

Buy London-Made Products

Other things being equal, the firm which advertises gets the business.

Federal Advertising Agency Limited
T. H. YULL,
President and
Managing Director,
206-208 Dominion Savings
Building, London, Canada
London and Hamilton.

A trial loaf will convince you. No bread is so good as
NEAL'S GOOD WHITE BREAD

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

O'Brien Colleges Limited
361 Richmond St., London
Day and Night Classes in tele-
graphy, bookkeeping and stenog-
raphy. Individual instruction.

ON MOVING DAY REMEMBER
H. F. DAY
Moving, Crating, Storage
Telephone 2287. 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,
98 Carling Street, London, Ontario

VESTA—Two-Year Guarantee
MODERN BATTERY AND
TIRE REPAIR
We Specialize in Batteries
and Tires.
366 Ridout St., near King. Tel. 7680.

Buy Butter Krust Bread
PURITY PRODUCTS, LIMITED.
R. FAIRFUL. PHONE 6824

LONDON WINDOW
CLEANING CO.
F. HARVEY.
Store Windows a Specialty.
Estimates Given.
107 Emery Street. Phone 2909W.

Regal Mfg. Co.
MAKERS OF
Work Clothing for
Men and Boys
Overalls, Coats, Shirts,
Cotton Gloves and Aprons
92-96 King Street. Phone 875.

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

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

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

BANNER'S BARBER SHOP
Five 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
SALADS.
172 Dundas Street. Tel. 4350.

GEORGE COLBERT.
REAL ESTATE
Houses and Farms.
Office: Walpole House. Phone 6207

ASK YOUR GROCER FOR
MEADOW GOLD ICE CREAM AND
MEADOW GOLD BUTTER
Ontario Creamery, Ltd., London, Ont.

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.

Buying from the factory is a big
saving.
Sherlock-Manning Piano Company
LONDON. PHONE 1078. CANADA.

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

LONDON
OPTICAL
EYES EXAMINED.
Broken Lenses Replaced.
A. M. CAMBRA, Optician.
Richmond St., Dominion Savings
Building.
Evenings by appointment.
Phone 6180.

WOOD
Good Dry Cordwood, cut into
blocks, 12 and 16-inch lengths, also
dry pine, 12 and 16-inch
lengths. Just the thing for start-
ing the furnace and stove and
quickly taking the chill off the
house.
We would advise you to take a
load or two of this wood while it
lasts, as it will help save your coal.
CHANTLER BROS.
555 Bathurst Street. Phone 347.

AUTO WRECKING COMPANY
SUPPLIES ALL CAR PARTS

Prepared to Replace Any Portion of
Auto From Small Nut to
Chassis.

It is astonishing to note the won-
derful development of the automo-
bile business in the last fifteen
years. At first the auto was regard-
ed as nothing short of a fad which
would be but short-lived; but, as we
can see today, such is not the case.
This particular phase of commerce
has become one of the country's
leading industries.
From the time a car emerges from
the factory it must have continual
service to insure its longevity, and
one of the most important factors of
this service is the supplying of parts
to replace broken or worn-out ones.
The London Auto Wreckers, of 254
Horton street, are organized to sup-
ply parts for almost every car. This
type of business is somewhat new to
the average layman, and few people
know just what the auto-wrecking
business is. A glance at the interior
of this company's warehouse shows
shelves and bins replete with parts
of every description. Whether it is
a small nut or a complete chassis, this
firm can supply it. Their plant is
"The House of a Million Parts."
As subsidiary lines they conduct a
used car department, and sell gas, oil
and a complete line of all accessories
for every make of machine.
R. M. O'Byrne, the manager of this
progressive concern, is a man who
has spent his entire business career
in the automobile game, and his range
of knowledge in this sphere is ap-
preciated by the public.

CITY MANUFACTURER GETS
ORDERS FROM YOKOHAMA

Dennis Wire and Iron Works Ex-
tend Trade Connection to Far-
Off Japan.

The Dennis Wire and Iron Works
Company, Limited, is one of Lon-
don's really outstanding and most
important industries. Started about
fifty years ago as a small concern, it
has so developed until today its
products are known all over Canada,
and throughout many foreign coun-
tries.
This company manufactures all
manner of wire and wire goods, and
every type of steel and metal work,
including shelving, partitions, cabi-
nets, window sash and all other metal fix-
tures for factories, schools, churches
—in fact, for every type of building.
The products of this firm are held
on a high plane by builders, con-
tractors and architects in every part
of Canada, and of late the Dennis
Wire and Iron Works has entered the
Far Eastern field to create new mar-
kets for their goods.

They recently sent a man to Japan
to seek new outlets for Canadian
merchandise, and the results from
this enterprise have been gratifying
in the extreme. Already orders for
steel partitions, lockers, school desks
and many other of their specialties
have been placed. Mr. Dennis is cer-
tain that this Eastern market will
remain a fixture, as the Japanese
people seem very enthusiastic
over the high grade of work
turned out by his plant.
One of the largest industrial con-
cerns in Yokohama—the Saitai
Shokai Company, Limited—has sent
orders to the Dennis factory for the
entire steel and metal equipment to
be used in a new school they are
building for the higher education of
their employees.
Mr. Dennis is gratified with this
particular development, and is quite
certain that other Canadian manu-
facturers and find markets in the far
East if they only exploit the situa-
tion.

Automobile production last month
was 20,000 above that of July.
First Japanese automobile has
just been completed in Tokyo.

How many do you know?
Look over the announce-
ments on this page and be-
come acquainted. You cannot
know too many local firms.

ROOFING
CONTRACTOR.
Phone 7891W.
Build up Roofs, Asphalt or Gravel.
ARTHUR MOULD.
210 York Street.

AN ENTIRELY NEW SYSTEM
AERIAL CARPET
CLEANING WORKS
830 York Street. Phone 1764.

CARTER & SON
Awning and Tent Manufacturers
351 GLEBE STREET. Tents for Hire. Phone, Factory 6197.

THE SUPERIOR
MACHINERY COMPANY,
LIMITED.
Elevators Repaired
and Inspected
(Any Make).
Cables and Accessories Supplied.
Day and Night Service.
151 York Street. Tel. Shop 2729—
House 2552.

GIVE THE
ONTARIO DRY CLEANERS
AND DYERS
A TRIAL.
Telephone 0958W. 516 Talbot St.

HILL BROS.
Auto Truck Service
Local and Long Distance Carriage
104 Adelaide St. Phone 6505.

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 89 Dundas Sts.
Phone 3079.

Succeed In London

THE manufacturers of Canada are optimistic regarding
the future of Canadian foreign trade, and as an
indication of this faith eight of the more prominent ones
clubbed together about a year ago to defray the expense of
sending a trade emissary to the Orient to boom Canadian
products and advertise Canadian-made goods.

This venture has proven an unqualified success as orders
of no small magnitude are coming to these concerns daily
from Japan and China. Two local firms report orders from
this source, which is a favorable sign of the high esteem
London-made goods are enjoying in far-away Japan. This
is only the pioneer exploitation of Oriental markets by local
manufacturers, but this particular field is a very promising
one and all local men desirous of increasing their trade in
this direction should make plans at once to advertise their
wares in the eastern countries.

The diversity of London-made products is one that is
worthy of attention anywhere, and when local firms can
gain the admiration of consumers in the far-off Orient surely
we as Londoners should boom our city and the trade of
these manufacturers who have set the ball rolling to adver-
tise the city of London throughout the length and breadth
of Japan, China and the rest of the Far East.

This inspection of the exportation of local products to
markets heretofore unexploited is a step forward in the
progress of London, and every loyal citizen of this city
should take an interest in all such ventures as this as a
means to the worthy end of making the name of London,
Ontario, known at the ends of the earth as a community
that is going forward steadily to a bigger and greater
future.

SELLS AND RENTS TENTS
IN ALL WESTERN ONTARIO

Raymond Bros. Does Big Business
in All Parts of Peninsula.

Raymond Bros. of 172 King street,
a firm established in the city for
nineteen years, has so expanded its
business to such an extent that to-
day its products are to be found all
over Western Ontario from Windsor
to Niagara Falls and from Port
Stanley to Georgian Bay.

This company manufactures tents
of all sizes and types, awnings, coal
bags, waterproof horse and wagon
covers, and everything else of this
class.

When Raymond Bros. first opened
in London in 1903 their staff consist-
ed of only three men, but today it
numbers fifteen.

An important sideline of this firm
is the renting of tents. This part
of their trade is a very large one, and
is a service which is greatly appre-
ciated by people who do not wish
to purchase tents for permanent use.
The business of this concern is
increasing yearly with noticeable
 strides, and the owners look forward
to even better things next season.
They consider that the best work possi-
ble in all their branches, and are
willing to let the work speak for it-
self.

WELDING SAVES THINGS
ONCE THROWN IN DISCARD
Williams, At Rear 388 Ridout Street,
Maintains Up-To-Date, Efficient,
Repair Works.

The Williams Welding Works, rear of
388 Ridout street, is a firm that has
enjoyed a remarkable progress since
its inception three years ago. This
plant has all the latest facilities for
oxy-acetylene welding, brazing and
cutting. They make every kind of re-
pairs on all types of motors, and spe-
cialize in removing carbon and renovating
scored cylinders.
Every employee of this firm has had
years of experience in this field, and
the good work they turn out is ap-
preciated by hundreds of Londoners.

Morena Cigars
Positively Clear Havanas.
THE MORENA CIGAR CO.,
LONDON.

R. A. Milne Plumbing Co.
HOT WATER AND STEAM
HEATING CONTRACTORS.
Estimates Furnished.
346 1/2 Talbot Street. Phone 3966.

CHURCH ORGANS
Electric Organ Blowing Machine.
Write For Advice or Estimates.
LEONARD DOWNEY
100 CARLING ST.

Phonograph Broken
PHONE 2885W.
WORMALD
312 1/2 Dundas St., Opp. Armouries.

TRY
BRIGHTON'S
BREAD
BEST IN LONDON.
HONEST WEIGHT.
PHONE 2160.

UNION MADE
WRAY'S
WORK GARMENTS
EAR ELL
SMOCKS,
OVERALLS,
WORK PANTS.
LOOK FOR THIS LABEL.

BANNER'S BARBER SHOP
PLEASES WITH QUALITY

Give Unexcelled Service in Shaving,
Hair Cutting and Razor
Honoring.

When one man inquires of another
where he gets his hair cut, he is
prompted to do so by one of two
things—either the haircut has been
done in a slovenly manner, or other-
wise detracts from the appearance
of his friend, or it reflects quality
which at once commands favorable
attention.

The proprietor of Banner's Barber
Shop at 417 Talbot street is proud
of the fact that the workmanship
of his staff is beyond criticism, and
provides a satisfaction which serves
to retain his growing clientele. No
apprentices are employed at this
shop. The five chairs are operated
by men experienced in the trade. The
shop itself is one of the most up-to-
date in London, with cleanliness and
sanitation predominating.
The excellent service provided by
Banner is not confined to hair-cut-
ting. His customers know that they
can drop in at any time during busi-
ness hours and obtain an unexcelled
shave, and that promptness is one
of the maxims always observed in
this shop.

The modern electrical equipment
which has been installed adds ma-
terially to the standard of service
accorded his patrons. It enables the
man dissatisfied with his barber
to give him a trial. He guarantees
absolute satisfaction to even the
most fastidious.

To those who wish to shave at
home, it is pointed out that a keen
razor is essential before they can
start out in the morning with a
smile. At Banner's Barber Shop the
staff has perfected a process of
honoring razors which renders the
utmost satisfaction to the owner.
Behind razors honed by Banner
stands a solid guarantee of no pay
unless the job proves satisfactory.
It is under these ideal conditions
that Banner's Barber Shop is suc-
ceeding with London.

CHAPMAN CO. SPECIALIZES
HIGH-GRADE BOOKBINDING
Local Firm Enjoys Wide Reputation
For Work of Best Quality.

The Charles Chapman Company of 91
Dundas street is one of the oldest in
this city, having been founded by the
late Charles Chapman in 1855. This
company does all classes of bookbind-
ing, such as binding Bibles, music,
magazines, etc., and makes a specialty
of library binding. In this latter class
they do most of the work of the local
libraries, and that of many others
throughout Western Ontario. Among
their other clients are the large
banks and corporations, not only in this
city, but also in larger centres. This
firm also does trade binding for many
local printers and lithographing houses,
as well as for printers in other parts
of Western Ontario.

The Charles Chapman Company
manufactures all manner of loose-leaf
filing and accounting systems, as well
as making loose-leaf binders in leather
and canvas, and special ruled and
printed blank books.

They are publishers of a system of
loose-leaf note books for schools, which
is very widely and favorably known
throughout Canada as the "Books for
Better Work."

Another important line of this firm
is the gold embossing of names or in-
itials on all kinds of leather goods,
purses, Bibles, bags, etc. They do
individual names or quantities of gold
lettering at very moderate prices, and
have a well-earned reputation for turn-
ing out work of the highest quality.

ROOSTERS GET BETTER
FOOD THAN CHILDREN?
Algers Victory Bread Contains All
Natural Elements Desired.
Babies.

The prize rooster crowing his lungs
out at the poultry show is never fed
on polished rice, degenerated corn-
meal, denatured cream of wheat, or
devaluated white bread.
The mineral salts are taken out of
these refined goods. That's why they
kill pigeons, chickens, guinea pigs,
monkeys and children in from seven
to nine weeks.
Yet children are expected to thrive
on such dead foods. Nature put into
the wheat berry most of the vital
substances that we must have to sus-
tain bodily health and strength.
Algers Victory Bread is a great
natural food, made with 100 per cent
whole wheat flour. In such bread
prospective mothers will find a bless-
ing, and nursing mothers will discover
why, without such bread, motherhood
so often becomes a tragedy, and why,
with it, motherhood becomes the
greatest thing in the world.

Wash your truck frequently; a
dirty car can spoil a lot of our ad-
vertising.

A. W. MACFIE
Phone 4710. Residence 5710

Chiropractor
Dominion Savings Building,
London, Canada.
Modern Electrical Equipment, X-
Ray, Approved by Ontario Board of
Chiropractic Examiners.

THE LONDON GARMENT CARE
First-class service, our aim is satisfied customers. Ladies' and gent's
clothing cleaned, pressed, altered and repaired. First-class tailor shop in
connection, all goods called for and delivered.
J. FRAUMENI, Prop. 339 Dundas St. A. BROWN, Manager

WELVET BRACELETS.
From Paris come some attractive
black velvet bracelets with a small
pocket, in which a bright-colored silk
handkerchief, about six inches square,
is carried.

Keep Our Home Factories Busy

DENNISTEEL
Made in Canada
Compartment
FOR LAVATORIES
AND SHOWERS
We cannot get ALL
the orders—but
all the orders we
do fill are of a
higher quality
Write for folders
THE DENNIS WIRE AND IRON
WORKS CO. LIMITED
LONDON CANADA



HEALTH BREAD
IS THE BREAD FOR OLD OR
YOUNG, WHICH CONTAINS
MANY CELL SALTS TO FEED
THE HUMAN BODY.
THOS. ALGER.


ELECTRIC MOTOR
REPAIR CO.
D. C. and A. C. Winding and
Repairs, Radio Supplies.
Tel. 7174; Nights, 5125 and 3808
349 Talbot Street.

The Chas. Chapman Co.
Publishers, Bookbinders,
Manufacturing Stationers.
91 Dundas Street. Phone 370.

OXY-ACETYLENE WELDING,
BRAZING AND CUTTING.
WILLIAMS WELDING
WORKS
Rear of 386 and 388 Ridout St.
Phone 6836.
Drive in off King or Dundas Street.

THE VULCAN CO., LIMITED.
Manufacturing Pure Air Furnaces
TELEPHONE 580. 84-94 FULLARTON STREET.

DODGE BROTHERS
MOTOR CAR
W. J. CHISHOLM
478 RICHMOND ST.



WM. SKELLY
Sanitary and Heating
Engineers
242 King Street, Opposite McClary's
Telephone 572.
Martin-Senour 100 per cent Pure
Paint.
J. A. PAGE
Hardware, Sheetmetal and
Furnace Work.
Tel. 2697W. 807 Dundas Street.

SILVERWOODS
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 St. Phone 1871W.
L. R. Foley, Manager.

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

The Home of Quality.
Vulcanizing.
ART WILKES.
London Tire Repair Depot
354 Wellington St. Phone 2334.
Opposite McClary's.

WHEN IN NEED OF PRINTING
Phone Two-Ose-Two-Three
Hollins Printing House
CHAS. HOLLINS, Prop.
143 King Street.

GO AND SEE FOR YOURSELF!
The time is rapidly approaching when it will be regarded as a piece
of criminal neglect to give children milk that has not first been
scientifically pasteurized. Our establishment is always open for the in-
spection of the public.
LONDON PURE MILK COMPANY, LIMITED.
PHONE 4238. 561 DUNDAS STREET.

THE OLD
RELIABLE
AMERICAN
R. HOLMES
PROPRIETOR
DRY CLEANING
AND DYE WORKS
LONDON
Stratford, Brantford

BULL BROS.
Plumbing, Heating and Sheet Metal
Contractors, Estimates
Furnished.
Phones 3482W-2488J.
366 Hamilton Road.

London Auto Wreckers
DEALERS:
Used Car Parts—Highest Prices
Paid for Wrecked and Burnt
Bodies. New Address: 254 Horton
(near Wellington).
See us first. Phone 4626W.

THE LONDON SIX
SUPREME TOURING
IS A WINNER.
PLACE YOUR ORDER NOW.

HOME OF SPALDING ATHLETIC GOODS.
R. M. BRISCO 258 DUNDAS STREET
HYSLOP BICYCLES, TENNIS SUPPLIES, FISHING
TACKLE, AUTO ACCESSORIES.

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.
BOSCH MAGNETO SERVICE STATION

LAVENDER-SPENCE
ELECTRICAL ENGINEERS.
Office and showrooms,
406 1/2 Hamilton Road.
Our prices for fixtures and wiring
are less than "the other
fellows."
Phones: 7457, 6654W, 2237F.

G. M. MURRAY
Expert Radiator and Auto Sheet
Metal Worker.
BRAZING OF ALL KINDS.
Telephones: Day 2327, Night 5448.
65 King Street.

PARKER & ALLEN
PLASTERERS
STUCCO WORK A SPECIALTY.
1197 Florence St. Phone 4739.

ARTISTIC HAIR AND
BEAUTY PARLORS
Special Face and Scalp Treatments
MES. JAMES WELLS & HUNTER
Dominion Bank Building.
Phone 7514W.

PICTURESQUE GOWN.
For a debutante is a smart frock
of black velvet with a very full, long
skirt and a close-fitting, sleeveless
bodice. Ermine outlines the neck-
line and the line of the sleeve.