

Buy London-Made Products

"If Advertising isn't in your merchandising plans as an ECONOMIC factor, it has no business there at all."

T. H. FULL
President and
Managing Director.
Federal Advertising Agency
LIMITED
204-205 Dominion Savings
Building, London, Canada.

All the best materials and plenty of them in
NEAL'S GOOD WHITE BREAD

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

ON MOVING DAY REMEMBER
H. F. DAY
Moving, Crating, Storage
Telephone 2887 480 Maitland St.

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

SOMETHING NEW—ASK FOR
RUDDY BREAD, 8c At Any
Grocery Store.
Tel. 6824.

R. M. BRISCO CO., LTD.
Auto Sundries
Sporting Goods
258 DUNDAS STREET
Phone 3922J

Building and Automobile Glass
FOR EVERY PURPOSE
LONDON ART GLASS AND MIRROR WORKS, LTD.
226 TALBOT STREET PHONE 8271W

MORENA CIGARS
are guaranteed to be the only
long Havana-filled hand-made
cigars manufactured in London,
selling at 10 cents. UNION MADE.
THE MORENA CIGAR CO.
250 HORTON STREET.

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

Baked Beans and Buttermilk
Famous Home-Made
Cream Fried Cakes.
THE HOME DAIRY COMPANY
SALADS
172 Dundas Street Tel. 4350

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

If you want good and well-finished woodwork, you can get it at
The Creighton Woodwork Company
701-709 Central Avenue. Phone 4797W.

BARTON & RUMBLE
MANUFACTURERS OF
B. & R. TRUCKS
PHONE 4004 696 HAMILTON ROAD

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

The men who bought trucks from us last month are added
to our list of Satisfied Ruggles owners.
RUGGLES TRUCKS
"There's A Ruggles for Every Purpose."
RUGGLES MOTOR TRUCK COMPANY, LIMITED,
LONDON ONTARIO

Succeed With London

"CLEANLINESS" MARKS
SHOP OF HOME DAIRY

Popular Business Built Up In City
Within Ten Months.

The first word or thought that comes to you when you enter the Home Dairy Store at 172 Dundas street, just around the corner from Richmond, is "Cleanliness." Basing his motto on "Cleanliness and Service to the Public," R. R. Allen, manager of the company, has built up in ten months the most popular home cooking and dairy business in London. The interior of the store is painted snow white and this, along with the white marble floor and the wearing apparel of the staff, tends to bear out the company's slogan of cleanliness.

The cooking has met with the popular approval of London housekeepers in several different ways. Fried cakes, salads, beans and macaroni, potato chips, cottage cheese, marmalade and jams, are put on sale fresh every morning, and can be obtained at comparatively low prices. Then the best brand of butter is received fresh every morning, and along with this comes eggs that are classed as the best.

Fresh buttermilk is also for sale. Pay five cents and you can have all the buttermilk you can drink. During the warm days last summer this store got a splendid name for their fresh buttermilk, and this summer even greater success is assured.

The staff employed in the store is most courteous and obliging, and carries out to the very last "Service to the Public."

WEIR SAYS SPRING RUSH FOR HOUSES HAS BEGUN

Real Estate Agent Claims He Sells More Property Each Year.

According to Bert Weir the spring rush for houses has already begun, so much that it has been necessary for him to engage two extra salesmen in order to handle the situation.

"Each year," said Mr. Weir, "we are selling more houses than in the year previous, and it seems as though the rush has started somewhat earlier than usual this year. We have now four salesmen with cars and two more are coming on right away, so we are prepared to give good service to any client requiring our services."

"We have a reputation for making very quick sales of almost any kind of property, but we specialize in the sale of city houses. We thought that with the number of houses built in 1921 that there would be no shortage this year, but for some reason or other we find the situation more acute and that people are ready to buy as soon as a piece of property is put on the market."

"The person who starts early in the spring nearly always makes the best bargain, because the situation in regard to the shortage of houses becomes more prominent as the season advances."

"Besides selling property for clients we are constantly buying and selling for ourselves and up to date have built about 40 houses as our share towards relieving the shortage."

LONDON OPTICAL CO.
EYES EXAMINED.
Broken Lenses Replaced
Richmond St., Dominion Savings
Bldg.
Evenings by appointment.
Phone 6180.

ROOFING
CONTRACTOR
Phone 789W
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

Guaranteed Work At Popular
Prices
Ontario Used
Tire Sales
Rebuilt Tires a Specialty.
PHONE 4892W.
339 TALBOT STREET, LONDON
Tire Repairing and Vulcanizing

GIVE THE
ONTARIO DRY CLEANING
COMPANY
A TRIAL
Telephone 6959W 518 Talbot St.

HILL BROS.
Auto Truck Service
Local and Long Distance Cartage.
104 Adelaide St. Phone 2959J

Succeed In London

START now to succeed with London. Brighter prospects are evident in every line of business. The great wave of depression which came as the result of war-time conditions has receded and London has never been in better condition to go ahead in every way.

Even the most casual looker-on must observe the alertness and quickened interest of Londoners which has increased with the approach of spring. They feel that business is looking up, and times of prosperity and progress are at hand.

Optimism is at its height, and the old confidence in the splendid future which awaits London as one of the Dominion's foremost commercial centers has been restored.

The winter is practically at an end, and there is no doubt that with the new season there will be an end of the present drastic unemployment situation.

A determined effort toward business expansion means a job for every man who wants to work. London businessmen are making the effort. All indications point to a boom in the building trade which would go a long way toward providing work.

An era of prosperity awaits London, but in order that it may be realized, there must be co-operation on the part of every Londoner. All must make the effort to "succeed with London."

"Wherever it is necessary we can arrange for the loan of the money towards a mortgage for a client."

"We have handled some of the biggest deals that have taken place in the last year, both in the city and in the country."

"If you wish a quick sale of any property no matter how large or small we will undertake to find you a buyer."

"If you are looking for a house we have something on our lists to meet every requirement, both large and small, and in all parts of the city. The London real estate board, of which this firm is a member, guarantees to the client a square deal because only realtors who are absolutely honest and conduct business along strictly business lines are allowed membership."

"During the year 1920 Mr. Weir was president of the real estate board, becoming vice-president in 1921 and secretary-treasurer in 1922."

REGAL CLOTHES HAVE BIG SALE IN CITY THIS YEAR

Speaking of business conditions for the coming spring, M. Coleman, manager of the Regal Manufacturing Company, manufacturers of work clothes for men and boys, says that the sales so far for the year have been very satisfactory and quite up to their expectations.

"Now that spring is almost here," says Mr. Coleman, "there should be a considerable revival in trade in general."

"While price reductions were general in 1921, there is a feeling that now the prices will not recede any further for some time," says the manager. "This together with the fact that merchants throughout the country have their stocks very low, and the selling season very close at hand, should make for very good business in the near future."

"There may be a shortage in some

D. L. and W.
Scranton Coal
WELL SCREENED
Egg, Stove, Chestnut
Bituminous Coal
Cannel Coal for Grates.
CHANTLER BROS.
263 Bathurst Street. Phone 347

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

R. A. Milne Plumbing Co.
HOT WATER AND STEAM
HEATING CONTRACTORS.
Estimates Furnished
346½ Talbot Street Phone 3966

WORMALD'S
PHONOGRAPH
REPAIR
69 Dundas Street. Phone 6022W

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

PRICE & HAWKE
AUTOMOBILE ELECTRIC
SERVICE
347 Ridout St. Phone 4212J

S. BEXTON
Successor to Bexton & Carson
General Repairing—Garage in Connection—Mechanist.
Engines and machinery of all descriptions thoroughly overhauled.
Rear 68 King and 69 Dundas Sts.
PHONE 3079

ROOSTERS GET BETTER
FOOD THAN CHILDREN?

Algers Victory Bread Contains All Natural Elements Denied Babies.

The prize rooster crowing his lungs out at the poultry show is never fed on polished rice, degenerated cornmeal, denatured cream of wheat, or devitalized white bread.

The mineral salts are taken out of these refined goods. That's why they kill pigeons, white rats, guinea pigs, monkeys and chickens 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 sustain 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 blessing, 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.

When will the fathers and mothers see the light? Even dogs have to obey Nature's laws. If they are valuable dogs their owners will tolerate no nonsense when it comes to feeding them. That's why the best dog biscuits are made of whole wheat. If every child in London could have Algers' Whole Wheat Bread in a single year there would be no anemia, malnutrition or broken down resistance among the school children.

Algers' Victory Bread builds health and strength, bone and muscle, and keeps the digestive organs in perfect working order. Wheat is the most wonderful health food known. Fifty per cent of human ills would be eliminated if the people would eat whole wheat bread, such as Algers' Victory Bread.

Constipation is a crime. Many a person has paid the extreme penalty of allowing his system to be clogged or poisoned by harmful drugs. Algers' Victory Bread will prevent all this trouble.

WHOLESALE REPORTED BUSY

Hamilton reports to Bradstreet's say that wholesale trade here fairly active, although in the majority of cases it could not be called brisk. Drygoods are in fair demand, with a moderate volume of forward buying. Groceries are still moving in small volume, but trade is steady. Hardware is moderately active. Retail trade is becoming more active with signs of approaching spring. Industry is improving slowly and there is a better inquiry for steel, especially those lines used in construction of buildings. The outlook in industry generally is felt to be bright, and a good year is looked forward to. Collections are as yet slow.

WINDSOR BUSINESS NOW IMPROVING

Windsor reports to Bradstreet's say that business locally is improving with the coming of spring. The automobile industry is picking up nicely, and this puts more money into circulation. Wholesale and retail trade are better, although inclined to be variable. Building is coming along well, and the program for this summer is a heavy one. Collections are fair.

Phone 4710 Residence 5710
A. W. MACFIE
Chiropractor
Dominion Savings Building
London, Canada
Modern Electrical Equipment, X-Ray. Approved by Ontario Board of Chiropractic Examiners.

London Wrecking Co.
DEALERS
in new and used Lumber at cut rates.
500 BATHURST ST.
PHONE 6640W.

BULL BROS.
Plumbing, Heating and Sheet
Metal Contractors.
Estimates Furnished.
Phones 3488W - 2488J.
366 Hamilton Road.

Let J. FRAUMENI
Make you a hand-made Suit of Clothes. Cut and made by his own hands. No power machines or team system used, a perfect fit guaranteed. We can supply you with cloth from the best makers in the world at cost. Hundreds of fine samples to select your suit from.
339 DUNDAS STREET.

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

G. M. MURRAY
Expert Radiator and Auto Sheet
Metal Worker.
BRAZING OF ALL KINDS
Telephones: Day 2327, Night 6448
65 King Street.

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

Keep Our Home Factories Busy

Outwit the Burglar

Keep him from your office or home with

DENNIS WIRE WINDOW GUARDS

THE DENNIS WIRE AND IRON WORKS CO. LIMITED
LONDON

The Modern Aladdin Lamp.
Is Filled With
NATIONAL LIGHT OIL
Specially adapted for
Tractors, Stoves and
Incubators.
CANADIAN OIL COMPANIES, LTD.

GEORGE COLBERT
REAL ESTATE
Houses and Farms.
Office: Walper House Phone 6807

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. 349 Talbot St.
Tel. 7174; Nights, 8125 and 3806.

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
A. Cusden & Son
Makers of
Showcases, Store Fixtures and High-
Class Woodwork.
311 Pall Mall,
London, Ont.
Phone 4909J.

Manufacturers
Will find it
profitable to tell
the people about
the articles manufactured.

SILVERWOOD'S
QUALITY CARBONATED
ICE CREAM AND BUTTER

Martin-Senour 100 per cent. Pure
Paint.
J. A. PAGE
Hardware, Sheetmetal and
Furnace Work.
Tel. 2697W 507 Dundas Street

WM. SKELLY
Sanitary and Heating
Engineer.
242 King Street, Opposite McClary's
Telephone 572

THE COMMERCIAL
ELECTRIC CO.
ELECTRICAL CONTRACTORS
Experts in Conduit Work
Estimates Furnished on All Kinds
of Electrical Wiring, Fixtures,
467 Richmond Street. Phone 1671W
L. R. Foley, Manager.

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

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

LONDON PURE MILK CO., LIMITED.
PURVEYORS OF
Pasteurized Milk and Cream
561 DUNDAS STREET PHONE 4338

DRY CLEANING
AMERICAN
AND DYE WORKS
LONDON
Stratford, Brantford

NO NEED FOR WORRY WHILE DRIVING A
LONDON SIX
Place Your Order Now For Spring Delivery.
LONDON MOTORS, LIMITED
LONDON CANADA

The Most Successful
piano men are agents for
Sherlock-Manning
"The Piano Worthy of Any Home."
Sherlock-Manning Piano Company
LONDON CANADA

TELEPHONE 3314
ASK YOUR DEALER FOR
SPRINGBROOK BRAND PRODUCTS
MADE IN LONDON BY
LONDON PROVISION CO.
130 BRISCOE STREET
Sausage, Bacon, Smoked and Cooked Meats
SOLD ALL OVER THE CITY.