

—Bread is the most important food for all mankind.

## JOHNSTON BROS. XXX BREAD

—XXX Bread is the best bread made. That's why you should insist on getting it today and always.

Phone 944, JOHNSTON BROS.

## Carlyle TREBILCOCK OPTICIAN

PHONE 2351. 233 DUNDAS  
WATCH FOR  
our educational eye talks on Tuesdays  
and Saturdays.

## TAYLOR'S THROAT AND LUNG BALM

Is entirely different from ordinary  
cough syrups, mixtures, etc. It cures.  
Taylor's 6 Cut-Rate Drug Stores

There's trouble  
with tires now.  
We know how to  
repair them and  
give you good  
work at reason-  
able prices.



## London's Rubber Shop

185 KING—REAR. PHONE 5124.

## D., L. & W. COAL

We sell dependable coal,  
and give quality and service. A trial  
will convince you our coal will  
last longer, and we guarantee  
weight.

## HEAMAN & SON

Phone 312. York and Burnell.

## WE REPAIR

Hot Water Boilers Just as Satisfac-  
torily as Tires.

## LONDON

Tire Repair Depot

A. WILKES.  
254 Wellington St. Opp. McClary's.  
PHONE 2334.

## J. FERGUSON'S SONS

FUNERAL DIRECTORS  
OPEN DAY AND NIGHT.  
180 KING STREET.  
PHONES 543, 373, 2066

## N. J. GRIFFITH

FUNERAL DIRECTOR AND  
EMBALMER.  
104 Dundas Street, London.  
Residence on premises. Phone 480.  
Private Ambulance Service.  
Delaware Branch, W. Acres, Mgr.

## SMITH, SON & CLARKE

UNDERTAKERS.  
115 DUNDAS ST. PHONE 888.  
629 DUNDAS ST. PHONE 878.  
Residence on Premises.  
Private Ambulance Service.

## GEORGE E. LOGAN

FUNERAL DIRECTOR  
AND EMBALMER.  
418 RICHMOND ST., LONDON.  
Residence on Premises.  
Phone 1988. Personal Attention.

## Real Greeting Cards

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

## STATIONERY

173 Dundas Street. Phone 150 or 55.

## Scranton Coal

The most satisfactory coal for furnace  
or range. Send in your order

## JOHN M. DALY

PHONE 348. 12 YORK STREET.

## THE LONDON LOAN AND SAVINGS COMPANY OF CANADA

## Dividend No. 91

Notice is hereby given that a Dividend  
at the rate of 5 per cent per annum  
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 Decem-  
ber 15, 1916.  
M. J. KENT, Manager.

## VOICE OF THE PEOPLE

Work For Women of Leisure.

To the Editor of The Advertiser:

Many objections have been made  
against women going into munition  
work who are not obliged to earn their  
living, on the ground that they are  
taking work from those who need it.  
These objections are unfounded. The  
work is easily obtained. The only  
trouble seems to be that some people  
wish to throw over their present means  
of employment to enter munition work,  
thinking that they will be better paid  
or have more congenial work in this new  
field of labor. There is not a patriotic  
attitude. The regular work of the coun-  
try must go on. The munition work, be-  
ing a special war work, is an added bur-  
den to the nation, and should therefore  
be done by the otherwise idle popula-  
tion. In this way the labor population  
would be increased. Otherwise, the labor  
population remains the same, while the  
field of labor is greatly enlarged. As a  
consequence, some portion of the na-  
tion's work must be neglected.

Munition work is a new trade, and has  
to be learned. Both the idle and the  
already working woman are unskilled in  
this line, while the working woman is  
an expert in her own line. Munition  
work must be learned and if the hither-  
to idle woman learns it and the working  
woman remains in her present work,  
only part of the laborers of the country  
are put in the position of novices,  
whereas, if the working woman vacates  
her present position and enters the  
learning munition work, the so-called  
idle woman from a sense of patriotism  
must needs learn the working woman's  
neglected job. If this were the case,  
all women would be novices at their  
work, and the whole work of the coun-  
try hindered or neglected. Hence we  
see that from an economic point of  
view, the women of leisure should do  
the munition work.

It must also be remembered that when  
the war is over the munition work will  
cease. The woman who has no need to  
earn her living will be idle and suffer  
because she is deprived of work, whereas  
the woman who must earn her living  
will be thrown out of employment, and  
suffer in consequence. So, whether we  
look on the problem from a patriotic  
standpoint or with a view to the best  
interests of the working woman, it  
seems that munition work should be  
done largely by the hitherto leisure  
class.

—OBSERVER.

A Time For Unity.  
A communication dedicated to the  
memory of my son, Ian McLeod Law-  
rence, who fell in France, September 20,  
1916.

To the Editor of The Advertiser:

At this time of sorrow and depre-  
ssion through which our country is pass-  
ing, I would say with all respect to my  
fellow countrymen, let us lay aside all  
political and religious differences and  
stand together to a man, and let the  
world know that the flag which guaran-  
tees protection to the beggar as well  
as the prince and which guarantees  
justice and humanity to the vanquished  
shall never be insulted or trampled on  
while there is a man left to defend it.  
We have no fault to find with our coun-  
trymen of foreign descent, who have a  
warm feeling towards the land of their  
forefathers. But one step farther, kind-  
ly stop, think! Listen!

We admit that Germany was powerful,  
rich, if you like, but almost dead, and  
telling, according to their pastures so  
were filled. Germany allowed herself to  
get into the hands of a gang of military-  
intoxicated idiots, who threw humanity  
and civilization itself to the four  
winds of the heavens, to gain their own  
infamous ends. Let our fellow coun-  
trymen from the governor-general down  
to our humblest citizen take warning,  
pounce, think, and remember that  
righteousness, and that only, can exalt  
a nation. Let us not allow this to be  
put under a bushel, but write it in every  
church, home, school and schoolbook in  
the land. This is what the flower of our  
manhood have died for, and are dying  
for, and, as it were, sealing it with their  
precious blood.

Mothers, fathers, friends, as you, in  
imagination, stand and look at the  
fresh mounds and little crosses, which  
mark, on this earth, the resting place  
of your loved ones, let me whisper to  
you: Take courage! Hope! Look up!  
These men have not died in vain. And  
furthermore, though you were not there  
to give them your little help in their  
last moments, there was something  
greater than anything in this world—to  
strengthen and comfort and carry them  
through that narrow fringe, which lay  
between them and the great Unknown.

WILLIAM LAWRENCE, Aymer.

NOTICE!  
All barber shops will be closed  
Christmas and New Year's all day.  
45u yw

## WE PESTER NOBODY

with solicitation, preferring to put  
in the time serving clients who come  
to us of their own accord.

## Federal Advertising Service

Telephone 5482.  
512 Denison Building  
Building, LONDON, ONT.

## Give Her Spectacles!



What more useful or acceptable gift for "mother" than  
a pair of the latest style Spectacles or Eyeglasses?

We can fit her with neat, stylish glasses that will restore  
her failing sight and enable her to read and sew in comfort. Is  
there anything that could bring her more joy?

We can make suitable arrangements to carefully test her  
eyes and supply the proper lenses with the gift.

MAKE IT GLASSES FOR THE OLD FOLKS.

## THE BROWN OPTICAL CO.

223 DUNDAS STREET. PHONE 1877.

## MUSIC CLUB'S CHRISTMAS RECITAL MOST ENJOYABLE

Novel Feature Was Miss McCormick's  
Reading of a Christmas Story.

A most enjoyable and seasonable  
"Christmas Music" program was pre-  
sented yesterday at the fortnightly re-  
cital of the Women's Music Club in the  
Normal School, arranged by Mrs.  
Charles H. Wheeler and Mrs. Hugh  
MacFarlane. A novel feature and one  
very much appreciated was a reading  
by Miss Kizale McCormick of Whitby  
College, who is spending the holidays  
with her parents, Mr. and Mrs. George  
McCormick, Dufferin avenue.

Possessed of a pleasing and musical  
voice, sympathy and dramatic insight  
of a high order, and perhaps the great-  
est asset of all, entire sincerity and  
unaffected simplicity, her rendering of  
Grace Richmond's Christmas story,  
"Christmas Day in the Morning," pro-  
vided a genuine treat, the young artist  
making her audience see and feel as  
well as hear what she was telling.

Wilkins Shuff, baritone, always a  
favorite with a London audience, once  
more delighted by the pleasing quality  
of his voice, the ease of his singing,  
the distinctness of his enunciation and  
the artistic feeling infused into his  
interpretations.

His numbers were the "Recessional"  
(De Koven); and the Recit. and Aria  
from "The Messiah" (Handel). "Com-  
fort Ye" and "Every Valley Shall Be  
Exalted."

As an encore he gave "Just a  
Wearyin' for You" (Carrie Jacobs  
Bond).

Grant Milligan, violinist, repeated his  
success of a few weeks ago. By re-  
quest he gave the beautiful Air on G  
String (Bach). Schubert's "Ave Maria"  
was exquisitely played, and his share  
in the program completed with a tuneful  
"Serenade" by Drigo.

Miss Lenore Coughlin played the 2nd  
and 3rd movements of the Mendels-  
sohn, "Concerto in G Minor," with ex-  
cellent command of technique, delicacy  
and grace combined with brilliancy and  
good style. Her teacher, Bert Weir,  
played the orchestral part on second  
piano, giving ideal support.

The Ladies' Choral Class, under the  
direction of Miss Raymond, was heard  
in two Christmas carols, "Good King  
Wenceslas" and "In the Field With  
Their Flock Abiding," which main-  
tained the high standard of the afternoon's  
program and reflected much credit on  
both choristers and conductor.

Accompaniments were played by Mrs.  
Harris Elliott, Miss Angus and Miss  
Raymond.

## GERMANS URGING MORE ATROCITIES IN BELGIUM

It is now being urged in the German  
press that still further barbarities be  
practiced upon the people of Belgium.

"The more war is cruel," they say, "the  
more humane it is, for it is shorter."

As if this little nation, now verging  
on starvation and ravaged by disease,  
had not suffered enough, it is being  
advocated in Germany that every in-  
imaginable evil should be vented upon them.  
"Then they will have to make peace."

The "Hamburger Nachrichten" asked  
"Why do not the Germans requisition  
all the food products and all the raw  
materials they can find in Belgium and  
Northern France?" By starving ten  
million Belgians and French they would  
soon compel their foes to give in after  
all their resistance.

Again, it is urged that the present  
indemnity of 40,000,000 francs per  
month, which is levied on Belgium,  
should be increased to thousands of  
millions. And how are the Belgians to  
pay this? By the millions every month!

The Germans tell you how: "Let the  
Belgians sell abroad the treasure of  
their museums!" they demand.

Since these ruthless measures were  
advocated in the German press, the  
authorities have already imposed a  
further payment of 10,000,000 francs a  
month. They have also exacted a levy  
on the foodstuffs and raw materials of the  
Belgian people, by means of slave raids, tear-  
ing families asunder, deporting young  
girls and women and boys, to labor  
camps in Germany.

What further infamies the Huns in-  
tend to practice it is hard to imagine.  
To a Canadian mind it would seem that  
there is nothing shameful left to do that  
the Germans have not already done. But  
a Teuton's mind is never so fruitful and  
ingenious as when planning the mortifi-  
cation of a helpless and stricken  
people.

Whatever fresh methods of tyranny  
they enact, Belgium will remain stand-  
fast. And the only peace she will make  
will be a peace guaranteeing her free-  
dom, restoration, redemption. But  
meanwhile it must never be forgotten  
that, for all she faces her perils so  
bravely, this little country is virtually  
starving. "Mastering" says: "All of  
them, from the older to the younger  
ones, have the hollowed mask which  
characteristic mask of people who for nearly  
two years have not eaten to satisfy  
their hunger."

Indeed, with 7,000,000 to feed, three  
silos of bread and a bowl of soup  
each day is the most that can be given them  
—just enough to stave off starvation  
til tomorrow. Even these poor rations  
will have to be reduced unless more  
help is forthcoming. While our soldiers  
fight the Germans, will you not help to  
fight starvation—the greatest enemy of  
Belgium? Send your contribution to  
the committee in your town, or direct to  
the Belgian Relief Committee, 69 St.  
Peter street, Montreal.

## NOTICE TO ADVERTISERS

Owing to the rush of holiday ad-  
vertising, advertisers are asked to send  
their copy in at least 24 hours in ad-  
vance of publication; otherwise it is  
impossible to guarantee insertion or  
position desired. Merchants will serve  
their own interests by complying with

# ROSS', LIMITED FURS

Buyers who wish to secure reliable Fur Garments at the right  
price will find dealing with

## The Manufacturer Who Buys Direct From the Trapper

THE CORRECT PLACE TO  
GET THESE FURS.

Hudson Seal, box style, 34 to  
40 bust, 32 inches long, lined  
best plain or brocade satin,  
box or belted styles, 70-inch  
sweep in skirt .....

Also several of the latest full rippled semi-fitting styles,  
trimmed in natural lynx, natural raccoon, Alaska sable, ermine,  
etc. Very choice, rich garments; the very acme of comfort and  
style. All at most reasonable prices.

Black Fox Sets (Muffs  
and Stoles) .....  
Lynx Sets (Muffs and  
Stoles) .....  
Wolf Sets (Muffs and  
Stoles) .....  
Alaska Sable Muffs .....  
Alaska Sable Stoles .....  
Natural Wolf Sets  
(Stole and Muff) .....  
Ermine Sets (Muff and Tie) .....

## Suits

Exceptional opportunity to buy good Suits  
at less than half-price; latest styles in serges  
and chevrons, blue and black only. Regular  
\$15.00 to \$30.00, now ..... \$7.75 to \$14.75

## Coats

Exclusive styles, our own make, guaranteed  
material. Clearing at ..... \$12.00 to \$20.00

## Blouses

Christmas Blouses, in combinations of silver  
lace and nixon, beaded georgettes and em-  
broidered silk crepe de chine; many new de-  
signs, in all popular shades ..... \$5.50 to \$9.50  
Other pretty models in lace cloth and voile;  
large collar, lace trimmed and very richly  
embroidered ..... \$2.98 and \$4.50  
(In individual Christmas Boxes if desired).

## Neckwear

For Christmas gifts there is nothing  
smarter or more dainty than a pretty  
collar, in georgette crepe, wash satin  
and broadcloth; lace edged and beaded  
effects.

Christmas Handkerchiefs a specialty;  
many different designs, hand embroid-  
ered and lace edge ..... 2 for 25c, 35c and 50c  
Perrin's Gloves and Radium Hosiery.  
See our display.

PHONE 1319. 196 DUNDAS ST.

At a meeting held in the Boyle me-  
morial school last night about fifteen  
citizens heard the discussion of civic  
questions. The industrial guarantee  
bills and the hydro-electric develop-  
ment plebiscite were the chief topics  
taken up.

George H. Belton read an explana-  
tion of the industrial guarantee bill.  
The results of lack of employ-  
ment due to closing down factories  
were shown, and the opposite effects  
due to increased employment in new  
factories were brought out. In an-  
swer to a question he stated that the  
scheme was a straight business propo-  
sition, and was not being financed by  
the board of trade, but it was open  
to any citizen to take stock in the In-  
dustrial Association.

Ex-Ald. Donnelly maintained that  
Industrial Commissioner Philip was  
not doing his full duty, and as an ex-

## FIFTEEN CITIZENS AT LAST NIGHT'S MEETING

Little interest is being taken in im-  
portant propositions.

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## ROWAT'S COFFEE 50c per pound

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

## BUILD NEW FREIGHT YARD AND PASSENGER STATION AT PORT COLBORNE, ONT.

The new work now being completed  
by the Grand Trunk Railway System  
includes a comprehensive scheme for  
improved facilities at Port Colborne,  
Ont. This rapid growing industrial  
centre at the junction point of the  
Welland Canal and Lake Erie has  
shown splendid traffic increase and  
the improvements now being completed  
will serve to maintain the Grand  
Trunk's facilities, both freight and  
passenger, at a high standard of  
efficiency. Big, new modern freight  
offices and sheds have been erected and  
are now being placed in operation. The  
new passenger station will be finished  
in a few weeks. It is a brick structure  
more than a hundred feet long, with  
fine waiting rooms, baggage, express  
ticket and telegraph departments.

ample mentioned that the Brenor cigar  
factory could possibly have been kept  
here, instead of moving to Windsor.  
He also claimed that the incinerator  
did not reduce the heating bill of Vi-  
ctoria Hospital as much as expected.

Controller White explained that Vi-  
ctoria Hospital is now half as large  
again as it was then, and requires  
more heat.

Mayor Stevenson explained the ple-  
biscite that is to be taken on the  
hydro development plan. No money is  
to be pledged. The Government sim-  
ply wants to know whether the mu-  
nicipalities want to develop their own  
power. It is expected that the new  
plant will be free of debt in twenty  
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One citizen objected to heavy taxa-  
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