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PLAY "MAGIC CARPET" AND SUGGEST "VELVETEX"

Children Remind Mother of Christ-
mas Present Almost Forgotten.

It was four weeks to Christmas, and Jack, Mildred and Joan, aged five, seven and ten, respectively, were having a great consultation about Santa Claus. Mildred said she was tired of Santa Claus. Little Jack was quite concerned about it, as Santa Claus had always treated him well. Joan said, "I know, I read in a book of a magic carpet. Whenever you stood on it and wished, what you wished would surely come true." So with this the three children went into the cellar, brought an old carpet up into the dining room, and stood on it and wished very hard, but found it would not work; so kept going downstairs and bringing old carpets and rugs until the dining room was very dirty and muddy. They then decided that Santa Claus was the best after all.

Then mother came home from town all tired out after doing her Christmas shopping. At first she was inclined to be angry with the children, but when she saw the old carpet she quite pleased, as it reminded her of "Velvetex" rugs she was going to have made for the home for Christmas. She at once went to the telephone and called 2485, The Canada Rug Company, 98 Carling Street, London, Ont., to call for the old carpet, to be made into "Velvetex" rugs. In your old carpet or telephone Canada Rug Company, 98 Carling Street, to have a man call and get at once, in order to have your rugs for Christmas. Phone 2485.

EUROPE'S OUTLOOK NOT ALL GLOOMY

Little Nations Are Showing
Life and Energy, Says
Curzon.

London, Dec. 8.—While the recent address of Lord Curzon, secretary for foreign affairs, at an audience of business men in the city, dealt in large measure with the actual political situation in the Near East, the speaker also expressed some interesting ideas as to conditions on the continent. He does not believe that the future outlook of economic Europe is one of unrelieved gloom.

"I see the little nations of Europe pushing forward to a greater life of international unity during the next few years," said Lord Curzon. "In the states of Czechoslovakia, Jugoslavia, Rumania, Poland and Finland, and in the Baltic States, I see symptoms of life and energy, and the growth of a strong sense of national independence and power. But, on the other hand, I look at the great powers, whether they emerged triumphant from the war or whether they were broken up by the disasters that ensued, I find that they are in a position of much greater dislocation and disturbance. Take our own country. Our financial position is much stronger, with the exception of America, than any other state that took part in the war.

"But at the same time we have a burden of heavy taxation which weighs down industry, and which is a burden upon every man in this country." "France is weighted with a heavy debt and is sore about reparations. Germany is in a position of political instability and is debilitated by the utter collapse of her exchange. Russia is still outside the comity of nations, because she cannot make up her mind to accept the conditions which render admission to that comity possible and desirable. She is still enamored of communism, and persists in pursuing her communistic propaganda in every part of the world.

"Austria was saved only by the interception of the powers when on the verge of perishing. Italy has been concerned with more than one convulsion and change of government. "What an ambition it would be for the statesmen of the great powers to combine and survey this situation; to liquidate it section by section; gradually to take the various pieces of the jig-saw puzzle which are lying about and fit them in their own places, and once more present a picture of a peaceful and united Europe."

AN ENTIRELY NEW SYSTEM
AERIAL CARPET
CLEANING WORKS
830 York Street. Phone 1764.

Succeed In London

The London of the early days, with its horse-cars, buggies, and lights and other characteristics of pioneer times, has gone, and in its place has come a city of true progress and efficiency with citizens imbued with a spirit of co-operation to the worthy end of making their community one of the foremost in the Dominion of Canada.

This last fact is proven by the success of the London Chamber of Commerce and the Kiwanis, Lions and Rotary clubs, all of which are organizations whose object is the furthering of the interests of the city, and the concern of the average man in the street for all enterprises which bid fair to benefit the community at large. "United we stand, divided we fall," is a trite phrase that has just as much bearing on the people of London today as it had when it was coined in bygone times. If we are to progress and keep pace with the forging ahead of the rest of the world in this 20th Century, we must forget our petty grievances and work together to build up our city in every phase of its many activities, bring new industries to London, boost the town and advertise its advantages at all times, with the idea in view of putting London on a higher and better plane in the years to come.

BANNER BARBER SHOP GIVES PROMPT SERVICE

Centrally Located, This Institution
Has Latest Electrical
Appliances.

At Banner's barber shop, 417 Talbot street, five expert barbers are on duty during business hours. Their prompt service assures the many patrons who avail themselves of it that but a fraction of their valuable time is necessary to obtain a satisfactory shave or haircut. As this establishment is centrally located, customers need only drop in for a short time to test the Banner class of satisfactory service. The latest electrical devices installed at Banner's add greatly to the quality of service maintained there. Under the Banner regime no apprentice has ever been employed. As a practical testimonial to the Banner service, there is a progressively increasing clientele of particular men of London and district who make this shop their headquarters for tonsorial attentions.

Edwin Banner, who is succeeding with London, invites all those dissatisfied with other barbers to drop into his sanitary establishment and be shown. He knows by experience new friends and customers will be made by such an experiment, and both will be mutually benefited. In addition to operating five chairs, the courteous staff at Banner's make a specialty of razor shaving. The man who prefers to shave himself is guaranteed a first-class job on any razor left with any one of Banner's barbers. All the above sterling qualities combine to produce an efficient service, which will cause many men of London and district to go about their Christmas shopping clean and cheerful, in true holiday spirit and genial good humor.

ONTARIO DRY CLEANERS GUARANTEE ALL WORK

Firm Newly Started Makes Great
Strides Through Excellent
Service.

The Ontario Dry Cleaners and Dyers of 516 Talbot street is a young firm that has made great strides since its beginning about two years ago. The plant has all the latest machinery and newest equipment for cleaning, pressing and dyeing, and it can successfully renovate anything at all in the way of wearing apparel. Since this company started, it has been found imperative to enlarge the staff from time to time, a fact which is fairly indicative of the progress made. The Ontario Dry Cleaners and Dyers guarantee all their work unconditionally, and make it a point of their business creed to maintain a standard of very reasonable prices for all the work they do.

During 1921 the number of automobiles in Canada increased by 64,562, and the total now stands at 467,498. In Ontario alone the increase amounted to 34,000, and Quebec's increase was more than 15,000. Paris police sell the automobiles of persons convicted of violating a serious traffic law.

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BARTON AND RUMBLE BUILD QUALITY TRUCKS

Londoners Design and Manufacture
High Standard Truck of All-
Canadian Make.

During the last four or five years local automobile and auto truck manufacturing has made wonderful strides, and is now recognized as one of London's leading industries. Four years ago the firm of Barton & Rumble, which was then solely a garage business, branched out into the making of motor trucks, since they saw a growing demand in Canada for high-class and distinctly Canadian trucks.

Mr. Barton and Mr. Rumble laid plans for placing on the market a truck which would be the last word in design, stability and maximum of utility. Today these plans have had fruition in trucks which are growing more popular daily, and being seen on almost every highway in Western Ontario. The Barton & Rumble models for next year will remain practically unchanged, and will be of the same high standard that has characterized this type of machine in the past.

This firm is preparing plans for making buses in the spring, and it is their intention to manufacture the most efficient bus along the latest lines. The design of the B. & R. trucks and buses is solely the work of Mr. Barton and Mr. Rumble, and the firm is entirely independent of any American concern.

Their motto from the first has been to attain a standard of unquestioned quality before assuming quantity production. They have four models of trucks, ranging from one to five tons' capacity, and scores of orders for new machines are on hand for spring delivery.

GIVES RESOLUTIONS GOVERNING FOOD

Duke of Devonshire Explains
Principles of Catering at
Empire Exhibition.

London, Dec. 8.—The Duke of Devonshire, K. G., the new secretary of state for the colonies, and chairman of the executive council of the British Empire Exhibition, has made the following statement to the press: "I am glad to have this opportunity of removing the misunderstanding which has unfortunately attained a very wide circulation regarding the character of the food which is being followed by the executive of the British Empire Exhibition in reference to the use of materials of Empire origin both for the reconstruction of the exhibition and for the restaurants. A large number of my associates and I are anxious to see that this is not so. The whole purpose of the exhibition is to demonstrate the variety and wealth of the resources of the empire, and it has always been the intention of the executive council and the management committee to insist on the application of the principle referred to to the utmost limit of practicability. It is obvious that difficulties will be encountered in the rigid application of this principle in the case of all supplies, and it is in order to obtain assistance in overcoming these difficulties that we have invited the representatives in London of the Dominion and colonies to meet us in conference to discuss the question fully. We are hoping to achieve two good results by means of this conference: first, to secure the help of the Dominion and colonies in carrying out the principle to which I have referred, and secondly, to make them fully acquainted with the very great difficulties which we have encountered so far in applying this principle in certain cases."

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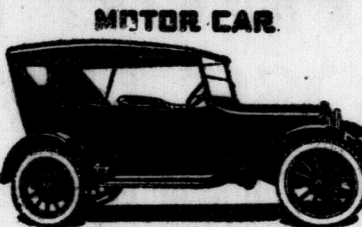
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