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HAS BIG PRACTICE IN CHIROPRACTIC We Specialize in Batteries and Tires. 366 Ridout St., near King, Tel. 597J Dr. A. W. Macfie, one of London's foremost practitioners of chiropractic, is an ardent believer in the suc-

cess of that system, the world's outstanding drugless health method. Dr. Macfie graduated from the Ross College of Chiropractic, Fort Wayne, Indiana, in 1914, and has practiced successfully his profession for eight years in this city. He has one of the largest practices

in Western Ontario, while his work in the field among chiropractors has not been overlooked. His success is due to his mastery of the science, and also to his upright treatment of

For five years Dr. Macfie was secretary of the Drugless Physicians' six" all the time.

Association of Canada, and for one In August, 1921. year he was president of the same association. He is also a member of the newly-organized Ontario board of chiropractic examiners.

Dr. Macfie points out the popularity of the chiropractic science, there being in Canada and the United States at the present time over followers of this health method, while the practitioners numbered fifteen thousand in the

MORENA CIGARS

The Morena Cigar Company, makers of the Morena ten-cent cigar, which has gained much popularity during the last nine months, is operated by J. G. Pennecott, G. B. Pennecott and J. F. Finch, all Londoners, who learned their a Morena and get the most for their trade in this city.

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MAN cannot live unto himself, and this universal truth is particularly true of the man in the business world, of the merchant right here in London. The merchant needs your assistance and support, householder; you need the merchant, and a commercially progressive city, such as ours, truly needs you both. Let us go hand-in-hand along the route to a greater metropolis, and thus make the Succeed Page prove a real symbol of the city's future progress. We must help both the merchant on the first rung of the ladder of financial prosperity, and the merchant at the top.

Now that the wave of business depression has fallen into the trough, we may hopefully say of London, that as the tide in her commercial status approaches, each and every citizen will substantially show his appreciation of the renewed signs of advancement.

What folly it would be to have our city, hitherto a booming municipality, fall into a rut just as business is beginning to brighten. Let us boost our merchants more than we have ever boosted them before, by helping to increase the general optimism in this revivifying season of the year.

The opportunities of the time are too great to be neglected; so do not let us pass by on the other side, the side of decline, but let us gather gear by every means justified by ideal citizenship. If we aim at that greatest of all goals in the business world, commercial success, we will, through perseverance and co-operation surely reach it, reach it in the most honorable way.

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"We Know How" has been the slogan one has only to look at their long list success attained already.

of the Canadian forces overseas, where branch. Buying the best of poor tires the ambulances and other motor cars and rebuilding them, their aim is to were operated on "all fours" or "all six" all the time

In August, 1921, they started their electrical business at 347 Ridout street. Owing to the rush of work, they were but their work has increased to such an extent that they have found it necessary to employ extra men, and on April 1 they are moving to larger quarters at 39 King street, so as to handle term of their increased business.

Talbot street, but six months later, owing to the rush of work, they were forced to move into larger quarters at 39 Talbot street and add to their staff. By guaranteeing all work, large or small, they have built up to the following preventive measefficiently their increased business. as fixing batteries, starters, generators,

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BUSINESS OF RAYMOND

In the fall of 1903 Raymond Bros. first established their firm in this city. In the spring of the same year they had opened a factory in Windsor, but realizing the fact that London was the logical export center for Western Ontario they moved their

headquarters here. The three brothers, Alfred, George and Joseph, had had considerable experience in the manufacture of tents wnings, flags, tarpaulins, waterproof overs, etc., in Detroit, Mich., and foreseeing the possibilities of the industry in Canada they decided to start their enterprise in the Forest City.

They enjoyed considerable success from the beginning and in 1918 found it necessary to open a branch factory in Windsor to handle the trade in Elgin and Essex counties. Starting with a staff of three they have increased their business to such an extent that twenty-five employees now are kept busy all the time, besides having agents in all the larger Western Ontario towns. Alfred Raymond, senior member of

the firm, who has imported all grades of canvas and duck from England BUSINESS GROWS and the United States, declares that the Canadian made product equals any of that which he has imported. Maine of the Ontario Used Tires to be procured in the United States as they are not made in Canada,

He asserts that the business depression has affected his line of industry as well as many others, but notwithstanding that fact, he optimistic regarding the present sea-

LONDON OPTICAL In August, 1921, they started their Talbot street, but six months later, HELPS EYESIGHT

deficiently their increased business. Because of their equipment and machinery the firm is able to do all kinds of automobile electrical repair work, such clear to give the people of London efficient service all the time.

London an enviable reputation as ures to those who, unlike the optometrist, do not clearly realize what injuries may result from a misplaced axis or unclean lens. axis or unclean lens. "The glasses should be frequently

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apparently hopelessly wrinkled, have gard to the proper placing of the only to call at this well-equipped axis, which may fall out of alignbeauty parlor in order to have their ment even with a slight loosening of the lens within the frame.

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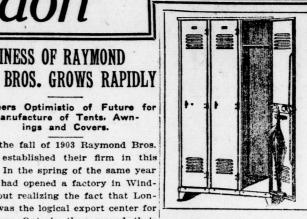
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