

LOCAL MERCHANTS WELL PLEASED

Christmas Business Has Been
the Best in the History
of the City.

POSTOFFICE IS SWAMPED

Carriers Are Now Assisted by an
Army of Boys in the Work of
Distributing the Mails.

London merchants are more than pleased with the volume of business they have done so far for Christmas. "It is away above the average this year," is the way they express it. For ten days local merchants have been as busy as they could possibly be all day, and far into the night, supplying the demands of countless shoppers, not only of London, but from all over the district.

Thousands of shoppers have come to the city by train to take advantage of the splendid assortment of goods that London stores can give them. From the shopper's standpoint there has been little to desire this year, and those who have made the round of the stores and thoroughly investigated all the choice goods that were on display, have only words of admiration for the enterprise the merchants have shown in securing such a splendid lot of merchandise.

A Wonderful Display.
Never in London's history has there been such a large display of high-grade goods. It has been brought from all parts of the earth, and set forth in a most attractive manner. The shopping district of London never presented a busier scene than it has this year, and at night with the thousands of electric lights on the streets, and in the windows, and the gay decorations the scene was indeed a brilliant one. Shoppers have shown their appreciation of the merchants' efforts, too, by buying more largely than ever.

Big Business.
Stores, which two weeks ago were fairly bursting with merchandise, and had goods piled on every shelf, and in every corner, are rapidly being cleaned out, and by the end of the week will have no more on hand than is required for the normal business. In many instances not even this much will remain, as greater demands have been made than were expected, and stocks have been depleted.

This is particularly true of grocers, confectioners and book sellers, all of whom have done an enormous business. The toy shops are rapidly being emptied of their stocks, and by Saturday night, only odds and ends of big consignments will remain.

Jewelers report that they have been swamped with business. One engraver told The Advertiser that he simply didn't know which way to twist to get his work out on time.

"Everybody wants his first," he said. "And the goods are coming in so fast that I simply can't do them all on time."

Druggists have done a fine trade in fancy goods of all kinds, and all are well pleased with the business that has come to them.

Hard on the Postmen.
Postmen and expressmen are perhaps the busiest men in the country this week. They have to handle the

shipping end of all the merchants of London put together, and an immense volume of business from outside. For days past the express cars have been piled to the roof with parcels, and every mail coach was simply crammed with big bags of matter.

The postoffice authorities say they have handled 50 per cent more matter this year than they ever did before. This morning the postmen had to take boys along with them, and each boy had a big sleigh, on which was placed a big box, piled high with parcels. As quickly as possible the men and boys got back to the office, only to fill up their bags and boxes from the big piles of matter awaiting them. As often as they returned, they always found an immense pile of letters, papers and parcels waiting for distribution, and every incoming train swelled the pile. So it will continue until Monday, and from now on the life of the carrier is one of unceasing toil. Some of the men say they fairly dream all night of the big bags of mail and big piles of parcels.

Waiting for Santa Claus.
Meanwhile in the homes of the city great preparations are being made for the celebration of Christmas. Thousands of children are lying awake at night and dreaming all day of the good things that Santa Claus is going to bring them. Thousands of busy housewives are up to their eyes in the work of preparing the Christmas feast and wondering if they put enough raisins in the pudding, or if the turkey is going to cook well, or if a thousand and one things may not happen to spoil the thing at the last minute.

Helping Others.
There is one aspect of the Christmas season that always brings satisfaction to a lot of Londoners and that is the chance to help make some poor people less unfortunate than themselves. This work is being well looked after this year, and hundreds of people are doing little things, and are giving little things that will bring joy to men, women and little children.

The churches, the Salvation Army, and charitable organizations have been as busy as bees for some time seeking out people who are really in need, and as a result of their work many a home will be happier than it would have been had they not labored. "London is one of the best places I ever worked in," said a man engaged in charitable work. "All that we have to do is to let people know that we need money or supplies, and both are forthcoming in abundance. People here are very good indeed."

At Victoria Hospital this evening a Christmas tree for the nurses and patients is being held and many little gifts will be distributed.

Two Thousand Choice Turkeys.
Last night each one of McCleary's employees went home carrying a turkey neatly tied up in brown paper. No less than 765 turkeys were given away by the firm. Before Saturday it is estimated that London manufacturers will have distributed among their employees more than two thousand choice turkeys.

NATIONALISTS IN QUEBEC BY-ELECTION

St. John's, Que., Dec. 22. — Marcelin Robert, Liberal, and Henri Hebert, Nationalist, were today nominated for the provincial by-election in this riding.

Premier Sir Lomer Gouin, with Hon. Messrs. Mackenzie, Devlin and Decarie, spoke for the Government side and were given an excellent reception. The Opposition was represented by Mr. Teller, J. P. Prevost and Armand Lavergne, dealing mainly with the naval policy of the Federal Government.

GRAFTON & CO.

Manufacturers of High-Grade Union Made Clothing LIMITED.

Clothing Direct From Maker to Wearer.—No Middleman's Profit
Wear Grafton Clothes
If You Want the Best in Canada

WHAT'S THE REASON OF THIS COMMANDING LEAD OVER THE CLOTHING BUSINESS OF THIS COUNTRY? SIMPLY THIS: We sell thoroughly satisfactory clothes for less than they can be bought for anywhere else. We have been doing this for over half a century. Shortly after we began business we came to the conclusion that the clothing we were able to buy at wholesale, although the best on the market, was not as good as clothing could or should be made, so we decided to make our own clothing hereafter. This was the beginning of our factory at Dundas, which has become one of the most important clothes-making plants in Canada.

From the moment we began making clothes, we took the lead in selling them, and every year since we've gone further and further ahead of all competitors. This condition is inevitable, because:

FIRST—We make Ready-to-Wear Clothes that measure to the highest standard of correct dressers.

SECOND—Having no middleman's profit to pay, we can and do sell clothes for less than any other store.

"EVERYTHING WE SELL IS MARKED AT MANUFACTURER'S PRICES"

Bountiful Clothing Specials for Men and Boys



Men's Suits

Very desirable patterns, in medium and dark colored high-grade fancy English worsted, mostly stripe effects, in finest, all-wool, winter weights and neat designs, in single-breasted style; sizes 36 to 42. Regular \$16.00, bargain price

\$9.98

Men's Suits

Very desirable patterns, in medium and dark colored fancy worsteds, all-wool, winter weights, single-breasted styles; sizes 35 to 42. Regular \$14.00, bargain price

\$7.48

Men's Convertible Collar Overcoats

In handsome Scotch tweed effects, novel weaves in diagonal, stripe and checked patterns, browns and several shades of grey, cut 50 inches in length, and the patented two-in-one convertible collar, easily and quickly adjusted. Regular \$20 and \$22, bargain price

\$14.98

Boys' Fancy Russian Overcoats

In two pretty designs, some single and some double breasted, buttoning close at the neck, with black velvet collar, military style to fit boys 3 to 8 years. Regular \$4.50 and \$5.00, bargain price

\$2.99

Christmas Offerings in Men's Furnishings

Our Men's Furnishings Department is overflowing with the choicest of gifts for men and boys. Just a few of the many specials you will find on our tables at Grafton's special prices:

Fancy Cashmere Socks 32c Pr

It simplifies Hosiery buying to be able to ask for it by number.

LINE NO. 23—At 32c pair, an unusually fine Cashmere Sock, in all the newest fancy shades. They would be excellent value at 50c the pair. Don't forget the price, pair

32c

Plain Cashmere Socks

Plain Cashmere Socks in a heavy weight, extra fine, with spliced heel and toes, a truly 50c Sock. The price has been cut in two for Saturday; bargain special

25c

Youths' College Ulsters

Neat patterns, in stripes of the favored wide wale diagonal weave, soft warm materials, full length, buttoning up to the chin, with military and convertible collar; sizes 29 to 35. Regular \$8.50; bargain price

\$5.99

Men's Trousers

In winter weight tweeds of medium and dark shades, also fancy striped worsteds, good range to choose from, well made, with desirable trimmings. Regular \$2.00 and \$2.25, bargain price

\$1.48

Boys' 3-Piece Suits

Of handsome rich tweeds, in fancy weaves, showing the diagonal effect with self or colored stripes on grey or dark fawn ground, double-breasted coat with long, shapely lapels, first quality lining; sizes 29 to 33. Regular \$7.00 to \$8.50, bargain price

\$4.99

Boys' 2-Piece Suits

In sizes 24 to 28, neat fancy woven tweeds, in dark and medium greys, olives and fawns; a good range of patterns, double-breasted coat with belt, a smart design; some with bloomers, some with knickers. Regular price \$4.50 and \$5.00, bargain price

\$2.99

Print Shirts 59c Each

This will be the greatest Shirt Sale we have ever attempted. 300 dozen of fine chambray, madras and percales to be placed on sale Saturday, worth \$1.00 and \$1.25. Get in on these before the sizes are broken up. Remember the price

59c

Line No. 29 at 17c Pair

This line is an extra heavy All-Wool Work Sock, a boon to the workman who requires cold-foot comfort, to be able to buy a 25c Sock, for pair

17c

DON'T FORGET WE HAVE AN ASSORTMENT TO SUIT THE MOST FASTIDIOUS IN HIGH-GRADE GLOVES, EXCLUSIVE NECKWEAR, DISTINCTIVE MUFFLERS, HANDKERCHIEFS, UMBRELLAS, BRACES AND COAT SWEATERS OF QUALITY.

GRAFTON & CO.

Three Factories and Seven Big, Busy Stores in Canada LIMITED.
UNION MADE CLOTHING UNION MADE CLOTHING

"Sunkist" Oranges The Finest Fruit Grown

This Genuine Rogers Orange Spoon FREE

Save 12 "Sunkist" Orange wrappers and send them to us, with 12c in postage, etc., and we will present you with a genuine Rogers Orange Spoon, of beautiful design and highest quality. Begin saving wrappers today. Send 12 "Sunkist" wrappers and 12c for each additional spoon.

In remitting, please send cash when the amount is less than \$5; on amounts above \$5 we prefer postal note, money order, express order or bank draft.

We will be glad to send you complete list of our reliable premiums. We honor both "Sunkist" and "Red Bell" wrappers for premiums.

The orange is the most luscious and healthful fruit. California excels in quality of oranges. The best of the California oranges are now packed in individual wrappers labeled "Sunkist."

Five thousand orange farmers in California do their own packing, shipping and selling. They grade and select their crop into "firsts," "seconds," etc. The firsts are fancy, tree-ripened, hand-picked, seedless, fibreless, thin-skinned oranges—every individual orange a perfect specimen of the finest variety of oranges. They are not only more healthful and more palatable than other oranges, but they are actually cheaper, for they are nearly all meat and nourishment.

Your dealer sells "Sunkist" Oranges. Ask for them. You will know them by the tissue paper wrapper in which each "Sunkist" Orange is packed. You can buy them by the box or half box. On the wrapper note the label, "Sunkist." Keep all the wrappers. They are worth money to you.

California Fruit Growers' Exchange, 108 King Street, East, Toronto, Ont.

Get the Savings Habit It's a Success Quality

Honesty, Ability, Energy and Thrift are four of the most important Success Qualities. Cultivate them all industriously. Start developing Thrift THIS week. Get the habit of saving a part of your weekly or monthly salary in our Savings Dept., where it will work night and day earning interest for you. Then, when YOUR opportunity arrives you'll have the money necessary to take advantage of it.

Assets over \$12,500,000; Paid-up Capital, \$1,900,000; Reserve \$1,900,000.

KORON & ERIE LOAN & SAVINGS CO.

Incorporated 1904
442 Richmond St., London; 366 Talbot St., St. Thomas