



we'ver exzema or a similar districts, and cuttion. Then the struggle for a cure begins.

A multitude of remedies are tried, doctot
after dootor consulted and nospitals visited,
but too often the suffering extends, without
substantial relief, from days to wers, weeks to
months and months to years. Added to this is
the ever-present fear that the uching, burning
and distiguration will become chronic, marring future welfare and making life miserable.

In the prevention of the simple skin troubles
from which all this suffering so often arises
and in establishing a condition of skin health
that makes cruptions impossible, mothers are
assured that nothing is purer, sweeter or more
effective than Cuttoura Soap and Cuttoura
Ominment. And greater stid, if possible, is
the success of these simple household remedies
in the treatment of the severer skin affections
themselves, with the first warm bath with
Cuttoura Soap and gentle application of
Cutioura Continent, the liching and burning
of exema cease, the child fails into a refreshing sleep, the mother lests and for the first
time, possible, in many weeks peace falls on

a distracted household. Frequently a single cake of Cutieura Soap and box of Cutieura Olinment are sufficient.

Positive as its his statement, it is justified by more than thirty years of pronounced success. To quote but a single instance, Robert Mann, of Proctor, Minnesota, says.

"Our boy was born in Toronto on Oct. 13, 1908, and when three months old a slight rash appeared on his cheek. What appeared to be a water bister would form. The success of the surface of t



THE ADVERTISER, LONDON, ONTARIO, WEDNESS

REPLACED STRIBUTE

TO LATE FRANCE IOUT

Beautiful Evidence of the second of the second

A lifetime of disfigurement and suffering often results from the neglect, in infany of childhood, of unitor affections of the skin and sate those dependent on him, sacrifices of time, of physical strengths of vital energy, reprised attempts some simple treatment and in a day, perhaps, the little one is covered with were coveran or a similar distressing cruption. Then the struggle for a care begins.

A multitude of remedies are tried, doctor in which he took upon himself the pending the distribution of the skin me to speak of those cases of the church auditorium: Chairman's color begins.

A multitude of remedies are tried, doctor in which he took upon himself the pending the church auditorium: Chairman's color begins in which he took upon himself the pending the church auditorium: Chairman's color begins in which he took upon himself the pending the church auditorium: Chairman's color begins in which he took upon himself the pending the church auditorium: Chairman's color begins in which he took upon himself and those dependent on him, sacrifices and those

A Tablet Digests a Meal—Trial

April Polyacker Fees.

Also people as more greate within the presented the proper choice of fasts, 1231d each least of the past year.

The pastor, Rev. 1b. 1f. Bincham, the presented the presented the proper choice of fasts, 1231d each least of the past year.

There is nothing more recording, 1231d each least of the proper choice of fasts, 1231d

would wish me to speak of those cases in which his sense of justice compelled him to impose on some transgressor, when he paid the fine locates of mount helpice wife would suffer it the sumer were imprisoned.

Strength Comes

Not From What You Eat. But From What You Digest.

A Tablet Digests a Meal—Trial Package Free.

Must people eat meet feeds without discinnination—it matters little what discinnination—it matters little what deep stop to think chat that food does people at meet feeds without discinnination—it matters little what deep stop to think chat that food does feed the feed of the conditions of the past year.

Not Discovered the prizes to successful scholars of the past year.

Must people eat meet feeds without discinnination—it matters little what discinnination—it matte

Smallman & Ingram, Limited WEATHER PROBS. Smallman & Ingram, Limited

Subscribers' copies now ready at Pattern February Designer Now In!

Counter. Single copies, 10¢. Are you a subscriber? If not, we would remind you that this beautiful and attractive monthly fashion magazine may be had for 75¢ a year. At Pattern Counter.

Ladies' and Misses' Winter Coats are Disappearing.

Like a January thaw, the reduced prices are lessening the piles of Ladies' and Misses' Winter Coats, and like the snow that melts in January these coats are all this season's styles, and during the past few days since this general clearing commenced many customers who have been waiting for this event secured and are now wearing coats they admired earlier in the season, and saved as much as \$7.50 on the same. Every coat new, this season's styles. The very fashionable cloths such as diagonals, tweeds and beavers, in navy, brown, myrtle, taupe, fawn and cardinal, also frieze and tweeds in misses' and children's sizes. .The present reductions are the best of the season, considering the assortment you have to select from now. Full-length, stylich garments.

BEST CHOICE NOW. CHOOSE THIS WEEK. Second Floor.

Furs and Fur Linings---Reduced Prices.

We have gone through our stock of Ladies' Furs and sorted out a few odd lines for clearance. This means your last opportunity this season for special-priced small furs at this store. We have done the largest fur business in our history this season, which means our furs are right and prices, too; and the prices quoted here to clear these few odd lines are more than right. The balance of our Gray and White Squirrel Lock Linings, large-size plates, will be cleared. Regular \$8.75 and \$12.75 plates for, each ...

Ruffs, Stoles, Scarfs and Muffs.

Five only Sable Opossum Ruffs, regular \$5.75, to be cleared at, each\$3.95 Two only Natural Sables Stoles, regular \$35.00 and \$40.00, to be cleared at, each, \$29.00 Two only Orenburger Marmot Scarfs, regular \$13.50, to be cleared at, each..... \$9.75 One only White Thibet Set, large Stole and Pillow Muff, regular \$18.50, to be cleared

Costume Linings---Mercerized.

We are now showing a spleudid assortment of fully mercerized coat linings, made of pure Egyptian cotton, in diagonals and satin stripes, a pleasing change from the brocade effects which have been in use for the past few seasons. These are used also for many other purposes, such as fancy waist or skirt linings, etc. Colors shown are wistaria, mulberry, mid gray, taupe, cream, reseda, light myrtle, navy, saxe blue, olive, light blue, old rose, golden brown, tan, mauve and other staple and wanted colors. Blacks are Linings Opposite Button and Pattern Counter-Main Floor.

Ladies' Chamoisette Gloves, | Zenith Brand Underwear 40c and 60c Pair.

WHY CHAMOISETTE?

Because they possess the good qualities of chamois at a much lower price, wash perfectly and look like the real chamois. Natural Color Chamoisette, two-clasp. extra

good value. Per pair40¢ Also Extra-Heavy, Superior Quality Two-Clasp Chamoisette Gloves at, per pair.....60¢

Cashmere Gloves, 35c Pair.

Special value Two-Clasp Glove, in black, gray, navy and brown, a good wearing quality, at, per pair 35¢ Main Floor.

For Women.

A mixture fine white wool and cotton. guaranteed unshrinkable. Vests, low neck and short sleeves, each

Vests, low or high neck, long sleeves.

Drawers, ankle length, per pair ... 75 Vests, heavier weight, high neck, long Drawers to match, per pair\$1.00

Main Floor.

AFTERNOON TEAS
SPECIAL 15C, OR
TWO FOR 25C, IN
THE RESTAURANT

New Lighting Contracts

Only consumers who sign our new lighting contract will get the benefit of our

5 Cent Per K. W. Rate

December Lighting Bills

Remember you do not pay any Floor Space Charge or

Meter Rent Discount of 10% if paid by 10th of the month. Be sure and get new contract.

London Electric Co..

LIMITED 361 RICHMOND STREET,

In Wood Green, England, there is fifth show of the London and Provin living a woman of 105 years of age cial Ornithological Society, held in the who can read without glasses. Among the exhibits at the twenty

ambeth Baths, was a pure white nary. Both its parents were ordin-

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