

You'll Enjoy Christmas More If You Remember Some Boy at the Front.

## "SQUARE-DEAL" TAYLOR'S SENSIBLE GIFTS FOR SOLDIERS and NURSES

Cigars (all makes) in boxes of 10, 25 and 50, at Taylor's usual cut-rate prices.  
Chocolate Bars, Overseas Chocolates, and boxed Chocolates at all prices.  
Safety Razors and Blades.  
Stationery—Pads, Envelopes and Boxed Stationery at all prices.

5c Chewin' Gums, 3 for 10c  
Oxo Cubes ..... 10c and 25c  
Shaving Brushes, Tooth Brushes, and Pocket Combs at all prices.  
Shaving Soaps—Sticks, Powder or Cream, at cut-rate prices. We will pay you to inspect our stock.

**TAYLOR DRUG CO.**

6—RED STORES—6  
Richmond St. and Central Ave. 652 Dundas St.  
Hamilton Road and Anderson Ave. Horton and Wellington Sts.  
389 Talbot St. Wortley Road and Craig St.

## SEND THE SOLDIERS USEFUL ARTICLES

WE CAN SUPPLY THE FOLLOWING

Auto-Strop Razors, Pocket style ..... \$5.00  
Gillette's Safety Razors, pocket style ..... \$5.00  
Wiss Razors from ..... \$2.00 to \$3.00  
Razor Straps from ..... 50c to \$2.00  
Razor Hones from ..... 50c to \$2.00  
Shaving Brushes from ..... 25c to \$1.50  
Scissors, pocket and other styles.  
Pocket Knives from ..... 50c to \$5.00  
Flashlights from ..... 85c up  
Vacuum Bottles ..... \$1.50 up

## Chown Hardware Co.

111 DUNDAS STREET, NEAR TALBOT.

Try to Help Make Christmas Cheerful for the Soldiers and Nurses at the Front. Send Them a Useful and Pleasing Gift.

### SOLDIERS

Wrist Watches ..... \$3.00 up  
Fountain Pens ..... \$1.00 up  
Cigarette Cases ..... \$1.00 up  
Pocket Knives ..... \$1.50 up  
Drinking Cups ..... \$2.00  
Auto Strop Safety Razor ..... \$5.00  
Match Safe ..... \$1.00 up  
Cigar Cutter ..... \$1.00 up

Compasses ..... \$1.50 up  
Money Belts \$1.25 and \$1.50  
Unbreakable Mirrors ..... 75c  
Cigarette Holders ..... \$1.75  
Key Rings ..... 50c  
Signet Rings, heavy weight ..... \$4.00 and up  
Knife, Fork and Spoon in case ..... \$3.00

## C. H. Ward & Co.

Diamond Merchants and Jewelers.  
386 RICHMOND STREET.

## For the Boys in Khaki Overseas and in Training

Remember the boys who are fighting our battles. Help them to have a merry Christmas by including something useful and comfortable in your parcel to them.

We specialize in Standfield's Unshrinkable Underwear and the Hanson All-Wool Socks.

Underwear, all sizes, two-piece, per garment, \$1.25, \$1.50, \$2.00, \$2.25  
Combination, \$2.00, \$2.50, \$3.00, \$3.50  
Heavy Wool Socks, 6 pairs, 50c, 60c, 75c, 85c  
Cashmere Socks, extra special, 75c value, for 50c

Black Worsted All-Wool Socks, worth today 85c, for 50c  
Gloves and Mittens, largest stock in London ..... 50c to \$6.50  
Khaki Silk Handkerchiefs ..... 35c, 50c, 75c, \$1.00

## GIANT CLOTHING HOUSE

The Men's Big West End Store.  
120 Dundas Street, Phone 1844. Open Evenings Until 9 o'clock.

## FOOT COMFORTS

FOR SOLDIERS, NURSES AND CONVALESCENTS OVERSEAS.

When you're sending your Christmas box overseas, include a pair of our Nice, Comfortable Felt or Leather Slippers. They will be much appreciated. We have one of the largest assortments in the city.

MEN'S SLIPPERS from ..... 73c to \$1.98  
WOMEN'S SLIPPERS from ..... 49c to \$1.98  
Ask to see them.

We also carry a large stock of Fine and Heavy Military Shoes at money-saving prices.

## The Peoples Shoe Store

The Shoe Store That Saves You Money.  
131 DUNDAS ST. Phone 5123. 12 MARKET SQUARE.

### LONDON GIRL LET GO ON SUSPENDED SENTENCE

WINDSOR, Oct. 29.—Arrested last night when her home was raided by the police, Mrs. Eva Fraick, 45 Mercer street, was fined \$50 and costs in police court today for keeping disorderly house. Edmund Laframbole, alleged to be Mrs. Fraick's assistant, was taxed \$50 and costs, while three men and Irene McKay, 21 years old, of London, Ont., who were found in the place, were released on suspended sentence.

IN INGERSOLL, 38 YEARS. INGERSOLL, Oct. 29.—Lydia Robinson, wife of John Robinson, is dead at her home on Charles street east. She had been a resident of Ingersoll for about 35 years. Besides her husband she is survived by six children.

### CLAIM DISCRIMINATION IN L. AND P. S. R. TARIFF

Refusal of Conductors to Sell Return Tickets Brings Complaint.  
Complaints have been received from the residents along the London and Port Stanley, claiming that they have been unfairly treated in the matter of fares. The return fare from Glanworth to London is 35 cents. Passengers at each next station must pay 25 cents each way, the conductors refusing to sell return tickets, and thus compelling them to pay much additional money for the privilege of riding on the road. It is expected that some protest will be made to the London Railway Commission. Vice-Chairman Philip Pocock stated to The Advertiser that the conductors are not allowed on any road to sell return tickets. The difficulty could be overcome by the purchasing of books of tickets, he claimed.

## CHRISTMAS GIFTS FOR OUR SOLDIERS AND NURSES AT THE FRONT

### HOW TO ADDRESS MAIL TO SOLDIERS

The following correct method of addressing troops has been issued by Dr. R. M. Coulter, deputy postmaster-general. In order to facilitate handling of mail at the front, and to insure prompt delivery, it is requested that all mail be addressed as follows:

(a) Regimental number.  
(b) Rank.  
(c) Name.  
(d) Squadron, battery or company.  
(e) Battalion, regiment (or other unit), staff appointment or department.  
(f) Canadian Continent.  
(g) British Expeditionary Force.  
(h) Army Postoffice, London, England.

Unnecessary mention of higher formations, such as brigades, divisions, is strictly forbidden and causes delay.

Post Your Christmas Parcels Before November 15

### SENDING PRESENTS BY PARCEL POST

(Clip This Out for Reference.)

For the information of those sending parcels to soldiers in England or at the front, The Advertiser publishes the rates of postage. To England, the rate is 12 cents a pound or any fraction thereof; limit weight on parcels to England is 11 pounds. To France or Belgium, the rate is 24 cents for parcels any weight up to three pounds; from three pounds to seven pounds (the limit), the rate is 32 cents—not 32 cents per pound, but 32 cents for any weight from three to seven pounds. Any letter or parcel for any soldier in the hospital (even if this hospital is not known to the sender), having the word "hospital" marked across it will be delivered. A customs declaration must be attached to each parcel, for which application should be made at the stamp window of the postoffice.

## Useful Presents For Christmas For the Boys at the Front

Khaki Wool Gloves  
Khaki Wool Socks  
Khaki Silk Ties  
Khaki Suspenders  
Khaki Kid Gloves  
Khaki Wool Shirts  
Khaki Collars  
Khaki Garters  
Khaki Silk and Linen Handkerchiefs, all weights and sizes in combination underwear

## John Graham & Co.

### LEST YOU FORGET!

Here are some articles that are very useful, and should not be overlooked:

Gillette Safety Razors, the soldier's best friend, \$5 up  
Extra Blades, 50c and \$1 pkg  
Ever-Ready Safety Razors ..... \$1.00  
Extra Blades ..... 75c pkg.  
Razors of the best English manufacture \$1.50 to \$2.50  
Pocket Knives, 25c to \$3.00  
Shaving Brushes, Razor Straps, Soap, etc.  
Flashlights ..... 75c to \$2.50  
Trench Mirrors ..... 75c  
Boxes for overseas ..... 20c each  
Alcowa for above, two tins ..... 25c

## COWAN'S COLOSSAL HARDWARE

THE STORE WITH A STOCK.  
125-127 DUNDAS STREET. TWO PHONES: 3461-3462.

## CAREFUL PACKING REQUIRED FOR BOXES GOING TO BOYS IN KHAKI

Everything Must Be Wrapped Separately in Old Paper, With Corners Packed Tight.

A London lady who has made a study of soldiers' boxes for a list of articles which are suitable for sending overseas, hoping that it may be of help to some of the readers.

The list consists of: Socks, cigarettes, tobacco, candies, maple leaves (pressed, dried and rubbed over with paraffin and a hot iron, good soap (strongly appreciated), tooth brushes, tooth paste or powder, health salts, insect powder, shaving soap powder, norepacer, envelopes, indelible or black pencils (soft lead rubs too easily), handkerchiefs (always khaki), small towels and a crash towel (both laundered), playing cards, sweetened chocolate or fancy milk sugar (hard, leaf sugar (though cannot be sent), French cordons, cocoa, coffee (ground extra fine and packed in empty tins or tins of oyster shells), chocolate, horehound candy, cream cheese, Oxo, evaporated milk or cream, gum, honey (take a section cut it into four, and put it into a paper container and fill with straw, dried honey, jam, preserves, pickles. If jam, thick preserves,

### CANDLES THAT LAST

Candles that last, we'll say, have been made in this manner: Get a tallow candle, or by putting a strand out of a lamp wick. Then cut a strip of newspaper, a column wide, and roll it around the wick. This is rolled in paraffin for two hours after which it is set on end to cool.

honey or pickles without vinegar are to be sent, they may be packed in paraffin-lined cartons or containers. Put old paper over the top, then put on cover and paste a strip of tough paper around the lid, so as to give it to the body of the carton. She adds the following advice:

"Always wrap everything separately in old paper, and pack every corner tightly. Address the box inside or a slip of paper, as well as twice on the outside, the box being sealed with indelible ink. I usually send a registered letter at the same time as I send a box. This letter should be addressed 'Care the Army Postoffice, London, England' for these goods subject to duty are passed free."

## "GOODY" BOX FOR BOYS OVERSEAS REAL CHRISTMAS SUGGESTION NOW

Will Bring Wonderful Cheer When It Reaches Lad in Khaki Serving King and Country.

With so many decidedly useful articles to choose from there should be little difficulty this year in selecting an acceptable gift for the boy overseas. Tobacco and cigarettes are always welcome gifts, not to mention the dozens of other articles, such as candy, cigarette cases, jack knives, mirrors, fountain pens, pocket watches, etc. As a guide to persons, however, who are still pondering over the question of what to send, The Advertiser offers the following:

Chewing and smoking tobaccos, cigarettes, cigars, pipes, chocolate, candy, cocoa, coffee, tea, loaf sugar, jams, jellies, canned goods in soups and vegetables (wrap in stone jars, biscuits, apples (butter), condensed milk, maple sugar, salt and pepper, ginger, rum, salted peanuts, figs, dates, layer raisins, woolen socks, underwear, handkerchiefs, mittens, khaki woolen shirts, pocket lights, stationery, fountain pens, note books, photos, Tommy cookers, soap, germicidal soap, mirrors, safety razors, shaving sticks and shaving powder, shaving brushes, tooth brushes and tooth paste, cold cream, glycerine and rose water, vaseline, pocket knives and wrist watches. Gifts of money never go amiss and enable the recipient to purchase many useful little articles behind the lines. It often happens that the boys write home for money, so a crisp new \$5 or \$10 bill might prove a godsend.

## FAMOUS "TAY PAY" COMING TO LONDON TO ADDRESS CLUB

Great Irish Publicist Anxious To Speak Here.

It is expected that T. P. O'Connor, the great Irish home ruler and publicist, will address the Canadian Club in the near future. He has notified President J. H. Fowler that he cannot set a definite date as yet, but he will do so at an early date.

## GOING OVERSEAS FOR IMPERIAL COMMISSIONERS

Two officers of the 3rd Depot Battalion, Lieuts. F. W. Kelly and A. S. Macfarlane, have been chosen to go overseas to take commissions in the Imperial army, according to a Toronto report which reached here today.

## GIFT SUGGESTIONS FOR BOYS OVERSEAS

What will you send him for Christmas, that youngster overseas? You remember what a youngster he was when he went away, and the fact that every year till he went away he grew a big, long stocking to hang up beside the row of other children's stockings. Oh, he did it simply because he wasn't going to be the only one not to have a very good family. But you know better, knew that nobody, not even the little brother and sister, was more curious over the queer-shaped parcels tucked in here and there. Whatever else you send him, don't want to pack out a real "goody" box, the kind in which he will nose around for ever so long before he comes to the end of its wonderful resources. He will unwrap this parcel and unwrap that, nibble here and nibble there, and oh, the comfort and cheer he is going to get!

There is no tin box or an old tin nail from him that has evolved a wonderful story, or perhaps in the picture class, he owns a box of canned heat. On goes the water to boil, and soon the cookies of his heart and of the chimney, which tastes just like home, powdered milk and sugar to give it the final touch of luxury.

Perhaps he won't find all the things that are going to be mentioned below in that Christmas goodie box from home, but he is sure to like your selection. Here is the list. You can take your choice, and almost any grocer can supply you with the majority of the good things named.

Overseas Assortment.  
Biscuits in packages.  
Biscuits in tin boxes.  
Gum (overseas packages).  
Fruit in tins.  
Maple Sugar.  
Maple Butter.  
Canned Apples.  
Prepared Coffee.  
Prepared Cocoa.  
G. Washington Coffee.  
Sliced Pineapple.  
Marjorie Murphy, sister of the groom.  
Soup.  
Malted Milk Tablets.  
Ginger Chips.  
Brown Bread in tins.  
Shelled Nuts.  
Sugar.  
Chocolate.  
Canned Tongue.  
Tofee.  
A. D. Mints.  
Marshmallows in tins.  
Sardines.  
Dates.  
Canned Cheese.  
Raspberries, Strawberry, in tins (1-pound tins).  
Marmalade in 1-pound tins.  
Chocolate Medallions.

### MURPHY-EGAN.

INGERSOLL, Oct. 29.—The Church of the Sacred Heart was the scene of a pretty wedding here today. The bride, second eldest daughter of Mr. and Mrs. T. J. Egan, of this town, was united in marriage to Lawrence Murphy, of Mount Forest. Rev. Father Gnam officiated. The bridesmaid was Miss Marjorie Murphy, sister of the groom. The bride wore a gown of navy blue, and fox furs, with hat to match. Many beautiful gifts testified to the esteem in which the bride is held. After a trip east, Mr. and Mrs. Murphy will reside in Mount Forest.

NO CLUES YET.  
WINDSOR, Oct. 29.—There is no clue yet as to who placed the body of the child found in the river here in the water. The jury, empaneled by Coroner Kennedy after viewing the body adjourned until November 12. The jury is composed of Dr. A. J. Irwin, James Stewart, R. Allen, A. Tilpin, J. A. Currie, Crandall, E. Harrison and E. Lewis.

## MISSIONARY DRIVE IN HURON DIOCESE OPENS WEDNESDAY

Campaign Starts This Week Throughout Parishes.

A grand missionary campaign, under the auspices of the M. S. C. C. such as has been in progress throughout Eastern Canada during the past month, will open in the Diocese of Huron on Wednesday of this week, October 31.

Three Anglican bishops are taking part, the Bishops of Keewatin, Athabasca, Kootenay and Edmonton, and Rev. A. J. Williams of China. The first gun in the campaign, so far as the Huron diocese is concerned, will be fired on Saturday afternoon, when a union meeting of the Women's Auxiliary branches of the city in Cronin Hall at 3 o'clock will be addressed by the Right Rev. Bishop Gray of Edmonton. The Bishop of Huron will be in the Church of St. John the Evangelist in the evening, and on Monday evening at 8 o'clock addresses the Middlesex Diocesan Sunday School Association in Christ Church.

Bishop Robins of Athabasca preaches in the Robins Memorial Church in the evening. The Bishop of Huron will have an important part in the campaign in his own diocese, taking the morning service at St. George's next Sunday, and the evening at All Saints'. The following Sunday Rev. A. J. Vail will preach in St. James', South London, in the morning, and in Christ Church in the evening. Rev. E. W. Robinson of London preached, and delightful solos were given by Mrs. McCrimmon of Aylmer. Collections for the day amounted to \$163.

Wm. J. Dale has a telegram from Ottawa that his son, E. F. Lloyd Dale, is in the 3rd Western General Hospital at Cardiff, Etc. Dale enlisted in Rapid City, Man., and was wounded in the hip while in the trenches on October 19.

### DORCHESTER COUNCIL GIVES \$1,000 GRANT TO RED CROSS FUND

DORCHESTER, Oct. 29.—A deputation of women, representing the Sun Cross circles of the township of North Dorchester, attended the council meeting this evening, and a large crowd attended the anniversary service in the Methodist Church. Rev. E. W. Robinson of London preached, and delightful solos were given by Mrs. McCrimmon of Aylmer. Collections for the day amounted to \$163.

GOV. FISH FOR THIS DISTRICT. TORONTO, Oct. 29.—Approximately one ton of Government fish arrived tonight. It was the largest shipment yet to reach Toronto. The greater portion was reshipped in separate lots to Ottawa, Ingersoll, Guelph, Stratford and Hamilton. The fish were all taken from Lake Nipigon.

## Soldiers' Gift Boxes

Let us assist and save you money in packing your boxes for the boys at the front.

Chamois Vests to keep out the cold.  
Cigars in boxes of 10 and 25.  
Cigarettes in special overseas packages.

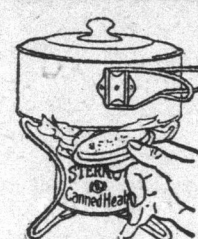
Sterno and Elco Stoves  
Oxo Cubes  
Bovril, all sizes  
Chocolate Bars  
Milk Chocolate  
Gum  
Fountain Pens  
Writing Pads  
Safety Razors  
Shaving Cream  
Shaving Brushes  
Tooth Powder  
Foot Powder  
Insect Powder  
Playing Cards  
Tooth Brushes

## Standard Drug, Ltd.

Four Stores in London, One in St. Thomas.

## PURDOM'S HARDWARE

THE HOME OF OVERSEAS SUGGESTIONS.  
in many different styles. Price ..... \$5.00  
Blades ..... 15c  
50c and \$1.00 a package



### STERNO Canned Heat Outfit

The complete outfit, all folds up, only 75c  
Refills ..... 15c each  
Regulation size Tin Boxes for overseas. Price ..... 20c each

## The Purdom Hardware Co.

124 DUNDAS STREET. PHONES 2800, 2801.

## CHRISTMAS SUGGESTIONS FOR BOYS OVERSEAS

Sterno Stoves ..... 75c, \$1.00  
Sterno Canned Heat, 15c, 2 for 25c  
Cameras and Kodak Supplies ..... 15c up  
Chocolate Bars ..... 5c, 10c and 15c  
Razors ..... \$1.00 to \$6.00  
Razor Blades and Straps from ..... 75c  
Military Mirrors ..... 50c up  
Parker, Davis & Co., Germicidal Soap ..... 25c  
Tooth Powders and Pastes ..... 15c up  
Toothbrushes ..... 17c to 50c  
Sabadilla Vermin Powder ..... 25c

FREE, FREE—We make no charge for boxes and packing if your overseas order purchased here amounts to \$1.50 or more.

COMFORT BOXES, approved by postal authorities ..... 12c, 15c, 10c

## Cairncross the Chemists

London's Dependable Drug Store.  
216 Dundas Street, Cor. Park Avenue, Phone 680.

## BOYS AT THE FRONT

## Perrin's Overseas Biscuit Package

Containing a Good Assortment of Our MOST NOURISHING LINES

This assortment is packed in air-tight tins, and can be sent separate or inclosed in other packages.

ORDER FROM YOUR DEALER TODAY.

## D. S. PERRIN & COMPANY, LIMITED

## BUY NOW FOR THE BOYS OVERSEAS

Heavy Rib Underwear ..... \$1.25 to \$2.25  
Fine Rib Shirts and Drawers ..... \$1.00 to \$2.50  
Fine Rib Combinations ..... \$1.50 to \$3.50  
Sweater Shirts, \$2.50 to \$6.50  
Flannel Shirts, \$1.50 to \$3.50  
Heavy-Lined One-Finger Mitts ..... \$2.75  
Wool Gloves ..... 75c to \$1.50  
Khaki Wool Socks ..... 50c  
Heavy Grey Wool Socks 50c  
Extra Heavy Grey Wool Socks ..... 60c  
Khaki Collars ..... 25c  
Khaki Silk Ties ..... 50c  
Khaki Handkerchiefs, top grade ..... 25c  
Braces ..... 25c to 50c  
Kid Gloves ..... \$1.25 to \$2.50

## OAK HALL

### WRIST WATCH FOR SAPPER WM. WILKIE

ILDERTON, Oct. 27.—A very enjoyable evening was spent at the home of Mr. and Mrs. G. E. Sinker, when the members of the Ivan Guild met and presented Sapper Wm. S. Wilkie of the Mounted Signalling Corps, with a handsome wrist watch. A short program was given by the members, at the close of which T. W. Ward read an address and Gordon Carmichael presented the watch. Luncheon was afterwards served, and the remainder of the evening was much enjoyed by the young people.

Sapper Wilkie leaves for Ottawa shortly, where he will complete his training. The school children of S. S. No. 7, St. Johns, Nfld., Oct. 29.—Sir Walter Davidson, governor of Newfoundland, has left for New York for a short visit, prior to proceeding to New South Wales, which colony he has just been appointed governor. It was announced here tonight. Sir Walter was accompanied by his wife and family.