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Arcy St., Toronto Mountain Coffee Ceylon Teas, Mixed Pickles ngo Chutney ita Sauce Nuts

MS-Mgr.

Official Organ of the Can. League for Advancement of Colored People



NATIONAL NEGRO WEEKLY

DEVOTED TO THE INTERESTS OF THE DARKER RACES

VOL. III., No. 41.

LONDON, CANADA, DECEMBER 4th, 1926.

Price 5 cents.

First Organization of Its Kind To Be Established by the Race.

Raleigh, N. C., Nov. 29.—(Pacific Coast News Bureau.) - Durham, that hustling little city whose Negro population of less than 20,000 have established and successfully operated more corporate Negro enterprises than any city in the country with twice its population, has just added a \$200,000 corporation to its list: a Fidelity & Surety organization chartered to write Fidelity and Surety Bonds, Accident, Health, Burglary, Automobile Theft, Plate Glass, Travel and allied lines of insurance.

First of Its Kind

The first of its kind to be estab lished by the Race, the Fidelity began business a few weeks ago with schedule bonds covering over 5,000 Negro officers and employees of fraternal and insurance organizations. A fact made possible through the cooperation of the greatest group of Negro financiers assembled in one locality, directors and officers of the following Negro corporate enterprises: The North Carolina Mutual Life Insurance Co., organized in 1899, and the large Negro Life Insurance Company in the world with assets over \$2,000,000 and \$44,000,000 worth of insurance in force; The Royal Knights company in the world; the Bankers' Fire Insurance Co., chartered in 1920, operating in six states and the largest legal reserve Negro fire insurance company in the world; the Mechanics and Farmers' Bank, organized in 1908, with resources over \$\$800,000 and the R. Moton, principal of Tuskegee Instionly Negro bank in America with a branch bank located in another city-Loan Association, organized in 1921, Trustees of Tuskegee, in hopes that political and literary leaders, and is with combined resources of approximit will aid Dr. Moton's health. 1924, of which Principal R. R. Moton Dr. Eugene H. Dibble, institute mediof Tuskegee is the president.

Mexicali, Lower California, Mex., Achievements of Race Discussed by Nov. 27.—After a recent conference with American Consul Bohr, Adolfo Miranda, chief of the immigration service in Mexicali, whose recent order barring Negroes from entry into of recommendation vouching for their at the home of Mrs. R. I. Branning. character and their employerment if employed on the Mexican side.

American Consul Investigates

Black American.

MEDICAL STUDENTS ROB GRAVES OF THREE MEMBERS OF JOHN BROWN'S BAND

Winchester, Va., Nov. 24.—The Brown's band, which raided Harpers Ferry in 1859, were dissected by stud-College, Dr. William P. McGuire revealed here before his recent death.

Dr. McGuire told, on his deathbed, that the students were eager for practice and specimens, and went out and dug up the corpses almost immethe intense feeling against the men at that time no protest was made by anyone in Winchester. It was widely

DR. ROBT. R. MOTON SAILS ON TRIP AROUND WORLD ing; Burley and Hayes, music.

Tuskegee, Ala., Nov. 24.—Dr. Robt. tute, is scheduled to sail from San Francisco this Friday on the S. S. Raleigh, N. C.; the People's Building Tenyo Maru on the first lap of a trip around the world. The trip is being

ately \$500,000; and the National Sailing with Dr. Moton will be Mrs. cal director, and his wife, Mrs. Dibble. dices and to tighten the attachment of students.

Colored Americans Minds of Prejudice IN INDEPENDENT PRODUCTION

Salt Lake City Club Women. Salt Lake City, Utah Nov. 25 .- "If

we would come to an understanding of the Negro we must rid our minds Mexico for longer than a nine-hour of prejudice," said Mrs. C. G. Plummer, period created national attention, prominent club woman of Salt Lake, modified his original order by stating who recently with Mrs. C. D. Moore that reputable Black Americans will collaborating discussed all phases of be granted border permits which will the Negro's accomplishments in the entitle them to cross at any and all field of arts in present times, at the hours, provided they present letters meeting of the Short Story Club held

"There is happening today," said Mrs. Plummer, "what someone has called a 'resurgence of the people' In his conference with Mr. Miranda with this race that has heretofore sufthe American Consul was assured that fered from the 'mob spirit' in literaevery facility would be offered to so ture. It presents to American writers handle the regulations that no unne-the greatest possible opportunity that cessary hardship might be imposed could be gives them today. There is upon the respectable, law-abiding a great interest in this subtle, elusive topic."

"The highest hope of the race lies in the leavening that must come through its cultural side. The question is, what is the black man's intrinsic value; what has he to offer to the other races of mankind? Hidden bodies of three members of John deep in his being is the assurance of infinite spiritual power, but he is wholly without art in contracting that ents of the Old Winchester Medical power. Amazing cheer asd an exultant optimism are his-a totallf different reaction perhaps than any other race would have manifested under his experiences."

Quotes Benjamin Brawley.

Speaking on the subject of "The diately after the burial. Because of Negro Culturally and Spiritually," beginnings of cultural life of the Negro, quoting from Besjamin Brawknown throughout the town that the ley's work on the American Negro, the oldest legal reserve insurance students had exhumed the three but took up in turn the leading Negro ing DuBois, autror; Braithwaite poet; Chestnutt, writer; Johnson, poet; Dunbar, poet; Scott and Tanner, paint-

> NEGROES IN FRANCE FOUND A MAGAZINE

Paris, Nov. 24.—Although no color prejudice exists in France, a society for the protection of the colored race 1915, and the Mutual Building and taken at the desire of the Board of has been formed here by a number of

Negro Finance Corporation, organized Moton and their daughter, Catherine, thus: The preservation of the colored sors are lauding the patience and

Mexico Will Admit We Must Rid Our CLARENCE BROOKS TO STAR

Former Lincoln Actor Engaged For Series of Three Productions.

Hollywood, Calif., Nov. 29.-(Pacific Coast News Bureau.) - Clarence A. Brooks, featured player in the Lincoln Motion Picture Company's 'A Man's Duty" and "By Right of Birth," after five years' retirement from pictures has been enticed back into the game through a very attractive offer to star in three six-reel productions, the first of which will be released about January 1st.

Harry Gant to Direct

Harry Gant, the former Universal camera man who photographed the 'Bull's Eye" serial featuring Eddie Polo and Noble Johnson, and also had charge of the production work of all the Lincoln productions, will direct for the new company. Ira McGowan, of Chicago, formerly road show manager of the Micheaux Film Co., and D. Ireland Thomas, of Charleston, S. C., former road show manager of the Lincoln Co., will probably see after the distribution end.

While three former Lincoln Motion Picture men are connected with the new concern, the Lincoln Corporation itself has no interest or connection in the new venture, which is said to be backed financially by a group of white Hollywood financiers.

Mrs. Myrtle Fields of Detroit and her sister, Miss Freda Anderson of Buxton, were week-end visitors with their father, Mr. John Anderson.

Word came to Mr. and Mrs. C. H. Brown of the sudden death of their father, Mr. John Brown of Detroit, last Tuesday. Mr. Brown left immediately for Detroit to arrange for burial. It is thought that the body will be taken to Buxton for burial.

Rev. and Mrs. H. D. Wright of Brantford motored to London last Wednesday for the purpose of visiting Mrs. C. E. Jenkins and her twin boys.

The maiden entertainment of the Merry Makers' Club last Thursday evening was a very successful event. Several out-of-town guests were

the Negro colonies to France. The publication of a new review is announced, "The Voice of the Negro."

The editors are proclaiming that colored people are proud to be called The committee announces its aims Negroes. Sorbonne niversity profesB

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Dawn of Tomorrow

Published weekly in the interests of, and for the advancement of the colored people of Canada.

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Three months										
Single copy .										

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E. C. Jenkins, Advertising Manager. Entered in the post office at London, Ont., as second class matter.

The Dawn of Tomerrow Publishing Co. London, Ont.

Editorial

STARTING AT THE

WRONG END.

It is to be hopedl that both sides, the supporters of the Ontario Temper- is not enough. The youth of today is ance Act and the advocates of the sale sound at heart. His misdeeds are the of liquor under Government Control result of our unwise handling of him. are sincere in their efforts to curb the | Cnder proper conditions he will indrink habit. It is to be hoped that variably choose the right path. It is both sides are working for the same for us to supply the proper conditions. identical end-to remove the tempta- We can do this only by surrounding tion from our youths of forming the him with the right kind of education. habit of excessive use of spirituous dlrinks. We emphasize the w d "YOUTHS," for all reforms must egin with and among our children & d among our growing youths. It is w nigh impossible to kill the taste for whiskey among adults who have been accustomed to strong drink for the greater part of teir lives. From personal observation and investigation it has ranspired that not more than one confimed drinker in five hundred ever gives up the dlrink habit. Men and women, the great majority of them, who drank daily before the O.T.A. came into being will now at the end of a certain period, purchase a quart or two and drink freely as long as it There are others wro will, when thep cannot secure liquor, drink from woodl alcohol down to prussic acid for the sake of receiving a "kick."

It would seem therefore that it is with the dirink habit as with any other habit. We all agree that the cere thanks as well as to all the citidrink habit is a consuming evil. That zens of the county who furnished mait has done more harm to the human family, morally and physically than any other evil in the world today. We shoulld be pleased to see the drink habit banished from our landl forever But the place to begin to fight the evil is not with the hagitual dirinker, but rather with the babes at their ally under odds in his encounter with mothers' breasts, with chiliren and Jack Sharkey two weeks ago, when he the hardlened average adult. But Wills. our youth can be savedl through the proper system of edlucation, education arm was of little use to him in his which appeals to their reason as well battle with Sharkey, as it acted as as to their emotions. We are of the nothing more than a guard, being opinion that the advocates of the O. hooked at a 45 degree angle at the el-T.A. as well as those who believe in bow. The kink is being ironed out by Government Control have reversel the Knight, who promises to have the arm natural order of things in their desire in shape in a short time.—St. Louis to bring about real temperance. Had Argus.

half the money, time, energy and thought which have been given this question been spent in instilling into our children, into our youth, habits of sobriety, respect for perent-hood, respect for womanhood, respect for the mental and physical well-being of their posterity, the cause of temperance would have been helped to a greater degree than it has by the present campaign. Aside from the money andl the time which have been spent in the present campaign it must be admitted that both sides have offered some splendid points in support of their platforms, points which were engenedered only by deep thought and careful consideration. Suppose now, both sides, being interested as they claim in the accomplishment of one object, the saving of our youth, suppose they had combined their energy into one great effort to educate the children of our province as to the real danger of poisonous liquor? The results would have been far more beneficial an dimore far-reaching than it will be regardlless of which side wins. It woulld be a grand thing if those who are interested would institute some systematic scheme of giving the children constant training in this direction. The little spasmodic advice we give them just before an election

ARKANSAS COLORED FARMERS SCORE AT STATE FAIR.

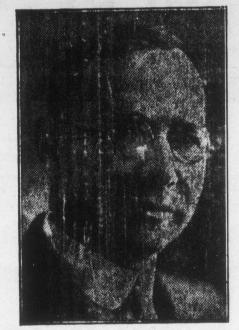
Forrest City, Ark., Oct. 27.-H. B. Mitchell, colored farm demontrator for St. Francis County, and L. E. Christman, home economic agent, have returned from the Arkansas State Fair in Little Rock and report the colored farmers of this county as having won first prize in their group with an exhibit of agricultural products. Many other valuable individual cash prizes were awarded the colored farmers of St. Frances County by the State Fair Association. The local demonstration agents were assisted in arranging this county's exhibit at the fair by C. L. Allen, Artie M. Long, W. D. Lucas, Eugene Williams and Jas. Pillows, all enterprising colored citizen here, and the county agents desire to express to them their sinterial for the fair exhibit.

WILLS FOUGHT SHARKEY WITH HIS ARM STIFF

Rochester, N. Y., Oct. 27.-Harry Wills revealed that he bore up stoicwith the ouths. History has taught applied to Doc. Knight here last week us that reforms without revolutions, for treatment of his left arm. The arm which were successful began with the has been causing trouble for some children. Nothing but death will ever time and has been in a paralyzed state change either the habits or geliefs of since before the fight, according to

The big fighter stated that his left

Backed by a Record of Business-like Efficiency



Four years of efficient and capable administration in various branches of commission work.

This includes playgrounds. pasks and improvement of hydro distribution by underground cable system.

Incidentally the expenses of the Commission in all departments last year were reduced by \$64,000 as compared with the previoustwelve month period.

Still further reductions are looked for in the present year's operation.

You can continue this by voting to re-elect.

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Robert J. Webster As Utilities Commissioner

London's Hour Has Struck

Sir Henry Thornton, president of the Canadian National Railways, has appointed Tuesday, Dec. 7, at the presidential offices, Montreal, to open negotiations for a

New C. N. R. Depot for London

RE-ELECT GLASS.

GLASS, after 20 years of failure, REVIVED THE ISSUE as a major vhase of what is acknowledged to be the most businesslike and effective "WORK," NOT "CHARITY" program London has ever known. Glass did it.

RE-ELECT GLASS.

GLASS, in close co-operation with Mayor John M. MOORE and with "Good luck, go after it!" from the men who put the new hotel across, clinched a conference with Sir Henry Thornton. Glass did it.

RE-ELECT GLASS.

GLASS, working for the people of London, HAS MAR-SHALLED THE EVIDENCE TO PROVE THAT THE COM-PANY BOUND ITSELF, in the negotiations of 1906, to elevate its tracks and bild a new depot, in lieu of concessions the com pany gained. Today the company acknowledges London's claims. Glass did it.

RE-ELECT GLASS.

London has Victory within her Grasp

Three months ago the new hotel was scoffed at, but 90 men are working on it now. This is London's year. DON'T INTER-RUPT THE MOST MOMENTOUS TRANSACTION IN LON-DON'S HISTORY. It means life, growth, prosperity, to London. Put your shoulder to the wheel. Glass did it.

RE-ELECT GLASS.

,Get behind the London Depot delegation to Montreal on December 7. Show the C. N. R. a united front for progress. SIR HENRY THORNTON is WATCHING TO SEE HOW YOU SUPPORT LONDON'S CHIEF NEGOTIATOR on Dec. 6.

Re-Elect Glass

For Alderman

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R on Dec. 6.

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to Montreal on or progress. SIR EE HOW YOU

THE BALLOTS and How to Mark Them

Are you in favor of the erection on the Spencer site of a city hall somewhat similar in design to that of the Public Utilities Commission building, to be paid for out of money on hand and available for the erection of a city hall?

X NO

December 6th, 1926 Voting on the following question: "Are you in favor of the erection of a dam at Springbank Park at an estimated cost of \$150,000.00 and of the issue of debentures to pay for the same?"

NO

This is the exact wording of the plebiscite on which Londoners will vote on December 6. On the result depends whether London civic offices continue to occupy the present obsolete quarters or a suitable, new structure to be built by a plan which involves no burden to tre taxpayer.

EFFICIENCY

Co-ordination of city business and proper control of staffs will be possible in the new building. Civic accounting and auditing officials in the present makeshift quarters are hampered in their efforts to give service. A proper office building will mean a reduction of expense and a sa ing to the taxpayer.

ECONOMY

No debenutre issue will be necessary. Funds are already available. All that is required is the approval of the voters. Local labor will be used in construction. A building will be put up that will always be marketable at a profit. The whole thing is a money-maker and a good civic investment.

The Thames Shall be Clean and Beautiful

When you vote "YES" on the Springbank Dam, don't be concerned about sewage.

The City Council is now engaged in a river clean-up under the direction of the Provincial Board of Health.

VOTE YES

Make it unanimous for a healthier, lovelier and more progressive London—and be assured that with your support the Thames will be both beautiful and clean.

Means More for Workers

The estimates include 1,400 weeks' labor for London workers at good wages. That is better for everybody than relief grants for unemployed. Vote for it.

Vote YES on the City Office Building Bylaw and for the New Springbank Dam

JOHN M. MOORE MAYOR

S. BAKER CITY CLERK

EDWIN SMITH CHAIRMAN FINANCE COMMITTEE Satu

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JUST AN INCIDENTAL FEATURE-



Toronto expended \$1,500,000 on its Parks and Playgrounds last year.

London's appropriation for this same purpose amounted to \$55,000.

Are Toronto parks and playgrounds twenty times better than London's?

This is a fair question, because McFarland was Chairman of the Parks Board during the past eight years.

He has been responsible for parks improvements in the city during that period.

Reward Capable Service and assure a continuance of present efficiency by voting to re-elect

THOS. W.

McFARLAND

As Utilities Commissioner

ROSS' LIMITED

Leading Furriers and Ladies' Wear House in London

Style, Durability and Value

Are What We Feature in Our Merchandise.

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Modern Gas Ranges from \$20.00 \$4 Down and \$4 a Month

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Funeral Director and Undertaker 30 Years Experience

455 Queen St. West

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YOUR VOTE
Is Respectfully Solicited for

GORDON B. DRAKE

AS ALDERMAN, 1927-28

Vote to Re-elect

Paul Doig

as

Alderman

"Lady Canada" Cafe

259 QUEEN W., TORONTO, ONT.

Excellent Service.

Good Home Cooking.

Clean and Sanitary Rooms by day or week.

J. M. Williams and J. Richards
PROPRIETORS

KIPPEN for Alderman



MAJOR WILLIAM H. KIPPEN, D.S.O., M.C.

Progressive Businesslike

Aggressive

Policy

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APPLY BUSINESS METHODS TO CIVIC AFFAIRS

ELECT

HARRY Bottrill

Alderman

Two years of experience as Alderman qualifies him to serve you in Civic Affairs.

"ECONOMY AND EFFICIENCY"

Fred J. Timbrell

BUTCHER

Second last name on the ballot AS YOUR CHOICE FOR

Alderman

FOR 1927-28



Vote for Your Own Men for Aldermen

W. J. Ashton R. Foxcroft A. Sanderson

MUNICIPAL PLATFORM, 1926

- 1. The return to the Ward System.
- No reduction in the Board of Education—we stand for democracy against dictatorship.
- All civic bodies to be elected bodies.
- The payment of all members of elected boards.
- 5. Strict enforcement of the Fair Wage Clause.
- 6. The adherence to Day Labor on Civic Work.
- 7. Unemployment Work, or full maintenance for unemployed.
- Work on New City Hall to be commenced at once to solve unemployment.
- City Hall should be built on Federal Square, next to New Hotel, and abide by the vote of the electors on three occasions.
- Public Ownership of all Public Utilities, including the Street Railway.
- The Best Education in the Best Schools, with the Best Teachers, with Economy and Efficiency.
- The Board of Education to conform to the City Fair Wage
- The abolition of Military Training in Schools, substituting Physical Drill.
- 14. Free Text Books in all Public Schools.
- 15. Labor Representation on the Advisory Board of the Technical School.

TORONTO NEWS

The First Baptist Church has been celebrating its 100 years of existence and is making a creditable showing. Each member of the church, assisted by their friends, is making an extra effort to accomplish the desired end.

On Tuesday evening, November 23, 1926, the choir and quartette gave a sacred musical at the Walmer Road Baptist Church, which drew a large and appreciate audience.

Rev. Townsend of Nashville, Tenn., elaborated on the value and effects of music to the human race. The Rev. McDowel preached last Sunday evening to a large audience and, being an ex-pastor of the church, his sermon was well received and very highly appreciated by all present.

Dr. and Mrs. Dumas, who have been sojourning in Egypt and the East, were the guests to the genial hosts, Mr. and Mrs. J. N. Montgomery, while in the city. They tell of a very fine trip abroad as well as a very pleasant stay in Toronto while en route to Washington, D. C.

Quite a fine American Thanksgiving dinner was served at the A. M. E. Church, corner of Elm and University Ave., which is pastored by Rev. Henderson. All the delicacies of the season were served.

What is causing the delay in the working of the "Canadian League for the Advancement of Colored People?" Everybody wants to know.

The number of strangers seen in the city last week were members of the '7-11 Company" at the Gaiety Theatre.

The Home Service Association is giving a concert and dance at the Orange Hall, corner of College and Euclid Aves., on Thursday evening, December 30th, 19926. You are urged to be present as the proceeds go to help furnish Christmas cheer for unfortunate, deserving families.

The year 1926 is the banner year for the University of Toronto as far as our people are concerned, as we have three graduates from the medical department of that institution. Now I know you didn't know this to be a fact, as very little, if any, interest has been shown these young men by our people here in Canada. Two of these students have come from the Southern part of the U.S. for four years to get their training in this university, not because they could not have gotten just as good or probably better in the United States, but because it lends a kind of prestige to professionals educated abroad, or out of the U.S. One came from the West Indies Islands, and all these have successfully completed their university course, but on account of British fair investigating is just why the immiplay neither one of these three can gration inspectors on the border confinish his interneship in the hospital tinue to insult Negroes whose conhere, because they belong to the Negro | versation alone would let anyone but race. Were they Japanese or Chinese the immigration authorities know who or Italians, or anything else but they were. Rev. McDowell, a native-Negroes, they would not be denied born Canadian, says he was held up this privilege, but just because they at the border by the inspectors and. belong to the Negro race, even though though he did not say so, I am sure one is a born British subject, they he was told what a number of intelliwill have to cross over to the good old gent Negroes have been told, "that U. S. where a man is a man for a' the Negro was an undesirable person that.

Strange to say, no Canadian Negro pay for everything, including tuition. tional desires of the Canadian Negro; tell you, you are undersirable as a the schools are not patronized half as nickel is to buy a doughnut. Now, I much by them as they ought to be, ask again, why is this so? Write and this is a job that the C. L. A. C. P. should be investigating thor- morrow.



YOUR VOTE AND INFLUENCE Respectfully solicited to re-elect

Alderman F. B.

EFFICIENCY and ECONOMY Applied to Civic Affairs



Ex-Alderman ALLEN M.

The last name on your ballot.

oughly. Another thing they should be in Canada." Why?

One thing I have noticed: The dope has ever taken advantage of this peddlers, loafers, women of ill-fame university. All it would cost him is his and that class of Negroes are never or her tuition, but these boys had to molested, but come well dressed and well recommended and the immigra-Something is wrong with the educa- tion authorities are just as sure to your answer to The Dawn of Torep

ity, the For Quality and Satisfaction Try the

Meadow Gold Brand

PRODUCTS

ICE CREAM

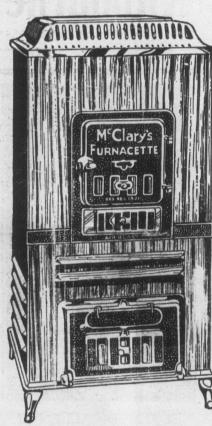
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THE ONTARIO CREAMERY LIMITED

Phones 782 and 5810 129-131 King Street London, Ontario

Changes a Chilly House Into a Cheerful Home



A Furnace that is not only a Furnace, a Heater that is not only a Heater-a Furnace, a Heater and a beautiful piece of Furniture all in one—performs the function of a Warm Air Furnace, operates like a Heater and looks like a handsome cabinet phonograph. Something practical, yet a beautiful article that will improve the general appearance of your home. Has all the important features of McClary's Sunshine Warm Air Furnace, including the outstanding advantage of an air blast ring for soft coal burning.

McCLARY'S FURNACETTE

will bring something to you that you will gladly accept as a solution to your prob-lems. McClary's Furnacette is a sturdy, scientifically

constructed small sized Warm Air Furnace, completely enclosed by a beautiful all steel, porcelain enameled (mahogany finish) cabinet—it is a handsome piece of furniture that will attract favorable attention in any room in the house.

M'Clary's

FURNACETTE

is keeping the coal and wood heater abreast with modern times—it combines the sound method of home heating with the attractive and inviting appearance of a music cabinet.

McCLARY'S FURNACETTE

has all the advanatntages of Warm Air Furnace heating. It will interest you to know all about it. Come in and learn more about the Furnacette.

London, Toronto, Montreal, Winnipeg, Vancouver, St. John, Hamilton, Calgary, Saskatoon, Edmonton: Liverpool, England.

ST. CATHARINES NEWS

Miss Bessie Bell of Buffalo, N. Y. spent the American Thanksgiving in the city visiting at the home of her parents, Mr. and Mrs. Charles Bell, Geneva St.

Mr. Watson Graves of Buffalo spent the American holiday in the city, visiting his parents.

Mr. Charles Bell, Jr., now residing in Buffalo, spent the holiday in the city visiting his parents.

Next Sunday, December 5, is Ladies' Day. The ladies hope to make it a success, through the able assistance of their chair-lady, Mrs. Alex. Nichol-

Mr. William Young of Buffalo spent the holiday in the city visiting friends. Mr. Joseph Young of Niagara Falls, N. Y., spent the holiday in the

Miss Verita Smith has returned home after having spent a very pleasant two months' vacation, visiting in Toronto and Oakville.

Mrs. Ghee of Orange, N. J., was visiting in the city, the guest of Mrs. I. Summers.

LONDON NEWS

It is reported that wedding bells will be ringing quite soon for one of the officers of the B. M. E. Church.

On December 13th the Canadian League for the Advancement of tion where we are probably paying the Colored People is holding a very high highest price for Electric Light and class entertainment at St. Andrew's Hall. The entertainment will consist of choruses, duets, solos and recitations. The Rev. E. McEwen Williams of Toronto will also lecture. His subject will be: "The North American Negro." Rev. Williams is a very fluent speaker. He has addressed many large gatherings in Toronto and throughout the province. Admission than Toronto. will be 25 cents.

"WATCH JONES" SOLE INSTRUC-TIONS TO HIGH SCHOOL FOOT-BALL PLAYERS

Los Angeles Cal., Nov. ..-Never before in the history of Los Angeles city league high school football has a single player been feared as is Winston Jones, the star fullback of the incoln High School.

"Watch Jones" is ractically the only instruction given teams preparing to meet Lincoln.

Although his team failed to score last Friday against Polytechnic, the team that seems destined to win the city championship, Jones without any eal interference in front om him got away to several long runs.

St. Louis, Mo., Nov. 28.—It has been announced by S. D. Hooker, president of the S. H. Hooker Shoe Company, that Gordon H. Simpson, formerly Executive Secretary of the Urban League of St. Louis and one of the most competent social service economic experts of the Middle West, has been retained by the Hooker Company to direct and advise the company in its expansion program in the St. Louis trade territory.

The program of the company is to "Shoe the Race" through its retail stores, mail order service and salesmen in the field.

West Indies Products Company

Trinity 9286 81 D'Arcy St., Toronto

Jamaica and Blue Mountain Coffee Jamaica, India and Ceylon Teas, Hot Peppers, Mixed Pickles Guava Jelly, Mango Chutney Hot Chippollata Sauce Cashew Nuts

J. M. WILLIAMS-Mgr.

C. R. SMITH

For Public Utilities Commission

The present Utilities Commission with their loose administration, places London, the Hydro City, in the posi-Water in the Province of Ontario. The percentage is as follows on Electric

200 K. W. Hours 85 per cent higher than Ottawa.

500 K. W. Hours, 111 per cent higher than Ottawa.

200 K. W. Hours, 23 per cent higher 200 K. W. Hours, London 40 per cent higher than St. Catharines.

London 27 per cent higher than

London 241/2 per cent higher than

London 27 per cent higher than Niagara Falls. It cost us \$5,159.72 to entertain the Tourists in 1925, for which we received in fees only \$1,692.85.

A VOTE FOR

C. R.

Public Utilities Commission Is a Vote for Economy VOL 111., N

(REV. F. O. S.

Thus sang th

prophetic strain Jesus' birth. Tl the day when th tled peace throu overlooking all years, and exult sions of the Savic certain it is that paigns of the Chi has been marchir brightening pros final victories of were right in prothe earth as a c advent of our L which renews the is the only power renewal and paci The reformation of and abuses must genuine redempti tion of humanity of such Divine pc fested in Christ. the petitions of th be fulfilled, and v Christianity is ye powers, and win and completely earth, can easily he a comping day of Shall we, whose Linand of God in

fail in this faith, w

rejoiced in that da