

## Think Before You Buy!

**M**ANY London people are actually retarding prosperity and fostering unemployment by thoughtlessness or unjustifiable prejudice. Every dollar spent on London-Made Goods helps to maintain the city's prosperity and to give more employment to London's workers. Every dollar spent on London-Made Goods adds to the total of our civic wealth and many dollars spent in the purchase of manufactured goods created here will create greater civic wealth and prosperity. Keep our factories busy and there will be little need for relief work or doles.

Be fair to your own city! Consider that prejudice which has kept you from doing what is obviously right—right for you and right for London!

London-Made Goods need no apology. Many commodities of London manufacture are unsurpassed in the world. Wholesalers and retailers will gladly, where possible, stock London-made Goods if the individual purchasers demand them, because the money paid for London-Made Goods will remain in circulation here instead of going elsewhere to pay for imported articles.

Inquire if the things you intend to buy are made in London or in Canada. If you can substitute the Canadian-made for the imported article you have thoughtlessly purchased in the past, you are really helping yourself as well as your fellow citizens and Canada.

London Chamber of Commerce

## Buy London-Made Goods!

It's Real Economy, Because City's Industrial Houses Offer Best Value Obtainable Anywhere—Because They Study the Needs of Our Home Town, and—Because They Give Satisfaction.

All this talk about "buy London-made goods" isn't the senseless advertising chatter that foreign-made propaganda attempt to indicate. It is founded upon solid fact which augurs well for its success in the selling of goods manufactured by London industrial houses.

In the first place London-made goods are the best value possible for London people.

Why? Because they are manufactured in the district and the tastes and needs of London people have a stronger influence on the type of goods manufactured than the tastes and needs of any other people.

A still further reason for patronizing London industries is the fact that every purchase made in the city helps to turn the wheels of machinery and assists in diminishing the long list of unemployed.

### "Ought I To Buy?"

There is no reason now for pausing in the face of a purchase and asking the question, "Ought I to buy?" or "Am I extravagant?" Because there is every reason in the world why you should buy. Instead of saving money to give charity to the unemployed this winter, why not spend that money freely and so help to keep business alive and create a need for more workers in the local industries. The jobless do not want charity. What they want is an opportunity to work, and the best way to insure it to them is an active buying campaign within the city.

Politicians are going up and down the country talking about "high tariff" and "low tariff" and how they affect the unemployment situation. Why, the simplest way to find employment for every one of London's unemployed is for the people of London to launch out into a buying campaign, and so start the industrial wheels whirling again.

Too long have they held to the now worn-out policy of waiting until prices come down. How can they ever expect prices to come down, when they don't purchase in large enough quantities to keep the manufacturers busy? It's up to them to forget for a while their wartime saving policy and buy and buy!

When London people realize that the purchase of London goods will give them the best satisfaction and at the same time place them in the light of true patriots, there can be no doubt as to the outcome.

Then, too, there is another advantage in the purchase of home-town goods. The proximity of the factory in which the goods are manufactured is often a great convenience, when some imperfection may be found in an article purchased, as inevitably happens in some cases, no matter how highly the article may be guaranteed. When the factory is near, the return of the imperfect article and a quick delivery of a perfect one is a great convenience to the purchaser.

Another instance of the advantage it is to purchase goods manufactured close by is the case of an article which, by some misfortune, loses a part of its makeup. The nearby factory can usually supply the missing part at once, and so restore the article to its original usefulness.

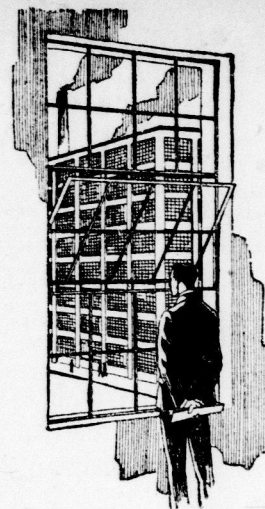
Surely this is a practical argument for the buying of home-made goods!

## BOCA Solid Steel Sash Builders Find "BOCA" the Best Steel Sash

Because of its absolute rigidity, due to its immovable locked joints, "Boca" Solid Steel Sash is the easiest sash to erect.

Its three-point weathering ventilator, completely weather-tight, is a feature no other sash has. There is no waste in its construction, the area of section being retained.

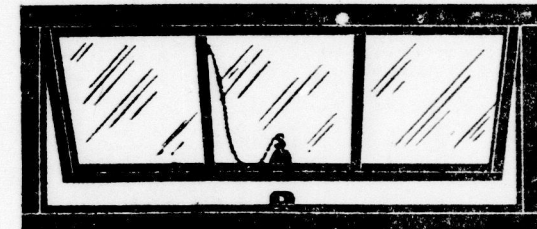
These points combined place "Boca" Solid Steel Sash in a class by itself—that's why builders select "Boca" for schools, factories and other fireproof buildings.



## For Basement Windows

"Wall Openings" for Standard Basement Windows.

- 2' x 8 1/2" wide and 19 3/4" high (for concrete blocks 8" x 16")—Glass, 3 lights 10" x 18"
- 3' x 2 1/2" wide and 19 3/4" high (for brick wall)—Glass, 3 lights 12" x 18"
- 3' x 8 1/2" wide and 21 3/4" high (for brick wall)—Glass, 3 lights 14" x 20"



"BOCA" STEEL SASH  
For Basement Windows

Built on the same principles as the larger Steel Sash, Steel Sash for the basement safeguards against fire, burglars and other intruders. Positively costs no more than wood sash.

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Those party frocks! All the blossoming beauty of youth, the allure of flowering charm, the enjoyment of ripened perfection, are suggested in their exquisite lines, subtle color combinations, and the trimmings—daring or demure—that emphasize their individuality.

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# THE LONDON SIX

Made In London, Canada, By Canadians, For Canadians

**T**HE WONDERFUL achievements of the motor car industry in the past few years simply indicates the remarkable developments that await this city of London. I fully believe that in five years London will have doubled her population and will hold first place in Canada and the British Empire as an automobile manufacturing center, and will pride herself in the fact that she produces the London Six, "Canada's Quality Car."—W. R. Stansell.



**I**N the London Six you will find, from the frame of the chassis, which is the first unit of assembly, to the finishing touch of the trimmer, every care has been exercised in the production of a Canadian-made car, which has sturdiness capable of any desired performance, with unsurpassed riding qualities and appearance fit for a king, and, best of all, made in London by Canadian mechanics for Canadian motorists.

**CANADA'S QUALITY CAR**

**W**E ARE VERY proud of the enthusiasm and support the people in and around London have shown toward London Motors, Limited, and it is very gratifying to have the large manufacturers of automobile units making London Motors special inducements as they see the remarkable opportunities for the manufacture of such a car as the London Six. We believe that nothing in Canada today offers the wonderful possibilities that the London Motors, Limited, holds—W. R. Stansell.

**LONDON MOTORS, LIMITED**  
LONDON CANADA