

Rowat's Please People Who Are Particular.
COFFEE 50c per pound
 T.A. ROWAT & CO.
 250 Dundas St.
 Phone 3051-3052.

RAISIN BREAD

For CHRISTMAS DINNER

This bread, made of finest ingredients and containing California Raisins and Peel, will be ready for Christmas trade Monday morning.

AN IDEAL PUDDING

Can be made from it by adding a little sauce.

Don't forget to order a loaf of our Special Dressing Bread. Just the thing for filling for that Christmas fowl.

At your grocer's, from our wagons or by phoning us.

PARNELL
 The Breadman
 Phones—929, 1390.

A Diamond RING
 The Best Gift of All

No nicer gift could be given any lady than a YOUNG Diamond. There are the best stones that can be had on the diamond market; are perfect in cutting and polished to the highest finish, and are flawless.

In the buying of diamonds one must have great confidence in the dealer he buys from.

Our \$20, \$30, \$50, \$75, \$100 Solitaire Diamonds are wonderful values and could not be duplicated today for near the same amount of money.

"It's Quality That Counts."

YOUNG'S
 TWO STORES.
 LONDON. EAST LONDON.

JOHNSTON BROS.
X X X BREAD

has been acknowledged by the shrewdest housewives as the most wholesome, deliciously satisfying loaf baked in London today.

HAVE YOU TRIED IT YET? Then in justice to yourself and family, give this appetizing bread a trial today. Your grocer sells it.

JOHNSTON BROS.
 PHONE 944.

NEAL BAKING CO. NOT OPERATING IN BRANTFORD

The manager of the Neal Baking Company, Limited, believes that recent press reports of the bread bakers' fight at Brantford have unintentionally placed his company in a false light in the eyes of the public, and the management wish it distinctly understood that their product is not sold in the city of Brantford, and furthermore that the company is not interested in any bread company or business in that city, either directly or indirectly. Mr. Bridge, the local manager, also points out that Neal's bread is sold only at the uniform price of 10c per 24-ounce standard loaf to everyone.

FURS for Christmas
BELTZ & CO.

TO HELP HALIFAX.
 KINCARDINE, Dec. 21. — A relief fund has been opened in the two weeks here for the benefit of the Halifax sufferers. On Sunday special collections will be taken in every church in town.

CHRISTMAS LEATHER GOODS

Are You Going Home For Christmas or to Visit Friends?

Do You Need a Traveling Bag?

We are offering some special in Club Bags and Suit Cases for Christmas.

CLUB BAGS
 From \$3.75 to \$25.00

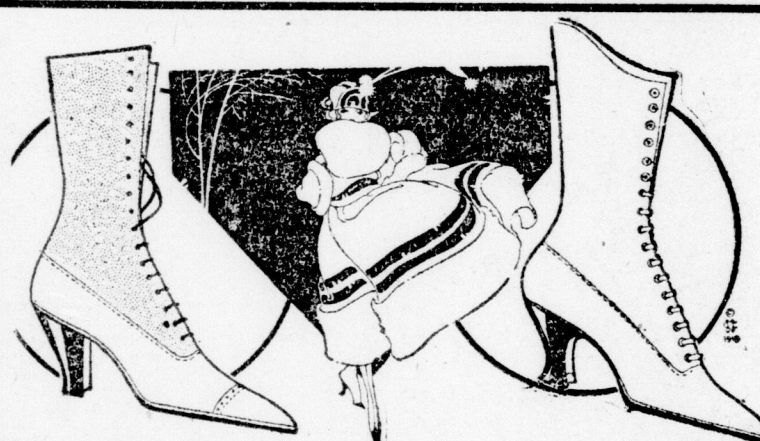
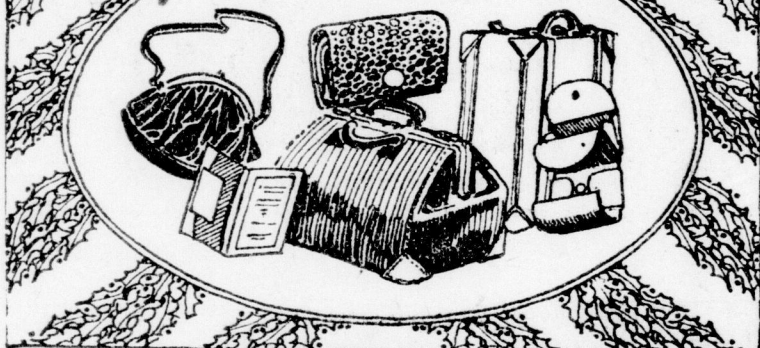
SUIT CASES
 From \$1.45 to \$8.00

TRUNKS IN ALL STYLES.
 From \$4.50 to \$25.00

COLLAR BOXES
 At \$1.48

CLUB BAG FITTINGS
 From \$4.50 to \$10.00

JOHNSTON & MURRAY



Good Old Christmas Time

Always finds this store busy, giving good quality, courteous service and guaranteed satisfaction in the latest and best of **BOOTS AND SHOES, SLIPPERS AND LEATHER NOVELTIES.** Never have we been more busy than now. Our patrons have found our stock and service helps to do away with the usual Christmas worries, because it is easy to make choice here. A full stock means many opportunities for cultured selections.

SLIPPERS

Men's Cozy Felt \$1.00 to \$3.00
 Ladies' 85c to \$2.75
 Misses' Cozy Felt 45c up
 Children's Cozy Felt 45c up

TRAVELING BAGS

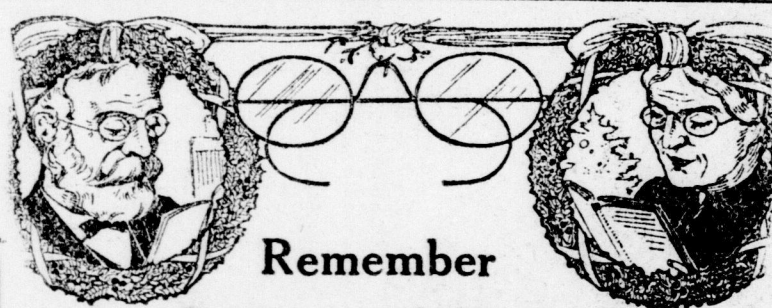
Extra Fine Quality Club Bags, ladies' or men's sizes \$7 to \$10
 Ladies' Motor Hand Bags, New York made, include toilet fittings \$8 to \$18
 Ladies' Leather Hand Bags, extra special \$1.00
 Others \$1.50 to \$3.00

NOVELTY GIFTS IN LEATHER.

Billfold Wallets, Pass Cases, Calling Card Cases, Cigarette Cases, etc., from 60c to \$5.00

COOK'S SELECT SHOE STORE

The Store That Serves You Best.



Remember

Father and Mother

The present for the "Old Folks" should be something helpful—something that will lessen the burden of their old age.

A pair of **GLASSES**, specially ground to suit their eyes, will enable them to read and sew with the ease and accuracy of their youth.

We are making a specialty of spectacleware this Christmas and have a scheme whereby glasses can be suitably presented as a gift.

MAKE IT GLASSES FOR THE OLD FOLKS

The Brown Optical Co.

223 DUNDAS STREET.

PHONE 1877.



The Purdom Hardware Co.

OUR STORE IS FULL OF ALL-YEAR-ROUND USEFUL GIFTS.

NUT CRACKERS AND PICKS

Nut Cracker and Six Picks. Price only 50c set
 Nut Crackers, only 25c pair
 One-Arm Man's Knife and Fork. Price \$1.50

CHILD'S SETS Knife, Fork and Spoon

All silver, in box. Price 25c set
 All steel, in box. Price 25c set
 Steel Knife, Silver Spoon and Fork. Price \$1.00 set
 Pearl Handle Knife, Silver Spoon and Fork. Price \$1.25 set

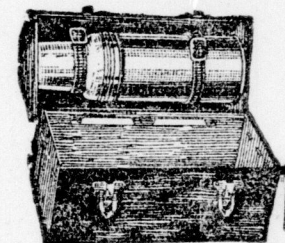
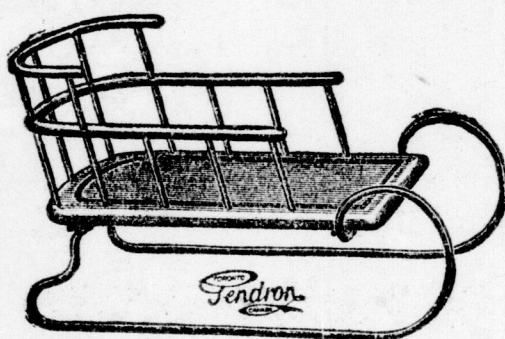
GILLETTE'S SAFETY RAZORS

Prices \$5.00, \$6.50
 Auto-Strip Razor \$5.00
 Old Style English Razors. Prices \$1.50, \$1.75, \$2.50
 Rubber Set Brushes 50c
 75c, 85c, \$1.00, \$1.25, \$1.50



SLEIGHS, COASTERS AND SKATES

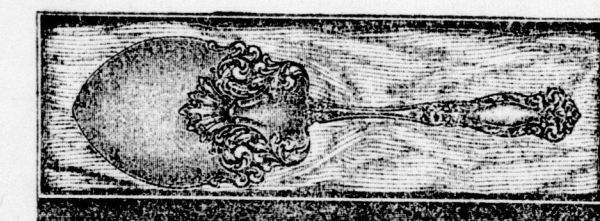
Children's Rail Sleighs, same as cut. Price \$1.75
 Flat Steel Runners 25c, 30c
 Coasters, Kiddo Sleighs \$1.50, \$1.75, \$2.00
 Baby Cutters, red, \$9.00; white, \$10.00
 Girls' Sleighs, Prices 60c, \$1.35
 "Starr" Skates, made in Canada. Prices \$1.00 pair up to \$5.50



VACUUM LUNCH SETS
 Complete with vacuum bottle. Prices \$2.75 and \$3.50
 Vacuum bottles \$1.50 each up

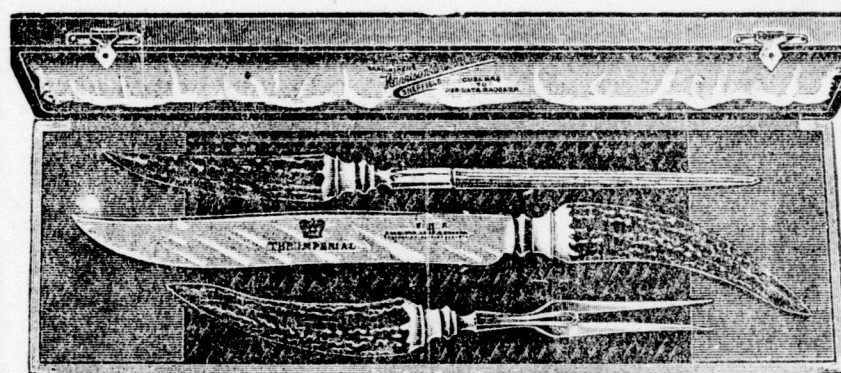
FRETWORKER'S OUTFIT—Complete, on card. Price \$1.00 set
 100 only Ever-Ready Flashlights. Regular \$1.25, at only 89c each

Brass Ink Wells. Prices \$1.00, \$1.25
 Brass Cuspidors \$1.50, \$2.00, \$2.50, \$3.50
 Crumb Trays and Scraper 75c each up
 Crumb Trays and Brush \$1.50 each up
 Brass Hot Water Heater \$1.25 each to \$4.50



Community Par-Plate Silverware

Sugar Shells. Price 50c each
 Cold Meat Forks. Price \$1.25 each
 Berry Spoons. Price, gilt \$1.75
 Berry Spoons. Price, silver \$1.25
 Coffee Spoons, 6 in case \$1.50 case
 Orange Spoons, 6 in case \$2.50 case
 Teaspoons, 6 in case \$1.50 case



ENGLISH CARVING SETS AND TABLE CUTLERY.

Carving Sets, in case. Prices \$2.50 up to \$20.00
 Carving Sets, in pairs. Price \$2.50 up
 Stainless Steel Dessert Knives \$12.00 dozen; Table Knives, \$14.00
 Ordinary Table Knives and Forks \$25.00 set of 6 each
 Joseph Rogers' Jackknives 85c, 95c, \$1.00 each
 Other Pocket Knives 25c up to \$3.00 each

CHILDREN'S TOY DEPARTMENT

GO CYCLES, 2 iron wheels 75c each
 GO CYCLES, 2 rubber tire wheels \$1.25 each

GO CYCLES, 3 iron tire \$1.25 each
 KIDDIE KARS \$2.00, \$2.50

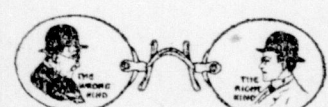
SKUDDER KARS, Price \$7.00 each
 ROCKING HORSES, small ones \$1.50
 ROCKING HORSES, large ones \$4.00
 VELOCIPEDS, Prices \$3.00 up to \$5.50
 AUTO WHEEL COASTER WAGON \$2.50, \$7.00
 CASTLE BUILDERS. Price 50c up to \$6.00
 DUMP CARTS, Price \$1.75
 CHILD'S SNOWSHOVELS 35c and 50c each



The Purdom Hardware Company

124 DUNDAS STREET.

TWO PHONES, 2800, 2801.



A MAN CAN BE AS OUT OF DATE WITH A PAIR OF OUT OF DATE GLASSES AS OUT OF DATE HATS AND CLOTHES. GLASSES ARE THE MOST USEFUL PRESENT YOU CAN GIVE.

CONSULT US.

Carlyle TREBILCOCK OPTICIAN

233 Dundas Street, Two Doors East of Majestic. Phone 2351.

STOP TO THINK
 but don't stop thinking. A particularly good rule to apply to advertising. We practice it.

Federal Advertising Service

Dominion Savings Building, LONDON, CANADA.

Taylor's 6 Cut-Rate Drug Stores.
 Taylor's Beef, Iron and Wine.
 Finest Quality—Large Bottles.
 Regular \$1.00 for 50c at

Taylor's 6 Cut-Rate Drug Stores

Reliance Garage

Ford Service Station

Clean up sale. Used tires, tubes and rims. Also a few new ones.

London's Rubber Man
 346 Dundas St.



AN ELECTRICAL GIFT

this Christmas will be quite the style. It's practical, and will be more than welcome. There's a wide range in this store. Come in and see.
 BENSON-WILCOX ELECTRIC CO.
 294 DUNDAS STREET.

FOR CHRISTMAS.
Buy a Brantford Bicycle

Our Work, Best By Test, Has Been Proven

London Tire Repair Depot
 254 Wellington Street. Phone 2354.
 A. WILKES. Opp. McClary's.

Give Us One Trial on that pair of shoes you need repaired. Will call for them and guarantee satisfaction.

MODERN SHOE REPAIR COMPANY, PHONE 2310.

The London Loan and Savings Company of Canada

INTEREST RATES ALLOWED
 In Savings Bank 4 Per Cent
 Debentures 5 to 5 1/2 Per Cent

M. J. KENT, Manager.