

AN IDEAL
Christmas Present
A
**MASON & RISCH
PIANO**
"The Piano With a Soul."
A splendid assortment
now in stock.
T. C. WRIGHT
231 DUNDAS ST.

The
Frank Cooper Studio
Portraiture.
330 Dundas St. Opposite Armouries.

**Hamilton's London
Porter and Amber Ale**
Always in first-class condition.
Brewed from finest foreign and
Canadian hops and malt.
Kent Brewery
LONDON, ONT.

FOR UNEXCELLED
COAL
Preparation and delivery try
MAY BROS.
PHONE 1224. 535 YORK ST.

**The London Loan and
Savings Company
of Canada**
Dividend No. 67

Notice is hereby given that a dividend
at the rate of 6 per cent per annum, upon
the paid-up capital stock, has been de-
clared for the current half-year, ending
the 31st of December, 1910, and same will
be payable on and after the 3rd day of
January, 1911.
M. J. KENT, Manager.

The Purdom Hardware Co.

Prompt Attention to Mail and Phone Orders.

Store Open Every Night Till 10 p.m.



LONDON'S LARGEST CUTLERY, BRASS ANTIQUES,
BATHROOM FIXTURES, CHIMES AND
NICKEL-PLATED GOODS SUPPLY HOUSE.

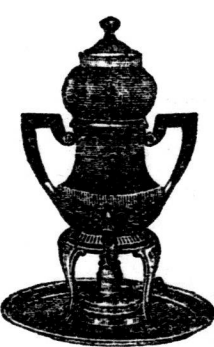
Toboggans, Cut Glass, Hockey Skates, Sticks, Pucks, Baby
Cutters, Umbrella Stands, Coal Hods, Candlesticks, Pearl-
Handled Butter Knives, Cake Forks, Cold Meat Forks, etc.

These Are a Few Suggestions for Useful and Suitable Christmas Gifts

Skates, pair45c to \$5.00
Hockey Sticks.....10c to 50c
Hockey Pucks, each 10c to 25c
Hand Sleighs from 25c to \$2.50
Baby Sleighs... \$1.25 to \$9.50
Tool Chests—What every man
needs.....\$5.50 to \$17.00
Pocket Knives.....5c to \$3.00

Percolators....\$6.50 to \$13.00
Chafing Dishes \$5.00 to \$12.00
Brass Kettles...\$1.00 to \$5.00
Bake Dishes\$6.35 to \$8.00
Candlesticks35c to \$3.50
Jardiniere (brass) \$1.50 to \$12
Pearl-Handled Butter Knives
in box85c to \$2.00
Pearl-Handled Bread Forks, in
box85c to \$2.00

Cheese Scoops ...75c to \$1.50
Sugar Shells85c to \$1.50
Jam Spoons85c to \$1.50
1847 Roger Bros.' Sugar Shells
.....\$1.00 to \$1.50
Fruit Spoons\$1.75 to \$2.50
Meat Forks.....\$1.25 to \$1.75
Pie Servers\$2.50
Jelly Spoons85c to \$2.50



We Are Ready for a Big Week

We have a large assortment of Smoker Sets and Stands, Gillette Razors, Shaving Sets,
Strops, Brushes, Brass Inkwells, Ash Trays, Pipe Racks, Pocket Knives, Wringers, Washing
Machines, Carpet Sweepers, Food Choppers, etc. Come to our store and let us show you our
assortment.

FREE! FREE!

Sternan Copper Percolating Coffee Machine now on
exhibition in our West Window. To the person guessing
nearest to the number of coffee beans contained in this
percolator we will present same free of charge. Contest
closes Dec. 23. Send your guess in early or call.
Don't miss seeing our windows. Watch our ads. We
want you to make this store your headquarters.

WE SOLICIT YOUR INSPECTION.

The Purdom Hardware Co.

Entrances—124 Dundas and 123 Carling Streets. Phones 2800 and 2801.

Ladies!

Call and see our beauti-
ful Electroliners, Domes, Table
Lamps, Electric Irons, Toasters,
Heating Pads, etc. Exclusive de-
signs. Everything entirely new.
We consider it a pleasure to
show you same.

**Benson-Wilcox
Electric Co.**
EXPERT ELECTRICIANS.
Phone 2671. 264 Dundas St.
Wty

"The Bread that makes good
dressing."

GET— PARNELL'S BREAD

You will find it has no
equal. Be sure to get it a
couple of days before using,
and you will find it will
make excellent dressing for
your Christmas turkey.

Have Our Wagon Call.
Phones 929 and 1390

SUGGESTIONS For Gift Buyers

Ladies always welcome pleas-
ant remembrances of delicate
perfumes, toilet articles, etc. An
inspection of our Christmas dis-
play will help you to solve the
question concerning gifts for
the fair sex.

In perfumes we have all the
leading odors of Houbigant,
Hudnut, Piver, Roger & Gallet,
and Atkinson.

Dainty Sachet Powders in
packages and bulk.

HAIR BRUSHES.
MANICURE SETS.
MIRRORS, ETC.

NEILSON'S CHOCOLATES
"The Chocolates That Are
Different."

Cairncross & Lawrence
Chemists and Druggists.
216 Dundas St. London, Ont.

patients at the Byron Sanatorium,
and a most enjoyable time is ex-
pected.

Statute Labor.
Inspector McCallum is issuing sum-
monses for statute labor delinquents.
Today he submitted a number of
names to Police Court Clerk Moule,
and in a day or two the legal papers
will be issued, calling on these gentle-
men to settle their little accounts.

A Public Meeting.
The East London Boosters' Association
have secured the east end town hall, and
will hold a public meeting on Thursday
evening to discuss all question of munici-



Diamond Hall Gifts In Great Variety



Never was business better with us than just now; the number of sales made during the past week was a big surprise to us,
but with all the goods that left the stock, there is still variety enough for the most critical person to make satisfactory
purchases.

No one would ever think that any goods had left our cases, so full is the display now.
The reason is—we have the biggest stock of Diamonds, Watches and Jewelry in Western Ontario, and each day goods are
taken from reserve. Thus, you always have a BIG VARIETY to choose from, and at the RIGHT PRICES, TOO.

Watches

Extra value in Gents' Open-
Faced Watch for Christmas
trade; never sold before for less
than \$15.

In best quality gold-filled
case, thin model, size 12, 15-
jewel movement; only
\$10.00

\$1.00—Boys' Watch.
\$1.50—Boys' Small Nickel
Case Watch.

\$3.50—Man's Nickel Case
Watch, good timepiece.

\$5.00—Man's Nickel Watch,
18 size, 7-jewel movement,
good timepiece.

\$7.00—Ladies' and Gents'
Gunmetal Watches, 7-jewel
movement, thin model.

\$8.50—Gents' Watch, open-
faced gold-filled case, Dia-
mond Hall guarantee.

\$8.50—Ladies' Wrist Watch,
in gunmetal or silver case,
fancy strap, watch pro-
tected from arm.

\$10—Ladies' Watch, in best
gold-filled case, medium
size, Waltham or Elgin
movement.

\$15—Ladies' or Gents'
Watches, in best gold-
filled cases, 15-jewel move-
ment, Diamond Hall move-
ment.

\$25—Ladies' or Gents' Watch
in best quality gold-filled
cases, 17-jewel movement,
adjusted. These Watches
are a credit to any man or
woman, for they are re-
liable timepieces.

We are sole agents for the
Howard Watches in London.
Prices from \$40 to \$150.
We are official watch inspec-
tors for G.T.R. and C.P.R.

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Howard Watches in London.
Prices from \$40 to \$150.
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Diamonds

No better place than right
here to buy Diamonds, for we
have the largest collection of
mounted and unmounted
stones in Western Ontario.
See window for small display,
but come inside and we'll be
pleased to show you our stock.

\$6.50—Single Diamond in
14k gold.

\$10.50—Diamond and Ruby
Twin Ring, 14k gold, Old
English style.

\$11—One Diamond in 14k
gold, antique setting.

\$12.50—Gents' Heavy Ring,
14k, one Diamond, Belcher
setting.

\$15—Buckle Ring, 14k, one
Diamond.

\$17—Diamond in Tiffany set-
ting.

\$18—Twin Ring, Diamond
and Emerald.

\$20—Solitaire Diamond in
antique setting.

\$36—Twin Diamond Ring.

We have in our employ
three expert engravers. All
work will be engraved free of
charge. No rush. No one dis-
appointed. Work will be per-
fect and finished before Christ-

mas.

pat interest, and particularly the ad-
vancement of East London affairs along
all lines of business progress. A num-
ber of prominent speakers will be pres-
ent, and a lively, interesting meeting,
calculated to bring results, is planned.

Feet Through a Window.
"The icy condition of the sidewalk was
responsible for a young man falling
through the plate glass window of a
Richmond street cafe yesterday. He
was passing by when suddenly his feet
slipped from under him, and he fell back,
completely shattering the heavy glass and
falling partly through the window. He
appeared not to be injured, and slipped
away in the crowd which immediately
gathered before his name was learned.

School Closing.
The public and separate schools and
the Collegiate Institute will close on
Thursday next. School will reopen for
the winter term on Jan. 3, giving the

students about ten days' holidays. This
is rather shorter than usual. In all the
schools suitable exercises will be held,
and every class will have a pro-

Turkeys Mean Money.
People who usually eat turkey in
the festive season had better make
up their minds to revert to squabs
this Christmas. Saturday a Hyde Park
man brought seven turkeys to London
market and went away with \$24.50 in
his pocket. And just think there are
five market days yet in which those
heartless vendors may boost the
price!

Business Is Heavy.
Grand Trunk officials say that the
present volume of business is the
greatest in the history of the road.
"We are using every available engine

Diamonds

(Continued.)
\$44—Two Diamonds and
Opal, 14k gold.
\$45—Three Diamonds in Ti-
fany setting.
Other Rings at prices up to
\$300.

\$1.00—Pearl Crescent Bar
Pin.

\$2.25—Bar Pin set with
Ruby and Pearls.

\$3.00—Bar Pin, large Ame-
thyst and Pearls.

\$3.50—Fancy Bar Pin set
with 9 whole Pearls.

\$4.25—Gold Knot, whole
Pearl centre.

\$4.25—Solid Gold Dove,
mounted with Pearls.

\$6.50—Bar Pins with 2 birds
mounted with Pearls.

\$7.00—Wishbone inlaid with
Pearls.

\$7.75—Half Moon Crescent
and Wishbone, inlaid with
Pearls.

\$7.75—Fleur-de-lis Watch-
pin, 14k gold, set with
pearls.

\$8.75—Half-Moon Crescent,
fancy design, Pearls.

\$7.75—Fancy Brooch of
Roman gold, Amethyst
and 4 whole Pearls.

\$10.00—Wreath set with
large Amethysts and
Pearls.

\$10.50—Wreath set with
turquoise and Pearls.

\$11.00—Heavy Half Moon
Crescent, with lily inlaid
with Pearls, one large
Pearl. Good value for
\$16.50.

\$13.50—Sunburst, set with
real Pearls, 14k gold, safe-
ty pendant attachment.

\$15.00—Two Hearts and
Crown, set solid with
Pearls; good value for
\$19.00.

\$22.00—Brooch in scroll de-
sign, set with Pearls, Ruby
and Tourmalines.

\$23.00—Brooch in clover de-
sign in solid gold, mounted
with Olivines.

\$40.00—The newest Brooch
in vogue, set with a variety
of stones as six Diamonds,
Pearls and Pink and Green
Sapphires.

\$40.00—Solid Pearl Heart,
set in 14k gold, pendant at-
tachment.

\$70.00—Sunburst set with
Diamonds and Pearls, pen-
dant attachment.

Garnet Brooches in a variety
of designs.

Every Umbrella has been
carefully selected, mounted
correctly, and in keeping with
the cover.

\$3.00—Ladies' Fancy Um-
brella, in gold mountings,
Directoire style.

\$3.25—Ladies' Umbrella,
Directoire handle, silver
mountings.

\$5.00—Umbrellas with gold-
filled handles.

\$5.50—Ladies' Umbrellas in
natural wood, gold mount-
ings, in green, blue, brown
and black covers.

\$2.50 to \$15—Gents' Um-
brellas, with horn, natural
wood or gold and silver
handles.

Gilt Clocks
Every mantel
or room would be
the better for one
of these pretty
Clocks. They are
very ornamental,
but just as useful
as ornamental, for
each is a good timepiece.

\$2.50—Bedroom Clock.
\$3.00—Good timepiece,
mounted in cut glass;
something new.

\$4.00—Fancy Brass Clock,
torpedo alarm.

Entertainment at Hyde Park.
A cantata entitled "The Real Santa
Claus" will be given by the scholars
of the Hyde Park Methodist Sabbath
School on Wednesday evening, Dec. 21.

May Hold Banquet.
Chairman Pocock, of the water
commissioners, is hopeful that the
banquet in connection with the hydro-
electric celebration will be held on
Thursday of this week. "We are try-
ing to make the arrangements, and
expect to hold it on Thursday if at all
possible," he stated to The Advertiser.
In the meantime preparations for the
electrical display are going ahead
rapidly. Some seven thousand lights

and car to handle the traffic," said an
official to The Advertiser this morn-
ing, "and if we had more we could
use them to advantage."

Several hundred more have been
placed on the streets. The city hall
is also being decorated.

A WALK-OUT AT HULL.
Ottawa, Dec. 19. — A walk-out oc-
curred this morning at the works of
the Canadian Cement Company in
Hull, where 35 men quit work. The
men object to being paid 25 cents for
every 1,500 pounds of stone they take
out, and demand \$1.75 per day, al-
though the company claims they can
easily make more than this under the
old conditions.

Special attention paid to wedding
orders. Hueston's Liveries.

Necklets

We have for you a full line
of Necklets in the same quality
as the Brooches at \$15, \$17.50,
\$20 and upwards.

\$9.00—Garnet Necklet, new
and very pretty.

Mesh Bags
Gift seekers thinking of these
Novelty Purses would do well
to look over our assortment.
We have one of the best collec-
tions to be found anywhere.
The mesh is reliable, hand-
made from extra quality Ger-
man silver or sterling.

\$5.25 up to \$15—Best Ger-
man silver, kid lined, floral
frame.

\$6.50 to \$25—Sterling Sil-
ver Bags, hand-made, sev-
eral designs.

Jewel Cases
A very desirable gift is one
of these pretty Jewel Cases.
They come in many designs,
from the simple floral patterns
to the Marie Antoinette styles,
that are decorated with colored
floral work in handsome styles.
All are finished in 24k lac-
quered, guaranteed to keep
their color. All silk lined and
padded.

65c—Rose design.
\$1.00—Lily design.
\$1.25—Three designs in
floral or holly.

\$1.50—Fancy shapes.
\$2.00—In large size, desk
shape.

\$2.25—Oval shape, with
handle.

\$4.50—Large Marie Antoi-
ette style. Very swell.

Photo Frames
Some folks would like one of
these Frames to hold the pic-
ture of some dear friend. We
have many designs in silver,
sterling or gilt, at \$1.35, \$1.50,
\$1.75, \$1.85 up to \$3.50.

Novelty Frames
6 only Novelty Frames, in
gilt mounting, with oval glass
case to protect the photo, small
size picture. To clear, only 60c

Opera Glasses
Not a young lady in London
who would not like one of
these Opera Glasses. We have
them in several designs.

\$2.75—Good lens, mounted
in black leather.

\$3.00—Good lens, mounted
in black leather, cased.

\$6.50—Opera Glass, in
fancy pearl and gold;
cased.

\$7.00—Lemaire Opera Glass,
in black leather; cased.

\$11—Opera Glass in
white pearl and gold, with
extension handle; cased;
very fine.

6 PAIRS OPERA GLASSES
IN DIFFERENT STYLES
TO CLEAR HALF-
PRICE.

W. G. YOUNG
DIAMOND HALL STORES
214 DUNDAS STREET and 674 DUNDAS STREET.
Open Every Evening Until Christmas.

SILVER THIMBLES.
All sizes, nicely boxed,
at 25c, 35c and 85c.

Umbrellas
You will find here Umbrellas
in a great variety of styles,
with solid handles or detach-
able handles, in natural wood,
gold and silver mountings.

Gilt Clocks
Every mantel
or room would be
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Clocks. They are
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