

**Rowat's Coffee**

Its Popularity Proves Its Worth.  
70c Pound.

Try a Pound Today.

**T.A. Rowat & Co.**

220 Dundas St. Phone 3051-3052.

**Let This  
Be a  
Jewelry  
Christmas**

Our store is ready now with a choice selection of "Gifts That Last." We invite inspection.

**C.H. Ward & Co.**

Diamond Merchants Jewelers and Opticians.  
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"Say it with Flowers"

**DICKS  
FLOWER SHOP**



Is your vision clouded while you are at work? It will benefit both your health and your income to have your eyes examined and the proper lenses made.

**Carlyle  
TREBILCOCK  
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233 DUNDAS STREET.  
TELEPHONE 2351.

**CHRISTMAS CARDS, SEALS,  
TAGS, DECORATIONS**

**Red Star News Co.**  
10 MARKET LANE.

**Quality Vulcanizing  
Only.**

**ART WILKES**

London Tire Repair Depot,  
354 WELLINGTON STREET.  
Opposite McClearys. ywt

**COAL JENKINS'**

Special Domestic  
FOR RANGES, HEATERS AND  
FURNACES.  
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**WEGNER'S**

Wholesale and Retail Dealer in Overalls, Sweaters, Coats, Gloves, Mittens and Raincoats.  
LONDON'S LARGEST HIGH-CLASS WORKINGMEN'S OUTFITTERS  
Exclusive Manufacturers' Agent for the Best Canadian Makes of Overalls.  
WEGNER, The Heart of London.  
371, Talbot St. Phone 1849.  
OPEN EVENINGS. ti

Our fitters are experts. \$1.50 to \$10.00. We save Trusses to fit all needs.  
**ANDERSON & NELLES**  
Cut shows one of our many lines.  
268 Dundas St.

TO THE TRADE

**FURS**

A varied stock of FUR GARMENTS, which typify the season's more exclusive designs, fashioned from high-class pelts and embodying fineness of workmanship found only in Furs of the better grade.

These Coats are not only beautiful, but impress one with the idea of perfect comfort in wearing.  
**HUDSON SEAL COATS**, in plain and trimmed effects, **PERSIAN LAMB COATS**, **CANADIAN MUSKAT COATS**, **ELECTRIC SEAL COATS**, **NEAR BEAVER COATS**, **MARMOT COATS**.

Fur pamphlet, illustrating styles, on application. Mail and Telephone Orders Receive Prompt Attention.

**SPITTAL BROTHERS LIMITED**

Wholesale Furriers and Hatters  
RICHMOND AND YORK STREETS, LONDON, ONT.



**ATMOSPHERE**

That quiet dignity and the atmosphere of peace so noticeable as soon as you enter the doors of this institution were not obtained by chance.

**A. L. OATMAN**

Director of Funeral Service.  
Phone 585. The Funeral Home,  
Cor. King and Colborne Sts.

**The Farmer's Wife:**

Spiced beef and dolls mean Christmas.

There's a Christmas feeling in the house:  
The Christmas cake is made, and two big fat plum puddings on the pantry shelf are laid. The big box up in Mother's room, (keep in it if you dare!) is full of knobby parcels, for there's a Christmas in the air.

December is surely the magic month of the year as far as the children are concerned. How they love to help with all the Christmas preparations, the making of simple presents, getting the fruit ready for the mince-cake, spreading almond icing on the cake, shining the five and ten-cent pieces to stir into the plum pudding. Already they have been down to the bush to choose the Christmas tree, which the ten-year-old says he is going to cut all by himself this year. I think an older member of the family will have to inspect it first, as they have probably chosen one big enough for a community tree in the town hall. We do hope there will be a little snow for Christmas: it is so much more fun bringing the tree home on a hand sleigh, with the two-year-old riding in state among the branches, than it is dragging it over the mud.

Spiced Beef's the Thing.  
The spiced beef somehow got crowded out of the house, and it surely isn't a thing to be neglected. In the old days it was considered one of the most important things to be prepared for the festive season, and was never left to careless hands. I can remember my

**BIG CUT IN COAT PRICES**  
**Fur Sale**  
**Beltz & Co.**  
Practical Furriers.

**Dressing Bread**

We make a special loaf of bread for fowl dressing.

Place your order early with your deliveryman or phone us.

**PARNELL BAKING CO.**  
PHONE 929.



**Cuticura Does So Much  
For Hair And Skin**

For promoting and maintaining beauty of skin and hair Cuticura Soap and Ointment are unexcelled. Cuticura Talcum is an ideal powder, refreshing and cooling to the most delicate skins.

Soap 25c. Ointment 25c and 50c. Talcum 25c. Sold throughout the Dominion. Canadian Depot, Lyons, Limited, 341 St. Paul St., W., Montreal.  
Cuticura Soap shaves without mug.

grandmother going so carefully down the cellar steps herself, with her little bowl of spices in her hand, to rub the meat, and when she was a little girl she had watched her grandmother doing it, so it must be quite an old recipe. The result is so delicious that the recipe is worth copying, and if there isn't time to get it done before Christmas, it would be just as nice to have at New Year's.

"For a round of beef weighing about 20 pounds, take 1/4 pound of saltpetre, 1/4 pound coarse brown sugar, 2 pounds salt, 1 ounce cloves, 1 ounce allspice, 1/2 ounce mace. Mix these materials well together, and with them rub the beef thoroughly on every part, turning and rubbing every day for eight days. Then tie around with broad tape to keep in shape, lay a little suet over and under the beef, cover all with a coarse paste of flour and water, and bake for six hours. Remove paste and use meat hot or cold. This year we are going to fry cooking it in a big double roasting pan instead of covering it with paste.

The four-year-old is learning to dress himself, and it is a very stormy proceeding. He has a special talent for putting on every garment either inside out or backwards, and his boots on the wrong feet. He says he puts his trousers on backwards 'cause he likes to hear them split when he sits down. This morning he wept loud and long because the six-year-old sister has a birthday next week, and his doesn't come till July, and it's a lot more'n a year since his last one. The generous little two-year-old, who will be three in February, restored a temporary peace by saying, "We will give you my birthday, Bill." Time will show whether he holds her to his promise.

All Want Dolls.  
The three girls, in common with most other little girls in North America, want Advertiser Ma-ma dolls for Christmas. These dolls should be made with a silencer attachment. If they arrive before Christmas, how in the world can they be secreted in the box in Mother's room without making their presence known to their future owners?

The frost is holding off so nicely that the farmer is able to speed the plow at odd times. Last year the ground was frozen hard nearly a month earlier than this, so this lovely mild weather should shorten the winter considerably. Other things that point to a mild winter are the shortage of nuts and also of bitter-sweet berries, as we have discovered to our sorrow. However, we won't quarrel with any conditions which tend to shorten the winter.

The squirrels have multiplied abundantly this summer, and have made up for the nut shortage by storing plenty of corn. At times they are an awful pest, and are sure to get into things that they are almost impossible to trap or poison. Some of our neighbors had a lot of mischievous squirrels take possession of their attic, and they tried every way to dislodge them. At last the little animals seemed to grasp the idea that they weren't welcome, and becoming dependent, they committed suicide in the water tank. So, whenever the water began to taste queer, the family knew they had caught another squirrel.

We nearly had the roof mended last week, but it was too slippery—day is always the trouble with roofs—they never leak on dry days. Ours always chooses a wet night, and we fly around putting pails and basins in position to catch the gentle rain from heaven so it won't make wet spots on the floors. It falls with a musical thud into the basin on top of the cupboard, with a high soprano tinkle into the tin pail in the hall, and splashes joyfully into a tub in the kitchen. The whole effect is beautiful and most soothing in the still watches of the night, when one wants to sleep. Some day I am going to chase a man up on the roof, take away the ladder, and not let him down until every leaky spot is mended.

**WHERE WILL YOU SPEND CHRISTMAS?**

In all the cycle of the year there is no time that brings families together as does the Yuletide. Though you were at the ends of the earth you would long to be home for Christmas and if it were at all possible you would be there. In the long ago when travelling facilities were very limited, people journeyed many weary miles and endured great hardships that they might be with friends and loved ones on Christmas Day. Today it is so different. The modern railway enables you to cross the continent in a few days in comfort. This year there promises to be the usual heavy Christmas and New Year travel, north, south, east and west, and in order that you may reach your destination as comfortably and speedily as possible, Canadian National Railways are making preparations far in advance. Anyone wishing to pay for the travelling expenses of relatives or friends from any point, need only to place the money in the hands of nearest ticket agent of the line; our representative will deliver the transportation free of charge to your friends at the other end in a few hours. When traveling this Christmas go "National Way."  
—Advt. D10,12,15,18,20,22

**MOTORS**  
OVERHAULED—REPAIRED.  
**ELECTRIC MOTOR REPAIR CO.**  
349 Talbot. Phone 7174.

**GORDON L. FERGUSON**  
FUNERAL SERVICE.  
Private Funeral Apartments,  
550 William Street.  
Personal attendance, fully assistant.  
Phone 5563. Day or Night.

**J. FERGUSON'S SONS**  
R. Ferguson, Manager.  
174-180 KING STREET.  
Funeral Directors and Embalmers.  
Hands-on Motor Hearse.  
Day or Night Service with Promptness, Neatness and Quietness.  
Phones: Office 543, Residence 2056W.

**N. J. GRIFFITH**  
FUNERAL DIRECTOR AND EMBALMER.  
104 Dundas Street, London.  
Residence on premises. Phone 459.

**GEO. E. LOGAN**  
FUNERAL HOME  
371-373 DUNDAS STREET.  
PHONE 1983. ywt

**BUY ADVERTISED GOODS**  
Best, Safest, Cheapest

**The Store of Christmas Cheer**

**OPEN TONIGHT TILL TEN**

As is our custom at this season to remain open a few nights to facilitate the Christmas shopping, we begin our schedule tonight:  
Special supper will be served in the Restaurant from 5 to 7:30, two courses, 40 and 50 cents.

**STORE HOURS NEXT WEEK:**

Monday, Tuesday, Wednesday, 9 a.m. to 6 p.m.  
Thursday, Friday, Saturday and Christmas Eve, open till 10 p.m.

**GIFT FURNITURE**

To the practical mind there is nothing that quite approaches the desirability of furniture as a gift. Such a person delights to roam among collections of odd furniture and select just the pieces for this corner of the room or for here or there. An attractive display now in this section.

**REED FURNITURE**

provides a gift that may be used every day for many years.

**CHAIRS AND ROCKERS** are shown in brown reed woven on hardwood frames. The seats and backs are upholstered in cretonne or tapestry and are priced at from, each  
..... \$10.95 to \$40.00  
Among the number are Armchairs and Rockers, like cut, with broad arms, spring seats and covered with a good grade of tapestry. Price, chair or rocker ..... \$16.00

Another line is shown in nugget and blue, woven of the very finest American reed, firside design, fitted with Marshall cushions covered with blue tapestry. Price, chair or rocker ..... \$40.00

**BROWN WICKER FERN STANDS**, priced at, each.  
..... \$5.75, \$6.00, \$7.50, \$8.50 and \$11.50

**FOR HIM.**  
**WALNUT AND MAHOGANY SMOKERS' STANDS AND CABINETS**, priced at  
\$3.75, \$6.00, \$14.00, \$20.00, \$23.50, \$25.00, \$30.00 and \$40.00

**FOR HER.**  
Our line of **DESKS** in genuine walnut is among the best we have ever shown, and you may select at almost any price you may wish to pay from  
..... \$25.00, \$35.00, \$50.00, \$65.00, \$67.50, \$80.00 and \$85.00  
Third Floor.

**Most Welcome Gift—A Pair of COSY BLANKETS**

A gift of lasting service that is most welcome to every individual—a pair of our fine all wool Blankets will be a comfort and delight for the home.

Pure all-wool blankets, extra size, 72x90 Pure All Wool Blankets, double-bed size, per pair ..... \$9.25 and \$10.50  
..... \$12.50 and \$14.50  
Fourth Floor.

**DOWNY KERWOOD COMFORTABLES, \$10.50 EACH.**

A very soft comfortable of all wool, in self colors and plaids, of rose, tan, blue and orchid; all are bound with satin ribbon to match; large in size, 72x84 inches. A gift that will please. Each ..... \$10.50

**COTTON-PLAID BLANKETS, Price \$5.85 Pair**

A limited quantity to offer only in double-bed size, a soft blanket of excellent quality; have these in pairs of mauve and white, gray and white, a few odd colors in this lot. Special price, pair ..... \$5.85

**Cotton-Filled Comforters**  
Filled with pure white cotton, at, each  
\$3.95, \$4.95, \$5.75, \$7.50 and \$8.75.  
Fourth Floor.

**Men's Llama All-Wool Socks Tomorrow 79c pair**

Men's fine quality llama wool socks, size 10, 10 1/4 and 11, in black with reinforced heel and toe, excellent value tomorrow, 79c



**"One Bissell Outlasts 50 Brooms"**

**Bissell's Carpet Sweepers**  
Make easy work of sweeping. The carpet sweepers we quote are all Cyclo-Ball-Bearing, and are shown in oak and mahogany finishes.

Bissell's Parlor Queen. Price ..... \$7.75  
Bissell's Grand Rapids, Japan-trimmed ..... \$6.25  
Bissell's Grand Rapids, Nickel-trimmed ..... \$7.00  
Bissell's S. & I. Special, a companion to the Parlor Queen ..... \$7.25

**Roast Poultry Dinner**

Every day next week in restaurant, 65c.

Monday—Roast Duck with Apple Sauce.

**To-day I saw**

The useful and over-present galoshes! They have had comparatively little publicity since their meteoric rise to popularity a few years ago.

At that time we were mildly thrilled by wearing them with the tops turned down and unfastened, with the buckles clinking melodiously as we walked down the street. In those days, galoshes achieved the dignity of front page news, and editorial comment, and occasional odds.

But we wear them more conventionally nowadays, and we find them warmer too! In my little interview this morning, I gleaned these sparse but valuable facts about galoshes:

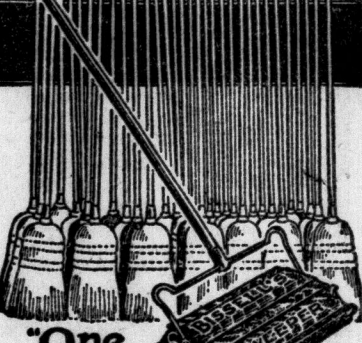
1. Galoshes are warm.
2. Galoshes are seasonable protection against cold weather.
3. They are conventional black and fleece-lined.
4. Galoshes cost \$4.50 per pair and \$3.00 for children's sizes.
5. They have four buckles and range in size from 11 to 7, including the half sizes. (Some frivolous readers may be reminded of the chant about seven and eleven and a new pair of shoes!)
6. I have mine. Have you bought yours? You will find them on the Second Floor.

Judith

**From the Carpet Section**

So many wants may be supplied by the selection of a mat or rug. For the bedroom you will find Dainty Rugs in almost every color shade, rugs that are reversible, and so reasonably priced:

Size 36x63 inches, priced at ..... \$6.00, \$8.00 and \$10.00  
Size 27x54 inches priced at ..... \$3.00, \$4.75, \$6.75  
And in the heaviest quality only, size 22x36 inches, priced at each ..... \$3.85



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**STORE HOURS: 9 a.m. to 6 p.m.  
SATURDAY: 9 a.m. to 10 p.m.**

**SMALLMAN & INGRAM**  
LONDON

**STORE HOURS: 9 a.m. to 6 p.m.  
SATURDAY: 9 a.m. to 10 p.m.**