



NEAL'S GOOD WHITE

'THE BEST LOAVES ARE WRAPPED."

EGGETT & CO. Sanitary Plumbers Steam and Hot-Water Fitters. Estimptes Furnished.

336 Ridout Street ON MOVING DAY REMEMBER H. F. DAY Moving, Crating, Storage

Telephone 2887 480 Maltland St. DON'T THROW YOUR OLD CARPETS AWAY. They Make New Reversible

CANADA RUG COMPANY

"VELVETEX" RUGS Send Postal for Velvetex Leaflet

BERT WEIR REALTOR 7 Market Lane Office Phone 6823

O'Brien College

361 RICHMOND ST., LONDON.

Join our Easter classes, day or night, starting Monday, April 17. Individual instruction.

VESTA-Two Year Guarantee MODERN BATTERY & TIRE REPAIR We Specialize in Batteries and Tirps. 366 Ridout St., near King, Tel. 597J

SOMETHING NEW-ASK FOR RUDDY BREAD, 8c At Any Store.

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. 92-96 King Street

J. M. CHIVAS

Restaurant

BANNER'S BARBER SHOP

6 Fully Qualified Barbers.

Hair Cut, 25c Shave, 15o

Building and Automobile Glass

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

MORENA CIGARS ong Havana - filled hand - made cigars manufactured in London, selling at 10 cents. UNION MADE.

Confectionery and THE MORENA CIGAR CO. 260 HORTON STREET.

B. N. CAMPBELL INSURANCE COUNSELOR Fire, Auto, Accident, Sickness and Plate Glass.

minion Savings Bank Building

Baked Beans and Buttermilk Famous Home-Made Cream Fried Cakes. THE HOME DAIRY COMPANY 172 Dundas Street

417 Talbot Street. L MITCHELL

AUTO TOPS 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

For Satisfaction and Good Woodwork go to

The Creighton Woodwork Company 701-709 Central Avenue.

BARTON & RUMBLE

MANUFACTURERS OF B. & R. TRUCKS

Electric Motor Repairs STEWART & MORKIN

LONDON, ONT. FULLARTON STREET A.C. and D. C. Electric Motor or Dynamo repairs and rewinding is our Exclusive Specialty. EOCH MAGNETO SERVICE STATION

If You Need a Truck You Need a Ruggles



RUGGLES

RUGGLES MOTOR TRUCK COMPANY, LIMITED, LONDON

Succeed With London

PLACES FIFTY DODGE CARS IN LONDON SINCE OCTOBER

W. J. Chisholm Makes Remarkable Showing in Automobile Busi-ness 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. Asked for the circumstances that led up to his coming to London, Mr. Chis-

noim 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 acces-sory firm. In September, 1921, I decided to take a Dodge Bros. agency again, and so resigned my position in

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

Mr. Chisholm is a Canadian citizen, having been born in Walkerton, Bruce County, Ont. "People are daily appreciating more and more the exceptional value in the Dodge car," stated Mr. Chisholm.

"An advertisement was the text of sermon delivered recently by Rev. C. A. Rowell, pastor of the Union Church A. Rowell, pastor the the characteristics of Hinsdale, 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

ong newspapers and magazines by endeavor it g year was the "Standing out prominently on one side experienced." of the pulpit was the whole page adver-tisement, mounted on a big placard. It 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 ad-vertisement, brilliantly illustrated and worded. Rev. Rowell referred to the beautiful use of color. with the simple statement of accompilshment in the three-word message. worth it."

Over 700,000 Owners. our words.' The two advertisements, in which a simple statement, backed by the good repute of one manufacturer.

panies. 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 one standard, and that is the highpolice bureaus.

Broken Lenses Replaced and St., Dominion Savings

Evenings by appointment,
 Phone 6180.

ROOFING

CONTRACTOR

AN ENTIRELY NEW SYSTEM

AERIAL CARPET

CLEANING WORKS

351 GLEBE STREET

Guaranteed Work At Popular

Ontario Used

Tire Sales

Rebuilt Tires a Specialty.

PHONE 4892W.

ST TALBOT STREET, LONDON

Tire Repairing and Vulcanizing

GIVE THE

ONTARIO DRY CLEANING

COMPANY

A TRIAL
Telephone 6958W 516 Talbot St.

HILL BROS.

Auto Truck Service

Local and Long Distance Cartage.

830 York Street

Phone 1764

CARTER & SON

Awning and Tent Manufacturers

Tents for Hire.

Phone 7891W

YOU nave tried Meadow Gold Butter. YOU know it's good. Try Meadow Gold Ice Cream. We know It's good.

THE ONTARIO CREAMERY, LIMITED

Succeed In London

ONDON weathered the storm of business depression. L ONDON weathered the storm of business the great-Because the city is situated in the center of the greatest and richest agricultural district in Canada, it was able to hold its own while other cities instituted bread lines and unemployment doles.

Naturally London businessmen shared the fate of Lon-They are part and parcel of London, and as London gains in prominence, so will its business houses, retail and wholesale increase their trade. The two are inseparable.

Officials from all parts of the Dominion have predicted a bright future for the city. With its transportation, educational and other facilities, London cannot help but grow. London businessmen know this. That is why they

remain in the city and believe in succeeding with London.

REPAIRED 10,000 TIRES IN ONE YEAR

"During the past year I have vulanized more than 5,000 tires, and counting those I have vulcanized I have repaired around 10,000 tires."

This statement, which would seem rather exaggerated to those who are not acquainted with the "ins and outs" of the tire business, was made by Art Wilkes, proprietor of the London Tire Repair Depot, when asked if he could remember how many "Dodge Bros. have one of the best ed if he could remember how many systems of advertising, if not the best, tires he had fixed in the past year, of any motor car manufacturer in the "I was the first to start a vulcanization".

ing business in Western Ontario," he continued. "That was 12 years ago, and I began in the same place that I am now, namely 354 Wellington street. Of before price he would have course business did not start with a much better satisfied and in the course business did not start with a much better satisfied, and in the long rush, but through honest effort and run the use of the better paint would endeavor it grew gradually, and last

year was the best year I have ever

"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 choice selection of words, the the condition of their tires. We artistic illustration, and compared them do not repair casings if, in our own

"Only the most modern equipment "Only the most modern equipment and machinery is used in our shop."

"It was a special sermon to children, and the pastor emphasized to his youthful congregation that 'we should be known by our feeds even more than by tire up to the 8-inch glant pneumatic "So when thinking the upstairs. It may be an added the property of the upstairs. It may be an added to the property of the upstairs. It may be an added to the property of the upstairs. It may be an added to the property of the upstairs. It may be a support of the upstairs. It may be a support of the upstairs of the upstairs. It may be a support of the upstairs of the upstairs. It may be a support of the upstairs of the upstairs. It may be a support of the upstairs of the upstairs. It may be a support of the upstairs of the upstairs. It may be a support of the upstairs of the upstairs of the upstairs. It may be a support of the upstairs of the upstairs. It may be a support of the upstairs of the upstairs. It may be a support of the upstairs of the upstairs of the upstairs. It may be a support of the upstairs of the upstairs. It may be a support of the upstairs of the upstairs of the upstairs. It may be a support of the upstairs o tire up to the 8-inch giant pneumatic

"There is only one way to do vulbelieve in cheap work."

"No matter what business a per son takes up he should only have

D. L. and W.

Scranton Coal

Egg, Stove, Chestnut

Bituminous Coal

Cannel Coal for Grates

CHANTLER BROS.

263 Bathurst Street. Phone 347

LONDON WINDOW

CLEANING CO.

F. HARVEY

Store Windows a Specialty.
Estimates Given,
107 Emery Street. Phone 2909W

R. A. Milne Plumbing Co.

HOT WATER AND STEAM

Estimates Furnished

3461/2 Talbot Street Phone 3966

Awnings, Tents,

Flags, Coal Bags,

Horse Covers,

Wagon Covers

RAYMOND

BROS.

172 KING STREET.

PRICE & HAWKE

AUTOMOBILE ELECTRIC

SERVICE

S. BEXTON

Successor to Bexton & Carson General Repairing—Garage in Con-nection—Machinist. Engines and machinery of all de-scriptions thoroughly overhauled. Rear 68 King and 69 Dundas Sts. PHONE 3079

347 Ridout St.

HEATING CONTRACTORS.

EXPERT IN PAINTS TENDERS ADVICE

"People do not realize the econom of painting, of at least the saving involved by the use of the best paint procurable," said J. A. Page of 807 Dundas street, who specializes in

Martin-Senour paints. "Just to show the difference aints," continued Mr. Page, "a man had a house to paint, and he figured out that he had 2,700 square feet of surface to cover. One firm was selling a supposedly good paint at \$4.35 a gallon, which was only guaranteed to cover 300 square feet a gallon, using two coats. This man purchased what he thought to be the cheaper paint.

"Now if this man had put quality have been cheaper by far.

Could Save Money.

"Had he talked this matter over with me I could have sold him a paint at \$5 a gallon which is guaranteed to cover 450 square feet per gallon, using two coats. In that way a saving of over \$9 would have been made and better results obtained. A citizen told me a few days ago that he had decorated his entire home while out of work, was surprised how little it cost him and what an improvement it made. used New Tone Flat Art Paint for

soft and restful, and, too, it can be "So when thinking of paint think

of Page. Mr. Page built his store at 807 canizing," he went on, "and that is Dundas street thirteen years ago, and message of the other, served him ad-mirably as an illustration, and the on the market, but they are fakes to build two additions to it. Besides mirably as an illustration, and the on the market, but they are fakes to build two additions to it. Besides in every sense of the word. I started in every sense of the word. I started wartin-Senour paints, Mr. Page handles McClary's and Banner partment to deal with motor car thefts "Dodge Bros. also maintain a department to deal with motor car thefts reported by owners and insurance competed by owners and insurance composited by owners and insurance composite of the complete so busy all the time, and we do not sheet metal work, such as eavesden tools. He also does all kinds of troughing and tinsmithing.

"Our store is at your service all the time," concluded Mr. Page. "We can advise you what grade of paint to use for inside and outside work, and can tell you the proper way to

apply it. "We guarantee satisfaction. We have the goods on hand to make satisfied customers; prices are low now, so give us a ring and we will give you fair estimates on your

> THE SUPERIOR MACHINERY COMPANY, LIMITED

Machinists and Engineers

MACHINERY REPAIRING 151 York Street, Tel: Shop 2729-

LEONARD DOWNEY

Church Organ Repairs

Tuning Organ Blowing Machinery 445J 100 Carling Street

WORMALD'S PHONOGRAPH

REPAIR 69 Dundas Street. Phone 6022W

Plumbing, Heating and Sheet

Metal Contractors. Estimates Furnished Phones 3488W - 2488J. 366 Hamilton Road.

339 DUNDAS STREET.

UNION MADE

OVERALLS,

WORK PANTS.

LOOK FOR THIS LABEL

G. M. MURRAY

316 Grey St.

LET THE LONDON GARMENT CARE Clean, Press and Repair your clothes. Let us explain our contract system, which will give you a suit when you want it. Also the number of suits you pay for. First-class Tailor Shop in connection, which will give your repairs the best of attention. A. BROWN, Manager.

J. FRAUMENI, Proprietor.

TRY

RAYS **BRIGHTON'S ORK GARMENTS** EAR GIVLE_ **BREAD** SMOCKS,

BEST IN LONDON HONEST WEIGHT PHONE 2160.

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1197 Florence St.

ELECTRICAL ENGINEERS.
Office and showrooms,
406½ Hamilton Road.
Our prices for fixtures and wiring are less than "the other
fellows."
Phones: 7457, 6684W, 2237F. Expert Radiator and Auto Sheet Metal Worker. BRAZING OF ALL KINDS Telephones: Day 2327, Night 5448 65 King Street.

ARTISTIC HAIR AND PARKER & ALLEN BEAUTY PARLORS **PLASTERERS** Special Face and Scalp Treatments
MES. JAMES WELLS & HUNTER STUCCO WORK A SPECIALTY. Dominion Bank Building. Phone 7514W

O'BRIEN BUSINESS COLLEGE **BEGINS NEW TERM APRIL 17**

Oldest Established School Offers Splendid Facilities For Commercial Education

The O'Brien Business College, "The School for Better Results," commences the Easter term on Monday, April 17. The O'Brien Business Col-lege is the oldest established business college under present management in London.

The proprietor and principal, W. J. O'Brien, is a collegiate institute commercial specialist, and is also the possessor of a chartered accountant's intermediate certificate. Mr. O'Brien devotes his whole time, during college hours, to teaching, and his teachers are all qualified and efficient shorthand and commercial teachers. In addition to the regular shorthand and commercial subjects, Mr. O'Brier himself specializes in salesmanship cost accounting, advanced account and civil service subjects.

The typewriting department, which is equipped entirely with the latest Underwood typewriters, the kind of machine Mr. Jarrett used in the Canadian typewriting championship con-test in Massey Hall, Toronto, on Friday, April 17, when he won the championship typewriting contest for the second time, is the only one in West-ern Ontario that is using blank machines entirely, the only way by typewriting can be which touch properly taught.

In this department, fifteen students have recently won the Underwood certificate for proficiency in typewriting, and a fifteen year old girl won the Underwood bronze medal with two bars. Mr. O'Brien also is an enthusiastic expert on and teach-er of the Dalton, 10-Key, Adding Machine, the kind used by Miss Jeffrey of the Western Assurance Company, who won the Canadian championship in the adding machine contest, in Massey Hall, Toronto, on the same night as Mr. Jarrett won the Canadian typewriting champion-

filing system used in the O'Brien Business College is the most modern, and gives satisfactory re-

The demand for graduates of the O'Brien Business College has been greater than the supply. There is not one graduate of the O'Brien Business College, desiring a position, who is not now employed. No other the upstairs. It makes a wonderful business college in Western Ontario finish for bedrooms, the color is so is so fortunate now. ers are now paying higher salaries to graduates from the O'Brien Business College than they are to ex-perienced office help, who previously attend other colleges.

See if the Want Ads have a message for you.

The best insurance against unproductive property is Want Adver-

The Want Ads pay big dividendssee that you get your share.

Don't wait for something to "turn up"-use the Want Ads. Most money-makers are close stu-dents of the Want Ad Columns.

> GEORGE COLBERT REAL ESTATE Houses and Farms,

Office: Walper House Phone 6207

Dominion Savings Building

Modern Electrical Equipment, X-Ray, Approved by Ontario Board of Chiropractic Examiners.

LEFF ELECTRIC CO.

Electrical Contractors

Wiring in all its branches.

BULL BROS.

London, Canada

The Home of Quality. Vulcanizing. ART WILKES Residence 5710 London Tire Repair Depot

A. W. MACFIE 354 Wellington St. Phone 2334 Opposite McClary's Chiropractor

Phone Two-One-Two-Three Hollins Printing House CHAS, HOLLINS, Prop. 143 King Street.

WHEN IN NEED OF PRINTING

Why Not Use Pasteurized Milk?

Costs no more. Now 100 per quart. LONDON PURE MILK COMPANY, LIMITED.



NO NEED FOR WORRY WHILE DRIVING A

Place Your Order Now For Spring Delivery.

LONDON MOTORS, LIMITED CANADA LONDON

Increase Your Piano Sales For increased trade sell the piane with the



ever-increasing popularity-SHERLOCK-MANNING

204 Cantury Plano
The Plano wordy of your House

"The Piano Worthy of Any Home." is "Canada's Biggest Piano Value."

Sherlock-Manning Piano Company

CANADA

TELEPHONE 3314 ASK YOUR DEALER FOR

MADE IN LONDON BY LONDON PROVISION CO.

130 BRISCOE STREET

Sausage, Bacon, Smoked and Cooked Mests SOLD ALL OVER THE CITY

HEALTH BREAD IS THE BREAD FOR OLD OR YOUNG. WHICH CONTAINS MANY CELL SALTS TO FEED THE HUMAN BODY. THOS. ALGER. The Chas. Chapman Co. Publishers, Bookbinders, Manufacturing Stationers.

91 Dundas Street

ELECTRIC MOTOR REPAIR CO.

Outwit the Burglar

Keep him from your office or home with A

DENNIS WIRE

WINDOW GUARDS

D. C. and A. C. Winding and Repairs. 349 Talbot. St. Tel. 7174; Nights, 5125 and 3806

MAR

OXY-ACETYLINE WELDING, WILLIAMS WELDING WORKS Rear of 386 and 388 Ridout St.

Phone 6836

Drive in off King or Dundas Strast

THE VULCAN CO., LIMITED.

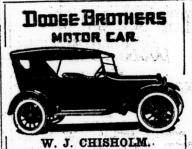
Manufacturing Pure Air Furnaces 84,94 FULLARTON STREET

Keep Our Home Factories Buse

THE DENNIS WIRE AND IRON

WORKS CO. LIMITED

LONDON



478 RICHMOND ST.

TELEPHONE 580

WM. SKELLY Sanitary and Heating Engineer. 242 King Street, Opposite McClary's
Telephone 572

Martin-Senour 100 per cent. Pure J. A. PAGE Hardware, Sheetmetal and 807 Dundas Street

SILVERWOOD'S QUALITY CARBONATED ICE CREAM AND BUTTER

THE COMMERCIAL ELECTRIC CO.

ELECTRICAL CONTRACTORS
Experts in Conduit Work
Estimates Furnished on All Kinds
of Electrical Wiring, Fixtures,
467 Richmond Street. Phone 1871W
L. R. Folley, Manager.

WM. C. BENSON, C. A., RESIDENT PARTNER Oscar Hudson & Co., Charterett 213 Dominion Savings Building. Phones 1537J -6346

THE LONDON PURE ICE COMPANY LIMITED

