

PICTURES
There's a Merry Christmas for the men or women in selections from our Picture Department. The pleasure in a well-chosen picture is lasting.
O. B. GRAVES, Ltd.
222 DUNDAS STREET.

Highest Grades of
**BURNING OIL,
LUBRICATING OIL**
AND ALL OTHER
PETROLEUM PRODUCTS.
THE QUEEN CITY OIL CO.
LIMITED.
Head Office—Toronto.
London Branch, York St., East.
R. K. COWAN
BARRISTER, SOLICITOR, ETC.,
County Bldg., East Court House, London.

Gift Seekers Come Here
A superb assortment of goods admirably suitable for Christmas presents.
**PERFUMES, TOILET ARTICLES,
EBONY GOODS,
IMPROVED CHOCOLATES.**
Come and see this new stock tonight or early next week.
Bruce Wallace
419 RICHMOND STREET.

**Artistic Picture
Framing**
At Reasonable Prices
Golerick Bros.
212 DUNDAS STREET.

**To Prospective Consumers of
Electric Light and Power.**
Take notice, that on and after Jan. 1, 1931, we will not do any free service wiring from our street lines to the consumer's premises, but in all cases a charge to cover the cost of making the connection will be made, and must be paid by the person ordering the same.
The London Electric Co., Ltd.

It will pay you to learn a good system of

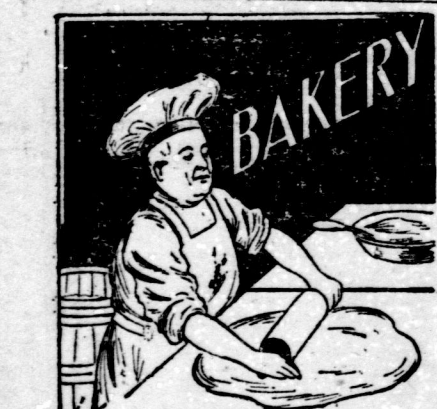
Shorthand or Bookkeeping

If you want the best attend
**Western Business and
Shorthand College**
110 DUNDAS STREET.

Winter term commences Jan. 2, 1931
Wm. C. Coe, C.S.R., Principal.

STAR FLOUR

always yields the lightest, whitest, sweetest and most nutritious bread and the choicest cake and pastry.



We Make Them
and we know they are good.

**Christmas Cakes and
English Plum Puddings**
are our specialties for this week. The increased demand is a proof of the quality.

Faukes
3 STORES.
Phones 1015 and 1063.

THE D. & H.
Phone 2428—Corner Adelaide Street
and G. T. R. Crossing.

Lackawanna Coal
This coal is guaranteed to keep the house cozy and everybody good-natured in the coldest weather. It is free from clinker, and just about what everybody has been looking for. Try it. Also best hardwood. Prompt delivery.

Brown & Cooper
ADELAIDE AND SOUTH G. T. R.
Phone 2428.

A contrary man can't be happy unless he is being contrary and he knows that contrariety isn't happiness.

A RECOGNIZED REGULATOR.—To bring the digestive organs into symmetrical working is the aim of physicians when they find a patient suffering from stomach irregularities, and for this purpose they can prescribe nothing better than **Parmalee's Vegetable Pills**, which will be found a pleasant medicine of surprising virtue in bringing the refractory organs into subjection and restoring them to normal action, in which condition only can they perform their duties properly.

Don't Wait

Make your will now while you are in full possession of all your faculties. We supply will forms free, and will act as your executor—a guarantee that your wishes will be carried out. Interviews invited.

**The Canada Trust
COMPANY.**
MURON & ERIC OFFICES.

D. L. and W. Scranton Coal

Is the finest coal mined today, and you will not lose money by getting in a stock of it as it is a money saver. You will save 10 per cent over other coals.

HEAMAN & SON
Office & Yard, G. T. R. and Burwell St.
Sewer Pipe and Cement. Phone 312.

Quality Store

Who would have imagined even a score of years ago that groceries would, or could, be shown with as much care for the artistic as jewelry is shown? And best of all is the absolute purity of everything—the merit tests that must be passed to enter this emporium of purity. If you cannot visit our store 'phone 1024 and be satisfied.

Choice Table Raisins
20c per lb. 25c per lb.
30c per lb. 35c per lb.

Mixed Nuts

Walnuts 20c
Almonds 20c
Pecans 20c
Filberts 15c

MALAGA GRAPES, per pound, 25c

California Naval Oranges
30c dozen. 40c dozen.
50c dozen.

Sweet Florida Oranges
25c dozen. 30c dozen.
40c dozen. 50c dozen.

Christmas Crackers

We have a full assortment of them, 25c per box to 75c per box.

Genuine Home-Made Mince-meat 20c per pound.

HEINZ MINCEMEAT, 4½-pound stone jars, \$1 00.

Cresca Figs

1-Pound Baskets 35c
2-Pound Baskets 65c
Glass Jars 40c
Glass Jars (Stuffed) 50c
Glass Jars Dates (Stuffed) 50c
Boxes 35c

Cresca Olive Oil

(Alphonse Pinard Bordeaux), is the highest grade of Olive Oil that can be produced.

Half-Pint Bottles 30c

One-Pint Bottles 50c

One-Quart Bottles \$1 00

Lowney's Bon Bons

In Fancy Boxes, per box
25c, 50c, 75c, \$1 50, \$2 25, \$2 75

Telephone orders will be given our prompt and careful attention.

Harry Ranahan

'Phone 1024. 515 Richmond St.

Umbrellas

Gold and Silver Mounted Umbrellas in only the best quality, forms the choicest assortment we have ever shown. This class of goods is very much in vogue as Christmas gifts for both ladies and gentlemen. They make useful gifts. Prices \$3 75 to \$16 00.

2 STORES. 2 STOCKS.

W. G. Young

214 Dundas. 674 Dundas.

Mrs. Garret A. Hobart, widow of the late vice-president, has given to the trustees of the First Presbyterian Church, of Paterson, N. J., ground on which to erect a new church and has also donated \$2,500 to the building fund.

Great Display of Toys.
The Red Star News Company, 4 Market Lane, are showing a new line of toys this year; 50 and 75 cent values at 25 cents. Call and see them.

Fun-Making Christmas Crackers

Every variety at the lowest prices ever offered in the city.

—TABLE RAISINS

Dehesa Imperialis, per pound . 30c
Royal Dehesa Clusters, per pound . 30c

—ORANGES

20c to 50c per dozen.

—CANDIES

All choice, fresh stock, bought within the last week.

—NUTS

A splendid mixture at 15c per pound.

J. & G. Bloomfield
'PHONE 585.

Dainty and Acceptable Gifts

Our Christmas Perfumes remind one of a garden of flowers. Nothing could be more dainty or sweet, or so suitable, as one of our new packages of Christmas Odors. It will carry with it the fragrance of the kindly thought that finds expression in this pleasant token, giving each day a new delight. A selection can be made that will please any recipient and you need not cringe your finances if you buy gifts here. Imported odors in beautiful boxes, from 25c to \$12 00 each.

CAIRNCROSS & LAWRENCE
Chemists and Druggists.
216 DUNDAS STREET, LONDON.

A PRESENT IN Furs

for Christmas

BELTZ'S

LONDON AND DISTRICT

—The Normal School closed yesterday at noon for the holidays.

—Mr. F. Cheesbrough and daughter, Miss Lizzie, have returned home after a six months' visit at the coast, Calgary and other western points.

—An at home is to be given in the Princess avenue kindergarten tomorrow, to which the Mothers' Club has been invited. The event will commence at 4:30 and will close at 6.

—Tomorrow night the first of the series of whist matches will be held in the South London Liberal Club. Every Liberal in South London is expected to take an interest in the match and be present.

—A Sunday school entertainment and Christmas tree are to be held in Wyton Methodist Church on Friday evening. A good programme has been provided, consisting of recitations and dialogues by the children. Music will be furnished by Zion choir, the Messrs. Shoebottom of Siloam, and F. H. Talbot, London. Rev. Humphrey Graham, of St. Mary's, will be present and give an address.

SWAISLAND—JOHNSTONE.

Mr. W. J. Swaisland, son of Mr. W. Swaisland, clerk in the synod offices in this city, was married last Wednesday at Regina, Sask., to Miss Dottie Johnston, daughter of Mr. Justice Johnston, of Regina. The bride was supported by her sisters, Misses Queenie and Nora Johnston, and Mr. W. M. Lokan acted as best man. Mr. Swaisland is manager of the Union Bank at Regina and is very popular in that city. Mr. and Mrs. Swaisland left after the ceremony for the east. They will visit in London, Toronto, New York and other places and are expected here the end of the week.

NEW SUPERINTENDENT FOR BENNETTS.

Mr. Thomas W. Logan, who has been assistant treasurer of Bennett's Vaudeville Theater here, and also manager of the St. Thomas house, has been appointed by Manager Alois to the position of house superintendent of the local theater. Mr. Logan's wide experience and gentlemanly manner well fits him for the position.

CLAN FRASER'S OFFICERS.

The annual meeting of Clan Fraser of the Order of Scottish Clans was held last night, when the following officers were elected: Chieftain, Robert Fraser; treasurer, Thomas D. Gray; physician, H. A. Stevenson; M. D.; S. H. John Munnoch; J. H. W. R. Murray; senechal, Charles Alford; war-den, H. M. McLaren; sentinel, Edward Wilson; pipers, J. T. Faulkner, Charles Alford, Thomas McDonald; trustees, D. Fraser, Archie McCallum, H. A. Stevenson, M. D. On the third Tuesday in January the newly-elected officers will be installed by the royal of ficers.

West Shore Excursion To New York, December 28th.

\$2 00 for the round trip from Suspension Bridge or Buffalo to New York on Dec. 28, via West Shore Railroad. Tickets good 15 days for return. This will be the last excursion of the year, and will enable passengers to spend the New Year in the big metropolis. Full particulars by writing Louis Drago, Canadian Passenger Agent, 69½ Yonge street, Toronto.

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To Business Men

How many of you business men of London have not at one time or other tendered advice to younger men on the subject of money spending and money saving? To son, or brother, or friend, doubtless everyone of you has given wise counsel. You have put special stress on the folly of useless expenditure. You have told them to make sure of an adequate and proper return for the money they spend. You have urged them to have the backbone to say "No" when "No" should be said.

Do you practice what you preach?

Or are you yourself one of many men in this city who are lured into foolish money spending by the peripatetic nuisances who regularly invade your store or office with fake publicity schemes?

During the past year how often have you been met by the man from out of town, the man whom nobody knows, but who has a proposition respecting a programme or booklet of some description which he says you should be in?

How many times have you said to yourself "I don't know there's anything in this for me?" Yet in spite of this, how often have you yielded and gone in with the others, whom you joined later in lamenting that your money had been thrown away.

The experience of years has been that the same amount of money as is thus sunk annually in will-o'-the-wisp schemes, brings, when spent judiciously in legitimate advertising, a definite, profitable volume of business.

You are not dealing then with a Man Unknown, who has floated in from Nobody-Knows-Where, and departs as quickly as he collects your cash. You do business with men in your own city and you deal with a real deal.

How long will you continue to throw your money to the breeze at the invitation of the cash-seeking stranger?

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Christmas Crackers

Being the first grocers in the city to import Crackers, we know the kinds that please the children most.

Every season increases their popularity, and they are not expensive. The bright and attractive colors look pretty on a Christmas tree. Each box contains one dozen Crackers, and each Cracker contains an amusing riddle and answer, besides one of the following articles: Funny hats, caps