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Season's Greetings

Once more we greet the glad Yuletide
With tinselled boughs and holly,
May Christmas bring you every wish
With a New Year bright and jolly.

... FROM A FRIEND

SEASONS GREETINGS...

BALDWIN GARMENTS LTD.

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As An Expression of Thanks
and Good Will

We are extending at
This time

THE SEASON'S GREETINGS
and Our Best Wishes for
HEALTH and PROSPERITY

in

THE NEW YEAR

SILVERWOOD DAIRIES LIMITED

Merry Christmas to All



TO OUR WONDERFUL FRIENDS!

CANADIAN MINES EQUIPMENT

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Why Did They Name It...

"DIXIE CUP"

In 1908 a young man named Hugh Moore started a business to which he gave the imposing name of The American Water Supply Company of New England. The product he hoped to sell was — of all things! — a drink of water. He had developed a vending machine that for the price of a penny would dispense a drink of pure water in an individual paper cup. Unexpected endorsement for the emachine came from the founder of the Anti-Saloon League who said thousands of men were lured into saloons simply for a drink of water, but once inside, faced "terrible temptations".

Not much water was sold, but Hugh saw potentialities in the crude paper cup itself, for these were days of the old public tin dipper—

seldom washed, never sterilized and used indiscriminately by everyone. A young health officer, Dr. Samuel Crumbine, sounded the knell of doom for the old dipper when he began crusading for a law to ban the public drinking cup.

Hugh Moore and his associates joined the crusade, and at the same time obtained financial backing. Impetus was given the new venture when that same year, Kansas passed the first law abolishing the public drinking vessel. Other states soon followed suit.

In 1912, Hugh and his associates renamed the company, Health Kups. It didn't "catch on" with the public. It sounded too anti-septic. Hugh changed it to the name that has become a household

word.

In the loft building where Hugh manufactured Health Kups was the Dixie Doll company. One day, Hugh stopped to chat with the doll maker. As they talked, Hugh recalled a story he had heard about the origin of the name "Dixie". In the days when each bank issued its own money, one bank in New Orleans had a great reputation among Mississippi River traders for the strength of its currency. Its ten dollar notes had the word, Dix, ("ten" in French) printed across them. Riverboat men referred to them as "Dixies" and legend has it that the phrase "Dixie Land" came to mean the territory where Dix notes were held in high esteem.

Those "Dixies" had, Hugh mused, all the qualities he would like to have associated with his product. It looked good in print: it flipped off the tongue easily, it had a colorful historical background. Would the doll maker mind if he used it? No, he would not; from that moment, DIXIE CUP was destined to become one of the best known of all brand names.

The Dixie Cup Company's first great expansion came in 1923, when it produced a paper cup suitable for sale of small individual portions of ice cream. Hundreds of variations and uses have been developed since, but the one most American youngsters (and some oldsters) regard as synonymous with ice cream — DIXIE CUP — remains the all-time favorite.

—HANNA CAMPBELL

Tough Job Facing Clark

The people of professional football have learned to expect a great deal from men with the talent of a Don Clark.

Year after year, they have looked to the little man for the big plays that make professional football a stirring spectacle, and almost always, he has contributed his share to the literature of the game. But injuries have gnawed at his assets. Twice now, grave accidents have forced him to the sidelines for lengthy periods: a kidney injury last year and a knee disturbance this season. The result is that he has spent more time on the injury list than on the field during these seasons, a heavy price to pay for the privilege of earning a living in show business.

Football is all Clark knows, and like other athletes who've made it big, it disturbs him to suffer there miserable injuries. He's not damaged in the pocketbook, of course, because the fine frint in his contract protects the athlete. What concerns him, though, is that the long period of convalescence is over. Tomorrow, there's an assignment in Ottawa where only the winners survive to play another day. What must bother Clark particularly is that despite his long absence from the field and even though he has no real way of knowing whether he's physically prepared to compete against healthy men, people everywhere once more are expecting a great deal from him.

Frankly, it's too much to ask.

A man like Clark always is welcome on any field, but even though there are hopeful words about his return from the lips of people like Alouettes coach Jim Trimble, don't expect too much from him against the Ottawa Rough Riders. Clark, at his best, has matchless skills, but inactiv-

ity has a way of tarnishing an athlete's proficiency.

In other words, even as time diminishes an athlete's worthiness, only more time, under game conditions can restore it to its full value.

It's easy to get excited about Clark's return to duty, but I won't be disappointed if he fails to contribute hugely to the Alouettes. His presence alone is an asset, because even if he's not asked to carry the ball often, the threat is there.

SEASON'S GREETINGS

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