

This Year--Everybody Wants Something Practical and Useful

HERE IS A SUGGESTION WHICH FITS THE CIRCUMSTANCES EXACTLY AND YOU CAN'T MAKE A MISTAKE, NO MATTER FOR WHOM THE GIFT MAY BE INTENDED.

Give Something Electrical This Christmas

For every member of your family, relative or friend there's "Something Electrical" that is bound to be just right and to please.

It will be practical, useful, sensible; moreover handsome and ornamental. Nothing could be more acceptable.

This is "Electrical Christmas" all over the country. We have anticipated this by providing the most complete lines possible—something for every age or position—from the ornamental lamp to the practical washing-machine. Prices range either way as far as you want (or ought) to go. We have gifts as low as \$2.50.

Selection is easy here. Drop in for one of our "GIFT SUGGESTIONS LISTS"—then it's just a matter of checking off what you want.

"Hydro-Electrical Gifts Are the BEST War-Time Gifts."

THE HYDRO SHOP

238 Dundas Street.

THE HYDRO SHOP

238 Dundas Street.

THE FOOD CONTROLLER HAS LICENSED THE MAKERS OF

To continue to put up and sell in the original red, white and green package the delicious Toasted Corn Flakes you have always used.

And use the ideal food—Kellogg's Toasted Corn Flakes. Most economical because a thousand calories (food units) in Kellogg's Toasted Corn Flakes cost less than a thousand calories in butter, or a third of the cost in lamb chops and chicken, or a quarter of the cost in eggs, beefsteak and haddock.—Report made by the chemist of the Russell Sage Institute of Pathology. Stock carried by all grocers. Get the Genuine-Original.

ONLY MADE IN CANADA BY

The Battle Creek Toasted Corn Flake Co., Ltd.
Head Office and Factory: London, Ont.

Qualla Salmon	Whitefish, any size,	Herring, large,
10 lb.	10 lb.	10 lb.

Qualla Salmon 16c Lb.	Whitefish, any size, 15c Lb.	Herring, large, 10c Lb.
--------------------------	---------------------------------	----------------------------

OYSTERS, SHRIMPS, DULCE

LONDON IS GETTING ITS BEST MEAT SERVICE RIGHT HERE.

THE CUT-RATE MEAT MARKET

Why pay more, when by dealing here you can secure tip-top quality meats at rock-bottom prices.

Porterhouse and Sirloin Roasts.....	25c	Ham Roasts Pork	
Choice Rib Roasts	25c	Loin Roasts Pork	
Sirloin and Round Steak.....	25c	Choice Fillet Veal	
Rump Roasts	25c	Legs Spring Lamb	
Chuck Roast	25c		

EIGHT AUTO DELIVERIES DAILY.

PHONE 5750.
MARKET HOUSE.

H. P. Sauce	23c	Cocoanuts, each	10c	Corn Syrup, 10-lb. pall	\$1.00
Campbell's Soup	15c	Grand Mogul Tea, per lb.	85c	Domestic Shortening, 3-lb. pall	50c
Spencer's Tomato Catsup	15c	Red Rose Tea, per lb.	85c	Special Crisco, per tin	52c
Spencer's Tomato Catsup	17c	Sweet Brand Coffee, per lb.	45c	Walpath Sugar, 5-lb. carton	52c
Silver Cow Condensed Milk	15c	Seeded Raisins, 15 oz. c.	25c	Walpath Sugar, 10-lb. bag	\$1.00
Bagle Brand Condensed Milk	15c	Seeded Raisins, 5 oz. pkgs.	10c	Granulated, bulk, 5-lb. bag	50c
Mixed Nuts, per lb.	25c	Bromedary Dates, 2 pkgs.	85c	Granulated, bulk, 5-lb. bag	50c
Prunes, per dozen	15c to 60c	Prunes, per lb.	15c	Grapefruit, two for	15c
Tangerines, per dozen	24c	Corn Syrup, 5-lb. pall	65c		

FRANK SMITH, MARKET SQUARE

BY ISOBEL C. ARMSTRONG.

True to our promises of the past two weeks, we are turning over this entire issue of Our Consumers' League Department to a decision by our readers of the subject of the celebration of the fourth Christmas of war from various standpoints, gift-giving, the friends' dinner in war-time, enlarging the circle of family and other friends to include soldiers in training or convalescing in this case, and other strangers who are away from their own homes on the day that in the glad days before the war was the most festive in all the year. Our contributors will speak for themselves:

Mrs. A. E. Tun, president of the Union Mothers' Club, says: "While our thoughts have been centred for weeks past on getting boxes and special Christmas gifts for our men at the front and in training, we have not forgotten the Christmas brighter for them, we must not forget our interest in this service the fact that the peace restoration we make special recognition of the birthday of our Prince of Peace. Though the world is still dark with the cloud of war, we must remember that Christ, the Saviour of the world, still lives, and that we must pay our homage to the Bethlehem babe, even as did the shepherds and the wise men. We have still reason for rejoicing in the fact that the Christmas is a burning" "a fire burning" to keep before the children that it is a part of our living life, which Christmas stands, and to help them to realize that it is a season of joy and goodwill, expressed in giving and celebrating. Out there in France they have Christmas celebrations, and in the concentration camps and hospitals. We want Christmas to be something to have something possible for our men in khaki. But we want Christmas to have something as bright as the sun for those who are at home. We want to be sure that no Christmas is passed without Christmas cheer, and we want to be sure that there is not a child in the city of London without Santa Claus this year. It is unfair to cloud the children unnecessarily. It is their misfortune that the early years are being lived while the world is under a shadow. But the children must have something at least of the celebration of Christmas. Their mothers mean to do it for their fathers and mothers, indeed."

much to their credit. But the thoughtfulness and extravagance of any description are entirely out of the question at this fourth Christmas of war. With so many patriotic demands upon the pocket, the average family has very little left for special scene celebration, and there is a twinge of conscience even about the expenditure of money for the purchase of a Christmas tree. What spending that small surplus for home pleasure when it is so sorely needed for the support of the fighting man? It is a question that might mean in saving the life itself of a prisoner of war. The twinge of conscience that would come to a man who would spend money for a fighting lad at the front, when the household will require to exercise more than ordinary economy in order to send him the money he needs to support himself. It is a question that every man who has a son or brother at the front will find it difficult to answer. It is a question that every man who has a son or brother at the front will find it difficult to answer. It is a question that every man who has a son or brother at the front will find it difficult to answer.

So far as presents are concerned, the children should not be denied the Santa Claus, but I am sure there isn't a grown-up in London who wouldn't willing to go without gifts this year in order that more boxes might be sent the boys overseas, or more given in the way of relief to the Halibut sufferers."

WHAT THE SOLDIER'S WIFE SAYS

[illegible]

"FOR THOSE LEFT AT HOME"

[illegible]

A THRIFT CHRISTMAS PUDDING

[illegible][illegible]

JANE WIGGINS' IDEAL CHRISTMAS

[illegible]

Just what you get for your money at Anderson's. The choicest quality meats that can be bought. The best delivery service in the city, and prices so low that there is no comparison with our competitors. We want you to come and see that what we say is true. Phone us an order or call personally. We will show you that your trade is appreciated here.

Lake Herring, lb.	10c	Sea Salmon, lb.	25c	Fresh Pork Tenderloin, lb.	38c
Sea Herring, lb.	18c	Small Can Salmon .. 12 $\frac{1}{2}$	25c	Sirloin Roast Heifer Beef, lb.	25c
Whitefish, lb.	16c	Large Can Salmon .. 25c		Rump Roast Heifer Beef, lb.	25c
Salmon Trout, lb.	18c	Sardines 3 tins 25c		Loin Roast Fresh Pork, lb.	38c
Haddies, lb.	16c	Can Peas 20c		Leg Spring Lamb, lb.	32c
Ciscos, lb.	18c	Minicemeat, lb.	15c	Loin Spring Lamb, lb.	32c
				Large Breakfast Sausage, lb.	18c
				Pickled Beef Tongues, lb.	25c

STORES 1, 2, 3, 4, 5 MARKET HOUSE. PHONE 1543, PRIVATE EXCHANGE
SIX Bld. Auto Deliveries Saturday, 8 a.m., 9 a.m., 11 a.m., 2:30 p.m., 4:30 p.m., 8 p.m.

are the very best grown in Canada—white, smooth, clean, shallow-eyed, no waste, dry and mealy. If you want the best in Potatoes and Onions, call 550.

What is nicer as a Christmas gift? Fish and Globe, complete.....25c, 50c, 75c and \$1.00

Wreaths of Holly, Ruscus, Magnolia Leaves and Lycopodium, decorated with ruscus, pine cones, poinsettias, red immortelles, holly sprays, red poppies, cypress leaves, mistletoe and red ribbon. Also mistletoe, Christmas wreathing, holly and red frieze roping for posts, chandeliers, arches, etc. ALL NEW, CLEAN AND FRESH.

PHONE 550. (Formerly Darch & Hunter Seed Co. Limited) 119 DUNDAS STREET

WE RECEIVE LARGE SHIPMENTS OF CHOICE POULTRY EVERY DAY DIRECT FROM THE FARMERS. THIS ENABLES US TO ALWAYS SUPPLY A FANCY ARTICLE ON A MOMENT'S NOTICE. **ASK YOUR GROCER OR BUTCHER** TO GET YOU A NICE ROASTING CHICKEN, DUCK OR TURKEY FROM OUR SELECT STOCK.

C. A. MANN & CO., 78 King St. Phone 1577

I conduct a cash and carry business, thereby saving money for my customers by dispensing with an expensive delivery and credit system. You will appreciate the value and quality of goods bought at this store.

FRIDAY AND SATURDAY SPECIALS:

Medway Creamery Butter, lb.	49c	Mince meat	15c lb.	Cooked Ham	80c lb.
Choice Dairy Butter, lb.	48c	New Colored Cheese	28c lb.	Bromedary Dates	18c package
Fresh Eggs	50c	Old White Cheese	32c lb.	Excelsior Dates	15c package
Cracked Eggs	40c	Schneider's Pork Sausage	35c	Seeded Raisins, 15 oz., two for 25c	
		Schneider's Bacon, sliced	44c lb.	Salada Tea	54c lb.

SMALL SIZE EVAPORATED MILK, 6c.

PAUL L. DOIG, 6 Market House

Said that "the road to fortune was as plain as the road to market." The maxim is a simple one, simply told, and states a simple fact. To travel this road involves a saving—a saving of dollars that you would spend for luxuries and pleasures. The idea is simple enough—lay aside a part of your salary regularly each week, and together with the 3 per cent interest which this bank pays, in a short time the balance standing to your credit will surprise you. Come in and let us explain our methods.

FOUR OFFICES IN LONDON

Cor. King and Richmond Streets.	Cor. Dundas and Adelaide Streets.
Cor. Richmond and John Streets.	Cor. Dundas and Talbot Streets.