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Is Chiropractor



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CHIROPRACTIC Physician, Dr. Macfie, practices successfully for 8 years in London.

HAS BIG PRACTICE IN CHIROPRACTIC

Dr. A. W. Macfie, one of London's foremost practitioners of chiropractic, is an ardent believer in the success 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 patients.

For five years Dr. Macfie was secretary of the Drugless Physicians' Association of Canada, and for one 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 twenty million followers of this health method, while the practitioners numbered fifteen thousand in the same countries.

MORENA CIGARS BECOME POPULAR

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. Pennecoff, G. B. Pennecoff and J. F. Finch, all Londoners, who learned their trade in this city.

J. G. Pennecoff, manager of the company, claims that the Morena cigar is the best that can be produced for the money, and surpasses many others that are sold for a higher price.

All skilled workmanship is employed in the factory, and none but the very best material used.

The Morena, which is a high-class

Succeed In London

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.

AUTO ELECTRIC SERVICE GROWS

"We Know How" has been the slogan of the Auto Electric Service since its formation a year ago, last August, and one has only to look at their long list of satisfied customers to recognize the success attained already.

Both Mr. L. Price and Mr. J. Hawke served in the motor transport section of the Canadian forces overseas, where the ambulances and other motor cars were operated on "all fours" or "all six" all the time.

In August, 1921, they started their electrical business at 347 Ridout street, 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 efficiently their increased business.

Because of their equipment and machinery the firm is able to do all kinds of automobile electrical repair work, such as fixing batteries, starters, generators, coils, etc.

Recently Mr. Price and Mr. Hawke took over the Western Ontario agency for the Auto-Lite, Delco, Remy and Connecticut Electrical Appliances, and have the official service station here for the firms manufacturing these units.

Havana filled cigar, is all hand-made and by union men.

Mr. Pennecoff's invitation to all people who enjoy a real good smoke is to try a Morena and get the most for their money.

Many other brands of cigars are made at the factory, including the "Bon Ton," a five-cent cigar, which is rapidly gaining a reputation.

Each month proves that the cigars manufactured by the Morena Cigar Company are gaining many friends, because each month finds more Morena and Bon Ton Cigars in use.

USED TIRE SALES BUSINESS GROWS

"Considering the fact that we have been in business only one year, we have done well," said Mr. H. M. Maine of the Ontario Used Tires Sales, when interviewed as to how business was progressing. Mr. A. G. Leonard and Mr. Maine specialize in all lines of rubber repair work, vulcanizing, tires being their chief canning. Buying the best of poor tires and rebuilding them, their aim is to resell these to the citizens of London at the cheapest possible prices.

They opened their business at 351 Talbot street, but six months later, owing to the rush of work, they were forced to move into larger quarters at 339 Talbot street and add to their staff. By guaranteeing all work, large or small, they have built up London an enviable reputation as tire specialists, and it is their desire to give the people of London efficient service all the time.

LONDON OPTICAL HELPS EYESIGHT

To avoid or lessen eye afflictions, the London Optical Company is issuing the following preventive measures to those who, unlike the optometrist, do not clearly realize what injuries may result from a misplaced axis or unclear lens.

"The glasses should be frequently cleaned by a lens cloth, not by the fingers or a soiled handkerchief, because the lenses become blurred even by the slightest contact of the lashes.

"To insure correct vision, one should call upon the eye specialist at regular intervals that he may readjust the axis if necessary, for too great care cannot be taken with regard to the proper placing of the axis, which may fall out of alignment even with a slight loosening of the lens within the frame.

"To insure correct vision the public should call at the London Optical Company, Dominion Savings Building, Richmond street, and have their eyes scientifically examined.

BEAUTY PARLORS ARE UP-TO-DATE

The dainty and up-to-date Hair and Beauty Parlors of Mes. Wells & Hunter, Dominion Bank Building, are visited by many discriminating lovers of the art of beautifying the face and hair.

Those desiring facial treatments, whether for complexion or whether apparently hopelessly wrinkled, have only to call at this well-equipped beauty parlor in order to have their blemishes removed.

Mes. Wells & Hunter are recognized specialists in various scalp treatments and shampoos, which indubitably promote a luxurious growth of hair.

BUSINESS OF RAYMOND BROS. GROWS RAPIDLY

Partners Optimistic of Future for Manufacture of Tents, Awnings and Covers.

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, awnings, flags, tarpaulins, waterproof covers, 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 1913 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 and the United States, declares that the Canadian made product equals any of that which he has imported. The hardware fittings, however, especially for awnings and tents, have 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 is optimistic regarding the present season.

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