



# Santa Claus Is Coming Here To-Morrow

Toy Towns Are To Be Officially Opened

Heaps of Good Things For Boys and Girls



Santa Claus Will Visit Johnston Bros. Jewelry Store Saturday Afternoon at 2.15 o'clock.

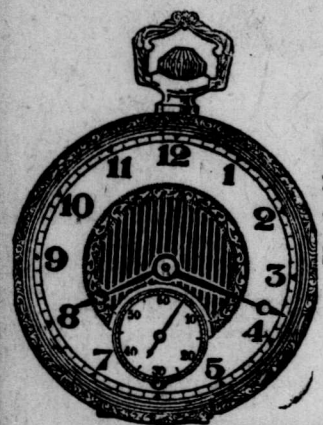
## Our Jewelry Christmas Club Starts To-Morrow

FEATURING WONDERFUL VALUES AND SENSATIONAL TERMS

### BUY NOW--PAY NEXT YEAR

HERE'S THE PLAN—Come in now while stocks are complete and our time is yours, and select your Christmas gift and by paying a small deposit down we will put the articles away for you till Christmas Eve. Then pay the balance next year, when the strain on your purse is not so heavy.

THREE SPECIAL VALUES TO OPEN THIS CLUB



#### GENTS' WATCHES

Guaranteed 15 - jewel movement, gold-filled, in white and green cases. Sensationally priced at

**\$14.95**

\$1 down, \$1 week



#### LADIES' WRIST WATCHES

In richly-engraved white gold-filled cases, 15-jewel lever movement, fully guaranteed. On sale to-morrow, while they last, for

**\$7.95**

\$1 down, \$1 week

WHITING & DAVIS Silver-plated, various shapes. Values **\$2.95** to \$5.00, to clear at

Diamonds, Jewelry, Silverware, China and French Ivory offered on the most liberal Club Terms. Money refunded if you can buy cheaper for cash.

## JOHNSTON BROS.

214 DUNDAS STREET

## Famous Reindeers of St. Nick Are Used In Last Lap of Journey To Wingham, Where Train Will Be Boarded

Santa Has Candy For Boys and Girls At Every Station From Wingham To London; Kind Wingham People Aid Cause of Good Old Man From Christmas Island

BY RADIO.

Special to The Free Press. FROM THE AIRPLANE ALBATROSS, Nov. 13.—Santa Claus will be in London to-morrow! After bravely facing the dangers of the Frozen North and the hazards of an airplane flight over thousands of miles of Arctic wastes, the Christmas Saint will reach the end of his great journey! The hopes of thousands of kiddies in London and Western Ontario will to-morrow be realized! After an absence of a year, in which the great St. Nicholas has aided his tiny helpers at his home, Christmas Island, in Evergreen Land, in making the thousands of toys which will delight young hearts on Christmas morning, Santa is again to smile and talk with his little friends. Santa's smile gets broader every minute as he realizes that in but a few hours he will again see those kiddies who welcomed him last year when he arrived at the Canadian National Railway station.

HE'S HAPPY. Kind old Father Christmas stepped from his giant airplane, the Albatross, just about midnight, and, despite his tedious air journey, chuckled and laughed in anticipation of the great meeting along the Huron & Bruce line to-morrow and the great reception he will probably receive when he reaches the Forest City. It had been Santa's intention to continue his flight through the night until he had reached a secluded hamlet about 150 miles north of Wingham, the terminal of the Huron & Bruce line. Shortly after dark, however, a severe blizzard came from the northeast, and, rather than risk a crash with his precious freight of Christmas toys and presents and disappoint those kiddies who are anxiously awaiting his arrival, shortly before midnight

### Distinguished Military Band To Head Santa Claus Parade



Here is a new picture of the Royal Canadian Regiment Band, directed by Lieut. Lawrence K. Harrison (in center), declared to be the finest military band in Canada. This brilliant organization of musicians will furnish the music for the gigantic parade to-morrow morning, following the arrival of Santa Claus.

### Santa Claus Will Visit London Shops To-Morrow

Following the magnificent parade to-morrow morning, through some of the principal streets of the city, arrangements have been made for Santa Claus to visit a selected list of London shops and toytowns.

Children are most cordially invited to attend these shops and meet St. Nick if they are not able to get near him at the C. N. R. station when he arrives at 9.57 o'clock to-morrow morning.

The list of the shopping places, giving the time Santa and his party will be there, is as follows:

Capitol Theater	1.30 p. m.
City Gas Company	2.00 p. m.
Johnston Bros. (Jewelry)	2.15 p. m.
Boys' Shoppe (Clarence St.)	2.30 p. m.
Oak Hall	2.45 p. m.
Babyland	3.00 p. m.
Cowan Hardware, Limited	3.15 p. m.
Trafford Furniture Company	3.30 p. m.
Wyatt Furniture Company	3.45 p. m.
Thomas Furniture Company	4.00 p. m.

he decided that it would be better to descend and travel the remainder of the distance by reindeer, which are being obtained from Reindeer Inlet, near here.

#### COMFORTABLY HOUSED.

Not many minutes had passed after St. Nicholas' arrival here before his helpers had him comfortably housed in his thick fur tent, which was brought down from the Land of the Igloos to guard him against the damp cold of the South. Special attention was then given to the airplane, which will remain here until Santa is ready to return to his home near the North Pole. The special candies which Santa will give to his little friends when he arrives at his destination were placed in the huge red sack which Santa carries with him, loaded on Christmas morning with wonderful toys, games, candies, fruit and other goodies which delight young hearts.

Santa and the clown, Abner Goof, will be carried toward Wingham by fleet reindeer, who will gallop speedily over the snow-covered ground to the merry jingle of Christmas bells. It is doubtful if the reindeer, however, will be able to complete the entire journey and arrangements have been made to have Santa met by Jack Currie, Wingham Iveryman, who will travel north and meet benevolent old St. Nicholas on the way and carry him to the Brunswick Hotel, Wingham, where Santa and Abner Goof will be the guests of Harvey Shane.

#### NEWS SPREAD.

The news of Santa's arrival is to be given to the children of Wingham by A. L. Postiff, principal of the school, while the glorious news

Mr. Currie and, after receiving and giving candies to the kiddies who meet him at the station, will board the Huron & Bruce train for London. Santa will get off the train at every station between Wingham and London and will arrive in the

Forest City at 9.57 o'clock. London kiddies can prepare to meet the Christmas Saint at 9.57 to-morrow morning. Santa will not fail to be there or to open The Free Press Santa Claus Fund.

#### LEGEND OF MAGI.

The Legend of the Magi is probably one of the most interesting of Yuletide lore. The origin is the simple story in St. Matthew's Gospel to which something has been added almost every century until the accumulated detail almost submerges the original story. The number of the Magi was generally stated to be three, Melchior, Balthazar and Jasper; royalty was ascribed to them and a complete description given of each.

## MUSIC NEWS

USED BESSON B FLAT Slide Trombone In a Sole Leather Case Good as New A BARGAIN K131

MASON & RISCH

## BABY LAND

418 Richmond St. Over Willow Hall

To-Morrow Afternoon at 3 o'clock

### Santa Claus

will throw to all the little girls assembled a number of balloons, with a little Christmas message attached.

Buy Your Christmas Gifts Here

Hand-made baby clothes of all kinds. Needlework goods in attractive designs on towels, tray sets, etc.

Don't forget the address:

418 RICHMOND ST., OVER WILLOW HALL.

## The Coming of Santa Claus Makes You Think of Christmas

Arrange right now to give your wife and family every freedom from kitchen cares and worries during all the preparations for the holiday meals. The best advice anyone can give you is

## USE GAS

INSTALL AN ALL-GAS KITCHEN IN YOUR HOME AND HAVE IT ALMOST PAID FOR BY CHRISTMAS

Santa Claus Will Visit Us At 2 o'clock Come and see him.

### Gas Ranges From \$22 Up

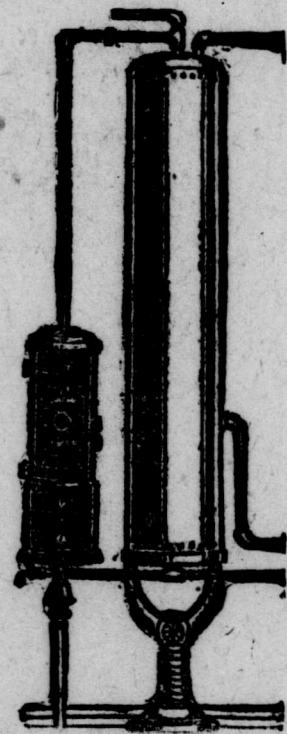
CONNECTIONS AND LIGHTER FREE SMALL PAYMENTS MONTHLY

## City Gas Co. of London

215 Dundas Street.

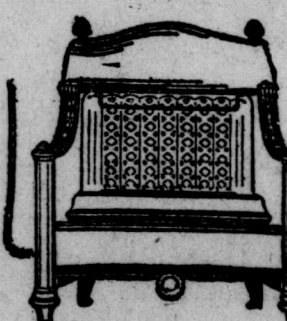
Commercial Department.

Phone 835.



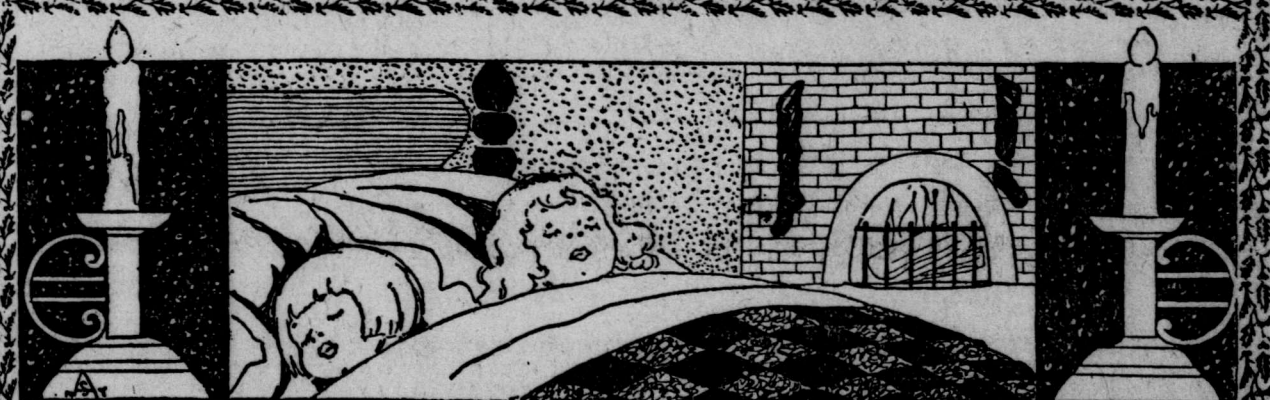
RUUD GAS WATER HEATER

All the hot water you want at the turn of a faucet. A boon to the housewife 365 days in the year ... **\$29** \$2.50 DOWN, \$2.05 A MONTH



RADIANT GAS FIREPLACES

Priced from \$16.00 AND UP



## COME AND SEE SANTA CLAUS AT Trafford's Toyland TO-MORROW AFTERNOON AT 3.30 O'CLOCK TOYS



#### CEDAR CHESTS

The best way to protect your clothes and furs and always have them handy for use. Natural Tennessee cedar and solid walnut, cedar lined. We handle H. & B. Red Seal Chests.

**\$11.50 to \$39.00**



#### CHESTERFIELDS

We need the room and feature these for quick selling. Velour, cane, mohair and combination mohair and tapestry. Many of them overstuffed.

**\$139.00 to \$289.00**

### Novelties For the Kiddies FREE

To-morrow afternoon Santa Claus will give away from our windows some little gifts for good boys and good girls. Don't forget the time. Be on hand early and give Santa a hearty welcome.

## TRAFFORD FURNITURE CO.

95-97 King Street, Near Talbot

Phone 864

MAYOR GEORGE A. WENIG, who will officially welcome Santa Claus to London to-morrow morning.