

## PUDNEY BROTHERS' BUSINESS GROWING

Popular Music Concern Has Expanded Rapidly in Last Three Years.

"Does the hen stop scratching when the worms are scarce?" This is the cryptic piece of philosophy that hangs over the desks of hundreds of Canadian businessmen today—a suggestion placed before their eyes by other businessmen of the enterprising school that finds that business is good when one goes out after it.

In every line is noticeable an outstanding example of optimism and sound prosperity, and behind this shining example in every instance are palpable reasons; a little extra hustle, fair dealing that engenders public confidence and financial resources which provide accommodation for the willing purchaser.

Probably if the average Londoner were asked to scan the musical merchandise field he would instantly cite as a particular instance of this spirit and these characteristics a firm that has gained its good name and fame in three short years—Pudney Brothers, "The Music Store on the Corner," at Waterloo and Dundas.

Three years ago, Harold and John Pudney, both native Londoners, capitalized a rich experience gained with the branch houses of leading Canadian piano manufacturers, and launched into business in their own name. Both brought to the business the benefit of a wide acquaintance and splendid training, backed by a particular talent for music and a love of it.

They opened their first store on Dundas street, in east London, launched into intensive organization work in a manner that yielded astonishing results, and within a few months they were forced to abandon their lease and secure new quarters in larger premises on Dundas street, east of Waterloo. Again they devoted themselves to an intelligent appeal to the needs of the people of London and Western Ontario, and again the public responded in a manner that called for further expansion. Now they are located at Waterloo and Dundas, the geographical centre of London, in a store with facilities for service of the highest order.

**Phonograph Sales Large.** Approving their enterprise and high code of business ethics, and being well aware of the fact that the discriminating public prefers to patronize a firm so ear-marked, a dozen leading manufacturers have sought them as local representatives. Scores of London and district homes today boast Bell Art and Evans pianos obtained through this popular and reliable store—player-pianos, standard models, apartment types, and grand.

The new Columbia phonographs which they have marketed actually run into the hundreds, and at present they are engaged in a special mid-summer sale that has shaken the music field of Western Ontario out of the doldrums and captured the attention of the public like a quake in California.

With the Pudney Brothers there is no timidity about answering the question, "Is business good?" of course it's good! It's wonderful. And, best of all, it is not just "appreciable" to use the slang of the day, but bona-fide orders from bona-fide customers who have been scanning the market for special values and who are ready to buy when a live dealer comes through with a hot proposition that is too good to let go by.

It is easy to check up on a piano company, and especially one that does business on a corner, where every article in and out is not slipped through a lane but down the public street. Watch the trucks and lorries bringing in the pianos, phonographs and radio sets from day to day. Watch the delivery trucks rushing them off to the homes, and you will see the progress of a consignment of 50 new Columbia phonographs, brought through in one order, and at the rate they are going they will all be put out for those who believe in snappy action long before the concluding date in this bargain period.

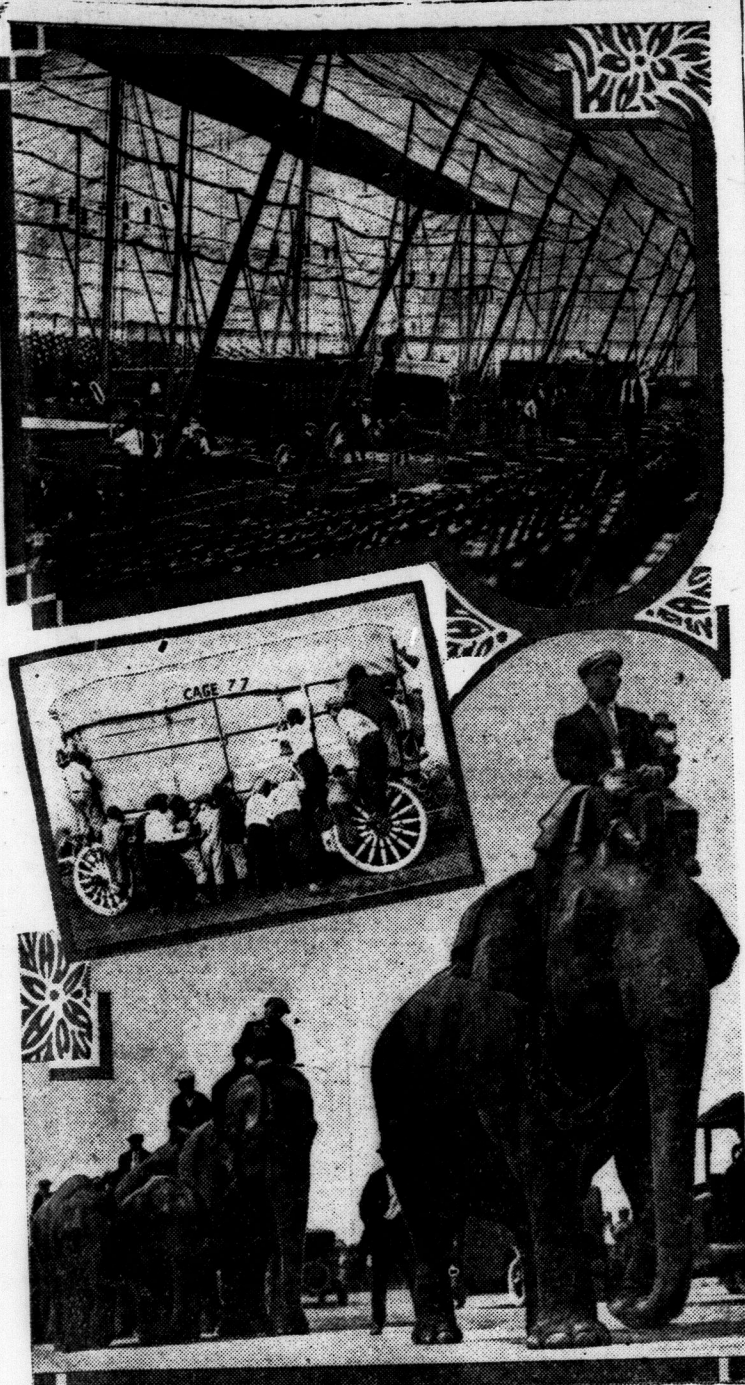
**Easy Payment Terms.** The small down payments permitted, the surprisingly easy terms of payment, providing for a spread over 18 months, without addition of interest, the free premium on orders, the special accommodation for satisfactory selection and home demonstrations, all have their part in gaining public favor.

In the radio department Pudney Brothers hold the rights for the world-famous Thompson neodymium, manufactured in Jersey City and distributed by the Columbia Company, and for the equally well-known Chel-sea & Dayton products. This group epitomizes the range in radio, providing purchasers with complete receiving strength. These machines are installed with scientific precision, and are serviced in a manner that guarantees satisfaction. The importance of these factors is well known to many who pioneered the radio field, and who learned that it pays to do business with a firm that makes radio a serious business and not a side line.

The Dayton company specializes in radio units for installation in phonographs. By this means a phonograph may be quickly and conveniently made into a combination apparatus ready at the touch of a button to bring to the family its own choice of entertainment from selected records.

The prominence of the professional field in assurance of what may be expected in the small instrument department at Pudney Brothers stores, Cascher and Connors tell the story. Led by drum outfits tell the story. Led by drum outfits tell the story. Led by drum outfits tell the story.

anyone who loves the roll of the drums, the blare of brass and the delicate melodies of the wood-winds. The growth of the business in its early stages of the wood-winds. The growth of the business in its early stages of the wood-winds.



### WITH THE CIRCUS FOLK.

Under the big top shown at the top of the picture, 15,000 people can be seated during the performance of the Barnum & Bailey circus. The circus will be in London at Military field, Carling Heights, for one day only, Monday, July 6. The big tent incloses five rings, eight stages and the hippodrome track. Urchins are seen peering within the cages of jungle beasts, while the lower picture shows "Old John" leading the herd of forty elephants.

## Four Trains Are Required To Transport Big Circus

World's Greatest Show Will Arrive in London at Dawn Sunday.

SHOWS ON MONDAY Tickets To Be On Sale at Dowler's All Day Monday.

The circus comes to London tomorrow—not one of your ordinary circuses, either—but the gigantic affair floating the gaudiest of the Ringling Brothers and Barnum and Bailey, known of all men as the "greatest show on earth," and referred to by show folk throughout the land as the "big show". London youngsters who go to bed tonight dreaming of clowns with funny painted faces, giraffes with necks that reach up into the clouds, elephants with flopping ears and wiggling trunks packed full of ticks, and goodness knows what else will find the dreams come true tomorrow, for a long time before dawn tints the landscape the first of the four long trains of 100 cars will come chugging into town from Kitchener where the circus is exhibiting today.

Urchins that ordinarily kick upon being awakened at a reasonable hour tonight with one eye open to insure their being on hand early in the morning to welcome the first squad of circus folk and they will be on deck as they ever have been upon the arrival of a circus, urchins from the knees past stage of development to youngsters whose recollection of their fondest memories the matter of having toted water to slake the

professional entertainer, is now at the head of the phonograph department.

**Achieves Fame.** The Jack Pudney Orchestra now playing at Port Stanley Casino for the summer has achieved a fame and popularity that one of the high spots in musical experience. This splendid orchestra brought in a veritable tornado of applause on its appearance before the microphone of the London Free Press radio broadcast station CFCG and met with similar success last winter in several repeated appearances at station in Port Huron, Mich.

The Leo Feist Music Publishing Company has featured the photograph of this splendid musical organization on "The Midnight Waltz," one of the latest dance hits, and tens of thousands of copies have been distributed throughout the country. Negotiations have just been concluded with the New Columbia Phonograph Company, under which Jack Pudney's orchestra will be recorded and placed on sale throughout Canada, the United States and Great Britain.

During the past season this orchestra was so much in demand within a radius of a hundred miles or more from London, that half a dozen were operating under the direction and management of Jack Pudney simultaneously. Next Wednesday the new Hitchcock and Richardson dance hall in Sarnia, which is under the direction of Ted White of London, will open, featuring a Pudney orchestra of eight pieces.

thirst of the famous Jumbo.

### Great Array of Animals.

The tents—some thirty of them—will be pitched at Military field, Carling Heights, and there will be performances at 2 and 8 p.m. Monday, doors opened at 1 and 7 o'clock, allowing ample time to view a large collection of natural history types, including 40 elephants, an entire family of giraffes, an armored rhinoceros and more than the usual complement of "cat" animals.

Long before the average breakfast hour in the morning the tented city will have arisen in great part at Military field, although the main tent, or "big top," will not be raised until Monday morning. But the menagerie, stables, dining tents, etc., all of which are required for the circus housekeeping will be erected. As far as possible, however, the circus will rest in negligee tomorrow and visitors to the grounds will have an opportunity of viewing the gigantic affair upon its one day in the week of quasi rest.

The main tent seats 15,000 people and is cooled by monster electric fans. Five rings, eight stages and the hippodrome track are utilized in running off a time to view a large collection of natural history types, including 40 elephants, an entire family of giraffes, an armored rhinoceros and more than the usual complement of "cat" animals.

The circus man says he has no sympathy with the blame person who complains that "all circuses are alike," and remarks that "while there is something of a resemblance, it is also true that each circus is a unique thing, and that the world is a dreary world if there were no joys in repetition."

To the knowing and to those who still have youth in their arteries, the "big top" something more than a tent, it is a wonderland and possesses a kick from the opening pageant down to the last thundering race on the track. Only the super-optical Col. Argus stands a chance to see all that occurs with this circus when the five rings, eight stages and track get bouncing riders; the Nelson family of girl acrobats; Alf Loyal's police dogs and French poodles; the latter in an equine-canine circus, in which the circus is a miniature poodles are disguised as miniature horses; Ella Bradna, in the most beautiful act in circusdom; Anna Stess and her score pretty models posing with milk-white horses and dogs; the wonderful Australian Colleano family, including Con Colleano, who accomplishes the hitherto unheard-of feat of throwing forward and backward somersaults upon the high wire; Mijares and Maximo, the great Spanish wire-walkers; Berta Besson, dancer of the high wire; the Siegrist-Silbon and Clarkson-Nelson troupe of aerialists and many others.

**150 Horses in Equine Ballet.** One hundred and fifty horses, trained and exhibited by John Christensen, appear in an equine ballet entitled The Fete of the Garlands, while at another time the five rings are filled with superb horses, exhibited by the world's foremost horsemen. Five groups of elephants play at London Bridge, and there are four troupes of seals; bruins who ride bikes and skis around on rollers equal to a Hans Brinker; trained

## Dowlers

RH & J Dowler Limited

Built on Value — Maintained on Value

This Is a Friendly Store

Gentlemen of London!

# A July Sale of Suits

Which Will Interest Every Well-Dressed Man In Western Ontario For the Good of His Wardrobe

Here's the sale that shrewd buyers look forward to each season with eager anticipation. They know that Dowlers' July reductions are genuine price concessions. In this great array a man will find any Suit he could desire—any patterns for which he may show a preference, and every model is style-right and looks right.

Monday and Following Days

\$18.50

Fancy Tweeds and Worsteds

All Are New Models

Former Values To \$30.00

Splendidly Tailored Men's and Young Men's Suits, fashioned in the approved English models or the more conservative styles in a wide range of wonderfully attractive fabrics, smartly patterned in the new tones and color effects favored by fashion authorities this season. Furthermore, you save a substantial sum on every Suit. Single or double-breasted models. \$18.50

\$28.50

Summer-Tone Tweeds English Worsteds

Navy Blue or Gray Serges

Former Values To \$40.00

A man might well choose two or three of these Suits when the price reduction shows such a substantial saving. Correctly styled in the new and popular English model. Beautifully tailored to fit men of all builds. Hosts of attractive patterns from which to choose, in the smartest shades of the new season. \$28.50

\$33

Imported English Fabrics

Exclusively Patterned

Former Values To \$50.00

A wonderful saving is effected on these superbly tailored Suits, in the lighter weight fabrics for summer wear, fabrics that respond to good tailoring in such a way as to produce that smooth, well-groomed appearance usually found only in materials of greater weight. Fashioned in the English manner in single and double-breasted models. \$33.00

Odd Size Suits - Broken Lines But All Sizes In Lot. Special!

\$25

Fine Fabrics New Patterns

Styled In the English Manner

Former Values To \$40.00

There are some beautiful Suits in this lot; a group of odd lines which have been accumulated through the tremendous volume of business we have enjoyed this season. For that reason you will find perhaps only one or two Suits in each pattern, but there are all sizes in the lot and each one represents a value you'll appreciate for months and months to come. \$25.00

Choose Two Suits Now—Put One Away For Fall!



### UNION PICNIC IS HELD BY WATFORD S. SCHOOLS

Special to The Advertiser.

Watford, July 3.—Two of the local Sunday schools united in a very enjoyable picnic on Dominion Day, journeying by automobile to Bright's Grove on the shore of Lake Huron.

The uniting schools were the Eric street United church S. S. (formerly Methodist) and the Pilgrim United church S. S. formerly Congregational. Three large truck loads of happy youngsters, accompanied by a large number of automobiles filled with the parents made the journey.

Boating and swimming were the early afternoon attractions, following which a fine program of sports was run off under the direction of B. F. Cook, Dr. G. Hicks, and Gault.

### CLARENCE HONE, REV. T. RAYNER AND RUSSELL E. DUNCAN.

The prize winners were:

Girls' race, 8 to 12 years—Mildred Johnson. Boys' race—Elmer Kersey. Girls' race, 5 to 8 years—Ruth Rayner. Boys' race—Leonard Mitchell. Girls' race, under 5 years—Ruth Kersey. Boys' race—Ernest Roberts. Girls' race, 12 to 15 years—Bertha Durston. Boys' race—Geo. Tait. Men's free for all race—George Tait. Needle and thread race—G. Tait and Bertha Durston. A softball match between two girls' teams was played. The team captained by Dorothy Fowler defeated the team captained by Bertha Durston, 8-6. The batteries: D. Fowler and R. Stapleford; B. Durston and O. Lovell. Umpire, Rev. T. D. Rayner; base umpire, B. F. Cook; scorer, B. F. Cook.

### JAMES GUMB FUNERAL IS HELD AT THORNDALE

Special to The Advertiser.

Thorndale, July 3.—The funeral service for the late James Gumb, Thorndale, was conducted at the family home on Tuesday by the Rev. A. C. Cummer and Rev. Roy Connor. Interment was made at Brown's cemetery. Mr. Gumb was in his 61st year. He was born and lived on the third concession of West Nissouri. Since 1913 he has been a member of the Middlesex county police force. During three years of the war, he was assistant turnkey at the county jail, London. He is survived by the wife, three sons, Edward and Lloyd at home, Lester in London; his mother, at home; one sister, Mrs. Headley of Kingston; and one brother, Thomas, of St. Paul, Minn.

### FUNERAL OF DR. J. W. PECK VERY LARGELY ATTENDED

Special to The Advertiser.

Hensall, July 3.—The funeral of the late Dr. J. W. Peck was held from his home here on Tuesday afternoon, and although announced as a private funeral, a very large number from the surrounding country gathered at the residence and on the streets to pay their last tribute of respect. The service at the home was taken by his pastor the Rev. Mr. A. Sinclair, assisted by the Rev. Dr. Colin Fletcher and Rev. H. Naylor, and the service at the grave was taken by the Masons, of which the late Dr. Peck was a past worshipful master. Interment was made at Bayfield cemetery. The casket was borne by the following: The