

Christmas Shopping On Deposit Payment Plan

Santa Calls In Eight More Weeks

And the "Wise Ones" are making their gift selections now. Not only are they getting the pick of the stocks, but are also finding that by joining our

Christmas Club

The worry of how to pay for these gifts is eliminated. How can you become a member of this club? The manner is simple and costs nothing. First of all make your selections, paying a deposit of \$2.00. Pay a dollar each week, and the article selected by you will be delivered free of charge to any address Christmas Eve.

Any balance remaining at the time of delivery is taken care of at the rate of one or two dollars every week.

Make it a point to visit us during the next five days, as every week the initial payment is increased by \$1.00.

You'll find our salesmen always at your command to explain in detail this convenient method of purchasing your gifts for this gift-giving season.

KEEP YOUR EYES ON

THOMAS

Christmas Shoppers On Partial Payment Plan Have a Week Left

Number of Pay Envelopes That Will Be Forthcoming Is Weekly Being Reduced—Merchants Find Scheme Taking Fairly Well.

NINE weekly pay envelopes are to be forthcoming before Christmas, which means that a purchaser during the next week on the Christmas payment plan can divide the cost of a present into nine equal payments after putting down the initial one.

This is a remarkable opportunity, a blessing which the merchants of London are extending to their customers. It is particularly acceptable in these days of money scarcity. A person can go into a store today, buy all the presents wanted, for a small payment down, and then split the remaining balance into as many payments as desired, and the merchant will hold the goods for them.

This plan of Christmas shopping is taking quite a hold in the city, according to one merchant. He says that during the past week he has sold several young women fairly good lists of presents, which he has stowed away, awaiting their pleasure. He told them that they could make the payments to suit themselves, though all declared they would pay a stated amount each week, with a view of wiping the total off by Christmas.

The scheme has another advantage. There is an old adage that the early bird catches the worm. In this case the early buyer gets the first choice, and the cream of the merchant's stock, before it is pawed over by everyone.

Most of the merchants are now placing their Christmas stock on the shelves, and the next couple of weeks will see this task completed. This means that the prices of Christmas week goods will be marked immediately, so that in this regard there is no advantage in waiting.

The most prolific shoppers around Christmas time are the young women. Not infrequently they leave considerable of their buying off until the last couple of nights of the Christmas shopping week.

Here they have a chance to not only benefit themselves, but to also help out the girls of their own age, the clerks, who are as entitled as they are to a pleasant Christmas, and whose Christmas days of the past have been marred by overwork due to the last-minute rush. By buying on the Christmas payment plan they just relieve the Christmas week rush of so much less business.

One shopper or two will make no material difference, but if the movement for partial payment buying of Christmas shopping continues to spread, the old cry of "Do your Christmas shopping early" will not have to be sent out by the merchants and clerks of the future.

Of course, the merchants are helping along the movement. They can see its advantages. They make some excellent early sales. They get in considerable money well before Christmas, and are thus able to better finances.

The partial payment plan for Christmas shopping, then, is an advantage to the buyer, to the clerk that sells, and to the merchant for whom the clerk sells.

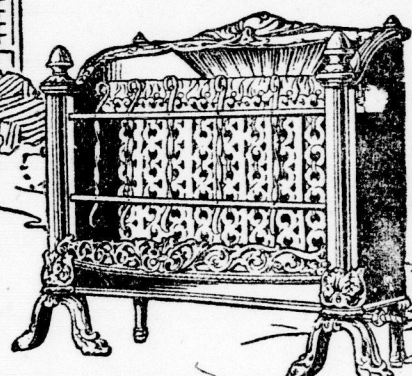
Fickle Autumn Winds

that blow hot and blow cold, that roast you at noon and chill you at night. Your furnace cannot help you; it is too early for that. And log fires, if you have fireplaces, are a mixed blessing at best.

And yet you can keep your house at an even temperature through the uncertain days of Fall. You can have always at your command a clean, instantaneous source of steady heat if you use a Welsbach Gas Heater.

The beauty of it will appeal to you instantly, the automatic lighting feature will save you untold trouble, and its durability and economical operation will cut down your fuel bills. Come to our salesrooms today and let us show you other and exclusive features of the

Welsbach GAS HEATER



A SMALL DEPOSIT AND MONTHLY PAYMENTS WILL SECURE THIS HEATER.

The Gas Appliance Co.

PHONE 922.

213 DUNDAS STREET.

Your Photograph AS A CHRISTMAS GIFT

carries with it a personal touch of sentiment that no other gift can possibly have.

Make your appointment now with

GLEASON
The Photographer
London Loan Building.
Dundas and Clarence Streets.

Phone 2568.

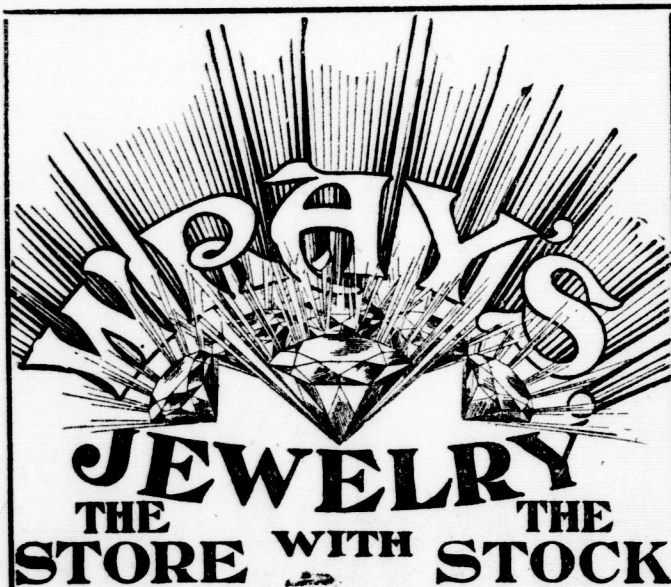
"XMAS NEXT"

WHAT WILL THE GIFT BE?

We suggest PHOTOS as the most suitable Xmas Gift. Make an appointment for a sitting now, and avoid the rush that we are sure to have later.

THE
Darragh
STUDIO

214 Dundas Street. Phone 444.
(Formerly Edy Bros.)



Make your Christmas purchases now. Goods laid aside on payment of a small deposit. Come early and avoid the rush.

ORTH'S SHOP FOR MEN

Is where Christmas and New Fall Apparel are ready for your selection. Orth offers you a club plan of selecting any Suit, Overcoat, Bathrobe, Dressing Gowns, Sweaters, Socks or Silk Shirts. Pay a deposit and arrange for a weekly payment so that you receive your goods before Christmas.

Orth Says:

"Service is something more than attention, something more than earnestness, something more than salesmanship. It is likewise much more than the sum total of the three. It is thoughtful, kindly, human, and not a mere impulse to automatic action. It depends not alone on courtesy and consideration of individual requirements, but rather on a pleasant anticipation of personal wants and desires. It means far more than routine activity—it means feeling, sincerity, initiative, the giving of something that cannot be purchased. This alone is service."

ORTH'S LIMITED
Dundas and Clarence Streets

The Christmas Shop of Barnard

Offers special facilities for the easy purchase of high-class holiday gifts. Moderate payments each week will make the buying of worth-while presents a very easy task indeed.

For Her

	From
Fine Diamond Rings	\$20.00
French Pearl Strands	\$6.00
Reliable Wrist Watches	\$15.00
Lavallieres and Necklets	\$6.00
Brooches and Bapins	\$2.00
Photo Frames, White Ivory, Parasols and rare gifts for her home.	

For Him

	From
Modern Pocket Watches	\$20.00
Attractive Cuff Links	\$3.00
Fine Fountain Pens	\$1.75
New Cigarette Cases	\$5.00
Dress Sets, Belt Buckles, Fine Pipes, Wallets and everything worth while.	

POSITIVELY THE FINEST SHOWING OF
EXCLUSIVE GREETING CARDS
IN LONDON.

BARNARD'S
DIAMONDS AND JEWELRY
"Gifts That Last"
399 RICHMOND STREET, LONDON.



Start
the List
With a
Bicycle.

BUY THAT BOY A "RED BIRD" FOR CHRISTMAS

Make him supremely happy on Christmas morning with the gift of his life—
A RED BIRD BICYCLE.

Clip This
Coupon, It's
Worth A
Dollar

Come in today and join the Red Bird Bicycle Club.

JOIN THE RED BIRD BICYCLE CHRISTMAS CLUB
This coupon entitles the holder to a membership in the club and, if properly filled out and returned to us, is good for ONE DOLLAR as a first deposit only on a RED BIRD BICYCLE.

Name in full
Address
School attending (if any)
Place employed (if any)
Age next birthday Month Date

RED BIRD
BICYCLES

\$45. \$52.50
\$60.00

Sold on mighty easy
terms.

BICYCLE AND MOTORS SALES CO.

425 WELLINGTON STREET.

G. A. WENIGE.

PHONE 3182.

