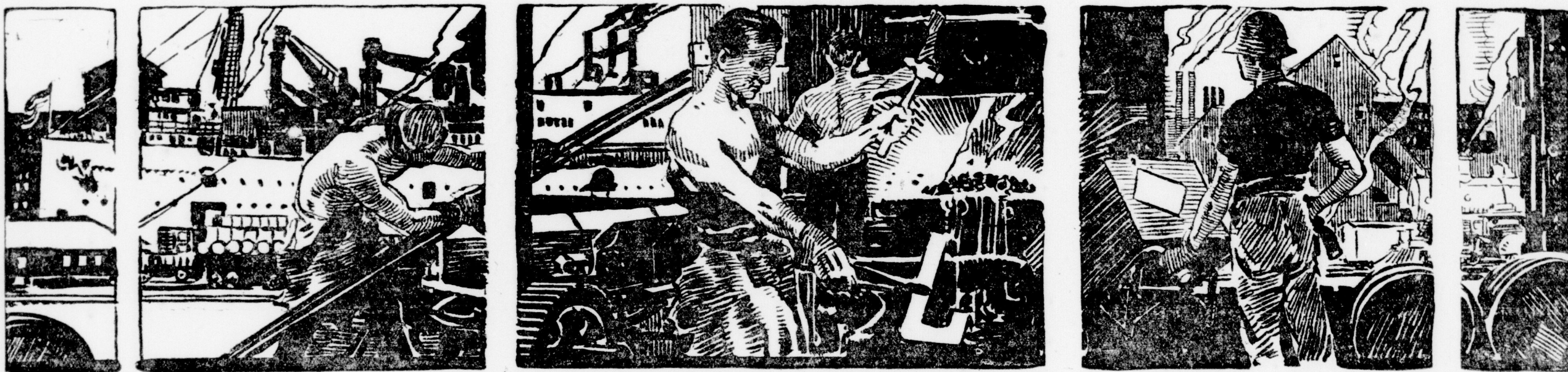


*After the eclipse, there was brightness. After dark, comes light. Canada today is coming into the period of "business light." The future will be greater even than the most optimistic conceive, judging by what has transpired, and the outlook ahead.*

# The Work You Do Today Will Tomorrow Spell the Destiny of London



## Get Busy Right Now---Make 1925 Eclipse All Previous Years In the Progress of This City!



### Take a Pride In Your City

From the day when London was given to the world by the pioneer settlers, who carved out their homesteads in the very heart of a forest, it has steadily progressed to its present enviable position. From the small beginning of the first few families London has gone steadily ahead until now it is a big factor in the financial, industrial and commercial life of the Dominion of Canada.

Do not let this progressive spirit cease for a moment. It's up to your civic pride to carry on.



### You Can Do Your Share

by buying the things that London and the surrounding district produces. You can also assist in the development of London by buying, building or repairing your home this year. Of course, it is absolutely necessary that you should, day in and day out, speak well of London, whether you are at home or abroad. Take an active part in the organizations that are devoted to the material, mental and moral upbuilding of this community, and, above everything else, keep your faith strong and your enthusiasm buoyant.

### The Progressive Forces of London

are well organized to promote the city's growth and prosperity. Do not hesitate to join with them. They are doing a great work. You owe it to yourself to give your share of energy and enterprise, that London may become a place without a peer.

### Patronize London Industries and Keep London Workers Busy

When you buy London-made goods you give employment to your fellow citizens. Never forget it is your patriotic duty to help those with whom you live and work.

#### The Mayor and Aldermen of the City of London

James McCormick  
F. B. Kilbourne  
Paul Doig

H. H. Bottrill  
C. M. Linnell  
Dr. L. H. Douglass

MAYOR  
**GEO. A. WENIGE**

G. F. W. McKay  
W. J. Ashton  
R. J. Carswell

Edwin Smith  
H. B. Neely  
Thomas Clift