



# PURE FOOD PAGE



TO OUR PATRONS—  
**A MERRY CHRISTMAS**  
AND  
**A HAPPY NEW YEAR**  
W. H. SHOEBOTTOM.  
MARKET HOUSE.

## Select Your Xmas Menu the Advertiser Way

A Study of the Offerings of Merchants On This Page Will Avert the Annoyance of Last-Minute Shopping.

A housewife is known by the table she sets. It is not necessary that the food she offers family and guests shall be costly. It is supremely important that it shall be the best quality for the amount she can afford to spend.

There is no season in all the year when the homemaker so much desires to put her best foot foremost in entertaining as at Christmastide, no other holiday so consecrated to family gatherings, to extending the home circle to include privileged friends and those who would be homeless and strangers but for thoughtful hospitality extended to them. Under the circumstances, there are many women in many homes this week-end who are doing very serious thinking about what to buy and where to buy it as the first step towards presenting a good table for the Christmas feast, and serving meals that will be a credit to their housewifery throughout the festive days of the coming week.

More and more the woman who has learned to "make her head save her heels" is taking advantage of the finest first aid in all the world to successful shopping, the advertisements which appear in the reputable press. She knows by experience that the merchant who advertises his goods in the lighted days of the end of 1921 must back his statements up by quality; otherwise he cannot get repeat orders. He wouldn't dare risk his reputation and business career by displaying shoddy goods in the fierce light of newspaper advertising show windows, especially when a banner across the top of the page reads "Pure Food." The Advertiser's "Pure Food Page" today offers to the housewife a range of choice which will practically furnish her table for every meal on Christmas

day and every other day in the coming week. Does she want meat? She can have her choice at a pure food shop that guarantees purity and quality. Does she prefer poultry? If she is not absolutely sure of her own judgment she can depend upon the wisdom of experienced buyers for the pure food shops. Fowl, whether it be turkey, goose, duck or chicken, is too dear at any price if it has been an unhealthy bird, poorly fed or improperly killed.

Is it a special kind of vegetable or salad ingredient that is wanted? The pure food directory tells exactly where it may be purchased, saving time and worry chasing around for it in the last hurried days before Christmas.

Is it choice fruit, the most desirable of confections, condiments, relishes? The pure food page advertisements tell you all about these, and also where you may get a tempting bite to eat down town as you relax for a few minutes in the midst of your rush of shopping.

Not all the merchants, by any means, who have things that are finest, best and the right price to offer for the table have been able to get into the pure food page today. A study of the offerings on other pages will also prove illuminating and helpful.

A few days ago the women's department of The Advertiser advised the use of advertisements for Christmas shopping, both as a worry, time and money-saver.

A woman, pressed for time, stated that she spent a couple of hours that very evening, making up a list from the advertisements appearing that day. Monday morning she started out with her list to the shop which were her objectives, and "in a couple of hours

accomplished more in the way of Christmas shopping than she had done in weeks before," spending also much less money and getting much better value than she had anticipated.

A young man, reading the same article, found the suggestion he had been looking for in the list of "gifts for her" offered by a certain jewelry store. He was so pleased over it that he couldn't help telling about it to a member of the advertising staff. If intelligent use of advertisements will bring such results in gift buying, it surely is an ally that should be seized upon with eagerness by the busy housewife preparing for Christmas.

Have you pencil and paper ready to make a list of what you want from the pure food page for your Christmas dinner?

## BIG RAILROADS ARE VERY BUSY

ST. THOMAS, Dec. 22.—Passenger traffic over the various railroads passing through this city is reported to be heavier this week than at Christmas time in any previous year. According to the officials of the M. C. R., extensive preparations have been made to handle the crowds, as all this week limited trains Nos. 1, 8, 13 and 18, have been run in two sections, while extra equipment has been added to all other trains.

The Grand Trunk-Wabash, the C. P. R. and Pere Marquette have also taken steps to handle the rush of business.

Toys, Dolls, etc., on sale for about one-half price at Keene Bros., 125-127 King street, London.—Adv.

## Fruits For the Christmas Season

Christmas shoppers will find in our store a full line of Fruits, Nuts and Candies. Fresh Tomatoes and Mushrooms in stock.

**SAM BADALATO**

356 RICHMOND STREET.

TEL. 1219.

## ALL KINDS OF POULTRY



We have a choice selection to choose from, including Geese, Turkeys, Ducks, Chickens, Pigeons.

Make your choice early, while the picking is good.

We truss them free.

## Fish For the Holiday

An extra large variety to choose from, including Mackerel, Flounders, Cod, Halibut, Sea Salmon, Salmon Trout, Smelts, Whitefish, Herring, Kippers, Bloaters, Haddies, Fillets, Salmon Snacks. We invite your inspection.

## Grocery Specials

Sugar .....	10 lbs. 83c	Oatmeal .....	5 lbs. for 23c
Toilet Paper .....	10 rolls 49c	Full stock of Choice Christmas Goods—	
Pure Marmalade 4-lb. pail .....	80c	Mixed Whole Nuts, lb. ....	25c
Apple and Raspberry Jam, 4-lb. pail .....	53c	New Dates, lb. ....	20c
Flour, 12-lb. bag, .....	53c	Seeded Raisins, 15-oz. pkg. ....	25c
Canned Corn .....	2 tins 25c		

Our Store is Filled with Specials for the Holiday.

Delivery to All Parts of the City Free.

**ONN'S UP-TO-DATE MARKET**

PHONE 1296.

143 KING STREET.

We're going to do our Christmas Shopping

**WOOLCOTT & CARTER**

We wish you all the Compliments of the Season. Call and see our stock of Christmas goods. Best quality only.

You will find here a full line of Christmas Candies, Nuts, Seasonable Fruits and High-Class Confectionery.

**Box Chocolates, 25c to \$4.00**

Phone 4672-W, and your order will receive immediate attention. Free Delivery.

**WOOLCOTT & CARTER**

250 RICHMOND STREET.

## Your Christmas Candy Order

We want to have your candy order this Christmas, not only because we want the business, but because we want you to have good pure candy to give your family and friends during the holiday season.

**OLYMPIA CANDY WORKS**

PURE CANDY.

186 DUNDAS STREET.

## Pork Specials

Fresh Ham Roasts Pork .....	25c lb.
Choice Lean Shoulder Roasts .....	20c lb.
Loin Roasts Pork .....	28c lb.

## Christmas Roast Beef

Choice Oven Roasts .....	20c lb.
Pot Roasts Beef .....	15c lb.
Fancy Rib Roasts .....	30c lb.

Extra Quality Smoked Hams, whole or half ..... 28c lb. |

Peamealed Boneless Back Bacon, piece ..... 28c lb. |

Choice Breakfast Bacon, piece ..... 30c lb. |

Choice Creamery Butter ..... 44c lb. |

Choice Two-Year-Old Cheese ..... 50c lb. |

Choice Old Yellow Cheese ..... 40c lb. |

Imported Swiss, Roquefort, Oka

Bulk Olives Bulk Pickles

Choice Turkeys, Ducks and Geese

No charge for trussing.

French Peas

Golden Bantam Corn

Choice Beef Hearts ..... 5c lb. |

Sweetbones ..... 5c lb. |

Stew Veal ..... 10c lb. |

Large Country Sausage ..... 15c lb. |

Fresh Pork Hocks, 3 lbs. 25c

Shoulder Veal to dress ..... 20c lb. |

Mild-Cured Corned Beef ..... 12½c lb. |

5-lb. Pail Lard ..... 90c |

3-lb. Pail Lard ..... 55c |

3-lb. Pail Shortening ..... 50c |

Home-Made Shortening, our own make ..... 2 lbs. for 25c |

Choice Fancy Spanish Onions ..... 3 lbs. for 25c |

MAKE THIS BRIGHT SANITARY STORE YOUR STORE.

**WE WISH YOU ALL A MERRY CHRISTMAS**

TWO PHONES—7111, 7112

THREE CARS

206 DUNDAS STREET.

## FUN FOR CHRISTMAS FROM ROWAT'S

That will go far towards making the Christmas festivities doubly enjoyable. Rowat's Crackers are genuine fun-makers and spread good humor amongst all. Pretty Crackers for the table or the Christmas tree contain Hats, Caps, Miniature Toys, Fuzzies, etc.

From 50c to \$4.00 box.

Stuffed Dates, Ginger, in Syrup.	Cadbury's Chocolates, Maraschino Cherries.	Crystallized Fruits, Marrons, in Syrup.
Spiced Mixed Fruits.	Layer Raisins.	Marrons, in Syrup.
Plum Puddings.	Stuffed Figs.	Spiced Cantaloupe.
Fresh Fruit Salad.	Layer Figs.	Cherries for Salad.
		Sweet Ku-Kumber Rings.

### CREME DE MENTHE

The Popular English After-Dinner Confection. 50c Tin.

### FANCY CANDLES

In Colors Suitable for Christmas Decoration. 20c to 75c Pair.

### IMPORTED VEGETABLES.

French Style Lima Beans. Stringless Beans. Golden Bantam Corn. Sifted Sweet Wrinkled Peas. Asparagus Tips. Tiny Beets, Etc. French Mushrooms.

### Nuts In Shell

California Walnuts. Paper-Shelled Pecans. Taragona Almonds. Filberts, Brazil.

### Shelled Nuts

Jordan Almonds. Bordeaux Walnuts. Blanched Almonds. Pecans, Filberts.

French Roquefort Cheese. Oka Cheese. Philadelphia Cream Cheese. Premier Salad Dressing. Chop Suey Sauce.

Make your Christmas dinner more than ever tempting by serving ROWAT'S COFFEE—ROWAT'S SPECIAL TEAS

**T. A. ROWAT & CO.**

Established 1887. IMPORTERS. GROCERS. Phone 3051-3052. 250 Dundas Street.

## Christmas Delicacies

Our stock of fine fruits, nuts, candies and novelties was never more complete than this year. Figure out your wants for the holiday season and then come in here and have your order filled.

**FRENCH'S**

"For Fine Fruits."

192 DUNDAS STREET.



## Maple Leaf Cafe

208 DUNDAS STREET.

**Christmas Menu**

Kalamazoo Celery. Queen Olives. Blue Points. Half Shell. Fillet Halibut. Tartar Sauce.

Consomme Douglas. Chicken a la Reine.

Roast Young Turkey. Cranberry Sauce.

Roast Young Pig. Chestnut Dressing.

Roast Young Goose. Green Apple Sauce.

Prime Ribs of Beef Au Jus.

Bolled or Sweet Au Gratin. Potatoes.

French Peas.

Pumpkin Pudding.

Deep Apple Pie a la Mode.

Hot Mince Pie. Pumpkin Pie.

Assorted Nuts. Milk.

'TIS CHRISTMASTIDE and all the world gay should be!  
Eat, drink, be merry good friends---happiness may the New Year bring,  
And if, perchance, a selfish note you will permit  
We say to you, forsooth:  
"In merrymaking, feasting and the like of that,  
Be sure thy cupboard is well stored with

**NEAL'S**  
GOOD WHITE BREAD"

"The Best Loaves Are Wrapped."