Most Remarkable 4-Day Christmas Shoe Sale at the Christmas Shoe Store

Wednesday, Thursday, Friday, Saturday, Dec. 19, 20, 21, 22

A 4-Day Sale of Christmas Footwear

in order to persuade many to do their Christmas shopping early so as to avoid the last-minute rush.

It Will Help Our Salespeople. **You Will Get Better Service.** **It Will Relieve Later Pressure.**

NOW IS THE TIME, AND THIS IS THE STORE, AND READY, AYE, GLORIOUSLY, SPLENDIDLY READY TO ATTEND YOUR EVERY CHRISTMAS WANT.

Purchase your Christmas Gifts early. Start sooner than you did last year. Assortments are more complete, merchandise is fresh, unique and exclusive gifts are here in quantities.

We maintain our rigid standard of quality at reasonable prices, demonstrating that there is real economy in quality.

Every year adds to the number of our customers who plan to get their Christmas shopping done early before the rush days start. And what a pleasure it is to shop now and choose gifts when stocks are so new, so fresh, at the Christmas Shoe Store for men, women and children.

Wednesday will be busy, Thursday will be busier, Friday and Saturday our store will be packed. This four-day sale will undoubtedly be the big feature of our twenty-four-day wonder. We judge this big four-day Christmas shoe sale to be our greatest effort. Proving the supremacy of values that emphasize in no uncertain way that this economy shoe store is a real money-saving centre.

STORE OPEN EVENINGS TILL CHRISTMAS.

WOMEN'S COSY SLIPPERS
With padded soles, interlaced with ribbon; very effective in all colors, blue, brown, red, grey, black, etc. Special, 98c
Cosy Slippers—Every woman will appreciate old rose, silver, blue, pink, etc. Beautifully made high-cut with pompoms and ribbon interlacing. See these; worth $2.50, for $1.89

JULIETS ARE PRACTICAL CHRISTMAS GIFTS
See our Felt Juliets in all the pretty colors—blue, brown, old rose, grey, red, etc. Many with real fur trimming. Special ..... $1.69 and $1.98

PLAID ARCTICS
for women; woolly and warm, with colors; a very comfy line. Special $1.33

FOR MOTHER AND GRANDMOTHER
Those Felt House Shoes with fur trimming. Can be laced if desired. Put a pair of these in the stocking. At....$1.98

BOUDOIR SLIPPERS
In abundance; beautiful select kid leather, with large pompoms and padded soles; all colors, blue, mauve, old rose, red, etc. They make such ideal gifts $1.48

HOSIERY
Is on everybody's gift list. Our Hosiery Dept. is a pretty sight—all aflutter with such dainty colors, in silk, lisle, etc.

I WANT A NEW PAIR OF HOCKEY SHOES.
More than one girl will want a pair of Hockey Shoes. We have a large variety ranging in price from..$2.59 to $3.98

WOMEN'S HIGH-TOP BOOTS, $2.98.
These are kid leather, plain toes, Louis heel, all sizes. While they last $2.98

SNOWSHOES!
Bring health and pleasure, best of makes. See ours at $2.48, $2.98, $3.48

WHY NOT A PAIR OF HOCKEY SHOES FOR THE BOYS?
They make such acceptable Christmas gifts. Our prices are so low that every boy can get them here.

A DANDY PRESENT FOR FATHER.
There's no time to lose if you want a nice pair of Men's Felt Slippers, with felt soles, They'll sell fast at 89c

HERE'S WHAT EVERY BOY NEEDS.
Oil Tan Larrigans.....$2.50
Moccasins ...$1.33 and $1.59

PULLMAN SLIPPERS.
Here you will find them in brown or black, made on a full-shaped last, a medium-weight sole. These are one of the most popular slippers for men. Specially priced .... $1.98 and $2.48

MEN'S IMITATION ALLIGATOR SLIPPERS.
Just what you wish at your price, in brown or black. Make him smile on Christmas morning.

MEN'S FELT SLIPPERS.
Most men who wear Felt Slippers will be interested in our line of felts with leather soles and low heels. See these $1.69

FOR OLDER BROTHER.
A pair of nice Plaid Slippers, comfy and warm, all sizes. Regular value, $2.00. Our price $1.48

FOR A MAN'S CHRISTMAS GIFT
we would suggest Brown or Black Neolin-soled Shoes, round, recede or straight last, all leathers, all prices, hundreds of them. Our prices will please you. We have more styles and leathers than you ever dreamed existed.

BOYS' AND YOUTHS' HEAVY RUBBERS.
A large variety and all sizes. Come in and see them.

A Message From Santa Claus

Dear Folks,—After that beautiful fall of snow I couldn't help getting out my reindeer and sleigh and making a visit to London when you were all asleep. I was coming up Dundas street when I was startled by a big Christmas sign with my picture painted on it, and in a jiffy I got out of my sleigh and was inside The Peoples Shoe Store. And what a magnificent display I found there. The store, filled with all those cozy slippers, moccasins, snowshoes, etc., was a wonder. Goodness gracious. I was astonished at their variety, and now if you will take a personal tip from Santa, it will pay you to visit their big 24-Day Wonder Shoe Sale at your first opportunity. There you will find so many beautiful and useful gifts and at such reasonable prices, why they're away down, down. There you can buy two and three pairs for the usual price of one. The Peoples Shoe Store sure is a real money-saving centre. Your old friend, SANTA CLAUS.

MEN'S HEAVY RUBBERS.
Red sole, two-buckle or lace, rolled edge, stub proof..$2.98

CONSULT OUR FOOT-TROUBLE DEPT.
When visiting this Christmas 24-day wonder. We can relieve tired, aching feet, fallen arches and foot suffering of all kinds. Foot Doc., Fixo Corn Pads, Foot Soap, Foot Balm, Foot Powder, Callous Pads, Cushion Heel Treads, etc., always on hand. Bring your foot troubles here—we can help you.

MEN'S TWO-BUCKLE RUBBERS.
With solid red heels, new goods, no seconds; warranted to give good wear.....$2.69

FOOT COMFORT.
Here's what you have been looking for. Dr. Scholl's Chilblain Lotion, a great cure for frost-bitten, tender feet or chilblains. Per package, 25c

FOR THE SOLDIER BOY.
Dr. Scholl's combined comforts—Foot Soap, Foot Balm and Foot Powder, neatly boxed for mailing. Per box 75c

TO OUR OUT-OF-TOWN PATRONS.
Mail orders filled same day as received.

GIVE DAD SLIPPERS.
He'll thank you for a pair of Black Felt Cosy Slippers with padded soles. Regular $1.25 value. For 98c

THIS COLD WEATHER
means an urgent demand for Felt Shoes. See our line of felts. The shoes with felt soles, leather soles and our felt foxed shoes. Prices from ..... $2.19 to $3.48

AFTER A HARD DAY AFOOT
put them into a pair of our Plaid Arctics with buckles. They are cosy and comfortable. Our price $1.89

MEN'S FINE SHOES AT $2.98.
Why worry "bout" the high cost of shoes. We can give you a good calf shoe with nice round toes, sold usually at $4.00, for $2.98

FOROLD SANTA'S PACK.
Juvenile Suit Cases, 50c value. Christmas sale price 29c

CLUB BAGS.
You can do no better than to give him or her a nice Club Bag. Our range is large and choosing is so easy here. Prices ..... $1.98 and up
Oh, Ho! Oh, Ho! The Teddy Bears are here!

GREAT SAVING ON CHILDREN'S SLIPPERS.
Cosy, Juliet, Teddy Bear, Plaid and a great many other kinds too numerous to mention prices. They are very pretty. Put a pair in Santa's pack.

IF IT'S OVERSHOES YOU ARE LOOKING FOR
we have them with one, two to four buckles. They are very warm and serviceable to you out-door men. Our prices range from.....$1.98 to $3.98

A SNAP IN RUBBERS
We Overshadow Competition. The scissor route on Men's Rubbers to fit all low heels; new goods. While they last 89c

WOMEN'S RUBBERS AT 69c
Here's a chance of a lifetime. Women's Fine Rubbers to fit low or medium heels, sizes 2½ to 7. Sale starts Wednesday morning, 9 a.m. You will have to hurry for these at.....69c
Ladies' Rubbers to fit any style shoe 89c

EXTRA! EXTRA!
Here's your chance, mothers! Youths' Rubbers, sizes 11 to 13 ..... 59c
Infants' Rubbers, sizes 3 to 10½ 49c

ATTRACTIVE PRICES IN SUIT CASES
98c, $1.29, $1.49, $1.98, $2.48 and up. Buy your Suit Cases here. We can save you money.

THE PEOPLES SHOE STORE

THE BIG CHRISTMAS SHOE STORE.

131 DUNDAS STREET. 12 MARKET SQUARE.

A Page of Interest to Women

SOCIAL AND PERSONAL

Our readers are invited to phone all news of this kind to the society editor. Phone 3670.

* * *

T. J. Hodgins of Mexico City is spending the Christmas holidays with his sister, Mrs. G. E. Gilmour, Simcoe street.

* * *

Miss Madeline Grant spent the week-end visiting friends in Kitchener.

* * *

C. M. Barber, president of the Studebaker Motor Company of Albuquerque, New Mexico, is visiting his sister, Mrs. Alex. Grant, also Mrs. Barber, Talbot street.

* * *

A most delightful concert and Christmas tree was held in the Sunday school room at Mosa recently, and was largely attended. The following took an active part: Miss Gladys Comber, Mrs. Gordon McLean and James Munroe. Drills and choruses were given by the pupils, and were warmly applauded.

Miss Catherine Ferris of Wyoming is spending a few days in the city with relatives.

* * *

The St. George's Mothers' Club will hold their last meeting until after Christmas today in the St. George's schoolroom. All mothers are cordially invited.

* * *

Mrs. William Everett of Toronto, formerly of London, with her daughter, is leaving today for Texas.

* * *

Mrs. John Clark has returned to her home in Galt after a delightful visit with friends and relatives in town.

* * *

The many friends of Ernest Cortese will regret to hear that he is confined to his home with grip.

* * *

The many friends of Frank Griffiths will regret to hear that he is in Victoria Hospital suffering from blood-poisoning.

JIMMY COON STORIES

By Dr. Warren G. Partridge.

JIMMY COON TAKES PETER RABBIT TO BUY A PAIR OF PANTS.

Jimmy Coon called to see Peter Rabbit one day. For Peter had been confined to his bed several days. You ask me if Peter Rabbit was sick. Oh, my no! Peter wasn't sick. But he had torn his pants, all into little bits, trying to escape from Mr. Red Fox. And the only way he saved his precious life was to dodge in and out among clumps of brambles and thorn bushes. And his pants were torn into tatters.

Peter Rabbit was very modest, and he hid in the bramble bushes until after dark, and then sneaked home in the blackness of night to get his supper, going into his house by the back door.

Now this was awful hard luck for Peter Rabbit, for he had only one pair of pants to his name. His only pair of pants had been patched and patched many times before. And now there was nothing left to which his fond mother could sew another patch.

So poor Peter Rabbit had to go to bed and stay for two or three days. His mother had a very large family, and it was hard for her to make both ends meet, especially in regard to pants for all her boys, who were so hard on pants.

His mother had a very large family, and it was hard for her to make both ends meet.

Jimmy Coon has a very good heart, and when he heard that poor little Peter Rabbit was staying in bed because he had no pants to wear, Jimmy decided to call on Mother Rabbit and help the family out in their great trouble.

And when Jimmy Coon reached the Rabbit residence he said to Mother Rabbit, "Mrs. Rabbit, I know a second-hand clothing store where I can get Peter a nice new pair of pants very cheap indeed! Can I take Peter to the store and get him a pair?"

"Thank you, Jimmy Coon," answered Mrs. Rabbit, with a pleasant smile. "You are a friend in need. Peter can go at once. Now I trust your judgment, Jimmy Coon, to get Peter a nice pair of pants, that will fit him well, and be sure to get them cheap, for we feel the pinch of the hard times and the high cost of food during the war, and Father Rabbit has had no work for several months!"

And Jimmy Coon was very happy, and ran into Peter's bedroom to tell him the good news. And little Peter was delighted; but he asked in dismay, "How can I get to the clothing store without my pants?" And little Peter began to cry. And Mother Rabbit ran into the bedroom and gave little Peter a big hug to comfort him, and she said, "Now little Peter, you brush away those tears right away. I have a nice plan. Here's my nice new shawl, and I'll just pin that around you; and no one will notice that your pants are gone!"

So Jimmy Coon and Mother Rabbit got the shawl pinned around little Peter Rabbit very nicely. And Jimmy Coon and Peter Rabbit started for the second-hand clothing store. But you would have laughed yourself into fits if you had seen how funny little Peter Rabbit looked dressed up in his mother's new grey shawl!

Tomorrow—Jimmy Coon and Peter Rabbit Get Angry.

DAILY BIBLE QUESTION CLUB

SUGGESTIVE QUESTIONS ON THE SUNDAY SCHOOL LESSON.
By Rev. T. S. Linscott, D.D.

"Nehemiah Enforces the Law of the Sabbath." Nehemiah, xiii., 15-22.

Golden Text—"Remember the Sabbath Day, To Keep It Holy." Exodus, xx., 8.

"Advent of the Messiah." (Christmas Lesson). Matt., ii., 1-12.

Golden Text: There is born to you this day in the city of David, a Savior, who is Christ, the Lord." Luke, ii., 11.

5. Give your own idea of this star that the wise men saw, which indicated to them that a Jewish king had been born; was it objective or only subjective?

6. Were the wise men right in their opinion, that Jesus was "the King of the Jews," as they were in the fact of his birth?

7. Verse 3. What is the evidence for, or against, the idea that it was God's original intention for Jesus to be the literal King of the Jews, as the wise men stated, and as Herod feared?

8. Why should Herod and "all Jerusalem" be troubled at the announcement of the birth of a Jewish king?

CEETEE UNDERCLOTHING
Guaranteed Not To Shrink.

Cynthia Grey's Mail-Box

Whooping Cough Cure.

Dear Miss Grey,—Some time ago a lady sent in a recipe for the cure of whooping cough. I believe it was "Faded Lily." She said to get 75c worth of something. I can't remember what it was now. Won't the lady telling about it curing her children please write and tell me so I may get it made up, also how to take it, as I fear very much my little girl is getting it. And would it be all right for a grown-up to take if they were to get whooping cough, as my husband and myself have never had it yet?

I would be ever so much obliged for a early reply, as I am

MOST ANXIOUS.

Ans.—As I chanced to retain a clipping of "Faded Lily's" remedy she will not mind, I know, if I print it at once, without waiting for her to reply: "For whooping cough get 75c worth of bromafoam at the drug store and give just one drop in a little milk three times a day. This remedy cured my three children after my baby boy died last summer."

Perhaps Someone's Heard.

Dear Miss Grey,—Just a few hurried lines to ask you if you can give me any information as to whether the military hospital on Cogswell street at Halifax was destroyed by the explosion? It did not give particulars in the paper as to what buildings, etc., were destroyed. My, but it was terrible, wasn't it? I sincerely hope this building is safe, as I know a dear soldier boy there that has been invalided home from England twice.

I had a lovely letter from "Aunt Nannie," Miss Grey, and one from one of my loneliest.

STAR OF THE EAST.

Ans.—I've inquired in various quarters, and scanned our files, but can find no mention of the building you name. It is possible, though, I have not directed my efforts along the right lines. If any reader of the Mail-Box has word of this building, whether safe or otherwise, it will be a kindness to "Star of the East" to let her know.

For Soldiers' Kiddies.

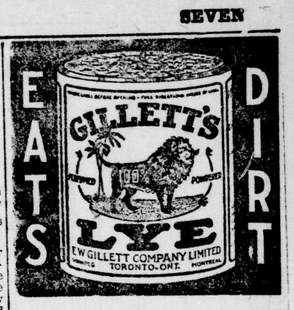
Dear Miss Grey,—Here comes "English Bunny" again. I am inclosing 25 cents in stamps for the children's Christmas tree. Will you please see that it is given in?

Mother made "A Gem's" Christmas cake. It is just fine. I felt like getting up in the night and eating it. I am inclosing a recipe for coughs and colds on the chest: 5c sassafras oil, 10c camphor gum, 2 tablespoons lard, 8 tablespoons coaloil. Dissolve in a bottle all together. When it is used soak a rag night and morning, and lay it on the chest. When taking off be careful not to take cold again. Tear piece by piece off and you will soon find relief.

I am still knitting for the soldiers. Will sign myself as before,

ENGLISH BUNNY.
(Age 12.)

Ans.—You are a good little "Bunny" to be thinking of the soldiers' kiddies' Christmas. The donation is handed in with pleasure. "Gem" could scarcely have a warmer recommendation for her recipe than that longing of yours to creep to the pantry and nibble! When you call again tell us how many pairs of socks you have knit, "Bunny."



Whenever the children suffer from earache, think of

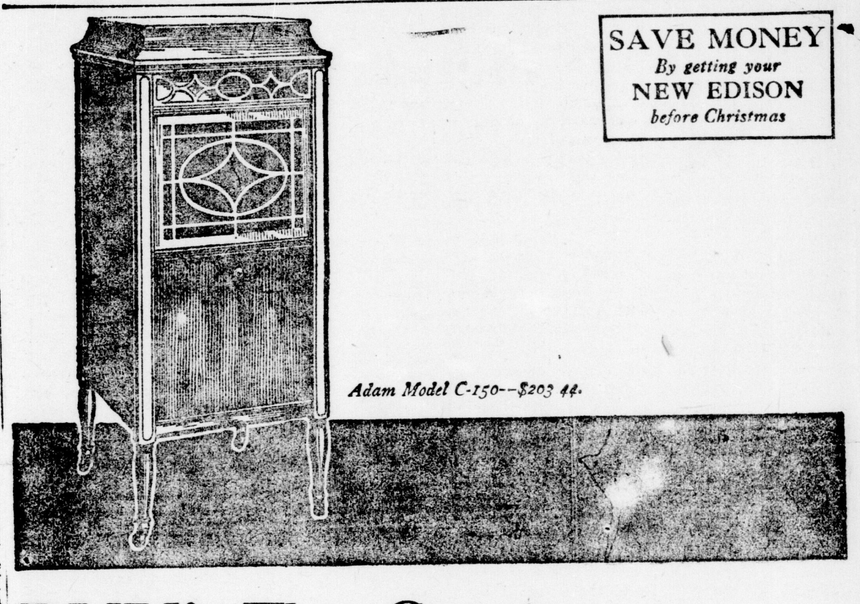
COMPASS OIL

Three drops, heated in spoon, and dropped into ear, cures.

HORLICK'S
Malted Milk for Infants
A safe milk diet, better than cow's milk alone. Contains rich milk and malted grain extract.

LUX
Won't harm anything that pure water may touch—Won't shrink.

SAVE MONEY
By getting your
NEW EDISON
before Christmas



Adam Model C-150—$203.44.

BUY! *This Genuine* NEW EDISON

DIAMOND-DISC PHONOGRAPH

Before The Price Goes Up!

YOU can save enough, by purchasing your New Edison NOW, to secure a nice little record library. If you intend to get a phonograph by next summer, do so NOW and save this real money.

THE greatly increased cost of all materials has made it necessary to increase prices, but, while practically every leading Talking Machine Company, *except Edison*, has taken advantage of the big Christmas demand and increased their prices NOW, Edison, with the same consideration for the public that has marked his every move, is not increasing his prices until January 1st, 1918.

HE has done this for YOU, because *his* costs have increased as much, if not *more*, than the others who have already raised prices.

BUT, in addition to actually saving money by purchasing your New Edison NOW, you bring to your home for Christmas the Priceless Gift of Music's Re-creation. In contrast to the metallic approximation of Talking Machines, the New Edison reproduces the human voice with such fidelity and accuracy that no human ear can detect a shade of difference between the living artists and the New Edison's Re-creation of their voices—or instrumental performances.

YOU will appreciate the great advancement in sound production the New Edison has accomplished just as soon as you hear it. Come to our store now, while there is still time to make the saving in price and secure your NEW EDISON for Christmas.

WM. McPHILLIPS
189 DUNDAS STREET.