

WHEN YOU HAVE LOOKED over the price lists of fruits, nuts and other things that go into the making of Fruit Cake and Puddings, you will no doubt conclude that it is much cheaper and easier to buy your

CHRISTMAS CAKE AND PLUM PUDDING

From—
PETERS

Canada Food Board License No. 11-878

What Will I Give Sis?

We have thought this problem out away last summer, so we pass it along to you. We secured the leading leather manufacturers' stocks and have assembled together the finest line of Ladies' Leather goods in London. The Latest Ideas in Ladies' Handbags Are Now On Display

Featuring the Novelty Designs from New York and Chicago.
Charming Spats
Showing all the newest shades and made to fit snug and neat.
Dancing and House Slippers

This is the place to come when you want the latest styles. Our dancing slippers come from leading American specialty houses. Also Club Bags, leather toilet accessories, Shoes, Rubbers, etc.

Cook's Shoe Store
"The Store That Serves You Best."

JOHN A. NASH My Jeweler

makes your Christmas shopping so easy. He has unlimited suggestions and many odd gifts not found elsewhere. Ask Him How To Grow Diamonds. Perfect Diamonds, \$20 Up.
NEW STORE, 206 DUNDAS STREET, Opposite Gammage's.
"Where You Surely Can Rely."

Slippers

make an ideal gift for one to be remembered at Christmas—why not come in today and see our complete showing of Ladies' Gentlemen's and Children's Slippers?
The money you save here will help you purchase more gifts.

KAUFMAN'S
226 Dundas St.
"Good Shoes Cheap."

It is not TOO LATE yet To Order Your Personal Greeting Cards

Hay's Stationery

English Rheumatism Capsules are guaranteed to cure all forms of Rheumatism. 60c a box at Taylor's 6 Cut-Rate Drug Stores

SELLING AT COST!
Our entire stock of Up-to-Date Boots, Shoes, Rubbers, Trunks, Suitcases and Club Bags to be sold at cost at
SAMUEL'S SHOE STORE.
290 Dundas Street,
2 doors east City Hall. Open evenings. WE SAVE YOU MONEY.

CAKES

The kind that make you want more. At

RUDDY'S

There's a store near you.
733 RICHMOND STREET,
308 1/2 DUNDAS STREET,
874 DUNDAS STREET.
Canada Food Board License 5-1330.

CHRISTMAS GOODS AT ROWAT'S

THE STORE OF SATISFACTION.

Gurd's Ginger Ale

A most refreshing drink at any time. Use it when company calls; at dinner or in the sick room. Keep it always in the home.
\$1.20 per dozen.

Christmas Cooking

Have you prepared your cake or pudding?
Fruits, Currants, Raisins, Peel and Spices.

Choice Walnuts

New California Budded Walnuts. The new quality.
65c per pound.

Thick Haddies

Order some of our boned, thick Finnan Haddie. They delight customers.
25c per pound.

CHICKEN A LA KING

A Recipe for Pâté Shell—Heat the patty shells and fill with hot Purdy Cross Creamed Chicken a la king. Serve hot; garnish with parsley.
35c per tin, "small size."

Phone Orders

Receive the same care and attention as though personally solicited.

T. A. ROWAT & CO.

250 Dundas St. Phone 3051-3052.
Canada F. B. L. 3-3423.

SPECIAL SALE OF CANDY

On Saturday, 30c lb.

Also a full assortment of Lowrey's and Nelson's Chocolates, in holiday boxes.
Try Our Hot Drinks—Open Evenings.
LOWREY'S CANDY SHOP.
Next Malesic Theatre.
Canada Food Board License 10-5587.

TYPEWRITER SICK?

Call us up. We are professional doctors on all makes of machines. Work guaranteed. Typewriter Inspection Company, Room 4, London Loan Building. Phone 438.

CANADA FOOD BOARD

Licenses Nos. 8-8840, 8-8841.

Our Own Make MINCEMEAT

Made from the very best fruits, peels and spices. Sweet cider and kidney suet, blended in the proper proportion to bring out the true flavor of the old-time mincemeat. Per lb. 20c
PURE CLOVER HONEY.
Very finest quality. 10-lb. pails, \$2.50; pint jars, 50c; smaller jars, 30c and 20c; sections, 30c and 35c.
Package Raisins—(fancy), 15c; Seedless Raisins, 20c; Mixed Peel, 50c; Shelled Almonds, 80c.
Mushrooms, Ripe Tomatoes, Cucumbers, Water Cress, Wax Beans, Pineapples, Head Lettuce.

John Diprose

South London Store:
160 Wortley Road. Phone 1397
265 Dundas Street Store.
Phone 2262.



Now Is the Time To Do Your **CHRISTMAS SHOPPING** At The Purdom Hardware
Just 15 Days More For Shopping Before Christmas

Electric Irons, Toasters, Vacuum Cleaners, etc., Silverware, Brass Goods, English Cutlery, Sleighs, Toboggans, Baby Cutters, Cut Glass, Tea Pots, Coffee Pots, Casseroles, Safety Razors, etc.

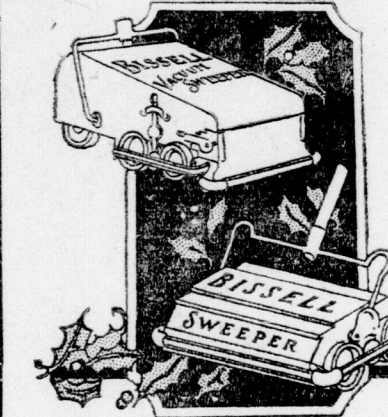
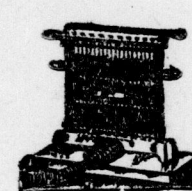


Cut Glass

Vases, Fruit Bowls, Nappies, Comports, Tumblers, Cheese Dish, Cream and Sugar, Water Sets, Salt and Pepper, Spoon Trays, Celery Trays, etc.

Electric Toasters

Canadian Beauty Electric Toasters \$5.00
Irons \$5.00



Grand Rapids Vacuum Cleaner

Prices \$11.50, \$13.00, \$15.00

Bissell Carpet Sweeper

Made in many different styles. Prices \$4.50, \$4.75, \$5.50, \$6, \$6.50
Useful every day during the year.



1847 SILVERWARE

All put up in nice lined boxes. Spoons, Knives and Forks, Berry Spoons, etc. We carry everything in the Old Colony pattern.



Starr Skates

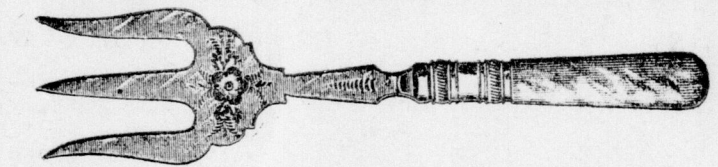
HOCKEY AND SPRING.

Spring Skates \$1.25, \$1.50 pair
Hockey Skates \$1.50, \$1.65,
\$1.75, \$2.50, \$2.75, \$3.00, \$3.50,
\$3.75, \$4.75, \$5.75, \$6.00.
Children's Bob Skates 60c pair
Hockey Sticks, Pucks, Straps.

Sleighs

FOR GIRLS AND BOYS

Small flat runners 25c and 30c each
Others 60c, 80c, \$1.00, spring runner
Kiddo Sleighs \$1.75, \$2.00, \$2.25
Child's Sleigh, high runner, like cut, with wood rail, high back. Price \$2.00 each

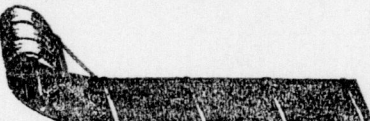


ENGLISH PEARL HANDLE GOODS—Bread Forks, Jelly Spoons, Sardine Forks, Cheese Spoons, etc. Price 50c each



ENGLISH CARVERS.

Case Carvers. Price \$5.00 up
In pairs \$3.00 up



TOBOGGANS

Put your order in now, as our supply will not last long. Price \$2.75 up

The Purdom Hardware Co.

124 DUNDAS STREET. SEE OUR WINDOWS. PHONES, 2800, 2801.

Now For Some Real Bargains

Prices are soaring now, and goods are getting scarcer, but because we did some very close buying we are able to offer you some bargains on Saturday that cannot be duplicated anywhere. Come early and get the first selection.

EIDERDOWN COMFORTABLES

50 Genuine Eiderdown Comfortables with sateen and satin coverings. Regular \$10.00. Sale \$5.98

LINEN HANDKERCHIEFS

25 dozen Men's All Linen Handkerchiefs, hemstitched, large size. Regular 40c. Sale, each 25c

FLANNELETTE GOWNS

35 dozen Ladies' Extra Heavy Flannelette Gowns, high neck and long sleeves, large size. Sale \$1.85

ALL LINEN TOWELS

15 dozen All Linen Hemstitched Guest Towels, embroidered on edges. Regular 90c. Sale 65c

WHITE TURKISH TOWELS

White Turkish Towels, with fancy borders, in colors of pink, blue and gold, at each 75c, 90c

CAMISOLE LACE

Camisole Lace for making camisoles, beading top and bottom, fine lacy design, at yard 35c and 50c

DAMAGED WOOL BLANKETS

15 pairs White and Grey Wool Blankets, slightly damaged, but hardly noticeable. AT SPECIAL PRICES.
Shetland Floss 39c ball
Cashmere Gloves 50c pair

MILL SECONDS

600 pieces Underwear Mill Seconds, comprising Vests, Drawers, Combinations and Skirts, slightly damaged, but none the worse. AT COST PRICES.

BLANKETS

Best quality Ixex Blankets 12-4 size, largest made, in white, grey, pink or blue borders. Last week at the price, pair \$3.75

WOOL MITTS

100 pairs Girls' Wool Mitts, with cuffs, 3 sizes, colors grey, red and black. Special pair 48c

STRAP PURSES

20 dozen All Pure Leather Strap Purses with places for tickets, at special prices 69c, \$1.00 and \$1.50

HABUTAI SILK

Habutai Silk for camisoles, 40 inches wide. All leading shades and heavy quality, yard 85c

YARNS

Scotch Fingering Yarn, lb. \$3.00
Bee Hive Yarn, oz. 35c

ALL WOOL SERGE

10 pieces Best All Pure Wool English Serge, 38 inches wide, colors of navy blue, black, green and red. Special this week, yard \$2.00
Fur Trimming 40c yard

FANCY LINENS

25 dozen Linen Finish Scarfs and Table Covers, hand embroidered. Special, each 48c

NIGHT SHIRTS

10 dozen Men's Heavy Flannelette Night Shirts, A1 quality, with yoke in back. All sizes \$1.59

SOLDIERS' SOCKS

Soldiers' Socks All Pure Wool and Seamless, equal to hand made. Regular \$1.00. Sale, pair 69c

FURS

Thibet Lamb Furs for girls, large size muff and cape, at per set, up \$5.50

GIRLS' COATS

15 only Girls' All Pure Wool Coats, in colors of red and 2 shades of blue, imitation fur trimmed. Regular \$10.00. Sale \$6.50

CREPE

Silk and Cotton Crepe, 38 inches wide, in all the leading shades, including maize and rose, lovely for underwear. Special, yard 75c

WARM SKIRTS

Warm Knitted Underskirts, in grey with red trimming \$1.50
Pleace lined Underskirts. All sizes \$1.98
Mesh Purses 75c



The Heart of London OVERALL SALE

Has stirred the people of Western Ontario to the very core. London's greatest Overall Centre continues to sell at wholesale prices, thus eliminating all middlemen's profits. Four hundred dozen Overalls, bought and held in storage, are now being offered at prices from \$1.95 up.
Walker's Overalls. Ask for them. At \$2.19

SAMPLE HATS

Regular \$2.50 value for \$1.23
Others at \$2.50
\$3.00, \$3.50, \$4.50 and \$5.00

OVERCOATS AND SUITS

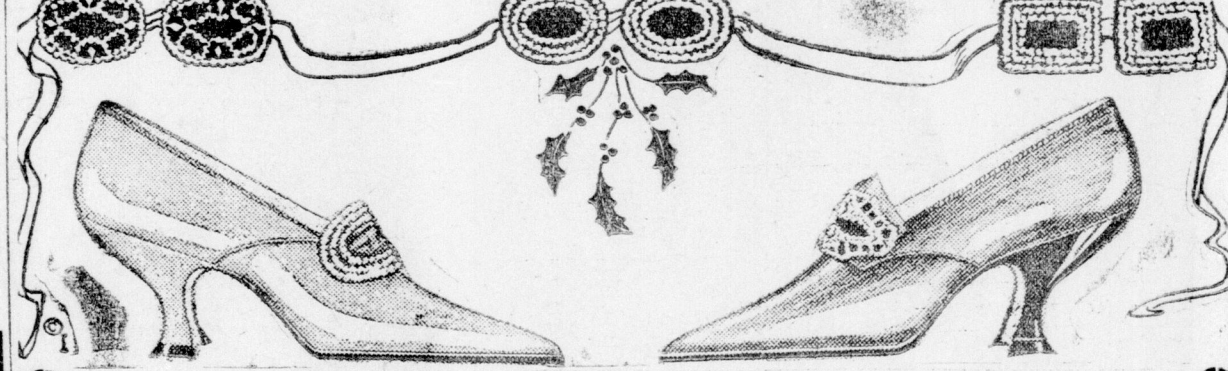
A saving of \$5.00 to \$7.00 on every Overcoat or Suit.

Wegner

CLOTHING COMPANY.
THE HEART OF LONDON.
Famous for Their Little Prices.
371 Talbot, Opposite Market Open Evenings.

"THEY WHO COME BACK."

"They Who Come Back" is the title of an artistic little book of collected verse by Amy Campbell. It is particularly suitable as a gift to soldiers or friends of the boys "coming back." Price, 25 cents, postpaid. Address: Amy Campbell, care of The Advertiser, London, Ontario.



JUST ARRIVED FOR CHRISTMAS TRADE

Evening Slippers

From the most exclusive manufacturers of High-Grade Pumps and Slippers in Canada and the U. S.

Prices From
\$5 to \$9

WE INVITE YOUR INSPECTION.

A very appropriate Christmas present. Think it over!

Johnston & Murray

London and St. Thomas

OPPOSITE THE MARKET LANE **MARA'S** OPPOSITE THE MARKET LANE

LEMINGTON DEPUTATION AWAITS ON GOVERNMENT

TORONTO, Dec. 5.—A deputation from Lemington in regard to the Montreal-to-Windsor road, appeared at the Parliament Buildings today, and said they would like the road to run from St. Thomas to Blenheim, and

AUTO HITS TRAIN AND TWO ARE BADLY HURT

BRANTFORD, Dec. 5.—Jessie Wilnot, a young girl, was badly injured

then to follow the Middle instead of the Talbot road. Consideration was promised.
and W. H. Godden's delivery motor smashed when it ran into a G. T. R. train at the Market street south crossing. The driver turned to avoid running into a man who had been thrown off his bicycle owing to the slippery condition of the road, and not noticing a passing train, ran directly into it. He escaped with a bruising, but the girl was badly cut.