TAYLOR'S THROAT AND LUNG BALM is sold on our printed guarantee to cure the werst coughs, colds and bronchial irritations. It is stronger and altogether different from all other cough remedies. It gives instant relief. Price, 25 cents bottle only at Taylor's Market Drug Store, 399 Talbot street, opposite market.

PRICES **SLAUGHTERED**

Great Sale of Jewelry and :: Novelties ::

At Wray's Old Stand 384 RICHMOND STREET.

The Jewelry Estate Sellers

ALL KINDS OF ELECTRICAL HEATING APPLIANCES.

Irons of any make, medical batteries, etc., repaired by the

Ideal Electric Repair Department 348 Talbot Street, London, Ont.

> USE **CONNELL'S** COAL DELIVERED.

Chestnut, Stove and Egg, \$7.00 per ton Large Pea Coal.......\$5.75 per ton Taken from yard, 633 Colborne street. Chestnut, Stove and Egg. \$6.50 per ton PHONE 770.



AGAINST DIRT IN HOME, OFFICE OR FACTORY

MANY USES AND FULL DIRECTIONS DN LARGE SIFTER-CAN 104



Invisible **Double Vision** Glasses

made out of one solid piece of glass. no lines in the lenses or Made to order from \$5.00 up.

The Brown Optical Co. Eyesight S; ecialists. 237 Dundas St. Phone 1877

WALL PAPER SALE

For one week. See our window for prices. Many papers cut to half price.

212 DUNDAS ST.

London Loan and Savings Company of Canada

Double Safety Assured Inasmuch as this company only accepts public money to extent of one-half amount allowed by statutes. M. J. KENT,

Manager.

Wedding outfits our specialty. Carriages or automobiles, Hueston's Liv-

HAMILTON'S Ale and Porter

Cannot be excelled. It's favorite drink with many, and will suit you if you try it.

JOHNSTON BROS.

XXX BREAD

Johnston Bros. XXX Bread is the bread you can never forget. It is so pure, nourishing, so rich in flavor, so genuinely satisfying.

Phone 944 for a trial loaf. JOHNSTON BROS.

LONDON AND DISTRICT

Address by Mr. Matheson. - Special services of an interesting nature were conducted at Adelaide Street Baptist Church Monday evening, inluding a strong address by William Matheson, evangelist at the City Mission. There was a large attendance of the congregation and friends of the church. Rev. J. W. Boyd presided and an excellent musical program

Address at Citadel.—"An Apostolic 'ommand" was the subject of an address delivered last evening at the Salvation Army Citadel on Clarence street by Mr. Beltz, of Huron College, at the regular weekly meeting of the roung people of the army. There was a large attendance, and the remarks of the speaker were listened to

with great attention.

Missionary From India. — The members of the Epworth League of Dundas Centre Methodist Church were delighted Monday night by Miss Mc-Leod, a returned missionary from India, with an interesting address of her experiences in that country. The speaker declared that the condition of the eastern women is wretched. The Hindo religion makes no provision for the life to come and has no uplifting

influences for the present.

Annual Concert. — The annual conert of the Anglican Young People's Association of St. James' Church, South London, was held Monday evening and proved a great success. The attendance was large and the program was one of more than ordinary merit. Solos by Miss Georgina Quig-ley, Miss Alice Hessel, Mr. James Stewart and Mr. Fred Barr, were much appreciated, as were also several violin selections by Mr. Simpson. Mr. Charles Percy and Mrs. Cummings acted as accompanists, and the chair vas occupied by the rector, Very Rev

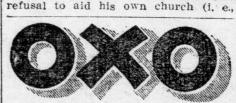
A Surprise Party. - A pleasant surprise party was given by Miss Biddle on Friday last at the home of Mrs. Refoir in honor of Miss Janet Thompson, who is leaving for Winnipeg. During the evening a suitable address was read by Miss Julia Refoir and a handsome locket and chain were presented by Miss Emma Refoir. vening was spent in music and games. fter which a dainty luncheon was served. The party broke up at an early hour, wishing Miss Thompson a

afe journey Men's Club Organized. - At a banet held in the First Presbyterian church on Monday evening a men's lub was organized, with J. Fred Grant elected to its first presidency. The arge assemblage planned to have a Bible study for the club each Sunday and also to hold debates and other educationa lgatherings during the week. Following the banquet the regular missionary meeting of the guild of the church was held. "The Home Mission Problem of Canada" was the subject of an interesting paper by Mr. McPherson. Also pleasing was the account of a winter's missionary work in the west by the pastor, Rev. W. J. knox. The musical part of the evening was provided by M. Riach. Mr. Ed

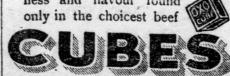
CORRESPONDENCE

A Reply to Captain Murphy. To the Editor of The Advertiser: Capt. Murphy takes me to task for ing anything about her. As regards Lord Aberdeen's private life, I know are Nationalists is too absurd to renothing. He may have very many amible qualities. I can only speak of him n regard to his public actions as affecting the people of Ireland. And if public it does not lessen his guilt if he were an earl and a viceroy ten times over.

Your correspondent objects to Lord Aberdeen being called the chum of a lawbreaker. How, then, does he explain the attitude of Lord Aberdeen on that occasion. towards Larkin and the lawbreakers in the Belfast troubles of 1907? In addition, every time Larkin has been put in prison Lord Aberdeen immediately pardons him. If the above does not satisfy Capt. Murphy, would he like to be reminded of Lord Aberdeen's



No need to worry about your soups and gravies. Oxo Cubes will give them that richness and flavour found



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John Mann & Sons

425 York St. Phone 470.

OR MONEY BACK. 374 RICHMOND ST. PHONE 1084.

Parnell Snow-Drift Bread

It's wrapped, yes it's wrapped for those who want their bread delivered without handling. Phone 929 and have our wagon

Beautiful Parisian Ivory

EACH PIECE STAMPED AND GUARANTEED.

Ivory Mirrors. Ivory Hair Brushes. Ivory Cloth Brushes.

Ivory Jewel Boxes. Ivory Button Hooks. Ivory Files.

Ivory Cuticle Knives. Ivory Nail Brushes. Ivory Salve Boxes.

Cairneross & Lawrence,

Chemists and Druggists, 216 DUNDAS STREET, LONDON.

the Presbyterian Church of Ireland) in their efforts to trace the McCann children when they were kidnapped as a result of the operations of the Ne Temere decree of the Roman Church? His cowardly, servile conduct on that occasion lost him the respect which otherwise was his as viceroy of Ire-

land.

Capt. Murphy's discussion of my us of the terms "Protestant capital," etc., is a mere quibble. May I also dwell on a technical point, and remind you I am misquoted? I did not use that the term "Catholic capital." I wrote "Roman Catholic capital." He goes on to say that my "method of reasoning would lead to the absurd conclusion that there is a Catholic arithmetic, etc." In Canada one would almost believe there is a Roman Catholic arithmetic, when Roman Catholic children are not allowed to learn this subject speaking disrespectfully of Lord Ab- (and others) in the public schools of erdeen. He mentions Lady Aberdeen's this country. Capt. Murphy's stateisit to London, I don't remember say- ment respecting the relatively large number of Protestants in Ireland who

quire contradiction. He also blames me for attributing the crimes of particular individuals to a whole body of people. One of my a man commits a wrong against the examples was the wrecking of the Mc-Cann family by a Roman Catholic priest. I may be wrong in stating that many Roman Catholics sympathize with this outrage. But I have yet to hear of one who has the courage to say that the priest did wrong

Capt. Murphy thinks that I should not cast reflections on the Nationalists of Ireland. He wears the King's uniform. If he wore that uniform for one hour on the Falls Road (Nationalist) district of Belfast, and if at the end of the time were still alive to tell the tale. I wonder what language would use to describe those "loyal and patriotic" citizens of that district. He chides me for my bigotry and oints out among other things that my

greater efficacy of the speeches of work? Father Vaughan and the workings of the Ne Temere decree in bringing about this desired result. Yours, SAMUEL E. MCKEGNEY St. David's, London, Nov. 15, 1913.

The City Hall. To the Editor of The Advertiser: There seems to be a general opinion amongst the citizens that it would

ROWAT'S Pleases people who COFFEE 45c per pound. T. A. ROWAT & CO.

ever had before. I do not think the ratepayers would have voted for the \$250,000 bylaw last January, if they had had any idea it was to be spent in purchasing land for the Federal Square. The general opinion was that the Government would buy the land and the city would erect the buildings. The cost of the land to the city will be over \$200,000, leaving very little on hand to start the building of a city hall. The best thing to be done is to postpone building a city hall for five or ten years, and in the meantime to rent the McCormick factory building from the company at a nominal rental. The city could then lease the building for factory purposes to new industries, such as the C. N. W. Shoe Company, etc. I understand that the McCormick Company have the right to remove their present factory next year, though they have been paid \$125,000 for the lands. Yours, etc.,
H. M. DOUGLASS.

MORTGAGE BURNED BEFORE CONGREGATION

Impressive Anniversary Celebration at Colborne Street Methodist Church.

Celborne Street Methodist Church was the scene of an impressive service Monday evening when the mortgage, that has been standing since June 1, 1889, was ourned in the presence of the congregaon and many friends of the church. The trustees and the ladies whose honor it was to officiate at the burning were assembled on the platform. They were Mrs. N. Cooper, Mrs. J. Hance, Miss A. Christie, Mrs Robert Thomas (who ignited the document), and Mrs. J. Isaac and Mrs. J. Woonton, who held the tray. The mortgage was handed by Mr. Janes, chairman of the finance committee, to Mr. Burness, the oldest trustee, who placed it on the tray. Miss Marion Reynolds and Master Joseph Haskett made admirable taper bearers. Rev. D. N. McCamus, pastor of the church, and William Wyatt, as chairman, officiated at the service. A splendid program of addresses had been prepared. Rev. F. E. Malott, of St. Marys, spoke warmly of the progress of the church, and Rev. Dr. Flanders also expressed his congratulations at the sucess attained by the members. During the evening the choir rendered a pleas ng repertoire of musical selections, which

were greatly appreciated. Equally successful was the anniversary upper held in the dining hall. A record rowd thoroughly enjoyed the excellent supper provided by the ladies of the The anniversary collection Sunday net ted \$1,256.50.

Mason & Risch Pianos and Player-Pianos are ideal instruments. The finished instruments combine the feaa score of strong points found in no other. The Mason & Risch Plano and Player-Piano of today will make plain our right to speak with authority:
"No Finer Made!" Victor Victrola Recital Daily From 2 to 4 p.m. Mason & Risch Limited 248 Dunder water. Risch, Limited, 248 Dundas street

RIDGETOWN FUNERAL

Norman D. Campbell Died in Harper Hospital at Detroit.

[Special to The Advertiser.] Ridgetown, Nov. 18. - The funeral took place this afternoon to Greenwood Cemetery of Norman D. Campbell, who died on Sunday in Harper Hospital, Detroit. He was the eldest son of Mr. and Mrs. John Neil Campbell, and was years of age. The remains were brought to his home here on Sunday

The remains of the 3-year-old son of Mr. and Mrs. Robert Tye, of St. Thomas, were brought here yesterday at noon on the M. C. R. and were interred in Greenwood Cemetery.

ALLEN-GRANT. [Special to The Advertiser.]
Buffalo, Nov. 17.—Arising from a sick bed Saturday morning, Nov. 15, in Auburn, N. Y., Gorton W. Allen, aged 68, a retired manufacturer of farm implements of Auburn, N. Y., married at 3 o'clock Saturday afternoon, Miss Florence M. Grant, former superintendent of the Auburn, N. Y. City Hospital, and daughter of Mr. and Mrs. Stephen Grant. of London. Ontario, Canada, the Rev. N. T. Houser, of Auburn, performing the ceremony in the presence of only immediate relatives, including the bride's parents of London. The wedding was solemnized at the home of the groom, at 51 Genesee street, here. The wedding journey will not be taken until

WATFORD ARMORIES TO OPEN THURSDAY

the groom's condition is improved,

but, following the trip, the couple will

make their permanent home in Au.

burn, N. Y.

Col. Hodgins and Staff Will Be Attendance.
[Special to The Advertiser.] Watford, Nov. 18,-Final arrangements have been made for the opening of the new armories and drill hall

Day Right

Do you begin the day with "grouch?" Are you tired in Are you tired in the mornings? Do you fail to benefit by the restorative influence of sleep, etter will not further the cause of which should make good the energy 'peace on earth." Probably he sees the and vitality consumed by the day's

Then you are rapidly becoming bankrupt so far as health is concern-You should look to your habits of eating, make sure that you get lots of fresh air in your sleeping apartments, and restore wasted vitality by using Dr. Chase's Nerve

This great food cure does not in

These Fur Values are Real Values

Not fictitious ones whooped up for the purpose of sensational advertising. They are values that will be borne out by the appearance of the goods now, and by their wear hereafter.

CANADIAN MINK SET, \$102.00. Of beautiful quality, good-sized pillow muff, trimmed with tails and claws; square back stole, trimmed with tails, heads and claws.

MINK MARMOT SET, \$12.50. Fancy back stole, trimmed with head and tails.

Choice of a plain pillow muff or one trimmed with CONEY SET, \$47.50.

Long straight shawl and rug muff, with down bed, Both muff and shawl are fringed trimmed and

lined with gray satin and black lace.

BLACK FOX SET, \$70.00. Shawl of two large skins, with the heads and large tails. Roomy muff, trimmed with two large

Raphael and Company

236-238 Dundas Street.



Editorial

Commenting on the selling, by a prominent New York shoe store, of shoes bearing a fake "Coward" label, Collier's Weekly says:

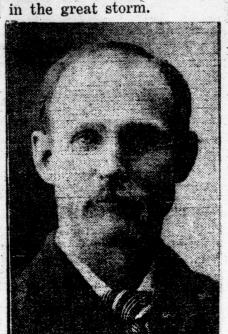
"This is only one form of fraud practiced by the cut-price and bargain sale' retailer.

" \$40.00 suits at \$20.00, \$5.00 hats at \$2.00," and like announcements, are just as vicious as stealing a man's name, and the time is coming when the public will buy only goods marked at their real value, excepting when some unusual circumstance warrants a reduction."

The Raphael Store has been firing the first guns in a fight for honest, unexaggerated advertising right here in London.

The Store That Sells Moolten

THE THE RESIDENCE AND MANY PROPERTY THE PARTY AMES SCOTT, chief engineer of the Wexford, one of the Toronto boats lost



in Watford next Thursday night Col. Hodgins and staff of London: finished instruments combine the features of other high-grade makes, plus Hanna, Mr. J. E. Armstrong, M. P.,

INGERSOLL TO HELP SAILORS' RELATIVES

Mayor Coleridge Has Already Secured \$28 From Sympathizers. [Special to The Advertiser.]

Ingersoll, Nov. 18. - Already there has been a somewhat liberal response to the appeal for aid on behalf of the families of sailors who perished during the storm on the lakes a week ago. Although the fund was only opened on Saturday, with Mayor Coleridge acting as honorary treasurer, \$28 had been received at noon Monday. The interest is general and it is expected a neat sum will be subscribed locally.

CATTLE IN DEMAND

Big Shipments for the West and for States Also.

[Special to The Advertiser.] Ingersoll, Nov. 18. - Business coninues brisk in cattle for both the Canadian west and the United States market. During last week many carloads of cattle were purchased in the neighboring districts, a large number of them being for shipment to the west, where it appears dairy cattle are now greatly in demand.

MARCHESI DEAD

Famous Vocal Teacher Was Originally a Concert Singer. [Canadian Press.]

London, Nov. 18. — Mme. Mathilde De Castrone Marchesi, one of the most famous vocal teachers, died today at the age of 87. She was born at Frankfort-on-the-Main and her maiden name was Mathilde Graumann. She was originally a concert singer, but joined the Vienna Conservatory as a teacher as long ago as 1854. She afterwards taught in Paris, then in Cologne, and later returned to Vienna. which she left finally in 1881 to estab. lish herself in Paris, where she had since lived.

Mme. Marchesi's husband, Salvatore Cavalieri de Castrone Marchesi Della Rajata, was also a singer who made his debut in New York in 1848 Her daughter, Blanche Marchesi, is a concert and opera singer, who has sung much in Canada and the United States, but has recently assisted her mother in teaching.

THE BENEFIT OF HUMOR. [Toronto Star.]

Reformers and advocates of causes ought not to lose sight of the benefits of humor. In times of adversity or anxiety, a joke will often relieve a strain that might otherwise be in tolerable.

A RARE CHANCE. If, perhaps, you have made up you

mind to wait until you can get a Piano at YOUR price—this message is for duce sleep by any drugging effect, YOU! For the crux of this announcebe very unwice to proceed with the but when you have been using it for ment is that we have decided to sel building of an expensive city hall at the present time. With the expendition of the present time. With the expendition of the present time into condition you find yourself change for new instruments at prices ture of \$700,000 on the Port Stanley resting and sleeping naturally and which are far less to our liking than Railway and the expenditure of \$400,- healthfully. By keeping up this re000 on storm sewers, besides additions storative treatment you will be able to the Collegiate Institute and the Into make good the waste and fill the minimum, and thus reclaim the greatdustrial School. It seems the height of folly to enter into further expenditure of half a million on a city hall, especially as the city officials have better quarters now than they have and tired, listless feelings. Each member of the family should have a Savings Account.

Many a passbook issued to a boy or girl by

Huron & Erie London

during the past half century has been the foundation of their present fortune.

One Dollar will make the start. and the oftener you add to the Account the better we will both be pleased.

TWO OFFICES IN LONDON: 442 Richmond Street. 4-5 Market Square.

T. G. MEREDITH, K. C., President.

HUME CRONYN. General Manager.

STOREY-REEZER.

[Special to The Advertiser.] Ingersoll, Nov. 18. - The marriage of William Storey and Miss Emily Freezer, both of Ingersoll, was quietly solemnized by the Rev. R. J. M. Perkins at the rectory, Oxford street, on Saturday afternoon. Mr. and Mrs. Storey will reside in Ingersoll.

In musical circles, our standing as the authoritative leaders in highgrade Piano construction is tioned. The Mason & Risch Piano is an instrument built to last a life time. and it comes to you from factory to home with an ironclad guarantee as to its mechanical perfection. Victor Victrola Recital Daily From 2 to 4 p. m. Mason & Risch, Limited, 248 Dun-

das street. London. Take Afternoon Tea at Peters. Always something special from 3 to

7:30 o'clock. RY'S COCOA

FERGUSON & SONS FUNERAL DIRECTORS

PHONES 648, 378, 2056. OPEN DAY AND NIGHT.

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AND EMBALMER.

491 Richmond Street, Phone 3971

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Residence on Premises. Phone 459.
Private ambulance service.
Delaware Branch, W. Acres, Mgr.

Smith, Son & Clarke

Undertakers 115 DUNDAS ST. PHONE 586. 629 DUNDAS ST. PHONE 678. Residence on Premises. Private Ambulance Service.

GEO. E. LOGAN FUNERAL DIRECTORS

AND EMBALMER. 418 RICHMOND ST., LONDON. Residence on Premises. Phone 1968. Personal Attention. STANDARD DRUG, LIMITED Are Here To Save You Money

HAVE DECIDED

TO MAKE A SPECIAL CLEARING

SALE

IN EVERY LINE. This week it's skirts and kimonos. Take advantage of the opportunity for cheap buying.

A most complete line of SOFT FLEECY KI-MONOS at special prices for quick selling. Something both warm and dressy for these cold mornings. We have all colors and a variety of styles at prices ranging

Skirts Also To Be Cleared Out at Cost and Less

From 99c to \$2.95

A large display of Skirts, in all materials, suitable for street wear in the fall and winter

SERGES, PANAMAS, CHEVIOTS AND TWEEDS, in plain colors, mixtures and checks Prices-\$1.98, \$2.45, \$2.75, \$2.95, \$3.95

lowest price. Don't Fail to See Our Serge Dress, Worth

Always the best at the

\$6.95, at **==\$3.59** Metropolitan Suit

and Skirt Mig. Co

232 DUNDAS STREET.