

# SHOP EARLY

Advertiser readers will find many timely hints on early shopping for Christmas gifts in the advertisements of the following up-to-date stores. Take advantage of the Club Plan offered by these merchants.

## Outlines Advantages of "Shopping Early"

Every year at this time there is the same admonition and the same resolution to "shop early." While this may seem to be out of place, still there is some sound logic in it, and all those purchasers of Christmas remembrances (and who is there that does not observe this time-honored custom?) would do well to give some thought to the suggestion.

Away back in the summer, when most of us are away from the city seeking relief from the torrid heat, Mr. Merchant is even then anticipating our Christmas wants; when it is farthest from our thoughts he is busy planning for us, making selections to suit our wants. Early in the fall this merchandise arrives fresh, new, bright and appealing, complete in every way for us to inspect and choose from.

The early shopper has the distinct advantage of this complete stock from which to acquire gifts for all, at a time when the salespeople in the stores are enthusiastic and have ample time in which to assist in the pleasurable task of Christmas shopping.

Here, then, is the main advantage. But there are others. For instance, how many of us have left till the last week all our buying? We rush downtown with our shopping list, hurry from store to store, take this or that with the remark, "Oh, that will do for him" or "She will have to be satisfied with this," when, if we had given a little thought to the question, and we knew all along we had the situation to face sooner or later, we could have bought just what would suit mother, something she has wanted for a long time; could have given father what he, in an unthinking moment 'way back in the summer, expressed a wish for; and best of all, in-fill into the giving at least some sentiment, love, appreciation or thanks, things vastly more important than the gift itself, but now entirely lost sight of in the rush and hustle.

Forethought, then, is worth while. Why not try this year to get started early and finished early. Can you imagine how good you would feel about the fifteenth of December to sit back and say, "Well, my shopping is all finished, the parcels tied up with the cards inside, with real greetings on them, all waiting for the day." Here, then, is the secret or solution—get started now.

In looking over the stocks in the

## CUPS WILL BE DONATED TO FOUR BEST DANCERS

Alert Club Adds Special Features to Monday Night Entertainment.

The Alert Club is offering four cups, to be awarded to the best dancers at its Monday night dance in the Winter Gardens.

The cups will be for the best waltz and fox-trots, and Mr. and Mrs. James McCormick have consented to act as judges. Other special features are also being arranged.

stores here in London we cannot help but be impressed with the wonderful array of suitable suggestions to be found on the counters and in the show-cases of the many gift shops. Articles from far and near have been gathered in a grand display, and all that we might not be disappointed when the season for Santa Claus, holly and mistletoe comes 'round.

## The Shop of a Thousand Gifts---

You will revel in the wonderful array of gift suggestions that are displayed for early Christmas shoppers.

Brass and Copper Candlesticks, Trays, Bowls, Knockers, Coal Hods, Fireside Companion Stands and Cigarette Boxes.

Beautiful New Glassware, in Amber, Iridescent and Decorated Comports, Water Sets, Bowls, Candy Jars and Vases.

CHINA AND POTTERY—A very wide range of these popular gift articles from which to make your selection.

## WILLOW HALL

THE GIFT SHOP.

440 CLARENCE ST.

## BELL TELEPHONES CEASE FOR 2-MINUTE PERIOD

As a tribute to the empire's fallen heroes, the Bell Telephone Company will cease all operations sharp at 11 o'clock today, when a two-minute period of silence will be observed. No calls will be answered during this two-minute period.

## AFTERNOON FROCK.

An unusual afternoon frock is made of black crepe with sleeves of white georgette crepe, heavily embroidered in gold, and with front drapery caught up with a black ornament, outlined in white monkey fur.

## URGES MORE CARE IN MOTOR DRIVING

Special To The Advertiser. Thamesville, Nov. 10.—The Kent County Motor League held its regular monthly meeting here tonight, with representatives present from Chatham and Thamesville. President Arnold occupied the chair.

Col. H. D. Smith gave a most interesting address on safety in traveling. His address covered the following subjects: Danger to pedestrians; safety zones; accidents which have resulted in two deaths in Kent County due to simple misjudgments of drivers of cars; increasing of speed limits in country to a rate any driver may wish to go, but to be always able to control his car; warning to bicyclists to refrain from zig-zagging across the highways; all vehicles should carry lights at night; every driver, whether young or old, should undergo an examination and given license if capable of driving properly.

## STUDENTS CELEBRATE SIGNING OF ARMISTICE

A celebration of Armistice Day of such a character as to impress its significance upon the minds of the growing-up young citizens-to-be was held Friday afternoon in the London South Collegiate. The students were massed in the auditorium, where the old songs, so familiar in war days, "Tipperary," "The Long, Long Trail," "Pack Up Your Troubles," etc., were sung with spirit and enthusiasm, led by E. W. G. Quantz, who has recently been appointed supervisor of music of the school.

An address followed from Rev. W. Leslie Armitage, who, for boys and girls, in many cases too young to understand at the time, reviewed the history of the war, its causes and outstanding events in its long, tedious years, particularly engagements with which the Canadians were associated. A copy of the treaty, broken when war began, the "scrap of paper," was exhibited to the deeply interested young audience. Orville Eadie, in an appropriate speech, thanked the speaker, Ruth Tanton seconding the resolution.

## WILL OPEN CANADIAN OFFICES IN TORONTO

The Campbell-Ewald Company announces the opening of a Canadian office in Toronto. The advertising of General Motors of Canada, Ltd., comprising such well-known lines of cars as McLaughlin-Buick, Chevrolet, Oakland and Oldsmobile, has recently been placed in the hands of the Campbell-Ewald Company and will be handled through this office.

The office will be in charge of Milton D. Bergey, who was formerly advertising manager of General Motors of Canada, Ltd., and later associated with a Canadian agency. Besides the new Canadian office, the Campbell-Ewald Company has offices in Detroit, New York and Chicago.

## Christmas and the home

Make your gift this Christmas one for the home. There is always something to be replaced or something to be added to make it more enjoyable. The gift need not be large; we have a wide range of choice gift items that will tone up the home or brighten up odd corners.

## Make Your Selections Now!

And by joining our Christmas Club you can pay a little every week, giving delivery instruction for Christmas Eve. For full particulars regarding this feature of our store, see the Christmas Club Secretary, Mr. E. C. Thomas.

Always Buy On the Club Plan

# THOMAS

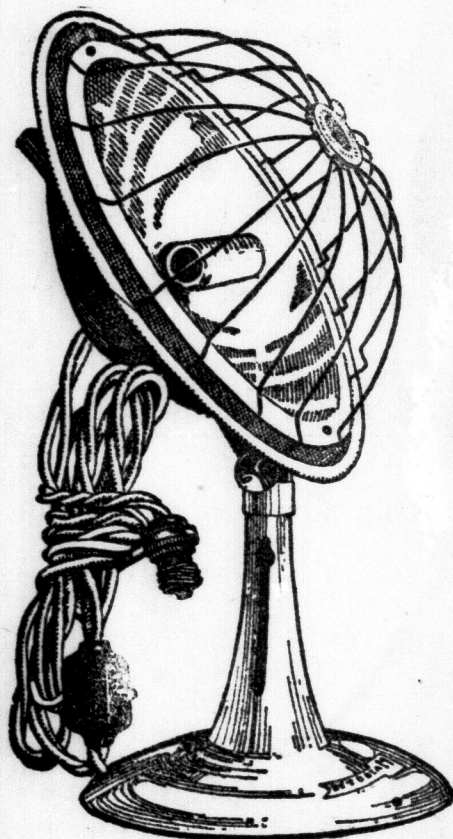
240 DUNDAS STREET.

## START SAVING FOR CHRISTMAS!

## Buy An Electric Heater

AND GET A REFUND THAT CAN BE APPLIED ON THE PURCHASE OF A CHRISTMAS GIFT

## Hydro Shop's Special Offer



The Hydro Shop will give you your choice of two standard makes of Cosy Glow Electric Heaters at a price that will prove a real inducement.

With your purchase you will receive a FREE COUPON, good for

- \$1** On Any Small Appliance
- \$3** On an Electric Washing Machine or
- \$5** On an Electric Range

Here's a chance for a wonderful saving on that Christmas present you intend to buy. Electrical gifts are the last word in up-to-dateness, and the Hydro Shop has something appropriate for everybody.

Phone 7000 and we will send you an Electric Heater to home or office, with the coupon.

## THE HYDRO SHOP

"The Store the People Own"

Dundas and Wellington Streets.

Telephone 7000

## Mrs. Housewife At Home:

Dear Madam:—

Your Christmas shopping should be very much in mind right now. The weather has been so bright, there is a tendency to put it off. Mr. Merchant has been preparing for months, and stores are now ready to serve you.

The early shopper has many advantages, a complete stock from which to choose and leisure to shop. Prepare your list early as you can and shop early.

The merchants who are best prepared are now telling you every day in the columns of *The London Advertiser* about articles that will make ideal gifts.

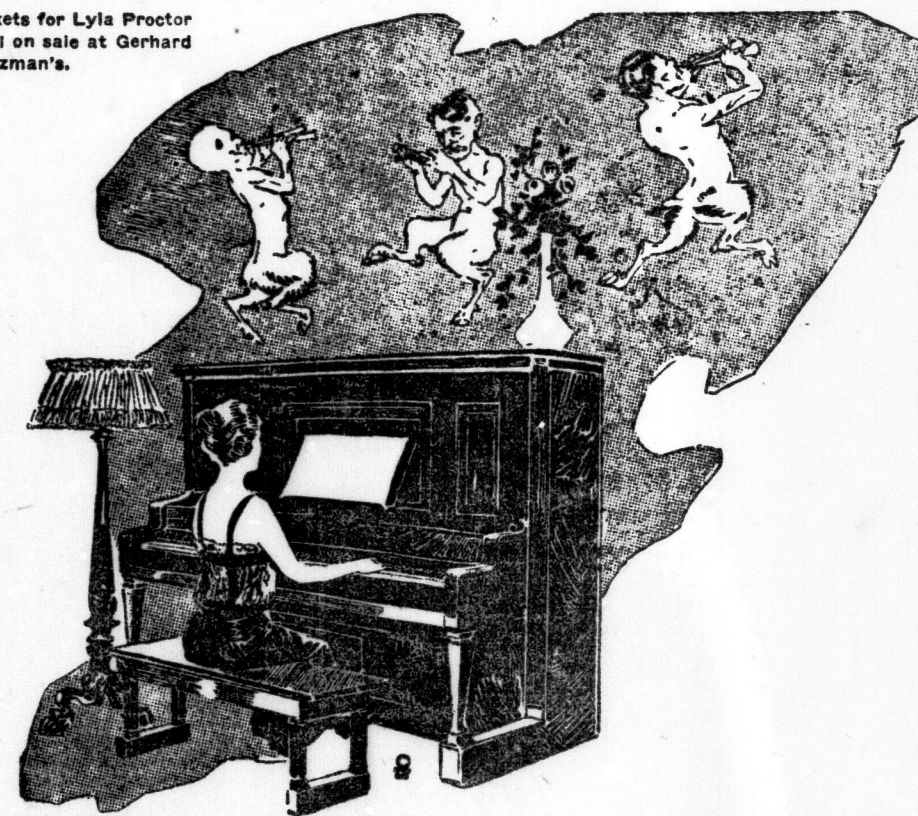
Make it a rule, and you'll find it a profitable one, to read the merchants' advertisements.

With the season's greetings to every householder.

Yours to spread cheer,

*Santa Claus.*

Tickets for Lyla Proctor recital on sale at Gerhard Heintzman's.



## A Piano for a Home of Culture

A PIANO brings more culture and refined amusement into a home than any other gift.

If a member of your family plays, you'll bring him untold joy by placing one of our Pianos at his disposal for Christmas—and the entire family will share that pleasure and benefit.

Or perhaps there are children who should be learning to enjoy the exquisite means of self-expression—Piano playing. You'll find the kind you want here, at the price you can afford to pay.

Choose Now!

**GERHARD HEINTZMAN**  
LIMITED  
222 DUNDAS ST.  
LONDON

CANADA'S GREATEST PIANO