

Buy London-Made Products

"The big punch" in advertising copy is based on what the buyer will get out of the goods.

T. H. TULL,
President and
Managing Director.

**Federal
Advertising
Agency**
LIMITED

104-108 Dominion Savings
Building, London, Canada

NEAL'S GOOD WHITE BREAD

"THE BEST LOAVES ARE WRAPPED."

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

O'Brien College
381 RICHMOND ST., LONDON.
Join our Easter classes, day or
night, starting Monday, April 17.
Individual instruction.

ON MOVING DAY REMEMBER
H. F. DAY
Moving, Crating, Storage
Telephone 2887 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
88 Carling Street, London, Ontario

VESTA—Two Year Guarantee
Battery.
**MODERN BATTERY &
TIRE REPAIR**
We Specialize in Batteries
and Tires.
386 Ridout St., near King. Tel. 5973

SOMETHING NEW—ASK FOR
RUDDY BREAD, 8c At Any
Grocery Store.
Tel. 6824.

R. M. BRISCO CO., LTD.
Auto Sundries
Sporting Goods
258 DUNDAS STREET
Phone 3922J

Regal Mfg. Co.
MAKERS OF
Work Clothing for
Men and Boys
Overalls, Coats, Shirts,
Cotton Gloves and Aprons.
82-96 King Street Phone 875

Building and Automobile Glass
FOR EVERY PURPOSE
LONDON ART GLASS AND MIRROR WORKS, LTD.
226 TALBOT STREET PHONE 5271W

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.

J. M. CHIVAS
Confectionery and
Restaurant
Phone 443 117 Dundas St.

B. N. CAMPBELL
INSURANCE COUNSELOR
Fire, Auto, Accident, Sickness
and Life Insurance.
Dominion Savings Bank Building,
Phone 1611

BANNER'S BARBER SHOP
5 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
LONDON
172 Dundas Street Tel. 4350

L MITCHELL
AUTO TOPS
CURTAINS, TRIMMINGS.
TEL. 1863J. 170 MAPLE.

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

For Satisfaction and Good Woodwork go to
The Creighton Woodwork Company
701-709 Central Avenue. Phone 4797W.

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

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.
2200H MAGNETO SERVICE STATION

If You Need a Truck You Need a **Ruggles**
RUGGLES
TRUCKS
"There's A Ruggles for Every Purpose."
RUGGLES MOTOR TRUCK COMPANY, LIMITED,
LONDON ONTARIO

PLACES FIFTY DODGE CARS
IN LONDON SINCE OCTOBER

W. J. Chisholm Makes Remarkable
Showing in Automobile Business For Stranger.

Coming to London last October as the local agent for Dodge Bros. motor cars, and a total stranger in the city, W. J. Chisholm has placed more than fifty Dodge cars in this district since his arrival in the city of London. This is a remarkable showing, and especially so in the automobile business, for a man who arrives in the city a stranger, and asked for the circumstances that led up to his coming to London, Mr. Chisholm replied:

"For three and a half years I was with the Dodge Bros. agency in Mount Clemens, Mich. In October, 1920, I sold out my business interests in Mount Clemens and moved to Detroit, where I was sales manager of the General Sales Company, a wholesale auto accessories firm. In September, 1921, I decided to take a Dodge Bros. agency again, and so resigned my position in Detroit.

"I scoured the States of Ohio and Michigan looking for an agency, but with no results. It was quite by accident that, while driving through London a few weeks later, I established myself here. Noticing the paucity of Dodge cars in this city, I made inquiries which resulted in me becoming the dealer in this district."

"Mr. Chisholm is a Canadian citizen, having been born in Walkerton, Bruce County, Ont. In September, 1921, I decided to take a Dodge Bros. agency again, and so resigned my position in Detroit. "An advertisement was the text of a sermon delivered recently by Rev. C. A. Rowell, pastor of the United Church of Hindeale, a Chicago suburb. He chose the ad "Over 700,000 Owners," which had been flashed across the country on billboards and through leading newspapers and magazines by Dodge Bros., Detroit.

"Standing out prominently on one side of the pulpit was the whole page advertisement, mounted on a big placard, bore the simple message, "Over 700,000 Owners," and the name of the manufacturer. On the opposite side of the pulpit, on another placard, stood a color advertisement, brilliantly illustrated and splendidly worded. Rowell referred to the beautiful use of color, the choice selection of words, the artistic illustration, and compared them with the simple statement of accomplishment in the three-word message, "Over 700,000 Owners."

"It was a special sermon to children, and the pastor emphasized to his youthful congregation that he should be known by our deeds even more than by our words. The two advertisements, in which a simple statement, backed by the good repute of one manufacturer, contrasted sharply with the colorful messages of the other, served him admirably as an illustration, and the sermon proved exceedingly interesting.

"Dodge Bros. also maintain a department to deal with motor car thefts reported by owners and insurance companies. Every two weeks the complete list reported is sent to Dodge Bros. dealers and service stations in all parts of the country. Copies of the bulletin are also mailed to a national list of police bureaus.

"There is only one way to do vulcanizing," he went on, "and that is the right way. There are other ways on the market, but they are fakes in every sense of the word. I started vulcanizing with one idea, and that was 'Quality.' That is why we are so busy all the time, and we do not believe in cheap work."

"No matter what business a person takes up he should only have one standard, and that is the highest."

"We vulcanize and repair tires and tubes, and sell retail the best makes of tires in America. In our repair work we use the best materials that money can buy. Our service is unequalled in Ontario today, and our opinion is unbiased. By that I mean we tell our customers the truth about the condition of their tires. We do not repair casings if, in our own mind, we do not think they are worth it."

"Only the most modern equipment and machinery is used in our shop," explained Mr. Wilkes. "We can handle all sizes of tires, from the 3-inch tire up to the 8-inch giant pneumatic cord."

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