

Let Your Christmas Shopping Be a Pleasure

Nothing should be more agreeable than going about looking at pretty and useful presents for your friends, only awaiting your selection. In our Richmond street window you will find a splendid assortment of most attractive and sensible things for Christmas presents. One look will make it easy for you to make up your mind what to buy, for you will see there just the things you have had in mind for some particular friend or relative.

Manicure Sets \$2.25 to \$15.00
Ladies' Dressing Cases \$5.25 up
Gentlemen's Dressing Cases \$3.00 to \$15.00
Ladies' Purses 75c to \$7.00
Ladies' Handbags \$3.00 to \$12.00
Gentlemen's Club Bags \$2.50 to \$25.00
Trunks, Wardrobe \$20.00 to \$50.00
Gentlemen's Suitscases, from \$1.15 to \$25.00
Gentlemen's Collar Bags 75c to \$3.00
Military Brushes, up to \$3.00
Writing Tablets \$2.25 up
Trunks, Steamer \$4.50 up
Trunks, Wardrobe \$20.00 to \$50.00

These are a few of the many useful articles of excellent quality to be found in our stock.

Make your Christmas shopping a pleasure. IT WILL BE HERE.

J.P. COOK & CO.
The Store that Serves You Best
210 Dundas St. - Dundas & Richmond Sts.

THE BROWN OPTICAL CO.
PHYSICAL EYE SPECIALISTS.
Eyesight Examined
No Drops or Drugs Used.
Glasses of Quality
Manufactured and Fitted.
Very moderate cost. Accuracy guaranteed.
223 DUNDAS ST. PHONE 1877.

TAYLOR'S THROAT AND LUNG BALM
is entirely different from ordinary cough syrups, mixtures, etc. It cures Taylor's 6 Cut-Rate Drug Stores

A Giant tiger is coming with the other Giants!
The Giants of Lilliputania

FERGUSON'S SONS
FUNERAL DIRECTORS.
180 KING STREET.
PHONES 543, 373, 2068
OPEN DAY AND NIGHT.

N. J. GRIFFITH
FUNERAL DIRECTOR AND EMBALMER.
104 Dundas Street, London.
Residence on premises. Phone 489
Private Ambulance Service.
Delaware Branch, W. Acres, Mar.

SMITH, SON & CLARKE
UNDERTAKERS.
115 DUNDAS ST. PHONE 588.
625 DUNDAS ST. PHONE 678.
Residence on premises.
Private Ambulance Service.

GEORGE E. LOGAN
FUNERAL DIRECTOR AND EMBALMER.
418 RICHMOND ST., LONDON.
Residence on premises.
Phone 1568. Personal Attention.

Delaware, Lackawanna and Western Coal Company's

Scranton Coal
The most satisfactory coal for furnace or range. Send in your order.

JOHN M. DALY
PHONE 348. 19 YORK STREET.

THE LONDON LOAN AND SAVINGS COMPANY OF CANADA
Dividend No. 91

Notice is hereby given that a Dividend at the rate of 6 per cent per annum and bonus at rate of 1 1/2 per cent per annum has been declared on the Capital stock of the company for the current three months, ending December 31st, 1916, and same is payable on January 2, 1917, to Shareholders of Record December 15, 1916.
M. J. KENT, Manager.

Use Parnell's Bread

BECAUSE It is made of the best body-building ingredients.

BECAUSE It is cheaper and just as nourishing.

AND BECAUSE you are sure of the weight of every loaf.

ORDER A TRIAL LOAF TODAY

PARNELL THE BREADMAN
Phones 929-1390.

Your Christmas Shopping

will not be complete without a visit to this store. Here you will find a very large and carefully-selected stock of precious stones and fine jewelry, and you will find a wealth of articles all of the best quality, which we offer at moderate prices.

A FEW SUGGESTIONS:
Gents' Thin-Model, 15-Jewel Watch \$10.00
Gents' Fancy-Link Waldemar Chains \$2.00 to \$15.00
Gents' Companions, in ebony and ivory \$5.50 to \$20.00
Gents' W. W. W. Rings; stones that stay in \$10.00 to \$25.00
Ladies' Wrist Watches, 15-Jewel movements \$15.00
Ladies' Manicure Sets, ivory, ebony and silver, \$3.00 up to \$30.00
Ladies' Rings, in pearls, amethysts and diamonds, in W. W. W. styles \$10.00 up to \$25.00

YOUNG'S Two Stores
London and East London.

JOHNSTON BROS.' XXX ... BREAD ...

The most nourishing and economical of all foods. Do you eat enough of it for your health's sake?
Order XXX Bread from best grocers or call a wagon.

NOTICE TO ADVERTISERS
It would assist work in our mechanical departments if advertisers would send in their copy at least 24 hours prior to publication.
Owing to the holiday advertising it is necessary to have copy in hand at least 24 hours in advance, to guarantee publication.

CAPT. CHESTER BUTLER COMING HOME SHORTLY
Young London Officer Was One of the First to Go Overseas.

Mayor Stevenson received word last evening that Capt. Chester Butler will arrive home very shortly. Just when he will reach London is not known, but he may state that he will be along soon. Capt. Butler was one of the first officers of the 7th Regiment to go overseas, and was wounded in the fierce fighting around Ypres a year ago last summer. After recovering he took a position in the pay and records office in England.

MANY FROM LONDON AT BANQUET AT LAMBETH

LAMBETH, Dec. 6.—One of the largest Masonic gatherings ever held here took place tonight in honor of the official visit of District Deputy Grand Master Dr. Ziegler of London to St. Paul's Lodge, No. 107. The hall here was packed to capacity, scores of Masons coming out from London, and many from the provinces, as well as for many miles around Lambeth. Splendid fraternal addresses were given by D. D. G. M. Ziegler, Grand Senior Warden H. A. Line, Past District Deputy J. W. Wallace, U. A. Buchner and E. T. Essery, at the banquet which followed the regular business.

D., L. & W. COAL

We sell dependable coal, and give quality and service. A trial will convince you our coal will last longer, and we guarantee weight.

HEAMAN & SON
Phone 312. York and Burwell.

YOUR MONEY
buys advertising space to earn you more money. It does seem reasonable, doesn't it, to fill that space with the best copy you can obtain?

Federal Advertising Service
Telephone 5482.
312 Dundas St. W. Savings Building, LONDON, ONT.

ROWAT'S COFFEE 50c per pound
T. A. Rowat & Co.
250 Dundas St. — Phones 3051-3062.

HIGH COST OF LIVING MAKES NO DIFFERENCE AT HOUSE OF REFUGE

Reports Show Institution Is Being Handled Economically.

PATRIOTIC WORK GROWS

County Councillors Are Taking Good Care of Soldiers' Families.

Reports from various officials and committees occupied the attention of the Middlesex County Council at its session last evening. The report of the disbursements of the Middlesex patriotic fund was read, reports of High Constable Waterworth, Inspector Sanders, the jail committee and the finance committee.

The report of B. F. Waterworth, high constable, stated that crime is decreasing in the county. It was referred to the finance committee. Inspector Joseph Sanders' report regarding the county children in the Children's Shelter was read. The account from the shelter for keeping county children was referred to the finance committee.

An account from William Skelly for \$44.50 for plumbing in the courthouse was referred to the jail committee. Inspector Campbell of the House of Refuge then presented his report. He remarked that the high cost of living had not affected the institution. The credit for this was entirely due to careful management by the superintendent and staff.

Many improvements. Improvements made during the year have cost \$329.41, and the expenditure for furnishings was \$614.20. The total cost of maintenance for the year was \$7,328.34, and the daily cost of maintenance per patient was found to be 29.2 cents, including interest and capital, the cost of keeping one patient was 14.6 cents per day.

The patients are allowed the freedom of the grounds, and have plenty of fresh air. Additional fire-lighting apparatus is needed. The report was adopted, and is to be printed in the minutes. Regret was expressed at the illness of Superintendent McMillan of the House of Refuge.

The report of Dr. Helen MacMurchy, assistant inspector of public institutions, which had been laid over at a previous meeting, was filed. The report of the committee on insurance of county buildings stated that insurance to the amount of \$10,200 had been placed on the county buildings and property. This report was also adopted.

The first and second reports of the finance committee and the reports of the board of road directors were adopted. Road Improvements. A committee was appointed to interview the city council on Friday night regarding road improvement, and to advise the city council that the county is ready to go ahead with work if the city is prepared to do its part.

The report of the disbursements of the Middlesex patriotic fund was read and explained by County Clerk Stuart. New applications for assistance from the patriotic fund were considered. County Clerk Stuart stated that the charge that the women receiving assistance from the patriotic fund are getting too much money is without foundation. In many cases they could not exist without some help.

A resolution was then moved by Councillor J. Morgan, expressing the gratitude of the council at the splendid manner in which the wardens, the clerk and the staff of the House of Refuge have discharged their work throughout the year. The work had increased so much that it was decided to grant \$100 to County Clerk Stuart as a slight appreciation of his excellent efforts in the patriotic fund work.

The council then adjourned, to meet on Friday afternoon. Owing to the members making the trip to Guelph, there will be no meeting of the council tomorrow.

MANY YOUNG DOCTORS ARE GOING OVERSEAS

Western Ontario Towns Well Represented in Army Medical Corps.

A large number of young doctors, whose homes are in this district, are among the fifty-four physicians who have just enlisted with the Army Medical Corps in Toronto. All are graduates or students of Toronto University. The men enlisting are: Thomas Edmund White, 14 Cannon street, Wm. H. Boyce, Goderich; Joseph Edwin Gimby, Toronto; F. W. H. Hipwell, Alliston; Charles E. Frain, Norwich; Wm. H. Jamieson, Cambridge; Edgar D. Hutchinson, Toronto; Frederick G. Banting, Alliston; Cecil V. Mills, Cornwall; Albert Montgomery, Toronto; Arnold Crisdale, Niagara Falls; Thomas W. Heakley, 24 Grenville street; Charles E. Thompson, 75 Wentworth street south, Hamilton; John F. Edis, Toronto; Gordon M. Dobbin, Toronto; Arthur Joseph Moody, Toronto; John McW. McDonald, Lakeside, Ont.; B. S. Cornell, Toronto; W. J. Henderson, Toronto; Charles D. Farquharson, Toronto; Wm. Lindsay, Graveney, Ont.; Howard R. Adams, Freeman, Ont.; H. C. McAllister, Ridgeway, Ont.; M. G. Graham, Rodney, Alta.; R. Hagerman, Parkland, Alta.; V. Johnson, St. Thomas; W. W. Barricough, St. John, N.B.; R. Markinley, Cambric; C. S. Macdougall, Kincardine; Joseph A. Glierist, Toronto; N. H. Howells, Welland Junction; F. H. Booney, Toronto; D. G. Findlay, Toronto; Wm. E. Brown, Toronto; A. M. Jeffrey, Toronto; D. R. Finlayson, Lucknow, Ont.; R. J. Midland, A. Mackay, Woodstock; J. A. Mathers, Stroud, Ont.; A. W. Gregor, Toronto; H. D. Veitch, Winterton, Ont.; J. S. Macdonald, Smith's Falls, J. S. Douglas, Toronto; H. A. Elliott, Toronto; W. T. Johnston, Barrie; F. J. Elkerton, Toronto; N. O. Thomas, St. Thomas; T. W. P. Pucocock, Stroud, Ont.; G. R. Scott, Peterboro.

Listen to A Christmas Message:

HEAR our Christmas message clearly! Heed every word of it, because we are telling you of a proven way that hundreds of people in our land are using to buy

Canada's First and Foremost Piano as a Christmas Gift.

1. If you have no piano, we will sell you a superb Mason & Risch upon such an arrangement of terms as will cause no strain upon your purse.
2. We will take over, at its present market value, the square, upright or grand piano which you may now have. We will allow you every dollar it is worth.

The MASON & RISCH PIANO

"THE PIANO WITH A SOUL"
Canada's greatest Piano, known from coast to coast as a triumph of Canadian skill, is as good a piano as expert craftsmanship and experience can produce. It has reached a goal of success that has never been equalled in the Canadian Piano business, and has reached it on MERIT only.

"When you own a Mason & Risch Piano, you possess the best Piano built."

Mason & Risch, Ltd.
"The Home of the Victrola"
248 DUNDAS STREET, LONDON.
Open Evenings Until Christmas.

ROSS' LIMITED FURS

AT MANUFACTURERS' PRICES

Every garment we offer for sale is guaranteed genuine and as represented. We do not sell coats of Hudson coney as Hudson seal, or French seal coats as French Hudson seal coats. Every Hudson sealskin in our showrooms, skin room or factory is made from prime muskrat skins and not from coney skins.

We buy direct from the trapper and sell direct to the consumer and control all the intermediate processes of manufacture, thus producing goods at lowest possible prices and the best pelts that are obtainable.

HUDSON SEAL COATS.....\$97.50 and upwards
NATURAL MUSKRAT COATS.....\$52.50 and upwards
BLACK LYNX SETS.....\$65.00 and upwards
BLACK FOX SETS.....\$70.00 and upwards
ALASKA SABLE SETS.....\$65.00 and upwards
NATURAL WOLF SETS.....\$18.50 and upwards
BLACK WOLF SETS.....\$37.50 and upwards
LABRADOR MINK SETS.....\$70.00 and upwards
CANADIAN BEAVER SETS.....\$45.00 and upwards
PERSIAN LAMB SETS.....\$47.00 and upwards

Also a range of Muffs, Stoles, Neckpieces, etc., every article guaranteed.

We are pleased at all times to give any information desired regarding FURS, in order to assist you, whether you get your garment from us or not.

Special Offering in Tailored Garments

Suits, tailored-to-measure.....\$20.00
Tweed Coats and Chin- chilla Coats, tailored-to-measure.....\$15.00
Plush Coats, tailored-to-measure. Very special.....\$29.75

Winter Coats

In chinchilla and tweeds, latest designs, ranging from\$13.00 to \$25.00
Every garment new and distinctive, and made in our workrooms.

Moire Underskirts

English-made goods, and remarkable values. Prices.....\$1.00 to \$5.00

BLOUSES

Many new and dainty designs just in from the maker. Ideal Christmas goods. Everything new and distinctive. Materials: Ninon, georgette crepe, crepe de chine, habutai silk and wash silk. Plain and embroidered. Prices.....\$2.98 to \$4.50

NECKWEAR

The newest of the new. In all materials and designs too numerous to mention. Come and see the line, it will delight you, even if you do not buy.

SPECIALLY BEAUTIFUL CAMISOLES

In pale blue, pink and maize. In trimmed silks and satins.....\$2.50 to \$3.50

PERRIN'S KID GLOVES A SPECIALTY

Phone 1319. 196 Dundas Street

Christmas Presents

At C. H. Ward & Co., Diamond Merchants and Jewelers, 386 Richmond Street. Call and see our beautiful collection of gifts in Diamond Rings, Diamond and Platinum Necklets, Pearl Necklets, Wrist Watches, Gold Brooches, Gold Bracelets, Persian Ivory, Sterling Silver Sets, Silver Plate, Cut Glass, China, Pearl-Handled Goods, Umbrellas, Walking Sticks and all the latest novelties in Jewelry. Every article guaranteed to be just as we represent it.

Cut Glass

Bad Vases, newest designs. From 65c to \$3.50 each
Creams and Sugars, floral designs. From \$1.00 to \$10.00 pair
Sherbet Glasses, floral design \$4.00 to \$10.00 half dozen
Large Cut Glass Bowl, floral, \$5.00 to \$15.00
French Dressing Bottles, from \$2.00 up
Cut Glass Water Sets, six tumblers and pitcher \$8.00 up
Cut Glass Comports, floral design \$1.50 to \$10.00
Cut Glass Butter Tubs \$1.50 to \$5.00
Cut Glass Salts and Peppers, with sterling silver tops \$1.00 pair up
Spoon Trays, floral design \$2.50 up
Salt Dips, in case \$1.75 up
Vases, floral design \$1.50 up
Cologne Bottles \$1.00 up

Gifts Suitable for the Baby

White Comb and Brush at \$1.25 each
Baby Pins from25c up
Baby Lockets and Chains from \$1.00 up
Bracelets at \$1.00 to \$7.00
Feeding Spoons from 75c to \$3.00
Rings, signet and stone set \$1.00 up
Silver Mugs at \$1.00 to \$8.00
Silver Napkin Rings at 50c to \$3.00
Strings of Small Pearl Beads at \$1.50
Rattle, mounted in sterling silver \$2.00 and \$2.50

Suitable Gifts for a Lady

A Diamond Ring. Prices from \$5.00 to \$350
Platinum Pendants set with diamonds and pearls. At \$25.00 to \$500
Necklets and Pendants set with diamonds and pearls. At \$12.00 up
Necklets and Pendants set with pearls and combinations of precious stones. From \$3.00 up
Gold Wristlet Watches from \$7.00 to \$50.00
Bangles in gold at \$2.00 up
Bangles in platinum at \$25.00 up
Comb, Brush and Mirror Sets, in sterling silver, ivory, ebony and silver plate. Manicure Pieces to match same.
Sterling Silver Card Cases, Coin and Vanity Cases.
Gold-Filled and Silver Mesh Bags.
Sterling Mounted Umbrellas, all the newest designs, with the Broadway and Fifth avenue roll.

C. H. WARD & CO.

DIAMOND MERCHANTS AND JEWELERS
386 Richmond St.
Phone 1084.
Mail Orders Will Receive Our Prompt Attention.



Xmas Slippers

After you have turned the Christmas proposition over in your mind several times, you'll be very apt to decide that there is nothing better to give to "Him" or to "Her" than Slippers. A wise conclusion, too! We have a great Christmas Slipper show on just now!

Men's Slippers

Kid, Soft Tan Leathers, Seal Skin, Alligator and other good leathers. Chamis and Kid linings. Opera and Everett style.
\$1.75, \$2.00, \$2.50.
Romeos and Bedroom Slippers.
\$2.00, \$2.50, \$3.50.

Women's Slippers

Handsome Dress or House Slippers.
75c, \$1.00, \$1.25.
Fur Trimmed Julietts in Colors.
90c, \$1.25, \$1.75.
Boudoir and Bath Slippers. Suede and Kid leathers. Many choice models.

Don't pass our Slipper display, if you have any sort of Christmas Slipper thoughts in your mind.

JOHNSTON & MURRAY

THE SHOERS ST. THOMAS

LONDON. 173 Dundas Street. Phone 150 or 53.

PIANO TUNING

Have your piano tuned or repaired by one of our expert factory tuners. All work fully guaranteed. City tuning \$2.00.
Mason & Risch, Limited.
Phone 1268. 248 Dundas Street

China

One table Cups and Saucers, special 50c each
One table Cups and Saucers, special 75c each
See our range of High-Class China, including Royal Crown, in the 2451, 1128 Mikado and peacock design.
Coalport, in many designs.
Aynsley China, in the yellow, rose and green.

Paragon China, in gold band, with Greek key. Gold band, with Greek key and wreath. Also the newest in black and white stripe, with combination of the rose and carnation.

Suitable Gifts for a Gentleman

A pair of Military Brushes, in ebony and sterling silver. From \$2.00 up
Cigarette Cases, plain and engraved. From \$1.00 to \$5.00
Cuff Links at 50c pair up
Waldemar Chains, in the newest designs. At \$2.50 up
A Signet Ring at \$3.00
A Cane at \$1.00
An Ash Tray at \$1.25 to \$2.00
A Smoking Set, in brass and mahogany. At \$4.00 to \$6.50
A Leather Cigar Case at \$2.00
A Fountain Pen at \$1.00 up
A Fob at 25c up
Cigar Cutter at \$1.00
A Knife at \$1.50
A Tiepin at 25c up

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our educational eye talks on Tuesday and Saturday.

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Hot Water Bottles Just as Satisfactorily as New.

LONDON Tire Repair Depot

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Something different, with your own personality. Ideas that you'll be proud of. Ask for samples.

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PIANO TUNING

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