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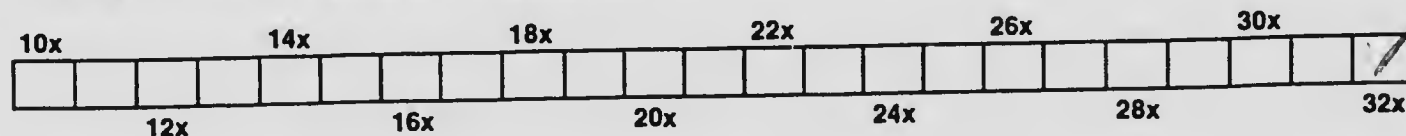
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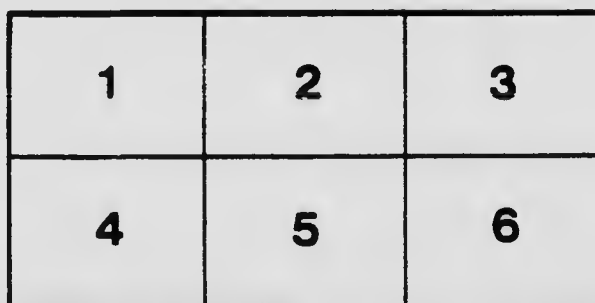
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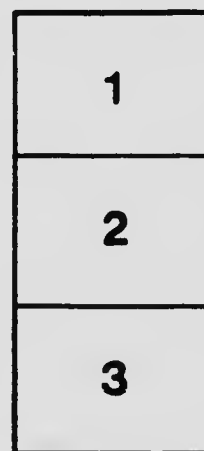
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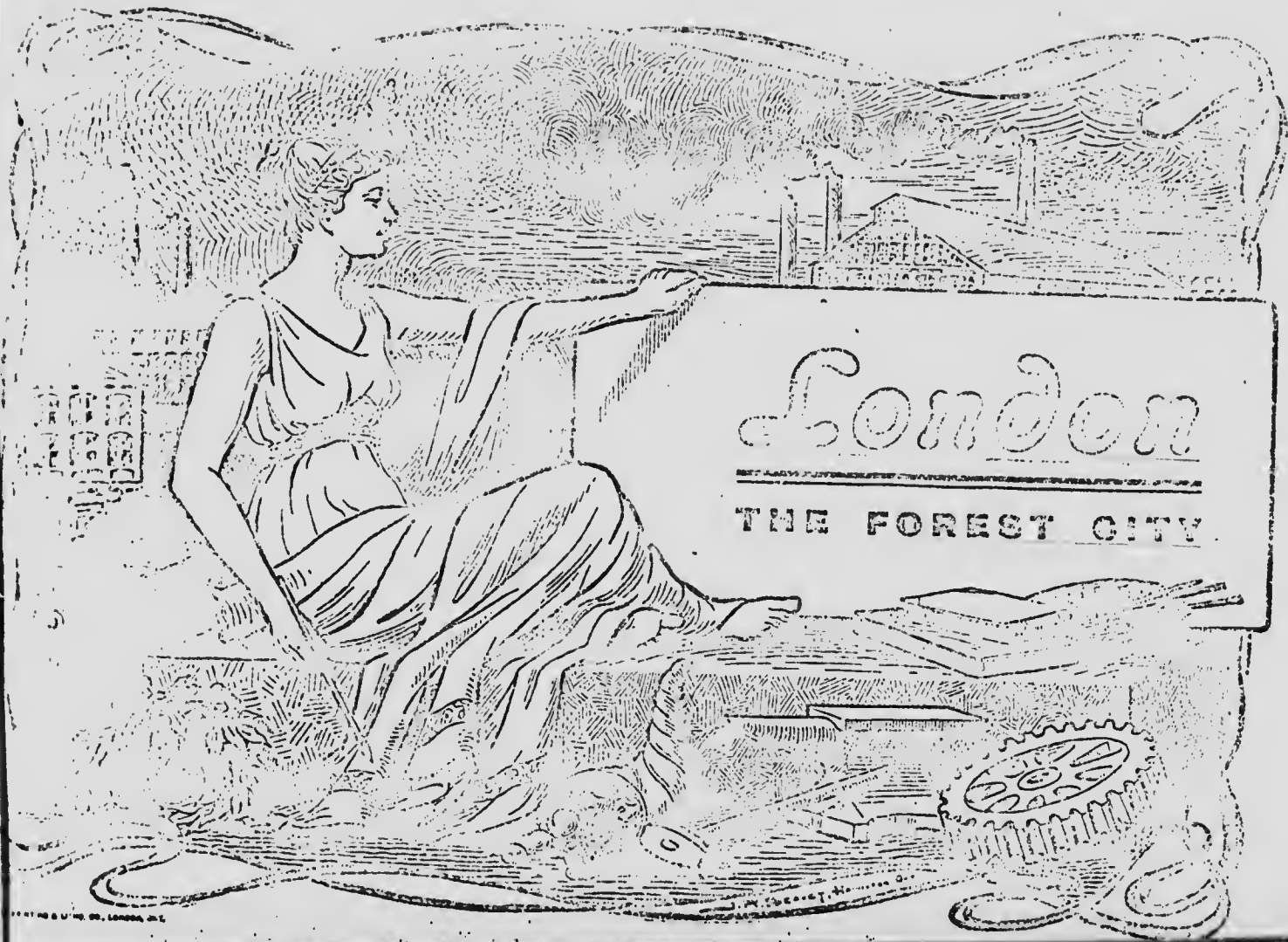
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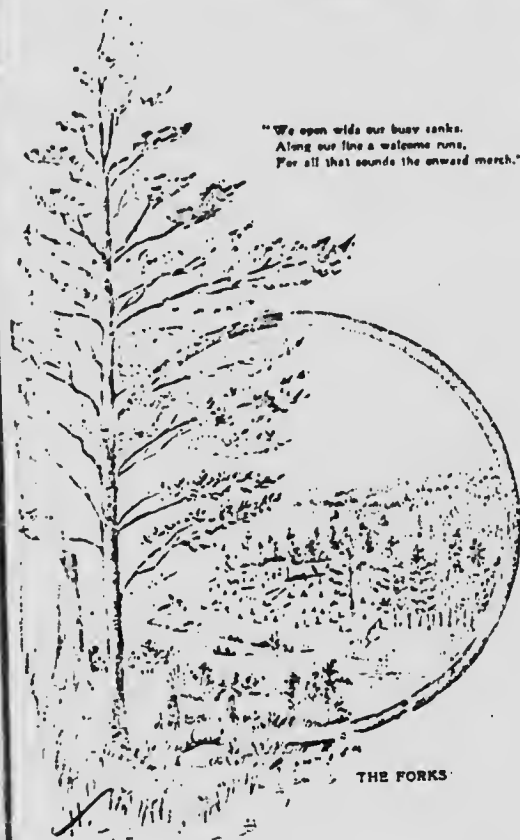
London

THE FOREST CITY



LONDON, ONTARIO, CANADA.

One of the Greatest Commercial and Industrial Cities of the Dominion



"We open wide our busy ranks,
Along our line a welcome runs,
For all that sound the onward march."



That sturdy old Scot, Peter McGregor, who is credited with being the first white man to erect a place of habitation within the boundaries of what is now the City of London, could rise from the dead and look about him, what changes, wrought by the hand of man and time, he would behold! In place of the home of the Indian, the wolf and the bear, he would see a modern city of nearly 50,000 inhabitants, with everything that that means; a great industrial and commercial center, with factories turning out almost every commodity to be found under the sun, and wholesale houses second only in number and amount of business done in Ontario to Toronto. And, withal, he would find a beautiful city, with broad, well-paved streets, magnificent public and business buildings, handsome churches and charitable institutions, splendid educational structures, and private residences equal in point of general appearance and as regards cost of construction to those of any other city in the Dominion. And yet it is only 80 years since Mr. McGregor hewed out the first home here.

There has been nothing of the leap's and bounds in the growth of London, the city never having experienced what in these days is termed a boom, but the progress has been steady, substantial, and of the come-to-stay kind.

It is not intended to deal here with the early struggles of what is now the metropolis of Western Ontario—that is an old and familiar story. Fourteen years after the erection of the first house, London, with a population of 2,000, was incorporated as a village, and eight years later as a town, the population then being 4,668. In 1853 the first railway train (the Great Western) entered London, and incorporation as a city, with 10,000 inhabitants, followed the next year. That was a little over half a century ago, so it will be seen readily enough how steadily the increase of population has been going on.

It is the London of to-day, however, that it is chiefly intended to deal with here, and that, too, in a very cursory way. The city covers an area of nearly 4,500 acres, being situated on the River Thames, and in the center of one of the richest agricultural districts of the Dominion. It is a half-way point between Niagara Falls on the east and Detroit on the west. About eighty different lines are included in the two hundred or more manufactories, which employ between 6,000 and 7,000 people, not including the two or three hundred employees of the car shops, railways, and in the building trades. But it is as a distributing or shipping point that London excels—a fact which largely accounts for the growth of the city as an industrial point. No less than four transcontinental railways enter the city, which has, in addition, connection with the Wabash system. Besides this, branches run out in all directions, rendering the city easy of access to the people of the surrounding country. The city has also direct access to Lake Erie over its own railroad, running south to Port Stanley, and a recently-introduced system of interswitching proves of immense value to shippers.

London is also most advantageously situated, in being able to secure coal for manufacturing purposes at very low prices. The coal is loaded on cars at the pit's mouth in Ohio, sent on to Lake Erie, and there transferred to large ferries and carried across to Port Stanley, where it is run on to the tracks of the city's own railroad (the London and Port Stanley), and conveyed right up to the factory doors in this city.

London boasts of one of the most perfectly-equipped street railways in the country, and an electric road running to St. Thomas, with Port Stanley as its ultimate terminus, is the latest addition to the city's transportation routes.

Next to that of Toronto, the wholesale trade of London is the largest in Ontario. Every line is represented, and throughout the week an army of drummers for London houses covers the Dominion, taking orders for the enterprising firms of this city. A pretty fair idea of the development of London's trade may be formed from a perusal of the following figures of customs receipts at the Port of London from the year 1892 to 1905:

1892, \$518,283.66; 1893, \$569,892.06; 1894, \$490,313.10; 1895, \$467,770.94; 1896, \$508,449.62;

LONDON PUBLIC LIBRARIES & MUSEUMS
CENTRAL



1907, \$27,166,011; 1908, \$28,166,011; 1909, \$27,166,011; 1910, \$27,629,121; 1911, \$28,166,011; and this year (1916) it is expected the receipts will pass the million dollar mark. In inland revenue receipts the expansion has been no less marked, and this is largely accounted for by the fact that London is the second largest cigar-manufacturing center of the Dominion, Montreal alone exceeding its output. London's cigar output for one year—the last of which record is to hand—was 21,138,565 being the product of twenty-four factories. The amount of raw-leaf tobacco used in this manufacture was 593,977 pounds. In this industry the total number of people employed is close upon one thousand.

London is known as "The Forest City," an appellation which is most appropriate. The pavements and sidewalks are of the most modern kind, and cleanliness is to be seen on every hand. Indeed, the city has no slums. Handsome government, bank, wholesale and retail buildings give the business streets a really metropolitan appearance. The avenues and other residential streets are amongst the most beautiful on the continent. Magnificent homes are surrounded by beautiful lawns, and broad boulevards and wide-spreading maples add an air of beauty to scenes of comfort and wealth.

The city possesses three splendid parks, covering an area in all of over 321 acres, and Springbank, a few miles down the river—half an hour's ride by trolley car—and Port Stanley, twenty-five miles distant, afford additional breathing spots in the summer-time, that are fully appreciated by the citizens. The purest water service, and a drainage system almost perfect, account in large measure for the fact that London is one of the healthiest cities in Canada, the death rate being remarkably low.

The hospitals and charitable institutions of London afford unsurpassed facilities for the care of the aged, distressed and unfortunate. Two splendid hospitals—Victoria, owned by the city, and St. Joseph's, conducted by the Sisters of St. Joseph—are commodious and modern throughout. Just outside the city's eastern limits is the immense asylum for the insane, a Provincial institution, covering three hundred acres, and affording accommodation for twelve hundred inmates. Other institutions are the Protestant and Mount Hope Orphanages, the Home

for the Aged People, the Women's Shelter, Children's Shelter, Convalescent Home and Home for Incurables, all of which are most ably conducted.

Every religious denomination is represented in London's two cathedrals and thirty or forty churches. Most of these edifices have been erected at considerable cost and in some instances are magnificent structures.

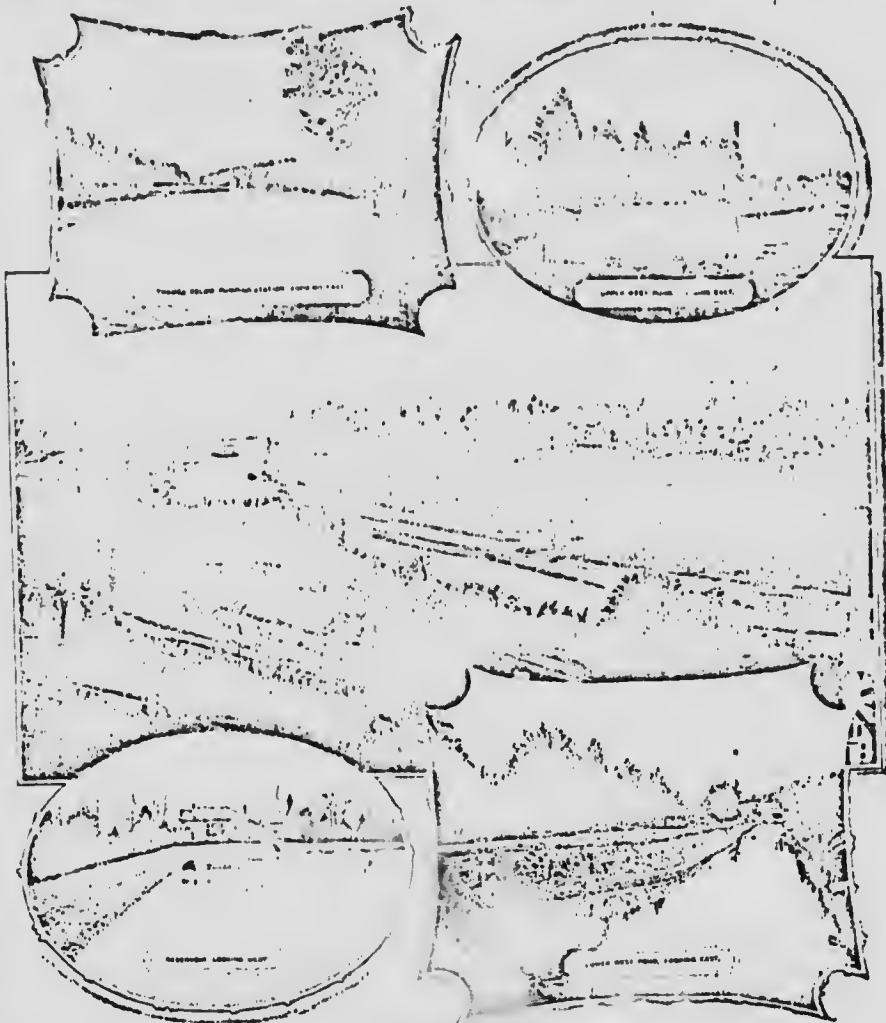
London being the seat of the Bishops of Huron (Anglican) and London (Roman Catholic), accounts for the presence here of the two grand cathedrals, St. Paul's and St. Peter's.

London justly lays claim to the distinction of being the educational center of Western Ontario. Besides the Western University, with its complete medical, arts and divinity departments, the city boasts of a Provincial Normal School, the largest Collegiate Institute in Ontario, and eighteen graded public schools. On the rolls of the Collegiate Institute are the names of over 1,000 pupils, necessitating the employment of twenty-two teachers. Six thousand children find accommodation and six teachers employment in the public schools. In addition, there is an immense R. C. convent, eight separate schools, and a number of commercial colleges, schools of music, etc. The splendid Public Library is one of the most popular and best patronized institutions in the city.

As regards banks, no city in Canada has better accommodation than London, no less than ten chartered banks having branches established here. Besides these are half a dozen savings and loan companies, whose headquarters are in this city. Thus London has ample banking facilities, while the loan companies afford the working classes and the farming people of the surrounding country convenient means of raising loans when about to build, and accounts in no small measure for the fact that a much larger percentage of the workmen of London own the homes in which they live than is the case in any other city on the continent.

Electric light and gas furnish illumination for the streets and homes of the city. The police and fire departments are amongst the best equipped and most efficient in the country, the result being that crime of a serious character is unknown, and costly conflagrations are extremely rare. Two fine theatres furnish places of amusement, where the best attractions on the road are presented.

Taken all in all, Canada possesses no more progressive, up-to-date and beautiful city than London.



VIEWS OF SP...





THE BANK OF TORONTO.—When a bank has built up an immense business on sound principles for over half a century there is no better place for your savings. They will safely accumulate here. For over fifty years the Bank of Toronto has been the principal monetary factor in the development of Ontario. The London branch of this institution is located in the company's own modern business block on Richmond Street, which is pointed out as one of the most imposing of our city structures. The business is under the efficient management of Mr. J. Pringle, who has for the past twelve years most successfully conducted its affairs. The authorized capital of this bank, fully paid, is \$4,000,000.00, and its reserve fund aggregates \$4,000,000.00. It is a great financial bulwark, a progressive yet soundly conservative banking institution, and well worthy of the remarkable prosperity achieved.

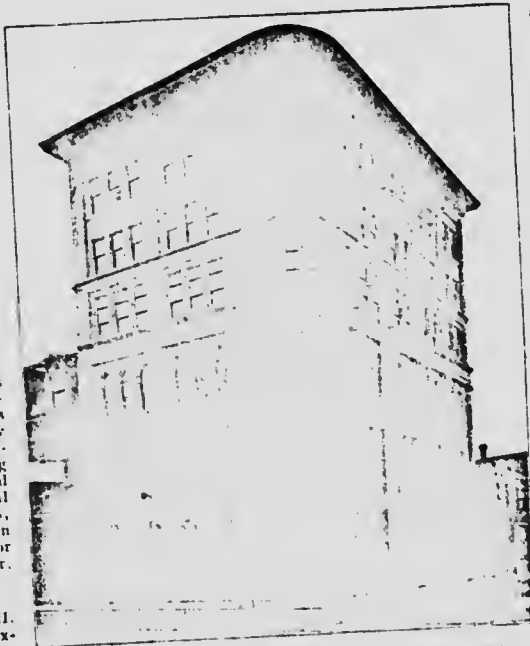
ALEX. GILLEAN, General Insurance Agent, 30 Bank of Toronto Chambers—For the past twenty five years Mr. Gillean has carried on an extensive insurance connection, representing some of the leading insurance companies doing business in Canada. For the past twenty years he has been District Inspector and Local Agent of The Standard Life Assurance Company of Edinburgh, founded 1825; funds, \$55,000,000.00; revenue, \$7,000,000.00 per annum; investments in Canada, \$15,000,000.00. Should you contemplate effecting life insurance, we feel convinced that this company's plans and settlements will meet all competitors. In the fire insurance branch he represents The Insurance Company of North America, founded 1792; total assets, \$12,000,000.00; full Government deposit at Ottawa. Also The Sun Insurance Office of London, England, founded 1710; "The oldest purely fire office in the world." Surplus over all liabilities, \$8,000,000.00. It will pay you to call up Mr. Gillean, "phone 322, residence 853.

F. H. BUTLER, Stock Broker, 16 Masonic Temple.—This is one of the many firms that is known as far as London commerce extends. For twelve years or more Mr. Butler has been known in brokerage circles as a business man that may be trusted for correct reports and prompt attention to business. He is hourly in touch with leading markets, receiving quotations by wire from New York Stock Exchange and Chicago Board of Trade, as well as Toronto and Montreal Stock Exchanges, dealing in stocks, grain and provisions, which are bought and sold for cash or on margins. No man in London is better informed on the business of the day, or more energetic and vigilant in the discharge of duty than Mr. Butler.

MCLEAN BROS., Semi-ready Tailoring, 146 Dundas St., H. D. McLean, Manager.—There is a style, a character, an exclusiveness about Semi-ready tailoring that puts these suits far beyond any comparison with the best clothes you can see elsewhere in London. The London store of McLean Bros. was established about twelve years ago, and is giving the people of the city, as well as the citizens of Montreal, Stratford and Goderich, where their other stores are located, the best opportunity of the hour to dress well. They are prepared to satisfy the critical tastes of the smartest dressers in our cities. McLean Bros. have the patronage of this class, they are thoroughly in touch with every part of the business they command, and their circle of influence and volume of business are rapidly increasing. Mr. H. D. McLean, the manager of the London store, is courteous to all, and has a large experience, which enables him to guide you with a sure hand.

H. C. MCBRIDE, Member Ontario Association of Architects, Room 62, 63, 64, Bank of Toronto Chambers, London, Canada.

SUN LIFE ASSURANCE COMPANY OF CANADA, Bank of Toronto Chambers: A. S. McGregor, District Manager.—Through the energy and business ability of Mr. Robertson Mearns, President and Managing Director, and Mr. T. B. Macaulay, Secretary and Actuary, the Sun Life Assurance Company of Canada has attained a first place among the business institutions of Canada. It has a rating that places it above question, and gives it a conspicuous place among the standard



Bank of Toronto. H. C. McBride, Architect.

insurance companies of the world. The company has had an office in London for a number of years, which is under the charge of Mr. A. S. McGregor, an insurance man of brilliant ability. Policies of the Sun Life are sound, liberal and concise, they speak for themselves, their rates and protection appealing to those who appreciate the best. This company was founded in 1865, and in the history of insurance business no company has broadened with more positive force than the Sun Life. The success of the London district is due to the energy and worthy ambition of Mr. McGregor.

E. J. MacROBERT, General Agent, Fire, Life and General Insurance—Room 107, Masonic Temple.—Mr. MacRobert is a native of London, has been in business here for twenty-four years, and represents the leading insurance companies of the country. He is General Agent for Western Ontario of the Economical Mutual Fire Insurance Company, of Berlin, Ont., which is called the "Old Reliable," having for thirty-five years been the popular fire insurance company of the Province. Mr. MacRobert also represents a number of other leading fire insurance companies, also Life, Accident and Plate-glass insurance companies, and is always pleased to explain the merits of the policies he handles. Money is loaned on real estate at low rates, and easy terms. Mr. MacRobert is one of London's most active business men, keeps fully abreast of modern methods, and lets no opportunity escape him. He holds high record commercially.

S. K. MILROY, Manufacturing Jeweler, Richmond St.—Mr. Milroy has been the leading manufacturer of jewelry in our city for the past seven years, supplying London dealers, as well as jewelers in other parts of the country, with the latest novelties. His house is headquarters for goods of this class, and is confined to a manufacturing and jobbing business, having no retail department. A specialty is made of diamond mounting, and Mr. Milroy is an acknowledged expert as a jewel setter. Gold and silver plating are equally well done; engraving and repairing are promptly attended to. For original designs, emblematic goods, charms and medals, no finer line is shown, and his establishment is the acknowledged headquarters for this class of goods. Mr. Milroy is a practical jeweler in every sense. He is also recognized as an active and faithful citizen.

J. F. SANGSTER, Real Estate and Investment Agent, Room 112, Masonic Temple.—Mr. Sangster is a proponent of all things best in real estate, and one of the strong influences in London in encouraging people to own their own homes. He has handled real estate for twelve years, and developed some of the most popular sanitarium divisions of our city. He believes in launching out into ways untried, and not holding to the footpaths of our grandfathers. He makes no plunge or rash ventures, but follows the decision of conservative thought and rational sight. Just now he is interested in developing a fine subdivision between Adelaide and Elizabeth Streets, near Wolsey Barracks; and he has recently closed the sale of 63 lots in the north part of the city, on Hillman Avenue, and in a fine residential portion of London. He makes accommodating terms to every individual, and protects his customers in every way possible.

THE FRASER CAP COMPANY, Manufacturers of High-Grade Headwear, 96-98 Carling St.—Among the manufacturing enterprises of our city, this one is conspicuous in the production of high-grade headwear. It was established six years ago, employs from 35 to 40 persons, and turns out a large number of the best styles in hats and caps, making a specialty of cloth caps. They have a well-directed corps of traveling salesmen, and make heavy shipments to retailers through all parts of the country. They are careful and businesslike in every proceeding, accurate and generous in dealings, represent their stock as it is, and hold favor with the trade against the sharpest competition. They handle all the novelties of the day in their line. The volume of business has reached large proportions, and reflects credit upon the executive ability of Mr. Fraser. This is one of the houses that has added fame to London as a strong commercial center.



a dealer in select jewellery, has for four years handled the representative lines, and is thoroughly established in the confidence of this locality. He carries an extensive line of diamonds and jewels, and also does fine watch repairing. He is in every sense a skillful and popular jeweler, and his success is due to well-defined methods and sound principles. His business is the prominent trade of the town. Mr. Sumner is a Canadian by birth, and during a residence in our city of twenty years has won the esteem of all who know him.

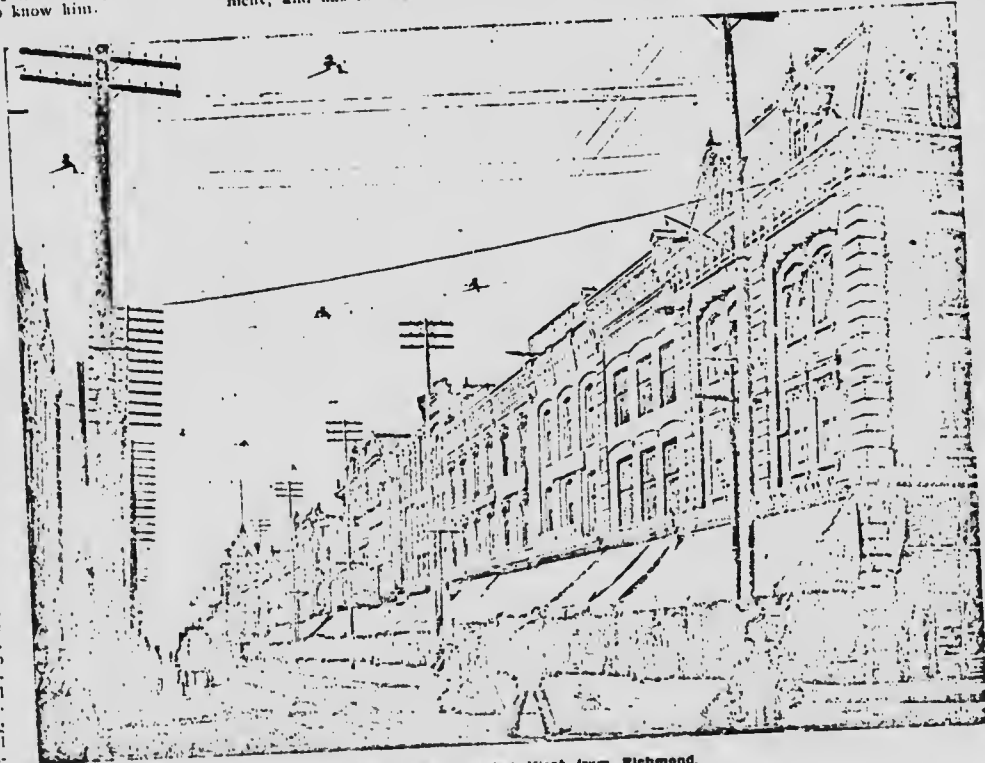
GLRNEY OXFORD STOVE STORE.

38; Richmond St., Wilson C. Wood, Mgr.—The Gurney Foundry Co., Ltd., of Toronto, is one of Canada's immense concerns, too well known to need any introduction, but a mention of their store cannot be passed when the leading enterprises of this city are discussed. Their London house was opened about 12 years ago, and here, as in all of the principal cities of the Dominion, they lead the trade in their line. Their stoves, ranges, hot-water furnaces and heating apparatus in general are quoted as high standards from coast to coast. Under the management of Mr. Wood, this is one of the most profitable branches under the auspices of the Company, and reflects credit upon his energy and ability. The furnaces, steam and hot-water plants which he installs give entire satisfaction, because they are built on scientific lines, and put in by a man who thoroughly understands all heating problems.

A. J. MORGAN, Manufacturer of Incubators and Brooders; Poultry Supplies, Store, 264 Dundas St.—Among the many enterprises of London of the highest reputation is a special line of industry in the business conducted by Mr. A. J. Morgan. In his factory, at 100 Wellington Street, he manufactures incubators and brooders, and his trade extends throughout the entire country, his output being constantly on the increase, and every article proving highly satisfactory to the customer. He is also a wholesale and retail dealer in all kinds of supplies, books and papers for poultry, birds, pigeons, cats, dogs, rabbits and guinea pigs. In his retail house, on Dundas St., will be found a large stock of bird cages, gold fish, canaries, garden supplies, milkmen's supplies, and flower and vegetable seeds. It would be hard to find a store that more nearly supplies the needs of our citizens than Mr. Morgan's. He overlooks no point to give his customers the very best service. He also does printing of stationery, circulars, catalogues, etc., for poultrymen and breeders of fancy and pet stock, having a large stock of cuts for illustrating such literature.

Manager, Edge Block, corner Dundas and Richmond Sts.—This company, which has its headquarters in Toronto, is one of the modern type of insurance concerns, which has profited by all that has been learned by older organizations, and is rapidly pushing to the front in insurance circles. It was established five years ago, and boasts a fully-subscribed capital of one million dollars. The company offers every safeguard, allowing every privilege consistent with conservative management, and has for its foundation fidelity, honest and equipment,

business enterprise is the knowing of when to take advantage of an opportunity. The Western Real Estate Exchange is daily presenting opportunities to dispose of your real estate, which are unprecedented in this or any other country under the sun. They advertise for you in papers having a combined circulation of one million. They can sell any property, no matter where it is located, in an incredibly short time. Results, which by ordinary methods would require months and even years to accomplish, are acquired often in so many days under their system. Their headquarters are in our city, and two hundred agents represent the company in all parts of Canada. Their list of bargains is published monthly, and property is handled with promptness and absolute trustworthiness. The officers of the Western Real Estate Exchange are well known to all London citizens, and are held in highest esteem by all. They are: D. H. Tennent, President; James Burrows, Manager; Wm. J. Talbot, Assistant Manager. Valuers and Inspectors of the County of Middlesex are E. R. Talbot, John Tennent and A. W. Atkinson.



Dundas Street, Looking West from Richmond.

table treatment. The company is fortunate in securing the able services of Mr. Cody for this important agency. He has been identified with the insurance business for a number of years, and is an underwriter of exceptional merit. He controls in this district London, St. Thomas and Port Stanley, is an active worker and thorough organizer, and the business turned in from this territory is already equal to that of any agency of similar size and age. Mr. Cody has the assistance of two superintendents and fifteen agents, and we bespeak a very successful career for this agency's future.

THE CONNELL ANTHRACITE MINING COMPANY, LTD. H. Reynolds, Mgr., 133-139 York St.—Throughout the length and breadth of the country this company is known, although they have been established in London but a short time, having recently succeeded the People's Coal Company, at the above address. The Connell Anthracite Mining Company operates mines in Pennsylvania, and ship to all parts of the country, handling the best anthracite coal on the market. Their business methods are exemplary and modern, and their business at this place is under the able management of Mr. H. Reynolds. Already he is winning his way to the top-notch trade in fuel, and we bespeak for his company a bright future.

JAMES DUNN, Manufacturer and Dealer in Saddles, Harness, Trunks, Etc., corner King and Talbot Sts.—This business was established nearly forty-five years ago, and has been one of the useful and successful lines of London. Mr. Dunn manufactures harness of all kinds, and makes saddles that are the pride of every customer who purchases one. He also deals in trunks and valises, and in these he has an attractive stock. Good goods, fair prices, and the prompt work have characterized the house always, and is the ruling motto of to-day. Mr. Dunn has no superior in the city as a harnessmaker, and employs several skilled assistants. Anything from his place is all right. He is a loyal, liberal citizen.



MUTUAL LIFE ASSURANCE CO. OF CANADA. C. E. German, General Agent, 421 Richmond St.—“Every Dollar for the Policy holder” has been the watchword of the Mutual Life Assurance Company of Canada since its organization in 1869. The 1907 amount of business in force at the end of 1905 was \$11,098,957 and is an increase over the last year of nearly \$1,000,000. The London branch is ably represented by Mr. C. E. German, who has been with the company for over twenty years. The counties of Middlesex and Lambton are included in his territory, and have proven one of the most prosperous districts on their lists under his efficient management. Mr. German is a life-long worker in insurance, and is thoroughly known in London and surrounding country, and his connection with the Mutual Life assures the standing of the company.

EMPIRE MANUFACTURING COMPANY, LTD. Manufacturers of High-class Plumbers and Steamfitters' Brass Goods.—The Empire Mfg. Co., Ltd., is one of the largest manufacturing concerns in our city. They not only manufacture Plumbers and Steamfitters' Brass Goods, but they carry a full line of Plumbers and Steamfitters' supplies. They employ about one hundred and twenty-five men, and employ four salesmen on the road, covering the whole of Canada. The President, Mr. T. A. Stevens, has a practical knowledge of the business, having started in business over thirty years ago. Each of the departments are under the management of up-to-date foremen. The officers of the Company consist of: T. A. Stevens, President; G. S. Trudell, Vice-President; C. F. Stevens, Secretary, and F. E. Trudell, Treasurer.

THE MONARCH TYPEWRITER CO. LTD., 110 Masonic Temple, F. C. Donaghy, Manager.—“One of our greatest men of to-day has said, ‘‘The difference between fifty years ago and now is that we do in one hour what used to take twenty-four.’’ The typewriter has been a mighty force in making this change, and The Monarch Typewriter is the essence of all that years of experience have brought to men long identified with the typewriter business. It is a visible writer, durable in construction, perfect in alignment, and speedy in action. The London branch of the Monarch Typewriter Company is one of the most lucrative and a growing agency of the company. It is in charge of Mr. F. C. Donaghy, who, through indomitable pluck and perseverance, has brought it to its high degree of success and influence.

THE WESTERN HOTEL. John B. Jennings, Prop., Richmond and Beverton S.E.—It is surprising how many hotels are required to take care of the travelling public. A good house at reasonable cost is the greatest demand of the age. This house has been under the present management for 11 years, and is full every day of the week. Its location is excellent, adjoining the Grand Opera House, and its accommodations are first-class. It is a fine, modern structure of brick, contains 32 guest rooms, convenient sample rooms, and a service that is unequalled for the money. Its rates are \$1.25 per day. Mr. Jennings, the proprietor, has been well known in London for many years, and is held in high esteem as a business man and a hotel manager, as far as the name of London is spoken. This house records more business than any hotel of its size in Ontario.

Our streets and public thoroughfares are wide, paved, and well kept, and our parks and pleasure grounds are that could be desired.

THE PEDLAR METAL-ROOFING CO., 69 Dundas Street, Geo. H. Haney, Manager.—This company has had a prominent part in the development of building interests in Ontario, and, in fact, all over the Dominion. Since 1861 they have been prominently engaged in the manufacture of sheet-metal building material. The headquarters of the company are at the Oshawa, Ont., where they have the largest plant in the British Empire for the exclusive production of sheet-metal building material. They also manufacture steel ceilings, metal doors, ventilators, etc., and have branch houses in the principal cities of the Dominion, as well as cities in South Africa, Australia and New Zealand. Their motto has ever been “Keeping everlastingly at it brings success.” Mr. Geo. H. Haney is the efficient and courteous manager of the London house.

O. O. BENSON. Banker, Financial and Real Estate Agent, 215 Temple Building.—During nearly twenty years' experience in Financial and Lending Business, Mr. O. O. Benson has established an enviable reputation for absolute reliability and honorable dealings. He loans money on mortgages and other securities, collects accounts, buys and sells real estate, and deals in stocks on commission. Mr. Benson has correspondents throughout Canada and the United States, and can give reliable information in regard to any reliable stock. He gives this information on application, without charge. Mr. Benson is Managing Director for the Sterling Securities Company, Ltd., which is an incorporated company, with an authorized capital of \$100,000.00, and which has an agency in Halifax, N.S., under the management of Mr. G. J. B. Metzler. Because of the fact that there are a large number of persons in Canada having large or small amounts of money for which they would like a safe investment, bringing larger returns than Savings Bank interest, the Sterling Securities Company, Ltd., was established as a medium between investors and investments. They acquire, invest in, hold, deal in, and make loans and advances on and underwrite and guarantee all kinds of stocks, shares, bonds, debentures and securities. Co-operation is the modern way of doing business. Great enterprises are organized, financed and successfully managed by this plan of co-operation, and in no other way would the small investor be able to share in the enormous profits which are so frequently the result of combining small sums of money into one large amount. Mr. Benson is an old resident of London, and as a citizen is highly esteemed. He is a descendant of the United Empire Loyalists, and a patriot of sterling type.

LONDON CUTTING SCHOOL. 243 Dundas St., Mrs. K. Franks, Prop.—London is fortunate in possessing such an establishment as that of Mrs. K. Franks, London Cutting School. Mrs. Franks enjoys the advantage of a most thorough and practical training, covering a period of many years in the famous fashion centers of the country, and has made a scientific study of various systems of cutting dress patterns. Her school, at 243 Dundas Street, was established ten years ago, and has the confidence of London people, and the appreciation of many pupils, whether dressmakers, mothers anxious to dress themselves and their daughters becomingly at least expense, or others of limited means. The increasing demand in departmental stores and high-class tailoring establishments for expert cutters prompts many to profit by this excellent opportunity, afforded at so slight an expense, to prepare themselves to secure these fine positions. Mrs. Franks conducts both day and evening classes. She also carries on a special pattern service, and furnishes to the trade patterns cut to actual measure or in stock sizes.

ADAMS & TANTON. Flour, Grant and Millwood, Stn., 115 King St.—This well-known business house is situated just opposite the market, and is the popular flour and feed store of the city. The business was established a quarter of a century ago by Mr. Geo. Phillips, and the above firm was organized ten years ago by Messrs. C. J. Adams and A. E. Tanton. They carry the best that the markets afford in all that they represent, and have the goods that the people want. They have modern storage bins, and keep up with all that is new, and are one of the best of all they handle. Prompt delivery is assured on all they sell, and they give down weight and good measure. These gentlemen are known in business circles for firm judgment and sound business methods.

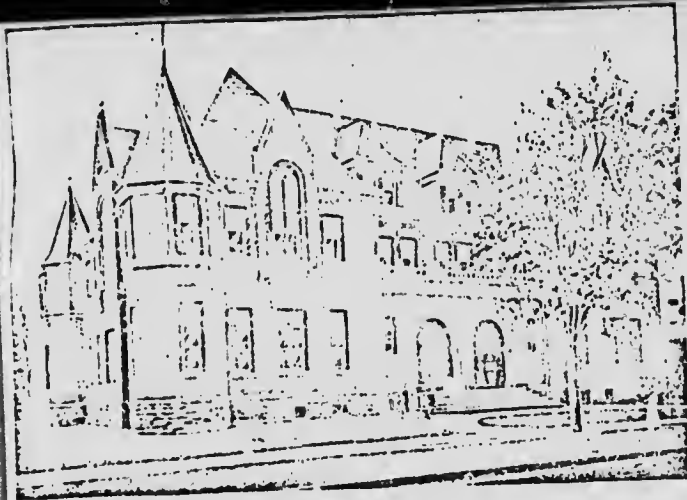
W. FLETCHER SHEPHERD. Architect, 213 Dundas St.—In all of the ages the profession of the architect has been an honored one. His work is not for a day or for a season, but for a lifetime. It must stand the test of time and of varying tastes, and must, therefore, be based on proper conceptions of art and fitness. Mr. Shepherd is an artist, and a master of his profession. Besides being a graduate of the School of Science, of Toronto, he has had ten years of practical experience. Although he has been in our city only two years, he has done some of our best and most important work, besides work at St. Mary's and Toronto, and other cities. The All Saints' Church, now under construction, was designed by him, and he has an artistic sense that makes of his designs things of beauty and appropriateness, which, when worked out in brick and stone, appeal to every eye. Mr. Shepherd is an ambitious young man, whose interest in the beautifying of our city is undoubted.

THOS. C. KNOTT. Real Estate and Investment Broker, Room 701, Masonic Temple.—For four years Mr. Knott has been engaged in this business, and is recognized as one of its leaders. He transacts a general realty business, buying, selling and exchanging property, and has opened several large and important subdivisions of the city. He has been a promoter of all that is best in real estate, and one of the strong influences in London realty circles. He also loans money on mortgage security, writes fire insurance and life insurance under the best companies, protects his customers in every way possible, making accommodating terms to suit the individual. In fact, Mr. Knott is one of the wide-awake and busy men of the day, who keeps the earth moving, and writes insurance to cover the case.

W. J. REID & COMPANY. Wholesale and Retail Crockery and Glassware; John Dringole, Manager.—The history of this business dates back sixty-seven years (1839), when it was founded by the father of Mr. W. J. Reid. The business was conducted wisely and steered to signal success, taking rank from the first with the largest in the country. It has continued to widen its borders, until it is one of the most important wholesale concerns of the west, and has a trade which extends from Ottawa to the Pacific Coast, and requires the services of twelve travellers. A modern building of immense proportions is stocked with all the markets of the world afford in the lines of crockery, china, brass lamp goods, cut glass, etc., while they have their own large warehouse on the C. P. railroad, and storage warehouses on other railroads. Storage warehouses are also maintained at Winnipeg, Calgary, Vancouver, Regina and Edmonton.

The banking facilities of London are of the very highest order.





Public Library.

THOMAS JENKINS, Tobaccoist, 133 Dundas Street.—Mr. Thomas Jenkins is known as London's leading tobaccoist, and occupies a centrally located and popular store, near the corner of Richmond and Dundas Streets. He has been in business here for six years, though he is an old resident of the city. His up-to-date stock includes choice tobaccos, imported cigars, fine meerschaum pipes, briarwood pipes, walking sticks, etc. In all lines his trade is brisk, and his store is a favorite one for those who enjoy a good smoke or chew. Mr. Jenkins is a native of the Mother Country, and has the sterling qualities that belong to his race, though long residence in our city has centered his interests here.

E. F. SAUSE, Building Material; Office, 93 York Street.—Mr. Sause has been in business in London for five years. Ten years previous to that time his father had been proprietor of the same business, that of handling building materials, and these traditions have established a permanent and profitable business. Lime, Portland Cement, Fire Brick, Fire Clay, Calced Plaster, Hair, Sewer Pipe and Laid Plaster are carried in stock in large quantities, and sold at prices that are popular with builders over the entire city. The large trade which Mr. Sause enjoys is but the just merit of business ability and earnest methods, and his business is an important spoke in the commercial wheel of London.

JOHN R. MUNRO, Carriage and Wagon Builder, 555 Richmond Street.—Carriages will always be in demand, and as long as they are used a capable workman will be a necessity. Mr. Munro is a practical carriage builder. He builds anything that runs on wheels, shows exceptional skill in every feature of carriage building, is prompt and obliging, leaving no place for complaints. He makes delivery wagons to order, and all

kinds of wagons. Rubber tires are put on, and repairing is skillfully done at his shop, as he employs workmen who are reliable and painstaking. He has one of the best shops in the city, and is one of the standard artisans of London. Anything left with him will be attended to correctly and delivered in perfect condition on good time.

J. H. WILKINS, Mer. and Tailor, 499 Richmond St.—Mr. Wilkins has been known in London as a first-class tailor for seven or eight years. The high standard of the fabrics used and the workmanship in the garments made by him are well known and appreciated by those who have patronized his establishment. The absolute correctness and the individuality of style attract men of discriminating taste. The satisfaction with both fit and wear induces customers to come again. The moderate price for such excellent work adds still further to the popularity that always creates trade. Mr. Wilkins is a business man of shrewd and progressive ideas, and knows the art of pleasing, which is always the foundation of success.

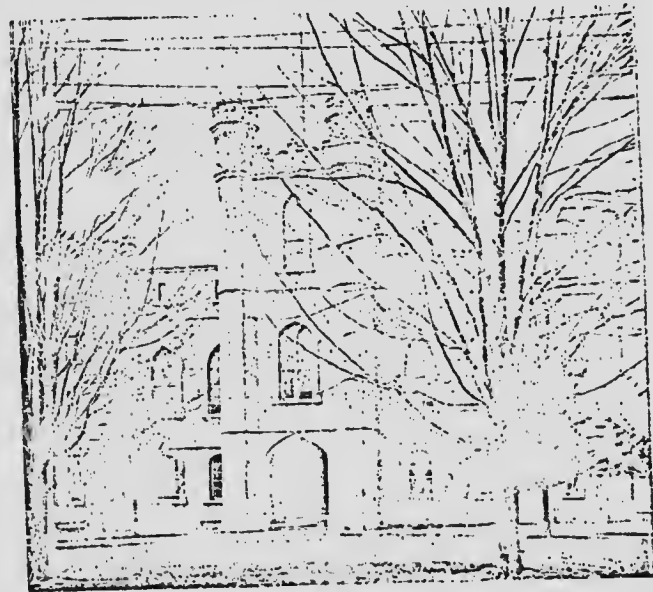
NORTH AMERICAN LIFE ASSURANCE COMPANY.

Angus Elliott, District Manager, 204 Masonic Temple.—The North American Life Assurance Company is the embodiment of all that is best in insurance ideas. After a quarter of a century of successful business career, this company holds a high place in insurance circles of the world, and merits the saying "solid as the continent," which is everywhere applied to it. Their policies are framed to cover the many conditions and environments of life, furnishing protection of the highest order at reasonable premium rates. The superior character of their policies have commended them to the thinking world, and given them the place they deserve. Their investment policies are specially worthy of mention. The dividends paid to policy-holders in 1905 amounted to \$86,520.70. The amount of insurance in force is \$37,587,047.00. The London office of this company is under the able management of Mr. Angus Elliott, who also has charge of the district of Middlesex, Lambton and Huron Counties, has twenty-five agencies, and does the banner insurance business of this territory. He is ably assisted by Mr. A. C. McIntyre, Assistant District Manager.

W. R. BISHOP, N. D., Neurologist, 212 Dundas St.—"Accuse not nature, she hath done her part, do thou but thine," said John Milton, and in this day and generation that means when your body is out of order, go to the neurologist. If you do not understand how neurology could help to reach a malady like yours, it would do no harm to consult Dr.

Bishop, who can make it quite plain to you. The human eye consumes ten per cent. of all the nerve power generated in the brain; it sometimes happens that the eye gets the upperhand of the rest of the nervous system and uses up as much as seventy-five per cent. to overcome its own defects. This constitutes eyestrain. Then some other organ must suffer, purely from lack of nerve force to operate it. He finds out the cause and removes it, when the symptoms will disappear of themselves. Dr. Bishop is a graduate of the McCormick Neurological College, and has been practicing most successfully in our city for six years. Many are the cases healing other physicians and oculists which he has cured. His system works with nature, and does not require the cutting or mutilating of the body. Let him explain it to you personally. He is the only man in the city doing high-class refraction, succeeding after other oculists fail. If you have trouble with your eyes consult Dr. Bishop.

JAMES MALLOCH, Manufacturer of Wagons, Sleights, Etc., 236 King St.—Mr. Malloch owns and operates one of the best carriage and wagon factories in London, which he established twenty years ago. He does mostly order work, and makes everything that runs on wheels, but does not stop even there—he makes sleights too. He has a well-equipped shop, in which about ten expert workmen are busy, and he guarantees perfect satisfaction on every order. Repairing is promptly done, and his services are in demand, because his work is well done. His prices are at the bottom for good work. Mr. Malloch is a loyal citizen, who endeavors to promote the city's best interest



Court House.



THE MONARCH FIRE INSURANCE COMPANY (Cash Mutual and Stocks, Head Office, 59 Dundas Street). Every effort is being made at the present time by the citizens of London to build up their city. One of the best ways to do this is to patronize home institutions. The Monarch, having its head office in London, our citizens are now able to place their insurance with a strong company, which transacts business on up-to-date lines, the policies issued affording undoubted protection and security. The directorate is composed of financial men of high standing, which is a guarantee that any claim against the Company will be promptly and equitably dealt with. Since the organization of this Company, in June, 1904, its growth has been marvellous. It has an

authorized capital of \$500,000.00, and the subscribed capital has grown from \$100,000.00 to \$247,800.00, the assets amounting to \$205,000.00, the surplus over all liabilities, including Paid-up Capital Stock and the Government Re-insuring Reserve, being \$251,000.00. There are twelve thousand satisfied policyholders registered on the books, the company having paid out over \$128,000.00 in claims, having yet to defend a single case in court. The amount at risk aggregates \$8,000,000.00, half of which is on preferred classes, chiefly dwellings. With such backing as these, there can be no doubt of the Company's high standing in the insurance world. While it has always been managed on a safe and conservative basis, its policies are liberal, the underwriting department being in the hands of the Managing Director. The Officers of the Company are: G. Kimball, President; F. E. Robinson, Vice-President; W. S. Campbell, Managing Director; F. C. B. Ware, Accountant; J. T. Tomlin, Inspector, and Messrs. McKillop & Murray, Solicitors.

JAMES COWAN & COMPANY, Wholesale Hardware, 21 Dundas Street. In every branch of enterprise in retail, wholesale and manufacturing concerns, London has made rapid advancement, and today can hold its own with any of the cities of our country. The immense business carried on by the above-named firm is an example in its particular line of terms, both in wholesale and retail hardware. Forty years ago the house was founded by Mr. James Cowan; the proprietorship is now in the hands of Messrs. D. J. Cowan and R. G. Edmonds, who have brought it to its present high state of success. Seven floors are devoted to the use of this twentieth century enterprise, ten persons being employed in their retail department, and four travelling salesmen representing them on the road. Their trade extends from Quebec to the Pacific, and orders of enormous size are constantly coming in. Besides general hardware, the house carries wagon and carriage material, and in all lines their goods are of superior quality and make.

BLOOMFIELD BROS., Grocers, 261 Dundas Street—The well-known grocery business, formerly conducted by John Lawson, and more recently by Edwin Lees, at 261 Dundas Street, known as the "John Lawson Grocery," has been purchased by Messrs. J. & G. Bloomfield, who will carry on the business on the straightforward lines which have done so much to make it one of London's leading grocery stores. Mr. J. Bloomfield is a grocer of wide experience, having been engaged in the trade in several of the northern towns for several years past. He has had a particularly wide experience in the dairy produce trade, having bought produce in nearly every locality in the part of Ontario lying immediately north



Richmond Street, Looking North from G.T.R.

of here. This knowledge of where to lay the very best butter, eggs, etc., Mr. Bloomfield is going to put to good use and purposes, making a specialty of selling the very best produce at the very best prices. Mr. G. Bloomfield, although not an experienced grocer, is a man of indisputable character and energy. For the past seventeen years he has been Principal of the Fort William public schools. The delivery department will be conducted along the very best lines, and telephone orders will be promptly attended to.

Between 120 and 130 passenger and freight trains enter and leave London daily.

IDEAL CONCRETE MACHINE COMPANY, LTD., 124 York Street—The growth of this company has been little short of phenomenal, and to day they are manufacturing and selling more block machines than any other concrete block machine firm in the United States and Canada. In June, 1902, the Canadian branch of the Ideal Concrete Machinery Company, Ltd., was organized, with Mr. Mentor Wetzstein, President and Treasurer; Mr. Geo. B. Fuller, Secretary. The parent general manager, and F. M. Leach, Vice-President and General Manager, of the Ideal Concrete Machinery Company, Ltd., of London, is the Ideal Concrete Machinery Co., of South Bend, Ind., in the U. S., the American company being organized in 1893, having succeeded to the Auburn Concrete Machinery Company, and all of its patent rights for the manufacture of the celebrated Ideal Concrete Block Machine. The Canadian firm have made the largest contract for concrete-block machines ever known in the history of the business. This augurs well for the company, and it would seem to indicate that it will in the years to come be one of Canada's largest business concerns. The patent rights of this Company were recently upheld in a decision by the Court of Justice, practically giving them sole rights for the "face down, horizontal core" type of concrete block machine. Their factory is located at 214 King Street, and is a model of its kind, being fitted up with the most modern machinery, many of the machines having been specially constructed for their work from original designs produced by the company. This industry adds a distinct line to London's business activities, and should prove a great power in attracting other concerns of like character to the city. The Company has already purchased a site for the erection of its own factory building very shortly.

J. EDWARD PLATT, Dispensing Chemist, 393 Talbot Street, Opposite Market—In reviewing the business of London, prominence must be given to this house, which has for forty years been the leading drug store of our city. Mr. Platt is a practical pharmacist and chemist, and manufactures the well-known Platt's Emulsion of Cod Liver Oil. There is hardly a business man in our city who is more widely known, as he believes in winning favor by honest methods, and his large business counts for much in the commercial reports of the town. He carries a line of drugs that are undisputed in quality, and his stock of sundries and toilet articles meet the approval of the most exacting. No man in the city has conducted business on a broader or more generous basis. Mr. Platt has recently erected a handsome residence in the western suburbs of the city, known as "Elmhurst." This place is pointed out as one of the beautiful homes of the Forest City. It is equipped with a private waterworks system, and furnished with exquisite taste.

Photo by Cooper & Sanders.



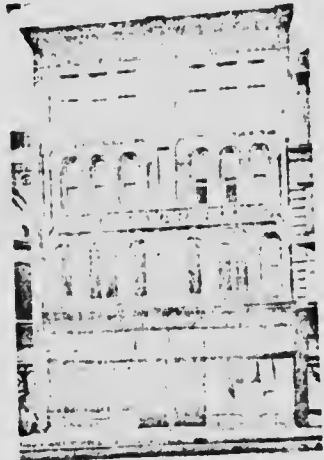


Recital Hall, Nordheimer Piano & Music Co.

NORDHEIMER PIANO STORE, 188 Dundas Street; J. J. Callaghan, Manager.—This is a thoroughly up-to-date establishment. The world-famous Steinway & Sons, New York; Nordheimer, the artistic piano of Canada, and other celebrated instruments, are sold by this house. Mr. Callaghan, the manager, is familiar with every part of the piano business, is a good organizer and a shrewd salesman. He is ably assisted by a courteous staff of experienced salesmen. A special department is devoted to Sheet Music and other musical merchandise. A prospective piano purchaser always feels sure of a fair and square deal at Nordheimer Hall. The one-price system is strictly enforced. No price concessions are given to friends, neither are strangers asked to pay more than the price ticket reads. Everybody receives the same honest, courteous treatment at Nordheimer's. With the magnificent class of instruments, and the Nordheimer reputation for fair dealing, it is scarcely to be wondered that this house does such an immense trade in this section of the Dominion. The Nordheimer Piano Store has one of the finest recital halls in Canada. It is two stories in height and elaborately decorated; a beautiful arched ceiling providing perfect acoustic properties. This beautiful hall will easily accommodate three hundred people, and many splendid recitals have been heard in it since its erection a few years ago.

J. A. BROWNLEE, Stoves, Furnaces, Tinware, Etc., 285-287 Talbot St.—As successor to Wm. Wyatt & Son, this firm is the leading house in their line in our city. Their line of stoves, ranges and kitchen furnishings are superior and bewildering in variety, and every article they handle is first-class. The public have learned to trust them, because their representations are never deceiving, and their prices are right. They have the leading furnace trade in our city, employ from ten to fifteen men in the busy season, and fill orders with a promptness which wins them many customers. An important department of their business is the tin shop, where all jobs, large and small, are done with dexterity. Mr. Brownlee has lived sixteen years in our city, and his many friends are pleased to note the success which attends his new venture.

Linoleum, Furniture, Etc., 130-132 Dundas Street, and 134 Carling Street.—London boasts of having in the house of A. Serraton & Company one of the largest stores in Canada devoted exclusively to Home Furnishings. This house, established 18 years ago, is one of the enterprises that has made London famous, and given solidity to her commercial ranks. A. Serraton & Company are successors to the old-time firm of Twally & Serraton, who were in business here for about 15 years. They occupy one of the choicest locations in the city, have five floors devoted to their business, which is rapidly expanding and increasing in every department. Besides this, two floors are devoted to work rooms, in which a large staff is kept busy in turning out special decorative furniture, etc., for which there is an increasing demand. Contracts for complete furnishing of homes, hotels, lodge rooms, churches



A. Serraton & Co.

and club houses are executed, and in this line of work the house is famous the country over. They are fortunate in having with them one of the most expert decorators in America, Mr. J. H. Fookes, who came to them from one of the largest New York houses, and they are prepared to carry out the most exclusive designs in wall coverings, draperies, stains, carpets, rugs and furniture. The artistic effects directed in their decorations are the talk of fashionable circles. All over Western Ontario orders are filled in this line of work, to the delight of all their patrons. The members of the firm, Messrs. A. and I. H. Serraton, are among the progressive men of the day, who believe in broad operations, are public-spirited and charitable to a high degree.

Three-fourths of the people of London own their own homes.

Dundas Street.—Furniture is a necessity in every home, and is found in variety and price to suit every homemaker at Holt & Brown's Furniture Store, which for the past five years has ruled the trade in London. Their large establishment occupies four floors, and is well located and well equipped with the best materials of the world afford. They carry everything in the catalogue in up-to-date furniture, keep pace with the times and meet the demands of the public with goods that sell on merit. Designs of unusual artistic worth are sold at the Christmas season especially; these include odd pieces of furniture that gladden the heart of the housekeeper. Long experience in the furniture business has given to Messrs. Holt & Brown ability as buyers that cannot be excelled in our city.

THE T. W. HASTINGS CAP MFG. CO., 351 Richmond Street.—For ten years this firm has moved conspicuously to the forefront in commercial circles of London. Mr. Hastings has had thirty years' experience in the manufacture of caps and hats, and knows the business from A to Z. This house is conspicuous for its high-grade and novel products, showing a variety which embodies many original designs and finest quality. They sell to the jobbing trade, and have extensive business throughout Canada from the Atlantic to Pacific Ocean. Their annual output is about 1,200 dozen, and their goods are the standard of the hour in that the best dressers of the day. Mr. Hastings is a manager of unusual ability, and a man of broad views. Note—This is the only firm doing business in London under the name of Hastings.



Cap Manufacturing Company.



UNITED TYPEWRITER COMPANY, LTD. J. H. Walker, Mgr., Temple Building—This agency has been established over eight years and carries a full line of the popular Underwood and Empire typewriters. Office furniture and supplies are an important department of the business of this house, and carbon paper, ribbons, duplicators and neostyle machines are found in stock. This is one of London's representative and highly popular establishments, and headquarters for office supplies. The manager of this modern house is Mr. J. H. Walker, who has been with the United Typewriter Company for four years, and in our city since last April. Mr. Walker controls the territory west from Brantford to Windsor, and has under his charge six able assistants. The sale of the Underwood and Empire typewriters is flourishing under his management, and the London house is one of the most important agencies of the company. Mr. Walker is one of the bustling busy men of the city, whose name stands for all that is genuine in commercial operations.

THE IDEAL ELECTRIC MANUFACTURING COMPANY, 237 1/2 King Street, W. A. Cooper, Manager.—One of the foremost electrical companies of Ontario was established in our city in March, 1906, under the name of the Ideal Electric Manufacturing Company, with Mr. W. A. Cooper as manager. This enterprising company are sole manufacturers of electric irons and heating appliances in Canada. They make a specialty of the Ideal Electric Iron, which is a great favorite wherever used. Advertising devices and electric specialties. They are the sole manufacturers of the Ideal Electric Flashing Sign, which is being introduced all over the West. They have a branch house in Winnipeg, and agents in all principal cities, and one traveller is employed. Their business is rapidly expanding, and the coming year will see a marvellous growth in this line. This company also install electric plants and do electrical wiring.

CASSELLMAN BROS., The Slater Shoe Store, 171 Dundas Street.—In 1902 this house was opened with a display of shoes which caught the eye of London's citizens, and has captured the trade of the town. Messrs. W. A. and K. W. Casselman have been the proprietors for about two years, and have the exclusive agency in our city for Slater Shoes. They have the very best shoes, as all Canadians will tell you, are sold at the right price, fit properly, and are up to the top notch in every particular. These facts have won the confidence of the public, and given Casselman Bros. a patronage circle much older house might envy. No men in commercial circles show more diligence in the promotion of business than Casselman Bros., and they take a lively interest in the upbuilding of London.

H. NORTH, Horseshoeing and General Blacksmithing, Fullerton Street.—Horse shoes are turned by hand shoeing than by the North driving, hence a scientific horseshoer is a tactician. Mr. North understands the foot of a horse thoroughly, and the animal that is shod at his shop is never troubled with cracked hoofs, forging, interfering, etc. If you have a horse that has been abused, by taking him to this shop, in nine cases out of ten, Mr. North will soon have him squarely on his feet. A special department of his work is wagon repairing, and he also does general blacksmithing. Although he has been here but a short time, his reputation for skill and reliability are at the highest.

London's shipping facilities are second to none.

GEORGE PETERS, Confectioner, 519 Richmond Street and 210 Dundas Street.—London has no open door that offers to the public more that is wholesome and delightful than the confectionery stores of Mr. George Peters. The business was established nearly fifty years ago, has grown with the advancement of our city in commercial importance, and is an enterprise that is a distinct credit to the Forest City. The main store, located at 519 Richmond Street, has long been headquarters for all sweets that tickle the palate of London people. At 210 Dundas Street, a location which is in every day most choice, the firm has opened a store that is the delight of every eye. The decorations of the room were planned and executed by the Arts and Crafts Company, of Toronto, and are the essence of good taste, the principal color scheme being gray and red, and a dignified design being most perfectly carried out in every detail of furnishing. Mr. Peters makes the finest pastries, parties, etc., having a trade city, and caters to weddings, parties, etc., and also that is most enviable among people of refinement, and also furnishing his high-class goods to a large popular trade. He is one of the substantial business men of London, and a loyal citizen.

JOHN SUSSEX, Blacksmith and Farrier, 348 Talbot Street.—Mr. Sussex makes a specialty of horseshoeing, and is one of the recognized leaders of his line. He knows how to adjust the recognized leader of abnormal conditions of the feet and ankles, all that is necessary for the perfect and satisfaction of his clients. He keeps two forges busy, and does the finest work in the city as a blacksmith. He makes all kinds of bolts, building and bridge purposes, on short notice, and has a full run of this business in London. Besides this he deals in all kinds of farm implements and plow repair, and is the friend in need to many a farmer. He has been established for over a quarter of a century in this stand, and is known to every farmer and horse owner who comes to London as a business man whose work and prices are always right.

Geo. N. KERNOHAN, Wholesale and Retail Lumber, Richmond and Bathurst Streets.—One of the most extensive business enterprises of the world is the lumber business. The above firm are representative dealers in all that excellence means. The business was established 26 years ago, and has assumed proportions that are a compliment to the business principles and executive ability of the proprietor. He handles a complete line of building materials, and gives prompt attention to all bids submitted. Both wholesale and retail trade is carried on, and a planing-mill does excellent service. The influence of this firm as a branch of local commerce is recognized in all financial circles, and lumber sold by Geo. N. Kernohan can always be relied on as first-class.

DAMBRA & WALSH, Importing Tailors, 399 Richmond St.—London has many distinguished business houses. The firm of Dambra & Walsh stands among the most prominent in the tailoring fraternity. Mr. Dambra has been the most popular tailor on Richmond Street for over 20 years, and both gentlemen are artists of renown. They are well located, employ 20 tailors—such an expert in his department—and carry a line of suitings that cannot be duplicated, turning out suits that are truly "poems in cloth." The decided swing that characterizes their garments has given them a high-class patronage. They know what is correct in tailoring, and allow nothing to leave their establishment incomplete.

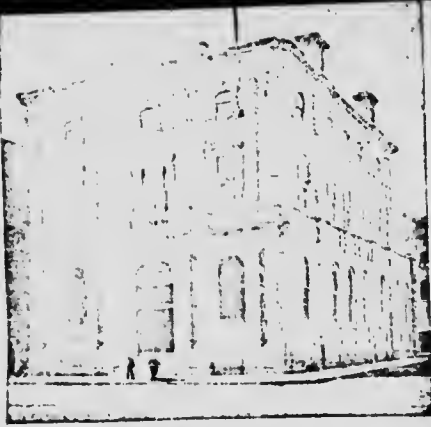
ARCHIBALD G. ADAMS, Osteopathic Physician, 254 King Street.—The science of medicine has undergone many changes, and the theories of treating diseases of the body have taken practical form, and rest upon a basis of common judgment. Osteopathy is conceded to be the most original and acceptable theory of the present age, and appeals to people of able thought. Osteopathy is a scientific anatomical re-adjustment of and nerve stimulation, based upon a perfect knowledge of anatomy and the natural functions of the body. Dr. Adams is a graduate of the National School of Osteopathy, and a physician of deep research and exceptional skill. He has been practicing in our city for four years, is a leader in his profession, and a man of worth in the community.

WM. STEVELY & SON, 362 3/4 Richmond Street, General Sheet-metal Workers, dealers in Stoves, Ranges and House-furnishings.—This business has been in operation for thirty years, and is one of the best-known firms in the city. From 25 to 30 sheet-metal workers are employed, and contracts are executed in prompt time, and in a highly satisfactory manner. Mr. Samuel Stevely is sole proprietor, and a master mechanic in all that pertains to copper, sheet and galvanized iron work, and all that branch and repair work embraced. No store in the city has a firmer grasp on public favor than this. Stoves, furnaces, tinware and house-furnishings are carried in complete stock, and this firm is the sole representative of "Gairland" stoves and ranges, and "Pose Economy" furnaces. Their prices and work are guaranteed satisfactory. Promptness is the motto.

RAYMOND BROS., Manufacturers of Tents, Awnings, Flags, Tarpaulins, Etc., 172 King Street.—Three years ago the above firm located in London, having moved here from Windsor, where they had previously been in business for one year. Their accession to the ranks of the city's manufacturers has been heartily received, and has more than justified the business judgment of Messrs. Raymond Bros. in coming to London. They are manufacturers of tents, awnings, and all kinds of canvas goods, flags, tarpaulins, horse and wagon covers, binder and stack covers, coal bags, feed bags, etc. They carry a full line of these goods at various prices, and can make up special orders on short notice. They employ a force of from 8 to 12 persons, and their business is constantly increasing in volume and scope. They carry a stock of nearly a hundred tents for rental purposes, and these are much in demand during the tenting season. The members of the firm are A. Raymond, G. C. Raymond and J. A. Raymond, and each one is thoroughly familiar with his department, and gives his best energies to the business. Catalogue mailed on request.

R. M. BOYD, Clothier and Haberdasher, 111 Dundas Street.—The highest ideas and perfection in the clothier's and haberdasher's art may always be found at "Boyd's," and the well-dressed men of our city find this out long ago. The business was formerly carried on under the name of R. Boyd & Son, and was established in 1861. Mr. R. M. Boyd assumed the proprietorship recently, and continues to show the best of the world afford in his particular lines. He is the first to have the novelties of the season, and his good goods in stock at all times. The quality of his clothes is remembered long after the price is forgotten. He has the best of everything at his command. Nothing succeeds like success. This house has been a success from the beginning.





Post Office.

J. & D. ROSS, Hats, Furs and Men's Furnishings, 196 Dundas St—This business was established 21 years ago, and has reached proportions that reflect great credit upon the management. They carry the largest stock of ready-made furnishings in Western Ontario, and represent the highest art in garment-making. There is nothing in fur handling, designing or executing in which they do not excel. The department of their business which is perhaps most highly appreciated in London, and especially by the ladies, is their fur-tailoring department, where the latest ideas in fur fashions are worked out in exquisite taste for individual wearers. In men's hats, gloves, shirts, and other finishing goods, they handle the standard makes, and have the lion's share of the city. Last year was the most successful in the history of this Company, and the coming season holds even larger things in store for them. Their motto has always been, "Excellence, combined with moderate prices." Mr. D. Ross, the proprietor, is a man of public spirit, and one of the influential men of London.

C. W. TREADGOLD, Pianos, 195 Dundas St—Mr. Treadgold is one of the best known music dealers in the city, and is taken as authority on the quality of pianos. He knows the mechanical construction of every instrument, and is prepared to suggest what is best. Among the famed pianos handled by him are the "Goulds" and "Mendelssohn," the "Chickering" and "Knabe," all of which have won renown as instruments of superior value, and it would be hard to find another store in Ontario which can show such a number of standard makes. The Anglos Piano player is also sold here, and finds many friends in London. Terms of sale are made to accommodate customers, cost is reasonable, and every feature of the business is conducted with system and success. Mr. Treadgold has been in London a number of years, and is interested in every public enterprise for the promotion of the city's welfare.

our city for everything in household goods, both new and second hand. Mr. McKim has peculiar skill in making old goods look like new, and has been a friend indeed to many whose purse is limited, and who appreciate first-class home furnishings. He is an expert in French polishing and furniture repairing. He knows the demands of the day, and how to keep what the public wants. No house in the city is conducted with more modern and systematic principles, or holds a higher standard of commercial operations than this. Mr. McKim is a native of Ontario, and has lived in London eight years, where he is respected by all who know him.

MRS. J. A. BUTLER, Dermatologist, Hair Dressing and Hair Goods, 235 1/2 Dundas St—Mrs. Butler began business here five years ago as a dermatologist and hair dresser, and enjoys the elite patronage of the city. She has learned Prof. Hagggett's Method of Dermatology from London, England, and has proven, without any doubt, the efficacy of this system. She is especially skillful in removing superfluous hair by electrolysis, having made a special study of this difficult art, and her services are much in demand along this line. In the line of shampooing and hair-dressing, as well as massage, she has no superior, and she carries a line of hair goods that is at once stylish and becoming to her patrons. Her parlors are well furnished with every convenience, and two able assistants aid in caring for her large and growing trade.

FINEST CITY PAVING AND CONSTRUCTION COMPANY, B. V. Hole, General Manager, 61 Bank of Toronto Chambers—London is particularly distinguished for having well-organized business firms, and rates foremost among the progressive cities of Western Ontario. One of the companies which has contributed much to this fact is the Finest City Paving and Construction Company, established in 1885. It has come through the years with a remarkable record for steadiness through every commercial and financial crisis, and holds the banner for extensive business and successful methods. They are first in general building construction, and in marked favor with architects and builders. Reinforced cement work and carpenter work are done by expert men, and railroad work, such as building roundhouses, is in their line. Cement walks, floors and pavements of asphalt, brick and tar macadam are done in a highly satisfactory manner, the paving of York St. being recently done by them. Mr. Hole, the general manager, is a man of progressive methods and brilliant business ability.

PARISIAN STEAM LAUNDRY COMPANY OF ONTARIO, LTD. J. K. Spry, Manager—A steam laundry is one of the necessities of the present day that our grandfathers never knew the benefit of. This one represents all that is best in laundry equipment, and is patronized extensively, because it turns out perfect work at fair prices and in good time. It is one of the gigantic enterprises of our city, and has long been a source of pride, as well as a financial pillar. Mr. Spry has been the efficient manager for over 23 years, and knows every detail of the laundry business. He has spared no time, effort or money to make it the best. His immense trade would warrant that he has succeeded in a marked degree. About 100 persons are employed, and six wagons are kept busy in caring for his large patronage. Agencies are maintained in St. Thomas, Chatham, Ingersoll, Stratford, and in 100 smaller towns. Nothing succeeds like success.

District Manager, Temple Building—The insurance companies of Canada are beyond any doubt the greatest monetary institutions of the country, and in this great field of finance the Federal Life Assurance Company, of Hamilton, Ont., holds a place of undisputed importance. This company was organized over twenty-four years ago, and to-day has more than \$18,000,000.00 of insurance in force. They have lately erected a building for their head offices that is among the finest in the Dominion. The London branch of this immense company is under the management of Mr. W. J. Underwood, who also controls the counties of Middlesex and Elgin. Mr. Underwood is a thorough insurance man, whose energetic spirit has so infused itself among the agents under his charge that the whole corps is at its highest state of efficiency.

CHARLES H. WARD & CO., Jewelers, 374 Richmond St. For fourteen years Mr. Ward has stood in the forefront as a jewelry merchant, and has kept his stock up to the hour in the jewelry merchandise. He has not the nicest store in the city, but he has the biggest stock in London. He makes a specialty of diamonds and fine railroad watches, and is official time inspector for the Pere Marquette Railway. He makes a special feature of repairing and engraving, and employs eight assistants. He also carries a large stock of the finest imported china and cut glass. As a jewel setter, Mr. Ward has no superior, and he is master of every detail of his immense business. Mr. Ward is one of London's substantial and enterprising citizens, who supports liberally all public matters of worth.



Customs House.



A. WESTMAN, Wholesale and Retail Hardware, 121 Dundas Street.—The energy and enterprise which have been the material factors in building up London are most conspicuously displayed in the operation of this one of her leading hardware firms. It was established some forty years ago by Mr. A. Westman, who now has his sons, Mr. E. Westman and Mr. D. Westman, associated with him in the business. They are direct importers and wholesale and retail dealers in general hardware, handling also harvest tools, stoves, tinware, and the celebrated South Bend Chilled Plows. They make a specialty of builders' hardware and mechanics' tools of all kinds, and employ a force of 15 clerks. Their store is centrally located, has entrances on both Dundas St. and Market Square, and is the popular hardware center of our city.

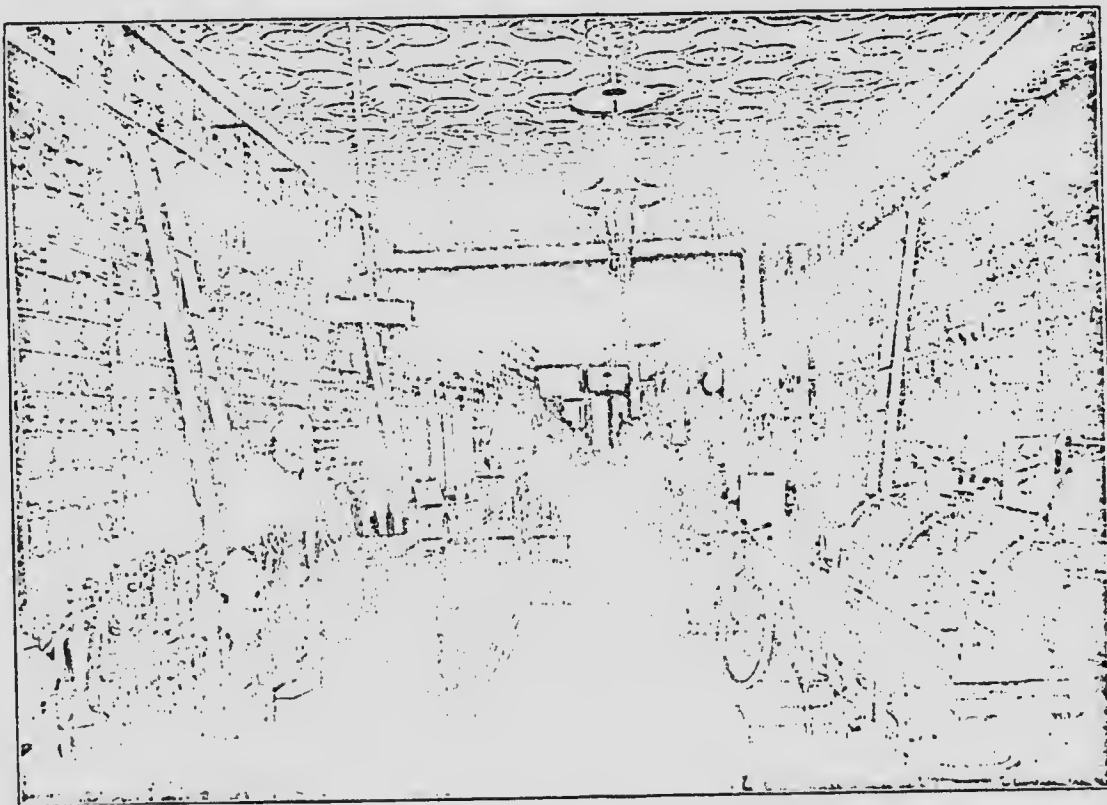
BRITANNIA HOUSE, C. W. Morrow, Proprietor, York and Wellington Sts.—Mr. C. W. Morrow has been in the hotel business many years, and recently purchased the Britannia House, and has made it shine like a new coin. The Britannia has been remodelled and refurnished throughout, has rooms which are kept in perfect order and neatness, and all the conveniences known to modern hotel life. This house is located near the depots, has the popular rates of \$1.00 and \$1.25 per day, and it is seldom that one of its fifty guest rooms is vacant. Those who appreciate wholesome food and convenient surroundings will find a home at the Britannia House when in our city. The cuisine here is all that could be desired. Satisfaction is certain to be the result of a first visit. Mr. Morrow is a host of genial nature, and a hearty cheer awaits every guest at his house.

THE A. A. LANGFORD CO., LTD., Manufacturing Stationers, Printers and Bookbinders, Richmond Street.—This supply house has been headquarters in Western Ontario for seven years for all that is best in loose-leaf systems, filing sys-

tems, office appliances, stationery, typewriter supplies, desks, etc. The members of the firm believe in progress and reach toward the extreme limit in all that is new in business proceedings. They are the first to get the new inventions, handle the popular systems in all lines of devices, and seem to be the house that always has just what you want. They are agents for the Universal Adding Machine, and have the

FAWKES & SONS, Caterers and Confectioners, 200 and 250 Dundas Street.—In every city there are a few firms of special distinction in their lines, which add to the dignity and importance of commercial life. A record of London business would indeed be incomplete without the mention of the name of Fawkes & Sons, who are the principal caterers and confectioners of our city. They have three stores. The principal

one, at 660 Dundas St., is a bakery and confectionery that is the equal of those to be seen in a much larger city. At 200 Dundas St. they have a large store, which is scrupulously neat, well arranged, and stocked with everything known to the baker's art. At 189 Richmond St. we find the principal bakery of the north part of the town. There is hardly a social function in the limits of the city, and in the surrounding country as well, where their services are not sought as the caterers of the event. They provide tables, cutlery, china, linen, and have served many of the largest social functions of the city. Messrs. Fawkes & Sons are business men of twentieth century type, and their stores are a credit to our city.



A. Westman, Hardware. Sectional View of Main Floor.

exclusive London agency for the Globe-Werkicke bookcases, desks and filing devices. In June, 1905, the business was incorporated, with A. A. Langford, President; A. G. Langford, Vice-President, and F. V. Langford, Secretary-Treasurer. These gentlemen are among the representative business men of our city, and their show-rooms are a credit to the city.

London has forty-three churches.

is covered by travelling salesmen. Their stock includes scales, gas and gasoline engines, trucks, valves, boilers, pumps, iron pipe and fittings, steamfitters' tools, and a specialty is made of Vacuum Heating Systems and Dry-kill work. This company installs vacuum heating plants, executing large contracts only, and employ a force of from 15 to 20 workmen. Mr. Mitchell is to be congratulated on the success of the business.

THE LONDON ENGINE SUPPLIES CO'Y. LTD.,

413 Richmond St.; F. G. Mitchell, Manager.—This prosperous business was established here twelve years ago, and is under the able management of Mr. F. G. Mitchell. They are known as wholesale and retail dealers in machinery supplies, and in a busy manufacturing center, like the Forest City, such a supply house is of incalculable value. Their business extends over the entire western portion of Ontario, and this territory



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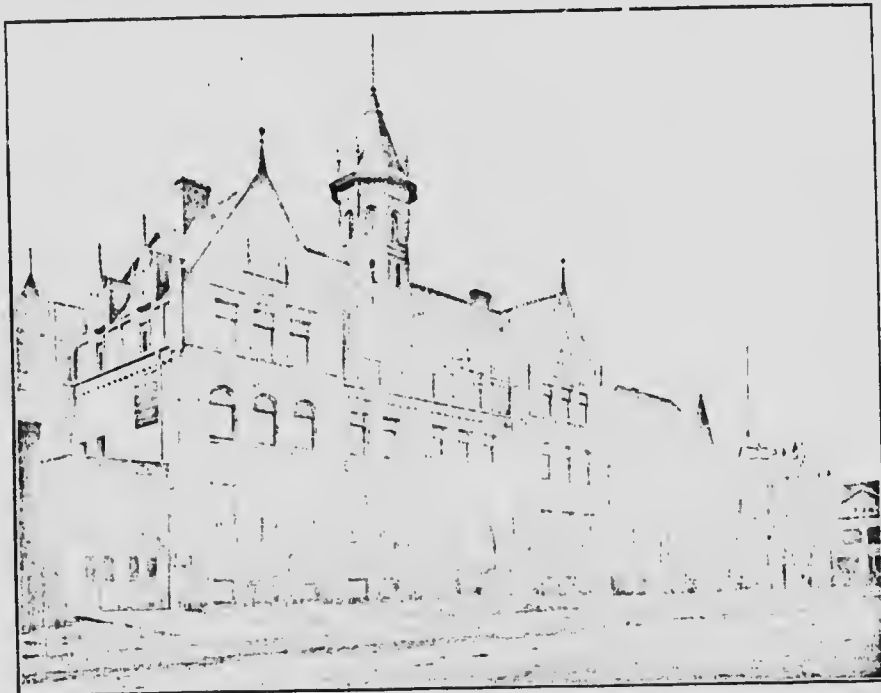
Y.M.C.A. Building; J. W. Westervelt, Principal.—In this day of rapid business strides the demand for efficient business men and women is urgent, and only the competent can hope to succeed. This demand has given rise to multitudes of business schools, which strive to prepare students for business life in an unreasonably short time. But these are being rapidly weeded out by substantial colleges which are established on sound principles. The Forest City Business and Shorthand College is certainly one of the reliable kind, and has stood the test of twenty-two years of competition. It has been a positive force in its special line of education from its inception, and the ambition of the Principal has been to build up in London a school that would be a credit to a city of such commercial and educational importance. It is ideally located in our handsome Young Men's Christian Association building, has an annual enrollment of 250 pupils, and provides seven expert instructors. By its practical work and sound business methods it has commended itself to an intelligent and discriminating business public, and has a national reputation, which attracts young men and women from New Brunswick on the east to British Columbia on the west for a training in shorthand and business. The Forest City Business and Shorthand College is affiliated with the Business Educator's Association of Canada, and a diploma from this school is a passport into any Canadian or American commercial house.

JOSEPH F. CRUMMEY. Fine Upholstering and Furniture Repairing, 587 Richmond St. The citizens of London are fortunate in having the upholstery business of their city in the hands of one so competent as Mr. Crummev. His shop, at 587 Richmond Street, is the popular upholstery establishment of the Forest City. Mr. Crummev has had twenty-five years' experience in the upholstery business, and is an acknowledged expert in his line. For many years he was in business in Chicago, and has the fashions of the day well in hand, while his stock of tapestries and art goods is entirely new. He makes hair mattresses to order, and is doing the best work in our city in this line. He also renovates mattresses, does general furniture repairing, and executes all work in an up-to-date manner. His show windows display attractive and artistic furniture, which are but samples of the beautiful designs to be seen within his store. Mr. Crummev was formerly a citizen of London, and his many friends welcome him back to a place in our busy commercial city.

London is one of the greatest manufacturing cities in Canada.

G. F. Seythes, Manager.—No business is represented with more emphasis and dignity in London than this music house, under the management of Mr. Seythes, who is resident manager for the Mason & Risch Piano Co., and is in charge of their territory, which extends from Woodstock to Gurnea. This company has the best display of instruments in the city, the largest and most attractive salesroom, and is the leading business throughout this territory. The company was established thirty-five years ago, have an immense plant, and are one of the most expensive and progressive concerns

—This is one of the unique and exclusive concerns of London that is truly progressive and busy. On the records of 1853 we find this business begun, and its history has been one of prosperity and success. They are known throughout a wide expanse of territory as manufacturers of plain and fancy corsets, children's waists, shoulder braces and hose supporters. An important department, in addition to this, is the manufacture of ladies' waists, walking skirts and underskirts. They sell their entire output direct to the consumer, and employ about 70 lady agents, which are found in all parts of the country. This hold is open to ladies of high character, and their goods find ready sale. In fact their garments sell at sight, or they are of superior quality, latest styles, and as the millieinan's pound is saved to each customer, the prices are brought very low. Mr. Lush is a manager whose business ability is unquestioned and integrity undisputed.



Y.M.C.A. Building. Home of the Forest City Business College.

(Moore & Henry, Architects)

in Ontario. For tone, quality, construction, and architectural beauty, the Mason & Risch Piano is unexcelled. Pianos and Eolians are also sold by this firm, who have the sole agency for these instruments, which are the musical achievements of the twentieth century. Five salesmen keep up a brisk trade in these lines, and, under the direction of Mr. Seythes, swell the volume of business done by this house to the largest in this part of the country.

hostelries of the city.

somed proprietorship, and is making it a haven of rest to the travel-worn and drifting people. It is furnished with homelike accommodations, has twenty-eight neatly furnished guest rooms, and the dining-room service meets the wants of the most fastidious person. There are stables in connection for the accommodation of horses, which makes this hotel a favorite stopping place for farmers. Mr. McNeil is a popular host, a hotel man of large experience, and a proprietor who knows the fine points in hotel management.

THE CHAS. CHAPMAN COMPANY.

Account Book Manufacturers and Bookbinders, 91 Dundas St. Conspicuous among the manufacturing stationers and bookbinders of London is this company, which began business in 1855, and has stood unquestionably in the forefront in the excellence of its output, holding a prominent place in the development of the Forest City. They have a thoroughly-equipped plant, and the aim of the management has always been to keep their product up to a high standard. A special feature in the manufacture of blank books is their line of loose-leaf blank books for use in schools, which is in high favor wherever introduced. The firm also makes a specialty of every description of paper ruling for special forms, etc. In the making of account books every detail in material and construction is carefully watched and only the best leaves the establishment. Mr. C. B. Chapman, the able manager, is a well-known business man, and a gentleman of the highest integrity.

QUEEN'S HOTEL. Carling St., Alex. McNeil, Prop.—This hotel was established many years ago, but still holds a leading place among the





London Life Insurance Company.

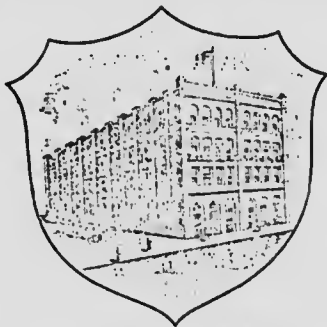
THE LONDON LIFE INSURANCE COMPANY. Head Offices, 422, 424, 426 Wellington Street.—During the past year no other business enterprise in our city has done more to spread its name and fame than the London Life Insurance Company. The searching investigation into its affairs, made by the Insurance Commission, showed not a single improper transaction to have taken place in the thirty years' history of the company. It is a matter of pride to every London citizen that this London company was distinguished in having an absolutely clean record in all departments. It is gratifying to know that the progress of the London Life during 1906 shows remarkable improvement over any previous year, and that it is now recognized as one of the soundest financial institutions in the country. The officers and directors are men of financial reputation and proved ability, in whose hands the future welfare of the company will be carefully preserved. John McClary, President; A. O. Jeffrey, Vice-President; Geo. C. Gibbons, Wm. Bowman, A. S. Emery, W. F. Bullen; Thos. Smallman, T. W. Baker, Judge Bell; J. G. Richter, Manager; Edward E. Reid, Asst. Manager and Actuary.

J. R. SHUTTLEWORTH & SON. Manufacturers of Felt and Straw Hats, 388 Clarence Street.—Among the firms that have contributed to the commercial worth of the city, the manufacturing establishment of J. R. Shuttleworth & Son has for the past seven years been conspicuous. Their factory is equipped with every modern facility for producing the best goods, and their hats are acknowledged models in style and quality. In felt hats for ladies' wear they set the fashion, in becoming and original designs. In straw hats their product is known as "Crown Brand," and are in marked favor with the retail trade throughout their entire territory. In their factory they employ about 35 skilled workmen, while three travelling salesmen are hooking orders, which they promptly and satisfactorily fill. The entire establishment is handled with exceptional skill by Mr. J. R. Shuttleworth and his son, Mr. Hugh Shuttleworth, who are business men of twentieth century progress and enterprise.

London is noted for its immense tourist traffic.

A. WOLF. Wholesale and Retail Dealer in Cigars, Tobaccos, Etc., 156 1/2 Dundas Street, and 366 Richmond St.—Twelve years ago Mr. Wolf began business in our city, and has been one of the steady and progressive dealers who are up and doing every day in the week. His famous cigar, "The Richmond," is the favorite with men of refined taste; it never varies, but is always reliable. It is the popular 5c. cigar on the market to-day. At the above numbers, on Dundas Street and Richmond Street, Mr. Wolf successfully operates two cigar stores, and carries on a wholesale and retail business. He is an expert judge of cigars, and his stock is always complete. Mr. Wolf is a loyal citizen of London, having lived here most of his life, where he is held in high esteem by all.

A. M. SMITH & CO., Wholesale Grocers, York St.—Founded over thirty years ago, the wholesale grocery establishment of A. M. Smith & Company has, by the excellence of its goods and liberal management in all dealings, secured a strong and permanent hold on the favor of the people of our city, and their trade throughout Western Ontario. The firm members are A. M. Smith and J. M. Dillon, both business men of substantial type, and citizens of influence in London, and are



A. M. Smith & Company.

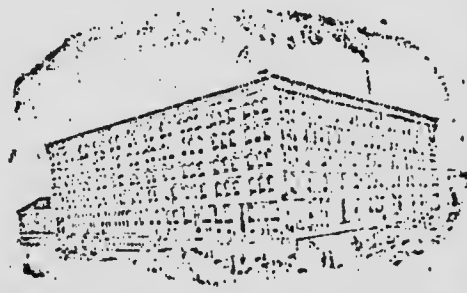
well known in wholesale circles. Their seven travelling salesmen cover a large territory, and their "Red Band" goods are well and favorably known. The building occupied by A. M. Smith & Co. is one of the most prominent in our wholesale district, is large and well equipped for caring for their large trade. The house is justly entitled to the prominent place it enjoys among the leading establishments of London.

E. B. SMITH. Wholesale Wines and Liquors, 131 Dundas St. and 12 Market Square.—This firm has been prominently before the public for nearly twenty years as importers and wholesale dealers in wines, liquors and cigars, handling the best goods in these lines and enjoying a large trade. Mr. Smith is an expert judge of liquors, and knows where to secure the best that the markets of the world afford, and his many customers declare that the goods he handles sell on merit. Mr. Smith is special agent for White & Mackay's Scotch Whiskey, "Dudweiser," and Radnor Water. His stock of goods is large and well selected, and his trade is a flattering one.

THE CANADA FLORAL COMPANY. 267 Dundas Street, D. H. Porter, Proprietor.—The Canada Floral Company handles at all times a large and varied assortment of plants and cut flowers, and makes up original and artistic floral designs on short notice. The business has been in successful operation for fifteen years, furnishing for social functions cut flowers and palms, and brightening the gloom of the funeral with blossoms of rare beauty, and doing all floral work of highest order. A call at 267 Dundas St. will convince you that their prices are the lowest, and their flowers are the ones you want. A specialty is made of roses, their assortment being always complete.

NEW YORK CHINESE CAFE. 356 Richmond Street, Wm. Lee, Manager.—This has been for over a year the popular eating house of Richmond Street. Short orders are served with ideal arrangement for the busy man; Chinese dishes are served A La Carte for all who relish these novelties, and a regular 25c. dinner is served to the satisfaction of the many who order a meal at this favorite restaurant. Mr. Lee is a business man of twentieth century type, who has the right idea of things, and is just a little in advance of the rest of the restaurant men. His place is a model of neatness, service is first-class, and one lunch at the New York Chinese Cafe will insure a second call.

THE McCORMICK MANUFACTURING COMPANY, LTD. Besants and Confectionery.—This business began in 1855, and has shown the most marvellous growth of any concern in our city. The McCormick Manufacturing Company is known all over the Dominion of Canada as the largest makers of all kinds of biscuits and confectionery, and have branch warehouses in Montreal, Ottawa, Hamilton, Kingston, Winnipeg, St. John, N. B., and Calgary. Their immense modern factory, located on Dundas and Wellington Streets, is one of the ornaments of our proud city, being a magnificent structure. The firm represents a capital of many thousands of dollars, and employ nearly 600 people, while thirty travelling salesmen cover the country from coast to coast in their interests. Their output shows a degree of excellence that is unsurpassed in any country; their business is carried on by a perfect system, and in the years that are just before us, a greater success than ever awaits them. The officers of the company are:—Geo. G. McCormick, President; T. P. McCormick, Vice-President and Manager; F. A. McCormick, Secretary and Sales Manager, and S. W. Abbott, Cashier and Accountant.



McCORMICK MANUFACTURING COMPANY



JOHN NICHOLSON. Talking Machines, Records and Supplies, Dundas St.—Mr. Nicholson's advent in the phonograph business has been one of appreciation and delight to London people, for he carries a fine stock of Edison Phonographs and a large stock of records, and the latest song and newest melody can be found in his records. He also sells the Neograph (System, Dr. Michaelis), a Disc Phonograph, recently introduced into this country from Europe, which requires no electricity to change, as it is provided with a permanent sapphire reproducer, and the discs are practically indestructible. Mr. Nicholson has the latest improvements in either of these talking machines, keeps the newest supplies and music, and his store is headquarters for those who are fond of this popular entertainment. He is an excellent business man, and is loyal to the interests of our city.

PALACE CAFE, 388 Richmond St., Mr. Finch, Prop.—Five years ago Mr. Finch became proprietor of the Palace Cafe, and has made it the only really first-class place in the city. It is located in the heart of the business district, and its inviting appearance attracts business men, as well as many travellers. Its hours are arranged to suit the convenience of all. It is open from 6.30 a. m. to 1 a. m., and provides a regular dinner, and serves meals à la Carte, and will accommodate 150 persons. A family-furnished dining-room is located in the rear. Tables of pure white linen are set with the delicacies of the season, the cuisine of the Palace being known as far as the name of London is spoken. At 23 Rectory St., Lombard East, is located the "Railroad Eating House," under the same management, which also commands a catering trade. Mr. Finch, the proprietor, is a native of London, a man of brilliant business ability, who knows the demands of the hour and how to fill them.

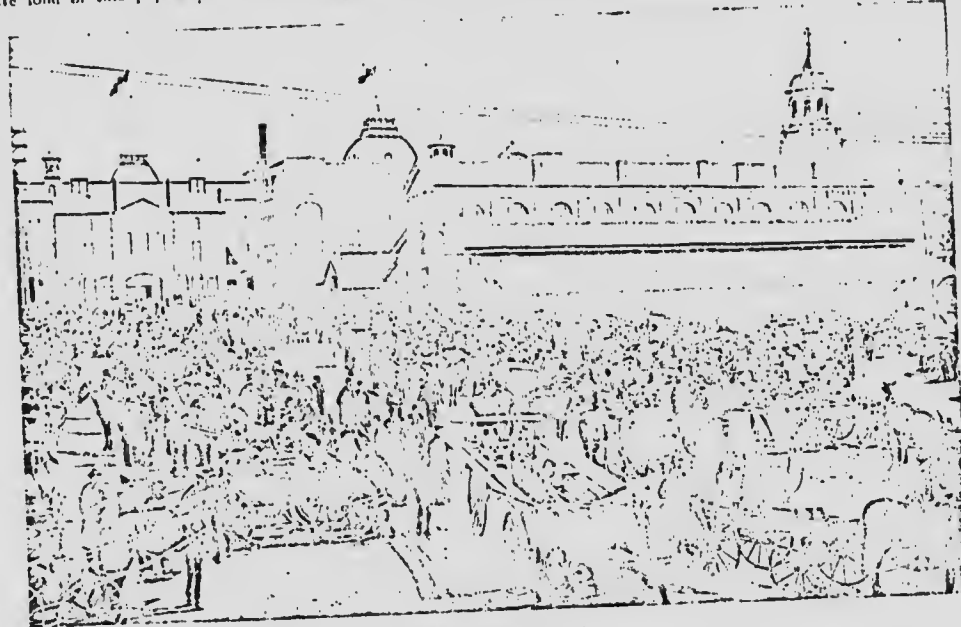
GRAFTON & COMPANY, LTD. Clothing Manufacturers; J. M. Hicks, Manager.—Mr. J. M. Hicks, manager of the London Branch of Grafton & Company, Ltd., is one of the best-known clothing men in Canada. Since the establishment of their store in our city he has been at its head. This store is recognized as the leading shopping center for men of good taste. A stock of goods that is not surpassed in any city is contained in their immense establishment, which covers nearly three feet of floor space, and requires the services of twenty for employees. Smartness is the dominant feature of Grafton's suits, and they are sold under the broadest "all-wood" guarantee, and are warranted to keep their shape. The quality of Grafton suits will be remembered long after the price is forgotten. Satisfaction is guaranteed to every piece of work turned out by this company. Grafton & Co. own and operate two factories and seven stores in Canada.

SMITH PLUMBING COMPANY, 17 Masonic Temple, King St., Wm. Smith, Prop.—This business was established over 30 years ago by Mr. William Smith, who has reached the highest mark of excellence in the plumber's art, handling successfully the most difficult jobs. He carries a heavy line of lully the most difficult jobs. He carries a heavy line of plumbers' goods of latest improvements, steam and hot-water fixtures, and makes a speciality of "Standard" Porcelain enamelled goods. Only experienced first-class men are employed by him, and all work is done under his special supervision. Mr. Smith has lived here nearly 25 years, and is known as the best plumber in the city, having won a number of medals for his ability in sanitary plumbing and heating. He is accurate and reliable, and prominent in building circles.

EDWARD ADAMS & COMPANY, Wholesale Grocers, 93-97 Dundas St.—When this business was begun in 1836 the commercial life of our city was not what it is to-day. This firm has been a prime factor in the development of business, not only in London, but throughout the entire Province. They have the honor of being the oldest grocery house in Ontario. Their substantial wholesale house on Dundas Street is familiar to everyone in London, and its four floors are crowded with the products of the markets of the world and in their line. This firm handles only high-grade goods, and have never stooped to any small means to capture trade. Their name is built on a basis that is abiding, and has had a steady, substantial growth. They keep five salesmen on the road, and their goods are in great demand. "Red Feather" canned goods and Fan Brand teas are their leaders. The members of the firm are all active, each master of the department he directs, and affairs move without friction or confusion. Samuel Serraton and Wm. Turnbull, Proprietors

F. C. TOON, Cash Grocery, 375 Talbot Street and Market Square.—About thirteen years ago Mr. Toon established this grocery, and has scored a success that reflects credit upon his genius and industry. He carries all that is best in standard groceries, and has an exceptional line of canned goods, making a speciality of "Toon's Own" baking powder and extracts. He meets his trade with a courtesy and frankness which wins both friends and customers. He is a shrewd buyer, and a business man of sound judgment, which facts combine to make him both successful and popular. Mr. Toon is a native of the Mother Country, but has lived in Canada about 20 years.

HOTEL SAVOY, Clarence Street, Wm. Bernard & Son, Proprietors.—Among the hotels of London, Hotel Savoy holds a generous share of trade. It is one of the popular medium-priced hosteries of the city, its rates being \$1.50 a day, catering especially to the busy man with the times with every advanced movement. During the past year the house has been entirely renovated and furnished throughout; it is modern in every appointment. Its 22 guest rooms are steam heated and equipped with Norton system of telephones; table, cuisine perfect, and service par excellence. Mr. Bernard has been in the hotel business in London for thirty years, is popular with the travelling public, knows how to make each guest feel at home, and is altogether the right man in the right place. His son, Mr. C. E. Bernard, is also associated with him in the business, and their house commands the choice trade of the city.



Covent Garden Market.

A. N. UDY, General Insurance, 421 Richmond St.—Mr. Udy is one of the diligent and substantial business men of London, and is prominent in insurance circles. His lists cover much of the valuable property of the city, and his clients are numbered among the largest property holders in London. He has been in business for nearly twenty years, and writes general insurance for the standard companies of the world. He is unusually well informed on all details of the insurance business, and those who have entrusted him with business affairs have no cause to regret it. Mr. Udy is a native of Peterborough, but his long residence in our city has centered his interests here, and he is one of our most loyal citizens.

theatrical profession, and keeping pace with the times with every advanced movement. During the past year the house has been entirely renovated and furnished throughout; it is modern in every appointment. Its 22 guest rooms are steam heated and equipped with Norton system of telephones; table, cuisine perfect, and service par excellence. Mr. Bernard has been in the hotel business in London for thirty years, is popular with the travelling public, knows how to make each guest feel at home, and is altogether the right man in the right place. His son, Mr. C. E. Bernard, is also associated with him in the business, and their house commands the choice trade of the city.



LONDON BREWERY. John Labatt, Proprietor.—London is famous for wide-awake and progressive business, the London Brewery, under the proprietorship of Mr. John Labatt, holding prominent place among the larger breweries of the country. This business was founded in 1837, and has assumed immense proportions in the years that have followed. The claim is made for Labatt's Ale and Porter that they are pure, wholesome beverages, superior to any made on this continent, and not excelled by any imported goods. This claim is supported by medals received at exhibitions all over the world, and acknowledged by their many hundreds of satisfied customers scattered all over the Dominion. The plant has a capacity of 50,000 barrels, which includes India Pale and Extra Stock Ales, and Stout and Porter. These are standard brands, to which other brewers endeavor to work. Mr. Labatt is a public-spirited gentleman, and highly honored in all circles of the community.

MARA'S DEPARTMENT STORE, 124 Dundas Street. T. E. and W. L. Mara, Proprietors.—The popularemporium of Messrs. T. E. Mara and W. L. Mara is regarded as the leading shopping center of Dundas Street, and a house where good goods and good values go hand in hand. They buy for spot cash, and therefore are enabled to give maximum values at minimum prices. They sell everything, and have three floors on which their immense stock is displayed. Twenty clerks render every attentive service, and a large and varied stock is carried in each department. Their trade is drawn from all sections of the city and surrounding towns, and the house has an enviable reputation for offering the widest variety of goods at the lowest prices. Twenty years of honorable dealing have made for Messrs. Mara a reputation that is unrivalled, and a trade that is unsurpassed. These gentlemen devote close personal attention to the prosecution of business, and thereby assure the perpetuity and continued success of their house.

BRICKENOE, McRIMMON & NELSON, Wholesale Dry Goods, J. H. Hanbly, Manager.—An important factor in the wholesale dry goods trade in Western Ontario is this London company, which is one of the most progressive in the country. They handle a stock of goods second to none, and are prepared to sell at prices to meet all competition. Everything in dry goods of standard and fashionable variety is kept in stock by this company, who are direct importers of all they handle. The members of the firm do travel in the interests of their business, and though the house has been established less than two years, its trade is most flattering, requiring the services of several other travelling salesmen. Mr. J. H. Hanbly is the local manager of the house, and all business is carried on with a system which is perfect in every detail. London is justly proud of this enterprising concern, which carries its name and fame to all parts of the west, and acts as such an important factor in the upbuilding of our fair city.

London owns its own waterworks system.

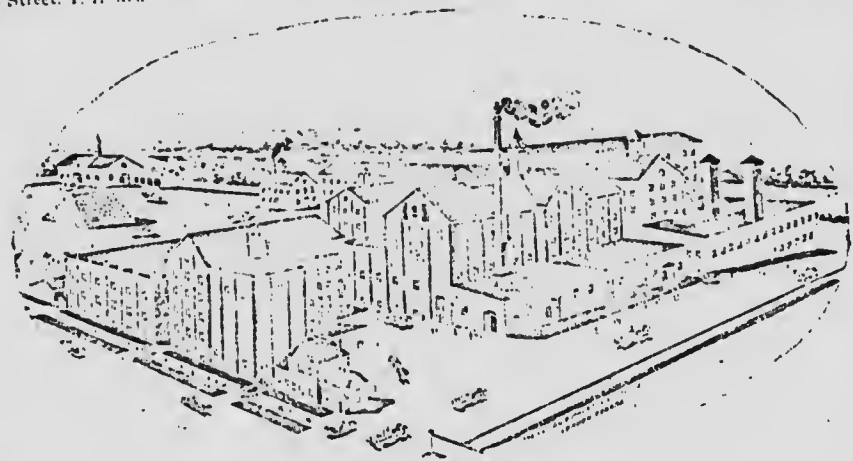
ROGERS ELECTRIC COMPANY, Electric Supplies and Fixtures, 179 Dundas St.; Clarence Reid, Manager.—The advanced ideas which surround the business world force electricity to the front, and make it one of the far-reaching and profitable business enterprises of the age. For a number of years past the Rogers Electric Company has been leading Canada with every advanced idea in electrical incandescent lamps. Their main house is located at Toronto, and is under the management of Mr. Joseph Rogers. Their London business is under the management of Mr. Clarence Reid, and is rapidly becoming the most important of their stores, under his careful and efficient conduct of affairs. They supply combination and electrical fixtures of infinite variety, put in warehouse telephones, do wiring of all kinds of buildings, and perform difficult tasks with a skill and care that has won the approval of builders and contractors of the city, and readily passes the inspector's examination. Their rating is unquestioned; their record clear.

WESTERN DENTAL OFFICE, Dr. Andrew Scott, Richmond and Dundas Streets.—Dentistry has reached a high standard of excellence in the professional world, and engages the best talent of our country. These dental parlors were established five years ago, and contain every equipment for the work of a modern dentist. The rooms are large, and provided with every comfort for the patient, while every facility for doing first-class work with the least annoyance to the patient is carefully provided. Dr. Scott is a graduate of the Ontario Dental College, and is a professional of rare ability. He has associated with him two assistants, who are also held in high regard in the city. The patronage enjoyed by the Western Dental Office is flatteringly large, and the people of London are to be congratulated on having in their midst this meritorious institution.

THE SINGER SEWING MACHINE CO'Y, 122 Dundas Street, J. L. Secord, Manager.—The Singer Sewing Machine is known from sea to sea, and from zone to zone, as the favorite sewing machine of the world. The Singer Sewing Machine Company having acquired the Wheeler & Wilson Company's plant and business in February last, they now have the most popular rotary, oscillating, vibrating and automatic machines in the trade, both in the domestic and manufacturing lines. The company has a branch store in almost every city and town in Canada and the United States, and in most of the cities of the world. A thriving and enterprising store of this class is found in our city, under the able management of Mr. J. L. Secord, who has been connected with both companies many years. The stock of machines embraces all the latest inventions, besides supplies for all makes of machinery. There are branch agencies in Middlesex, Lambton and Huron counties, under the supervision of Mr. Secord, and his prompt attention to business, and efficient management, have materially increased the trade in this vicinity. He is always pleased to demonstrate to interested parties the improvement wonders of the Singer or Wheeler & Wilson sewing machines. Repairing of all makes of machines a specialty, under the direction of our well-known and experienced machinist, Mr. Chas. Ensign.

JOHN FRIEND, Wholesale and Retail Confectioner, 117 Dundas Street.—Twenty-four years ago this name was added to the list of merchants in London, and every day since has shown a decided step forward. Mr. Friend is a confectioner who knows how to make goods that catch the trade, and he has spared neither money nor effort to place a high grade of confectionery on the market. Two wagons deliver goods to other dealers in our city, and also deliver to London, home the fine pastries for which Mr. Friend is also famous. All in all, this establishment is one of the most complete to be found, and its popularity and success are easily understood. Mr. Friend is a native of England, and is a citizen of public spirit.

London is the headquarters of the Western Ontario Com-



Labatt's London Brewery.

OAK HALL, Clothing Manufacturers; Wm. Gibson, Manager; Dundas Street.—Everybody in Canada knows of the Oak Hall clothing stores, located in the principal cities, and for many years the bonding houses of their line. They represent the retail department of the famous W. R. Sanford Mfg. Co'y, of Hamilton, which is the largest clothing manufacturing company in the Dominion. Smartness is the dominant feature of the suits sold at Oak Hall, and the more a man knows about clothes style and clothes quality the more and the quicker he appreciates Oak Hall clothes. There is not a house in London that is more trade worthy than the Oak Hall Clothing House. This store was established in London about twenty years ago, and for the past seven years has been under the able management of Mr. Wm. Gibson, who has brought it to a high state of success, and is still reaching out for new business. Mr. Gibson is a native of London, and a firm believer in the future prosperity of our city.

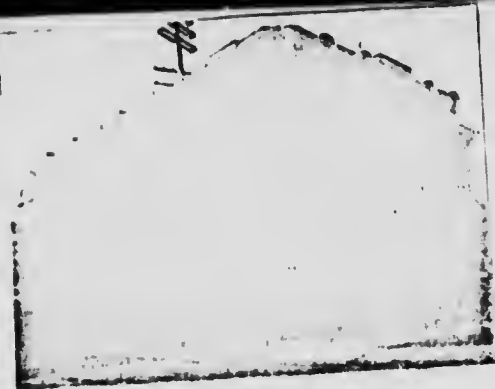
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Metropolitan Hotel.

METROPOLITAN HOTEL, Wm. J. Wright, Proprietor, Corner Dundas and Wellington Streets—Every community needs a first-class hotel, where, at reasonable rates, individuals and parties can have wholesome entertainment without paying exorbitant prices. The Metropolitan Hotel meets these demands, and is one of the most liberally patronized houses in London. It has 35 rooms, and an excellent dining-room service, and the rates are the popular \$1.00 and \$1.50 per day plus. Mr. Wright, who has recently assumed charge, is a well-known and popular hotel man, and is sure to increase the popularity of the house. He was for twenty years connected with the Office Hotel, on Richmond Street, and is a lively and energetic host. He meets everybody with a smile, and makes the stranger feel that London is a good place to be.

LAKE OF THE WOODS MILLING COMPANY, LTD. (Office for Western Ontario, Bank of Commerce Chambers, London, Ont.; J. C. McPherson, Local Manager)—Undoubtedly the leading industry in Canada today is the milling of the Western wheat, the quality of which is unequalled by any other wheat-growing country in the world, thus producing a very superior flour. The "Eagle Brand," "Eagle Brand," and "Harvest Queen," milled by the Lake of the Woods Milling Co., have become famous in all markets of the world for their uniformity and purity. From its organization in 1887 the Lake of the Woods Milling Company has grown steadily and rapidly, and now has a milling capacity of 6,000 barrels daily, and a third mill, under construction at Kincardin, of 5,000 barrels, making a total daily capacity of 11,000 barrels. Besides the three large elevators at the mills, they have eighty elevators distributed throughout the best wheat sections of the West, giving the company a total storage capacity of 4,700,000 bushels of grain. The Kincardin mill produces 1,500 barrels per day, and is the largest barrel-manufacturing plant in Canada. The head offices are located at Montreal; the President of the company is Mr. Robert McPherson, who is supported by an able body of directors and officials.

Candies, the handsome... Mandas has the handsomest ice-cream parlors and confectionery store in the city, and is proud of it. These parlors are large, all finished in white enamel and grillwork, and with elaborate fixtures and soda fountain. Mr. Mandas makes all his own chocolates. This ensures their freshness and purity, and his stock of confectionery includes everything in that line. His ice-cream parlors will accommodate over one person, and as his ice cream is made with extreme care he has the popular trade with people who love good ice cream. All in all, this establishment is one of the most complete to be found anywhere, and its popularity and success are easily understood.

WM. TRAFFORD, Upholstering and Reparing, 98-97 King Street—Mr. Trafford is an acknowledged artist in his profession, and one of the men who allows no other to overshadow him in his profession. He is the housekeepers' friend and a business man of twentieth century type.



Olympie Caxty Works.

He makes a specialty of hand-made furniture, carries a choice line of tapestries, velours, leathers, and other popular draperies, and employs a lot of twelve skilled workmen. Fancy grillwork, plate racks, screens and specialties in woodwork receive artistic treatment at his hands, and his goods are in great demand in our city. The bon-ton trade of London patronizes his establishment, and as a furniture man his word is law. Mr. Trafford is a native of England, and has the sterling characteristics of the native Englishman.

JAS. I. ANDERSON & COMPANY, Commercial Stationers, Booksellers, Etc., 183 Dundas Street—This company has been an active firm in London for over thirty years, is a leading supply house for business men and the professional class, as well as the many students of our city, and is one of our standard mercantile establishments. A special feature of their business is the book department which is always kept up-to-date, and a full stock kept on hand. The latest ideas in stationery are also kept well

this they are the leading dealers in... buying arrangements which enable them to give superior bargains, and a business which reflects credit upon their efforts.

ALEX. TYTLER, Broker and Commission Agent, Room 206, Masonic Temple—The various lines of mercantile brokerage that makes up the great body of commercial dealings are an important part of the business of every city. In London the grocery jobbing business is well represented by Mr. Alex. Tytler, who has the distinction of being the oldest grocer in London, if not in Western Ontario, having had 62 years' experience—over a half a century in the City of London. He sells to jobbers only, acting as a manufacturers' agent and commission broker and figures conspicuously in the markets of the country. He is in constant touch with market fluctuations, knows when to buy and how to sell to the interest of all parties. Mr. Tytler is one of the well-awake business men of today, and is always on the alert when business is to be done.

HUNTER & SONS, Hack and Livery Stables, 166 Maple St. and 87 Assin St.—In a city like London, with wide level streets and broad avenues, driving is obviously as much a matter of recreation as of convenience, and it is not surprising that we find here livery establishments which would do credit to a much larger city. Among the prominent ones, which have worthy cause for pride in their equipment are mentioned the stables owned by William Hunter & Sons. They have two barns: one, located at 166 Maple St., is near the business center of the city, contains 32 stalls, and is the bon-ton livery of the town. Their other barn, located at 87 Assin St., is in London South, is modern in every appointment, and provides for the same number of horses. The business was begun thirty years ago by Mr. Wm. Hunter, who has always been one of the substantial business men of our city. Associated with him now are his sons, Messrs. Ed. Fred and George Hunter, who are equally popular in business circles of London.



Hunter & Sons' Livery.





J. R. Hewer.

HEWERS' MUSIC EMPORIUM, 226 Dundas Street. J. R. Hewer & Son, Proprietors. This business was begun last spring, and promises to be one of the most prominent in retail circles of our city. It is under the proprietorship of Messrs. J. R. and V. L. Hewer, who came to London from Woodstock. They are heavy importers of musical merchandise, dealers in pianos, organs, phonographs, sheet music, and, in fact, everything in musical lines. Their music library is especially worthy of mention, and they make piano-tuning an important department of their business. Their store is an emporium of all that is best in musical goods, and their trade is extensive. Mr. V. L. Hewer is a vocalist of renown, whose authority is sought along many lines, while Mr. J. R. Hewer is considered authority on all that touches music dealing. They are held in highest esteem and confidence by London people.

JOHN MILLS, Books, Commercial Stationery, Fancy Goods and Perchals, 308 Richmond St., also agent for Waterman's Ideal Fountain Pens—A popular place, which is patronized largely by business and professional men of London, is Mills' Bookstore and News Dept. It was established fifty years ago, and always been a little in advance in supplying the latest books and magazines, and handling the newest office specialties and supplies. Stationery and fancy goods of latest design are constantly in stock, and orders for miscellaneous books receive prompt attention. There is hardly a business house in the make-up of the city that so thoroughly fills the needs of the London business man. Mr. Mills is one of our representative merchants, and his sons, Mr. D. M. Mills and W. D. Mills, who are associated with him in the business, are also held in the highest esteem.

THE LONDON BRASS WORKS COMPANY, of London, Ont., Ltd.—This enterprise is a most important feature of the manufacturing resources of London, and its success reflects credit alike on its management and this city, in which it has found a congenial field for its operations. The business is rapidly increasing, to such an extent that they contemplate the erection of a factory next year in the eastern part of the city, which will better accommodate their business, and in a few months will double its output. Mr. George W. Armstrong is President and Treasurer; B. Ward, Secretary, and Geo. Walters, Managing Director; all members of the firm being closely identified with the industrial advancement of the city. From forty to fifty workmen are employed in their plant, which is thoroughly equipped for doing high-class work. This company manufactures the celebrated Walters' Renewable Seat Valve, which is guaranteed for the most exacting service. Standard and Jenkins globe, angle and check valves, steam cocks, radiator valves, brass castings, etc., and corporation service work are specialties with them. Their trade extends from coast to coast among the jobbing trade, their goods giving universal satisfaction.

W. J. WRAY & COMPANY, Wholesale Jewelers, 171 King St.—Among the noteworthy houses engaged in the wholesale business in jewelry is that of W. J. Wray & Company, and since its establishment two years ago it has met with marked favor with the trade.



Mr. Wray makes to order jewelry of all kinds, which is done with the greatest care and most artistic finish and workmanship. Every want in his line can be here supplied, including a special line of watches and clocks. The celebrated Elgin and Waltham movements in watches are found in great variety of cases, and among other clocks are shown those known as musical clocks. Leather goods and novelties for Christmas presents are sure to please when purchased at Mr. Wray's. Two travelling salesmen represent his house in the entire portion of Western Ontario, and this is numbered among the successful wholesale houses of London.

YEALLAND, TYTLER & COMPANY, Insurance, Real Estate, Etc., 206 Temple Building—No business venture of the past year has more successfully met the demands of the day than the new formed partnership of Yealland, Tytler & Company, with offices in the Temple Building. They are representatives of the best companies of to-day in all lines of insurance, deal in real estate, carry on most successfully an advertising department, and do collecting. Mr. F. T. Yealland has lived in our city nearly all his life, is known to every citizen, having spent 38 years in the office of The Free Press, and acting in the capacity of night editor. Mr. Tytler is a popular young man of our city. He has lived here all his life, and is well known. He is Secretary of the Western Ontario Bowling Association, and to his efforts is largely due the success of the tournament of 1906. The firm have made a study of insurance laws, represent only companies that are above reproach, keep their business under perfect system, look carefully to the interests of all patrons, and have the confidence of the entire citizenship.

London's commercial supremacy is due to the agricultural richness of the surrounding district.

THE LONDON LUMBER COMPANY, Wholesale Hard Woods, 413 Richmond St.—Among the lumber companies of London, none have reached higher distinction than the one in question, which was founded about sixteen years ago. They deal exclusively in hard woods, ash, oak, walnut, mahogany, cherry, birch, maple, elm, chestnut, basswood, white-oak, butternut and sycamore; also in pine, spruce, hemlock, and shingles. They buy direct from mills, and sell wholesale in car lots only. They have inspectors through all the lumber districts, and are important factors in promoting lumber interests throughout Canada and the United States. They are among the prime factors in financial reports, and are one of the companies that contribute much to the commercial value of the city. The officers of the company are: R. McLeod, General Manager, and F. E. Harley, Assistant Manager.

GRAY & PARKER, Dry Goods, Jackets, Capes and Millinery, 150 Dundas Street—This is one of the leading fashion emporiums of London, a Mecca for shoppers, and one of the principal attractions of busy Dundas Street. Its proprietors, Messrs. Jas. Gray and E. F. H. Parker, established the house seven years ago, their progressive policy enabling them to score a success from the outset. They occupy three floors, their store running through to Carling Street, and the establishment is equipped with all modern facilities to the convenience of customer and clerk. Their stock comprises the best the world produces in dry goods, men's furnishing goods, jackets, capes, millinery, etc. They have one of the best locations in the city, are familiar with the trade, and keep the goods that the multitudes are looking for. Messrs. Gray & Parker are public-spirited citizens, and their establishment is of incalculable value to the community.

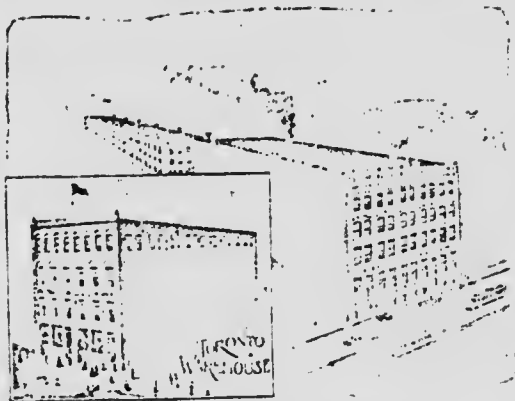


E. F. H. Parker, Partner, Barfords.

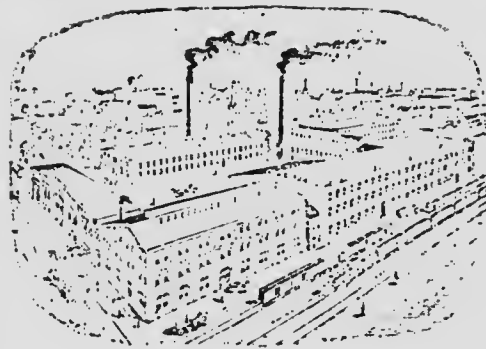


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THE HOBBS MANUFACTURING COMPANY, LTD., Importers and Manufacturers of Glass.—There are some houses in our city whose steady career, weighty and widespread transactions and solid worth make them prime factors in the commerce and prosperity of London. Of these the Hobbs Manufacturing Company, Ltd. is a prominent representative. Established over thirty years ago, they have kept pace with the times, and their enormous volume of business now requires branch houses at Toronto and Winnipeg. Over sixty expert mirror makers, in leaded glass windows, stained glass, and other art-glass work, are employed in their up-to-date factory. This company imports sheet window glass, milled and cathedral tints, ornamental figured glass, polished British plate, prismatic sheet glass, maximum light glass, sidewalk glass, and their lines of manufacture are varied and strictly high-grade. Members of the firm are: T. S. Hobbs, President; S. F. Wood, Vice-President and Manager, and G. T. H. Platt, Secretary.



Hobbs Hardware Company (Warehouses).



Hobbs Manufacturing Company (Factory).

THE HOBBS HARDWARE COMPANY, LTD., Importers and Manufacturers.—Located in the heart of the wholesale district of our city, in a fine building of immense proportions, is the twentieth-century establishment known as the Hobbs Hardware Company, Ltd., with Messrs. T. S. Hobbs, President; C. A. Whitman, Vice-President; W. A. Tanner, Secretary-Treasurer, and E. S. Field, Manager. This company was established over thirty years ago, has met successfully every financial storm, and is to-day one of the financial strongholds of the country. They are importers of general hardware supplies, which include, besides the usual line of hardware goods, implement dealers' supplies, druggists' and jewelers' goods, sporting goods, etc. etc. They are also widely known as manufacturers of cordage, bolts, nuts, nails, linges, mirrors, etc. They operate over the entire Dominion, and have one of the most carefully-selected stocks of hardware in the country. The quality of their goods is excellent, and their prices always represent the market in the hardware line. These facts have kept them in favor with the trade, no matter how sharp the competition. The officers of the company are residents of London, are influential in business circles, as well as promoters of other large interests.



Moss & Henry, Supervising Architects.

The Armories.

Photo by Casper & Sanders.





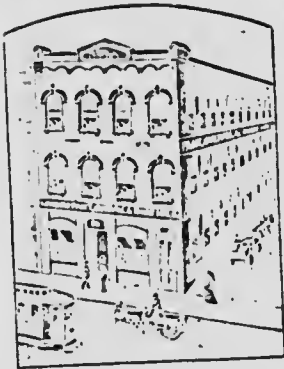
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London Pant, Overall and Shirt Co.

LONDON PANT, OVERALL AND SHIRT MFG. CO., LTD.

85 87 Dundas St.; Thomas Deeley, Manager.—A time-honored and very successful enterprise is the above-named firm, with Mr. Thos. Deeley at its head. For nearly fourteen years the London Pant, Overall and Shirt Manufacturing Company, Ltd., has been sending its superior lines of garments to all parts of the Dominion, and their factory is equipped with the latest improved machinery, which facilitates the turning out of a large amount of work in an incredibly short space of time. Their output consists of Union-made Overalls, Jackets, Shirts, Pants, Coats, Blankets, Worsteds, Tweeds, Underwear, Hosiery, etc. Their brand, "Union Jack," is a guarantee of perfect-fitting garments, and captured first prize "for best-fitting garments in Labor Day parades in Toronto, Hamilton, London, St. Thomas and Collingwood." Their goods are all manufactured on the very latest up-to-date double-stitching machines. Salesmen cover all the important parts of the Dominion in the interests of this firm, and orders, large and small, receive equally careful attention. Mr. Deeley is a business man of unusual ability, twenty years' experience, and is a citizen of a loyal type.

B. A. MITCHELL, Chemist and Druggist, Gothic Hall, 114 Dundas St.—The druggist who is reliable is one of the most useful business men in a community. Mr. Mitchell has been in business here for sixty years, and has the confidence of the whole city and community at large. He carries a superior stock of drugs, makes no mistakes in filling prescriptions, and has the confidence of physicians of all schools. He was for many years in the wholesale drug business, and has had a long and successful career. He came to our country from England years ago, and has identified himself with the best interests of our city. He is, and has been for years, one of the public-spirited men of the Forest City, and is loyal in affairs which concern public welfare in any way.

J. P. O'NEARA, Tobacconist, 471 Richmond Street; Phone 2307.—This house was established two years ago, and is one of the distinguishing features of London. It has the best location, is furnished in most approved style, with golden oak fixtures, finished cases and humidifiers, making the general appearance of the house equal to anything in the west. Mr. O'Neara carries a heavy stock of choice imported and domestic cigars, has the latest novelties in smokers' supplies, and makes a specialty of cigars by the box. Being located next to the main entrance of the Opera House, he has the bon-ton trade of our city, notwithstanding all that he handles goes up in smoke. Mr. O'Neara is a native of the Forest City, and loyal to her best interests.

London, the Forest City of Canada.

THE WOODS' FAIR STORES, 176-178 Dundas Street.—One of the wonders of the age is the Fair store which has been developed in the last few years, as nothing else in the commercial world has been. This is the head office and leading store of a chain of stores located at London, Kingston, St. Thomas, Guelph and Brantford, and operated under the name of Woods' Fair Stores. They represent the ideal and up-to-date bargain counter and trade center. At the above Dundas St. number they occupy four floors, of some 16,000 feet of floor space, which constitute a bazaar of attractive and useful articles and novelties of all descriptions. This has been for 13 years one of the most profitable and progressive retail stores in London, and employs a large force of clerks. Mr. H. G. Woods is the proprietor, and Mr. J. C. Woods the manager, who have so successfully built up this 20th century establishment.

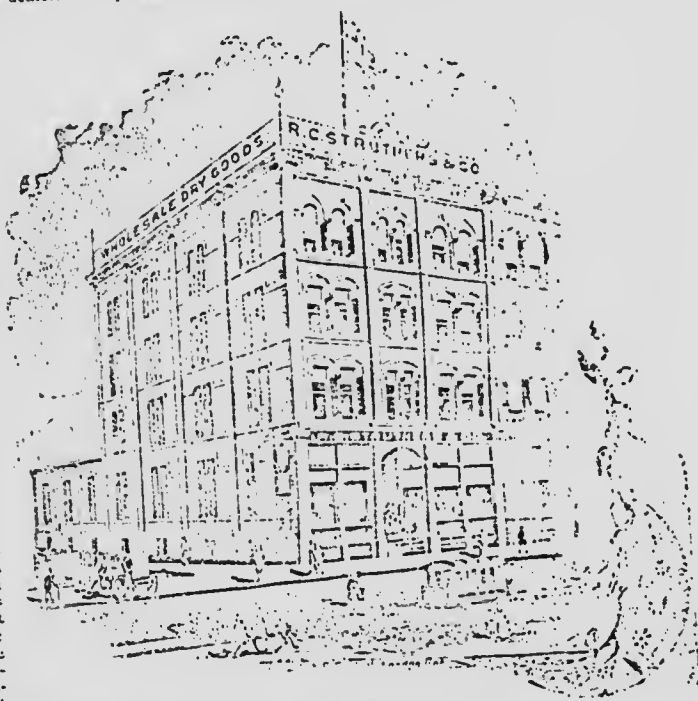
R. C. STRUTHERS & CO., Wholesale Dry Goods, Richmond and York Streets.—When this house began business in 1880, London was not the city it is to-day. They have been prime factors in the development of the city, and the opening up of business through the Province. As wholesale dealers in dry goods of standard and popular style, they are widely known. Their reputation for honest goods and honorable methods is wide reaching, and their name is built on a basis that is solid, and the business of the house has had a steady, substantial growth. Six travel cars are kept on the road, and their immense house in this city is the scene of a brisk business. Their building, on the corner of Richmond and York Streets, is five stories high, and contains about 40,000 square feet of floor space, which is stocked with the products of the best markets of the world. Special attention given to the prompt and careful filling of letter orders.

THE MANUFACTURERS' LIFE INSURANCE COMPANY, Vivian Reeve, District Manager.—

The Manufacturers' Life Insurance Company was incorporated by Act of the Parliament of Canada in 1887, and commenced operations with most influential connections. The late Sir John A. Macdonald, Premier of Canada, was the first President of the Company. The President is now Hon. G. W. Ross, ex-Premier of Ontario. Policies are issued on all the plans which experience has shown to be safe and advantageous to the insuring public, and policyholders are members of the Company, this being entitled to share in the profits, and vote in the general meetings of the Company. The growth and healthy development of this company has been uninterrupted, as shown by the financial statements published. The amount of insurance in force last year was \$42,370,272 00. The local office at this point is an influential business in itself. The company is fortunate in securing the able services of Mr. Vivian Reeve for this important agency. He controls Western Ontario, Mr. F. Wanless is the efficient cashier at this office, and has been here one year.

CHAS. CANNON, Manufacturer and Dealer in Stoves and Sheet-metal Work, 284 Dundas St.—Mr. Cannon has been steadily at the head of this business for ten years, and is counted among the substantial business men of the city. He deals in stoves, and has a stock on hand at this season that is specially worthy of note, and he is selling them at popular prices. As a sheet-metal worker he is perhaps best known, and his inventions along the line of sheet-metal articles deserve special mention. He has patented and is supplying his trade with a gas oven which is a success and fills a long-felt want. It is made in three sizes, and is the most perfect yet made. It is made in the most economical oven, on the market, as well as the most economical stove, and soon pays for itself in the amount of gas it saves. Mr. Cannon also makes a steam-cooker that is the delight of the thrifty house-keeper. He also does general tin-smithing and roofing. He will be glad to show the Cannon Gas Oven if you will call.

Four transcontinental railways enter London, and it has also, connection with the Walash system.



R. C. Struthers & Co.

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W. EMERSON, Druggist, 120 Dundas St.—For ten years this has been one of the leading drug stores of Dundas Street, and is known for all that is best in its line of goods. A full and complete selection of pure, fresh drugs, specialties of all kinds, a choice selection of toilet articles, and all that is included in a well-ordered drug store, is displayed with a neatness and attractiveness that is indicative of the carefulness and exact methods of the proprietor. Mr. Emerson is a practical pharmacist, of eleven years' experience, is thorough in the compounding of prescriptions, and prompt in all matters. He has the confidence of the physicians, and the patronage of the best element in our city.

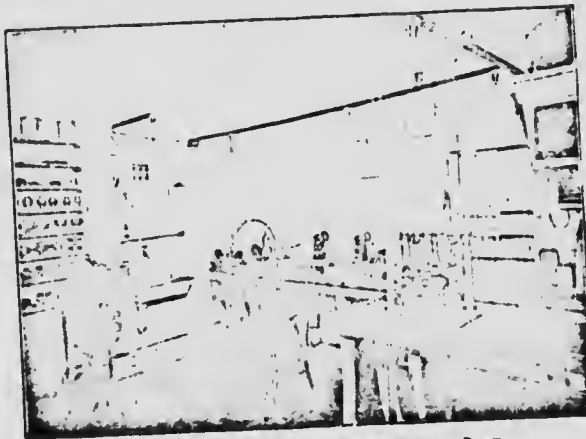
A. MOUNTJOY (Chas. E. Mountjoy, Prop.), Commission Merchant, 187 Richmond St.—Among the wholesale houses of London this one holds a prominent position in the sale of fruit. The business was established forty years ago by Mr. A. Mountjoy, and has won a reputation for integrity and honorable dealings. Tropical fruits are handled in carload consignments, every day to fruits and vegetables are also bought and sold in wholesale quantities. Business is carried on with dealers within a radius of 75 to 80 miles, and shipments, large and small, are promptly delivered. Shipping arrangements are of the best, enabling merchants to secure the freshest and best on the market, and prices that are satisfactory. Mr. Chas. E. Mountjoy, who is proprietor of the business, is in touch with the leading markets and local producers, and as a business man holds a clear record for straightforward dealing.

W. McPHILLIPS, Pianos and Organs, 184 Dundas St.—A business record of nearly thirty years has given this house permanent place among the reliable and standard concerns of our city. The luxuries of yesterday have become the necessities of today, and in the musical world nothing is more noticeable than the demand of all classes for the highest possible grade of pianos. Mr. McPhillips is prepared to meet this demand, and makes as his leader Gerhard Heintzman Pianos. In Phonographs he carries the best Edison; and in band instruments he handles the finest stock in the city. His stock of sheet music is thoroughly up-to-date, and in every line of musical merchandise his stock is top-notch. His trade extends over a radius of fifty miles, and he is the reliable piano man of the territory. Mr. McPhillips is a native of Ontario, and true to all the "Union Jack" represents long residence in our city has centered his interests here, and he is a loyal citizen.

A. M. HAMILTON & SON, Seeds, Flour, Binder Twine, Baskets, Etc., 173 Talbot St.—Since 1863 Mr. Hamilton has been the mainstay of this community. He handles all kinds of seeds, carrying the best the ground will produce, and is taken as authority on all that touches the handling of such products. He handles the best grades of flour, Graham, rye, corn meal, and buckwheat, sells the leading kinds of breakfast cereals, and salt potatoes, nutmeg supplies, berry and fruit baskets, and, in fact, is constantly adding to his business for the accommodation of farmers and gardeners of this section. Mr. W. H. Hamilton, his son, is now associated with him in the business, is a business man of twentieth century progress and energy, and their business is one of positive force in commercial circles of our city.

THE TAIT-BROWN OPTICAL COMPANY, 237 Dundas Street, Manufacturing and Refracting Opticians; Joseph G. Tait, Oph. D., and W. Randle Brown, Oph. D., Specialists in Charge. —Although established only two years in London, this is the most up-to-date concern in the line of optical goods in the Dominion, and is in charge of specialists of renown. This company is known as manufacturers of fine optical goods, including the making of complicated lenses and as consulting optometrists. The character of their output and their work compares successfully with any that the world produces. The proprietors are thoroughly informed in all modern ideas, and equipped for the execution of the most difficult examination and prescription work. Our city is to be congratulated on having The Tait-Brown Optical Company in its borders.

TACKABERRY & COMPANY, Manufacturers and Dealers in Harness, Trunks, Saddles, Valises, Etc., 364 Richmond St.—No review of the progress and resources of the City of London



The Tait-Brown Optical Company Grinding Room.

would be complete without due prominence being assigned to the establishment of Wm. Tackaberry & Company, founded in 1867. It has grown with the city, and has ever been a prime factor in development of civic affairs. This firm manufactures harness, saddles, trunks, valises, etc., their line of leather goods being of superior material, and in great demand with wholesale and retail trade. Several skilled men with wholesale and retail trade. Several skilled leather workers are employed, and the high grade of the product is never allowed to suffer, being always noted for fine workmanship. This house is sole agency in Ontario for the Hanghey Patented Interfering Device. Mr. Tackaberry is the second oldest business man in the city, and a gentleman of high standing in the community.

It is only eighty years since the first home was hewed out in London.

METROPOLITAN LIFE INSURANCE COMPANY OF NEW YORK, District Office, Masonic Temple; Harry T. Timney, Superintendent.—The Metropolitan is one of the highest and most conservative corporations in the world, having for its foundation fidelity, honest and equitable treatment. Its headquarters are in New York City, with about a thousand branches throughout the United States and Canada. Prominent mention is due the London office, which for twenty years has been one of the influential factors in London insurance circles. For two years it has been under the supervision and management of Mr. Timney, who has been with the company for ten years in other cities. He is now District Superintendent of Middlesex, Elgin, Perth and Oxford Counties, has under his charge 27 agents and 6 assistant superintendents, and a force of 10,000 policies in the district. Mr. Timney occupies a high place in the esteem of the company, and is held in high regard as well by the people of our city.

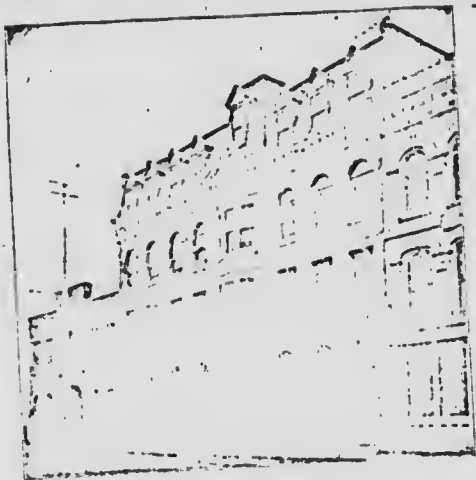
CANADA SPICE AND GROCERY CO. LTD.—One of the important wholesale lines of our city is known as the Canada Spice and Grocery Company, with the following representative business men as its officers:—J. A. Royal, President; E. K. Barnsdale, Vice President; F. H. Robinson, Secretary, and A. T. Coghlan, Manager. The company was organized five years ago with an authorized capital of \$50,000.00, and a paid-up capital of half that amount, and has developed a track that is far-reaching. They occupy a modern business block, handle high grade goods, and are up to the moment in every feature of modern business in their line. Their goods are sold under the special "Crest Brand" and are absolutely pure, wholesome and good, and their prices are the very best.

THE CANADIAN BANK OF COMMERCE, J. H. L. I. Manager.—One of the oldest and strongest monetary institutions in this city, and one which reflects unbounded credit upon it, as a center of pecuniary resources, is the Canadian Bank of Commerce. This bank was founded in 1867, and in the same year established its London branch. This is now located in the new building, on the corner of Dundas and Richmond Streets, which was opened in May, 1900, and is one of the architectural features of Dundas Street, and a pride of our fair city. The bank is particularly fitted for speedy transaction of business, and affords every opportunity in this line to its patrons. It has a paid-up capital of \$10,000,000.00, and rest of \$1,500,000.00. Its officers consist of the following gentlemen: Hon. Geo. A. Cox, President; Robert Kilgour, Vice President; James Crathern, Jos. W. Flaville, Hon. I. McLeod Jones, H. D. Warren, Matthew Leggett, John Huskisson, K. C., LL. D., A. Kingman, Frederick Nicholls, and B. E. Walker.

MARSHALL BROS. & COMPANY, Importers of Teas and Coffee, 67 Dundas St.—The tea store of today is a popular trade center, and goes to the heart of every home. This one has been in existence for about thirty years, and represents all that is modern and superior in tea and coffee supplies. Agents cover the entire western part of Ontario in the interest of the firm, and their goods find favor in many a household. Mr. R. Dunn, who is the enterprising manager of the business, is an expert judge of fine goods, selects the best that is on the market, has splendid buying arrangements, which give him advantage in prices, keeps his stock well graded, and shows an extensive knowledge of blending.

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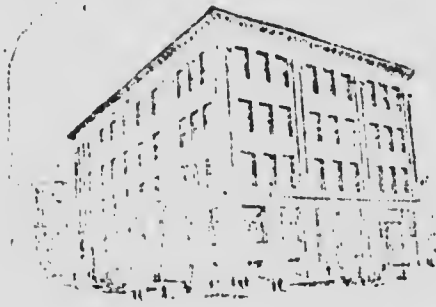
FRASER HOUSE—John Fraser, Proprietor, King St., Three Doors East of Dundas—For sixteen years this has been one of the popular hotels of the Forest City. There are 38 guest rooms, all furnished and comfortable and clean, a dining room that is known for home cooking and plenty of good things to eat, and office accommodations that are first-class. Stable accommodation for many horses makes this a popular house with the farmer, and their popular rates of \$1.25 per day brings a large patronage. Everything that modern hotel appointments can suggest is provided to make this a home for the man who is away from his home. Mr. John Fraser is popular with his guests, and it is not unusual to find his rooms all spoken for.

S. H. KNOX & COMPANY, 5, 10 and 15 Cent Store, 145-147 Dundas Street—It popularity is a measure of worth, the city of London holds no worthier business house than that of S. H. Knox & Company. The London store is one of a chain of 20, the most popular stores on the continent, scattered throughout the United States and Canada, and is heeded for their articles of minute variety, but of popular price. A visit to their establishment insures a regular customer, for their store is at prices that seem incredible, nothing in the store being over 15 cents, and their stock is well-nigh inexhaustible. Forty or fifty clerks give courteous attention, and the store is well lighted and all goods attractively displayed. In short, the stores of S. H. Knox & Company are the marvel of the twentieth century business world. Mr. F. H. Brewster has been in charge since the store was opened in London, and is a manager of brilliant ability.

London's Collegiate Institute stands at the top of any in Ontario.

MISS E. F. DWYER, Fine Art Millinery, 704½ Dundas Street.—Two years ago Miss Dwyer began business, and has kept steadily to the forefront in the millinery line. Her goods are the products of the world's renowned hat makers, every article chosen with exceptional taste and good judgment. Her pattern cuts are always the newest and most exclusive of the season, her own creations the embodiment of style, refinement, and artistic touch. Miss Dwyer is popular with the people, a broad-minded business woman, and a milliner of the highest type. During the busy season she keeps several trimmers, her entire force numbering twelve. For hats of individual style and smartness this is the place to go.

JAMES WRIGHT & COMPANY, Wholesale Carriage Goods and Iron Merchants—London can well boast of her large wholesale establishments, and in the line of carriage goods none occupy a more prominent position than the firm of James Wright & Company, founded in 1866. Their immense building, corner of King and Clarence Streets, is filled from basement to roof with an attractive stock, their business demanding the use of nearly 40,000 feet of floor space, and requiring the services of twenty-five employees. Three traveling salesmen represent the company in Western Ontario, and



James Wright & Company. (Moore & Henry, Architects.)

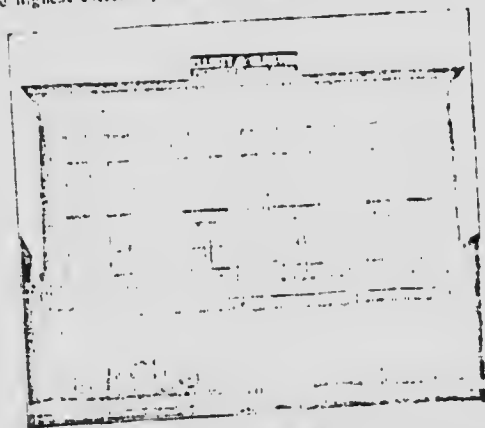
every department of the immense establishment is managed with a system that is perfect. Goods of finest quality in cut, fact and progressiveness. The firm of Elliott & Olmsted has been an important factor in bringing about this new condition, and they do the highest order of funeral work known to the present day. They are equipped for the perfect city and interment of the dead, having handsome funeral cars and fine caskets, and showing a sympathetic and graceful attitude in charge of services. An important branch of their business is the manufacture of room and picture mouldings, picture frames, and pictures, which they sell at wholesale, and which is a very successful part of their establishment. Although one of the newer firms of our city, Messrs. J. C. Elliott and L. S. Olmsted are well known in London, as they have both been in business here many years, and are held in the highest esteem by all who know them.

RICHARD R. BLAND, Mantels, Grates, Etc., 217 Dundas St.—Among the firms of London distinguished for the excellence of their workmanship, prominence in executing contracts and straightforward methods of dealing, the above house is pre-eminent. Fifteen years ago Mr. Richard R. Bland established this house for the manufacture of wood mantels, and many of the best homes in the city are furnished with his artistic fireplaces. Original designs in five woods of great variety, beautiful carving and perfect workmanship make his mantels ornaments in the most luxurious surroundings. He supplies

grates, tiles, and all like accessories, and has a patronage which is substantial. Mr. Bland is a native of our fair city, and interested in every public improvement.

CANADA LIFE ASSURANCE COMPANY OF TORONTO, 11 E. Gates, Manager London Office, 435 Richmond St.—This company is rated among the conservative and controlling powers in the insurance world. It maintains the unique position of holding the strongest policy reserves on the North American continent, and now has assurance in force to the amount of over \$10,000,000. With its strong reserves well invested assets, and a record of forty-nine years of honorable dealing, it would be hard to find so desirable a company as the Canada Life. The Western Ontario branch covers the entire western portion of Ontario, and employs from sixty to sixty-five men, whose efforts are directed from the London office. This territory is thoroughly organized, and yearly produces a large volume of business for the Canada Life. Mr. H. L. Galt, manager of the Western Ontario branch, has been connected with the Canada Life for over thirty years, and for twenty years he has held his present office.

ELLIOTT & OLMSTED, Undertakers, Manufacturers of Mouldings and Picture Frames, 290-300 Dundas Street.—Undertaking has become a science, and a profession which commands respect, tact and progressiveness. The firm of Elliott & Olmsted has been an important factor in bringing about this new condition, and they do the highest order of funeral work known to the present day. They are equipped for the perfect city and interment of the dead, having handsome funeral cars and fine caskets, and showing a sympathetic and graceful attitude in charge of services. An important branch of their business is the manufacture of room and picture mouldings, picture frames, and pictures, which they sell at wholesale, and which is a very successful part of their establishment. Although one of the newer firms of our city, Messrs. J. C. Elliott and L. S. Olmsted are well known in London, as they have both been in business here many years, and are held in the highest esteem by all who know them.



Elliott & Olmsted.

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INSURANCE AGENCY. — Messrs. Edward Towe & Company, office, No. 205 Masonic Temple Building, London, Ont. Since 1874 this agency has been one of the influential factors in London insurance circles, and enjoys a large share of the business of Fire, Life, Accident, Liability, Fidelity, and other branches of the insurance business transacted in this city. Messrs. Edward Towe & Company are the agents of the Liverpool and London and Globe Insurance Company, and this company, perhaps, is the best known of all companies doing business in Canada. Its predominant financial strength, coupled with the liberal treatment which it has uniformly extended to its patrons, has made the name of the company a household word throughout the civilized world. The capital and assets of this company exceed \$4,000,000. In matters of insurance the wise man invests in a company that affords absolute security, no matter what complications may occur, and that he shall receive liberal and prompt treatment in case of loss. Messrs. Edward Towe & Co. will be pleased to have a call from all who wish insurance.

W. E. LONSBROUGH. Livery, Boarding and Sales Stable, 291 Richmond St. — For many years this barn was known as The Sage Barn, and Mr. Lonsbrough has recently succeeded the firm of A. J. Strathairn, and under his management the place promises to be one of the most popular in our city. In equipment Mr. Lonsbrough has every style of topy turnout, his horses are high bred and well trained, and his services are prompt and satisfactory. His barn is kept in fine order, and boarding horses receive careful attention. Fitting stalls, built on latest improved plans, accommodate his fine horses, and everything about the place is kept in perfect system. Mr. Lonsbrough is a livery man of long experience, and has many friends in our city who wish him success in his new business.

MOORE & HENRY. Architects and Civil Engineers, Mason Building — An architect is expected to know more about all kinds of business than any other professional man in the catalogue. With the progress of the social and business developments, new devices are continually being made which require a productive brain and constant study to meet them. Messrs. John M. Moore and Frederick Henry, the members of this firm, established 15 years ago, are recognized as artists of no ordinary class. Their plans show versatility and genius, every outline the result of careful study. They are known as the designers of the Masonic Temple, the London High School, the Y. M. C. A. building, and numerous other schools, churches and public buildings of prominence throughout the Province. Every part of their work is complete, their specifications being clear and comprehensive. These gentlemen are also known as Surveyors and Land Surveyors, and their business requires the assistance of quite an office force. They are natives of London, and among the talented men of the city who contribute largely to her fame.

THE EMPIRE ACCIDENT AND SURETY COMPANY. Head Office, London, Ont. — Insurance is the safeguard to business that excludes a man over every misfortune in business life. The Empire Accident and Surety Company is one of the recognized forces in insurance circles of the Dominion, and holds prominent place among the business institutions of London. This company was incorporated in 1903, under Special Act of Parliament, and has insurance in force to-day exceeding ten millions of dollars. The headquarters of this twentieth century enterprise are in our city, and the officers of the company are among Canada's representative men. The capital of the company amounts to \$1,000,000.00, which is fully subscribed. Business is transacted along the lines of accident, sickness

THE NORTHERN LIFE ASSURANCE COMPANY OF CANADA. Head Office, London, Ont.; John Milne, Managing Director. — The above is one of the sound Life Insurance Companies of Canada. It was organized in April, 1897, by prominent London men. It has made steady and permanent progress up to the present date; its subscribed capital and accumulated assets now amounting to nearly \$1,500,000.00. Its policies are all up-to-date, giving every condition, privilege and option, consistent with absolute safety and conservative management. The recent rigid Insurance Investigation brought out the fact that every dollar of its funds had been carefully guarded, and that economy in the management had been its watchword. The following are its list of directors and officers — T. H. Purdom, K. C., London, President; Thomas Long, Toronto, 1st Vice-President; W. S. Calvert, M. P., Strathroy, and Vice-President; John Milne, Managing Director, and J. D. Ballour, M. D., Medical Director, both of London. Lord Strathcona and Mount Royal, Montreal, Canada, and London, Eng.; Matthew Wilson, K. C., Chatham; John Ferguson, London; S. H. Stevens, Chatham; John Davis, Windsor; Francis Love, P. M., London; John Purdom, London; Malcolm McGowan, ex M. P., Strathroy; Charles Jenkins, Petrolia.

THE PHILIP CAREY MANUFACTURING COMPANY. 110 Masonic Temple, H. E. Rowell, Manager — In this day of extensive building, roofing is a most important feature, and there never was a time in the history of the world when so many ideas were afloat in regard to roofing materials. The Philip Carey Mfg. Company, of Cincinnati, Ohio, are putting out the best all-around roofing material on the market to-day. It is composed of a heavy, flexible body of asphalt cement, laid on strong woollen felt, and covered with strong bar-lap imbedded in the upper surface, this in turn covered with asphalt compound, and last a tough, elastic-painted finish is put on after the roofing is laid. A special feature of this roofing is the extra lap for protecting nail heads and joints from frost, sun and water. This is a distinctive feature, and important. This roofing is recognized for its durability, economy and thoroughly practical construction, making it superior to all others. This company has had an agency in our city for the past two years, controlling a territory all over Western Ontario. Asbestos, magnesia, cork, and felt pipe coverings; asbestos cement; asbestos paper and millboard; asphalt roof-asbestos cement; asbestos paper and supplies; K'sene cold-water weatherproof paints and supplies; are handled, as well as the Carey roofing mentioned above. Contracts taken for applying all these materials complete by corps of skilled workmen. Work done promptly and guaranteed. The company will have a \$500,000.00 plant erected and complete by July, 1907, in Ontario. It will be the largest and finest-equipped roofing and covering plant in Canada. Mr. H. E. Rowell, the efficient manager, is a man of twentieth century business methods, and a citizen of loyal type.

London covers an area of nearly 4,500 acres.



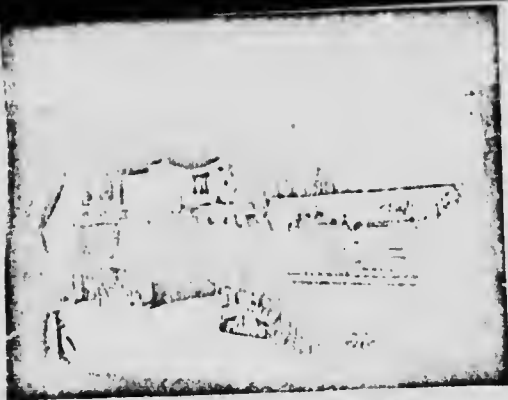
Moore & Henry, Architects.

Masonic Temple.

Photo by Cooper & Sanders.

and guarantee insurance, and its policies are simple, concise and definite contracts, which protect the holder along these different lines. No men in business have shown more diligence and straightforwardness in the promotion of its interests than the officers of the Empire Accident and Surety Co., who are M. L. Leitch, President, London; D. McLachlan, Vice-President, Chatham; Thos. Boles, Secretary-Treasurer, London; Alex. Smart, K. C., Solicitor, London; F. G. Rumball, London; B. S. Murray, London; Dr. S. A. King, Windsor; Wm. Squires, Mitchell; S. Rankin, Stratford; Dr. A. D. South Mitchell; R. P. Whyte, London; Wm. Henderson, Vancouver; W. W. Stuart, Calgary; J. D. Ivey, Toronto, and Robt. Norton, Hamilton.

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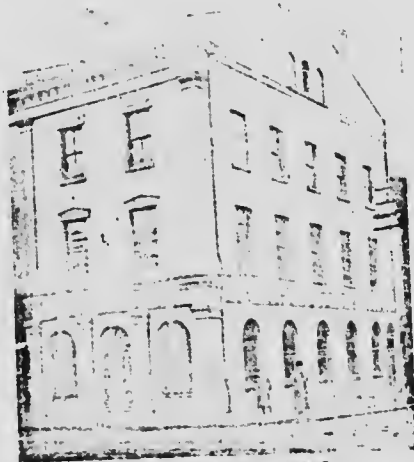
Heintzman & Co's Piano Showrooms.

HEINTZMAN & COMPANY, LTD., High-grade Pianos, 217 Dundas Street; J. A. Croden, Manager—The London branch house of this well-known piano company was opened about twenty years ago, and has led the trade all over the Western Peninsula, by dealing in goods that are strictly high-class. Heintzman Pianos are quoted as standard all over the Dominion, and given prominent place for mechanical construction, durability, and excellence of finish. Under the management of Mr. Croden, this is one of the most profitable branches under the auspices of the company, and reflects credit upon his energy and judgment. No house in London has added more to its commercial value. Three floors, comprising 3,000 feet of floor space, is needed in carrying their stock, while the services of fifteen salesmen are constantly required in looking after this important territory.

THE HUB POOL PARLORS and CIGARS, Wheatcroft & Patrick, 258 Dundas St.—The Hub is the center of amusement for the citizens of our city, and though it was only opened last June, it has become the popular place of the town. Lovers of the game of pool find seven excellent tables, the best of light, and comfort and ease everywhere. The place is fitted with Brunswick Balke Billiard tables, which are acceptable by all as the best. These gentlemen are selling the leading brands of cigars, and are fine judges of "the weed." They are managers of skill, and know how to keep a little in advance of the times.

THE D. WILKIE GRANITE CO., 493 Richmond St.—The marble and granite sculptor of today is far in advance of the tombstone-maker that our grandfathers knew. This Company has been in business for nearly four years, and has won a reputation for fine monumental work. They are equipped with modern pneumatic tools, and the material used includes all kinds of granite and marble. Original designs are wrought, the work being of the highest order and artistic in every detail. Mr. Wilkie is recognized as authority on all that touches this class of work, and he employs the most skillful workmen. His skill and thorough knowledge have made this one of the prosperous concerns of London.

109 Dundas Street, London, Ont.—Learn the habit of saving and you will never regret it. Teach your family to bank their savings, no matter how small. To open a deposit account in Agricultural Savings and Loan Company only requires \$1.00; a pass-book makes a nice present to any member of your family, and such small beginnings make large endings. Interest added every half year will help the account to grow. There is no better way of saving than by regularly depositing in Agricultural Savings and Loan Company; or should you desire a safe and sound investment for your savings, when they begin to grow, you can't do better than buy a debenture of this company. Executors and trustees are authorized to invest trust moneys in these debentures. The "Agricultural" commenced business away back in 1872, and has grown steadily ever since, until today its total assets amount to nearly \$2,500,000.00, while a reserve



Agricultural Savings & Loan Co

fund of \$265,000.00 adds greatly to the strength of the company. It is noted for its sound, conservative business methods, as its proud record of thirty-four successful years shows. The company's funds are all invested in real estate, under the guidance of a trained inspector.


E. WORMALD, Stationery, Books, Cigars, etc., 302 Dundas St.—Mr. Wormald has been steadily at the head of this business for four years, and is meeting every demand of city trade. He carries all kinds of books and stationery, showing the latest fiction and standard books of the day, and handling a line of stationery that is thoroughly up-to-date. He knows how to make his store attractive, and has a popular cigar trade, handling finest cigars and tobaccos, as well as cigarettes. There is not a business in the city that is conducted more successfully and correctly than this. Mr. Wormald is a loyal citizen, as well as a successful merchant.

JOHN MANN & SONS, Wholesale and Retail, Coal, Coke and Cement, 401 Clarence St., and 425 York St.—This firm has been doing business in Ontario for nearly forty years, being founded in Brantford by John Mann, who is still actively engaged in the business. The London business was started in March, 1886, by Geo. T. Mann, and has been a success from its inception, and the wholesale department has been located after from the London office, the trade extending from Quebec in the east to Windsor in the west. The firm enjoys the confidence of all its patrons throughout Ontario and Quebec, as well as of miners of coal and manufacturers of cement and coke. It has always been their policy to handle the very best goods that money will buy, knowing that a satisfied customer is the best advertiser. They also endeavor to be careful, painstaking, polite drivers. Your patronage solicited.

THE WRIGHT HAT COMPANY, Makers of the Wright Hat in all styles; factory, office and wholesale showroom, 400 Richmond Street; retail showroom, 208 Dundas Street, B. G. H. Wright, Proprietor.—This firm make a specialty of high class exclusive designs for ladies and children. This industry is creative in the broadest sense, as they not alone produce "The Wright Hat," but within their plant design and manufacture their own exclusive blocks, which have lent to Canadian millinery a national individuality. All their output is sold on its merits, as "Made in Canada"; they being the first firm in Canada to adopt the "Made in Canada" motto, which has now become all but universal among Canadian manufacturers. The ability and capacity of this organization is amply demonstrated by the enviable reputation "The Wright Hat" enjoys in the most exclusive fashion markets of Canada. The firm sell direct to the trade through a competent staff of travellers, and, aside from their wholesale showrooms and factory on Ridout Street, they have one of the most complete retail millinery stores in Canada, where they carry a display of trimmed millinery, not excelled anywhere, all the product of their own factory and staff of designers.



The Wright Hat Company. Section of Retail Department.



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Residence of T. B. Escott. George Craddock, Architect.

T. B. ESCOTT & COMPANY. Wholesale Grocers. This is one of the substantial and time-honored concerns of our busy city, having been founded in 1886, and occupying a modern brick building of ample proportions. The firm does a large wholesale business in staple and fancy groceries, teas, etc., supplying these goods to many customers throughout their extensive territory. They are sole agents for the Lion Spice-mill Products, and Grand Mogul teas, coffees, extracts, etc. Seven travelling salesmen represent them on the road, and the annual increase in sales is a positive evidence of the high-grade quality of the goods they well-known firm. They deliver promptly and guarantee satisfaction in every way. The members of the firm are among the influential directors of commercial affairs of London, and citizens of public spirit.

CHAS. COWAN. Wholesale and Retail Dealer in General Produce, 400 Talbot St.—For twenty-two years the name of Chas. Cowan has been prominently before the public as a wholesale and retail dealer in produce. His name stands for reliability wherever it is spoken, and his business has the confidence of people in general. He deals in flour, gram, corn feed and larin, and especially, supplies the trade with corn meal, oatmeal, rolled wheat, buckwheat flour, etc. etc., keeps three wagons busy, and has the big trade of the town. Mr. Cowan has every arrangement for the proper care of all produce, has immense warehouses on Bathurst and Carling Streets, ships and keeps goods in perfect condition, and manages his business with system and care. He buys principally in enload lots, and always gives the highest market value for his goods. For local produce he pays the highest price, and keeps his name above reproach through honorable dealings.

Three-fourths of the people of London own their own homes.

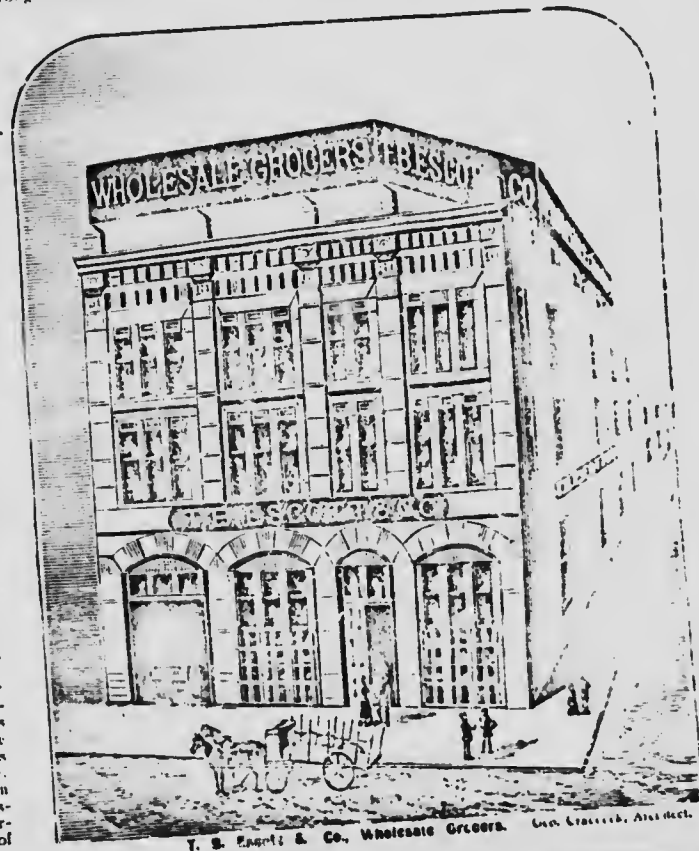
T. I. FRALEIGH. Suits Cleaned, Pressed and Repaired, 414 Talbot St.—In this advanced age, no business is in more demand than the cleaning of gentlemen's suits and pressing of their clothing. The best place to go is the question. Those who have patronized the above place will know where the best place is to be found. Mr. Fraleigh established this house three years ago, and has won the favor and patronage of London citizens by correct business methods and satisfactory service. All articles taken to him are thoroughly repaired, cleaned and pressed on short notice, and at reasonable cost. He is a man of public spirit, and is esteemed by all who know him.

GEORGE CRADDOCK, Architect, 461 Talbot Street—The architect is an artist that must have a thorough knowledge of the demands of every business. Mr. Craddock has lived in our city for many years, and has designed many of the buildings of importance in various lines. He is the architect for the London Board of Education, and will be remembered as the Supervisory Architect of Hellmuth Ladies' College. Among the residences of our proud city, those of T. B. Escott, Geo. C. Gibbons, Wm. McDonough, and others, show his handiwork, as well as Norwood House, former home of Bishop Hellmuth, the Escott Warehouse, and the London Mutual Insurance Company's building. Mr. Craddock is highly esteemed by contractors and builders, is one of London's most enterprising citizens, and interested in her welfare.

London has one of the most efficient fire departments in the Dominion.

A. GUNTHER & COMPANY, Wholesale Hats, Caps, Furs, Etc., 230 King St.—The manufacture and sale of hats, caps and furs is a business that requires skillful handling, and shrewd business management, in order to be a success. Among the newer and more promising of London's wholesale houses, the firm of A. Gunther & Company are most conspicuous. This firm has been in business for two years, and already cover a wide territory, employing a large force of clerks, and four travelling salesmen. They are wholesale dealers in hats, caps, furs, robes, rugs, mitts, and specialties. They are sole agents for the celebrated "Blign" and "Rival" brands of hats. For next season they are showing the most complete and up-to-date line of ladies' fur neck scarfs ever shown in Western Ontario, and are sparing no pains or energy to make this department a winner with the trade. They also have a line of men's soon coats that are popular with their customers. Their stock is new and thoroughly up-to-date, and goods are of superior quality.

J. A. TANCOCK, Veterinary Surgeon and Practical Horse-shoer, 97 King St.—Veterinary Surgery and Horseshoeing go hand in hand, as among the most scientific professions of the day. Dr. Tancock is a veterinarian in many years experience, has been practising in our city for twelve years, and is a graduate of the Ontario Veterinary College. He has been successful in a marked degree, and been successful in many difficult cases in the treatment of animals. He is proprietor of a horseshoeing shop at the above number, where strictly scientific work is done. Horseshoeing to-day is not simply nailing a shoe on a horse's foot. Shoes are adjusted here for the correction of abnormal conditions of the foot and ankles, and every lecture of correct work is done by men of skill. When horses leave his door they are prepared for any service that a well-shod horse can give.



T. B. Escott & Co., Wholesale Grocers. Geo. Craddock, Architect.



ROBINSON, LITTLE & COMPANY, Wholesale Dry Goods, Richmond Street.—This company has a record of thirty years without intermission, each year bringing with it success. The members of the firm are Messrs. Geo. Robinson and J. W. Little. These are men whose reputation stands for the accomplishment of business undertakings, and who are not satisfied with laurels already won. They operate one of the most extensive wholesale dry goods houses in Ontario, their shipments extending from this Province to the Pacific Coast. Their London building is one of the most commodious of wholesale houses, comprising nearly 20,000 square feet of floor space, and the volume of business which is carried on here is enormous. They have a buying office in Manchester, England, and a branch house in Winnipeg. Fourteen travelling men represent them in the Dominion, and their name stands for merit wherever it is spoken. London has no more worthy enterprise in her borders.

OLYMPIA RESTAURANT, 175½ Dundas Street, E. Karacampis, Proprietor.—As a high-class restaurant and lunch counter this place has been prominent for about six years, and has built up a substantial trade through the successful management of Mr. Karacampis, who has had large experience in this line of business. Besides a comfortable lunch room, the Olympia contains a dainty dining-room, where palates and other decorations charm the eye, and where tables are spread with the delicacies of the season, and every guest is served with prompt and courteous attention. Neatness and order are the rules of the house, and it is always inviting and attractive. Mr. Karacampis is a business man of up-to-date methods, and a loyal citizen.

WM. MORRISON, Dealer in Boots, Shoes and Valises, 118 Dundas Street.—A shoe store properly conducted is an all-important part in the make-up of a city. This is one of the leading commercial houses of the Forest City, and an enterprise of positive value in financial circles. Mr. Morrison handles the brands of shoes that people call best, is extremely careful in selecting styles, and takes great pains to have every customer secure a satisfactory fit. "Jenness Miller" shoes for women, and "Sovereign" shoes for men are his favorite makes. Every feature of the business speaks perfect mastery and unqualified success; this has been maintained through fifteen years of sharp competition. Mr. Morrison is the right man in the right place, and his store is one of the permanent mercantile houses of London.

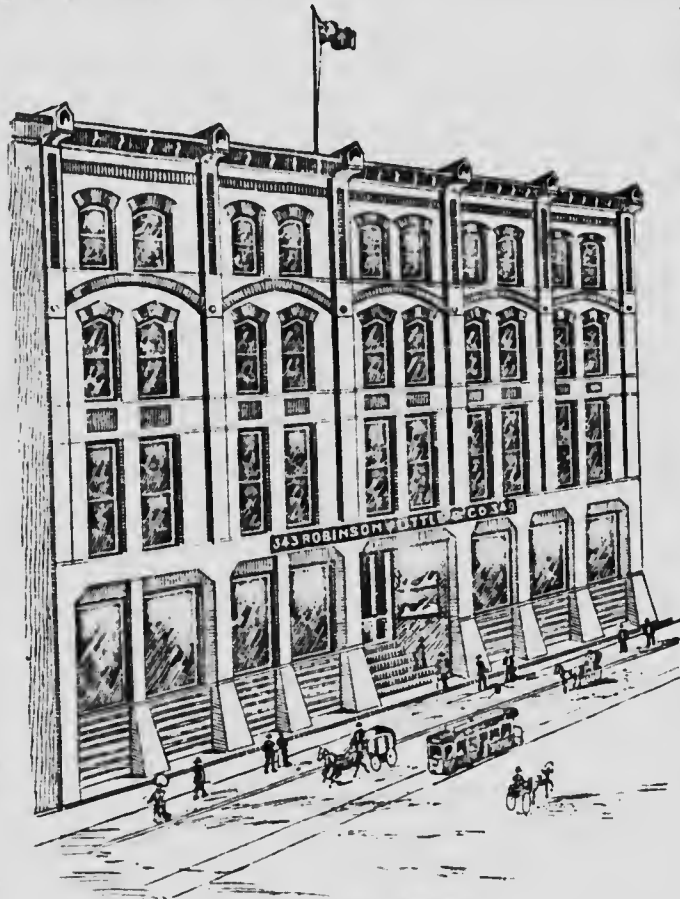
COTTAM BIRD SEED COMPANY, 71 Bathurst St.—In getting the many business enterprises which contribute to the commercial strength of our fair city special mention must be made of the Cottam Bird Seed Company, which for twenty-five years has built up an exclusive and flourishing trade. The above firm have a modern and handsome plant, where Cottam Bird Seed is prepared for market at the hands of scores of skilled workmen. This food makes vigorous, thrifty songsters, and it is now being used in almost every country,

and is a guarantee of health to all kinds of birds. This company is noted for its expert ability in blending and mixing seeds, and for the superior excellence of the output of their factory. They sell through brokers and merchants in all principal cities. See that the name 'Cottam' is on all

UNITED FACTORIES, LTD., Thom. Bryan, Manager.—Mr. Bryan, one of London's representative business men, has been engaged in the manufacturing business here since 1870. He is the originator of Bryan's Brushes, and has had a long and successful career. Five years ago his factory became a part of an organization known as the United Factories, Ltd., operating factories in Toronto, London and Newmarket. The success of this undertaking has been marvellous, the trade of this company reaching far beyond the borders of Ontario. The factories united were Hockh's Toronto Factory, Bryan's London Factory and Cam's Newmarket Factory, and the headquarters of the organization are in Toronto. The high standard of excellence of their output has recommended their goods, and travellers have no difficulty in looking large orders. Mr. Bryan is a business man with a clear and honorable record.

CONFEDERATION LIFE ASSOCIATION, Health & Glass, District Managers, 106 Masonic Temple, London, Ont.—No person whose life is worth living can afford to be without life insurance. Safety is the prime essential, and without it no investment is worthy of consideration. A life insurance policy is a friend which will never fail you. Endowment insurance is looked upon by men best qualified to know as the safest and best form of investment, as is evidenced by the large amounts of money invested in it, by the most prominent financiers, bankers, merchants, manufacturers and business men throughout the civilized world. Would it not be well for you to consider this matter? The Confederation Life is one of Canada's most progressive and most prosperous companies. It issues policies on all up-to-date plans. It pays all death claims immediately on acceptance of proofs of death. It has enjoyed an enviable record for just and equitable dealing with its policy-holders. Their accumulation endowment policy guarantees profits, extended insurance, cash value, paid-up policy, cash loans, instalment option, and allows thirty days' grace for the payment of renewal premiums. Full particulars furnished on application. Fred H. Heath and S. Frank Glass, District Managers, 106 Masonic Temple, London, Ont.

F. W. FARNCOMB, Surveyor and Civil Engineer, Bank of Toronto Chambers.—For fifteen years Mr. Farncomb has been classed among the successful professional men of our city, and is a member of the Ontario Land Surveyors' Association, and Canadian Society of Civil Engineers, being engineer of thirteen townships. His knowledge is definite, and his work carried out with careful attention to every detail. Having spent a lifetime in the study of his profession, he has mastered every detail which counts for merit. Several assistants are employed in his office, and his business is still on the increase, and those who have entrusted him with business affairs have no cause to regret it. No citizen or been more diligent in the prosecution of city interests. Mr. Farncomb is a native of London, and is held in high esteem in his native city.



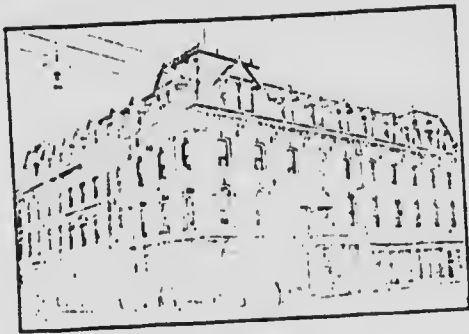
Robinson, Little & Company.

the bird seed you buy, and know that you are getting the best.

London's educational facilities rank second to none.

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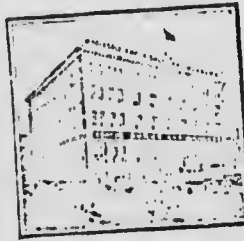
City Hotel.

THE CITY HOTEL. W. S. Lashbrook, Proprietor, Dundas and Talbot Streets.—Mr. Lashbrook has been for a number of years in the hotel business, and is master of every detail. Two years ago he took charge of the City Hotel, and has revolutionized it. Everything is up to the hour, rooms refitted and refurnished, office accommodations the best, sample rooms sufficient, and a dining-room that most exacting guest finds no fault with. This is the best medium-priced hotel in this part of the Province, and enjoys a high reputation for first-class service. Special attention is paid to commercial and theatrical trade. Mr. Lashbrook is the right man in the right place, is popular with travelling men, and one of the men of our city who is ready to push to success whatever is for public upbuilding.

MCMSTHEY, GRANGER & CO. Wholesale Dry Goods, 333 Richmond St.—This house has a record of eighteen years, and in every invoice a decided advance is recorded. They occupy five floors of one of the best wholesale blocks in the city, covering 35,000 feet of floor space, and displaying the finest stock of dry goods in the city. They import from foreign markets, handle the best home productions, and have established a trade that reflects credit upon the activity and progressiveness of the firm. Five travelling salesmen are busy booking orders from every part of Ontario, and orders are filled with promptness, the trade being furnished with many exclusive designs not found in other establishments. This is one of the representative and leading houses which make up the commercial environment of London.

STIRTON & DYER. High grade Cigar Manufacturers, 62 Dundas St.—Established seven years ago, and conducting factories at Winnipeg as well as London, this company has gained the lead in that line of business throughout a large territory. They are extensive manufacturers of all kinds of high-grade cigars, and the very best is supplied to their patrons throughout the Provinces they cover. Among their leading brands of cigars are "Berensford," "Dunraven," and "Club House," and other popular makes, their output reaching the high-water mark of 3,000,000 a year, and their factories here employing about 60 persons. W. J. Stirton and J. J. Dyer are business men of twentieth century type, and successful to a high degree because of their ability and energy.

COATES, BURNS & WANLESS. Wholesale Boots, Shoes and Rubbers, Richmond Street.—Among the important additions to the wholesale business of the Forest City during the past year, mention must be made of the above twentieth century wholesale footwear establishment, with Messrs. Robt. Coates, M. J. Burns and R. B. Wanless as firm members. Their immense building, located on Richmond Street, near the Grand Trunk depot, is the center of a thriving business which promises to be one of the very most successful of London commercial enterprises. Their stock of goods is unrivalled in style, shapes, sizes and quality, and is sold all over the west, a force of hustling commercial travellers introducing them into new territory, and booking large orders where the firm is known. They are selling agents for the celebrated Malbest Cross Rubbers. The founding of the house of Coates, Burns & Wanless is one of the fortunate ventures of the past year, and is conceded as one more important spoke in the wheel of commerce.



Coates, Burns & Wanless.
Cruckshank Block.

ALEX. JOHNSON. Horseshoeing and General Blacksmithing, 347 Talbot St.—For seven years Mr. Johnson has been listed among the business men of London, and has made a record for right dealing and skillful work that has given him permanent place among men of affairs. He has worked at his trade in our city for fifteen years, and has mastered it in every detail. Interfering, forging and stumbling can all be prevented by his skillful shoing, and his shop is equipped that every way for doing the best of work. You will find that this gentleman always keeps his word, and is at all times an upright, capable artisan. Mr. Johnson is a native of Ontario, and a popular citizen of our city.

DOMINION HOUSE. John J. Cox, Proprietor, near old depots.



Dominion House.

beds kept clean and neat. People who appreciate genuine wholesome service find all they are looking for at the Dominion House. It has about fifty guest rooms, and was founded in 1847. Mr. Cox has been in the hotel business for over twenty years, and is a popular host who takes good care of his many guests.

WRIGHT, SONS & COMPANY. Wholesale Hats, Caps, Furs, Etc.—The business of the above firm was established in 1874, and has ever been a prime factor in the development of London trade abroad, as well as an influence for the advancement of the city's prosperity and welfare. As successors to the firm of Fried, Wright & Company, this firm covers a wide territory in the wholesale distribution of hats, caps, fur-trimmed robes, rugs, strows and waterproof clothing. The most celebrated hat manufacturer, Wilton & Co. and a factory the celebrated hat manufacturer, Wilton & Co. and a factory of felt hats. They also deal in raw furs, and in their immense building, the Cruckshank Block, shown on this page, they employ a large staff, while six travellers represent them on the road. Their territory extends from Montreal to the Pacific Coast, and their name stands for honest goods wherever it is spoken. Their principal Mr. W. D. Wright, entered the employ of the founders of the business, R. C. Maché & Co. in 1883, and the intelligent manner, born of experience, in which he has ministered to the wants of their customers, has achieved their success. Nineteen hundred and six has been their banner year.

THE LONDON FOUNDRY COMPANY, LTD. Thames Street (foot of King).—Conspicuous among the creative concerns of our city is the London Foundry Company, Ltd., which was established eighteen years ago, and is known all over the country as the largest manufacturers in their line of goods. A cut of their building is here seen, and is modern in equipment and a model in management. Their product includes harrows, trucks, carts, blacksmith's tools, drills, washing machines, cider mills, structural ironwork, etc., etc. A specialty is made of fine iron castings, and the manufacture of small machinery and novelties for patentees and others not having factory facilities of their own. Branches of the London Foundry Company are maintained in Vancouver, Winnipeg, Toronto and Halifax; and their volume of business has reached enormous proportions. Mr. D. J. Cowan is President of the Company; S. W. Widdowson, Vice-President, and W. H. Thorpe, Secretary and Treasurer. They are representative business men of our fair city, and public-spirited and generous in all public matters.



The London Foundry Company, Ltd.



Martell, Proprietors, 123 King Street—There is nothing that so appeals to the love of sport, exercise and recreation as billiards or bowling. These are clean, manly and healthful sports, giving pleasure that can come from no other pastime, as well as from exercise. They are with more than a million of men, and are recommended by physicians to induce a man to get up, and are recommended by the men of London know and believe in. For an excellent game the men of London know who are, for Messrs. Graham and John Martell have the most perfect billiard tables and the finest bowling alives and wickets, and the wicket is rightly named "Ideal".

The new building of this room, and a tablement is specially fitted for the convenience and is the top of modern billiard tables. It can be placed in a cup, and a convenient for the convenience of the game. A large number of games can be played at once, as the rooms are most comfortable. These tables have the hearts and will of the men of London, and their place is the most suitable of all.

CANADA CIGAR COMPANY, Cigar Manufacturers, 307 Richmond Street—Bazzerrowe, who is proprietor of the well known factory, has had twenty years of practical experience in connection with the cigar business.

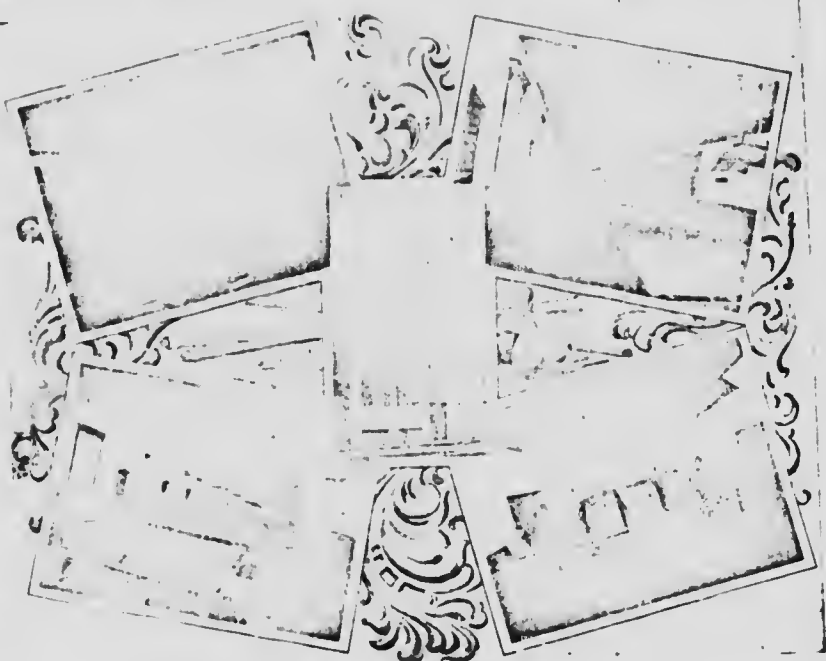
The Canada Cigar Company consists of the finest among the makers of the cigars for several years, and the finest but from the United States, know how to make a cigar for every kind, and make with a fine taste at all prices. In connection with this large billiard business in this city and 'S. in Toy' are two of the best winners in Canadian markets, who King and King they so far go. The annual output of this factory is three million and a half, and the most satisfactory waste promoters their brands superior in any on the market at the price.

THE ONTARIO LOAN AND TRUST COMPANY, 120 Dundas Street West, Manager—This

company business in connection with the confidence in London, as well as all provinces, and low, if any, positions in Canada or elsewhere. It shows a position so strong, that it is negotiating over four million dollars in real estate, principally gilt edge securities, and debentures. It gives good terms to its bond holders, and the easiest terms to borrowers. The Board of Directors are the following well known representative business men of the city:—John McClary, President; Arthur S. Emery, Vice-President; William Bowman, Jarvis; Col. W. M. Garfield; and John M. Hutton, with A. M. Smart as Secretary. They are all of them gentlemen of standing and ability, who bring to the careful management of this company a large experience in financial affairs.

STEVENSON'S TYPEWRITER, Sole Dealer for L. C. Smith & Bros' Typewriter (writing-in-sight), 425 Richmond St.—There is no invention known to the world which has more materially affected business in general than the typewriter. Many imperfect machines have been thrown on the market, each claiming to have claims superior to the others. But there is one which is perfectly superior to all others. It meets every character of business, it is the L. C. Smith & Bros' Typewriter. This machine is no chance discovery of the day, but the full achievement of a long period of patient painstaking work by the world's best typewriter mechanics. It is in a class by

MELVIN L. BARTLEMAN, Merchant Tailor, 159 Dundas St.—Among the artistic tailors of London, Mr. Bartleman holds a conspicuous place. He began business about two years ago, and has distinguished himself as an importer of fine wools and a tailor of superior type. He knows the secret of draping the human form, and has established a trade among the best people of our city. His suits are perfect in fit and finish, and his styles in advance of those that are commonly worn in the city. He has made an exhaustive study of the tailor's art, and has mastered every detail. Mr. Bartleman is content in all, and in touch with every branch of his well-conducted business.



Ideal Bowling and Billiard Parlors.

itself, ahead of all others; in short, the perfected typewriter. Mr. Byron C. Simmons (who, since this machine was put on the market two years ago, has held the sole agency in our city) will be pleased to demonstrate the special features of this typewriter. He has nothing to explain away on this machine. He also rents typewriters of all makes, has them repaired, and carries a complete stock of typewriter supplies and stationery. Two travellers represent his house in Western Ontario, and he controls this district from Woolstrock west

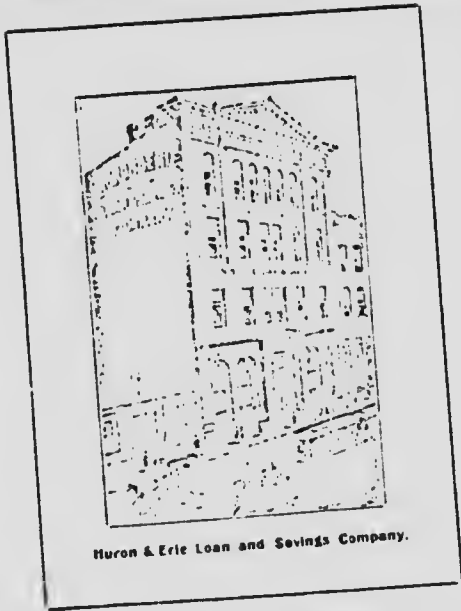
CATALANO & SANSONE, Wholesale Fruit, Fish and Oysters, 200-22 Dundas Street—The superior goods sold by this company are well known to the grocery of London, as well as other cities in this section. For thirteen years Mr. C. Catalano and Mr. S. Sansone have been supplying the trade with the finest of tropical fruits, moked and dried fish, oysters in season, and other table delicacies. They are direct importers of olive oil, and can absolutely guarantee the purity and first quality of what they sell. It not only comes from their own olive trees in Italy, grown and gathered by members of their own families, but it is the first run from the presses, hence it is not only guaranteed to be pure olive oil, but it is of the very best quality. They also carry macaroni and other Italian groceries, which they import, and which are of superior quality. Two delivery wagons are kept busy, and the business is increasing every day. Next to some other fruits put up in oil in bottles and labels similar to theirs, they caution their customers to read the label carefully.

THE DYMENT-ESKER LUMBER COMPANY and the LONDON BOX COMPANY,

Manufacturers of all kinds of Rough and Dressed Lumber and Boxes. There is probably no industry for which London is more justly and widely celebrated than that of the manufacturing of doors, sash, interior finish, boxes, etc. The greatest progress has marked the history of the lumber and box business as conducted by these companies, and their plant and equipment rival any found in this section of the country. Their mill is equipped with all the latest improved machinery known to the trade, and employment is given to over one hundred workmen. They constantly carry in stock from 1,000,000 to 1,500,000 feet of lumber, and the products turned out are in great demand throughout the city and county. The business has been established here a great many years, and takes rank among the most progressive of London's industries.

No other Canadian city has won for itself the industrial celebrity that London has attained as the hub of the manufacturing district of Ontario.

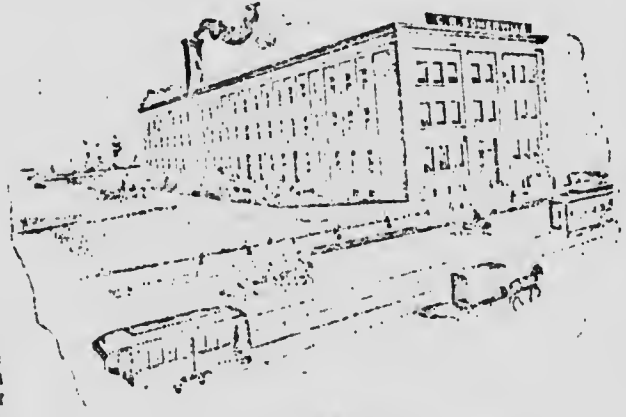




Huron & Erie Loan and Savings Company.

HURON & ERIE LOAN AND SAVINGS COMPANY. Headquarters London, Canada—By the amalgamation of the Canadian Savings & Loan Company and the Huron & Erie Loan and Savings Company in January, 1906, was formed one of the strongest monetary institutions of Ontario. The subscribed capital of the company now amounts to \$3,000,000.00, of which \$1,900,000.00 is paid up, and the reserve fund is \$1,000,000.00, being over 80 per cent. of the paid-up capital. The business as it has been carried on during the year 1906 has been highly successful and satisfactory, and augurs well for the year to come. The Huron & Erie Loan and Savings Company has been prominently before the public for forty-two years, and has the confidence of the people to a marked degree. In union there is strength, and the two corporations, who for thirty years past were strong opponents, being united, will enjoy even greater prosperity in the future than in the past. The management is conservative in its policy and progressive in its methods, the directors being J. W. Little, President, V. Cronyn, K. C., 1st Vice President, Robt. Fox, and Vice President, John Christie, F. E. Leonard, John Labatt, F. R. Eccles, A. T. McMahon, T. G. Meredith, and G. A. Somerville is manager. In the same building, and practical-comple under the same management, is The Canada Trust Company, who act as Executors, Administrators, Guardians and Trustees. The volume of business now transacted shows that this company also enjoys the confidence of the public.

C. R. SOMERVILLE. Paper Boxes and Fine Chewing Gums, 618-630 Dundas Street.—In 1886 Mr. Somerville established his present business, and since that time has been enjoying a steadily increasing accession of patronage. He manufactures paper boxes of various kinds, making a specialty of folding and paper boxes. He also imports fine confectionery boxes and baskets from Germany, and lacquered boxes from Japan, and in this line of business is, perhaps, the most widely known in this country in the Dominion. An important department of his enterprising business is the manufacture of fine Chewing Gums, and his standard brands, "Mexican Fruit," "Pepsin," "Kola," "Red Hand," "Pajoose," etc., are known to these of first quality and fine material. Large quantities of these goods are exported to England and Scotland, and his trade in this country extends from Coast to Coast. He sells, the jobbing trade only, and employs a number of travellers. About two hundred persons are employed in his factory, and his pay rolls swell the volume of London's commercial



C. R. Somerville.

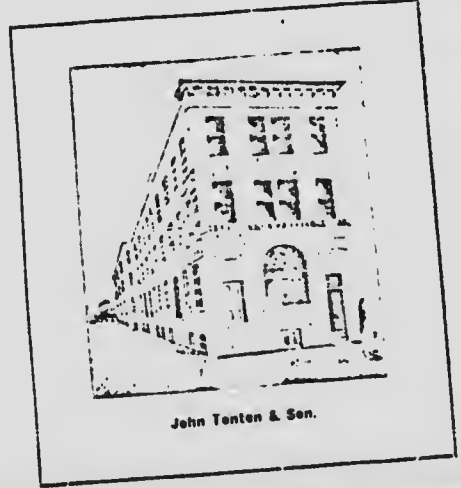
reports. Mr. Somerville has also a branch factory in Stratford, and warehouses in Toronto, Montreal and Winnipeg.

T. SPETTIGUE. Merchant Tailor, 36 1/2 Richmond St.—The merchant tailor to be successful must be an artist in his line. He has as many lances to meet as any business man in the city. Mr. Spettigue began business here fourteen years ago, and holds the favor of the public by making clothes that defy criticism. He carries a select and handsome line of suitings, keeps the best ideas of the season well in hand, and makes garments that are faultless in fit and finish. Cleaning, repairing and pressing are also in his line, and a popular branch of his business. Mr. Spettigue is a business man who understands the wants of the hour and meets their success-fully. He employs first-class tailors, and nothing but superior work leaves his shop. For twenty-five years Mr. Spettigue has been a resident of our city. He is held in highest esteem by all.

SUTHERLAND BROS., Stoves, Furnaces and Metal Works, 354 Richmond St.—The firm of Parkinson & Co. was succeeded five years ago by Messrs. Ed. and H. J. Sutherland. The business has had a steady growth from the beginning, each year showing a marked advance in patronage and volume of business. Their stock is complete in every department. Sutherlands deal in "Happy Thought" ranges, stoves and furnaces, and their customers will tell you that these goods are rightly named. This firm acts as London agents for the Buck Stove Co., of Brantford, and contract for roofing, general cavestraining, iron skylights and metal ceilings. Their jobbing is done on short notice at reasonable prices. Their work in this line is not to be excelled. Sutherland Bros. have lived in London for twenty years, and have the confidence of our citizenship.

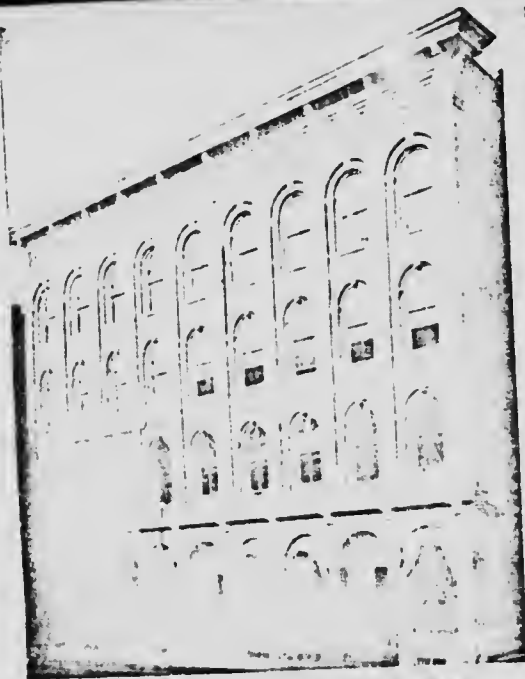
TANTON'S STORAGE, John Tanton & Son, 113 1/2 York St.—Through the change of busy years, since 1888, the name of Tanton has been steadily before the public of London. At the above York Street address is to be seen their immense storage, as seen in the cut on this page. This building is 200 x 25 ft., and is three stories and a basement in extent, and is the favorite storage house of our city. Mr. John B. P. Tanton, son of the founder of the business, is now sole proprietor, and a wholesale and retail dealer in cheese, clover and timothy seed, grain, hulled hay, salt, flaxseed and meal, oil cake, and supplies the best that the markets afford. He ranks high in commercial repute, and as a citizen is loyal and public-spirited.

The City of London is noted as being one of the most law-abiding cities on the continent, and its police force is found sufficient to preserve the peace at all times.



John Tanton & Son.





Elliott, Marr & Company, Ltd. Wholesale Grocers.

ELLIOTT, MARR & CO., LTD. Wholesale Grocers, 184 King Street.—Established sixteen years ago, this is one of the best-known business houses in Western Ontario, having for its officers the following gentlemen: John Marr, President; A. McPherson, Jr., Vice President; C. G. Watson, Secretary, and W. H. McIlhenn and Robt. Marr, Directors. The volume of business transacted may well be conjectured from the size of the building required for its stock, which is four stories high and covers 28,000 feet of floor space. This firm carries an immense stock of staple and fancy groceries, including the best goods obtainable. Their line of teas is specially fine, and includes the brands known as "Deaver Teas" and "Man of War Teas." Five travelling salesmen are busy booking orders, which their customers have found to be promptly and satisfactorily filled. The members of the firm are among the most progressive and public spirited of the citizens of London and their house is one of our most substantial and promising industries.

The prettiest, healthiest, cheapest, the ideal city of Canada is London, Ontario.

THE COMMERCIAL ELECTRIC COMPANY, 477-477½ Richmond Street.—This is a day of electric operations, when everything moves by lightning, and lightning moves everything. This company, although established less than two years, is in the very forefront of electrical construction in London. Mr. Forbely, one of the firm members, was for many years connected with the London Electric Company, and Mr. Forbes, the other firm member, is well known in London business circles, and a native of our city. These gentlemen are acknowledged experts in the adjustment of electrical appliances, keep their contracts in harmony with building laws, and are the standard for high-class work. Their business has been increasing at a rapid rate, and they have recently moved into larger quarters to accommodate this growing trade. They now have one of the most artistic show-rooms ever opened in London. The room is tastily arranged, and everything in the line of electrical fixtures is on exhibition. Beautiful chandeliers, deep-shaded globes in fact, every detail of electric lighting is shown to the best advantage. Their many friends are pleased to note the success which has attended their efforts.

W. J. WILSON, Veterinary Surgeon, Office 99½ King Street.—Dr. W. J. Wilson is, perhaps, the best-known veterinary surgeon in this part of the Province, and has the distinction of being the first graduate practitioner west of Hamilton. This business was founded in 1868 by Mr. Jas. H. Wilson, father of the present proprietor, and until 1880 the firm was known as J. H. Wilson & Son. Dr. Wilson is a graduate of the Ontario Veterinary College, ranks high in the professional world, and has one of the most completely equipped hospitals for the care of dumb animals in the country. He keeps abreast of the times, and has the skill that is won by years of practical experience. He makes a specialty of operative surgery, dentistry, and diseases of dogs, besides his large practice in the care and treatment of horses.

HOTEL CECIL, W. P. Hamford, Proprietor, York and Clarence Streets.—One of the most popular establishments of its kind in London is the Hotel Cecil, presided over by Mr. W. P. Hamford, who was formerly of Queen's Hotel, this city. The hotel is conveniently located near the depots, and commercial travellers are specially catered for. This house is a prime favorite with the "Knights of the Grip," and is popular with London citizens as well. It is comfortable and conveniently furnished, guest rooms are well ventilated and perfectly clean, and the table is plentifully supplied with wholesome food, and every feature of the house is arranged for the comfort of persons away from home. Rates are \$1.50 per day. Mr. Hamford is well known as a genial and popular host, whose ambition is to make his house the most popular in the city, and he is certainly succeeding, as his many guests will testify.

MCLEAN'S HARDWARE, 387 Tallot Street Gillin McLean, Proprietor.—Conspicuous among the hardware dealers of London is Mr. McLean, who has been in the hardware business for nearly twenty years, and established the store at this address about three years ago. He occupies a fine location, and carries a stock that admits of no criticism. His line of builders' hardware, including all lines, and painters' supplies, window glass, mechanics' tools, etc., is most complete and quoted at conservative prices to contractors and builders, uniform prices prevailing in every line. For heavy and shell hardware, stoves, tinware and furnaces his store is the best. No man in the city has done more to establish right business principles, or contributed more to the standard value of the city than Mr. McLean.

T. FOX, Licensed Pawnbroker, 172 King Street and 363-365 Clarence Street.—Few people understand the real purpose and meaning of a pawnshop. When properly conducted it is an advantage to a community, and a lucky trade center for those who know the value of what they buy. Mr. Fox has one of the neatest, most attractive stores at 172 King Street, where he sells new goods exclusively, and can furnish or at bargain to his many customers. He sells clothing, quality, trunks, musical instruments, and many other articles. At 363-365 Clarence Street, Mr. Fox carries a stock of fine and artistic pieces of jewelry, diamonds, and any personal articles in demand, which he offers at prices that are wonderfully cheap. This business is confidential, well conducted and highly successful. Mr. Fox was the first pawnbroker who ever took out a license in the City of London, having obtained the business here in 1881, and he has enjoyed a constantly increasing business ever since.

WALPER HOUSE, I. L. Walper, Proprietor.—Two thirds of the world are transient. A good hotel is a delight and a haven of rest to a travel-worn and weary populace. Those who pass through London say the Walper House furnishes the most homelike accommodations that a twentieth century hotel can provide. For fifteen years this hotel was known as the Hotel Bernard, and has recently been purchased by Mr. I. L. Walper, who is a well-known hotel man. He has taken the hotel business for years, and also managed other first-class hotels, and he can count his friends by the score. This house is centrally located, and caters to the Central trade. They have perfectly-ventilated rooms, with accommodations for guests, good office space, a dining-room that is inviting, meals that are surprising, and a special contest is shown every guest.



Walper House.

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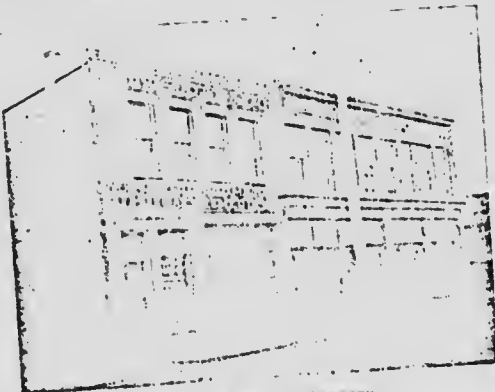
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THORNE BROS., Dealers in Fine Boots and Shoes, East Corner Market Lane.—This is an enterprising house, and one that has built up a very flattering trade. The business was established 14 years ago, and is under the management of Mr. J. E. Thorne, while the other member of the firm, Mr. Richard Thorne, is in charge of a shoe store at Mitchell. In- dense energy, unusual business ability and a stock that defies criticism have been the levers that have brought success to Thorne Brothers. They carry the best makes of American and Canadian shoes, fit them carefully to the feet, and are careful to please the most exacting. Their stock is large and strictly up-to-date, no old and shop-worn goods being carried. In the commercial reports of the city their business weighs heavy, and as citizens they are loyal and public-spirited.

DR. J. L. SCOTT & COMPANY, Manufacturers of Dr. Scott's Dietetic Stock Compound and Veterinary Preparations, 453, 455, 457, 459 Talbot Street.—London has many distinguished business houses. One that is daily adding to the fame of the

THE DOMINION SAVINGS AND INVESTMENT SOCIETY, Masonic Temple Building.—There is no line of business in any community so closely associated with the people as the saving and investment of their money in safety and security. The Dominion Savings and Investment Society was organized in 1872, and has had large part in the development of London's best interests. Through their system our citizens become owners of their homes instead of tenants. Money is loaned on approved real estate at lowest current rates. Loans are also made on the monthly installment plan, which system has proven very satisfactory for both borrower and lender. Courteous treatment and every convenience is afforded their customers, and correspondence is solicited. The total assets in account in the name of the depositor. The total assets of the company are \$2,203,915.61. The margin of security for debenture holders and depositors amounts to \$1,070,500. The directors of the company are financiers of acknowledged ability and public confidence. T. H. Purdon, President; John Ferguson, Vice-President; Nathaniel Mills, Manager.

THE LABATT MANUFACTURING COMPANY, Richmond and Bathurst Streets.—Among the representative industries of London which have risen to a position of commanding importance, and have materially contributed in establishing the advantage of this city as a manufacturing center, the Labatt Manufacturing Company is a prime factor. Established in 1878, and reorganized in 1906, it has grown steadily until its trade extends to all parts of Canada, and requires the services of five travelling salesmen. Planners' supplies, gas and gasoline engines, engineers and steamfitters' brass goods, valves, steam cocks, iron and brass castings, etc., are among their products, and which they sell to the retail trade. Their plant has been extended from time to time, and at present employs 150 skilled hands. Only goods of superior merit leave their factory, and bear a high-class reputation. The officers of the company are: John Labatt, President; R. J. Sutton, Manager, and Hugh F. Labatt, Secretary-Treasurer.

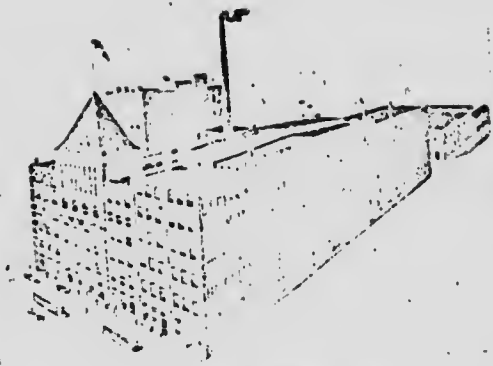


Dr. J. L. Scott & Company.

Forest City is the firm of Dr. J. L. Scott and Dr. C. S. Tamlin, for they have placed on the market of the world an article of inestimable value to stockmen and farmers. In their new and modern-equipped building, at the above Talbot Street number, they are manufacturing the famous preparation known as Dr. Scott's Dietetic Stock Compound, and other Veterinary Preparations. Under the management of these gentlemen the output has reached enormous proportions, and become a household word. Among farmers and stockmen this Dietetic Stock Compound is unequalled as a flesh and blood food, and as a preventive of diseases amongst domestic animals. Dr. Scott was formerly State Veterinary Surgeon of Wisconsin, U.S.A., occupying that important position for 11 years. Dr. Tamlin has been a practicing veterinary surgeon of London for 20 years. Both these gentlemen are graduates of the Ontario Veterinary College, and occupy an enviable position in their chosen profession. They have demonstrated this compound through hundreds of experiments, and know it to be the greatest article ever offered to stockmen. A trial



The Labatt Manufacturing Company



D. S. Perrin & Company, Ltd.

D. S. PERRIN & CO., LTD., Manufacturers of Biscuits and Confectionery.—London is the home of great industries, and the distributing point of their products for a large territory. One of the firms which has made London famous as a manufacturing center is the celebrated house of D. S. Perrin & Company, Limited, manufacturers of Biscuits and Confectionery. We show herewith a cut of their immense plant, which has a floor space equivalent to nearly 1/2 acres, employs 500 persons, and keeps to travelling salesmen on the road. This business was founded by D. S. Perrin, and has grown to mammoth proportions—a monument to the industry, integrity and business ability of the founder. Its products comprise the dearest and most toothsome of Biscuits and Confectionery known to modern twentieth century achievement, and are the favorites in Canadian homes. Branch warehouses of this company are located in Montreal, Ottawa, Hamilton, Winnipeg and Calgary, and their business extends over the entire country. D. S. Perrin, President; H. P. Aiken, Managing Director.

DYER BROS., Mammoth Livery, 189 Dundas Street.—Messrs. Thomas and Luke Dyer are the partners of this popular livery firm, who began business in our city about four years ago, and for two years have occupied this central location on Dundas Street. The livery rigs seen on our streets are far above the average city in style and equipment, and Dyer Bros. furnish the finest of all the turnouts. They have a fleet comprising 25 comfortable stalls, horses that are well groomed and high-bred, carriages, hacks and cabs of handsome design, and have the patronage of our best people. Their drivers are reliable and familiar with the city's numerous drives, their services are prompt, and their word is as good as gold. In fact, Dyer Bros. are among our most popular business men, and merit the success which is coming their way.

Tourists from all parts of the world have come to visit

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J. Gammage & Sons, Florists.

J. GAMMAGE & SONS, Wholesale and Retail Florists, 297 Dundas Street.—For a quarter of a century this business has been in successful operation, and for years the florist shop known as "Gammage's" has been the attractive spot on Dundas Street. It is now under the sole proprietorship of Mr. W. W. Gammage, who has brought the business to the highest degree of perfection in floral culture. His sale-rooms are always fragrant with most luxuriant and rare blossoms, and a beautiful conservatory shows rooted plants in full bloom. Invaluing the choicest lines of flowers and plants on the market, while on Oxford Street he owns greenhouses under cover of 10,000 square feet of glass, where he has developed many beautiful flowers and brought to a superior grade the standard flowers, proving him to be master in the grower's art. Besides meeting the popular demand in London, and supplying the entertainments and high class functions with artistic decorations, an immense business is carried on throughout the entire western portion of Ontario through agents. No men have demonstrated more energy and skill in the perfection of business affairs, or contributed more to the distinction of the town than J. Gammage & Sons, Florists.

WILLIAM G. MURRAY, Architect, 114 Masonic Temple.—The architect is the one man upon whom the building interests are wholly dependent. No science has advanced so much in the recent years as architecture. The architect of today must be familiar with the current business and advanced ideas relative to business requirements. For several years Mr. Murray has been classed among the successful architects, and is today in the forefront as an artist of high degree. His plans cover every class of architecture, and are seen in many of the public and private buildings of the city. For four years he studied in the office of Geo. H. Post and Tiffany's studios in New York City, and in our city he designed the buildings owned by Green, Swift & Co., D. H. Howden & Co., The Behr, the residences of Mr. A. S. Abbott, Mr. Ed. Shaw, Mr. Geo. H. McCutcheon, Mr. Wm. Morrison, and a host of others. The churches of the city also show his handwork.

London is the greatest railway center in the Dominion of Canada.

SPITTAL, SABINE & CO., Wholesale and Retail Dealers in Furs, Hats, Cap, Gloves, Etc.—This company has a record of eleven years of successful business enterprise. As practical furriers they lead all others, and as dealers in fur goods they are unparelleled. They have a large trade throughout Western Ontario. Furs from all the fur markets of the world are carried in stock, and there is nothing in fur handling, designing or executing in which they do not excel. There is no feature of completeness lacking throughout the entire establishment, and their stock includes the leading styles of the day. Mr. Sabine is full of the Canadian spirit of enterprise, and acknowledges no limit to possibilities. This is one of the firms that has made London such a widely known commercial center.

NEW YORK STORE, Fine Groceries, C. H. Lee, Wholesale and Retail Grocer.—In the Forest City the grocery business is most ably represented by Mr. C. H. Lee, who operates a popular store, known as The New York Store, where the delicacies of the season may be found. He has made a study of the business, knows where and how to buy to the best advantage, and gives his customers the benefit of judicious buying. He gives full measure and down weight, keeps two delivery wagons busy, and treats each customer with courtesy. A meat market adds to the convenience and popularity of his establishment, and meats of prime cut are handled. The freshest vegetables and fruits are found at the New York Store, as London housekeepers well know, and dairy products that are always superior. Mr. Lee is held in high esteem in business as well as social circles.

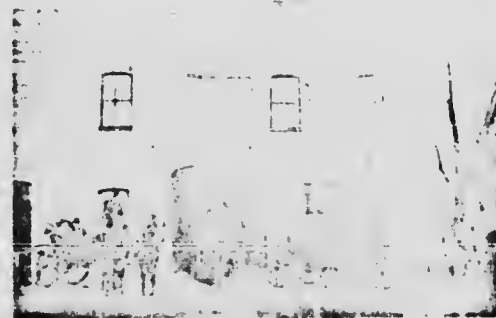
INTERNATIONAL HARVESTER COMPANY OF AMERICA, Corner York and Clarence Sts., J. A. McConvey, Manager.—Our city is fortunate in numbering among its business concerns of prime importance a branch of the International Harvester Company's mammoth enterprise. Their London store is a wholesale distributing point for their celebrated farm machinery, and is one of the most important of their many houses. Their modern brick block is located at the corner of York and Clarence Street, comprises three floors and a basement twenty feet. This is stocked from basement to roof with the choicest of machinery and farm implements of latest model, which are shipped to all parts of the West in immense quantities. Some extent of the volume of business transacted from the London house may be gained from the fact that seventy-five travelling salesmen are required to cover the territory. Mr. J. A. McConvey, the manager, is held in highest esteem in the community in which his house is so prominent commercially.

COMMERCIAL TRUNK COMPANY, Manufacturers of Trunks and all kinds of Travellers' Goods, 286 Dundas Street.—In May, 1905, Messrs. C. E. Spetran and W. J. Mottram established the Commercial Trunk Company, and it has been a successful venture from the start. These gentlemen have had years of practical experience in the manufacture of trunks having worked at the trade in Toronto all their lives. This business is welcomed by many a traveller and patronized by people from all parts of the country. They do expert repair work on all kinds of baggage, and their work is in great favor with large wholesale firms everywhere, as well as with the commercial traveller in general. This is one of London's most practical and progressive establishments, and holds high place in public favor.

From a sanitary point of view, London ranks the highest.

THE PEOPLE'S BUILDING AND LOAN ASSOCIATION—Head Office, The People's Buildings, No. 429 Richmond St. London, Ont.—This company was established in 1877, and has an authorized capital stock of \$5,000,000. They loan money on first mortgage securities, pay interest on all deposits, and have done more to stimulate men of limited means to own a home or establish a bank account than any company of individual in London. During past summer the Managing Director was in Great Britain, and arranged to put on a sterling debenture issue of \$100,000 in that country, which reflects the good opinion held of the association among British investors. They are one of the strongest institutions of the kind in Western Ontario, their last statement showing an amounting to nearly \$500,000, with a steady increase from the first. London owes much to the fine management and diligent efforts of this company in the development of all that is best in the city and country. The officers are men whose success in business has proven them to be generals of finance and successful promoters of important matters. They are: W. F. Roome, M.D., ex-M.P., President; A. A. Campbell, Vice-President and Managing Director; William Spittal, Secretary-Treasurer, and Major George W. Hayes and D. H. Lalor, Auditors.

ROBERT HUESTON & SONS, Livery, Coupe and Cab Stables, 380 Wellington Street.—Driving is a favorite pastime in London, and the favorite livery stables are the Beacon Livery, located at 380 Wellington Street, and the Star Livery, at 479-485 Richmond Street, which are under the proprietorship of Mr. Robert Hueston and his sons, William and Maxwell Hueston. They have rigs of every style, horses well selected and carefully groomed, and every appointment of their establishments correct. They furnish the fancy rigs of the city, and can supply their patrons with the best cabs, coupes, victorias, with single and double driving horses. Their barns are opened day and night, and they allow no man to surpass them in supplying general demands. Mr. Robert Hueston has been in the livery business here for 30 years, and is one of the substantial business men of the city. The entire town are standard bearers for all that is honorable.



Robert Hueston & Sons, Livery.

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THE ENGLISH WOOLLEN MILLS CO., C. E. Tolton, Mgr.

The English Woollen Mills are known all over Canada as producers of the finest quality and greatest variety of trousers. They have been established in our city about two years, and already employ over 50 persons. They sell to retail clothiers all over the Dominion, and their clothing bears the stamp of merit. They make a specialty of trousers, and have earned the name of "Trousers Kings." In this special line they are leaders, and produce garments that cannot be duplicated in price or equalled for fit and finish. Mr. Tolton is a manager of successful methods, pleasing manner and executive ability. He has already brought the London establishment to a high degree of efficiency and success.

THE IMPERIAL LIFE INSURANCE COMPANY OF CANADA.

Israel Taylor, District Manager, Office, Bank of Toronto Chambers—The Imperial Life has had what might well be termed a unique record in Canadian life insurance. Its last annual report is an evidence that it is one of the strongest life companies in Canada, and its record has never been equalled in the history of Canada. It has placed \$20,000,000 of insurance on its books in a little over eight years at a lower cost than any other company. Its motto is, "First and Paramount, Absolute Security to Policyholders." The company has been most fortunate in securing the services of Mr. Israel Taylor as District Manager for this section. He has charge of Middlesex and Elgin Counties, and the office in our city has been established seven years. Mr. Taylor is one of London's progressive and substantial business men, who is loyal and liberal to all that is for public upholding.

CANADA GUM VENDING COMPANY. Haselgrove & Weitzel, Office 367, Richmond St.—Two years ago Messrs. Haselgrove and Weitzel established this popular agency, and success has marked their efforts from the beginning. They are sole agents for the White Star Gum Machine, and their trade extends over a wide territory. This machine is in high favor with confectioners and cigar stores, as well as many other classes of business houses, and is a little winner for trade. The mechanism of the machine is perfect, it is simple in adjustment and durable in wear. If there are any business men in London who are masters of the business they control they are Messrs. Haselgrove and Weitzel. The pronounced success of the business is due to their excellent management.

THE ALEXANDRIA CAFE AND LUNCH COUNTER, 172 Dundas Street, P. & M. Hrisikov, Proprietors—Among the new enterprises of London the Alexandria Cafe deserves special mention. Those who are prejudiced against restaurant cooking will have all their theories disputed by one visit to this cafe, and a lunch at morning, noon or night. Established about seven months ago, they have already enlisted a heavy line of high-class clientele, who find here good service and good fare. Meals are prepared by experienced hands, who know the art of preparing dainty dishes and wholesome food. Messrs. P. and M. Hrisikov are also proprietors of a restaurant on Dundas Street, in East London, which commands a large trade.

WILLIAM ELLIS. Wholesale Saddlery Hardware, Manufacturer of Radam's Microbe Killer, 98 Dundas St.—On the records of 1878 we find the founding of this wholesale saddlery house, which has ever since been one of the reliable stores of London, its trade extending over a wide territory. Mr. Ellis deals in saddlery in general, manufactures blankets and collars, and his goods have firmly held the trade he has builded for so many years. He is also the Canadian manufacturer of that wonderful medicine, which is a favorite the country over. *Radam's Microbe Killer.* Since the discovery of the

disease germ, and the still greater discovery of a chemical compound that will eradicate disease, he has been supplying a growing trade with this marvelous cure. This is one of London's business houses which may be relied on.

THE MAPLE LEAF AUTOMOBILE AND ELECTRICAL MFG. CO., Ltd., 124 York St.—

This is a day of wheels and automobiles, and wonders in electrical construction. One of the firms who supply the demands of the day in auto and electrical construction is the Maple Leaf Automobile and Electrical Manufacturing Company, Ltd., which began business in our city nearly two years ago, and have scored a success which many an older firm might well envy. The principal lines of their manufacture are dynamos, motors, engines, switches, etc. In their shop they repair dynamos and motors of all makes, patterns, and repair dynamos and motors of every style. The officers of the firm are men in touch with the

Fullerton Street, are well planned for strong goods, and prices are reasonable. Mr. Porter, who has won such success in this business, is a native of England, and a business man of honorable dealings. He has been in the business in the city for twelve years.

D. W. BLACKWELL, Manufacturer of Fine Furnishings, 172 Dundas St.—Mr. Blackwell is one of the commercial men of London who keeps in touch with the times, and carries a stock of furnishings that is new and modern. He occupies one of the best locations in Dundas Street, and his store extends through to Carling Street on the north, giving him a floor space of over 15,000 ft. of floor space. He is an artist in design, and manufacturing pieces of furniture of rare and standard patterns, and those who appreciate beautiful furnishings in the home are sure to engage his services. The upholstery done in his establishment is of superior workmanship and all priced



Victoria Park

times, and know how to keep their outfit in line with the demands of the day. The officers are: D. Ferguson, President; R. J. Kerr, Vice-President and Manager, and H. S. Albertson, Treasurer.

LONDON CENTRAL MOVING AND STORAGE CO., H. Porter & Company, 97 Carling Street—The dread of moving day is over if the London Central Moving and Storage Company do the work, for they are equipped with specially-constructed wagons and moving vans that make light work of this task. Their furniture vans are large and covered, and in charge of their experienced men. Furniture and pianos are moved with great care, in special wagons, and household goods of all kinds is stored and transferred in a manner that is highly satisfactory. The two immense storage warehouses owned by this company, one located at 97 Carling Street, and the other on

ing and finishing is of the very best. For 20 years Mr. Blackwell has been one of the reliable dealers in London, and he is one of the public-spirited men of the city.

THE DOMINION OF CANADA GUARANTEE AND ACCIDENT INSURANCE COMPANY, Bank of Toronto Chambers, W. D. MacGregor, Dist. Mgr.—This agency of one of the largest Dominion insurance companies was established here 15 years ago and is under the able management of Mr. W. D. MacGregor, who has been one of the company's most successful agents in the past eight years. Mr. MacGregor controls Western Ontario to Goderich, and is able to furnish his customers as safe an insurance investment as is offered by anyone, while its terms are the most liberal and convenient of all policies. A capital of one million dollars and a Dominion Government deposit of \$114,000.00 guarantee its safety and reliability.

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... She owns Grand Opera Pharmacy, and is...
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...has a reputation of...
...a health's prescription...
...and has the confidence of physicians...
...and places him among the...
...of London.

W. S. LANGLEY, The Cleaner, 281 Dundas St.—Langley,
...is a familiar sign with old citizens of London,
...who have patronized it's shop it means that
...is always assured of being well dressed...
...years ago,
...came to our city from Toronto, and opened
...at establishment where clothing is pressed, cleaned, and
...in a satisfactory manner and at reasonable cost. He
...guarantees satisfaction to every customer. By his "V.I.C."
...system you can always have your clothes in trim at a single
...price. He handles and takes care of the, and in
...demand every day in the week by the elite trade of our city.

**THE WILLIAMS MANUFACTURING CO., Sewing Machines, 411
Dundas St.—**Mr. Wm. Williams is the efficient manager of
the London branch of the celebrated Williams Manufacturing
Company. This famous Williams sewing machine is just as
good as any other in the world, and is the only one
... The stock is large,
...can show you the latest models and the
... The
...included in the territory operated
...and a number of solicitors and assistants are
... A thriving business is con-
... the most important
... by a "New Williams"
... made in Canada.

**H. C. MILLER & COMPANY, Manufacturers of Fine Carriages,
Rte. 1, 18 to 34, Dundas St.—**Since this business has been
... it is a credit to the founder, an
... and a representative
... carrying its
... They are known
... a specialty of
... in order
... to the
... and in every
... All work
... in construction, and
... among the
... This is one of the creative industries
... a manufacturing city.

A. BAWAYA, Confectionery, 461 Dundas St.—The
... the place that every customer
... is one of the most popular confectionery stores in
... which has been
... by Mr.
... appeal to all who
... His ice cream is pure and fresh,
... and much superior to the usual kind that the average
... Mr. Bawaya is an expert confectioner,
... with the trade in his line.

hotel business has strong competition, and can only win when superior merit is behind it. For seven years the Howell House has stood the test and kept the popular trade of our city. It is the best One Dollar City House in the city. It contains 200 comfortable and modern bedrooms, everything that comfort and convenience can furnish in the hotel business for a seven year stay, and is well known to the travelling public. He kept the Royal Exchange in Chatham for four years, and as he is a native of this county, or well known here as well. He is a past master in the art of pleasing the traveller, and is popular with his guests.

P. HENDERSON & CO., Importers, Manufacturers and Wholesale Stationers, 477 Park St.—London has no business enterprise that is so popular with more favor than the above-named firm, which was established twenty-eight years or more ago. They carry every grade of stationery, fine heavy importers and manufacturers of blank books, tablets, pads and note books, as well as school supplies. They are influential in the trade, and their promptness and method give them a high commercial rating, and special favor with the trade. They are systematic, accurate, fair and square in all matters, and are the best sources of local enterprises that are for public advancement in our fair city.

J. W. JONES, Auctioneer and Commission Merchant, 242 Dundas St.—Mr. Jones has for more than twenty years made a specialty of selling household effects and foreign stocks of goods, his business taking him all over Western Ontario, where he is well and favorably known. His ability as a judge of the value of articles of all kinds eminently fits him for his vocation. One day of each week he holds an auction for his store, and the rest of the week is devoted to outside work as an auctioneer. Many bargains can be obtained at his sales, and his sales are in great favor with London and the west. He is also a reliable valuator and appraiser, holding the confidence of his customers and doing a large business in this line. Mr. Jones is an enterprising business man, loyal in all that is for justice and right.

FERRIS DEN BROS. Musical Instruments and Sewing Machines, 215 Dundas St., W. R. Ferrissden, Prop.—This house has been prominently before the public for 25 years, and the flattering patronage which it enjoys is the result of honest effort. Mr. Ferrissden carries a most comprehensive line of sheet music, musical instruments and merchandise. He sells the best makes of pianos, including the Dominion Piano, and deals in Taylor Pianos and Victrola Records. In fact, every department of his store is thoroughly first-class, and he is up to the times in adding new features. He sells the White Sewing Machine, has several solertors, and his trade extends over a radius of ten to fifteen miles. Superior management has placed this house among the model stores of the city.

WILLIAM PHILLIPS, The London Sheet-metal Works, 135 Hinton St.—A sheet-metal worker is a mechanic much in demand. There are many in the business, but few that turn out work that is acceptable to builders. Mr. Phillips has been in business in London for eighteen years, and holds a high place in the esteem of her people. He is in the lead among rule-of-thumb workers in regard to iron, zinc, copper, aluminum, and, in fact, all kinds of sheet-metal work. He accepts his contracts promptly, employs skillful men, and oversees the work himself. That is why he has made such a success of his business. He occupies a fine brick building of modern type, and is one of the progressive business men of our city.

Mr. Harris, who was for many years a well-known business man of our city, has recently returned from Detroit to... proprietorship of the store at the above address. He has in use an excellent furniture, and has... He has everything needed to furnish a home... Harris' custom is always the limit of credit... according to the quality of the goods. He has the most... the highest market price. He is too old of the large not to have his prompt attention.

ROWLAND HILL, Reliable Footwear, 151 Dundas St.—There is no article of apparel so satisfactory as a good shoe, and none so uncomfortable as a shoe that is ill-fitted or otherwise unbecoming. Mr. Rowland Hill sells reliable shoes, and has them under mark of his own name. He carries a full line, and with a guarantee as to satisfaction in every respect. He began his business here about seven years ago, having previously been in the employ of one of the other city shoe houses for many years, and has taken no backward steps in the art of shoe-making, but has pushed steadily to the front, and is now a leader in the trade that is a constant credit to his skill and industry. If you want a shoe that is perfect in fit, graceful in design, and unsurpassed in wearing qualities, buy the "Rowland Hill" and you will never be disappointed.

THE CITY DAIRY, J. W. Griffith, Prop., 275 Dundas St.—Griffith has for one year been conducting this dairy, and it has already reached proportions that prove him to be a leader in the business. He has every facility for the production of milk and cream, and does it to cover up to the highest quality of sterilizing, but gives unadulterated milk and pure cream to the public as nature provides it. He also delivers the finest cream, and this branch of his business is well patronized by those who appreciate quality and good service. He also guarantees all their products, and supply the leading hotels and restaurants of the city with their fine creams. The wagons make delivery promptly, and all orders are filled as they come. Telephone 4700, and a slow promptly you will find us will reach you.

RAYMOND SEWING MACHINE, H. Clark, 11, 251 Dundas St.—The Raymond Sewing Machine is favorably known in the entire Dominion, and one of the most celebrated and successful of its kind, having been established here. This house has been in operation for over twenty years, employing a staff of men who cover a territory of from twenty-five to thirty miles in distance from London. Here may be seen the latest models of the finest sewing machines of the twentieth century. The Raymond is a household word with Canadian women, and is furnished with full fittings, which make it of great convenience in running, and a ten years' guarantee is given with every machine sold. Mr. Clark is always pleased to demonstrate what these machines can do.

JOHN GARVEY, Wholesale Grocer, 156 Dundas St., 155 2d Ave. St.—During the twenty-one years that he has been in business, he has developed a first-class wholesale business, and is regarded as one of the important concerns of the city. His promises include a fine three-story brick structure, running from Dundas St. through to Carling St. on the north side, and is fitted up with the latest modern conveniences, which will cost of handling goods to a minimum. They carry a large quantity of Army and Navy goods, and are well known for the Quaker Brand of canned goods. Eight travelling salesmen cover Ontario, and the business is carried on in the most organized manner of Canada. Mr. Garvey is a man of high standing, and possesses high moral...

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