

J. M. CHIVAS

The Store of Quality Confectionery

CHOICE CHRISTMAS CAKES SHORT BREAD
FRENCH PASTRY PLUM PUDDING
117 DUNDAS STREET LONDON



Useful and Acceptable Christmas Gifts

MEN'S SHIRTS \$1.00

10 dozen Men's Fine Shirts made of Fancy Stripe Broadcloths, two collars, guaranteed fast colors. Boxed for Christmas A Real Gift. All sizes.

SALE \$1.00

UNDERWEAR SETS \$1.00

Lovely assortment of Ladies Silk Underwear Sets. Best Run Quality. Vests and Bloomers with Fancy Emblem. All Color and Sizes. SPECIAL \$1.00 SET

MEN'S TIES

Ties are always useful and acceptable. We have a wonderful assortment to choose from, light and dark colors. SPECIAL, 25c. to 50c.

LADIES GOWNS 75c

10 dozen Ladies' Gowns, made of fine white Saxony Flannel-ette, Pull on style. Fancy embroidered fronts, all sizes SALE 75c.

FANCY CUSHIONS 79c.

300 Cushions, large sizes, well filled and covered with Silk Rayon Taffetta. A lovely gift for the Home. All colors. SALE 79c.

PILLOW SLIPS

15 dozen Pillow Slips Fancy Hemstitched and Embroidered Ends, a Gift not only nice but useful. SPECIAL \$1.00 PAIR

UMBRELLAS

Special Sale of Ladies Umbrellas, best English Frames, Silk and Wool Tops, Fancy Handles and Tips to Match. SPECIAL \$1.50 to \$2.50

SILK HOSE 69c.

What's better than a lovely pair of Silk Hose, Full Fashioned, Service Weight, all the newest shades. All sizes. SALE 69c pr.

GLOVES \$1.00

Best Kid Gloves for Ladies, Men and Children. Fleece lined, warm and cosy. Colors of Brown and Grey. Sizes 6 to 11. SPECIAL \$1.00 PAIR

Mara's

Electrical Gifts

Are Greatly Appreciated

SEE YOUR ELECTRICAL DEALER TODAY WHILE
STOCKS ARE COMPLETE
TOMORROW MAY BE TOO LATE

ELECTRIC IRONS—ELECTRIC TOASTERS.

ELECTRIC PERCOLATORS—ELECTRIC GRILLS

ELECTRIC WARMING PADS — TABLE LAMPS

HEALTH-RAY LAMPS

THERAPEUTIC LAMPS

Benson-Wilcox Electric Co.

WHOLESALE ONLY

LONDON

ONTARIO

Christmas Gifts

THAT ARE SUITABLE; AND SENSIBLE; AND PRICES
WERE NEVER MORE REASONABLE

A COMPLETE STOCK OF

Community Silverplate and Wm. Rogers Silverware in all the newer Patterns

Imported and Canadian Silver Plated Hollowware—Tea Sets; Vases; Sugar and Cream Sets; Candlesticks; etc.

Cutlery—English; European and Canadian Carvers; Table Cutlery; Bread and Kitchen Knives; Pocket Knives; Scissors; etc.

ELECTRICAL APPLIANCES

Irons; Toasters; Grills; Hot Plates; Heating Pads; Heaters; Curlers; Waffle Irons; Percolators; Flashlights; Etc.

TOYLAND

We have the finest Toyland in Western Ontario—Mechanical Toys; Stuffed Toys; Dolls and Doll Furniture; Electric Trains and Motors; Games and Books

Tools; Housewares; Glassware; Sleighs; Toboggans; C.C.M. Skates and Shoes

SHOP HERE—YOUR NEIGHBORS DO

COWAN'S HARDWARE

MET. 3461—2

The Store with a Stock

157 Dundas

NEWMAN'S

Ladies' Wear and Millinery



YOU PAY LESS HERE

TELEPHONE FAIR. 2479

OPEN EVENINGS

638 DUNDAS ST.

LONDON, ONT.