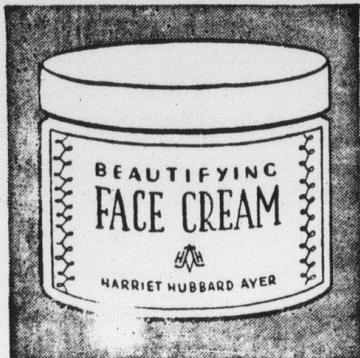


EST. 1874



**Harriet Hubbard Ayer
BEAUTIFYING
FACE CREAM
...\$2.15**

Harriet Hubbard Ayers
Preparation are Sold at

STRONG'S
DRUG STORE
184 Dundas St., London

MERRY CHRISTMAS!

It is our sincere wish that each and every one of our friends will have a very Merry Christmas.

We hope you will not forget us when you are buying the wreathes and plants which help to make the season one of the most beautiful and joyous of the year.

And again we extend to your our best wishes for a Very Happy Christmas Day and a Happy 1938.

THE ORIGINAL

Gammage's

Only One Retail Location
173 DUNDAS ST. MET. 636

**London
Curiosity Shop**

"IS YOUR SHOP"

STOVES, FURNITURE

Bought and Sold

COME — PAY US A VISIT

W. Wallace

517 Richmond St.

London

Fine's Bargain Store

XMAS SALE

Men's Suits and Overcoats
Men's Furnishings
Boys Suits and Coats
Ladies House Dresses
Ladies Lingerie
and Hose
AT SALE PRICES

FINE'S

12 MARKET SQUARE
Next to Smith's Grocery

The Xmas Gift Shop

NOVELTIES

LAMPS

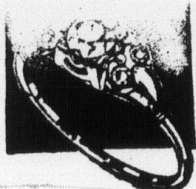
CHINA

SILVER

Christmas Cards

WILLOW HALL

247 DUNDAS ST., LONDON



**SOMETHING SHE
WILL TREASURE**

Give her a Traub ring, set with a perfect diamond. Distinguished by fine workmanship and executed in exquisite design. Come in and see them and get a copy of our interesting booklet "Bridal Etiquette."

C. R. Sumner Sons Ltd.

The Reliable Jeweller

MET. 5819 392 RICHMOND ST.

COMPLIMENTS OF

C. A. Mann & Co.

POULTRY, EGGS, BUTTER, Etc.

MET. 1577

78 King St. London, Ont.

COMPLIMENTS

**LONDON SILK
SHOPPE**

193 Dundas St. Phone Met. 1123

COMPLIMENTS

POF-EYE'S

FISH AND CHIPS

742 HAMILTON RD. LONDON

LONDON NOTES

Miss Elsie Hall of Stratford who has accepted a position in London will return home to Stratford for a short visit during the holiday season.

Miss Leta Smith will also return to her home, Woodstock for a visit during the holiday season.

Mr. and Mrs. H. Turner of Detroit are expected to visit in London during the holiday season.

A Season's party will be given by the Junior girls on the 28th of the month, at the home of Miss V. Brown, William Street. A good time is in store for those who attend.

A sleigh-ride party is being planned for all those who take part in the Christmas concert around the 1st of January.

Mr. L. De Grant, Mr. C. Weedon and Mr. N. Fountaine have lately been frequent visitors to Woodstock.

EMANCIPATION; 1937 MODEL

"For the first time since his advent on these shores, the American Negro now possess the control of his labor. It is the greatest economic achievement of our history."

The words are those of A. Phillip Randolph, president of the Brotherhood of Sleeping Car Porters, and M. P. Webster, his first vice-president. They referred to a recent labor agreement effected between the Pullman company and the Brotherhood, first of its kind and magnitude in Negro history.

They are not idle words, these. It is a matter of fact that the American Negro has always possessed the ability to do the labor that has gone into the making of this great country, but has never had control of that kind of labor that he, himself, supplied. Last to be hired, first to be first, lowest paid, hardest worked and without recourse to any protective measures to safeguard his possession of even a job, he has seen control of his work always in the hands of his boss. In the case of the 8.50. Pullman porters in the country, until last month, the situation has been aggravated.

After twelve years, however, the Brotherhood—and notably without the support of thousands of Negro porters—did force the Pullman company to affix its signature to a document that gives these workers a certain number of hours a day to work, a certain sum to receive for it, and most important, a recourse in case they are discharged unjustly. Their labor at last is their own; to sell, let

COMPLIMENTS OF THE
SEASON

From the

**Wegner Clothing
Company**

371 Ta'bot St. — Met. 1849

or withdrawn from the market as they see fit. It is little wonder that Brothers Randolph and Webster had exultation in their voices when they mentioned the monumental accomplishment.

—Courtesy Boston Chronicle

THE MADONNA ON THE ROCK REMAINS SERENE

Towering above the surrounding seas, a constant reminder to the people of Prospect of their religion is Virgin Island, one of the most remarkable natural rock formations in the world. On the side of this island is a remarkable likeness of the Madonna with the Christ-Child in her arms.

Away from the noisy, hurrying world, the rocky lands of the island have never been disturbed by human beings and only on a calm day do men dare approach this high hill in the Atlantic Ocean—feared by mariners.

Engraved in the side of the island, 40 feet above the surging seas, the picture of the Virgin Mary has stood the wind and rain and storms for centuries and will remain as a guide to the residents of Prospect and the neighboring villages in their worship.

On a clear, calm day, visitors can approach the island and view the Biblical spectacle at close range, but no fisherman would venture near the rock in a storm.

It is a strange fact, too, that close by, in Prospect Bay, the Norsemen are believed to have landed for the first time in North America, more than 1,000 years ago.

But the picture of the Virgin Mary and the Christ-Child still remains undisturbed while the signs of the Viking settlement have practically all disappeared.

KING KONG MATTHEWS COLORED HEAVYWEIGHT

New York.—King Kong Matthews, sensational young colored heavy-weight, sought his 34th consecutive knockout victory here this week when he signed to meet Stanley Ketchell at Rockland Palace. King Kong has kayced 33 straight opponents in the year and a half that he has graced the professional ring.

Matthews is a Louisiana lumber camp worker who found that enjoying peace on his job was easier to obtain by slapping over an occasional bully now and then. His slapping proved so effective that in less than two years it has made him the outstanding threat to Joe Louis' supremacy in the big fellow class.

This kayo artist is 22 years old and hits the scales at 205 pounds.

CHRISTMAS KINDNESS

Because this old world is hungry for love, "the simple art of being kind" is needed to carry Christmas through the year. We may get along comfortably without further wisdom or guile or sophistication; but, as sorely as we need the gentle offices of love as we meet one another by the way.