

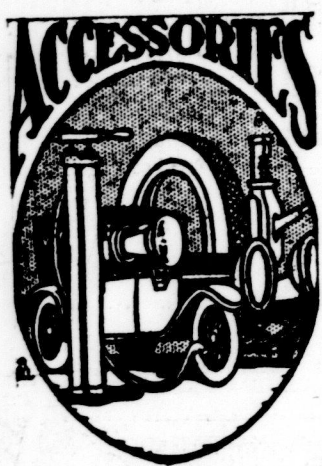


# THE AUTOMOTIVE SERVICE PAGE—

Service is more than a mere word with the concerns listed below. It is one of the fundamentals of successful business.

New car owners find the same spirit of friendly, courteous, attentive interest shown them the first time they call upon these service stations which old customers have enjoyed right along.

These firms have "The Customers' Welfare at Heart First, Last and All the Time."



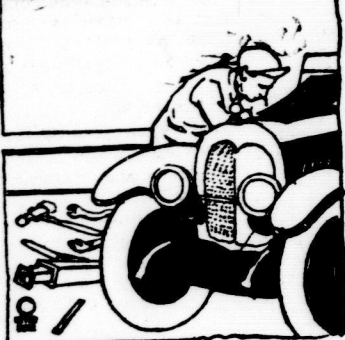
## OILS, TIRES and TUBES

WE handle only high-grade Gasoline and Oils. We can supply oil in any quantity from the following proven goods — Sunoco, British American, Imperial, Mobil-oil, Quaker State (for Franklin cars).

Free air. Service on draining crank cases free.

BIRRELL'S BATTERY SERVICE ADJOINING.

**LUMSDEN OIL COMPANY**  
Dundas and Waterloo.  
PHONE 4890.



## BIRRELL'S BATTERY SERVICE

Handling the Famous Philadelphia Storage Batteries.

All makes of Batteries—  
**RECHARGED BUILT SEALED PAIRED**

**M**OTORISTS whose Batteries receive bi-weekly or semi-monthly inspection at our service station, enjoy a two-fold measure of performance because the life span of their batteries is doubled by efficient and timely care.

Service here is as courteous as it is free.

Dundas and Waterloo Streets.

## THE NEW Diamond CORD AND FABRIC TIRES

THE new Diamond Cord, the newest member of a great tire family.

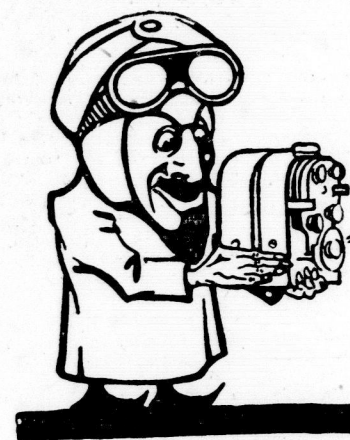
A handsomer Diamond—the climax of twenty-nine years' experience in building quality, service and economy in tires.

With tread qualities unique in tire history. Providing protection against any manner of skid. With a tractor-like road grip.

To that reputation of topmost quality which the name, Diamond, carries wherever it is seen, it adds a matchless beauty and assurance of service.

*Car owners will find a spirit of friendly, courteous, attentive interest shown them if they will call and allow us to demonstrate this new tire at no obligation to themselves.*

**CLINGER LONDON'S RUBBER MAN**  
346 Dundas Street. (Dealers Wanted) Near Waterloo.



## BOSCH

When your car goes "dead" and you have to be towed home, you'll decide to avoid future ignition troubles by installing

### Bosch Magneto Ignition

Why wait? Bosch will give your engine greater power and economy, as well as absolute dependability.

Let's tell you what it will cost to put a Bosch Magneto on your engine.

WE GIVE SERVICE ON ALL MAKES OF MAGNETOS.

### Stewart and Morkin

ELECTRICAL REPAIRERS.  
134 Fullarton Street.  
Phone 3165.



## Side-Tracking Trouble

Don't start the motoring season with defective tires. Slow leaks and sand blisters mean constant trouble. Let us estimate the cost of making your tires as good as new.

### London Tire Repair Depot

A. WILKES  
354 Wellington St., Opp. McClary's  
Phone 2334, London, Ont.  
"Quality VulCANizing — Not Average."

30 x 3 1/2  
NON-SKID

## Tires

Guaranteed 5,000 Miles

**\$9.99**

Less 5% Discount

All Sizes at Cut-Rate Prices and 5% off During This Sale

### Riverdale Tire Corporation Limited

369 TALBOT ST. LONDON

Phone 2246 Open Evenings

Canada's Largest Retail Tire Dealers.



## Radiator Repairing

The most gratifying part of our business development is that we see the same faces often. We guarantee our work and make right what may not be quite satisfactory, without a grouch.

We build radiators and are specialists in repairing. We also specialize in repairing Fenders, Hoods, Gas Tanks and Mufflers.

Give us a trial.

### Auto Sheet Metal Works

F. T. HARDING, Prop.  
244 King Street.

ANY TIME YOU DRIVE INTO our garage you are assured of three important things:

*First*—That whatever is done to your car will be done right by a trained mechanic who knows your car thoroughly.

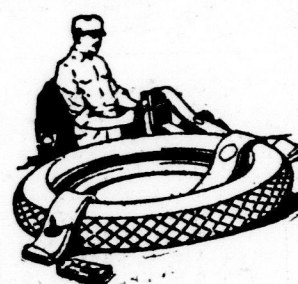
*Second*—That it will be done according to a Ford standardized practice for doing that thing in the quickest and best way.

*Third*—That if any replacement is required it will be made with a genuine Ford part.

These three things mean that the repair will be permanent, not merely temporary. You are assured also of courtesy—and of an honest standardized price. O. K.'d by Ford—that you, as well as your car, will be treated right.

## Reliance Garage

"Super" Ford Service



## BANG!

Do You Know---

What to do when you get a Puncture?

What to do when you get a Blowout?

What to do when you need anything in tire repairing?

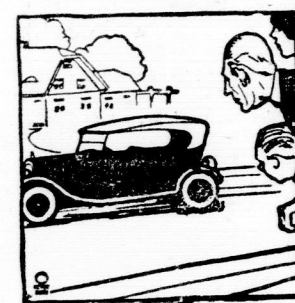
What to do when you need snappy tire service?

Drive around and see us. We have a keen respect for courtesy.

All standard makes of new Tires stocked.

### Ontario Used Tire Sales

339 TALBOT STREET.



## Simonize

YOU'LL remark at the different appearance your old car will have after you've had it Simonized here. You'll get a new joy out of it; the same joy that came when you first got it. Nothing in an automobile pleases a woman so much as its outward appearance.

Why paint your car when you can have it dry cleaned in a few hours?

SIMONIZE is not a paint or varnish, but a pure vegetable compound. When applied it provides a hard dry velvet veneer or coating over the surface that protects and keeps rain, mud, dust and other destructive elements from reaching the finish. Mud splashes and dust when dry can be wiped off the Simoniz without injury.

SIMONS KLEENER is a neutral compound that removes all stains, scum and dullness and prepares the paint or varnish for the Simoniz. Kleener need not be used on a new clean surface.

THE SIMONIZED SURFACE REQUIRES NO WASHING.

Prompt Service. Phone 4628

### Geo. G. Matthews

Care Washed, Polished and Greased, Upholstering Cleaned. Satisfaction Guaranteed.  
484 TALBOT ST., Near Maple. London, Ont.



## Radiator Repairing

THERE'S no magic in the way we repair your radiator—but there's a trick in handling it properly. Expert knowledge is required to put it in shape and the men who work on your job here are expert mechanics.

We fix your radiator right or make it right. You never pay for the same trouble twice when we do the work. It's guaranteed.

Prompt, efficient service in repairing and rebuilding all types of automotive radiators has earned for us the confidence and regular patronage of a large number of city and country motorists.

### REGO Radiator Repairs

(We Know How)  
Auto Radiators, Fenders and Body Work our Specialty.  
H. G. KAISER, Manager.  
68 York St., over Paige Garage. Phone 1205.

