

Christmas Shopping On Deposit Payment Plan

Fur Coats

If you have furs to buy, buy them now. Assortments here are enormous, qualities are magnificent, styles are superb, and prices are far, far below the prices you will pay later in the season.

FRENCH SEAL COATS

Alaska sable and opossum trimmed, finest quality, beautifully made and finished, fancy silk lined, full belts, pockets.

\$120 Up

Hudson Seal Coats

Alaska sable, beaver and opossum trimmed; beautiful, lustrous skins, pussy willow lined, extra deep cape collars and bell cuffs; quality and workmanship absolutely guaranteed. Special price.

\$295 TO \$335

Mink Marmot Coats.
Special at... \$95.00
French Beaver Coats.
Special at... \$82.50
Muskrat Coats, plain
or trimmed
... \$95.00 to \$175.00

We Have Also a Variety of Beautiful Scarfs,
Neck Pieces and Capes.

Compare the Quality and Prices of Our Furs
and Fur Coats With Others.

A DEPOSIT WILL RESERVE YOUR SELEC-
TION UNTIL YOU NEED IT.

ROYAL MILLINERY AND FUR CO.

246 DUNDAS STREET.

Deposit Payment Plan For Xmas Shopping Is Popular

London Merchants Find That Many Would-Be Early Shoppers Without Cash Adopt New Scheme.

Do your Christmas shopping early!
This is an old familiar cry. Its object is humanitarian. It is designed to afford relief to the tired store clerks in bringing about an ease-up during the last couple of days before Christmas.
But in the past, as now, there has always been one big fly in the ointment, and that is the fact that the would-be early Christmas shoppers have been in a great measure prevented from doing their part by lack of funds. In other words, the spirit and desire were there, but the necessary wherewithal to put it into execution was lacking.
And merchants, who have from year to year lent their voice to the early shopping call, soon came to realize why the cry fell, for the most part, on deaf ears, and they set out to find a solution.
It begins to look as if they have found it.
Christmas shopping on the deposit payment plan. Buy the article today. Pay down a small amount. Pay a little each week. By the time Christmas is around the article is paid for.
A two-fold object is achieved. The purchaser has saved. The Christmas rush at the last hour is reduced by the number of buyers who have adopted the new plan.

London merchants declare that the scheme is rather new to London as yet, and so will take some time to get it going on a large scale. There are, however, merchants who have conducted large accounts of this nature for years, and they have reported that their sales have been steadily climbing. They find this particularly applies to young working girls, who are bent on a new coat or hat for Christmas and have not the funds to lay down the cash for it and buy their other presents. However, to make sure that they will be able to buy all, they simply buy their presents on what is commonly called the installment plan.

There are many who object to this scheme because they don't like to take a chance on their friends finding out that they are buying on the installment plan.

This is absurd.
There are banks in the city that conduct purely Christmas shopping accounts. Weekly or monthly, as the case may be, the depositor makes his or her payment of a dollar or so, no matter the amount, and at Christmas time draws the money out and pays it over to the merchant.
The deposit payment plan is just the same thing, only the money is paid to the merchant instead of to the bank, and there is the added blessing that the early buying has been done, carrying with it the benefit of an early and less hurried selection than must be made at Christmas time.
London merchants are expecting the deposit payment plan to go over big this year.

HOOSIER

THE SILENT SERVANT WITH A HUNDRED HANDS

WHILE THE HOOSIER KITCHEN
CABINET CLUB IS NOW ON
THIS WOULD BE

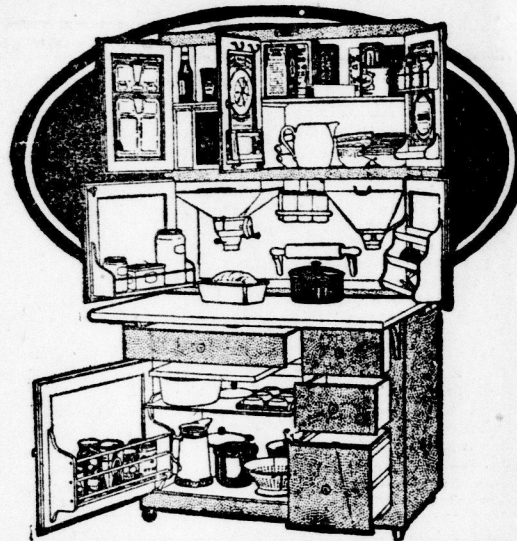
An Exceptional Time To
Make a Choice

\$1 will secure any Hoosier for future
delivery, and small weekly pay-
ments will make it easy for you
to make a present to wife or
mother.

SEE THE \$12.00 KITCHEN CUTLERY
SET GIVEN FREE WITH THE HOOSIER
BEAUTY CABINETS.

**WM. TRAFFORD
FURNITURE CO.**

129 DUNDAS ST. 11 MARKET SQ.



DON'T WORRY!

Suggestions
for Gift-
Giving

Kitchen Cabinet
Electric Washing
Machine
China Cabinet
Divanette
Piano Lamp
Table Lamp
Library Table
Sectional Book-
case

Join
Our Christmas
Club

Christmas is only nine weeks away, and now
is an opportune time to make your gift selec-
tions.

There is no need to worry where the money
is going to come from to purchase your gifts.
Join our Christmas Club and we'll help you
finance them. By joining our club during the
next week you may select any article and have
it delivered to any address Christmas Eve.

The conditions are simple: You pay only one
dollar, providing purchase is made before October
21, and one dollar each week until goods are
delivered. Any balance remaining at time of
delivery can be paid either in full or on our con-
venient club plan. Don't put off becoming a
member of our club. Come in today and have
one of our salesmen explain this fully.

KEEP YOUR EYES ON

THOMAS

PRIZE OFFERED FOR BEST YELL FOR WESTERN "U"

Athletic Association Seeks to Secure
"Varsity Yowl."

Although Western University has
made remarkable progress during the
past few years, and now numbers more
than 700 students on the attendance
roll, that institution does not possess
a distinctive university yell, or "var-
sity yowl" as the students term it.
Because of this state of affairs the
director of the Western University
Athletic Association is offering prizes
for the best original compositions on
the part of students to be utilized at
football, basketball and other games in
which teams representing Western
participate.

The yells must be forwarded to M.
L. Blake, physical director at Western
University by next Wednesday night.
All yells submitted will become the
property of the Western University
Athletic Association, and may be used
at the discretion of the directorate.
Announcement of the contest to the
students asks for "a good, snappy
yell," and two prizes will be offered
for the best, one to the College of
Arts students and one to the College
of Medicine.

It is rumored that students of the
latter department have already pre-
pared a university yell which is "a
good, snappy yell," but it is doubtful
if it will pass the board of censorship
to be instituted next week prior to
awarding the prizes.

YOUNG PEOPLE EXTEND WELCOME TO STRANGERS

Resume "Social Hours" After Sunday
Evening Service at St. Andrew's.

At St. Andrew's Church, Sunday, at
10 a.m., the St. Andrew's Brotherhood
will hold its first meeting for the fall
term, Rev. D. C. MacGregor speaking.
In the evening at the close of the
service the young people of the congrega-
tion will hold a meeting in the
church parlor, to be followed by a so-
cial hour.

HAS ARM BRUISED WHEN HIS CAR TURNS TURTLE

In an auto crash at Wellington and
King streets on Friday evening, O.
Kellor of Frances street had an arm
severely bruised and cut when his car
turned turtle after colliding with An-
other car being driven north by R. C.
Griffith of Westminster Township. Mr.
Kellor was driving east. Both cars
were considerably damaged.

SAILINGS.
From Montreal—Metagama, for Liver-
pool; Imberton, for Rotterdam; Lord
Antrim, for Dublin; Brant County, for
Antwerp.

Your Portrait for Christmas

THE VERY THING!

MAKE YOUR APPOINTMENT EARLY.

The **Darragh** Studio

214 DUNDAS STREET.

(Successor to Edy Bros.)

"Particular Photos for Particular People."



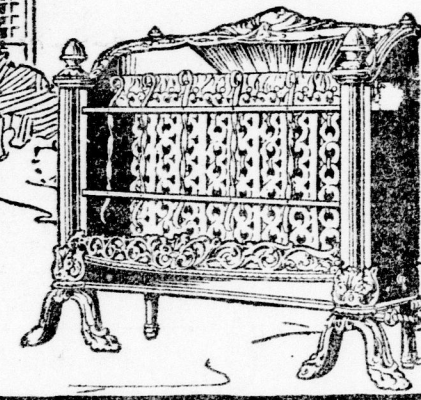
Fickle Autumn Winds

that blow hot and blow cold, that roast you at
noon and chill you at night. Your furnace
cannot help you; it is too early for that. And
log fires, if you have fireplaces, are a mixed
blessing at best.

And yet you can keep your house at an even
temperature through the uncertain days of
Fall. You can have always at your command
a clean, instantaneous source of steady heat
if you use a Welsbach Gas Heater.

The beauty of it will appeal to you instantly,
the automatic lighting feature will save you un-
told trouble, and its durability and economical
operation will cut down your fuel bills. Come
to our salesrooms today and let us show you
other and exclusive features of the

**Welsbach
GAS HEATER**



A SMALL DEPOSIT AND MONTHLY PAYMENTS WILL SECURE THIS HEATER.

The Gas Appliance Co.

PHONE 922.

213 DUNDAS STREET.

Make an Appointment Now-- For Your Christmas Photographs

You will avoid that last minute
rush and also assure yourself of
complete satisfaction.

You only need to make the usual
deposit at the time of your sitting
and we will finish your pictures
and have them ready for
delivery at any time before
Christmas.

GLEASON THE PHOTOGRAPHER

London Loan Building.
Corner Dundas and Clarence Streets.
Phone 2568.

ORTH OPENS WITH A CLUB PLAN

For You To Buy Christmas Gifts for All Mankind

Select any suit of clothes or any of our fine overcoats, ready-to-wear or the Hoberlin way (custom-tailored or to your measure), pay us a deposit, and if you prefer a weekly payment plan, we retain the garment for you as late as Christmas delivery.

40% Discount Very Special Offer---A Guaranteed **\$39.50**
INDIGO BLUE SERGE SUIT

This is Hoberlin Custom Tailored to Your Measure, and the serge is the best \$65.00 value of today. We can sell our allotment of 43 suits only, as the material is limited. We advise you to get your order placed for this wonderful blue serge suit. Make weekly payments of an amount convenient to yourself, and in short order you have the finest custom-tailored suit made at \$39.50.

Here Is the Greatest Overcoat Offer In London

We have 100 Black Beaver and Melton Cloth Overcoats to go at \$16.95 each. Not in seven years have we had such an offer, so look into this Saturday night or the first days of next week. You cannot afford to miss saving \$20.00 on your winter overcoat.

Orth's Young Men's and Men's Ready-to-Wear Suit Department is full of good values for fall and early Christmas selection. We have the best at \$19.00 to \$45.00 on display on second floor, where no rents are applied to cost. That's why we lead in values.

Gifts For Men

NEW WOOL SCARFS \$1.50 to \$3.50
NEW NECKWEAR .50c to \$1.00
NEW SHIRTS \$1.50 to \$5.00
NEW SOCKS, silk and pure wool .50c to \$1.50
NEW BELTS \$1.50 to \$2.50
NEW SUSPENDER SETS, 25c to \$1.50
NEW PYJAMAS \$2.50 to \$3.50
NEW HATS \$4.00 to \$9.00
NEW GLOVES \$1.50 to \$4.50

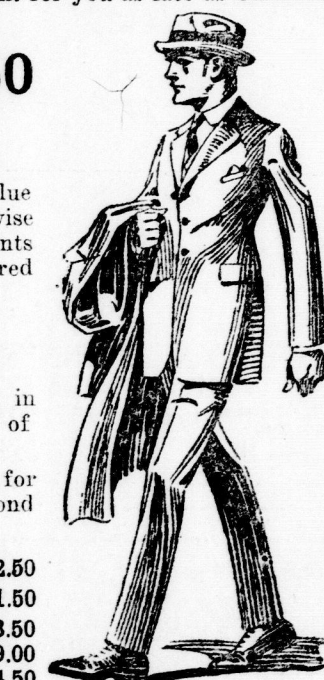
ORTH'S UNDERWEAR DEPARTMENT OFFERS

STANFIELD'S, WATSON'S, WOLSELEY'S, PENMAN'S, MERCURY MILLS AND CANADIAN KNIT BRANDS, in two-piece and combination garments. Note, we carry stouts and long, slim combinations and separate garments.

You'll Like the Splendid Service
We Give You. Try Orth's, the
Men's Store for Christmas and
Everyday Shopping.

ORTH, LTD.

ON THE CORNER OF DUNDAS AT CLARENCE.



Ladies Specially Invited, as We
Can Offer Excellent Values You'll
Appreciate.

The Christmas Shop of Barnard---

Offers Special Facilities for the "Easy"
Purchase of High-Grade
Holiday Gifts.

A Very Moderate Payment Will Secure
Any Article in This Fine Stock
Until Required.

Fine Diamond Rings \$20.00
Ladies' Bracelet Watches, ... \$15.00
Lavallieres and Necklets ... \$6.00
Fine Pearl Strands \$5.00
Bar Pins and Brooches \$2.00

White Ivory, Photo Frames, Parasols
and rare gifts for her home.

FOR HIM—Watches, Cuff Links,
Scarf Pins, Dress Sets, Fountain
Pens, Wallets, Cigarette Cases, Fine
Pipes and everything worth while.

SHOP NOW FOR CHRISTMAS!

Barnard's

Christmas Gift Shop.

399 Richmond Street - - - London.