

We Will Bake Your Christmas Cakes

For the Boys At the Front

Bring them in any time now—the sooner the better. It won't cost you a cent.

To make arrangements, phone 3180.

The Hydro Shop

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 1258. 242 Dundas Street.

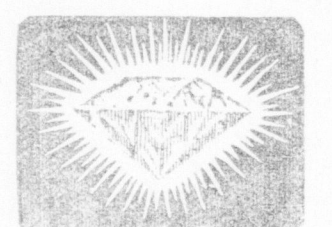
USE CONNELL'S COAL!

Phones 770 and 1096.

Autumn at the Shore

A few days or a week at the shore will work wonders with the most weary and aching limbs. It is impossible to take an extended vacation.

The St. Charles offers every possible inducement to those seeking rest and relaxation. Write for booklet and terms.
Newlin Haines Co., Atlantic City, N. J.



DIAMOND RINGS, \$5.00 TO \$500.00.
C. H. WARD & CO.
Diamond Merchants and Jewelers,
385 Richmond Street. Phone 1024.

DRUGLESS EYE EXAMINATION
Combining that of Oculist and Optician.
Brown Optical Company
SPECIALISTS.
223 Dundas St. Phone 1877.

WE REPAIR
for Water Bells Just as Satisfactorily as Tires.
LONDON
Tire Repair Depot
A. WILKES.
354 Wellington St. Opp. McElroy's.
PHONE 2334.

Phone 150 or 53

Ask for our decorative team. We will tell you new and original ways of decorating the home or the store for the holidays or any festive occasion. We will do the work if you wish.

Hay's Stationery
173 DUNDAS STREET.

ABOUT YOUR EYES
CONSULT US.
Carlyle
TREBILCOCK
OPTICIAN
PHONE 2337. 233 DUNDAS.
See Tuesday and Saturday Aft.

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
Allows

4% on Deposits
5% to 5 1/2% on Debentures

COR. DUNDAS AND PARK AVENUE.

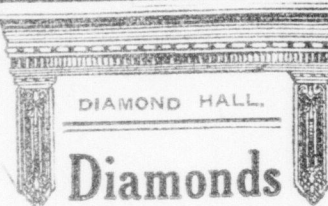
Your Money's Worth---

You get it every time in the purest foodstuff money can buy when you purchase a loaf of

Parnell's Bread

If you have never tried it, order some today. Twenty varieties to select from.

PARNELL
The Breadman
Phones 929-1390.



At our stores you will find the largest collections of diamonds in the city, both in loose stones and in the latest artistic settings.

Every diamond is guaranteed flawless, pure in color and perfect in cutting.

Our prices you will find by comparison very moderate.

YOUNG'S

Official C. P. R. and G. T. R. Inspectors.

LONDON. EAST LONDON.

Bread Question--QUALITY

—Not how cheap, but how good. Our bread is made with this supreme idea in mind.

If you do not use it, you do not use the best. Write for yours.

JOHNSTON BROS. XXX BREAD

At grocers, or delivered. Phone 943.

BIG RECEPTION PLANNED FOR RETURNED SOLDIERS

Men Will Be Guests of Honor at the Y. M. C. A. on November 9.

Arrangements are being made for a reception on Nov. 9, in the Y. M. C. A., at which every returned soldier in London will be a guest of honor. The affair, it is stated, will be one of the biggest things of the kind yet undertaken for the returned men. It will be provided for the men by the combined efforts of the Soldiers' Aid Commission and the Y. M. C. A. The directors of the Y. M. C. A. will present every returned soldier with a membership ticket during the evening.

NEW MANAGER FOR PATRICIA DANCE HALL

R. Paul McQuellan of New York to Take Immediate Charge.

A new manager of the Patricia dance hall has been appointed, in the person of R. Paul McQuellan of New York. Mr. McQuellan has been associated with the Palais Gardens, Coney Island, Brighton Beach Hotel and Euclid Beach, Cleveland. He is a student of St. Xavier's, holder of the Metropolitan Opera House, New York. He takes immediate charge of the Patricia, and comes to the city with a long record of success in amusement enterprises. Under his management a most successful season is anticipated for London's handsome new dance hall.

PATRIOTIC CONCERT.

A large crowd attended the patriotic concert given in Cronyn Memorial Church hall last evening in aid of No. 2 Construction Battalion, and a fine program was thoroughly enjoyed, many having to respond to encores. Rev. R. W. Norwood presided and the numbers included a song by James Alderson, song by Miss Lila Layton, readings by Robert Hanna, violin selections by Grant Milligan, songs and recitations by Miss Patti McLaren, Scotch songs by Mrs. Walter Hungerford, Miss Raymond and Miss Flanders were accompanists. At the conclusion Capt. McLaren made an address, thanking all for the work they had done.

WINTER IN ALGONQUIN PARK.

A delightful holiday can be spent in the confines of Algonquin Park, where tracing Canadian winter sports may be enjoyed. Though the Grand Trunk hotels in this reservation are closed this winter, Rowat Lodge, situated on Canoe Lake, can accommodate thirty guests. Rooms are comfortable, and board good. For particulars write Mr. J. S. Fraser, Mowat P. O., Ont.

SELLING POWER!

Is that quality in your printed matter? If not, you are welcome to use

Federal Advertising Service

Telephone 5482.
312 Dominion Savings Building,
LONDON, ONT.

PLAN CONFERENCE OF STUDENTS FROM ALL OVER DISTRICT

Intercollegiate Gathering Here Middle of January.

Arrangements for an intercollegiate conference to be attended by students from all parts of this district were made at a meeting held yesterday afternoon. It was decided to hold the meeting about the middle of January on a week-end.

The conference will be held under the auspices of the council of Canadian Student Movements and Herbert L. Troyer of Toronto, secretary of the organization, was at the meeting yesterday, also Miss Hamill of Toronto, secretary of the Dominion Council of the Y. W. C. A.

It is planned to bring delegates, in addition to the local Normal students, from Stratford Normal School, Alma College, St. Thomas; Woodstock Col-

ROWAT'S COFFEE 50c Per Pound

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

lege and from the various high schools of Western Ontario.

Two speakers will be brought to London, likely R. P. Wilder of the World Student Christian Education, and Dr. Harrison, moral missionary and educationalist of Persia. Dr. Harrison is the pioneer in the student volunteer movement.

Among those at the meeting yesterday were Prof. Brailwaite, Principal Waller, Principal Radcliffe, Principal C. P. Rogers, Prof. Wright, Rev. H. H. Bingham, Rev. W. R. McIntosh, Rev. H. Ferguson, Librarian Fred London, Miss Archibald, the new secretary of the Y. W. C. A., and Secretary Davis of the Y. M. C. A.

Librarian London was named secretary.

MILITARY FUNERAL.

The remains of Q. M. Sgt. Kendall will arrive in the city this afternoon from Halifax. Arrangements are being made for a military funeral.

COUPON DAY

Have you a half-yearly coupon day?

\$100

or more invested in the Huron and Erie Debenture Department will place in your hands a Debenture, from which you may clip off and cash, as they fall due, the half-yearly coupons attached.

For terms of one, two, three, four or five years interest is paid at the rate of

5%

per annum. Interest is computed from the day your cheque or the cash is handed one of our offices.



T. G. Meredith, K.C., President. Hume Cronyn, General Manager.

ROSS' LIMITED

FURS Direct From the Trapper

We have solved the problem of Price and Quality in the Fur Business, as we secure our fur pelts direct from the trapper and manufacture every article ourselves, saving all profits and giving to the wearer furs at lowest possible cost.

Special Values in Hudson Seal Coats.

Mink Sets, Fox Sets, Wolf Sets, Hudson Seal Sets, Raccoon Sets, Ermine Sets, Sable Sets, Muffs, Stoles and Neckpieces.

Special Values In Fur Trimmings

These prices are all quoted on 1-inch widths:

Special Black Coney 75c per yard

Canadian Beaver \$1.00 per yard

Black Coon \$1.50 per yard

Ermine \$4.00 per yard

Hudson Seal \$1.50 per yard

Scotch Mole \$2.25 per yard

Black Fox \$4.50 per yard

Natural Raccoon \$1.25 per yard



The Latest in Suits at a Price

Something unusual in New Model Fur-Trimmed Suits. These garments are reproduced from the most authentic styles of the hour, and reflect exclusiveness in design and perfection in fit and finish. Broadcloths, Gabardines, Poplins, etc., in the new browns, greens, purples and blues. Prices ranging from \$22.50 and upwards

Special Plain and Fur-Trimmed Plush Coats

These garments are daily coming through our workrooms, and are models in modernism, exclusive, tasteful and correct. Prices \$25.00 and upwards

Newness in Neckwear

Is Reflected in Our Showings this Week.

Everything that reflects smartness and beauty is combined in the new goods.

WAISTS, GLOVES AND HOSIERY UP TO THE USUAL HIGH STANDARDS OF CORRECTNESS IN STYLE AND VALUE.



PHONE 1319. 196 DUNDAS ST.

TAYLOR'S 48TH BIRTHDAY

TAYLOR'S 48TH BIRTHDAY

TAYLOR'S BIRTHDAY

In 1868, forty-eight years ago this week, the Taylor Drug Company was established in Watford. For nearly half a century "Square-Deal" Taylor has given you the highest quality drugs, the lowest prices and the best service in Canada. As a reward you have increased his business from one store to the Six Busiest Drug Stores in Canada.

BRITISH FAIR PLAY, BRITISH HONESTY, AND BRITISH INTEGRITY HAS PLAYED A PROMINENT PART IN TAYLOR'S SUCCESS. ARE YOU SURE THAT YOU ARE DEALING WITH BRITISH SUBJECTS NOW?

On this anniversary of his business birthday Taylor invites you to visit his red stores, to get his prices and to inspect the quality of his goods. He is absolutely sure that you can get no better goods or lower prices anywhere in Canada.

TO MAKE THIS HIS GREATEST BIRTHDAY, TAYLOR OFFERS YOU THE FOLLOWING WONDERFUL BARGAINS FOR THURSDAY, FRIDAY AND SATURDAY:

Rubber Bargains

\$2.25 Chocolate Rubber Hot Water Bottles, two-year guarantee \$1.59
\$2.50 Taylor's Red Rubber Bottles, two-year guarantee \$1.69
\$1.75 Hot Water Bottle89c
\$2.00 Fountain Syringes \$1.29
\$1.00 Enema Syringes49c
\$5.00 Dr. Morin's Guaranteed Whirlsyringe Syringes \$2.49

25c Evans' Pastilles 17c

60c Antiphlogistine 43c

25c Four T's 18c

50c Fruit-a-tives 27c

35c Pond's Vanishing Cream 22c

25c Mennen's Talcum 11c

75c Mary Garden Talcum 48c

60c Peroxide of Hydrogen 29c

35c Syrup of Figs 18c

\$1.00 Nuxated Iron57c

50c Pebecco Tooth Paste 38c

50c Peroxide Vanishing Cream 24c

25c Beecham's Pills 17c

75c Jad's Salts 48c

25c Fluid Magnesia 14c

\$1.00 Best Beef, Iron and Wine 49c

50c Household Ointment 28c

35c Best White Liniment 18c

\$1.00 Quinine, Iron and Wine 49c

Carling's Mild Stout 2 for 25c

AGENTS FOR WILLARD'S AND NYLO CHOCOLATES.

Always Fresh.

The First Dose

of Taylor's Throat and Lung Balm gives relief. Do not suffer another hour from that cold. Get a little of Throat and Lung Balm. Throat and Lung Balm is absolutely guaranteed to CURE the worst cold, cold and bronchial irritations. It acts on the eliminating organs of the body, as well as on the throat and lung passages, and in this way enables the system to quickly throw off the worst cough or cold without upsetting the stomach. 25c a bottle, on our no-cure-no-pay guarantee.

LONDON AGENTS FOR VINOL

The great Cod Liver Oil and Iron Tonic.

English Rheumatism Capsules

is the only preparation honestly guaranteed to relieve the worst rheumatic pains in six hours and to cure permanently if given a fair trial. Uric acid causes all forms of rheumatism. English Capsules go into the blood, dissolve this acid and carry it away. They cure the cause of rheumatism. Price, 50c a box.

25c Arotatic Casara 18c

25c Lilas de France Talcum 9c

25c Wiltshire Oil Tablets 17c

25c Nature's Remedy 13c

35c Williams Holder-Top Stick 19c

\$3.75 Horlick's Malted Milk \$2.79

\$1.00 Pinkham's Compound 68c

50c Dr. Cassel's Tablets 32c

25c Linen Writing Pads 14c

50c Emulsified Coconut Oil 28c

50c Gin Pills 35c, 3 for \$1.00

35c Listerized Tooth Paste 24c

25c Brilliantine 19c

25c One pound best Talcum 2 for 25c

25c Peroxide of Hydrogen 2 for 25c

\$1.00 Eno's Fruit Salts 59c

50c Syrup of Figs 36c

25c Playing Cards 17c

\$1.00 Sargol 74c

50c Formamin 38c

\$1.00 Dr. Morin's Kidney Tonic 49c

25c Minard's Liniment 19c

\$1.50 Syrup of Hypophosphites 79c

25c Liquid Vener 19c

25c Carter's Pills 14c

Cigar Bargains

10c Suns, Rex, Baled Havanas, Arabs, Havana Perfectos, Mi Lindas, etc. 5 for 25c
3c Panatelas 10 for 25c
Send a box to the trenches this Christmas.

25c Arotatic Casara 18c

25c Lilas de France Talcum 9c

25c Wiltshire Oil Tablets 17c

25c Nature's Remedy 13c

35c Williams Holder-Top Stick 19c

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ALL OF TAYLOR'S STORES ARE PAINTED BRIGHT RED.

TAYLOR DRUG CO.

LONDON'S GREATEST CUT-RATE DRUGGISTS

Main Store—399 Talbot Street, Opposite Market—Phone 1194

London South Branch—Corner Craig and Wortley. Phone 1920
Hamilton Rd. Branch—Coe, Hamilton and Anderson. Phone 405
South Branch—Corner Morton and Wellington Sts. Phone 379
East Branch—652 Dundas Street Phone 593
North Branch—Corner Richmond and Central Ave. Phone 4151

TAYLOR'S 48TH BIRTHDAY

TAYLOR'S 48TH BIRTHDAY

NEW GARAGE OPENS ON RICHMOND STREET

Automobile Experts Secure Agency for Paige-Detroit Cars.

"Service" in all branches of the business will be the foundation for the success of the "Service Garage" opened by Messrs. E. W. Stickney and W. L. Anderson, on Richmond street, in the premises formerly occupied by Hueston Bros. as a garage.

The local agency for the Paige-Detroit automobile has been secured, and the first demonstrator arrived Tuesday morning. Both men are competent mechanics, having had many years' experience in practical machine work, while Mr. Anderson is well known to many Londoners through his association with the London Motor Sales Company for two years as sales and service manager. He has been employed for more than fifteen years in automobile work, being chief inspector and travelling service instructor for the Olds Motor Company; four years as service manager of the Oakland Motor Company; superintendent of the motor and experimental departments of the Abbott-Detroit Motor Car Company, and recently production manager of the Detroit Motor Car Company.

Mr. Stickney, for a number of years, was in the mechanical departments of the Percival Plow and Stove Company, and has gained considerable experience which will be invaluable to the company.

"Service" will be our aim in this new business," said one of the members of the firm. "Not the kind of service that Londoners have been receiving, but expert service, gained by years of actual work amongst automobiles of all classes."

The Express will be in the same place as formerly, Mr. Brooks keeping the back office for his insurance business. In the last few years the Canadian Express business has almost doubled, and there is more goods being shipped out and in than any other town of comparative size along the line, so say the train expressmen.

HAMILTON MINISTER IS CALLED TO INGERSOLL

Rev. E. Sheppard is invited by Quarterly Board.