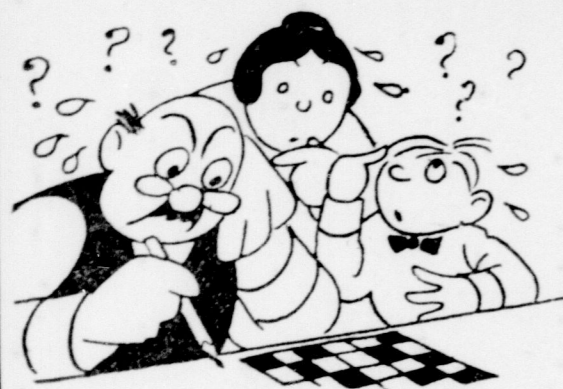


Win One of the Prizes



Here's Where CROSS WORDS PAY



Cross Words Are Fun

There Is a Difference In Middlesex Motors' Service It's Better

And it's better, because right when we organized we set forth a policy to always make an honest effort to satisfy our customers in the full sense of the word. Unless our customers were satisfied we would not be. We decided to do everything right, to be honest in our relations with our customers, to turn out work that was mechanically correct and to make our charges fair and as low as possible. How well this policy has worked out is indicated by the enormous increase in our volume of business and the increasing number of new customers who have come to us.

Reasons Why We Give Better Service

Our organization is constantly striving to devise new methods and to improve the old ones so better service will be rendered the customer. Everything possible is done to render efficient and flawless work, to get right to the root of all auto trouble and end it. Our building occupies a floor-space of 24,000 square feet, and we have equipped it with the most modern equipment that could be purchased to do accurate and satisfactory repair work on any portion of a Ford car, truck or tractor. The coil-testing machine and the starting motor and generator-testing machine are most simple in their operation, yet they instantly detect any trouble. Take the matter of grinding valves. Instead of doing this by the old laborious by-hand method we have a valve-grinding machine, which positively grinds a true seat all around and concentric with the valve stem. This new method

consumes but half the time and permits a positively correct job. Many more machines are in operation here, all designed to give you better service.

Better service cannot be had unless the mechanics who do the work are able and skilled men. Due to satisfactory working conditions and good treatment they have stayed with us, thereby giving us a personnel so trained in our idea of better service that the customer is certain to get courteous and satisfying service.

Another thing which keeps us in good favor with our customers is our convenient location, just two blocks from the market, or one block west of the postoffice.

MIDDLESEX MOTORS' SERVICE was designed for you, and it only needs one trial to convince you that IT IS BETTER SERVICE.

MIDDLESEX MOTORS, LTD.

London *Ford* Dealer

TALBOT AT QUEEN'S AVE. LONDON, ONTARIO

Note—In this advertisement at least three of the "cross words" you require are used—read it carefully.

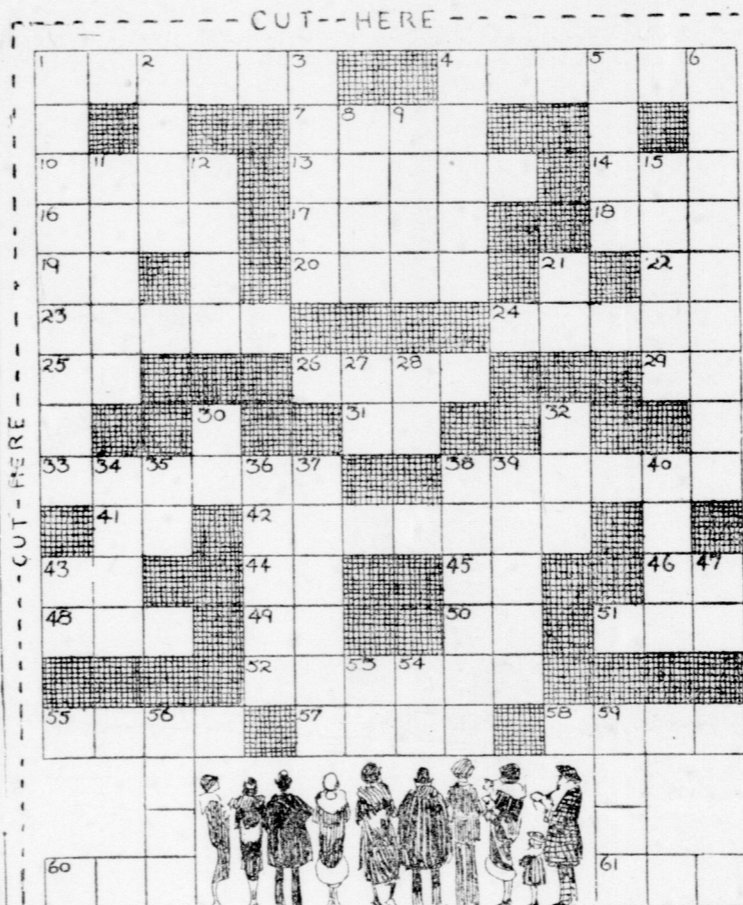
No need to explain what a cross word puzzle is or how to go about solving one—for they have taken Canada by storm.

The average puzzle is merely for your entertainment—this, however, is for both your entertainment and profit—for the merchant advertising on this page are contributing rewards—there are six of them.

CAUTION—After filling in the proper words, immediately mail your solution to the Cross Word Puzzle Editor of The Advertiser. Don't bring it in personally. The first six envelopes opened containing correct or nearest to correct solutions (but not necessarily the first six received) will be those to which prizes will be awarded.

Announcement of the winner will be published in next Saturday's issue of The Advertiser, when the correct solution, too, will appear, and an invitation extended to the various winners to call at the store in whose advertisement their name is published and receive their prize.

Inasmuch as the mailed solutions will not be opened until January 22, every one has a chance—the same person or the same family may mail as many duplicate solutions as they wish—the more the merrier, for by mailing duplicate solutions you increase your opportunity to win—so, mail as many as you possibly can.



NAME _____ ADDRESS _____

- | | |
|--|--|
| 1. A custodian of funds | 2. A device that penetrates wood |
| 4. South American product | 3. A piece of jewelry (plural) |
| 7. Abbreviation for Indian | 4. To break a commandment |
| 10. Roman poet | 5. Member of the body |
| 13. Childlike | 6. Liquid preparations of milky appearance |
| 14. A bird | 8. A fold of the epidermis covering the edges |
| 16. Having wings like birds | 9. A prima donna |
| 17. To transfer possession | 11. A pretentious home |
| 18. Suffix of a conjunction | 12. An unfulfilled obligation |
| 19. Abbreviation for a police official | 15. Vapors |
| 20. Slang for rib | 21. A boy's first sweetheart |
| 22. Abbreviation for steamship | 27. Aloft |
| 23. What a priest takes | 28. In the direction of |
| 24. A tropical island | 30. An exclamation |
| 25. Abbreviation for an organization of craftsmen | 32. Sent collect |
| 26. What Henry makes | 34. A mineral in varying colors used by jewelers |
| 29. A conjunction | 35. A negation |
| 31. Abbreviation for a Government Department | 36. A dairy product |
| 33. Aids to beauty | 37. A transitive |
| 38. Plural for exhilarating amusements | 38. A word describing a deaf mute |
| 41. A negative | 39. Amusements |
| 42. What construction companies do | 40. What milliners do |
| 43. An expression of assent | 43. Abbreviation for an organization of tourists |
| 44. Hebrew for daily | 47. Exclamation of assent |
| 45. Musical note | 53. An exclamation |
| 46. Abbreviation for a State bordering on Illinois | 54. Prefixes in Irish names |
| 48. A sharp tool | 56. An herb used in soup |
| 49. Abbreviation for a governor's first name | 59. Cross bar supporting a vehicle |
| 50. A suffix | |
| 51. A girl's name | |
| 52. One of the goad family (plural) | |
| 55. A material in construction | |
| 57. A basic foundation | |
| 58. To align | |
| 59. By the way of | |
| 61. Fims | |

OAK HALL January Sale



There are never any "cross words" about the style, fit and value of Oak Hall Clothes. Our January Sale is a real money saver.

JANUARY SALE

Men's Overcoats
\$16.45 \$21.75 \$27.45

Men's Suits
\$15.50 \$22.85

The price means nothing until you get the thrill of quality, style, elegance and service that every one of these fine Overcoats will fill you with. That is when value will make its impression; when savings will talk to you in terms that will sweep away all doubt and delirium. The variety is most complete.

When we tell you that these are only our higher grade Suits you will take it for granted that their original prices ranged higher than this very special sale price. Besides the actual economy effected, there is additional gratification in the splendid quality and style that goes with every one of these fine garments.

SHIRTS

Values such as are offered in these Fine Shirts have not been shown in months.

\$1.29

Boys' Overcoats

Reg. value to \$12.00, Reg. value to \$20.00,

\$7.45

\$12.75

Boys' Suits

Reg. value to \$8.50, Reg. value to \$12.00, Reg. value to \$16.00

\$4.95

\$7.45

\$11.45

GLOVES

Men's and Boys' Wool, Kid and Mocha-lined Gloves.

25% off

Mufflers

Here's a selection that will interest most every man: Cashmere and Brushed Wools.

25% Off

Underwear

Your unrestricted choice of our All-Wool, Wool Mixtures and Egyptian Cottons.

25% Off

OAK HALL

154 Dundas Street

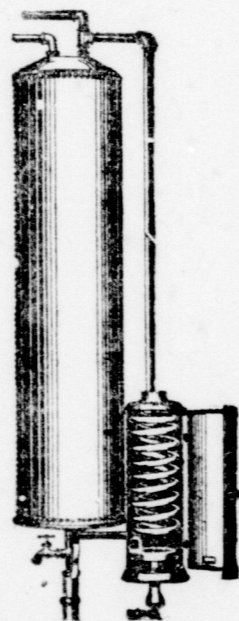
Start each day with a bath

No Patent prescription will ever parallel the pep-producing proclivities of the morning bath, a quick, clean, refreshing bath that will clear away the fog of a hard night and ginger mind and body for the day's work.

The RUUD Gas Water Heater

Will provide the hot water for that private morning ceremony at less cost than any other means. Teakettle drudgery and high gas bills are ended with a Ruud in your home.

\$29.00 Installed
\$3.00 Down and \$3.00 a Month

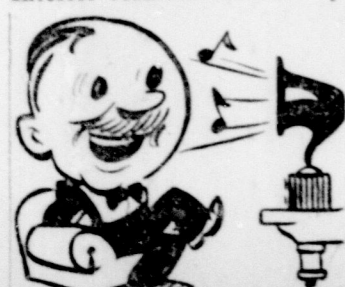


CITY GAS CO. of London

213 Dundas St. Commercial Department Phone 835

"The Canadian" Radio Receiver

Acclaimed by leading musicians as the finest toned receiver in London. American tourists are amazed at the ease and certainty the local broadcast station is eliminated. Interior construction entirely different from any other receiver.



All recent radio developments are in this receiver. TRADE IN your old receiver on THE CANADIAN. CALL, WRITE OR PHONE FOR FURTHER INFORMATION OR DEMONSTRATION.

C. H. Langford

258 Cheapside Street. Phone 5653-J.
NOTE—One of the first words you need in this Advertisement. Read it again.

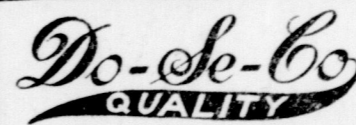
London's Leading Leather Goods Store.

Going Travelling? Want Your Garments Just Right?

Pack them in McCormick's Trunks or Travelling Goods and then there will be no need of "cross-words!"

- | | |
|---|--|
| CLUB BAGS. | CLUB BAG SPECIAL. |
| Fabrakoid \$1.50 to \$3.25 | Solid Cowhide, smooth, black or brown, leather lined double handles, hand-sewn \$10.00 |
| Real Leather \$4.00 to \$9.00 | |
| Solid Cowhide \$7.50 to \$40.00 | |
| SUITCASES — TRUNKS — WARDROBE TRUNKS | HAT CASES — BOSTON BAGS |
| WEEK-END CASES — LADIES' HANDBAGS | WRITING FOLIOS — GENTS' PURSES AND BILLFOLDS. |

JAMES McCORMICK
395 TALBOT STREET.



An Open Letter To Gardeners and Growers

DOMINION SEEDS, LIMITED, have been in business in London for many years, but never before have we been so well prepared to serve the market gardeners and growers of Western Ontario as we are today. Equipped as we are with an enlarged and improved organization, we believe 1925 will be our banner year. We offer to customers of old a new service of new SEEDS, and the new customers of an unequalled service rendered with greatest efficiency.

"Buy Do-Se-Go Seeds and you plant with assurance."

Dominion Seeds
Limited,
E. D. POST, Manager
119 Dundas Street - London