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SAVES DRIVERS MONEY
"Satisfaction to Everybody"
Motto of Simcoe Street Firm.

Drivers of all motor cars, no matter of what style or model, always eventually come to realize that unless great care is taken to operate their machines as economically as possible they will soon be paying out far more for maintenance than was their intention when they purchased the cars new.

All autos in time need replacements of one kind or another, and it is always to the advantage of the owner to consider both quality and price in securing new ones. It is in this sphere that the auto wrecking trade saves the motorist much money.

At the plant of the White Auto Supply Company, at 749 Simcoe street, can be found every auto part known to the trade, from cotter pins to bodies and engines. This concern is able to sell goods at remarkably low prices, due to its extensive purchasing system. A car which has passed its days of usefulness always has many parts in it which are as good as new, and many others that are only slightly worn. When this machine is bought by the White concern it is taken apart, and all such good parts removed, thoroughly cleaned and stored in bins with other similar parts.

The motorist needing any particular part can secure it at a moment's notice at a price far below that which he would pay for a new one of the same kind.

"Satisfaction to everybody," the motto of the White company, has made scores of friends for this concern and Londoners realize that here they are always sure of finding what they want and of paying a reasonable price for it.

The time of year is now with us when the minds of a goodly proportion of the citizens of London are turning to the erection of new homes, the remodeling of their present residences, the addition of verandas and a score or more of similar activities.

Since 1907 the Evans Bros. firm of 7 Erie avenue has been handling work of this nature for hundreds of Londoners, and the results achieved by them have been satisfactory in all respects. The field covered by the Evans company includes building new houses and remodeling old ones into duplexes, and all other work of this kind.

"We take pride in every job we turn out," said Mr. Evans to The Advertiser, "and our patrons are assured that any work entrusted to us will have our most careful and prompt attention. Much of our business comes as the result of recommendations given to friends by persons whom we have served in the past. This we consider forceful evidence of the fact that we give satisfaction."

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156 WORTLEY ROAD. PHONE 1380.

FAULTY SPEEDOMETER IS LAME EXCUSE, THINKS JUDGE
Cost of Repairs Made by Experts at Local Service Shop Is Only Fraction of Average Fine For Speeding.

As long as the current disposition to speed and more speed exists—and there is no evidence of any prospective diminution in it—just so long will representatives of the international army of motorists answer the police court call in thousands of cities every day in the year.

"Well, what about it?" the court asks. "Your honor, I simply couldn't have been doing any more than twenty or twenty-five. I just know I couldn't." "Same old story," the judge thinks to himself, and then audibly: "How's your speedometer working?" "Well, it's not working right just now, but I'm going to have it fixed in the morning. I guess I could go today." "Very well," is the reply, "and as you pass the clerk there give him ten dollars and whatever the costs amount to." Altogether it costs this driver \$12.50 for his first lesson in "the advisability of proper maintenance of speedometers." The cost of having the speedometer adjusted would have been but a fraction of the court fine.

Remember the Kitchen On Saturday Morning?
Visit to I X L Spice Mills Brings Back Memories of Boyhood.

Do you remember that whiff of mother's cooking that used to waft out the back door of a Saturday morning just about half past seven and breakfast and dinner time? And how the first aroma of juicy pies, crisp, crusty cookies, and snow-light cakes baking made you throw the bat in one direction and the ball in another and do a hop-step-and-jump for the kitchen door with a silent prayer that "mums" wouldn't say: "You'll have to wait a while; they're too hot yet?"

In time, with the advent of the era of long pants and one shave a day this enticing smell of the kitchen, in which the host of spicy and intriguing ingredients are as much a part as the finished articles, begins to lose its significance. It is never entirely lost, though, for it is such memories that always linger. And it is these memories of a happy and rollicking boyhood that are brought back with a rush to persons visiting the I X L Spice Mills on Marmora street.

It is here that the famous I X L spices, coffees, flavings, extracts, peanut butter and the score or more of similar products are made for the housewives of Canada. Once inside the front door and the pleasing, mingled odor of all these articles brings into being that same fleecy hunger that once smote you on a Saturday morning just as Sista was winding up to "but one down the groove." And when you reach the department where the coffee is being ground and then pass on to the plant

to the firm of Stewart & Morkin, Fullarton street.

It is the business of Stewart & Morkin to take care of the ill of electric motors, etc., particularly those which are used in industry. Since 1911 this firm has been active in this special line of work in London and Western Ontario, a field in which it is considered supreme.

The efficiency of the Stewart & Morkin staff has long been recognized. Electric motors and generators come to them from all sections of the country and are returned in first-class shape. No matter what the difficulty may be, Stewart & Morkin can remedy it if it is humanly possible to do so.

Mr. Stewart points out that now is the time to have electric motors, generators, etc., put in first-class shape for the coming season. The Stewart & Morkin plant is equipped to give quick and satisfactory service, but when a great volume of work piles up then delivery of repaired motors is naturally a little delayed. This delay may be avoided by having repairs done now.

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TIRE REPAIR DEPOT
PIONEER IN LONDON
Art Wilkes Recommends Balloon Tires For Driving Under All Conditions.

It has been said more than once by men who have been connected with the automobile trade since its beginning that balloon tires, four-wheel brakes and self-starters have been the only really big outstanding improvements on automobiles during the last fifteen years.

Of course in the matter of riding comfort balloon tires stand out even in this noteworthy trinity of inventions. In many ways they are far superior to the old style tires, which had to be inflated to a greater extent. They have a much wider surface in contact with the road, and consequently give better traction. They grip the road securely when the brakes are applied suddenly and stop the machine in a much shorter space. Because of their greatly improved cushioning they reduce vibration to the minimum; bolts and nuts stay tight and squeaks and rattles will not develop so quickly.

Art Wilkes, proprietor of the London Tire Repair Depot, has become a firm proponent of balloon tires, and this only after he had conducted exhaustive tests that proved to him that they would stand up under all conditions and were not merely a fad, here today and gone tomorrow.

The Wilkes' shop at 354 Wellington street, which enjoys the distinction of having been the first establishment of its kind between Windsor and Toronto, is thoroughly equipped to make repairs of all descriptions to tubes and tires of all kinds, whether they are small ones or the lumbo sizes that go on huge freighting trucks. The plan is to take your present tires to him and he will allow you a fair price for them as trade-ins or balloons or interchangeable balloons. All sizes of tires and tubes are carried in stock. Furthermore, Mr. Wilkes is in a position to give valuable advice to car owners.

For sixteen years, the I X L Spice Mills has been one of London's industries, and in that time it has grown from small proportions to one of this city's leading manufacturing concerns, with a trade that extends from the Atlantic to the Pacific.

STEWART & MORKIN
STAFF ALL EXPERTS
Repairs of Every Description Made on Motors and Generators.

With the amount of electrical energy used in Canada increasing every year, there is a concomitant increased demand for properly qualified experts to make repairs and adjustments on electrical appliances, motors, fans and all similar articles.

Not only because business concerns demand efficiency in equipment, but also because they realize the necessity of observing the laws of safety in order to protect the lives of their employees, it is now a general practice with them to always maintain electrical equipment in top-notch running order.

They are able to do this by entrusting repair work of this nature

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