#### TAYLOR'S THROAT AND LUNG BALM s entirely different from ordinary rough syrups, mixtures, etc. It cures.

Taylor's 6 Cut-Rate Drug Stores

### BROWN OPTICAL CO.

Eyes Examined

Glasses Ground and Fitted

### Real Greeting Cards

Something different, with your own personality. Ideas that you'll be proud of. Ask



WE REPAIR

### LONDON Tire Repair Depot

4 Wellington St. Opp. McClary's.

## Eye Talk **OPTICS**

to science, cryone is interested in the and personal benefit which ay receive from

GLASSES



### SHELL GLASSES

able. We have them in a variety of new shapes at very moi erate prices.

John S. Barnard 194 DUNDAS STREET. 91

FERGUSON'S SONS FUNEDAL DIRECTORS. OPEN DAY AND NIGHT. 180 KING STREET.

N. J. GRIFFITH UNERAL DIRECTOR AND EMBALMER, 104 Dundas Street, London. Residence on premises. Phone 489 Private Ambulance Service. Delaware Branch, W. Acres, Mgr.

SMITH, SON & CLARKE

UNDERTAKERS. 118 DUNDAS ST. PHONE 588. 829 DUNDAS ST. PHONE 678.
Residence on Premises.
Private Ambulance Service.

# FUNERAL DIRECTOR

AND EMBALMER. 498 RICHMOND ST., LONDON. Residence on Premises. Phone 1968. Personal Attention. MANAGEMENT STATES THE REAL PROPERTY OF THE PRO

elaware, Lackawanna and Western

## Scranton Coal

most satisfactory coal for furnace

HUNE 348. 19 YORK STREET

THE LONDON LOAN and SAVINGS COMPANY

#### OF CANADA Dividend No. 91

Notice is hereby given that a Dividend at the rate of 6 per cent per annum and Bonus at rate of 1½ per cent per annum has been declared on the Capital Stock of the company for the current three months, ending December 31st, 1916, and same is payable on January 2, 1917, to Shareholders of Record December 15, 1926.

M. J. HENT, Manager,

WE Greet Our Friends and Patrons This Merry Chris'mas Season and Wish Them Happiness in the New Year. Johnston Bros

Makers of TOHNSTON BROS. J XXX BREAD

AUTOMOBILE BODY NOW USED AS BOX ON "BOBS"

The practical uses to which an automobile may be put are apparently well-nigh unending. The poor, unoffending in actual operation.

A farmer and his family were driving and other unusual accessories. break in on the mind of the reporter. It was like meeting an old friend and

As the sleigh came abreast of the reporter, the light dawned upon him. You've guessed it! The mystery was solved! The body of the sleigh was the well-known body of a small car! It had been torn from its faithful wheels in a ruthless manner, and now was resting serenely on the red "bobs."

### TIME FLIES AT COOK'S

It seems but yesterday we were saying "Don't put off your buying until the days of the crush. Today is the last one, and promises to be the biggest and busiest of the many busy days we have had since Christmas buying began.

As our last suggestion we do not feel that we can commend anything better than the many things to be found in our leather goods collection. See the exhibit in our Richmond Street window and come in to examine more closely. You'll find quality and price satisfactory with which to please your friend and self with your choice.

It is always safe to buy here for satisfaction is guaranteed. The Store that Serves You Best'



A Merry Christmas and a Happy New Year YOUR RUBBER MAN As a Last Reminder Before Christmas!

### Peters Chocolates

are to be had in beautiful Fancy Boxes, \$5.00 to \$1.50. and in our regular boxes you can get Peters 40's, 50's, 60's, 80's and dollar Chocolates.

There's quality and value in every box.

# Peters

169 Dundas St. 519 Richmond St

'MAKING GOOD' on advertising propositions is a specialty with

## Federal Advertising Service

# OVER 100 MOTOR CARS

Motor Show Lasting All Week Opens January 28.

ertain to be shown at the London Motor Show, which opens here on January 28, and which will continue

Following closely upon the big New York, Chicago and Detroit exhibitions, the London show is certain to attract many of the latest types, including fours, sixes, eights and twelves in all open, closed and convertible body

Several leading manufacturers, some I whom are not at present represented hegan. by agents in this city, have signified Slyford. their intention of bringing cut-out chasses, by means of which the func- Knight. tions of various motor parts are shown Todd.

automobile has been used as a traction engine to haul loads of produce, as a most favorable opportunity of the year gine to saw wood and grind feed for of making his selection from the entire gine to saw wood and grind feed for the cattle, but these tasks are as nothing compared with what the long-suffering auto was forced to undergo brought to London, in various popular calars, and aguinged with time wheals the same and aguinged with time wheals the cattle brought to London, in various popular and aguinged with time wheals the cattle brought to London, in various popular and aguinged with time wheals the cattle brought to London, in various popular and aguinged with time wheals the cattle brought to London, in various popular and aguinged with time wheals the cattle brought to cattle br colors, and equipped with wire wheels

ROWAT'S Pleases People Who WILL BE ON EXHIBITION COFFEE 50c per pound T. A. Rowat & Co.

250 Dundas St. - Phones 3051-3082. More than a hundred motor cars are BLACK KNIGHTS INSTAL OFFICERS FOR THE YEAR At a meeting of Enniskilling Lodge,

No. 834, Royal Preceptory Black Knights, the following officers were Preceptor-Sir Knight J. W. Carson.

Committee—Sir Knights Alex, Lyttle, P. Fulcher, Alex. Garrett, C. H. Clam-

# rs, along Dundas street. The runners the bob-sleighs were painted a ck-and-span red. And yet there is something about the occupants of sleigh that made them apear more

# HURS

## Direct From Trapper to Wearer

Our facilities for procuring fur pelts at first hand from the trappers and manufacturing them into latest style garments of every description is exceedingly satisfactory and is bearing well-earned results in a largely increased business, through the production of high class goods, at most moderate prices.



Hudson Seal Coats, plain and trimmed, box and belted styles. Prices ranging from ......\$97.50 to \$225.00 Natural Canadian Muskrat Coats...

\$52.50 to \$65.00 These garments are the best money

Black Fox Sets ...\$65.00 and upwards Black Lynx Sets . . \$75.00 and upwards Ermine Sets .....\$67.50 and upward Labrador Mink Sets ...... .....\$85.00 and upwards

Alaska Sable Sets. . \$60.00 and upwards Natural Raccoon Sets ..... .....\$31.50 and upwards Natural Wolf Sets, \$23.50 and upwards

Many other lines equally up-to-

# date, attractive and excellent in value.

These garments are all guaranteed right in style and quality..... .....\$7.75 to \$22.50

### Clearing Fall and Winter Coats

Latest styles in tweeds, plush and broadcloth Coats, plain and fur-trimmed, in browns, green, blue, black, grey, etc. Prices ....\$8.75 to \$25.00



Neckwear and Waists

The very latest word in Silk, Georgette Crepe and Crepe de Chine fabrics, beautifully trimmed and embroidered, in all the new colors. Prices.

\$2.75 to \$8.50 Handkerchiefs, Neckwear, Gloves and Hosiery, from the most approved makers, in the newest designs.

PHONE 1319. 196 DUNDAS STREET.

### Assistance For "Last Moment Shoppers" At Young's Jewelry Store

There are always hundreds of people who do the greater part of their Christmas-present buying on the last shopping day. Naturally this entails a rush, coupled with much anxiety, because of the limited time left, and the many little things to be done in that time.

To last-minute purchasers, YOUNG'S throw wide open the doors of Invitation. We assure them of real help in making selections; economy of time and money; complete satisfaction over each purchase.

Thousands of Appreciated Gifts are still to be found in our inexhaustible treasure-store. To attempt to describe the hundredth part of them would be useless. Come in, look around, question, ask for and receive advice and every helpful suggestion hat our desire to serve prompts us to make.

Waltham Ladies' Wrist Watches.—We can give you a guaranteed Waltham Watch, very small in size, 14k. gold-filled case, gold dial, with disappearing eye, permitting the owner to wear it as a bracelet or chatelaine watch The same style Waltham, with 15-jewel movement ...... \$27.00 The same style, in solid 10k, gold, full open face, 7-jewel movement, \$30.00 The same style, in solid 10 k gold, skylight dial.....\$31.25 Waltham Wrist Watches for Gentlemen .- We have a very complete line including the Silver Timeplece, on fine grain leather strap.....\$10.00 The Demi-Hunter Style, silver case ..... Radium Dial (visible in the dark), silver case ......\$12.50 to \$17.00

Gold-Filled Demi-Hunter Case, on leather strap ...... \$15.00

Full open face style ..... \$14.00 OPEN THIS EVENING. "JEWELRY, IF BOUGHT AT YOUNG'S, IS RIGHT."

YOUNG'S OFFICIAL TIME INSPECTORS FOR G.T.R. AND C.P.R. TWO STORES-170 DUNDAS STREET AND 674 DUNDAS STREET. Requeste by mail, accompanied by money orders, will have prompt





Manager Parnell Bread Company.



# To the Citizens of London and Western Ontario:

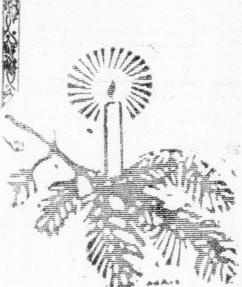
I Extend a Hearty Wish for a Merry Christmas and a Bright and Prosperous New Year.

I also wish to thank you one and all for the wonderful patronage we received during the past year.

The Parnell Baking Company has done all in its power to keep down the cost of bread since the war started. Exceptionally good buying of high-class Flour made it possible for us to give the people bread-of the finest quality-at lower prices than other cities. I know the people appreciate this fact.

I also know they appreciate the care we take in making PARNELL'S Breads the very finest that skill and pure ingredients can make. Those, I think, are the reasons for the rapid growth of the Parnell Bread business during the past thirty-seven years.

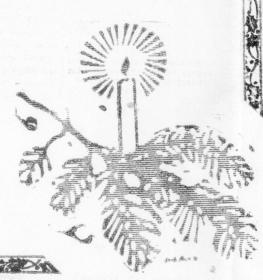
I want to assure you that the quality, cleanliness and purity of PARNELL'S Breads will continue as in the past, as well as the service which I have tried to make the best in the country.



I appreciate the co-operation tendered this firm by its customers, and realize that without that co-operation and good-will this firm would not now be one of the largest of its kind in Canada,

TO ONE AND ALL I EXTEND AN INVITATION TO PAY A VISIT OF IN-SPECTION TO OUR PLANT AND TO ONE AND ALL I ALSO EXTEND A HEARTY WISH FOR A HAPPY AND PROSPEROUS NEW YEAR.

F. E. Parnell, Manager



CHRISTMAS EXCURSION

TRAFFIC.

week, when both cases will

\$10 and costs.

Dec. 23, as follows:

tions—Leave London 4:15 p.m.

### Auditors-Rev. Ashby and David Pat-CANADIAN WRITER ASKS

HELP FOR PCOR SERBIA 'We Can Do Nothing Less Than Give,'

Miss Marjory MacMurchy, one of Canada's foremost women writers, sums up the task Canada must assume in the relieving of Serbia's suffering in these words:

He pleaded not guilty, but after four witnesses had been called he was convicted and fined \$10 and costs.

The last on the list pleaded guilty to a charge of intoxication for the first time since prohibition. He was fined words:

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Serbia? But the one thing we cannot afford to do is to give nothing. No matter how little we have, we must send them some part of it. The sick, the hungry and broken-hearted have a brother's right, a sister's right, to share our food, clothing and shelter. Most of us cannot go to help. Are we free, unafraid, protected, sensitive to our obligations, eager to help? Then nore. But we can do nothing less."

The administrative work in connection with the Canadian Serbian relief is carried out by the committee in rate Britain. Until recently the work all been financed by the Mother ntry, supplemented by contributions mail parts of the Empire and from that points as an expression of symptor of Serbia in her sufferings. But the London committee has found to new revenues must be forthcoming the good work is to be maintained. all carried out by the committee in Great Britain. Until recently the work has all been financed by the Mother country, supplemented by contributions rom all parts of the Empire and from thy for Serbia in her sufferings.

the good work is to be maintained, Canada has been honored with the

versity is the honorary president of Canadian Serbian relief committee. A. H. Campbell, 4 Wellington street

### VOICE OF THE PEOPLE

Reply to "Knocker." To the Editor of The Advertiser: Through your columns last night your

aders were once more treated to the opinions of one John Thompson, aptly unicipal meetings half a dozen during the last two weeks his "hymr of hate" has been heard. Hate of the manufacturer. essman, hate of verything sugate of anything an estive of progress of his identity Knocker's" letter fail ne erroneous and exc John Thompson on the us be charit ble) believes it to b thing. In less patiently expla ne bylar o him, but he refused to

ause his theories are not accepted and Let us invest "Knocker" John with he Ancient Order of the Hammer, wish num a Merry Christmas, and let it go at hat. Yours truly, RATEPAYER.

### IN THE POLICE COURT

Three persons appeared in the police ourt dock today, each charged with a reach of the Ontario temperance act Henry E. Laid ey, who has a rented at 2371/2 Dundas street, enlarges photos, was charged

oiti, R. J. Carson, Thomas Laing and having liquor in a place other than a MUSICAL ART SOCIETY A second charge of drunkenness was BRINGING GREAT ARTIST

> A companion of Laidley, who was at the room when the latter was ar-Messrs. Haensel & Jones announce mer Morris 531, James May 510.

ested, was brought into the station at the same time, charged with drunk- the return of Madame Anita Rto, the Senior III.—Mary Ann May 614. Nor American soprano, who has been win- man Routledge 578, Mae Willoughby

Giovanni," with John McCormack. She Kenneth Dukle 740, Willie Douglas "How much can we afford to give to GRAND TRUNK RAILWAY SYSTEM was an instantaneous success, and con-SPECIAL SERVICE ACCOUNT cert engagements with the leading or- | Willoughbychestras and societies followed, includ- Dickson 728, Austin Sprin ing a tour of twenty concerts with old Keays 580. Special service via Grand Trunk Rail- Enrico Caruso. After this performance Smith, Alice way from London in connection of the the she was invited by the great "Augusabove will be operated on Saturday, teo Orchestra" to appear as the only Kathleen Lamb assisting artist at one of the subscrip-Tor Toronto-Leave London 4:20 p.m. tion concerts. This is the only event

For Wingham and Intermediate Sta- in the history of this world renowned Extra section of regular train No. 16 the sole attraction.

LONDON TP. SCHOOL REPORT.

Phylles Gray 576, John Morris 570, Ayl-

Watson, Es STANFIELD

### in the history of this world renowned institution that an American has been the sole attraction. due to leave London at 7:13 p.m. will be operated leaving London 7 p.m., carrying parlor car. In London she has appeared several times as soloist with the London Symphony Orchestra and at the Bechstein give quality and service. A trial

## Economical Housewives Cannot Afford To Bake Their Own Bread



We have 16 high-priced salesmen at your service in this city. Phones 2173-1313 They prefer to buy Neal's Aloafa and have it delivered fresh daily.

Neal London Bread Company, Ltd.