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I X L PRODUCTS KNOWN THROUGHOUT CANADA

Marmora Street Firm Advertises London in All Parts of Dominion.

Not the least of the London manufacturing concerns whose products are daily bringing the name of this city before people in all parts of Canada as well as many other countries is the I X L Spice and coffee Mills of Marmora street.

Here in a thoroughly modern and up-to-date plant is made the famous Sweetheart brand of peanut butter, flavoring extracts, coffees, and a host of similar articles.

I X L products are well known for their purity and high standard of excellence. The best raw materials that can be secured are purchased right at the plantations, located in various parts of the world, and manufactured at the local plant under the most favorable conditions.

The demand for Canadian-made products has increased and it is believed that it will be still more extended in the near future. As the I X L company points out, Canadian-made products are a practice of buying made-in-Canada products for the prosperity of this country depends largely upon the industrial and commercial activities carried on within the boundaries of the Dominion.

Buying Canadian-made goods means more employment for Canadian industries, and promoting real prosperity.

No Damage Done To Floors, Walls

Allen & Pope Firm Employ Only Experienced Men.

"Sure, they did a good job as far as the actual work went, but look at the walls, look at that ceiling, look at the mess they made," is a complaint often heard by home owners after they have called in workmen to make repairs or alterations.

The plumbing and steam heating firm of Allen & Pope of 155 Chesley avenue, one of the most progressive concerns of this kind in the city, is one firm that has yet to hear of a complaint of this nature being voiced in regard to work it has done.

Every man on our staff is thoroughly experienced and it is part of our business policy to always see that flooring, wainscoting and so forth are replaced in their original positions after it has been necessary to remove them to install plumbing.

Both W. T. Allen and A. Pope, proprietors of this concern, have more than 15 years' experience in this business and in that time they have become conversant with every problem that is ever encountered in the work of plumbing and steam heating. Because of this they are competent to handle any work of this nature, no matter how large or how small it may be.

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Wide Range of Gifts for Brides Found In Pollock Electric Shop

Presents That Are "Different But Practical" Include Reliable Lines of Stoves, Washers, Vacuum Cleaners and Smaller Articles.

"Well," people are saying these June days, "Mary is being married soon and I don't know what in the world to get her for a present. Something you know that will be different, but still practical."

One has only to look over the stock of the J. H. Pollock electrical shop at 397 Clarence street to find a wide range of articles that come under this heading of "different but practical."

In this up-to-date establishment is found everything electrical from the larger units such as Hotpoint ranges and vacuum cleaners—Ohio Premier-Duplex and Royal—and other smaller articles, toasters, grills, heaters and so forth, any one of which would make a thoroughly acceptable gift to a young couple about to do their best to prove that age-old contentious theory that two can live as cheaply as one.

Thousands of progressive Canadian housewives have come to know the many advantages of electric ranges over old style stoves. Electric ranges mean more efficiency and certainly in cooking they mean a cool kitchen, free from the enervating heat that always accompanied cooking in the days of coal and wood stoves and the cost of operation and maintenance is but slight, no matter how extensively they are used.

Today—in contrast with grandmother's time when they were content to consider the walls of their own homes their social horizon—women are asking more time for affairs outside the domestic sphere and the great strides in the electrical field have made this possible.

Electricity does away with wash-day drudgery, runs the vacuum cleaner, her cool in warm weather, and in countless other ways contributes to make her working days a shorter and more pleasant one.

All these advantages will be Mary's if the friends wedding gift is something electrical.

However the article desired the Pollock shop can supply it.

Have New Coats Made In Summer Is Advice of Local Fur Expert

There is no better time than the summer months for having fur coats made. Strange as this may seem it is true because in the warm weather the firms which follow this trade have more time to devote to individual orders and for this reason can assure customers better service than would be possible if the orders were left until the fall and winter rush was upon them.

F. B. Hertel of 155 Central avenue, one of the most widely known furriers in Western Ontario, and who has had more than 50 years' experience in this business in France, Germany and England, as well as Canada, has all the latest facilities for making fur coats, neckpieces and all similar articles in the latest fashion.

Just recently, Mr. Hertel has bought extensive stocks of Persian lamb, French seal, and several other types of popular skins as well as a large shipment of all the kinds of linings now being used. He is thus in a position to fill orders of all sizes for goods next winter.

In addition to making new coats, etc., Mr. Hertel does a great deal of remodelling work. In this respect, he points out that by a small expenditure the owner of a valuable coat may give it a greatly lengthened lease of life by having the coat repaired where needed at small cost.

VIBRATION MINIMIZED WITH BALLOON TIRES

Latest Development of Motor World Proves Great Car Saver.

Perhaps the most outstanding and progressive innovation introduced to the automobile field in the last decade has been the perfection of balloon tires. Even after self-starters had been made thoroughly practical, and after motors, chassis and every other part of an automobile had been developed to the stage where they could not be made any better, there still remained one factor that bothered engineers: every machine, no

matter how expensive, was subject to deterioration, because of the vibration occasioned by its own rigidity.

This constant vibration in the end always necessitated the work of tightening nuts and bolts and many other parts.

Something was needed to remedy these conditions without sacrificing any of the improvements already made. But not until balloon tires were perfected was this remedy found. Then, just as had been the case in thousands of previous instances, people asked: "Why didn't someone think of it before?"

Today the balloon tire is showing thousands of drivers that there is in motorizing more actual pleasure than they expected to experience.

The machine rides on pillows of yielding air and bumps are not noticed because this type of tire "soaks them up." Because of the larger ground surface they cover, balloon tires will enter and leave car tracks and ruts at any angle. With old style tires, there was a limit in this respect.

Goodrich balloon tires, one of the best brands on the market, are sold in London by Bill Newman, 91 York street. Mr. Newman's establishment has been known for the last four years as one of the most reliable tire and battery repair shops in the city. It is the local agency for the celebrated Westinghouse auto and radio batteries and handles as well all accessories needed for batteries and tires.

YOUNG WIFE FINDS HAPPINESS AT LAST

Kindly Neighbor Solves Problem by Telling Her of Canada Rug Service.

Life is what we make it, most philosophers agree, and when the sunshine of marital life is dimmed by some trivial domestic misunderstanding, as is so often the case, there is generally some way out of the difficulty. Here is a little story which tells how one wife had her own way and pleased her husband by so doing.

"My friend Jim Smith and his young wife, Mary, were seated in their dining-room one evening, not long ago. Mary was annoyed; in fact, she was very much annoyed and what is more to the point she wished Jim to know that she was annoyed.

There they sat, however, silent—Jim's fault, of course, that is why Mary said, "I really don't see why you are so sulky." "Sulky"—to be moved by a professional rightness and to be called sulky. What a petty thing one word can make of matrimony, but Jim did not say that, instead he made several muttering sounds, then he left the room.

Now, it is one thing to be annoyed before a sympathetic audience and quite another thing to be suddenly left alone with your annoyances, so Mary promptly switched from annoyance to distress, and that is why dear old Mrs. Tompkins found her red swollen eyes a few minutes later.

Mrs. Tompkins is one of those dear old souls whose mission on earth seems to be straightening out other people's troubles and it did not take her many minutes to find that for years Mary had set her heart on having hardwood floors in her sitting-room. Jim had always been agreeable, but as he pointed out, it would be an extravagance to destroy the lovely carpets that Aunt Betty had given them, so the years had passed and now the carpets were no longer lovely and the time had come for Mary's dream to come true, but "Oh, those boys!"

Business, to use Jim's words, was on the blink, and now was the time to put money into cash, rather than wood—hard or soft—and, in fact, well—it could not be done.

Mrs. Tompkins here broke in: "But Mary, if Jim cannot afford the flooring and your carpets have lost their beauty, why not take the carpets up and paint the floors that will make them look as good as hardwood and you will not require the carpets."

Now, Mary was quick to catch an idea, especially when it concerned her home. "Why, Mrs. Tompkins," she cried, "what a good suggestion, and, Oh, fine, why I'll paint them myself. Mr. Jim will see that he and his old business aren't going to spoil my dreams. Let me see, with the old carpet out of the way I can put in those pretty blue curtains that I have wanted so long, and I can't but here the joyous song ended with a long face and Mary sank down on to a chair.

"Well, what now?" asked Mrs. Tompkins. "Oh," Mary replied, "we have forgotten we must have some rugs for the floor and good rugs are so expensive." "Yes, dear," replied Mrs. Tompkins, "that's so, but haven't you forgotten your old carpet? You just call up 2485. That's the Canada Rug Company on Carling street. They will take your old carpet and reweave it into beautiful, reversible Velvetex rugs, and they will weave in a dado to match your curtains at a very reasonable price, and also, dearie, you can have one more dig at Mr. Jim, for I see in their advertisement that they even take the carpets up off the floor. Yes, dear, that is the number—2485."

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