

## Fresh Fish Sale

LARGE LAKE ERIE HERRINGS,  
per pound... 15c  
EXTRA CHOICE WHITEFISH,  
per pound... 20c  
SEA SALMON (boiling pieces), lb. 18c  
SEA SALMON (by the fish), lb. 16c  
HALIBUT (choice steaks), lb. 25c  
Haddies, Fillets, Kippers, Ciscos,  
Solid Meat Oysters.

NOTE OUR NEW DELIVERY  
SCHEDULE,  
South and West London, 8:30 a.m.,  
10:30 a.m. and 2 p.m.  
East London, 9 a.m., 11 a.m. and 3  
p.m.  
North London, 9:30 a.m., 11:30 a.m.,  
3:30 p.m. and 5 p.m.  
USE OUR PHONE SERVICE.  
5600 AND 5601.

## Wilson's Market

Richmond Street and Market Square.

**Ford**  
SERVICE STATION  
OPEN DAY AND NIGHT.  
EQUIPMENT AND WORKMANSHIP  
UNEQUALLED

## Reliance Garage

Phones: Day 5318, Night 3188.  
239 DUNDAS STREET.

## Western Ontario Electric Co.

237 Dundas Street. Phone 4671.  
Inspect our new line of Fixtures and  
Lamps before purchasing. Estimates  
given on wiring free. A full stock of  
Flashlights.

**Carlyle**  
**TREBILCOCK**  
OPTICIAN

PHONE 2351. 233 DUNDAS  
Two Doors East of Majestic Theatre.

## DIAMONDS

Diamond Rings from \$5.00 to  
\$350.00, including single Dia-  
mond Rings, three and five  
diamonds, and many fancy set-  
tings in the new designs.  
Exclusive Designs in Neck-  
lets, Pendants, Bar Pins, Earrings,  
Pins, Cuff Links, Tie Clips  
and Brooches.

## C. H. WARD &amp; CO.

Diamond Merchants and Jewelers.  
386 RICHMOND STREET.  
Phone 1084.

Our Work, Best By  
Test, Has Been  
Proven

London Tire Repair Depot  
234 Wellington Street. Phone 2334.  
A. WILKES. Opp. McClary's.

## A BATTERY SCHOOL.

Maximum efficiency is obtained from  
your battery only by expert attention.  
You cannot give it proper attention  
so the logical thing to do is to bring  
it to us. We have one department de-  
voted exclusively to this work. Let us  
explain our work to you. Benson-Wilcox  
Electric Company, 264 Dundas street.  
YWT

## TORIC

There's a lot of  
difference be-  
tween Toric  
Lenses and  
Flat Lenses  
besides their  
slight extra cost. They give  
you extra vision and extra  
comfort. They are better-  
looking, too. Come and see  
us about Toric Lenses.

## LENSES

**Brown Optical Co.**  
EYE SPECIALISTS AND OPTICIANS.  
223 Dundas Street. Phone 1677.  
London, Ontario. YWT

## Save Money on Shoes

Modern Shoe Repair  
Phone 2310.

## Dr. Mahan's Regulators

are what you need. They clear the  
stomach of bile, and tone liver and  
bowels, thereby placing the whole sys-  
tem in a healthy, vigorous condition.  
An efficient laxative that will not gripe.  
ONLY 25c AT ALL DRUGGISTS. W

The London Loan and Savings  
Company of Canada

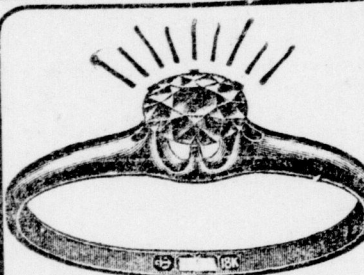
INTEREST RATES ALLOWED  
In Savings Bank 4 Per Cent  
Debentures 5 to 5½ Per Cent

M. J. KENT, Manager.

Why Buy Inferior  
Bread When  
Parnell's

Purity and quality  
leaves can be pur-  
chased for the same  
price at your grocers,  
from our wagons or  
by phoning us?

**Parnell** The Breadman  
PHONES 929, 1390



## The Advantages

## This Store Offers

are most fully realized when you  
have the time or inclination to  
make a personal comparison as to  
values.

As to the actual quality of the  
Diamond you will have to trust to  
the integrity of the diamond mer-  
chant, because that is a matter of  
expert knowledge. That we  
have exceptional facilities for pro-  
curing the highest grade of Dia-  
monds no one will deny.

DIAMOND HALL STORES.

## YOUNG'S

LONDON. EAST LONDON.

Please Forget That  
Bread Is the Most  
Economical of Foods!

Think of it as a luxury and  
you will form a new apper-  
ception of it.

JOHNSTON  
BROS.  
XXX Bread

The best of flour, pure milk,  
etc. Every ingredient con-  
tributes to give this delicious  
bread its wonderful palate-ap-  
peal.

JOHNSTON BROS.  
Phone 944.

## RETURNS TO FRANCE

Lieut. H. H. Ashley Back to Firing  
Line.

Lieut. H. W. Ashley, who has been  
in England for some time, has again  
returned to France, according to in-  
formation contained in a letter re-  
ceived from him by his son, Corp. H. G. W.  
Ashley, of the P. A. M. C. staff at  
military headquarters.

## DIES SUDDENLY

John Eagan, foreman of the bottling  
department at Labatt's, and a resident  
of the city during the past four months,  
died in Victoria Hospital shortly after  
being rushed there in the police am-  
bulance Tuesday afternoon. A weak spell,  
which seized him shortly after dinner,  
necessitated calling Dr. Hogz, who had  
the man removed to the hospital im-  
mediately.

Mr. Eagan was 47 years old. While  
in this city he resided with T. M.  
O'Hagan, 122 York street. His widow  
resides in Toronto, and the remains were  
forwarded there today by E. C. Killings-  
worth.

More Than One  
large advertiser has found it profit-  
able to have every detail of their  
advertising looked after byFederal  
Advertising  
Service

Dominion Savings  
Building,  
LONDON, CANADA.

A Christmas  
Suggestion

WHY NOT A

Friendship  
Set of Fire-  
proof Pottery

Several shades to choose  
from.

See our window display.

## Peters

Clearing HATS  
Ladies' \$5, \$6, \$7 and  
\$9, for \$2.98  
BELTZ & CO.DECLARE COAL YARD  
BEING HELD UP FOR  
ELECTION PURPOSES

Trades and Labor Council  
Score Civic Business  
Methods.

That the municipal coal yard is being  
held in cold storage to be dragged out  
in a week or two for use as an election  
dodge, was the charge made by Dele-  
gate R. H. Hessel at the trades and  
labor council meeting last night, and  
backed up by other delegates. As a  
result of his charge, the council in-  
structed its coal committee to get into  
touch immediately with the public  
utilities commission and see if some  
good could not be derived from the  
proposition before the winter was half  
over.

"It is time for us to make city offi-  
cials pledge themselves on this propo-  
sition," said Mr. Hessel, "if we are going  
to get any results at all."  
Delegate Ernest Ingles pointed out  
that other Western Ontario cities and  
towns are getting coal, and that they  
had not delayed the job because they  
had not been able to consult the trades  
and labor council. It was not up to  
the coal committee of the trades and  
labor council to get the fuel; it was  
up to the city council or the public  
utilities commission.

"They are going to give the people  
another sponge," declared a delegate.  
"I doubt whether either the city council  
or the public utilities commission is  
playing square. They haven't made one  
step towards getting coal."

Continuing the discussion on this line,  
members of the council declared the  
potato business as handled by the city  
to be a joke.  
"Why are they buying potatoes at \$2  
a bag now," asked one delegate, "when  
they could have got them as cheap as  
30 cents a bag. Have some of their  
friends potatoes to sell? It looks to me  
as though they had."

Other delegates declared that potatoes  
purchased last year at \$1 a bag could  
have been obtained for \$1.50. This they  
said tended to create the impression  
that some friends of the purchasers  
were being accommodated.  
The delegates also condemned the fish  
business. "The city council is paying a  
man \$3.50 a day to stand around and  
tell us there isn't any fish," they said.  
"They make \$2 on each box of fish, but  
we would like to know what it is used  
for. The man's salary is evidently paid  
from the general fund, as it comes be-  
fore the city council each month."

## A NEW CARUSO.

A new Caruso record and one  
of the very best is the new December  
Record No. 8795. It is a selection from  
the beautiful Italian opera, "Andrea  
Chenier," one of the most colorful of  
modern Italian operas. Hear this beau-  
tiful record at the Victoria Parlors of  
Ye Olde Firme of Heintzman & Co.,  
Ltd., 242 Dundas street.

## ROSS' LIMITED

PHONE 1319. 196 DUNDAS ST., LONDON.

## FURS

## From Trapper to Weaver Direct

Our business is manufacturing and offering to our  
patrons Furs at manufacturer's prices; and further, our  
Furs are selected by experts at first hand from trappers.

A careful examination  
of our styles, qualities and  
values will convince that  
you are safe in dealing  
with the maker.

See Our Values  
In Seal Coats

Fox, Beaver, Lynx, Sable,  
Ermine, Mink, Wolf,  
Muskrat, etc. The very  
latest styles in the trade.

## LADIES' WEAR

## Manufacturing Department

## SPECIALS THIS WEEK FROM THE FACTORY.

Chinchilla and Frieze Coats  
..... \$13.50 to \$16.50

English Whitney Coats  
..... \$20.00 to \$26.00

American Velours \$28.00 to \$38.00

Salt's Plush Coats, very special  
..... \$25.00 to \$41.00

Salt's Esquimette Plush Coats  
..... \$34.00 to \$49.00

Salt's Behring Seal Plush Coats  
..... \$40.00 to \$45.00

BLOUSES FOR  
CHRISTMAS

Georgette Crepe, embroidered and  
beaded, \$4.98, \$6.75, \$7.50, \$9.00

Crepe de Chine ..... \$2.98

Habutai Silk ..... \$2.98, \$3.50, \$4.50

Crepe, French tailored style, \$6.00

## Specials In Christmas Handkerchiefs

Wool and Silk Sweaters.

## PERRINS HOSIERY AND GLOVES

PHONE 1319. 196 DUNDAS STREET.

Rowat's  
COFFEE  
COUNTY COUNCIL AT  
TODAY'S SESSION WILL  
DESIGNATE HIGHWAYS

Much Important Business Re-  
mains To Be Disposed Of.

The county council at its session  
yesterday disposed of a number of  
questions that had been brought up  
for consideration. At today's session  
the selection of county roads to be  
later designated as county-provincial  
roads will be the most important item  
of business to be considered.

A communication from Turnkey  
Marsh to the effect that the quality  
of coal used at the courthouse was  
such that the soot that was given off  
was marred the appearance of the  
courthouse interior was referred to  
the jail committee to be considered.  
Lieut.-Col. Bart Robinson, officer in  
command of the 15th Battalion until  
that unit was broken up, addressed the  
council, and thanked the members for  
their generous donations made to the  
battalion.

Explains Circumstances.  
He explained the circumstances  
under which his battalion was broken  
up, and made a glowing reference to  
the number of officers in that unit  
who had reverted in rank in order to  
go to the front. He explained in detail  
that disposition had been made of the  
field kitchens. They were, Col. Rob-  
inson said, now in use overseas.  
Postmaster Evans of Strathroy, on  
behalf of the board of trustees which  
has the band instruments now in  
charge, stated he was prepared to  
turn over all to the council at any  
time that the council desired.

Councillor Morgan, Fitzgerald and  
Grieve thought that it would be just  
as well to allow all the battalion prop-  
erty to remain in the Strathroy armory.

Resolution was adopted giving the  
trustees board full power to look after  
the band instruments. The motion was  
made by Councillor Morgan and se-  
conded by Councillor Wright.  
Councillor Barrett asked for infor-  
mation why the county rate was higher  
this year than the preceding year.

Councillor Currie, chairman of the  
finance committee, stated he would en-  
deavor to supply the requested infor-  
mation at a later session.  
"A great many of the ratepayers are  
asking why the rate is higher this year  
than in other years, so I think we  
should know the question."

Councillor William Robinson of Lobo  
asked why the rate in connection with  
the revision of the county bylaws had  
not been completed.  
Councillor Harrison of Parkhill gave  
a satisfactory explanation, stating that  
the members of the bylaw committee  
had done everything possible to complete  
the work, but certain things had arisen  
that had delayed the work.

## War-Scarred Hero

Declares Laurier  
Can Get the Men

Returned Londoner Tells  
What Has Been Wrong  
With Quebec.

A London man who has just re-  
turned from the front, war-wrecked  
and still determined to go again to  
the front if necessary, stated to the  
Advertiser that in his opinion  
Laurier is the one man capable of  
giving that leadership and confi-  
dence which has been lacking from  
the French-Canadian. They say  
that at least 50,000 men could be  
raised by the appeal of Laurier.  
He would have opposition from the  
Nationalists as he had in 1911, but  
he would win.

## HORSE IS KILLED.

A horse belonging to one of the local  
express companies was instantly killed  
shortly before 3 o'clock this morning,  
when it ran into a brick wall at the  
Grigg House. The driver had left his  
rig, and the animal, taking fright, ran  
away.

## SPEND YOUR WINTER

Let an experienced representative of  
the Chicago and Northwestern Railway  
plan your itinerary, arrange for your  
tickets and relieve you of all details.  
Fast Daily Trains, The Overland Lim-  
ited, San Francisco Limited and Los An-  
geles Limited, through from Chicago to  
California, provided with modern travel  
conveniences and protected by the latest  
type of automatic electric safety sys-  
tems all the way. Leave Chicago every  
evening, placing at your command the  
best of everything in railway trans-  
portation. For descriptive literature,  
train schedules, etc., call or address B.  
H. Bennett, general agent, Chicago and  
Northwestern Railway, 46 Yonge street,  
Toronto, Ont. D.41

NOW! RIGHT  
NOW!

Is the time to pick up odd presents  
for Christmas. REMEMBER FIRST  
THE LITTLE TOTS and buy them  
tiny slippers. Specials for the tod-  
dlers, 1 to 4 years.

45c, 75c, 85c

—AT—

## Cook's Shoe Store

A real nerve and tissue food. Regular  
\$1.50 bottles for 79c at  
Taylor 6 Cut-Rate Drug Stores.

## LONDON'S RUBBER MAN

See Us At Our New  
Premises, 346-348 Dundas

Dr. Morin's Syrup of Hypophos-  
phites.

A real nerve and tissue food. Regular  
\$1.50 bottles for 79c at  
Taylor 6 Cut-Rate Drug Stores.

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SERVICEABLE  
XMAS PRESENTS

\$1.95  
for the \$3.00 Solid

Aluminum  
Percolator

Exactly as illustrated.

Music Cabinets  
Mahogany, golden oak and  
fumed oak.

Record Cabinets,  
\$6.90 to  
\$14.75

\$6.75  
For This \$8.00

Mahogany  
Pedestal

Many others to choose from,  
at \$2.75 to \$12.00.

Make Your Choice  
Early.

This  
EASY  
CHAIR \$10.75

for 89 Cents

Bring this advertisement with you.

AGENTS FOR OSTERMOOR MATTRESS.

## Keene Bros.

WHERE YOU SAVE MONEY

125-7 KING ST. LONDON  
ONT.

AWAY FROM THE HIGH RENT DISTRICT.

Chesterfield Davenport Suite

Most luxuriously built, with Marshall Spring Cushions,  
covered in best Italian tapestry. Every piece is absolute-  
ly guaranteed to give satisfaction and comfort.

Our Price \$129.50—Not \$150

wrapped around the casket containing  
the body of the dead soldier.

## House of Refuge.

Daniel Campbell, Adelaide Township,  
an ex-warden, gave a detailed report  
of his inspection of the house of  
refuge at Strathroy. His report, con-  
tained with great care, was adopted as  
satisfactory in every respect.

The report of County Treasurer T.  
E. Robson, was referred to the finance  
committee.

The first report of the finance com-  
mittee recommended that the account  
presented by Fire Chief Alden for the  
recovery of the body of Willie Field,  
who was drowned last summer, be paid.

The council adjourned at 4:30 o'clock  
to meet again today at 2 o'clock.

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Fast Daily Trains, The Overland Lim-  
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conveniences and protected by the latest  
type of automatic electric safety sys-  
tems all the way. Leave Chicago every  
evening, placing at your command the  
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