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Sat. 8 — Brantford (8.30)
Wed. 12 — Galt (8.30)
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Wed. 19 — Waterloo (8.30)
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Mon. 24 — Kitchener (8.30)
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Mon. 31 — Kitchener (8.30)

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Sat. 3 — Stratford (8.30)
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How To Play Baseball

FIRST—PHYSICAL FITNESS
First of all, I cannot lay too much emphasis on physical fitness and training. The lean, well-conditioned athlete finds his muscles elastic and ready to respond to quick, well-timed action. When an athlete is over-weight, he wastes precious energy as fat is a burning fuel which is bound to slow him up.

Proper training and diet are absolutely essential in playing Big League baseball. A Major Leaguer's breakfast, for instance, consists of fruit, cereal, two soft-boiled eggs, toast and coffee. He eats very little at noon, for he plays better ball on a partially empty stomach. Then after the game, he is ready for a good, hearty dinner.

Every player will build himself up physically by getting lots of practise in the position which he is to play but he must be sure to get enough work, so he won't tire when he is playing a regular game.

**LONG, HARD PRACTISE IS
ESSENTIAL**

In Spring Training down south

the Big Leaguer runs around the ball park several times before he even handles a ball. Warming and limbering up his body in this way lessens the chance for injury and sore muscles.

GOOD EQUIPMENT
Fielders should select a glove which generously covers the hand, with ample finger length, so the ball will stick there. If your glove is too small you will have trouble grabbing and holding on to the ball. Major League players have their gloves fitted to their hands, so important is it to have the right sized glove.

In a catcher's mitt, look for plenty of fullness and weight. With a large, full mitt you will handle the ball with more certainty and its ample weight will withstand the steady pounding of fast balls.

And while we are on the subject of equipment, let us not overlook the importance of good baseball shoes. Never buy cheap shoes which quickly get out of shape or do not fit properly. These will greatly impair your speed and bal-

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How To Play Baseball

ance, and speed and balance are
vital to successful baseball playing.

ATTENTION

? YOUNG PITCHERS ?

Many young pitchers make the
mistake of merely throwing the
ball to get into shape. Don't for-
get that good strong legs are vital
to pitching success. Throwing a
fast ball for nine or more innings
cannot be done on weak under-
pinning.

Throwing curves is hard on the
arm and should be done sparingly
until your muscles mature. Curve
pitching can wait until you have
developed a fast ball and can con-
trol it.

A WORD TO YOUNG CATCHERS

Big League catchers take good
care of their mitts and so should
you. Never throw yours around so
that the padding becomes broken.

To keep that nice pocket in there
I used to get myself a round-head-
ed mallet and pounded the pocket
(with the mitt on my hand) at
every opportunity. This kept my
mitt in perfect shape to snare 'em.

If your pitcher's fast balls begin

to burn your hand, get a piece of
fleece (like you see in the lining
of a fleece-lined jacket) and in-
sert it between the glove and the
palm of your hand, with the hide
side against your hand. This will
help to absorb the sting.

When warming up your pitcher
before the game, catch each pitch
as though there was a runner on
base getting ready to steal, and see
how quickly you can get yourself
into a throwing position. Do this
a lot and you will develop speed in
getting the ball away to nail base-
runners.

In going after fouls remember:
If it is an inside pitch, the foul
will go to your left — on an out-
side pitch to your right.

PLAYING THE INFIELD—

In the infield, when the ball is
hit to you figure on fielding that
ball in a position to throw without
any lost motion. It should never
be necessary to take more than
one step before making your
throw. Here's why:

The batsman running for first
base at full speed takes about ten
feet in each stride. Therefore, if

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How to Play Baseball

you take three steps before making your throw, the runner has gained thirty feet instead of ten and will surely beat your throw.

Learn to throw underhand as well as overhand for you will have to be able to do this quickly in fielding slow rollers, if you are to get your man at first base.

Infielders should always field with their gloved hand close to the ground, because you can always come up with it if the ball takes a bounce, but are still in position to get the low "grass cutter". On the other hand, if you carry your glove high, you'll never get it down in time to nail a low, skipping ball and it will go through you for a hit.

IN THE OUTFIELD

There are, of course, many fine points to be mastered if you are going to win a berth in a Major be in position to return the ball quickly to the infield, whether there are men on base or not.

Big League outfielders always figure possible plays in case the ball is hit into their territory with men on base. A fast, accurate re

turn to the right base has prevented many a run—and runs are what win ball games.

To play the outfield well, you should have speed, good judgment and timing, as well as ability to hit. The young outfielder should constantly develop his wind, legs and batting eye, and practise field-

BATTING POINTERS

When you take your stance at the plate, have your feet spread about 20 inches apart and keep them firmly planted on the ground all through your swing. This gives you drive and power. Keep elbows away from your body—bat drawn away back, ready to hit—and your eyes glued on the ball from the time it leaves the pitcher's hand

In making your swing, don't take more than a short step (7 or 8 inches), for if you step too far, you'll hit under the ball. And with a properly timed swing you will always meet the ball in front of the plate.

When the great Ty Cobb (a left-handed hitter) batted against a left-handed pitcher, he always moved well back of the plate to-

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How to Play Baseball

ward the catcher letting the curve ball break before he hit it. Against a right-handed pitcher, he stepped as far forward as possible to meet the curve before it broke. This greatest of all batsmen led the league more times than any other Big League player.

In selecting your bat, choose one weighing no more than 33 or 34 ounces. Most Major Leaguers prefer that weight. Too many young players choose bats weighing as high as 38 ounces and wonder what is wrong with their hitting.

RUNNING THE BASES

The correct lead to take off first base is two long steps plus our height. Rest your hands on your knees until the pitcher assumes pitching position, then swing your arms loosely from side to side, which will enable you to move fast in any direction.

This way a good, fast baserunner will often force infielders when a ball is hit, to throw for the batter, as they know they will be too late for the force-out at second.

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(3) Baseball attracts tourists and creates friendly rivalry between cities, towns and villages.

(4) It gives much needed employment to ticket sellers, ticket takers, ushers, police, groundsmen and concession employees as well as street car employees and taxi drivers.

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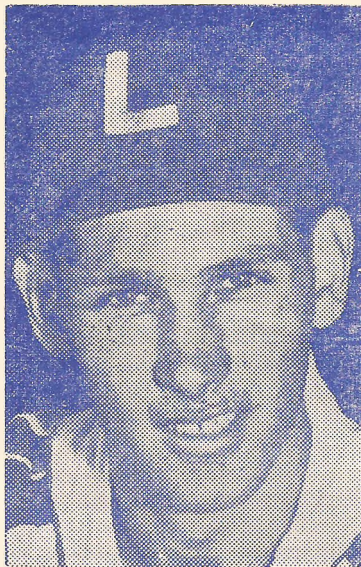
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Getting Hits is an Art Not a gift' Says Hornsby

Rogers Hornsby, one of the greatest batters baseball ever knew, tells how in the Chicago News this way:

"It is not easy to be a great hitter, or even a good one, because a star batter is not born. He is made, made by constant practice by correcting faults, by facing any pitcher with confidence.

"When I came up to the Cardinals in 1915, I had hit only .232 and .277 in two years play in the minor leagues. I was 19 years old and skinny as a rail. I had no power. I certainly was no 'natural' at that time

"A youngster comes into baseball with a certain amount of ability. Maybe he has good legs and a good arm. If he handles himself easily, he can be taught to hit; it's merely a question of directing him along proper channels.

THINGS TO KNOW

"Know the strike zone. Be confident. Keep your eye on the ball and be ready to hit when the pitch comes.

"The strike zone is, theoretically, between the shoulders and knees. Actually the real zone is from the
(Continued)

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GETTING HITS IS AN ART SAYS HORNSBY

knees to the armpits. Above the armpits, you're gambling that the umpire will call a strike.

"Most of the time he won't. So you must be ready and able to umpire your own game; to call the pitches for yourself.

"Don't worry about the pitcher. He's got to get the ball over the plate and that's exactly where you want it to be, isn't it?

"Before you step into the box select a bat that feels free and easy in your hands. Don't try to swing club that you can't get around on an inside fast ball.

"The whole secret of hitting is to be as natural as can be and a bat that "feels good" in your grip is half the battle. That's why bats range in weight from 30 to 42 ounces and vary in length.

"I used bats anywhere from 36 to 42 ounces and I remember Ken Williams of the old Browns swinging a 54-ounce stick. The main thing is not to let the bat be a drag on you.

HOW TO DO IT

"Most important is being ready to hit. Don't let the pitcher catch you waving the bat or easing it down on your shoulder at the wrong moment.

"Take a position in the box that is natural. There is no set spot. The problem is simply to adjust your stance so you can protect the entire 17 inches of plate, no matter where the ball crosses.

"The shorter the stride the better

(Continued)

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**GETTING HITS IS AN ART
NOT A GIFT, SAYS HORNSBY**

—because then you're not lunging
after a pitch and getting off bal-
ance. Joe DiMaggio, of the Yanks,
apart so that when he swung he
advanced his front foot only a few
inches.

"Shift aound in the box. Be
thinking all the time. Watch the
pitcher and don't let him catch
you in a rut. Then: don't make any
unnecessary moves with the bat.

HIT STRAIGHTAWAY

"Take a hitting position, with
arms and elbows away from the
body, and the bat back, ready to
bring around. Don't be an uppercut
hitter. Ruth was one and so was
Babe Herman, but I never believed
in swinging any way except on a
dead level with the ball.

"You'll loft enough anyway. Be-

sides, Ruth was a home run spe-
cialist. The ideal hitter is the
straightaway, line-drive batsman.

"Hit the ball where it is pitched.
Be prepared for a fast ball, a curve
or any change-up pitch, and re-
member, don't stop the bat when
it contacts the ball. Break the
wrists and roll them with the
swing. Follow through. Finish your
swing with the bat around the op-
posite shoulder and head.

Don't try to outguess the pit-
cher. The odds are all in favor of
him.

"If you are perfectly poised for
any pitch and have the rhythm and
timing of the "follow through" in
your wrist and shoulders, you
have the fundamentals of a real
hitter."

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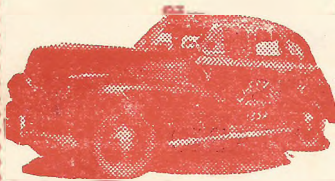
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- 16—WEEKS, p.
- 17—JOHNSON, C.
- 18—MEYERS, cf.
- 19—McMASTER, 2b.
- 20—HAVRAN, 3b.
- 21—COOK, p.
- 22—RANDALL, 2b.
- 23—GROAT, lf.
- 25—DOHERTY, p.
- 26—GRAY, inf.
- 28—BAUER, cf.
- 29—McCULLOUGH, p.
- 30—HIGGINS, Coach

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- 17—Johnson C
- 23—Groat LF
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FO		SO		FO	FO		FO	
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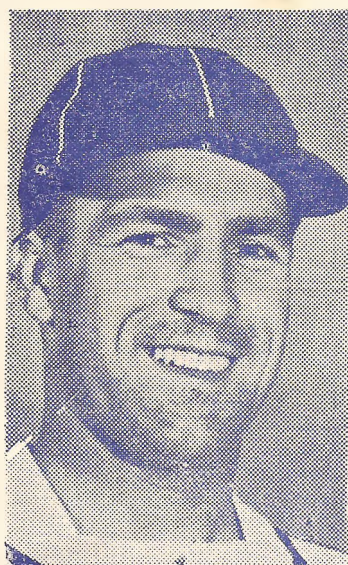
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PARK BAR
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 Metcalf 9050-W
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 & COMPANY**
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 Fairmont 7342-W
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 Marconi Radio Sales & Service
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Compliments of
BOB BRANDON
 Groceries, Fresh Meats
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 502 Egerton

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 Parker & Black**
 CHARTERED ACCOUNTANTS
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 LONDON

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 LONDON

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REALTOR
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Personal Service
Phone Day or Night
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EGGETT**
PAINTERS & DECORATORS
Metcalf 9736-R
83 Britannia
LONDON

Compliments of
HENSON CARTAGE
GENERAL TRUCKING &
MOVING
Metcalf 8118
37 Weston St.
LONDON

Compliments of
**THE
HEIRLOOM SHOP**
ANTIQUES
Canadian Handicrafts, Linens
Metcalf 8806
361 Dundas St.

W. O. COOKE
GENERAL CONTRACTOR
New Homes of Quality and
Durability
Alterations & Repairs
Metcalf 4938-W
102 Devonshire Ave.

R. G. GIBSON
HARDWOOD FLOORS
Sanded and Refinished
Mastic & Rubber Floor Tile
Bathroom & Kitchen Wall Tile
Metcalf 7798-W
38 Wyatt

Compliments of
JAS. A. BIRRELL
Sales & Service
Repairs to all Makes of Cars
Metcalf 3740-J
LONDON

**LONDON VENETIAN
BLIND MFG. CO.**
Manufacturers of Canada's finest
Venetian Blinds
Office and Factory
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483½ Richmond St.

Compliments of
EDWIN HAWKINS
REALTOR
Metcalf 9720
536 Ridout St. N.
LONDON

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PASTRY SHOP**
DELICIOUS CAKES
Variety in Bread
Soybean, Cheese, Rye and Fruit
Metcalf 9973
719 Richmond St.

**MISNER
REAL ESTATE**
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794 Dundas

**BRABEAU
GROCERY STORE**
Meats - Fruits - Vegetables
Metcalf 7906
980 Oxford

Compliments of
T. C. ALLEN
BUILDING CONTRACTOR
New Homes, Alterations, Re-
pairs — Satisfaction Guaranteed
Fairmont 4739
LONDON

Compliments of
**THE
CHAS. CHAPMAN
COMPANY**
LONDON

W. L. McINTYRE
HARDWARE
"More For Your Money"
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CARL S. VINE
SERVICE STATION
Metcalf 8755
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Compliments of
**LONDON
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ELECTRICAL CONTRACTOR
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The Artist of London
Advertising Artist
Designer - Illustrator
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**WONG'S TAVERN
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Special Chinese Dishes
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Full line of Cooked, Pickled and
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539 Ontario

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Choice Quality Meats
Fresh Dressed Poultry - Fish
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Just South of Dundas

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Our Specialty
SERVICE & QUALITY
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Metcalf 2592-R
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LONDON

Compliments of
SOMERVILLE LTD.
LONDON

Compliments of
**AVON
BEAUTY SALON**
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T. R. MEPHAM
PLASTERING CONTRACTOR
Colour Stone, Crystalite, Color-
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over block, brick or stone stucco
Metcalf 8984 W
39 Stuart St.

Compliments of
H. W. (Jeff) Crawford
"B.A." SERVICE STATION
Batteries - Washing
Lubrication
Fairmont 4837
651 Richmond

Compliments of
**LANGMUIR
PAINTS**
Fairmont 2278
343 Richmond
LONDON

Compliments of
**WELDERS SERVICE
(Erie Huron) Ltd.**
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522 Hamilton Rd.

Compliments of
FREDERICK ABBEY
 JEWELLER
 Quality Watches
 Accessories & Repairs
 Metcalf 6989
 430 Clarence

Compliments of
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 Gold, Silver, Rhodium, Nickel
 Fairmont 7613-W
 81 King St.

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 Choked Drains Cleaned and Re-
 paired - City-wide Service
 Emergency Calls Promptly
 Attended
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Compliments of
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 Fresh Foods & Vegetables
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 Prompt, Free Delivery
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 "A Full-course Meal or a Sand-
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 PAINTER & DECORATOR
 We appreciate a small job as
 well as a big one.
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 776 King

Compliments of
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 Repairs and Alterations
 Prompt Service - Quality Work
 Metcalf 4093-R
 13 Leslie
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 Specializing in homemade Baby's
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Terrazzo & Tile Co. Ltd.
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 245 Maitland

PETE SMITH
 BUTCHER
 Fairmont 3321
 346 Ashland

Compliments of
GORDON
McCORMICK
 Plastering & Repairs
 Metcalf 5804-J
 4 Emery St. W.

Compliments of
HAZELWOOD'S
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 Quality Used Furniture
 Pianos & Appliances of all kinds
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 130 Waterloo

TIM BURGESS
 Outfielder
 Tim, another graduate of the
 London Majors Junior Minor set-
 up, is another local boy to make
 good, and returned last year to his
 home town to play with the Majors
 after several years in pro company,
 where in 1948 he played with Allen-
 town, P.A., in the Tri-State Class
 "A" League. Tim is a hard long
 ball hitter and is one of the most
 dangerous batters with men on
 bases.



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H. R. LUCAS
 VEGETABLES
 Metcalf 7378
 R.R. 3 LONDON

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G. W. SHERLOCK
 Piano Tuning and Repairing
 Vacuuming
 Satisfaction Guaranteed
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 Highest Cash Prices
 SCRAP METALS
 Iron, Steel, Copper, Aluminum,
 Brass, Lead, Zinc, Radiators
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 1088 Florence

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 101 Briscoe
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COMMANDO
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CO. LTD.
 Chrome, Nickel, Copper,
 Cadmium
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 53 St. Julien St.

Compliments of
BILL URLIN
 "White Rose Service Station"
 Lubrication, Parking Space
 Gas, Oils & Batteries
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 Metal & Wood Pattern Makers
 Master Patterns, Match Plates,
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FISH & CHIPS
 Hot Dogs - Hamburgers
 Fairmont 2040
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 LONDON

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LIMITED
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W. A. Hill
 Earth Mover, Excavating and
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 Gas Shovels & Dozers
 Equipped to handle any job
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PLUMBING & HEATING
Metcalf 2151
Sarnia Rd.

Compliments of
A. G. SMITH
INSURANCE ADJUSTER
Metcalf 821
220 Dundas

ADELAIDE RADIO
Service on Radios, Refrigerators
and Washing Machines
Fairmont 7897
80 Adelaide St.

G. C. ROBERSON
PICTURE FRAMING
Choice Stock of Mouldings
Pictures-Gifts for all Occasions
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466 Dundas

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GARAGE
McColl - Frontenac Products
Fairmont 3021
664 Hamilton Rd.

**J. G. ORCHARD &
SONS**
COAL - COKE - WOOD
Metcalf 384
45 York St.

**WESTERN
SMOKE SHOP**
H. THIELADE
Metcalf 3525
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"Where Quality and Price is
Equal"
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249 Wortley Rd.

ACME RUG CO.
J. R. SIDALL, District Mgr.
Fairmont 7010
7 Cherry
LONDON

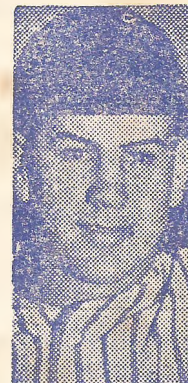
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GROCER
Metcalf 573
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MEAT MARKET
Metcalf 3421
1221½ Wharnccliffe Rd. S.

Compliments of
ROY BOUG
Metcalf 5048
58 Wharnccliffe Rd. N.
LONDON

GIL ROBERTSON

Gil, who is, in the opinion of London ball fans, the best catcher in the league, has really lived up to his reputation every season. Wielding one of the most powerful bats on the club, Gil is what is known as a ball player's ball player. He handles pitchers with the ease of a pro and his peg to the bases is one of the most feared in the circuit.



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Automobile Upholstering
Everything in Canvas
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Rear 479 Richmond

BROOKS BROS.
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228 Adelaide
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Rear
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**EDWARDS
GLASS CO.**
Metcalf 1709
150 Fullarton

Compliments of
JAMES PAYNE
AWNINGS
Metcalf 4026
205 Central

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DAIRY**
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136 Elgin
LONDON

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REAL ESTATE
Met. 6866 - Fair 7377-
119 King

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SERVICE**
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581 Bathurst

WOLF BROS. LTD.
LADIES WEAR
Metcalf 6112
288 Dundas
LONDON

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LUMBER CO. LTD.**
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LONDON

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LONDON CO.**
Specializing in Paints,
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128 Dundas

Compliments of
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PAINTER
Fairmont 1650-J
417 Saul

Compliments of
**DOMINION
PAWNBROKERS**
Metcalf 4133
213 King

Compliments of
WILLIAM SMITH
DRAINAGE
Metcalf 5458
223 High

**VICTOR JACKSON
AGENCY**
INSURANCE
Metcalf 3066
110 Dundas

**WEGNER
CLOTHING CO.**
"The Heart of London"
Metcalf 1849
371 Talbot

MISS A. GOODMAN
GROCERY STORE
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ELECTRIC CO. LTD.**
1184 Francis
Metcalf 5598
LONDON

LILLIAN WILSON
Teacher of Singing
Western Ontario Conservatory
of Music
Exams Prepared
Metcalf 9547-J
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SERVICE STATION**
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King & Waterloo
LONDON

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All Kinds of Expert Window
Cleaning
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& SONS**
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Metcalf 4008
111 York
LONDON

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LEATHER GOODS
Metcalf 2038
395 Talbot
LONDON

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REBUILDERS**
Metcalf 2174
237 Dundas
LONDON

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FLOWER SERVICE**
A Complete Floral Service
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Bruce & Cathcart
Metcalf 585
774 Dundas

**EAST END
MOTORS**
ART E. INGS, Prop.
Body & Fender Repairs
24-Hour Towing Service
Metcalf 9345
Rear 362 Eva

**GORDON'S
I. G. A.
GROCERY STORE**
Meats - Fruits - Vegetables
Metcalf 4083
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LONDON

Compliments of
**COWAN
HARDWARE LTD.**
Metcalf 3461
125 Dundas
LONDON

Compliments of
**LONDON COAT &
APRON SUPPLY**
Metcalf 3580
98 Carling
LONDON

Compliments of
JOS. LAFLECHE
PAINTER
Fairmont 7008
119 Maple
LONDON

PRETTY GOOD TRICK
A rooster, Sam Smith, sat observing
His heroes disport with the foe,
And yawned as the pitchers kept
curving,
Too lazy to cry or to crow.

**SMITH - CORONAS
TYPEWRITERS
ALLAN JOHNSTON**
Sales and Service
Metcalf 3484
97 King

**JOHN A. NASH
& SON**
Flawless Diamonds
Registered Jeweller
American and Canadian
Gem Society
Metcalf 7305
182 Dundas

Compliments of
JOHN M. WATT
ARCHITECT
Fairmont 3915
343 Richmond
LONDON

But Smith had a mighty good reason
For treating the boys with disdain;
You too, would be guilty of treason
If plagued with a sleep-sodden
brain.
Suppose you came home in the
morning,
Benumbed by a session of joy—
But no!—you had better take warn-
ing—
With fate it's a peril to toy.

Compliments of
**GUAY
UPHOLSTERING**
Remodelling - Slip Covers
Fairmont 4706-J
Rear 807 Dundas E.
LONDON

Compliments of
**BALLANTYNE'S
DRUG STORE**
Metcalf 379
249 Wellington
LONDON

Compliments of
**BOILER SERVICES
LIMITED**
Fairmont 7007
378 York
LONDON

Smith yawned, to go on with our
story,
And felt something plop on his
tongue—
Now Samuel Smith rests in glory,
A homer stuck fast in his lung!

Compliments of
**SEIGEL'S SHOE
STORES LTD.**
FOR BETTER VALUES
Metcalf 75
129 Dundas

**PAT'S
SHOE REPAIR**
Metcalf 4860-W
United Shoe Repair
140½ Wortley Rd.

Compliments of
**WYATT
FURNITURE CO.**
Metcalf 7082
349 Talbot
LONDON

Compliments of
**JARVIS
BOOT SHOP**
Metcalf 4144
177 Dundas
LONDON

Compliments of
**NICHOL FURNACE
SALES & SERVICE**
Metcalf 9380
980 Dundas

Compliments of
Gurd's Sporting Goods
Cameras & Photo Supplies
Radio Sets and Service
185 Dundas
LONDON

Compliments of
**NEW RIDOUT FISH &
CHIPS STORES**
344 Ridout Metcalf 5231
LONDON

T. R. FAULDS & SON
Distributors for Plymouth
Chrysler — Fargo Trucks
Home of Good Used Cars
Metcalf 4725
73 King

Compliments of
GORDON DUKE
INSURANCE
Metcalf 308-W
414 Talbot
LONDON

Compliments of
**BENSON - WILCOX
ELECTRIC CO.**
Metcalf 3300
188 King
LONDON

McCormick's Ltd.

Manufacturers of

Fine Biscuits and Candies

For over Ninety Years

LONDON

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• Birks Traditional Diamond Quality
• The Best Value in Canada
• Many styles available

Insurance Certificate and Sterling Silver Presentation Case provided free-of-charge with rings illustrated.
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Nº 3128

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7—PROGRAM AWARD

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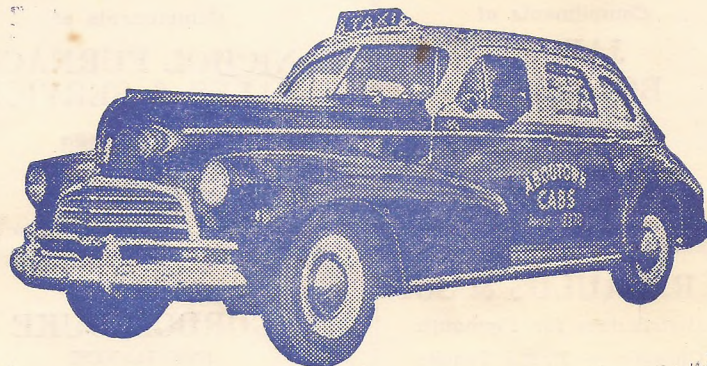
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DOWNTOWN
CROSSTOWN
OUT OF TOWN

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