Individuality

is the keynote of our success as millinery and fur headquarters in London.

BELTZ & CO

NOTED M'GILL MAN TO ADDRESS MEDICAL PROFESSION HERE

Professor W. W. Chipman of the faculty of McGill University, Montreal, has been secured to address the members of the Western Ontario Academy of Medicine Wednesday next, when the annual meeting will be held at 2 o'clock in the Normal School here. Professor Chipman will use illustrative slides to bring out the points of his address.

Invitations have been sent out to practically every medical man in Western Ontario, about 800, and preparations are being made by the committee for a big attendance.

For a Gentleman

Our stock of emblem rings may help you solve your Christmas gift problems for father, son or gentleman friend.

We carry Masonic, Oddfellows, Knights of Columbus, Shriners, Orange and other rings of the more important orders. These rings range from $10 to $25.

If he does not want an emblem ring, a signet with his initials on it, would be a most acceptable gift.

Young's

Jewelers and Opticians,

LONDON.

ywt

"Best By Every Test!"

Those who have not as yet tried

Johnston Bros.' XXX Bread

and who enjoy sweet, tasty bread, should get a loaf at their grocer's today. Note its deliciously different flavor.

JOHNSTON BROS., Phone 944.

License No. 5-263.

Chase the Chill

WITH A $10 MAJESTIC ELECTRIC HEATER.

Western Ontario Electric Co.

237 Dundas Street. Phone 4071.

DIAMONDS

Diamond Rings from $5 to $350, including single diamond rings, three and five diamonds, and many fancy settings in newest designs.

C. H. WARD & CO.

DIAMOND MERCHANTS.

386 Richmond Street.

GET YOUR TIRES RETREADED. IT PAYS.

London's Rubber Man

346 DUNDAS STREET. BROCKMAN PHONE 5124.

ywt

VICTORY CHRISTMAS will be the most memorable and happiest the world has ever known.

Make your gift in keeping with it. One that will restore normal vision and add the comforts and joy of good eyesight is a most appropriate gift.

Ask about Our Special Victory Christmas Plan which enables you to obtain the exact glasses the recipient will require.

See our display of latest ideas and designs in gold and shell rims, frames, mountings and select eye glass and spectacle cases.

SHOP EARLY

Carlyle TREBILCOCK OPTICIAN

233 Dundas Street. Phone 2351.
Two Doors East of Majestic.

London Loan and Savings Co.

OF CANADA

MONEY TO LEND

Government Bonds Negotiated

Only $58.55 required for $100. Special Debenture.

M. J. KENT, Manager. ywt

WANT MINERAL SURVEY TO PUT CANADA AHEAD

Western Ontario United Boards of Trade Ask For It.

EMPLOY RETURNED MEN

Also Want Provision for Soldiers to Settle in This District.

Immediately after the closing of the first convention of Western Ontario United Boards of Trade yesterday afternoon the directors appointed met for the purpose of electing officers for the coming year from their number.

The result of the election was as follows:

President—John Bridge, London, representing the central counties of Middlesex and Oxford.

Vice-president for Essex, Kent and Lambton—F. Maclure Sclanders, Windsor.

Vice-president for Huron, Bruce and Grey—E. Lemon, Owen Sound.

Vice-president for Norfolk, Brant and Elgin—G. Matthews, Brantford.

Vice-president for Wellington, Waterloo and Perth—T. J. Hannigan, Guelph.

Secretary-Treasurer — Gordon Philip, London.

The following constitute the executive in addition to the officers—A. C. McLeod, Stratford; C. L. Moore, Goderich; D. B. Detwiler, Kitchener; Arthur J. Dunn, Chatham; W. H. Kenny, Sarnia; John Dowler, St. Thomas, and H. Sykes, Woodstock.

In the course of the three business sessions held, questions of vital importance, not only to municipalities concerned, but to the future welfare of the province and Dominion, were introduced, and resolutions passed upon these with the avowed purpose of "getting action."

Reinstatement of Soldiers.

The major part of the final session was devoted to consideration of the problem of the reinstatement of soldiers in civil life, five resolutions submitted and unanimously indorsed having a direct bearing on this subject. No less than four of these were presented by F. Maclure Sclanders, commissioner of the Border Chamber of Commerce. One, termed by Mr. Dunn of Chatham, as probably the most important of the convention, proposed that the United Boards of Trade of Western Ontario respectfully suggest to the Dominion Government that serious consideration be given to the feasibility of making a comprehensive mineral survey of the country, thus affording employment at suitable remuneration to returned soldiers, and looking to provision for the development of the enormous mineral resources of Canada to help pay the war debt, etc.

Mr. Sclanders stated that to his knowledge, no real geological survey has been made of Canada, and that nearly all the geological information obtainable from the Government is incorrect.

"God has given us in Canada most tremendous mineral wealth," he said, "yet we depend largely for our raw materials upon the United States. Our country could supply the whole world with minerals for a million years to come, and we have sufficient for the empire for all time. What we want to do is to look after them and develop them.

Mineral Survey.

The resolution was as follows:

Moved by F. M. Sclanders, Windsor, and seconded by A. J. Dunn, Chatham:

"Whereas no thoroughly systematic and practical Government survey of the mineral resources of Canada has yet been undertaken, and

"Whereas, even in the absence of same it is nevertheless certain that our country is incalculably rich in mineral resources, precious and commercial, and in great variety, which resources at present largely constitute merely a potential rather than an actual national asset; and

"Whereas it is now economically expedient that such natural resources be speedily transformed to productivity; and

"Whereas it is obvious that the initial step in this desirable direction must be a clearer knowledge of the nature and location of such mineral wealth, which knowledge could be acquired only through the medium of a comprehensive scheme involving a thorough and practically conducted prospecting of all geologically likely areas; and

"Whereas it seems highly probable that many of our returned soldiers may not incline to revert to their former sedentary occupations, but would prefer a freer outdoor life, such as employment in connection with the above suggested prospecting survey;

"Therefore, be it resolved by this convetion of the United Boards of Trade of Western Ontario, that it be respectfully suggested to the Dominion Government that serious consideration be given to the feasibility of affording employment at suitable remuneration, to returned soldiers in the work of a thoroughly comprehensive mineral survey of this country; that such returned men be first equipped with a short theoretical course in mineralogy, and thereafter sent into the field under experienced prospectors, and divided into groups to each of which certain specified territory would be allotted; and, further, that some plan be devised whereby the discovery of every important mineral deposit would reflect to the pecuniary advantage, by bonus or otherwise as might be arranged, of its discoverer and of the prospector in charge of his group."

Settlement on Land.

The second resolution, dealing with the question of settlement of soldiers on the land and financial assistance available for them from the Government, was prompted by the fact that under the soldiers' settlement act of 1917 the Dominion Government can only make loans on first mortgage security to the extent of 66 2-3 per cent of the estimated value of such lands, such loans being limited to a maximum of $2,500 to any one settler for all purposes.

This means that the 33 1-3 per cent of purchase and equipment must be made up by the soldier himself. Mr. Sclanders estimated that only about 10 per cent of the men who will return have such capital. Further, loans are only available for those settling in the clay belt of Northern Ontario, or government-owned lands in the northwest, the act not making any provision for soldiers wishing to purchase privately owned lands. The speaker pointed out that in Western Ontario there are many vacant farms, capable of being rendered productive, which at present constitute an economic loss to the country.

The occupation of such lands would neither entail the pioneering hardships nor the isolation inseparable from settlement on the crown lands, either in Northern Ontario, or the remoter sections of the west. He deemed it of greatest importance that the returned men be located where they are in close touch with ordinary social amenities of life, rather than in remote districts.

Sent To Clay Belt.

"I don't see," he said, "why it is that when our men have been obliged to fight so hard, they should be sent to the clay belt of Northern Ontario, or the farthest of the west (words failing him at this point.)

"We have always been too small in Canada," he said, "never anticipated any of our good things until they have been thrust upon us. Let us get into this thing in a big way."

E. S. Capewell, Kitchener, rose to second the resolution, amid the cheers which were given in tribute to the spirit of the resolution, which petitions the Dominion Government as follows: "Therefore, be it resolved by this convention of the United Boards of Trade of Western Ontario, that the Dominion Government be petitioned to take steps in co-operation with the Provincial Government to secure accurate information as to vacant privately owned lands in Southwestern Ontario, which are suitable or capable of being rendered suitable for soldier settlement; and further, that the Dominion Government be also urged to pass legislation, involving a scheme whereby provision is made to establish on such Southwestern Ontario farms returned soldiers who are without means, yet who are anxious to engage in farming, and for whom the existing act makes no provision."

Preference in Appointments.

Two other "soldiers' reinstatement in civil life" resolutions, submitted and unanimously indorsed, were foreshadowed by Mr. Sclanders in an interview with him published in The Advertiser yesterday. The first was in the form of a petition to the Dominion Government to immediately establish a standing order to the effect that returned soldiers possessing necessary qualifications, or capable of acquiring same, be given the preference over civilians in the case of appointments to the civil service.

The second called upon the organizations represented by delegates to the convention to hold it their duty and their privilege to insist that, wherever and whenever possible, employers give the preference to our returned men.

Housing Accommodation.

The next resolution explains itself:

"That this meeting, recognizing the need for additional housing accommodation in Southwestern Ontario in order to provide for the returned soldiers and the needs of industry, resolve to urge the Federal and Provincial Governments to take active steps to promote the building of houses and the improvement of land development and highways in connection with housing, by means of lending money and providing expert advice through the municipalities."

Uniform Hydro Rates.

The first order of business of Friday afternoon was of the discussion re uniform rates all over the province for hydro-electric power. Following the eloquent and convincing address of J. P. Hume of Goderich, setting forth the reason why all municipalities should be given equal opportunity for development through transmission at a uniform rate of electrical power, T. J. Hannigan of Guelph, who has been closely associated with hydro-electric activities since the initiation of the movement, replied, giving another side of the question.

The delegates present expressing the feeling that they did not consider themselves qualified to vote intelligently on a matter in regard to which they did not have all the facts and had not thoroughly studied, Mr. Hume, who moved the resolution, and his supporters, Rev. Canon Hill and Mr. Bowden of Goderich, agreed to leave the matter over for another annual meeting of the Western Ontario Boards of Trade, provided a committee was appointed to go thoroughly into the matter and that a prominent place be given to it on next year's program. A committee was named, consisting of T. J. Hannigan, W. S. Bowden, F. Maclure Sclanders, D. B. Detwiller and C. Belton.

Not Done With it.

"Remember, we aren't done with it," said Mr. Hume. "We intend to carry this resolution to every board of trade in Ontario. It isn't just power generated at Niagara to which we are referring. Central Ontario is just as much affected as we are by reason of the power generated at Trent Valley. We have also the power developed on the St. Lawrence River to take into consideration. It is a big question, vitally affecting the development of the whole province, rural as well as urban."

Votes of thanks were moved to the London Chamber of Commerce and the Canadian Club for hospitality extended, and to John Bridge, who had performed the duties of chairman, and Gordon Philip for the efficient and courteous service rendered, not only during the convention, but in preparing for it.

Reports of the proceedings of the first annual meeting of the Western Ontario Boards of Trade will be printed, to be sent out, not only to the organizations sending delegates to the convention, but all in the fourteen counties included as "Western Ontario." It was considered the best possible advertising to let the various local boards know how much important business had been dealt with in the two days of the convention.

TAYLOR'S THROAT AND LUNG BALM

The only guaranteed remedy for coughs and colds—35c, 60c and $1.20.

Taylor's 6-cut rate Drug Stores.

WINTER STORAGE FOR YOUR BATTERIES.

Take them out of your car now before the frost gets to them, and send them here for expert repairs and storage. They'll be right for you next spring.

BENSON-WILCOX ELECTRIC CO.
264 Dundas Street. Phone 2671.

t

IF YOU ASK US about our service, ten to one we'll refer you to someone for whom we've done such good work that he'll have something really valuable to tell you.

Federal Advertising Agency

T. H. YULL
Dominion Savings Building.
LONDON, CANADA.

ROWAT'S COFFEE

The best procurable. Pleases particular people.

55c PER POUND

850 Dundas St. Phones 3051-3053.
Canada Food Board License No. 8-3432.

COUGHED, COUGHED ALL NIGHT LONG

Terribly wearing on the system is the cough that comes at night and prevents sleep. Sometimes it is a constant cough, that will not be quieted.

Sometimes it is a choked-up, stuffed-up feeling that makes breathing difficult and sleep impossible.

Whatever kind of a cold or cough you have, Dr. Wood's Norway Pine Syrup is the remedy you need to cure it, for the simple reason that this valuable preparation combines all the lung-healing virtues of the Norway pine tree with which is combined wild cherry bark, and the soothing, healing and expectorant properties of other excellent herbs and barks.

Miss Margaret Landly, Bristol, P.E.I., writes: "I am writing to tell you the benefits I have received from Dr.Wood's Norway Pine Syrup.

"Last fall I took a severe cough and cold in my head. I was unable to do anything. At night I could not sleep, but cough, cough, all night long. A friend advised me to use Dr. Wood's Norway Pine Syrup, and before the second bottle was used I was entirely cured, and I have found this the best cough medicine I can buy."

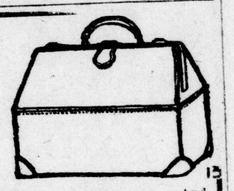
Do not accept any other "pine" preparations when you ask for "Dr. Wood's." This remedy has been on the market for a quarter of a century. It is put up in a yellow wrapper, three pine trees the trade mark, price 25c and 50c. Manufactured only by The T. Milburn Company, Limited, Toronto, Ont.

CHURCHES ASSIST.

AILSA CRAIG, Nov. 29. — The churches of this district have been up and doing in the purchasing of Sunday school Victory bonds. Beechwood and Navin Presbyterian Churches have taken $250 between them; Carlisle Presbyterian, $50; Ailsa Craig Anglican and Baptist Churches, $50 each, and Ailsa Craig Presbyterian Church having passed the $100 mark and are into the next $50. These are 15-year bonds.

New Traveling Bags

A MAN'S GIFT.



We pride ourselves on having displays that are strictly "up-to-the-minute." No stock in London that begins to compare with this range—for either variety or value. These traveling bags have that little extra touch of style that all men like. A bag he may well be proud to carry. They certainly are practical and lasting gifts—for either men or women. And we are selling them at the old prices. You will do well to have yours laid away now before the Christmas shopping starts in earnest.

COOK'S SHOE STORE

"The Store That Serves You Best."

ROSS'

LIMITED

—MANUFACTURERS—

FURS

All Made On the Premises In Our Own Factory

Every garment guaranteed in style, quality and durability. Ross' Limited label stands for satisfaction.

And Sold At Manufacturers' Prices

Select Hudson Seal Coats, plain and trimmed, in box styles and semi-fitted; all sizes 34 to 44 bust and in any lengths desired. Prices .....$205.00 to $350.00

Natural Northern Canadian Muskrat Coats, plain and trimmed; all sizes. Prices .....$110.00 to $150.00

Black Lynx Sets, selected best pelts .....$105.00 to $120.00

Alaska Sable Sets, Muffs, Stoles and Capes, Select Canadian Mink Sets, Stoles, Capes, Neckpieces and Muffs.

Range of Wolf, Raccoon, Hudson Seal, Ermine, etc., in all the latest approved designs, in Muffs, Stoles and Neckpieces.

Ladies' Wear Department

Our manufacturing equipment and designing staff for producing the very latest productions of fashion in absolutely authentic styles, is complete. From maker to wearer direct is our method.

Ross' Limited label on any garment is a guarantee of satisfaction.

SUITS—IN ALL-WOOL VELOUR, SERGE, GABARDINE, POPLINS, TRICOTINES AND TWEEDS. PRICES .....$16.50 to $65.00

COATS—In silk, plush, plain and fur-trimmed. Prices.... .....$29.50 to $65.00

English Velour Coats .....$25.00 and upwards

BLOUSES

New Wash Silk Blouses ..$1.98, $2.98, $3.75, $4.50 and $5.50
New Crepe de Chine Blouses $5.00, $6.75, $7.50, $8.25, $9.00
Georgette Crepe Silk Blouses $6.75, $7.50, $8.25, $9.00, $11.00

GLOVES

Silk Gloves 85c, $1.00, $1.25, $1.50
Perrin's Kid Gloves, in grey, tan, black, white and mastic.. .....$1.75, $2.50, $2.75, $3.00, $3.50

PHONE 1319. 196 DUNDAS STREET.

A Time To Be Cautious

It is no doubt a time to be cautious. But it is possible to be over cautious. There is no reason why a man should leave his money on deposit when he could as easily and with equal safety obtain 5½% by investing it in

Mortgage Corporation 5½% Debentures

At the present time, Mortgage Corporation 5½% Debentures form a profitable and safe investment for idle money.

Interest at 5½% is payable in cash on the day it is due. Principal on the date agreed upon.

The busy or inexperienced investor has no worry, no watching of values and markets. His security never shrinks.

Not a dollar has ever been lost by an investor in these Debentures.

An interesting booklet about "PROFITS FROM SAVINGS," which gives some very valuable advice, will be sent free on request. Write for it to-day.

Paid up Capital and Surplus Funds - - $3,362,378.63

STANDARD RELIANCE MORTGAGE CORPORATION

HEAD OFFICE—TORONTO

Branch Offices: AYR, ELMIRA, BROCKVILLE, NEW HAMBURG, CHATHAM, WOODSTOCK

DON'T THROW YOUR OLD CARPETS AWAY!

Tie a rope around them and send to us to be made into

Beautiful Fluffy Reversible Rugs

that wear a lifetime. The cost is small.

SEND FOR LEAFLET. WE PAY FREIGHT ONE WAY.

CANADA RUG COMPANY, 98 CARLING ST. PHONE 2485

Notice to Hydro Users

We are advised that the regulation prohibiting the use of lighting for store windows is cancelled, and that

Window Lights are Permitted After 6:30 in the Evening

(THIS DOES NOT APPLY TO SIGN LIGHTING)

This relaxation of the window-lighting regulation is with a special view to assisting Christmas trade—not that any surplus of power is at present available.

Merchants are therefore requested, when using window lighting, to exercise such economies in their other demands as to keep their total requirements within existing limits.

As long as the Canadian armies are still overseas, large quantities of supplies will still be needed. The system will, therefore, have to rely on the continuation of the loyal co-operation of all consumers in the saving of power until the extensions now being constructed by the Hydro-Electric Power Commission of Ontario affords an additional supply of power, when you will be advised to this effect.

THE CITY HYDRO

PHONE 6480

Notice to Consumers of Coal

Pursuant to Order-in-Council No. 664, the Fuel Administrators for the Province of Ontario hereby notify all consumers of coal, other than the owners or occupants of private residences or of buildings burning less than twenty (20) tons of coal annually, to obtain forthwith from the Fuel Commissioner of the municipality in which their respective buildings may be situate, copies of a form issued by the said Fuel Administrators, and to give the information therein required.

The said form shall be completed in duplicate, and both copies shall be delivered to the said Fuel Commissioner as soon as possible, but not later than the 10th day of December, 1918.

Dated at Toronto this 20th day of November, 1918.

R. HOME SMITH,
Fuel Administrator for Ontario.
E. L. COUSINS,
Assistant Fuel Administrator for Ontario.

Delicious, Golden-Crusted, Nut-Flavored Parnell's Bread

Parnell's Bread is the one complete balanced food, combining as it does practically all the elements of perfect nutrition. Every day more people are appreciating its value in the family diet and realizing the wide range of uses it has.

Parnell's Scientific Manufacturing

takes the problem of baking right off your hands, guaranteeing the quality to be of the best, the manufacture to be of the most sanitary, and the delivery as cleanly as it is humanly possible to make it.

FOR NEARLY 40 YEARS THE PARNELL COMPANY HAS BEEN SPECIALIZING IN PURE BREAD containing a maximum of nourishment, and today they sell what is to them and to bread experts

The Perfect Loaf

If you have never tried Parnell's Bread, why not order a loaf today, just to satisfy yourself, from your grocer, from our wagons, or by phoning us?

Parnell

THE BREADMAN

Phones--929, 1390

CANADA FOOD BOARD LICENSE No. 5-065.