

**ROWAT'S COFFEE**  
 Places people who are particular.  
 50 Cents Per Pound.  
**T. A. ROWAT & CO.,**  
 250 Dundas St. Phone 3051-3052.

**CAMERAS AND SUPPLIES**  
 We carry a full line of Ensign, Ansco and Carbine cameras, films, etc. Films are developed and printed by an expert in eight hours.  
**TAYLOR'S FOUR DRUG STORES.**

Perhaps if we had the same expense as the other furniture stores we would have to charge the same. Come in and learn our prices.  
**LONDON FURNITURE CO.**  
 475 Clarence. Open Evenings.

**GET READY FOR JACK FROST**  
 HE'S SURE TO COME  
 OUR COAL GIVES HIM  
 A WARM RECEPTION.  
**JOHN MANN & SONS**  
 Phone 470,  
 425 York St.

Begin Today To Use  
**JOHNSTON BROS.**  
**XXX BREAD**  
 Price 5c Per Loaf.  
 Our wagon will call on you daily.  
**PHONE 944.**

### CANCERS

Can be cured if treated in time by the late Henry Edwards' treatment, now given by J. Levitt. Write for particulars and testimonials.  
 388 1/2 RIDOUT ST. PHONE 2666.

### TURKEY DRESSING

For twenty-five years the wise housewives of London have used

### PARNELL'S Bread For Dressing

We generally have bread a day or two old in stock for this purpose.

Phone us for a loaf.

### PARNELL

Phones 929-1390.

### OPTICAL CHRISTMAS GIFTS

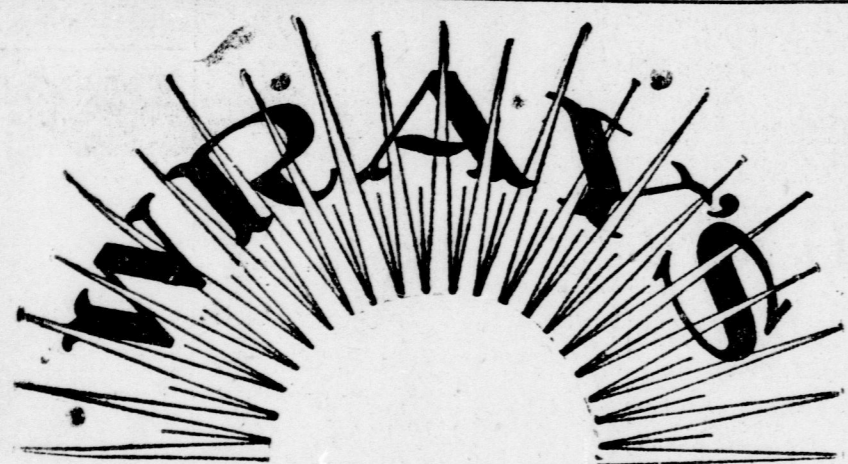
A pair of Spectacles. A pair of Eyeglasses.  
 Eyeglass Chains. Automatic Eyeglass Holders. Gold and Silver Lorgnons.  
 Reading Glasses. House Barometers.  
 Motor Goggles. Opera and Field Glasses.

### EYES EXAMINED SCIENTIFICALLY

By our own Specialist of 18 years experience,  
**DR. BROWN.** No charge for consultation.

**THE BROWN OPTICAL CO**  
 Phone 1877. LONDON, ONT.

Mail orders receive prompt attention.



### LONDON'S LARGEST JEWELRY STORE

THE STORE WITH THE STOCK THAT IS BOUGHT RIGHT DIRECT FROM THE MANUFACTURERS.



**CHAFING DISH**..... \$6.35  
**COFFEE PERCOLATOR**..... \$7.85  
 SOMETHING NEW.



**LADIES' COMPANION**  
 From \$4.50 up.  
**SOLID ALCOHOL STOVE**  
 With Lunch Tin, \$1.25.

### SPECIAL LINE OF NECKLETS

**GOLD-FILLED NECKLETS** with imitation stones and pearls, that look like the solid gold, set with genuine stones, at much less money, put up in necklet boxes. From ..... \$2.00 to \$4.50  
**10K. SOLID GOLD CHAIN AND PENDANT**, set with real pearls, bought at less than cost to manufacture; only a limited number to offer at this low price; some of them would sell as high as \$27.00 if sold at regular retail prices. It will pay you to see these if you are looking for a chain and pendant ..... \$5.00  
 We also have some very nice Cameo and Diamond Set Necklets and Pendants at reasonable prices; also Pearl and Diamond Set at ..... \$15.00 and \$18.00

See Our Ladies' O Size Hunting Watch

gold-filled, set with guaranteed 15-jewel movement, for

**\$12.00**



Same case, set with 7-jewel movement,

**\$10.00**

### WRISTLET WATCHES

From \$2.75 up to \$65.00

Our stock is very large in all lines usually found in a first-class jewelry store.

Buy your Christmas Jewelry from the one-price jewelry store, and you will be sure you paid the same price as your neighbor and received good value for your money.

**W. J. WRAY & CO.**

Phone 3561 . . . . . 234 Dundas St.

Store Open Evenings Until Christmas  
**BUSY? Yes, we are busy, but our new store, enlarged stock and extra help enable us to serve you just as efficiently as ever.**



**SHOP EARLY AND AVOID THE LAST HOUR RUSH.**

### Articles On Our 75c Table

Aynsley's Tea Plates.  
 Royal Crown Derby Mikado Cups and Saucers.  
 Royal Crown Derby Rose Pattern Cups and Saucers.  
 Chocolate Cups, Rose Pattern; six other designs in Fine English China.  
 Aynsley's Yellow and Rose and Pink and Rose Tea Plates.  
 Aynsley's Floral Pattern Cups and Saucers and Breakfast Plates.  
 Cut Glass Salt and Pepper, Sterling silver top.  
 Photo Frames, silver-plated; large size.  
 Photo Frames, sterling silver; small size.  
 Crown Derby Salve Pots, Cut Glass Vases  
 12 different pattern Bead Necklaces.

### Articles On Our 50c Table

Brass Teapot Stands, Brass Candlesticks.  
 Photo Frames, platinum.  
 One tray of Gold-Filled Brooches.  
 Cut Glass Salt and Pepper; sterling silver tops.  
 Crown Derby Pin Trays; three shapes.  
 One dozen patterns English China Cups and Saucers.  
 Aynsley's Bon-Bon Dishes.

### \$1.00 Table

Cups and Saucers, in Coalport, Minton, Royal Crown Derby, Wedgwood, Aynsley, in many designs.  
 Brass Candlesticks, Photo Frames, Cake Plates, Bon-Bon Dishes, Napkin Rings, Cream Pitchers.  
 Egg Cups, with Salt and Pepper and Vinegar Bottles.  
 Jewel Boxes.  
 Wallace Silver-Plated Cold Meat Forks, in a great many patterns.



### DIAMONDS

We carry a line of Diamond Rings, mounted in 14k gold, from \$2.00 to \$600.00  
 We exchange Diamonds bought from us for full value at any time.

Ladies' Diamond Marquise, 15 diamonds, weight of stones 1 1/2, 1-64 karats. Special ..... \$65.00

Lady's Large Sapphire Cluster, with 10 diamonds. Special ..... \$125.00

Lady's 3-Stone Diamond Ring; weight of stones 2 1-16 karats. Special ..... \$225.00

Platinum and Diamond Lavaliers, from ..... \$75.00 to \$500.00  
 We will have in our north window special trays of \$5.00, \$10.00, \$15.00 and \$25.00 Diamond Rings until Christmas.

Store Open Evenings.

### Ladies' and Gents' Fobs at Half Price

Gentlemen's Black Ribbon Fobs, regular \$2.50, for ..... \$1.25  
 Gentlemen's Black Ribbon Fobs, regular \$2.00, for ..... \$1.00  
 Gentlemen's Black Ribbon Fobs, Masonic emblem, regular \$2.50, for ..... \$1.25  
 Gentlemen's Black Ribbon Fobs, regular \$3.00, for ..... \$1.50  
 Gentlemen's Black Ribbon Fobs, regular \$4.00, for ..... \$2.00  
 Gentlemen's Black Ribbon Fobs, regular \$1.75, for ..... 90c  
 Ladies' Black Ribbon Fobs, regular \$3.00, for ..... \$1.50  
 Ladies' Black Ribbon Fobs, regular \$2.50, for ..... \$1.25

We Carry the Largest Stock of Diamonds, Watches, Clocks, Jewelry, Cut Glass, and High Class China in Western Ontario.

### CUT GLASS

Cut Glass Salts and Peppers, with sterling silver tops, pair ..... 50c  
 Small Cut Glass Vases ..... \$1.00  
 Cut Glass Water Sets, 6 tumblers and pitcher, special at, set ..... \$7.00  
 Cut Glass Berry Set, large bowl and six nappies, special ..... \$9.00  
 Cut Glass Salt Dips, each ..... 25c  
 Cut Glass Salt Dips, with sterling tops, each ..... 50c  
 Cut Glass Cologne Bottles, each ..... \$1.00  
 Cut Glass Pitcher and six Tumblers, floral design ..... \$13.00  
 Cut Glass Berry Bowls ..... \$3.00 and up  
 Cut Glass Bon-Bons ..... \$1.00 up

### Are Your Eyes Right?

**OUR OPTICIAN WILL TELL YOU THIS FREE**

Special line of Spectacles or Eyeglasses, regular \$3.00, for ..... \$1.50  
 (A useful Christmas present for father or mother.)

### WATCHES FOR CHRISTMAS

Boys' Watches, open face, stem wind and set, guaranteed, for ..... \$1.00  
 Boys' 12-size Nickel Open-Face Watches, for ..... \$3.00  
 Soldiers' Guaranteed Wristlet Watches from ..... \$3.00 up  
 Gentleman's Thin Model Waltham 17-Jewel ..... \$33.00  
 Lady's 9-k Solid Gold Expansion Wristlet Watch, fitted with 15-jewel movement, regular \$30.00, for ..... \$20.00  
 See our Special 17-Jewel Movement in Fortune gold-filled cases, for ..... \$10.00  
 We guarantee the cheapest Watch we sell, so you take no chance by buying from us.

## C. H. WARD & CO.

Diamond Merchants and Jewelers,  
**386 RICHMOND STREET.**  
**Telephone 1084.**



THE BEST COAL IS THE CHEAPEST IN THE END.  
 TRY OUR

**D. L. & W. Scranton Coal**

**Heaman & Son**  
 York and Burwell Sts. Phone 312.

The London Loan and Savings Co. of Canada

Allow 4 Per Cent On Deposits, 5 Per Cent On Debentures.

Deposit Boxes To Rent at Lowest Rates.  
 COR. CLARENCE AND DUNDAS STS.

**PALACE LIVERY**  
**ROSS & BOSS**  
 Carriages for funerals and all other occasions. Automobile service.  
 519 DUNDAS ST. PHONE 838.

**Diamond Engagement Rings**  
 Our specialty from \$5 to \$500. Every stone guaranteed.  
 N. AGRANOVE,  
 Phone 1742, 650 Dundas Street.

**EDUCATIONAL EMPLOYMENT.**  
 [Cleveland Leader.]  
 The European army agents who are buying horses in this country are likely to learn a few things about Americans they haven't known before.

Fruit-growers will find John Sharman, representative of E. D. Smith, nursery stock, etc., at Darch & Hunter Seed Company, Market entrance, Thursdays and Saturdays.

### Welcome Dollars

In days like these when the high cost of living grips the average provider for the household, extra dollars are welcome. Have you a sum of \$100 or more lying idle? Possibly it may not be required for a long time. Did it ever occur to you that an increased income is offered for your savings by the Huron and Erie Debenture Department?

**4 1/4 Per Cent**

for a term of five years.

**4 1/2 Per Cent**

for a three-year period.

Take your Passbook and figure it out for yourself.

And besides, you have such a feeling of security with your money in this strong old company. Call in or write us.

A Pass Book in our Savings Department awaits you. We invite you to make frequent and regular deposits.

**The Huron and Erie Loan and Savings Co.**

Incorporated 1864.  
 Main Office: 442 Richmond Street, London.  
 Market Office: 4-5 Market Square, London.  
 T. G. MEREDITH, K. C., HUME CROVYN,  
 President. General Manager.



### Take a Tip From Us

**THESE THREE SPECIALS**

FOR TUESDAY, WEDNESDAY and THURSDAY at the

**"Heart of London"**

are great bargains, and will make appropriate Christmas presents. Don't overlook them.

**Neckties**

200 dozen 50c Ties.....25c

**Gloves**

25 dozen Mocha Gloves, \$1 value, for ..... 75c

**Mufflers**

15 dozen Mufflers, \$1.25 value, for ..... 95c

**WEGNER CLOTHING COMPANY**