

Sound Value Has Secured For
ROWAT'S TEAS
Popularity and Appreciation.
55c to \$2.00 POUND.
T. A. ROWAT & CO.
350 Dundas Street. Phone 2051-3052.
We have
Trusses to fit
all needs.
Our fitters
are experts.
\$1.50 to \$10.00.
**ANDERSON
& NELLES.**
268 Dundas St.

GEO. E. LOGAN
FUNERAL DIRECTOR AND
EMBALMER.
418 Richmond St. Phone 1963.
Finest Motor and Horse Equipment.
ywt

J. FERGUSON'S SONS
176-178 KING STREET.
Funeral Directors and Embalmers.
Handsome Motor Car or Hearse
Equipment.
Day or Night Service.
Phone 543. Residences, 2056W-656J

A. L. OATMAN
Cor. King and Colborne Sts.
The Funeral Home.
ywt

N. J. GRIFFITH
FUNERAL DIRECTOR AND
EMBALMER.
104 Dundas Street, London.
Residence on premises. Phone 459.

**CEMENT WORK, EXCAVATING
AND DRAIN WORK.**
Give Us a Trial.
WILLIAM SMITH
5 Victoria St. ywt Tel. 5458.

QUALITY COAL
Jenkins Fuel Co.
TELEPHONE 1391. ywt
WARNING.
Don't pay any more for your Christ-
mas Gifts than you have to, so before
you buy, visit

AGRAVOVE,
Square Deal Jeweler,
and see for yourself the most beautiful
selection of gifts in the city. Every
article guaranteed to last.
REMEMBER THE NEW STORE.
644 Dundas St. Just East of Adelaide.
Open Evenings. Phone 1742.
ywt

TRUCK COVERS
CARTER & SON
TENTS, AWNINGS AND COAL BAGS
Phone 6197. 351 Gile St.
ywt

Carlyle
TREBILCOCK
OPTICIAN
233 Dundas Street. Phone 2351.
Two Doors East of Majestic.
ywt

GILLIES' NEW WOOD PRICES
Hard Wood \$4.00, 1/4 Blocks
Mixed Wood \$4.00 Per Load
Slabs \$5.50 Per Load
GILLIES COAL AND WOOD.
Cor. Adelaide and Bathurst. Phone 1312
ywt

**DON'T WORRY OVER
YOUR TIRE TROUBLES**
Double Mileage
PUNCTURE-PROOF SERVICE.
ASK
ART WILKES
London Tire Repair Dept.
354 Wellington. Opp. McClary's.
ywt

**A Thing of Beauty
And a Joy Forever—**
This sentiment aptly describes a
modern photograph such as you will
have made at
Gleason, the Photographer
Phone 2568. ywt

Diamonds of Quality
AT REASONABLE PRICES.
ROSS McKAY, Jeweler
London East. Next to Standard Drug.
ywt

Bristol Essery
SPECIAL THIS WEEK ONLY.
Scranton and Pittston
First Quality Pea Coal, ton 4.25
This size is not much larger than stove
and will give as good results in the
furnace.
First Quality Pea Coal, per ton \$12.75
Nut, per ton \$16.00
Stove \$18.50
PROMPT DELIVERY ywt

**ENGLISH
RHEUMATISM
CAPSULES**

for the quick, safe relief of rheumatism,
lumbago and sciatica. They work
quickly, and are harmless. Will not
upset the stomach. See box. Sold in
London by

Taylor's Drug Store
390 RICHMOND STREET.
Established 1868.

Mailed Anywhere on Receipt of Price.
WHY NOT SUBSCRIBE TO THE
Country Gentleman for her Christ-
mas present? A. L. Youngs, 114 Dun-
das street. Tel. 628. ywt

**The London Loan
Company of Canada**
MORTGAGES AND REAL
ESTATE AGREEMENTS
PURCHASED.
M. J. KENT, Manager.

FURS
COATS AND WRAPS.
From specially selected skins.
Best workmanship, special linings
and trimmings.
BELTZ & CO.
PRACTICAL FURRIERS. ywt

**PERFECT
DRESSING**
for the Christmas fowl is made
always with
PARNELL'S
Special Dressing
Bread

Every loaf is labeled. Ask for
it at your grocer's, or phone
929.

**Give Your Children
Food That Is
Nourishing**

Well balanced and easy to digest.
In short, give them

**Johnston Bros.'
XXX Bread**

Recognized all over Western Ont-
ario for its deliciously different
flavor and satisfying qualities.
Fresh at your grocer's today.
JOHNSTON BROS., PHONE 944.
ywt

ANNOUNCE WINNERS IN SCHOOL ESSAY CONTEST

Pupils of grade 6 classes in all the
public schools participated on Decem-
ber 9 in an essay contest, the winners
of which were announced Monday by
V. K. Greer, senior school inspector.
The scholars were given the choice of
some Canadian history.
School Trustee Mrs. Hunt
donated the prizes, and a book
dealing with the last great war, one for
each school. The following is the list
of successful writers and their schools:
Aberdeen, John Keith; Alexandra, Nor-
man Drake; Chesley avenue, Edward
Hobbs; Baling, Pearl Long; Empress
avenue, Alton Jeffries; Lord Roberts,
stewart Murray; Lorne avenue, Mary
Heasman; Potteryburg, Elaine Moffat;
Rectory street, James Joyce; Riverview,
John Burdett; Ryerson, Fred Burr;
Simcoe street, Sophie Fleishman; St.
George's, Helen McCormick; Tecumseh
avenue, Nellie Gerard; Victoria, George
Slann; Wortley road, Lenore Crawford;
Boyle Memorial, Harry Prouse; Talbot
street, Dorothy Cole.

ADMIT KING'S SON TO COMPANY OF TAILORS

LONDON, England, Dec. 19.—Ancient
connections between British royalty and
the City of London have been reaffirmed
by the ceremonial admission of the Duke
of York, King George's second son, to
the "Worshipful Company of Mer-
chant Tailors," the first honorary mem-
ber of which was Edward III, who
reigned some 600 years ago.
After the swearing in, the duke said,
that having been previously admitted
to the drapers, the mercers and the
needlemakers' guild, he was happy in
rounding off his connection with the
clothing trade by becoming a "tailor";
also, but he confessed that he was glad
he did not live in the days of James I,
when the banquet given in honor to a
new member included a dish of owls
and cuckoos.

WAR TOYS SHUNNED.
London.—Stores displaying warlike
toys have found a decided slump in
their Christmas trade. Children are
turning to mechanical playthings this
year.

**CANADIAN PACIFIC TORONTO-
NORTH BAY SLEEPING CAR
SERVICE.**
The Canadian Pacific are operating
Toronto and North Bay as follows:
Leave Toronto 8:30 p.m. daily, except
Saturday. Returning leave North Bay
6:10 p.m. daily, except Sunday.
Full particulars and reservations from
Canadian Pacific ticket agents.
77-78-ywt

**UNEXCELLED PASSENGER SERVICE
BETWEEN LONDON AND TORON-
TO, VIA GRAND TRUNK
RAILWAY.**

Leave London 8:30 a.m., 9 a.m., 12:20
p.m., 4:20 p.m., 7 p.m. Arrive Toronto,
a.m., 11:50 a.m., 4:10 p.m., 8:20 p.m.,
9:50 p.m.
Leave Toronto 8:30 a.m., 11:25 p.m., 4
p.m., 6 p.m. Arrive London, 11:40 a.m.,
5:50 p.m., 8:10 p.m., 9 p.m.
Daily.
Except Sunday.
Solid vestibule trains, carrying par-
lor cars and dining cars.
Tickets and reservations at City
Ticket Office, "Clock Corner," Phone
88. R. E. Ruse, C. P. and T. A.
D. 17, 20, 22, 24, 27, 29, 31

FELTS
A pair of felt slippers make an ideal
gift for anyone.
SAMUEL'S SHOE STORE.
290 Dundas St. vye Open Evenings.
When Coal Was Scarce How Much Did
You Have To Pay?

Last year our customers never paid
more than \$17.50 per ton, and were
never without a supply of the highest
quality.
Since April this year our price has
been \$16.50 per ton, and our sales are
more than 380 per cent ahead of last
year.

WILLIAM A. MARTIN COAL CO.,
717 Richmond Street. Phone 111.
No other office—no other phone number.
tf-ywt

TIRE SALE
TIP-TOP SPECIAL.
50x3 1/2—4,000-Mile Guarantee.
Sole Price, \$14.50.
RELIABLE VULCANIZING SHOP.
1235 Dundas Street. Tel. 4266W.

JUSTICE ORDE LOSES FRIEND THROUGH DEATH

Supreme Court Sittings Sus-
pended During Funeral of
Judge Ermatinger.

ST. THOMAS, Dec. 19.—In respect to
the memory of Senior Judge Ermatinger,
who died in Amasa Wood Hospital on
Friday night last and who was buried
this afternoon, today's session of the
supreme court did not begin until 2
o'clock this afternoon.

In opening the court Hon. Mr. Justice
Orde made a touching reference to the
death of the late judge, who for 35
years had been one of his closest per-
sonal friends.

"It was 35 years ago, at a meet-
ing of the senate of the English Church
in Montreal that I first met Judge
Ermatinger," he said. "And the friend-
ship which began then became a warm
one indeed."

"I always found the judge to be a
true Christian, and possessed of out-
standing ability both in judicial and
church work. The last time I presided
here, which was also my first, I visited
at the family home every evening, and
I had looked forward to doing the
same thing on this occasion. It is sad
that I should arrive here on the day of
his funeral."

Crown Attorney Angus McCrimmon,
the oldest member of the bar in Elgin
County, said that he spoke for the bar
as a whole when he stated that the
death of the judge was a decided loss
to the community as a whole and one
which could not be easily replaced.

W. H. Cameron, barrister, also made
reference to the great loss sustained
by the bar and the city of St. Thomas.

UNABLE TO GET DATA.

ST. THOMAS, Dec. 18.—Nothing de-
veloped from the visit of Crown At-
torney McCrimmon and an official from
the provincial fire marshal's department

WINS DOLL IN CONTEST OF GOOD CHEER CLUB

Mrs. George Mathew, 324 Grosvenor
street, is the winner of the beautiful
doll in the contest conducted by the
"Good Cheer" Girls' Club, the drawing
being made by the news editor of The
London Advertiser in the editorial rooms
Monday night.

The contest was carried on with con-
siderable zest by the members of the
club and the impartial selection of the
winner will allay the expectancy of a
wide range of contestants, who had taken
a deep interest in it and the charitable
aims this unique club seeks to fulfill.

STAY DECISION IN L. & P. S. R. CASE

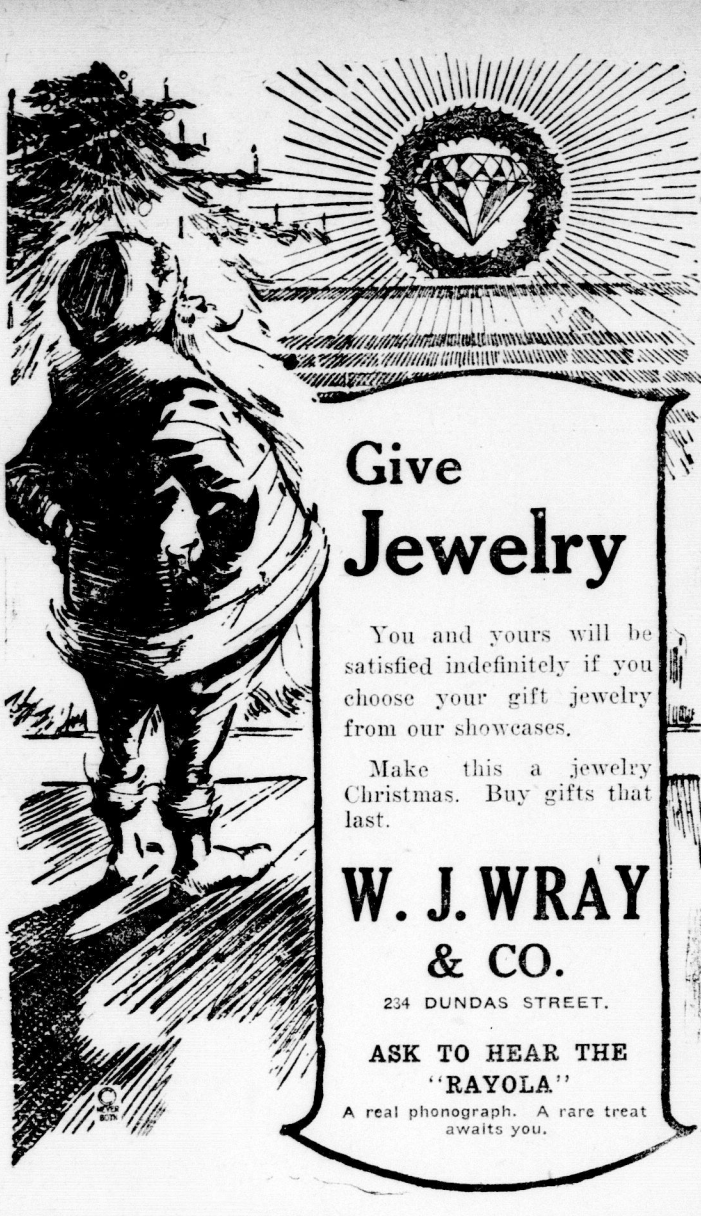
OTTAWA, Dec. 19.—(By Canadian
Press.)—Judgment was reserved Tues-
day by the board of railway commis-
sioners on the application of the London and
Port Stanley Railroad for a settlement
of the rates under agreement made be-
tween the London Railway Commission
and the Michigan Central Railroad
Company.

O'Brien College

261 RICHMOND STREET, LONDON.
Join our winter classes starting Tues-
day, Jan. 3. Commercial, shorthand,
etc. Individual instruction. Sit

Western School

A Business College of strength and
character.
W. F. MARSHALL, Principal. ywt



**Give
Jewelry**

You and yours will be
satisfied indefinitely if you
choose your gift jewelry
from our showcases.

Make this a jewelry
Christmas. Buy gifts that
last.

**W. J. WRAY
& CO.**
234 DUNDAS STREET.
ASK TO HEAR THE
"RAYOLA"
A real photograph. A rare treat
awaits you.



—TO THE TRADE—
FURS
HUDSON SEAL COATS,
CANADIAN BEAVER COATS,
MARMOT COATS,
FRENCH NEAR SEAL COATS,
PERSIAN LAMB COATS,
RACCOON AND CONEY COATS.
BEST QUALITY—BEST FURS—BEST STYLE—
BEST PRICE.
(Trimmed and Plain Styles in All Coats.)
Sets of furs in Ermine, Mink, Hudson Seal, Mole, Beaver, Opossum,
Sable, Squirrel, Fox, Lynx and Wolf.
Fur Catalogue mailed on receipt of postal request.
Long Distance Phone Equipment and Quick Service.
SPITTAL BROTHERS, Limited
WHOLESALE FURRIERS AND HATTERS.
333 RICHMOND STREET. LONDON. ywt



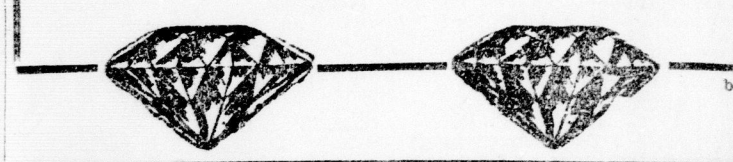
Christmas Gifts FOR HER

There is no gift more acceptable than a nice piece of
Jewelry. Please shop in the morning, when it is easier to
make your selection.

Make Her Smile With Gifts Worth While

| | |
|---|--|
| Diamond Rings — Fancy, white, green and yellow gold, newest designs \$25.00 to \$700.00 | IVORY — Complete line, open stock. |
| Special Trays of Diamond Rings \$20, \$25, \$30, \$40, \$50 | Fancy Back Combs, set in colored stones, \$4 to \$11 |
| Diamond-Set Bar Pins \$45.00 up | Pencils for ribbons or long chains, in silver, gold- filled and enamel \$1.25 to \$8.00 |
| Wrist Watches, gold-filled, 10k and 14k, green, yellow and white gold. From \$7.00 to \$110.00 | Bangle Bracelets, in sterling silver, brilliant set and gold filled, \$1.00 to \$5.00 |
| Pearl Beads \$5 to \$110 | Thimbles, in sterling silver, gold-filled and 10k solid gold 50c to \$8.00 |
| Ivory Sets, in cases \$8.00 to \$75.00 | Umbrellas, with rings and cords \$8.50 to \$25.00 |
| Leather Manicure Rolls, with ivory, pearl and horn fittings \$6.00 to \$28.00 | Solid Gold 10k and 14k Brooches and Bar Pins, set with pearls, fancy colored stones and onyx, \$4.50 up |
| Mesh Bags, in Silver and green gold finish \$6.50 to \$25.00 | Fountain Pens \$1.00 up |
| Leather Purses and Bags \$3.00 up | Boudoir Lamps \$7.00 |
| Coin and Vanity Cases \$1.50 up | Incense Burners, in silver, green and bronze 50c to \$7.00 |
| Lingerie Pins, in 10k solid gold, sterling silver and gold filled 50c to \$5.00 | Bedroom Clocks, ivory, ma- hogany, gunmetal, bronze and cut glass \$4.00 to \$14.00 |
| Necklet and Pendants, dia- mond set, pearl and fancy colored stones \$3.00 to \$800.00 | |

C. H. Ward & Co.
Diamond Merchants
Jewelers and Opticians
386 RICHMOND STREET. Open Every Evening.



Photographs

"THE MOST APPRECIATED CHRISTMAS
REMEMBRANCE."

There Is Still Time To Have Good Work
Finished for Christmas at

The
Darragh
Studio
214 DUNDAS STREET.
Photos Taken Rain or Shine—Also at Night.
PHONE 444 FOR AN APPOINTMENT.

ORTH OFFERS AGAIN FOR WEDNESDAY AND THURSDAY SELLING

The Greatest Tie Bargain in Canada

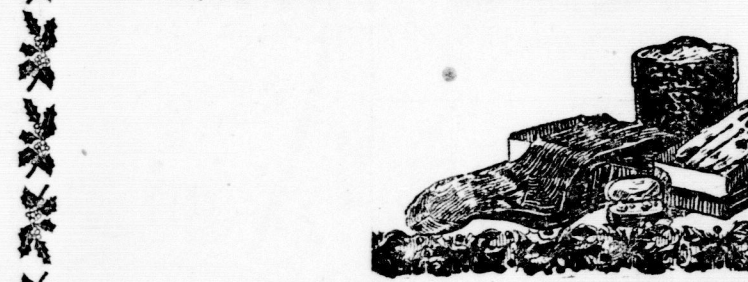
ORTH SELLS TIES BY THE THOUSAND!
2,000 RICH PURE ALL-SILK TIES AT

88c Each --- 6 for \$5

Regular value \$2, \$2.50 and \$3.50.

Never in history were such silks sacrificed by a tie manu-
facturer, and at such an opportune time for the ladies who
contemplate Neckwear purchases. These are not the usual bad
shades and inferior grades of silk sold during sales, but are the
luckiest buy ORTH ever made, and will be the talk of the town.

We cannot impress upon you the importance of this Tie
sale unless you actually come and see for yourself. Just as
though you expected to pay \$2, \$2.50 and \$3 for such Ties, and
ORTH comes to the rescue with
this timely offer. All at **88c, 6 for \$5.00**



BUY A MAN'S GIFT FROM A MAN'S STORE----

Shirts That Will Please
To the chap who usually pays up to \$5.00, we offer these
At \$2.50

If we attempt anything, we do it in earnest. Here is an
example. You can select choice silk fronts, Scotch Zephyrs,
English percales at this offer and at such a saving, yet remem-
ber the recipient of these shirts would know them to be of
superior grade, easily worth \$3.50, and up to \$5.00.
ORTH's price **\$2.50**

A Real Silk Offer at \$6.95
We wish to make this announcement through the
press to our many customers who have been waiting for
these Shirts to arrive.
Priced at **\$6.95**

Orth's Underwear Sale

Men's Merino and Velvet Tex. Com-
binations, regular \$3.50 **\$1.29**
suits, at
Men's Tru-Knit and Watson's Com-
binations, in white and cream shade.
Regular \$3.50, at **\$1.95**
per suit
Stanfield's Red Label Shirts and
Drawers, regular \$2.50 **\$2.00**
for garment
Stanfield's Green Label Shirts and
Drawers, heavy weight, **\$1.50**
reg. \$2, at per garment
Men's Flannel Lined Shirts and Draw-
ers, in heavy soft white flannel, **69c**
regular \$1.00, at garment
Watson's and Stanfield's \$3.50 and \$4.00 Combinations, in
white and natural shades, all sizes, complete at **\$2.95**

**BATHROBES AND HOUSE
JACKETS** \$4.25 to \$18.00
GLOVES, lined and unlined
..... \$1.50 to \$5.00 pair

We have beautiful im-
ported art calendars. Cus-
tomers can have one for the
asking.

ORTH, Limited
CORNER DUNDAS AT CLARENCE.
Where men buy and ladies will find proper men's gifts.

**SALE OF BATH ROBES AND
LOUNGING ROBES, \$4.95.**
We bought two case lots. They include
men's and boys' sizes in solid blanket, cloths
and really new patterns.
See these at **\$4.95**
Regular up to \$10.00.

**SALE OF ALL PURE LINEN HAND-
KERCHIEFS, 6 FOR \$1.00.**
Here is value and you know that Handker-
chiefs are always acceptable.
Very special offer—8 boxed Linen
Cambric Handkerchiefs, for **\$1.00**
Special Italian Handkerchiefs, **\$1.35**
6 in a box for
These are selling very rapidly, as they are
in three colors, 6 in a box, full sized, really
good \$2.50 value, at 6 for **\$1.35**

We are London headquarters for "stout" and "long slim" Men's
Combinations, at suit **\$4.50 and \$5.50**
Flannellette Pyjamas, heavy good white and striped
materials, per suit **\$2.59**
Two suits
for **\$5.00**
Solid Buck Gloves that sell at \$5.00 a pair. We will offer
eight dozen in grey shades at pair **\$3.48**

Gift Umbrellas for Ladies and Men at \$3.95 Each

From the best-known umbrella maker we purchased a large number
of Umbrellas at a special cut, so here is where you can secure that
Umbrella you would pay \$5.00 for in other stores, and in the newest
of handle designs made with solid steel frames and pure
silk and wool tops, really worth \$5.00, at each **\$3.95**
BRACES SET 25c to \$1.00
KNITTED TIES 95c to \$2.00
In splendid assortment.
SILK SHIRTS, Pongee and
White Habutai. Special \$5.95

OVERCOATS, Ready-to-Wear \$12.50 to \$50.00
Tailored Suits, Ready-to-Wear
..... \$25.00 to \$40.00

All gift apparel boxed in
fancy boxes free of charge,
with guarantee of satisfac-
tion or your money cheer-
fully refunded.