-date housekeepers
use it.
Patronize home industry.
Put up in a big 5-cent pack-
age—also 10-cent. Order today.
Tomorrow never comes.

"MYRTLE" BRAND SALMON

Finest Red Sockeye, caught in
the cold, deep waters of the
Sound. Price no higher than
other good brands.

SMOKE OLD ABE CIGARS

Sold Everywhere

The Pandora Range

Has no equal for baking and cooking. Guaranteed to give satisfaction.
MANUFACTURED BY
The McClary Manufacturing Co.
LONDON, ONTARIO.

The Illustrations on this page were made by

The Roberts
Engraving Co.

Prof. Micheel's

TOUPEES and WIGS are sold
from coast to coast. Prices from
\$15 to \$100.
HAIR-DRESSING our special-
ty.
221 Dundas Street
Branch: Regina.

ASK FOR THE BREAD WITH THE WRAPPER.

Fawkes' Malt
and Milk Bread
Guaranteed to contain Pure
Malt Extract and Milk.
Drop a card for a sample, or
phone 1063.

Red Band Coffee

A. M. Smith & Co.
WHOLESALE GROCERS.

Established in Canada, 1878. DOMINION GAS METER WORKS

JOHN S. MOORE, PROP.
Manufacturer of GAS METERS,
METER PROVERS, etc. Meters
of every description repaired. Sta-
tion Meter Drums made to order,
any size. Office, 23 Wortley road,
Works, 1-11 Garfield avenue. Phone
1711.

London Rolling Mill Co. Limited

Iron and Steel Bars
Wrought Washers

London Bolt & Hinge Works

Manufacturers of Carriage and
Machine Bolts, Pin Rollers, Track
Bolts, Coach Screws, Nuts, Bolter
and Bridge Rivets, Screw and Strap
Hinges, Sello Rods, Washers, Pole
Line Hardware, etc. Plain or
Galvanized.

HOBBS Manufacturing Co

LONDON.
We manufacture Mirrors,
Bevelled Plate Glass, Leaded Art
Work, Memorial Windows, and
Cathedral Work.

RING UP 1708 CITY CREAMERY

Headquarters for Best Ice
Cream, Whipping Cream, Coffee
Cream, Fresh Milk and Butter-
milk. Wholesale and Retail.
351 Dundas St.
ORDERS DELIVERED.

Directly below this will be illus- trated one of the 90 kinds of Spra- meters made in London and Bur- falo-Gold Medals have been award- ed at Pan-American, National Horti- cultural Congress, 1906, and again 1909, Toronto, Halifax, 1910, Gov- ernment Spraying Contest, and it is used in all the Agricultural Col- leges in Canada and the United States. Ask for and get free a 90-page treatise on the diseases af- fecting fruit trees, and their reme- dies. W. S. HEARD 1450 King St. London, Ont.

Perrins'

Fancy Biscuits and
Dairy Cream Sodas

THE GLOBE GASKET CO.

LONDON, CANADA.
Manufacturers of mahogany,
oak and cloth-covered caskets,
and all kinds of casket trim-
mings and undertakers' supplies.
Open day and night the year
round.

Gould & Mohan

346-348 Wellington St., London
Carriage and Wagon Manu-
facturers. Special attention given
to the manufacture of Light
Delivery Wagons, Automobile
Repairing and Painting.

The Canadian Fire Engine Company

LIMITED.
Manufacturers of all kinds of
Fire Apparatus, Engineers and
Machinists. Designers of Special
Machinery. Inventions Developed.
Patterns Made, Forging of All
Kinds and General Machinery
Repaired. A Call Solicited.

The London Engine Supplies Company

LIMITED.
Wholesale and Retail Jobbers
in Mill and Factory Hardware,
Automobile and Motorboat Ac-
cessories. Office and Showrooms:
443 Richmond Street, Telephone
307.

Gas and Gasoline Engines and outfits of all kinds, 1½ to 40 H. P. Catalogue on request.

London Gas
Power Co., Ltd
Cor. Laura and Interswitching.

Metal Wardrobe Lockers

For Factories, Clubs, Gymna-
siums, Stores, Hotels, etc. Send
for new catalogue.
Dennis Wire and Iron Works
Company, Limited
LONDON, ONT.

The Standard Beverages

INDIA PALE ALE.
XXX STOUT. LONDON LAGER.
ASK FOR
Labatt's
(LONDON)

Forest City Baking Powder

THE STANDARD FOR 25
YEARS.
MANUFACTURED BY
Gorman, Eckert & Co. Ltd.
LONDON AND WINNIPEG.

High-Class

Fancy Biscuits and
Dairy Cream Sodas

Empire Mfg. Co.

LIMITED.
Brass Founders & Finishers
Manufacturers of Plumbers' and
Steamfitters' Brass Goods, and Cor-
poration Work. Dealers in Soil Pipe
and Fittings, Wrought Iron Pipe
and Fittings, Bells, Sinks, and
Lavatories, Lead Pipe and Trans,
Instantaneous Water Heaters, etc.

T. DEXTER & SON

MANUFACTURERS OF
Snow White Flour
QUALITY GUARANTEED.
Most modern mill in Western
Ontario. Daily capacity, 300
barrels.

THE VULCAN COMPANY

LIMITED.
Our Pure Air Stoves, Furnaces
and Gas Ovens use one-third less
fuel and produce one-third more
heat than those of any other make.
See our NEW PATENT REVOLV-
ING RATE, in both range and
furnace. No more sifting of
ashes.

FAC-SIMILE OF PACKAGE. Robt Burns Cigar

A New Cigar by an old firm.
We're proud of it. You'll be
pleased with it. Made here.
Smoked everywhere.

Vallens and Co.

LONDON, CANADA.

Dominion Office & Store Fitting Company, Limited

We make and design complete
Store and Office Furniture and
Fixtures. Send for catalogue.

