

TAYLOR'S THROAT AND LUNG BALM
is entirely different from ordinary cough syrups, mixtures, etc. It cures. Taylor's 6 Cut-Rate Drug Stores

BROWN OPTICAL CO.
223 DUNDAS ST. PHONE 1877.

Eyes Examined
No drugs used.
Glasses Ground and Fitted
At very moderate cost.

Real Greeting Cards
Something different, with your own personality. Ideas that you'll be proud of. Ask for samples.

STATIONERS
173 Dundas Street, Phone 150 or 50.

WE REPAIR
Hot Water Boilers Just as Satisfactorily as Tires.

LONDON Tire Repair Depot
A. WILKES.
354 Wellington St. Opp. McClary's.
PHONE 2334.

Eye Talk
NO. 9.
OPTICS

has accomplished more for humanity than any other branch of physical science.
The invention of the microscope alone has made possible the study of bacteriology and the practice of medicine from guesswork to science.
Everyone is interested in the direct and personal benefit which he may receive from

GLASSES
which so modify light about to enter the eyes as to produce perfect vision and absolute comfort.
Learn how glasses will help you at

Carlyle TREBILCOCK OPTICIAN
PHONE 2351. 233 DUNDAS ST.

SHELL GLASSES
Are both stylish and comfortable. We have them in a variety of new shapes at very moderate prices.

John S. Barnard
Optician.
194 DUNDAS STREET.

F. FERGUSON'S SONS
FUNERAL DIRECTORS
OPEN DAY AND NIGHT.
180 KING STREET.
PHONES 543, 373, 2056

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

SMITH, SON & CLARKE
UNDERTAKERS.
115 DUNDAS ST. PHONE 588.
829 DUNDAS ST. PHONE 678.
Residence on Premises.
Private Ambulance Service.

GEORGE E. LOGAN
FUNERAL DIRECTOR AND EMBALMER.
418 RICHMOND ST., LONDON.
Residence on Premises.
Phone 1358. Personal Attention.

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

Dividend No. 91
Notice is hereby given that a Dividend at the rate of 6 per cent per annum and Bonus at rate of 1 1/2 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, 1916.

M. J. KENT, Manager.

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

Makers of JOHNSTON BROS. XXX BREAD

AUTOMOBILE BODY NOW USED AS BOX ON "BOBS"

The practical uses to which an automobile body can be put are apparently well-nigh unending. The poor, unoffending automobile has been used as a traction engine to haul loads of produce, as a place to sleep in, as a stationary engine 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 recently.

A farmer and his family were driving into town behind a spirited team of bays, along Dundas street. The runners of the bob-sleighs were painted a spick-and-span red. And yet there was something about the occupants of the sleigh that made them appear more comfortable than usual. As the sleigh drew nearer, something strangely familiar about the vehicle began to break in on the mind of the reporter. It was like meeting an old friend and being unable to recall where one had met him previously.

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.

J.P. COOK & CO.
The Store that Serves You Best!
Two Stores - Dundas & Richmond Sts.

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 \$15.00, 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

Telephone 5422.
515 Dominion Building, LONDON, ONT.

OVER 100 MOTOR CARS WILL BE ON EXHIBITION

Motor Show Lasting All Week Opens January 28.

More than a hundred motor cars are certain to be shown at the London Motor Show, which opens here on January 28, and which will continue for a week.

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

Several leading manufacturers, some of whom are not at present represented by agents in this city, have signified their intention of bringing out-out chassis, by means of which the functions of various motor parts are shown in actual operation.

The prospective buyer will have the most favorable opportunity of the year of making his selection from the entire field. Not only will stock models be exhibited, but special jobs will be brought to London, in various popular colors, and equipped with wire wheels and other unusual accessories.

ROSS', LIMITED

FURS

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 can buy.

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.

Ladies' Wear
Clearing all Fall Suits at half price. 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 that 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 chain-link watch\$21.00

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 10k. gold, skydial dial\$31.25

Waltham Wrist Watches for Gentlemen.—We have a very complete line, including the Silver Timepiece, on fine grain leather strap\$10.50
The Demi-Hunter Silver, silver case\$12.00
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.
Requests by mail, accompanied by money orders, will have prompt, personal attention.

ROWAT'S COFFEE 50c per pound
T. A. Rowat & Co.
250 DUNDAS ST. — PHONES 3051-3062.

BLACK KNIGHTS INSTALLED OFFICERS FOR THE YEAR

At a meeting of Ennisville Lodge, No. 834, Royal Preceptory Black Knights, the following officers were elected and installed:

Preceptor—Sir Knight J. W. Carson.
Deputy Preceptor—Sir Knight George Mitchell.
Chaplain—Sir Knight Rev. H. E. Ashby.

Registrar—Sir Knight John McKee.
Deputy Registrar—Sir Knight W. T. Clarke.
Treasurer—Sir Knight George George.

First Lecturer—Sir Knight William Sylvard.
Second Lecturer—Sir Knight H. B. Knight.
Third Lecturer—Sir Knight J. T. Todd.

First Censor—Sir Knight James Lutman.
Second Censor—Sir Knight R. Sharpe.
First Standard-Bearer—Sir Knight James Barry.
Second Standard-Bearer—Sir Knight R. J. Ross.

Pursuivant—Sir Knight William Vaughn.
Committee—Sir Knights Alex. Lytle, P. Pulcher, Alex. Garrett, C. H. Clam.

Placards People Who Are Particular

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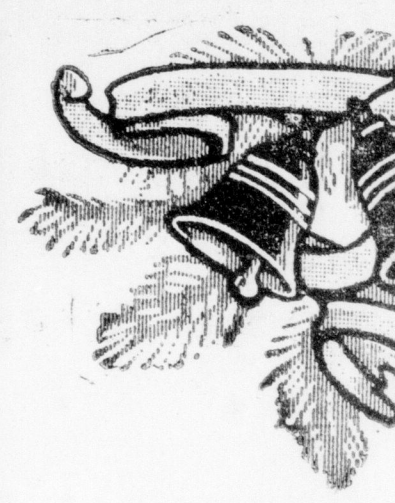
Placards People Who Are Particular

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F. E. PARNELL,
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 patron