

Buy London-Made Products

Advertising that isn't hitched on to sales effort is an expensive luxury.

T. H. FULLER,
President and
Managing Director.

**Federal
Advertising
Agency
Limited**

205-208 Dominion Savings
Building, London, Canada
London and Hamilton.

All the best materials and plenty of them in

NEAL'S GOOD WHITE BREAD

EGGETT & CO.
Sanitary Plumbers
Steam and Hot-Water Fitters
Estimates Furnished.
336 Ridout Street. Phone 210.

The Principal Teachers of
O'Brien Colleges
LIMITED
361 Richmond St. London, with
their students, graduate and friends
A Merry Christmas.

ON MOVING DAY REMEMBER
H. F. DAY
Moving, Crating, Storage
Telephone 2857. 480 Maitland St.

BERT WEIR
REALTOR
/ Market Lane. Office Phone 6823.

DON'T THROW YOUR OLD
CARPETS AWAY.
They Make New Reversible
"VELVETEX" RUGS
Send Postal for Velvetex Leaflet
No. 1X
CANADA RUG COMPANY,
98 Carling Street, London, Ontario

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

PHONE 4890W.
THE LONDON GARMENT CARE
We clean, press and alter everything in the line of clothes; no job
too large, or none too small; we employ only experts; our repairs are
detection-proof; first-class tailor shop in connection; all work called for
and delivered.
J. FRAUMENI, Prop. 339 DUNDAS. A. BROWN, Manager.

**LONDON WINDOW
CLEANING CO.**
F. HARVEY.
Store Windows a Specialty.
Estimates Given.
107 Emery Street. Phone 2909W.

Regal Mfg. Co.
MAKERS OF
Work Clothing for
Men and Boys
Overalls, Coats, Shirts,
Cotton Gloves and Aprons
92-96 King Street. Phone 873.

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

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

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

Baked Beans and Buttermilk
Famous Home-Made
Cream Fried Cakes.
THE HOME DAIRY COMPANY
SALADS.
172 Dundas Street. Tel. 435C.

GEORGE COLBERT.
REAL ESTATE
Houses and Farms.
Office: Walper House, Phone 6207

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

SMOKE A LONDON-MADE CIGAR
DAVID HARUM
McLEOD-NOLAN & CO., LONDON, CANADA.

BRICK MANUFACTURING AND SUPPLY, LIMITED.
FULL LINE OF
BUILDERS' SUPPLIES
609 WILLIAM STREET. PHONE 1244.

The class of home in which a piano
is found is the best recommendation
of its quality.

Sherlock-Manning
20th Century Piano
The Piano of your Home
Sherlock-Manning Piano Company
LONDON. PHONE 1078. CANADA.

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

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

G. M. MURRAY
Expert Radiator and Auto Sheet
Metal Worker.
BRAZING OF ALL KINDS.
Telephone: Day 2327, Night 5448.
65 King Street.

**ARTISTIC HAIR AND
BEAUTY PARLORS**
Special Face and Scalp Treatments
MES. JAMES WELLS & HUNTER
Dominion Bank Building.
Phone 7514W.

"PROTECT YOUR EYESIGHT,"
IS ADVICE OF A. M. DAMBRA

Richmond St. Optometrist Says It Is
Most Important of Senses.

A. M. Dambra of the London Optical
Company, Dominion Savings Building,
Richmond street, says that one of the
most harmful habits of this age is the
carelessness with which we subject our
eyes to long exposure under brilliant
lights.

"The annoying trouble known as
'night blindness'," he declares, "is due
to exposing the eyes too long and too
steadily to an intense or sparkling light.
Lateral illumination is much preferable
to a light directly overhead. Today
the competent optometrist can supply
you with lenses which will compensate
and give the proper protection to the
organs of vision."

All knowledge is acquired through
the senses. If any sense is impaired
all your judgments are warped.
Of the various senses sight is the
most important, for it is estimated
that 85 per cent of all knowledge
comes to us through the eyes.

The function of the eye is cal-
culated to add to our knowledge in-
crease our usefulness, provide for
our entertainment or insure our
safety. It is only within a few years
that much attention has been paid
to the subjects of prevention of
blindness, defective vision and the
conservation of vision.

When you observe sturdy children
who will never see the sunshine or
a human face, all because a phy-
sical defect was not dropped in the eye
at birth, it seems only short of crim-
inal, as experience shows that infan-
tile blindness is nearly always
preventable.

A greater appreciation of eyesight
may not be necessary, but a greater
appreciation of the importance of
eye-care is.

As we have come to appreciate
that the eye itself is of value, we have
also come to realize the value of
those things that made life worth
living, and when we count those
things that make life worth living,
we find that the eye is the most
valuable and rich, we must place this
function of human vision at the top
of the list.

In the last twenty years the de-
mands on the eyes have greatly in-
creased. Moving pictures, the
marked extension of artificial illu-
mination, complicated labor-saving
machines that save the hands, but
add to the strain of the eyes, to men-
tion only a few factors, all have
affected eyesight in varying degrees.
In fact, during this period no other
organ of the body has had its labors
so greatly increased.

Unquestionably, more and more
will the intensity and development
of the national life extend the strain
on our people's physical vision. Stu-
dents and general readers will grow
in numbers. We are now entering
the fields of the most intricate man-
ship hitherto foreign to us. Aviation
demands fine vision and strains
the eyes, will undoubtedly
extend tremendously before the end
of the century, and the efficiency
of our people depend not a
little on serviceable eyes.

And most important of all, the
happiness, contentment and effi-
ciency of our people depend not a
little on serviceable eyes.

DENNIS WIRE AND IRON
MAKES JAPAN SHIPMENT

First Consignment of Goods Leaves
for Orient This Week.

The first shipment of goods from
the Dennis Wire and Iron Works to
Japan was made this week. Two
truck loads were shipped to the
Sakai Shokai Company of Yoka-
hama, and another order for steel
sash is on hand at the Dennis plant
for delivery in the near future to
this firm in Japan.

The Dennis Wire and Iron Works
is one of the most prominent man-
ufacturing concerns in the Forest
City, and its products are known
from coast to coast in Canada.
This plant originated the famous
Dennis line of lockers, steel sash,
partitions, steel filing cabinets and
all manner of wire goods.

E. R. Dennis reports that business
prospects for the coming year are
very good, and that trade conditions
in general are improving.

"Next year," he says, "we look for
a steady demand for our products
due to the satisfactory volume of
building. People have more confi-
dence now that conditions are
attaining a normal stage again, and
they will erect more homes and fac-
tories in 1923 than they have in the
past year."

The United States Steel
Corporation has orders on hand that
will keep all their mills running to
capacity for the next six months.
This means a revival of business
which cannot help but be reflected
in Canada.

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

Succeed In London

The New Year will be with us in just two more days, and
along with it will come high hopes for the future for every
citizen of the city of London. The past year has been a period
of comparatively unsettled conditions, due to the length of time
taken by the country at large in recovering from the business
depression, which came as an aftermath of the great war. But
happily there are now certain and positive indications of the
return of normal conditions and prosperity to the country in
general.

From many sources we hear merchants and wholesale deal-
ers speaking of the improvement in trade, and they all seem
optimistic regarding the prospects for the year of 1923.

The surest way for the people of this community to bring
a quicker and more lasting prosperity to the city is to buy
London-made goods and thus boost the business of the many
local manufacturers and other dealers whose articles advertise
the city throughout the world. Let this be the first of our New
Year resolutions—to support home industry and work together
to make the city of London, Ontario, a bigger and a better place
for all of us to live in.

EIGHT YEARS OF EXPANSION
MARKS BEXTON'S GARAGE

Machine Shop in Connection Pro-
motes Business of Well-Known
Concern.

One of the busiest machine repair
shops in the city is that of S. Bexton,
in the rear of 68 King and 69 Dundas
streets. This business has enjoyed
a continual growth and popularity
since its inception eight years ago,
and today is one of the largest of
its kind in Western Ontario. This
firm covers the entire field of ma-
chine repairing, and fixes anything
from a small baby buggy to enormous
presses which print daily papers, the
latter being a specialty.

Two years ago Mr. Bexton in-
stalled a garage in connection with
his machine shop, and it is one of
the best fitted in the district.
A staff of six men, all expert me-
chanics, is kept busy every hour of
the day in this shop, and their work
always receives the heartiest ap-
proval of clients throughout the city
and surrounding country.

The firm repairs all types of en-
gines, large or small, and guarantees
unconditional satisfaction in this
sphere.
Mr. Bexton reports that the last
year has been a very successful one
with him, and that his trade is in-
creasing monthly, due largely to the
fact that he makes it a point of his
business ethics to give the maximum
of service to all customers, and to
see that every piece of work that
leaves his shop has received the best
possible attention in every detail.

HOME DAIRY BUSINESS
NOTED FOR GOOD SERVICE

Popular Delicatessen on Dundas
Street Attains Name for Worth
of Its Products.

The first thought that comes to
one, on entering the Home Dairy
Store, at 172 Dundas street, is
"Cleanliness."
Basing his motto on "Cleanliness
and Service," R. R. Allen, manager
of the company, has built up in the last
fourteen months the most popular
home-cooking and dairy business in
the city of London. The interior of
the store is enameled snow white,
and this, together with the white
marble floor, and the immaculate
uniforms of the staff, tends to bear
out the firm's slogan of cleanliness.

Their cuisine has met with the
general approval of London house-
wives; such delicacies as doughnuts,
salads, cottage cheese, marmalades,
jams, cooked macaroni and beans are
placed on sale, fresh daily, and the
prices of all these are comparatively
low. Besides this range of prepared
foods, the best of butter and the
finest of new-laid eggs are re-
ceived every morning.

The staff of the store is most
courteous and obliging, and carries
out to the last detail, "Service to the
Public."

COLORFUL FACINGS.
Facings of contrasting materials
are seen on the hems of many of the
new frocks. The uneven hemlines
and circular effects now in vogue
have been responsible for the fad.

R. A. Milne Plumbing Co.
HOT WATER AND STEAM
HEATING CONTRACTORS.
Estimates Furnished.
346½ Talbot Street, Phone 3966.

CARTER & SON
Awning and Tent Manufacturers

351 GLEBE STREET. Tents for Hire. Phone, Factory 6197.

**THE SUPERIOR
MACHINERY COMPANY,
LIMITED.**
Elevators Repaired
and Inspected
(Any Make).
Cables and Accessories Supplied.
Day and Night Service.
161 York Street. Tel. Shop 2723—
House 2952.

**RAYMOND
BROS.**
172 KING STREET.

PRICE & HAWKE.
AUTOMOBILE ELECTRIC
SERVICE
39 King Street. Phone 4212.

S. BEXTON
Successor to Bexton & Carson.
General Repairing—Garage in Con-
nection—Mechanist.
Engines and machinery of all de-
scriptions thoroughly overhauled.
Rear 68 King and 69 Dundas Sts.
Phone 3078.

HILL BROS.
Auto Truck Service
Local and Long Distance Cartage
104 Adelaide St. Phone 6555.

SHERLOCK-MANNING PIANOS
INCREASE IN POPULARITY

Trainload of Their Products for
Spring Delivery Indicate Growth
of Business.

Everything points to a big year in
the west, in the opinion of the Sher-
lock-Manning Piano Company, based
upon the experience of Mr. J. F.
Sherlock, who recently returned from
his annual business trip to the prairie
provinces. Enough pianos to occupy
every car in a full-length train will
go from the Sherlock-Manning fac-
tory to fill western orders this spring.
The Sherlock-Manning piano is in-
deed coming into its own in Canada,
and everywhere is, adding to its
triumphs. A dealer in Gananogue,
Ontario, who made a sale of a Sher-
lock-Manning piano ten years ago,
has sold three other Sherlock-Mann-
ing pianos to members of the same
family since. The fourth piano was
sold for Christmas delivery this year.
There is no product more distinctly
Canadian than the Sherlock-Mann-
ing piano, and there is no Canadian pro-
duct in which citizens of Canada take
more pride, for the Sherlock-Mann-
ing piano takes second place to no
other, either of home or foreign
make.

A favorite concert piano, and is used
in a number of our leading musical
institutions and schools, it is as a
home piano that it excels. Built to
stand the rigors of home usage and
the extremes of our Canadian climate,
it remains true to tone, rich in vol-
ume, responsive of action.
Residents of London and Western
Ontario have the unusual opportunity
of purchasing right at the factory.
No piano showroom offers the range
of selection that can be viewed at
the Sherlock-Manning factory, and
prospective purchasers have the ad-
vantage of the advice of salesmen
who not only understand music but
also are thoroughly conversant with
piano construction.

REAL ESTATE WILL BOOM,
PREDICTS GEORGE COLBERT

Local Realtor Feels Confident 1923
Will Be Era of Progress in
This Field.

The real estate business of George
Colbert, whose office is in the Walper
House, Talbot and King streets, is
one that has made tremendous
strides since its beginning three and
a half years ago.

Mr. Colbert is well satisfied with
the headway he is making, and re-
ports that things are looking up in
the real estate trade. The country is
just beginning to recover from the
period of depression that followed
after the war, and every week finds
more and more applications from
those who want to purchase houses,
lots or farms. He is quite confident
that by next spring economic con-
ditions will be back to normal again,
and living will revert to its pre-war
footing.

Mr. Colbert is soon going to re-
move his office to a more central
location on Dundas street, in order
to enable him to give a better service
to his clients and be closer to the
general business activity of London.

LOCAL ART GLASS COMPANY
HAS INCREASING TRADE

City Firm Makes Auto Windshields,
Stained-Glass Windows and
Plate Mirrors.

The London Art Glass Company,
228 Talbot street, has made great
strides forward since its inception
two years ago. It is now an orga-
nized company, with Mr. E. J. John-
ston as manager. This firm reports
continually increasing business and
a growing demand for its varied pro-
ducts, which include every class of
glass, from stained windows for
churches to small lights for domes-
tic use.

The London Art Glass Company
can supply the best British plate
glass and plate mirrors, all types of
domestic lamp-shades, windows of
every description, and auto glass,
auto mirrors, side-wings and sun-
visors.

Morena Cigars
Positively Clear Havanas.
**THE MORENA CIGAR CO.,
LONDON.**
Phone 4710. Residence 5710

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

Chiropractor
Dominion Savings Building,
London, Canada.
Modern Electrical Equipment, X-
Ray, Approved by Ontario Board of
Chiropractic Examiners.

Buy Butter Krust Bread
PURITY PRODUCTS, LIMITED.
R. FAIRFUL. PHONE 6824

**W. RAY'S
WORK GARMENTS**
EARS
SMOCKS,
OVERALLS,
WORK PANTS.
LOOK FOR THIS LABEL.

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

Keep Our Home Factories Busy

DENNISTEEL
Made in Canada
Compartments
FOR LAVATORIES
AND SHOWERS
We cannot get ALL
the orders—but
all the orders we
do fill are of a
higher quality
Write for folders
**THE DENNIS WIRE AND IRON
WORKS CO. LIMITED**
LONDON CANADA

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

**ELECTRIC MOTOR
REPAIR CO.**
D. C. and A. C. Winding and
Repairs, Radio Supplies.
Tel. 7174; Nights, 5128 and 3806
349 Talbot Street.

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

**OXY-ACETYLENE WELDING,
BRAZING AND CUTTING.**
**WILLIAMS WELDING
WORKS**
Rear of 388 and 389 Ridout St.,
Phone 6338.
Drive in off King or Dundas Street.

THE VULCAN CO., LIMITED.
Manufacturing Pure Air Furnaces
TELEPHONE 580. 84-94 FULLARTON STREET.

**DODGE BROTHERS
MOTOR CAR**
W. J. CHISHOLM
478 RICHMOND ST.

WM. SKELLY
Sanitary and Heating
Engineer
242 King Street, Opposite McClary's
Telephone 572.
Martin-Senour 100 per cent. Pure
Paint.
J. A. PAGE
Hardware, Sheetmetal and
Furnace Work.
Tel. 2697W. 807 Dundas Street.

SILVERWOODS
Pasteurized Milk, Cream and Buttermilk
Delivered to Your Home Daily.

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

**WM. C. BENSON, C. A.,
RESIDENT PARTNER.**
Oscar Hudson & Co., Chartered
Accountants.
213 Dominion Savings Building.
Phone 1537-6346.

The Home of Quality.
Vulcanizing.
ART WILKES.
London Tire Repair Depot
354 Wellington St. Phone 2334.
Opposite McClary's.

WHEN IN NEED OF PRINTING
Phone Two-One-Two-Three
Hollins Printing House
CHAS. HOLLINS, Prop.
143 King Street.

**Try Our High-Grade Whipping Cream for Your
Christmas and New Year's Dinners.**
LONDON PURE MILK COMPANY, LIMITED.
PHONE 4338. 561 DUNDAS STREET.

**DRY CLEANING
AMERICAN**
AND DYE WORKS
LONDON
Streetsford, Bradford

BULL BROS.
Plumbing, Heating and Sheet Metal
Contractors, Estimates
Furnished.
Phone 3488W-2483J.
366 Hamilton Road.

**LONDON
Wrecking Company**
Dealers in all classes of new and
used lumber at cut rates.
500 Bathurst St. Phone 6640W.

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

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

Electric Motor Repairs
STEWART & MORKIN
FULLARTON STREET. LONDON, ONT.
A. C. and D. C. Electric Motor or Dynamo Repairs and
Rewinding is Our Exclusive Specialty.
BOSCH MAGNETO SERVICE STATION

Lavender Electric Co.
ELECTRICAL ENGINEERS
AND CONTRACTORS.
Office and showrooms, 406½
Hamilton road.
PHONE—
Office, 6684W. Res. 7457.

WOOD
Good Dry Cordwood, cut into
blocks, 12 and 16-inch lengths, also
Dry Pine Shave, 12 and 16-inch
lengths. Just the thing for start-
ing 'he furnace and stove and
quickly taking the chill off the
house.
We would advise you to take a
load of two of this wood while it
lasts, as it will help save your coal.

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

CHANTLER BROS.
263 Bathurst Street. Phone 347.

RESCUED IN GALE.
Provincetown, Mass., Dec. 29.—The
schooner Anna L. Spindler of Yar-
mouth, N. S., went ashore at Itac-
Point, near here, today during a ter-
rific gale, which has been blowing
24 hours. The crew was rescued in
breaches buoys.

TWO REBELS EXECUTED.
Dublin, Dec. 29.—Two more Irish
rebel prisoners were executed today
in Kilkenny jail. The men, who gave
the names of Murphy and Whelan,
were charged with being in posses-
sion of arms.