

## Buy London-Made Products

Competition among advertising agencies was never so strong as it is today. The fact that our business is increasing with each calendar month denotes that we have made more than a creditable showing.

T. H. YULL,  
President and  
Managing Director.

**Federal  
Advertising  
Agency  
Limited**

105-305 Dominion Savings  
Building, London, Canada  
London and Hamilton.

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.

**O'Brien Colleges  
LIMITED**  
Miss L. Grover, student at O'Brien  
College, 351 Richmond St., London,  
led all typists in Western  
Ontario in last Underwood test.

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

**BERT WEIR**  
REALTOR  
7 Market Lane. Office Phone 6823.

DON'T THROW YOUR OLD  
ESTIMATES AWAY.  
They Make New Reversible  
"VELVETEX" RUGS  
Send Postal for Velvetex Leaflet  
No. IX.  
CANADA RUG COMPANY  
95 Carling Street, London, Ontario

VESTA—Two-Year Guarantee  
Battery.  
**MODERN BATTERY AND  
TIRE REPAIR**  
We Specialize in Batteries  
and Tires.  
366 Ridout St., near King. Tel. 7080.

SOMETHING NEW—ASK FOR  
**RUDDY BREAD, 9c** At Any  
Grocery Store  
Telephone 6824.

**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.  
260 Horton Street.

**Regal Mfg. Co.**

MAKERS OF  
**Work Clothing for  
Men and Boys**

Overalls, Coats, Shirts,  
Cotton Gloves and Aprons  
92-96 King Street. Phone 875.

**J. M. CHIVAS**  
Confectionery and  
Restaurant  
Phone 443. 117 Dundas St.

**Building and Automobile Glass**  
FOR EVERY PURPOSE,  
**LONDON ART GLASS AND MIRROR WORKS, LTD.**  
226 TALBOT STREET. PHONE 5271W.

**B. N. CAMPBELL**  
Insurance Counsellor  
Fire, Auto, Accident, Sickness  
and Plate Glass.  
Dominion Savings Bank Building.  
Phone 1611.

**BANNER'S BARBER SHOP**  
Five Fully Qualified Barbers.  
Hair Cut, 25c. Shave, 15c.  
417 Talbot Street.

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

**GEORGE COLBERT.**  
**REAL ESTATE**  
Houses and Farms.  
Office: Walpole House. Phone 6207

ASK YOUR GROCER FOR  
**MEADOW GOLD ICE CREAM AND  
MEADOW GOLD BUTTER**  
Ontario Creamery, Ltd., London, Ont.

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.

Buying from the factory is a big  
saving.  
**Sherlock-Manning**  
"20th Century Piano"  
The Piano worth your money  
**Sherlock-Manning Piano Company**  
LONDON. PHONE 1078. CANADA.

**BARTON & RUMBLE**  
MANUFACTURERS OF  
**B. & R. TRUCKS**  
PHONE 4004. 596 HAMILTON ROAD.

**LONDON  
& OPTICAL**  
EYES EXAMINED.  
Broken Lenses Replaced.  
A. M. DAMBRA, Optometrist.  
Richmond St., Dominion Savings  
Building.  
Evenings by appointment.  
Phone 6180.

**WOOD**  
Good Dry Cordwood, cut into  
blocks, 12 and 16-inch lengths, also  
Dry Pine Slabs, 12 and 16-inch  
lengths. Just the thing for start-  
ing the furnace and stove and  
quickly taking the chill off the  
house.  
We would advise you to take a  
load or two of this wood while it  
lasts, as it will help save your coal.  
**CHANTLER BROS.**  
263 Bathurst Street. Phone 347.

FINDS OUT ABOUT MAKING  
OVER OLD CARPETS AT FAIR

"Bob" Visits "Canada Rug Company"  
Booth, to His Own Advantage.

It was the second day of the Western Fair and everything was in full swing at the Fair grounds; having ideal weather, everyone was having a splendid time.

Edith and Bob, with their four children, lived in a small house near the Fair grounds, and this particular day they had a telegram from their Aunt Mary saying that Aunt Mary, Uncle Jim and two cousins were coming to stay with them for two days and they would arrive early the next morning. Edith was in a fix as to how she could make room for her visitors, as they only had enough rooms for themselves, being a small house. So they decided to fix the attic up for the children.

When cleaning the attic, Bob came across a large bundle of old carpets which had been given to them by Edith's mother and were now practically useless, so he bundled them downstairs into the back yard. Everything was ready now for Aunt Mary and her family. Edith was up early in the morning and going into the yard saw this large bundle of carpet. So when Bob came down for breakfast, the first thing that he was greeted with was "Why did you make the yard in that muddle with all that old carpet, Bob?" So Bob replied: "I had to bring it out of the attic to fix up room for the four children and had no where else to put it; and Edith, I was wondering if we could have it made into a hall runner for the upstairs hall and a rug for the den." "Why, Bob, who ever heard of making new rugs out of old carpets?" So Bob said: "When I was at the Fair with your father last night I had this booklet given to me," and he pulled out of his pocket a booklet from the Canada Rug Company, London, Ont., and handed it to Edith to look over.

"I suppose you will go down to meet Aunt Mary at the station?" Bob said just as he was leaving the house. "Oh, yes, Bob, I will go down, as they will be tired traveling from Peterborough." When they all arrived home from the station and were rested a while, Edith took them out to look at her flower garden, and said: "What, throw all those good old carpets away! Why don't you have them made into 'Velvetex' rugs by the Canada Rug Company. They make lovely rugs that last for years. We shipped our old carpet from Peterborough to this firm and our church had some rugs made for their bazaar, which were just lovely."

"Well, Aunt Mary, after that recommendation I guess we will have them made into rugs, as Bob had this booklet given to him at the Fair last night," and hands the Canada Rug booklet to her aunt. "Yes, Edith, that is where I sent my old carpets." "We will see their exhibit while at the Fair today and ask them to have their drive call for our old carpets," Edith said. "Bob was saying their exhibit is in the annex of the main building, opposite the hydro exhibit. That will be quite easy to find." "Moral—When coming to the Western Fair, bring all your odds and ends and all kinds of old carpets and leave with the Canada Rug Company to be made into 'Velvetex' rugs."

See their exhibit in the annex, opposite hydro exhibit, in the main building, Western Fair.

How many do you know?  
Look over the announcements on this page and become acquainted. You cannot know too many local firms.

**ROOFING  
CONTRACTOR.**  
Phone 7891W.  
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.

**THE SUPERIOR  
MACHINERY COMPANY,  
LIMITED.**  
**Elevators Repaired  
and Inspected**  
(Any Make).  
Cables and Accessories Supplied.  
Day and Night Service.  
181 York Street. Tel. Shop 2728—  
House 2952.

GIVE THE  
**ONTARIO DRY CLEANING  
COMPANY**  
A TRIAL.  
Telephone 6958W. 516 Talbot St.

**HILL BROS.**  
**Auto Truck Service**  
Local and Long Distance Carriage  
104 Adelaide St., Phone 2953J.

## Succeed In London

THAT business conditions are improving in London is evidenced by the fact that there are less employees out of work than there has been for some time, due to the fact that things are slowly, but surely, returning to normal, and which when once regained will run as smoothly as they did before the war.

The American dollar is for the first time in seven years below par, because of the fact that Canadians are buying Canadian goods manufactured by Canadians. And when once the people as a whole begin to realize that in order to bring about a bigger and better success in London, they must trade in home manufactured products, is the belief of many of the local businessmen.

Statistics show that the city of London has at present a larger percentage of its population owning their own homes than any other city on the continent, which is indeed a striking example of the success that has already been attained by the citizens here in the past.

And much lies in store for the future of the city, with the erection of several new educational institutions and plans in progress for yet others, it argues that the city will not only be noted for its industry, but as an educational center as well. And when industry and education go hand in hand, the highest type of community will be had.

FINDS FAVORITE CIGAR IN  
HUSTLE OF N. Y. STATION

David Harum Makes Lasting Hit  
With Sportsman of International  
Fame.

Amid the bustling, the shriek of train whistles and the calling of guards when the Chicago flier pulled into the Grand Central Station, New York City, George Burroughs, a sportsman of international repute, making his way as best he could among the jostling crowds to the Buffalo train on track 5, uttered a sharp exclamation of surprise as he felt a hearty slap on the shoulder.

"Fred Creighton! You're the last person I ever expected to see. Why, it's eight years since we've met. Remember, at the association banquet in Regina, just before you sailed for Europe?"

"Yes, George, old scout, it's eight long years. Where have you been all this time? I thought sure I'd see you sometime at the club in Algonquin."

"No, Fred, I've been down south for the last few years, although I did intend running up there this fall if this Buffalo business hadn't interfered. I'm leaving for Buffalo now. Come on in and sit down for a few minutes."

"Well, this is luck," burst out Fred enthusiastically. "I'm going there myself."

Seated in the smoker the conversation drifted from business conditions to old times.

"Say, have a cigar," said Fred as he proffered his companion a smoke. "Thanks awfully. I'm just dying for a smoke. I don't seem to be able to get a cigar to satisfy me lately. I don't know which is wrong, me or the cigars."

As the train pulled out both lit up and sat back comfortably in the soft cushions of the chair car.

"By jove, this is a good cigar, Fred, and just the right flavor, too. No wonder I haven't been satisfied. This is the same make of cigar we smoked at the banquet, and unconsciously I guess I have been searching for it ever since."

"You're right, George," his companion answered, thoughtfully watching the bluish gray smoke curl up towards the ceiling. "Yes, I guess you're right, it's a David Harum, the best 10-cent smoke made in the country today."

"I don't care what it costs, but it's a wonderful smoke. I must remember that name, David Harum, eh?"

"Yes, the McLeod-Nolan & Co. of London, Ontario, make it. They've

been making it for 25 years. I first smoked a David Harum up in Dawson City, Alaska. A Canadian trapper I met in the hotel there gave me one and I've been smoking them ever since."

"One of the principal reasons I like it," he went on, "is that McLeod-Nolan have always maintained the quality of their cigar even though at times prices of tobaccos have advanced. The fact is, it seems to me, that it is getting better every year."

"I notice that McLeod-Nolan put the finest Sumatra wrapper on their cigars, and that's certainly a point in their favor," commented George, eyeing critically his half smoked cigar.

"Yes," Fred continued, "it is manufactured from the finest Havana grown on the island of Cuba. No wonder it is considered by smokers of good cigars the best that can be procured for the money, and despite the fact that at the present time tobaccos are higher than they ever were, the company has announced that David Harums will still sell at 10 cents. In all my travels from Halifax to Vancouver I have heard in many a cigar store, 'A good 10-cent cigar.' Try a David Harum. I know you'll find it all right."

"Say, Fred," began George heartily, "would you mind giving me another of your David Harums. I can't resist the temptation of asking you for another, but I know you won't mind my going to get some myself at the first opportunity."

**SAYS GENERAL PROSPERITY  
IS RETURNING TO DOMINION**  
T. H. Yull, of Federal Advertising Agency, Reports More Business This Year.

That general prosperity is returning to Canada with a rush is evidenced in many lines, and perhaps in none more strongly than the advertising agency business.

Mr. T. H. Yull, president of Federal Advertising Agency, Limited, of this city and Hamilton, Ont., reports that his organization in the last four months has done more business than during the whole of 1921.

The near future is to show a marked change in newspaper and magazine advertising, in the opinion of Mr. Yull.

The old bombarding advertisement and its direct opposite, the inane advertisement, are to die a natural death. Advertisers, especially national advertisers, who spend large sums of money each year on advertising campaigns, have realized that the public looks for common sense in

advertising and for good sales talk attractively presented. They know that such advertising can be created only after concentrated study of the product and its merchandising by advertising experts.

"The advertising of the future—and by future I mean not very far away—will find all advertisements of the better class well thought out and well planned," says Mr. Yull. "The day of monopoly, when an advertising agency with accounts numbering into the hundreds could turn out the advertising of their clients at the rate of so many disposed of each day, is going fast. The agency that is advancing today is the one that keeps experts who are commissioned to handle only a certain number of accounts. Their quota is never more than one man can intelligently handle, so that each client is given the necessary attention to make his advertising dollars return utmost value."

This revolution in advertising—for such it can be termed—is due, Mr. Yull believes, to the breaking away of certain men in the Canadian advertising field from the old regime, establishing new ideals and living up to them.

**CHURCH ORGANS**  
Electric Organ Blowing Machine.  
Write For Advice or Estimates.  
**LEONARD DOWNEY**  
100 CARLING ST.

**Phonograph Broken**  
PHONE 2885W.  
**WORMALD**  
312½ Dundas St., Opp. Armouries.

PHONE 4590W.  
**THE LONDON GARMENT CARE**  
And get your suit cleaned and pressed by expert cleaners and pressers. First-class service, our aim is satisfied customers. Ladies' and gent's clothing cleaned, pressed, altered and repaired; first-class tailor shop in connection, all goods called for and delivered.  
J. FRAUMENT, Prop. 339 Dundas St. A. BROWN, Manager

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

**UNION MADE  
WRAV'S  
WORK GARMENTS**  
WEAR ELL & SIZE  
SMOCKS,  
OVERALLS,  
WORK PANTS.  
LOOK FOR THIS LABEL.

**LAVENDER-SPENCE**  
ELECTRICAL ENGINEERS.  
Office and showrooms,  
406½ Hamilton Road.  
Our prices for fixtures and wiring are less than "the other fellows."  
Phones: 7457, 6884W, 2237F.

**PARKER & ALLEN  
PLASTERERS**  
STUCCO WORK A SPECIALTY.  
1197 Florence St. Phone 4739.

MODERN METHODS USED  
AT BANNER BARBER SHOP

Best of Service Guaranteed to Busy  
Man—Electrical Devices Used.

When a particular man makes arrangements for his annual vacation, he does not neglect to visit his barber shop before leaving the city for that hair cut, shave, massage, shampoo, or any other little thing which is absolutely indispensable—if he is to look and feel at his best.

Every man has his own taste regarding the manner in which his tonsorial needs must be attended to, and Londoners in general are no exceptions, taking no chances on the unknown barber.

Those citizens who patronize Banner's Barber Shop at 417 Talbot street, where five chairs are continuously in operation during business hours, are assured of the satisfactory service which can only be provided by the most modern methods and first-class application of them.

Studies Patrons.  
Banner has made a study of his patrons. Courteous treatment is the criterion by which his business is operated, and the ever-growing clientele which he enjoys is ample evidence that he has succeeded in his aim to please.

Electrical devices which have been installed in the favorite Talbot street establishment facilitate the work and make a visit to this shop a pleasure.

The busy person who must rush off to the picnic at Port Stanley or Springbank does not need to worry over the appearance of his hair, or his need of a shave, because he knows that a last-minute visit to Banner's Barber Shop will suffice to eliminate this distraction from his appearance.

Wants to be Cool.  
During the hot weather Mr. Londoner desires to be as cool as possible, and on warm afternoons, when shaving becomes a labor, the enticement to recline in the barber's chair is too great to resist.

Banner solicits those Londoners who desire top-notch service at moderate prices to visit his shop for a trial. His invitation is being accepted by citizens every day. By this means he is making new friends, building up his business, and succeeding with London.

No apprentices are employed at this shop—only barbers with years of experience as an asset to perfection are on the job to maintain the Banner policy of service and satisfaction.

advertising and for good sales talk attractively presented. They know that such advertising can be created only after concentrated study of the product and its merchandising by advertising experts.

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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 STREET.  
Phone 6640W.

**BULL BROS.**  
Plumbing, Heating and Sheet Metal Contractors. Estimates Furnished.  
Phones 3485W-2488J.  
366 Hamilton Road.

**THE LONDON PURE ICE COMPANY LIMITED**  
MAKERS OF  
**Artificial Ice**  
FROM LONDON'S PURE DRINKING WATER  
LONDON CANADA

The Home of Quality.  
**ART WILKES.**  
London Tire Repair Depot  
854 Wellington St., Phone 2334,  
Opposite McClary's.

Our milk is the product of the best farms, protected by the most up-to-date equipment and method possible. It is pasteurized and delivered to your home—a bit of the country—each morning.  
**The London Pure Milk Co., Limited**  
PHONE 4338. 561 DUNDAS STREET.

**Roberts Engraving Company**  
Illustrators, Designers, Engravers.  
NORMAN A. ROBERTS, Manager, London, Canada. Phone 314

**THE LONDON SIX  
SUPREME TOURING**  
IS A WINNER.  
PLACE YOUR ORDER NOW.

**HOME OF SPALDING ATHLETIC GOODS.**  
**R. M. BRISCO** 258 DUNDAS STREET  
HYSLOP BICYCLES, TENNIS SUPPLIES, FISHING TACKLE, AUTO ACCESSORIES.

**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

**BUY SPRINGBROOK SAUSAGE  
AND WEINERS TODAY**  
THEY ARE DELICIOUS. MADE BY  
**PATTISON'S, 130 Briscoe St.**

**G. M. MURRAY**  
Expert Radiator and Auto Sheet Metal Work.  
BRAZING OF ALL KINDS.  
Telephones: Day 2327, Night 5448.  
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

Oxy-Acetylene Welding  
OF CAST IRON, STEEL, BRASS, BRONZE AND ALUMINUM.

Custom work a specialty. Machinery castings, automobile parts, etc.

**THE DENNIS WIRE AND IRON  
WORKS CO. LIMITED**  
LONDON  
CANADA

Expensive auto parts welded at little cost, saving costly replacement.

**HEALTH BREAD**  
IS THE BREAD FOR OLD OR YOUNG. WHICH CONTAINS MANY CELL SALTS TO FEED THE HUMAN BODY.  
THOS. ALGER.

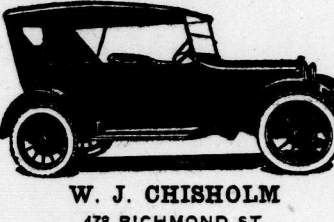
**ELECTRIC MOTOR  
REPAIR CO.**  
D. C. and A. C. Winding and Repairs. Radio Supplies.  
Tel. 7174. Nights, 5125 and 3806  
340 Talbot Street.

**The Chas. Chapman Co.**  
Publishers, Bookbinders,  
Manufacturing Stationers.  
91 Dundas Street. Phone 370.

**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.**



**W. J. CHISHOLM**  
478 RICHMOND ST.

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

Martin-Senour 100 per cent. Pure Paint.  
**J. A. PAGE**  
Hardware, Sheetmetal and  
Furnace Work.  
Tel. 2697W. 807 Dundas Street.

**SILVERWOODS**  
QUALITY CARBONATED  
ICE CREAM AND BUTTER

**THE COMMERCIAL  
ELECTRIC CO.**  
ELECTRICAL CONTRACTORS.  
Experts in Conduit Work.  
Estimates Furnished on All Kinds  
of Electrical Wiring, Fixtures.  
467 Richmond St. Phone 1871W.  
L. R. Foley, Manager.

**WM. C. BENSON, C. A.**  
RESIDENT PARTNER.  
Oscar Hudson & Co., Chartered  
Accountants.  
213 Dominion Savings Building.  
Phones 1537J-6316.

**THE LONDON PURE ICE COMPANY LIMITED**  
MAKERS OF  
**Artificial Ice**  
FROM LONDON'S PURE DRINKING WATER  
LONDON CANADA

When in Need of Printing  
Phone Two-One-Two-Three  
**Hollins Printing House**  
CHAS. HOLLINS, Prop.  
143 King Street.