

AD CLUB MEETING
SPICIER THAN ANY
ARRANGED IN YEARS

Comparative Prices Will Continue To Be Used, Is Debate's Result.

PRESIDENT IS THANKED

Authorized To Revise Draft Constitution—Sing-Song, Skit, Movies Enjoyed.

Someone once said that variety is the spice of life. If that be true, then the London Advertising Club was guilty of conducting on Monday night one of the spiciest meetings ever held in this city, when its members gathered in St. Peter's Parish Hall. Moving pictures, a four-act skit, a lively debate, musical numbers, funny stories, a sing-song, reports of committees, the president, John Cottam, resolutions, good cigars and a buffet luncheon served by the ladies of St. Peter's, were the ingredients that were mixed into the evening's concoction, giving it such a kick that it will long be remembered by those who were fortunate enough to be present.

The serious event of the evening was the debate. On it hung the fate of the system of marking comparative prices on goods and in newspaper advertising during sales among many of the merchants of this city. As the pro side, a majority of about 80 out of 90 votes, by actual guesswork on the part of the president, it is quite likely that Londoners will still see signs reading "Was \$1.00, now 99 cents" for a long time to come.

Shake Confidence.
H. B. Muir read a paper prepared by T. B. Elliott of Smallman & Ingram, attacking the system. He said that in the use of the comparative prices the merchant opened himself to the danger of exaggerations. The abolition of comparative prices would put an end to many costly mistakes. He said that mistakes shake the confidence of the buyers.

Mr. Elliott claimed that the ad writers were fond of using the comparative figures in advertising sales and reductions, because they felt that it was easier to tell the story in figures than in words. They also sometimes believed the fallacy that figures do not lie.

The writer stated that the system of comparative prices dated back to the time when merchants used every means in their power to hide the real cost, prices and profits from the buying public. He thought that the times had changed, and that this was no longer advisable. In fact it was a constitutional weakness.

Along with the comparative prices, Mr. Elliott attacked the sales which every merchant makes use of to unload stock. If an article was valued at \$25 he believed the merchant should spend his time convincing the public that this was so, rather than using cut prices to dispose of it. He said that reduced prices gave indications that something was materially wrong with the buying system or the management.

Plain English.
Among the many objections to the reduced prices were that they misled customers, it educated them to wait for sales; it led department heads to buy too much; it tended to create discontent among customers when the sales had ended. He also decried the "cut price" system.

He was supported by a brief talk by Mrs. E. C. Bowker, who said that she, too, was against the resolution. She explained that her peculiar way of voting was not unusual, and that she was not a member of the club.

W. Gartshore asked an explanation of her action. Mrs. Bowker believed that the prices had been boosted before they were cut.

P. Reid, advertising manager of the Thomas Furniture Company, supported the comparative price system. He said that it had proved successful in the business with which he was connected. He also claimed that the manufacturers were also quoted in the prices when they showed reduction in prices.

Give Reason Why.
L. J. Patterson of Dewar's gave a convincing talk on why comparative prices are successful. He said that sales disposed of broken lines which could not be sold by other means. A sale of certain articles as leaders was invaluable in attracting customers to the store. He also claimed that some people who sought only for bargains would not buy unless comparative prices were shown.

H. Muir was of the opinion that if the merchant had the choice of the buying public sales and comparative prices were beneficial.

The following resolution was moved by T. B. Parkinson and seconded by H. B. Muir. It carried unanimously.
1. That the advertising club shall hereafter be conducted in accordance with the draft constitution written by the president and approved by the members.
2. That the thanks of the club be tendered to the president for his plan of organization and chart of activities outlined in the draft, and for his long-continued labor connected therewith.

3. That the president be authorized to continue his revision of the said draft in conference with any member who may have any suggestions to offer.
4. That after approval by the board of directors the revised draft of the draft constitution be presented to the club for consideration.

Became Member.
G. L. Spry, giving the report of the better business committee, attacked several ads which had been inserted in the local papers by both out-of-town firms and local business houses. He had taken up certain revised ads with their originators, and had been promised corrections. One of the merchants became a member of the club as a result of the criticism.

Mr. Cottam announced that F. St. Lawrence had been appointed the head of the club study bureau, for the purpose of bringing all the members who were not familiar with the different phases of advertising in touch with men who could lecture and instruct them. He also announced that Rev. G. A. Leichter, who recently became a member of the club, was appointed head of the church advertising bureau. Mr. Leichter had promised to use his influence to bring the clergymen of the city in touch with the members of the club, so that all could be benefited.

Show Evolution.
A skit showing the evolution that has taken place in the manufacturing of utensils and the marketing since the pioneer days was staged under the direction of B. George Clarke, advertising manager of McAlroy's. He was ably assisted by H. Chadwick and others.

The first scene showed the slow method of manufacturing tin utensils by hand. The next scene brought back the memory of olden days, when a junk dealer's wagon was brought on to the stage and tinware was traded for rags and iron. The third scene portrayed the interior of a modern hardware store.

Gifts with the Personal Touch Appeal to All Femininity at Christmas

Beautiful Lingerie has become a part of every man's and every woman's gift lists. While it is of more or less personal nature, you have some member of your family whom you can greatly please with a bit of lingerie selected from the pretty styles and materials shown here. The Christmas blouse shop, too, has been established, showing the very latest conceits for sports, street, reception and evening wear. All the newer materials and designs are represented.

Dainty Lingerie For Christmas Gifts

Nothing could be more pleasing or acceptable. In our display this year we are showing some very beautiful and exclusive styles in silk and satin, crepe de chine, French hand embroidery, Philippine and Japanese hand-embroidered garments.

Nightgowns of beautiful quality crepe de chine, washable satin, habutai, konge and shantung silks, trimmed with hemstitching, pretty laces and medallions, georgette crepe and dainty hand-embroidered designs, made in flesh and white. Prices ranging from \$6.00 to \$20.00

Envelope Combinations, several different styles, made of heavy habutai silk, crepe de chine and wash satin, trimmed with georgette crepe, tucks, fine laces and insertions, hand-made fillet edgings and medallions, pretty hand-embroidered patterns and hemstitching; made in flesh or white. Prices ranging from \$3.75 to \$18.50

Ladies' Knickers and Step-Ins, of lovely heavy quality crepe de chine, wash satin, shantung, konge and habutai silks, trimmed with georgette crepe, hand-made fillet lace and medallions, hemstitching, tiny French flowers and ribbon; made in black, white, flesh, orchid and natural. Prices ranging from \$3.00 to \$12.50

Princess Slips, made of beautiful wash satin and habutai silk, trimmed with fine shirtings and ribbon; made in flesh or white. Prices ranging from \$12.50 to \$15.00

Ladies' Petticoats, made of habutai silk, crepe de chine and satin, trimmed with pretty laces and hemstitching; made in flesh or white. Prices ranging from \$5.75 to \$15.00

Shadowproof Petticoats, made of heavy white satin, trimmed with hemstitching. Price \$15.00

Coiffrettes, Toilet Water Perfumes, Etc.

Among the most popular gift suggestions this season is the Coiffrettes. They are put up in all the following popular toilet preparations:

Mary Garden, in the pretty Christmas red box with satin lining, consists of Toilet Water, Perfume, Face Powder, Talcum, Rouge and Lipsey. Prices from \$7.00 to \$10.00

Djer-Kiss Coiffrette, dainty padded box in Oriental colorings; one very popular one consists of Toilet Water, Powder and Talcum. Specially priced \$3.75

Also one with Perfume, Rouge, Face Powder and Talcum. Complete \$5.00

One handsome Djer-Kiss Set consists of Face Powder, Toilet Water, Talcum, Perfume, Compact Rouge, Sachet and Soap. Complete set \$10.00

Minty's Popular Toilet Preparations make a lovely Coiffrette in real Violet or Lilac odor, Perfume, Powder and Toilet Water. Specially priced at \$3.75

Dainty Boxed Perfumes from 30c to \$3.00 box

Minty's Toilet Water, in Violet, Rose Bloom, Lilac, Jack Rose, Dorisina, Brise Chamante, in pretty frosted bottles. Price \$1.00

Minty's Famous Violet and Lilac Toilet Water, frosted bottles. Price, 75c each



Beautiful Blouses For the Holiday Season

Smart Overblouse of heavy quality navy satin, handsomely beaded and embroidered in front, with tie girle at back; the full-length set-in sleeve and square-cut beaded neck are piped with henna satin. Price \$26.00

Very beautiful is a model of black georgette, featuring the loose panel in front, heavily beaded with jet and cut-steel beads; the V-cut neck and sleeves have smart edging of jet beads. Price \$35.00

Another high-class Overblouse of black georgette; the front panel is trimmed with large jet beaded motif; the back panel, V-neck and sleeves have dainty beaded edging; the gold ribbon tie at waist is very distinctive. Price \$32.00

A very smart model is a Brown Satin Overblouse, embroidered in front with henna silk and large georgette and silk henna flowers; this model fastens at back with the girle at waist. Price \$25.00

A brown georgette is very new, elaborately beaded and embroidered with orange silk and jet beads; the square-cut neck, cuffs and bottom of garment have piping of orange satin. Price \$27.50

Velvet Slipover Blouse, finished at neck and sleeves with accordion-pleated ruffles; the neck and bottom of garment have piping of satin; the girle at waist; comes in navy and black. Price \$10.50

Soft Satin Slipon, trimmed with fancy silk braiding at bottom and top of garment; the three-quarter set-in sleeve has fancy cuff finished with piping. Comes in navy or covert. Price \$12.00

BOUDOIR CAPS

The dainty gift for ladies, young or old. They also make a most acceptable gift for the sick one.

Many charming styles; some are made of all net, daintily trimmed with lace and ribbons, while others are made of messaline or silk crepe de chine, with soft frills of net or lace, in sky, flesh, helio, maize, etc. A splendid collection to choose from, ranging in prices from 50c to \$3.50 each

Dainty Fillet, Maitese or Guipure Lace Collars, in the tuxedo, round or square styles; just the thing to brighten up the little one-piece dress of silk or serge, etc. Prices from 75c to \$5.00 each

Collar and Cuff Sets, in many pretty styles, with the little frills of lace or net, or made of all lace, satin or pique. Prices from \$1.50 to \$3.50 set

Smart Fronts for the dress or sweater, with net or lace frills or insertion and puffings, in acru or white. Prices from \$1.75 to \$4.75

SMALLMAN & INGRAM LIMITED



Patronize This Worthy Effort

We are giving space tomorrow for the display and sale of Toys, Basketry, Trays, Sweaters, Furniture, Fancy Weaving, etc., from the Vocational Department, Disabled Soldiers, Wednesday to Saturday—four days. East Main Entrance.

MACHINE GUN BRIGADE TO MARCH OUT TONIGHT

Weather permitting the 2nd Canadian Machine Gun Brigade will hold a march out through the principal streets this evening. All members will be in uniform and will be headed by the Machine Gun Brigade Band, which was organized several months ago and which has some of the best bandmen in the city in its ranks.

WIRELESS CLUB ELECTS OFFICERS; GIVEN NAME

Further plans in connection with the wireless club which will be affiliated with the London Y. M. C. A. were discussed at a general meeting in the Y. last evening. Over thirty boys turned out to hear the reading of the constitution, which was drawn up by a special committee. Captain J. M.

Dickinson, who was elected first vice-president, tendered his resignation owing to other business, and Ronald Gurd, who was elected second vice-president at the first meeting, was elected to fill the vacancy. L. Volter will assume the duties of second vice-president. D. Hutchinson will fill the position of secretary, and De Courcy will be treasurer. The latter was formerly secretary-treasurer. It was decided that the club be called the Y. Radio Research Club.

MIDDLESEX MASONS WELCOME D. D. G. M.

A large concourse of members and visiting brethren gathered at Middlesex Lodge, No. 273, A. F. and A. M., on the occasion of the official visit of District Deputy Grand Master L. W. Boss of London District. The first degree was exemplified in a most capable manner by W. M. Brother James Smibert, who was ably assisted by Bro. E. T. Essey, D.D. grand master.

by the senior and junior officers. At the close of the evening's work the lodge was opened in the fourth degree and all enjoyed a buffet lunch served by the junior warden, Brother Gordon MacPherson. P. M. Bro. George Kenny of Middlesex Lodge was appointed to the chair. Bro. Boss then gave a short fraternal address. Bro. Nash of London then led in a most enjoyable sing-song, which was followed by an address on "Canada's Part in the Empire" by Wor. James Smibert, who was ably assisted by Bro. E. T. Essey, D.D. grand master.

STEAMER ARRIVALS.
At Southampton—Imperator, from New York.
At Liverpool—Kaiserin Aug. Vic. from New York.
At Rotterdam—Noordam, from New York.
At Cherbourg—Aquitania, from New York.
At Norfolk, Va.—Trevalgan, from Montreal.
At Port Natal—New Brunswick, from Montreal.
At Halifax—Canadian Navigator, from Montreal.

Enlargements

from your choice negatives make ideal pictures for the home.
J. H. BACK & CO., 210 Dundas, ywt
from Glasgow.
At Halifax—Saxonia, from London.
At New York—United States, from Copenhagen.