

COZY COMFORT

for every room in the house—that's what you get when you buy a

"HYDRO"

Electric Heater

It's a fireplace that can be moved from room to room—that can be placed on a chair or table—that makes no smoke, dirt or ashes—that needs but the turn of a switch to start.

LET US SEND YOU ONE ON TRIAL

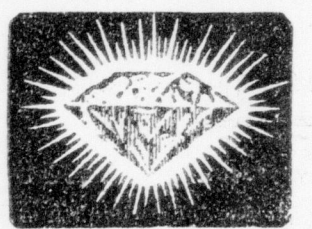
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The HYDRO Shop

YOUR CHILD'S EYES

Need every care. They should be examined, and, if necessary, fitted with a pair of GOOD GLASSES at a very moderate cost.

John S. Barnard
Optician.
194 DUNDAS STREET, 7E



DIAMOND RINGS, \$5.00 TO \$500.00.
C. H. WARD & CO.
Diamond Merchants and Jewelers.
388 Richmond Street. Phone 1084.

Our Story is Very Short.

We repair everything in rubber and do it well. Bring on your rubber cripples. There is service in them yet when we repair them.



London's Rubber Man
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D., L. & W. COAL

We sell dependable coal, and give quality and service. A trial will convince you our coal will last longer, and we guarantee weight.

HEAMAN & SON
Phone 312. York and Burwell.

PIANO TUNING
Have your piano tuned or repaired by one of our expert factory tuners. All work fully guaranteed. City tunings, \$2.00.

Mason & Risch, Ltd.
Phone 1285. 248 Dundas Street.

GOOD EYESIGHT
The forgotten man sees to it that he has good eyesight. He comes to us because he knows good eyesight depends on good glasses, and good glasses result from good service.

Poor eyesight is a handicap our glasses remove.

Carlyle TREBILCOCK OPTICIAN

233 Dundas St. Phone 2351.

Phone 150 or 53
Ask for our decoration man. He will tell you new and original ways of decorating the home or the store or hall for Halloween or any festive occasion. We will do the work if you wish.

Hay's Stationery
173 DUNDAS STREET.

Delaware, Lackawanna and Western Coal Company's

Scranton Coal

The most satisfactory coal for furnace or range. Send in your order.

JOHN M. DALY

PHONE 348. 19 YORK STREET.

THE LONDON LOAN AND SAVINGS COMPANY OF CANADA

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4% on Deposits

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COR. DUNDAS AND PARK AVENUE.

Don't Try To Economize By Baking Bread

You simply cannot bake it as cheaply as we can supply you. Consider the cost of flour. Consider the cost of all ingredients, together with your waste, and then consider that we sell you a 24-ounce loaf at 8 cents, or 13 loaves for a dollar, or a 12-ounce loaf for 5 cents, or 20 loaves for \$1.

There's No Waste in Our Breads.

Order a Trial Loaf Today.

PARNELL
The Breadman
Phones 929-1390.

Our selection of Engagement Rings is always complete and very interesting. Diamond solitaires are always popular and acceptable at any time.

We also have a choice selection of unset stones, which we can easily make up into solitaires or combinations of rubies, emeralds or sapphires.

Christmas buyers should see some of these wonderful bargains before buying elsewhere. Our own guarantee is back of every diamond sold. Our prices are very moderate.

\$25, \$35, \$50, \$100, up to \$550.

YOUNG'S

C. P. R. and G. T. R. Official Watch Inspector.

LONDON. EAST LONDON.

Regular eaters of XXX Bread do not have indication. Not only does XXX Bread digest easily, but it aids the digestion of other foods as well—it contains a high percentage of protein, fat, and carbohydrates.

JOHNSTON BROS.' XXX BREAD

Phone the bakery for a wagon.

DESERTER FROM 168TH SENTENCED TO A YEAR

INGERSOLL, Nov. 12.—On the charge of deserting from the 168th Battalion, Pte. Arthur Morney, enlisted here, was this afternoon sentenced to one year's imprisonment. Morney disappeared from Camp Borden shortly before that unit left for overseas. His name was included in the list of deserters that was sent out to the police, and about ten days ago, Morney was located and taken into custody by an Ingersoll officer a few miles north of this town. Major Osborne of London, provost marshal of Military District No. 1, attended the trial today. Morney claimed that he had been seized with lumbago and for soldiering, although he had been ordered out on parole.

HYDE PARK NOTES.

HYDE PARK, Nov. 12.—Rev. Albert Elson, son of the late Peter Elson, M. P., in his address on China, held a large audience, mostly friends and old schoolmates, in rapid attention Thursday evening in the Methodist Church, when he took them with him in an imaginative trip from Toronto eastward to the western coast, down through California and back through the States, describing many points of interest. He then pictured his trip across the Pacific Ocean aboard the Empress of Japan. He then described his landing at Yokohama and his perilous journey across Japan, the China Sea, and then up the immense Yensu River, describing the different boats which were used as the river became smaller. After this exciting voyage the speaker gave interesting glimpses of home life among the Chinese, and interesting incidents connected with their life, which he illustrated by lantern slides. Mr. Elson promised to give another talk shortly on his seven years' work among the natives in China. A hearty vote of thanks was tendered the speaker at the close.

The pupils of the public school had quite an exciting time on Friday afternoon, when the entrance class took part in their first debate. The subject chosen was, "Resolved, that gasoline is more useful than steam." The affirmative was taken by Phyllis Gray and Norman Routledge, and the negative by Muriel Prince and Elmer Quinney. Every speech displayed careful preparation and keen insight on both sides. The judges gave the decision to the negative.

HARD LOGIC

insists that since Federal Advertising Service benefits others, it will benefit you.

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312 Dominion Savings Building, LONDON, ONT.

ST. ANDREW'S CHOIR SERVICE OF PRAISE A VERITABLE TRIUMPH

Varied and Contrasting Program Pleases Audience.

FINE LOCAL PRODUCTION

Part Song Written by Mrs. D. C. MacGregor and C. E. Wheeler.

St. Andrew's Presbyterian Church choir, under the direction of Charles E. Wheeler, F.C.G.O., organist and choir-master, added another to its long list of successes in the annual autumn service of praise held last evening.

The program on this occasion was particularly well arranged, the contrast of numbers giving variety which held the interested attention of the large audience from first to last.

A festival anthem, "The Lord Is King" (Stevenson), proved an effective opening number revealing the excellent balance of parts of the choir, rare precision in attacks, releases and tempo, excellence of enunciation and intonation and ability to achieve ample volume of sonorous tone.

Probably the finest effort of the evening, however, on the part of the choir, was in the beautiful choros, "Bless the Lord, O My Soul," by the Russian composer, Ippolitoff-Ivanoff, a number remarkable for its dignity, and the loveliness of its harmonies. The fine control of tone was a marked feature of the presentation, and also the delicacy of the shading, and the reverence infused into the interpretation.

Local Interest.

Special interest, however, attached to the part-song, "Sing for Our Passing Brave," from the fact the words were written by "Marian Kolth," Mrs. D. C. MacGregor, wife of the minister of St. Andrew's and the music by C. E. Wheeler.

The treatment of the subject of the passing of the brave lads who received their final promotion on the field of battle is an unusual one. There has not been death, but

"They pass that we may live, while heavens arch

Thunders God's 'Well done, O weep not. Let us sing.'"

In an exceptionally successful manner the composer has caught the spirit of the poem, and given it an entirely sympathetic and most musically setting.

A Gradual Change.

Solemn and dirge-like begins the accompaniment, a triumphant note gradually forcing itself upon the attention till the melody rings out heroically, jubilantly.

The choir in this also proved equal to the demands, giving an adequate interpretation.

Other numbers given were the choral hymn, "Hark, Hark, My Soul" (Jude), Mr. Pink and Miss Schochott taking the solo work, a pleasing part-song, "The Singers," by Gault, and "The Rosary" (Nevin) arranged as a part-song.

The resonance and clearness of Miss Schochott's contralto were revealed in her small solo part in "Hark, Hark, My Soul." Mr. Pink was in exceptionally good voice, and his solo work was very acceptable.

Had the audience dared to break the rule prohibiting applause, it doubtless would have demanded an encore to the duet, "O, Lovely Peace," from Julius Macdonald (Hendel), sung by Miss Anna Cochrill and W. A. McCutcheon. Miss Cochrill's soprano voice, clear, strong and buoyant, blended perfectly with Mr. McCutcheon's rich, sonorous bass. The distinctness of the interpretation of both artists and their artistic appreciation of the number, rendered it one of the most pleasing of an entirely pleasing program.

Soprano Excellent.

Mr. Wheeler was, as always, fortunate in his choice of assisting artists. Miss Gertrude Stares, soprano, of Hamilton, who sang three times, possessed a voice of unusual range, sweetness and flexibility and under good control. She first gave the aria, "I Will Extol Thee" (from Edil Costa's next, "Magdalena" at Michael's Gate" (Liza Lehmann) and finally the group in which the most fully did herself justice, "O Tell Me, located and taken into custody by an Ingersoll officer a few miles north of this town. Major Osborne of London, provost marshal of Military District No. 1, attended the trial today. Morney claimed that he had been seized with lumbago and for soldiering, although he had been ordered out on parole.

A rare artistic treat was afforded by Courtney Brown, tenor, and a real tenor, late of St. Bartholomew's Church, New York.

The interpretation of his first number, "O Divine Redeemer" (Gounod), was characterized by religious feeling which was most satisfying.

Noel Johnson's two familiar songs, "The Rose" and "The River and the Sea," and Allister's "Song of Thanksgiving," gave a gem of interpretation, completed Courtney Brown's share in the program.

WEAR RUBBERS TO SAVE SHOES

Economical Housewife Is Giving This Advice to Members of Her Family to Defeat High Cost of Shoes.

The economical housewife is outfitting her family now with rubber footwear for the fall rains and the winter snows. She is doing this because she knows that rubber is the only staple article that has decreased in price since the war began, and that rubber shoes and overshoes cost no more now than they did before, while leather has reached a price that is almost prohibitive.

"Save your Shoes by Wearing Rubbers" is the thrifty woman's advice to her family. Rubbers cost no more than they did two years ago, leather has advanced over 50 per cent. The British Government has made cheap rubber possible. Show your patriotism by buying rubbers and overshoes to save your leather shoes.

The QUEEN CITY SPECIAL—LONDON TO TORONTO VIA CANADIAN PACIFIC.

The traveling public are directed to the excellent train service between London and Toronto, particularly the "Queen City Special," leaving London at 9 a.m. daily, and arriving in Toronto at 12:15 p.m.

This train stops at Woodstock, Galt, Guelph Junction, West Toronto and Parkdale. The equipment is first-class in every way, consisting of first-class coaches and parlor cars.

Particulars from Canadian Pacific ticket agents, or H. J. McCallum, C. P. A., corner Dundas and Richmond streets.

ROWAT'S COFFEE 50c Per Pound

T. A. Rowat & Co.
250 Dundas St.—Phones 3051-3052.

LAST CHANCE TODAY TO SEE WONDERFUL BATTLE PICTURES

Eight Performances at Lyric Afternoon and Evening.

WORLD'S GREATEST MOVIE

Complete Views of Thrilling Scenes in Fight Along the Somme.

Performances of the Battle of the Somme picture commence at the following hours:

1 p.m.
2:15 p.m.
3:30 p.m.
4:45 p.m.
6 p.m.
7:15 p.m.
8:30 p.m.
9:45 p.m.

Only today remains in which the pictures of the Battle of the Somme at the Lyric may be seen. All who have seen this marvel of motion picture photography have declared it to be an epic and if present indications are any criterion there will be record attendances for the final performances today. This does not however mean interminable waits before the entrance can be reached. The fact that eight performances are given in a day makes it possible to accommodate the largest crowds.

The scenes shown depict real events. That is why they have gripped all who have witnessed them. They place before the eyes conditions as they now are in France in the British lines, and convey to one some idea of the magnitude of the struggle.

Complete Views.

All parts of the work that is leading to the final overthrow of the Hun are shown. Back of the lines the never-ending duties at the munition depots are depicted. Ton after ton of explosives piled up there, and as they diverge from them to the various parts of the fighting line, to feed the huge guns which play unceasingly on the Hun lines, is plainly visible only a short distance away. At times so heavy is the artillery fire that they become hidden, only to appear again in the smoke of the battle.

Depicted, too, is the part each individual must play. Troops moving forward from the base to occupy the front-line trenches for the great push of July 1 are a thrilling sight. There is little of the smartness in dress to be seen in the training camps, but each man looks ready to fill his place. There is no grinning. Everywhere cheerfulness and a sense of duty are to be seen, even after the men have returned from a long spell in the trenches with all their discomforts.

Devastating Fire.

The effect of shell fire is illustrated in scenes of villages which have been the mark for the Allies' big guns. It is difficult to think that towns at one time stood there. Many of the houses are completely demolished. Broken walls of other more solidly built buildings show the extent of the damage. There is little of the smartness in dress to be seen in the training camps, but each man looks ready to fill his place. There is no grinning. Everywhere cheerfulness and a sense of duty are to be seen, even after the men have returned from a long spell in the trenches with all their discomforts.

Explosion is heard preceding burning of DEREHAM TP. BARN

Premises Immediately Blazing From End to End.

[Special to The Advertiser.]

INGERSOLL, Nov. 12.—The theory that an organized gang of firebugs, probably a enemy sympathizers, are responsible for the many barn burnings which have occurred recently in widely separated parts of Western Ontario was strengthened this afternoon when a destruction fire caused the destruction of a large "L" shaped barn on the farm of Bert Nancekivell, Dereham Township. Circumstances similar to those in which the barns were burned at once sent to Toronto for an officer to make a rigid investigation.

Shortly after 1 o'clock an explosion that shook the house nearby was heard, and on turning to look in the direction of the barn being burned, the fire saw that it was being burned from end to end by flames. Almost frantic efforts were put forth in rescue work, which resulted in twenty-three head of cattle, six horses and a few chickens saved, as well as most of the implements, which were in another building. So great was the fury of the fire that nothing could be done towards saving any of the grain stored in the barn, or the large quantity of hay. The stock of feed included four tons, recently bought in Ingersoll, to be fed next spring. In all thirty tons of hay were destroyed.

Damage is \$4,000.

The damage is estimated at \$4,000, and is partially covered by insurance.

Heroic work was done in preventing the fire spreading to the house, which was close to the barn. The fact that the wind was blowing in the direction of the barn was probably the most important factor in the saving of the dwelling. The fire has created a strong feeling in the district, and few people are inclined to accept the theory that the numerous disastrous fires recently in the country have been due to spontaneous combustion.

House Is Destroyed.

The three-story stone house of Michael Shannon, West Ontario Township, three miles southeast of Ingersoll, together with all the contents, was destroyed by fire at an early hour this morning. The fire was started by a candle, and the house was completely gutted. The fire was so intense that it was difficult to get on at the time. In addition to the household effects about \$50 in money was lost. The fire was probably a defective fire place. The fire had evidently been under way for some time before the alarm was given, and the inmates had no time to devote to saving their possessions. The loss is partly covered by insurance.

ANGELIC CLERGY HOLD CONFERENCE AT CATHEDRAL

Object is to Deepen Spiritual Life of the People.

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The object of the conference is the deepening of the spiritual life of the clergy, and through them, the people. The necessity of this is suggested by the terrible war now raging.

This morning at 7:15 o'clock corporate communion was received. At 10 o'clock the clergy met at Cronin Hall, and his Lordship Bishop Williams, in a short address, introduced the first subject for discussion, "The Judgments of God." The delegates then joined in the discussion under two heads:

First—The result of human sin and human failure.

Second—Their purpose corrective—the destruction of evil. "Our God is a consuming fire."

The second subject was "Reasons for Confidence," in which it was brought out that there were few reasons for confidence. First—God, our Father, rules in the kingdom of men, and "God is love." Second—The Lord Jesus "the same yesterday, today and forever," now enthroned at God's right hand, invites us and "ever liveth to make intercession for us." Third—The indwelling spirit intercedes within us. Fourth—Christ's promises to His church and people stand sure.

Other subjects discussed were: "Opportunities Created by the War for the Recovery of Fundamentals"; "Lessons for Work from the War"; "The Purpose for Which the Church Exists"; "How to Evolve the Energies of the People in Service"; and "How to Reach the Non-Churchgoing Element."

The discussion was finished and the conference closed this afternoon at 4:30 o'clock. All the delegates will return to their homes this evening.

SELLING CADILLAC CARS.

Beemer & Co., Limited, have taken over the agency for the Cadillac motor car in this city. The first of the 1917 models arrived Saturday and is now on display in the showrooms of the company, Queen's avenue. There are a number of changes in the new model, particularly in the lines.



Mason & Risch, Limited

248 DUNDAS STREET, LONDON.

A Christmas Present For the Boy in Khaki

Christmas is not too far ahead to make up your mind what to send to that boy in khaki, now at the front! If you want him to get his Christmas present in due time, you must send it early, for transportation is slow and parcels often meet with much delay.

Remember, then, that Christmas in the trenches is far from pleasant, that Music, however simple, is the sparking plug of the soldier's mental motor, and that a simple little mouth organ or ocarina is most likely the finest gloom-chaser you could send. If you want to do something for the upkeep and good cheer of that boy in khaki and his comrades, send him by all means some lit the music-maker!

You will find what suits him best in our store. For instance:

VIOLINS from \$5.00 to \$50.00

ACCORDIONS from \$5.00 to \$40.00

OCARINAS from 35c to 75c

JEWSHARPS from 5c to 25c

and many others.

"No merchant finds success in life, Nor ever will, until He sells the goods that won't come back To customers that will."

Remindful of this wise saying, we sell and handle nothing but the BEST in its price class.

Mason & Risch, Limited

248 DUNDAS STREET, LONDON.

Women's All-Wool Cashmere Vests

made by Penman, beautiful, soft, unshrinkable cashmere wool, cream color, high neck, button front and long sleeves. These garments are offered at a price we cannot repeat after this lot is sold.

Size 36 Vests\$1.39

Size 38 Vests\$1.49

Size 40 Vests\$1.59

\$15 SUITS at \$11.

By long adds the biggest reductions offered in suits this season. Besides the special numbers advertised last week, the following two bargains have been added for Wednesday's selling:

Eleven only Ladies' Fine Suits, sizes 16 to 40; regular \$15.00. On sale Wednesday\$11

Ladies' Black and Blue Serge Suits, fine make, expensively lined; regular price \$20.00, on sale Wednesday\$15

Dress Goods

DIAGONAL SERGE SUITING, warranted pure wool and old dye; this weight is specially adapted for suits and separate skirts; in blue, brown, grey, fawn and black; \$12.50 value. On sale Wednesday, per yard79c

BLANKETS, \$5.00.

Extra Large Size White Wool Blankets.

SHIRTING SHAKER

regular 17c, 18c and 20c. At 15c yard

Flannelette

Ten pieces White Flannelette, 34 inches wide, fine twill and soft make, will wash and wear well; worth today 18c. On sale at, per yard13c

Boys' Hose

Twelve dozen Boys' Black Cotton Stockings, 1-1 rib, fast black, 6 to 8½; regular 25c. Special, per pair19c

HATS

Women's and Misses' Felt Hats - \$1.00

Black, brown, maroon, taupe, navy and opeal.

Misses' Flops in green, grey, pink and opeal. Little girls' Ready-to-Wears, in scarlet, opeal, seal brown, navy, purple and black; were \$1.25, \$1.50, \$1.75 and \$2.00. Choice of a tableful Wednesday\$1.00 each

Women's Hose

Ten dozen Women's Fleeced-Lined Cotton Hose, perfect goods, fast black, sizes 8½ to 10. One-day sale Wednesday, at, per pair16c

A New Line of Penman's High-Grade Wool Cashmere Hose

made without a seam, perfect goods; just fourteen dozen of this lot; value 75c. On sale Wednesday, per pair57c

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