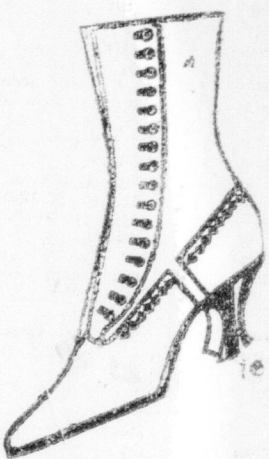


The House of Casselman



Exceptional Value in a Shoe for Comfort and Wear

This shoe is honestly made of honest materials, with sewed welt and Louis heel of leather. The vamp is of either calf, patent or kid, and high-cut doll kid tops.

\$5.00 and \$6.00.

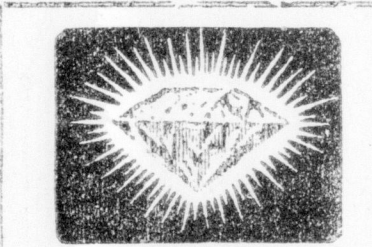
Casselman Bros.

The Shop of Quality, Value, Service,
171 Dundas

WE HAVE NEW HONEY

GUARANTEED PURE CLOVER.
Five-pound pail 75c
Ten-pound pail \$1.40

WILLIS & CO.
565 Richmond Street. Phone 3278.



C. H. WARD & CO.
Diamond Merchants and Jewelers,
586 Richmond Street. Phone 1024.

BROWN OPTICAL CO.

223 DUNDAS ST. PHONE 1877.
Eyes Examined
No drugs used.

Glasses Ground and Fitted
At very moderate cost.

TAYLOR'S THROAT AND LUNG BALM

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

ELECTED NEW OFFICERS

R. H. Scott is Chief Ranger for Coming Year.
At the annual meeting of Court Forest Queen, No. 5583, Ancient Order of Foresters, held in Dowler's Building, the following officers were elected for 1917:
P. C. R. W. C. Buchanan, S. C. R. Gordon; inch: financial secretary, R. H. Brock; L. W. A. Carmichael; J. B. Dr. U. E. Bateson; C. R. R. H. Scott; treasurer, S. W. Ball; S. W. Harry; S. B. Thos. Berry; recording secretary, W. Brimblecombe; trustees, Dr. A. O. Jeffery, F. R. Howard and J. Montmore; auditors, Wm. Brimblecombe, R. Lucas and J. R. Depette; suspension committee, S. W. Ball, Dr. Bateson and J. R. Depette; juvenile committee, R. H. Brock, W. C. Buchanan and Henry Scott; union committee, W. C. Buchanan and Harry Heron; rule committee, Dr. Bateson, J. W. Ball and R. H. Brock; correspondent to A. O. F. papers, Henry Scott; medical officer, Dr. U. E. Bateson.

Dear Friends:
I am coming to the Lyric Theatre, New Year's Day, for all the week in my latest and best picture "Less Than the Dust." I'm glad, aren't you.

With love,
Mary Pickford.

QUALITY STORE

NEW RAISINS,
NEW CURRANTS,
NEW PEELS,
PURE SPICES.

Buy your fruit for your Christmas baking at this store.
Harry Ranahan
515 Richmond St. Phone 1024, 3223

PURSE FOR TEACHER

Pupils of S. S. No. 8, Westminster, Had Christmas Celebration.

The closing exercises for the year were very successfully held in connection with S. S. Nos. 19 and 6, Westminster. The school room was very attractively decorated for the occasion, one of the features being the artistic work done by the pupils.

After the singing of the "Maple Leaf Forever," J. W. Cook, the chairman, after a few opening remarks, introduced a program, including drills, dialogues and recitations.

A speech given by Kenneth Macfarlane on "Aircraft," and also an essay given by Arthur Rossel were greatly enjoyed.

Mr. Adams and Isaac Baker, also the teacher, were called upon to address the audience.

After these addresses an old-fashioned spelling match took place. At the close of the program the presents from a heavily-laden tree were distributed. The children showed their appreciation of the evening by presenting her with a handsome morocco leather purse.

STEVENSON'S RE-ELECTION MEANS CHEAPER PAVING

His Worship Announces That He Will Take Voice of People As An Effective Mandate.

That he will regard re-election as a mandate from the people to succeed with the establishment of a municipal paving plant, was the announcement made yesterday by Mayor Hugh A. Stevenson, M.P., to a deputation of citizens.

The Mayor's decision amounts to a reversal of the unpopular action of the City Council in refusing the people the privilege of voting on this question.

His Worship stood out to allow the people a voice, but the majority, who evidently favor a continuance of traffic, declined to give the contractors, prevailed. Condemnation of the action has been heard at every municipal campaign meeting and in labor unions since that time, and the opportunity given the people of instructing the new council on the point meets the case most satisfactorily.

"I will regard re-election as a mandate to go ahead with a public plant," said His Worship last night. "With the people behind me, I will oppose the granting of any further work to the private profiteers. The city engineer's figures show that thousands of dollars have been saved to the property-owners. Why, then, should we throw tax money to the contractors?"

The festival performance of Handel's "Messiah" will introduce to London next Monday night, in the First Methodist Church, three artists never heard in this city before. Mr. Vivian Gossell, the basso, makes his Canadian debut on this occasion. None of the young members of the choir, who singers appears to be destined to a brighter future than Vivian Gossell, who, even at his early age, occupies a truly illustrious status in the musical world of his country.

Mr. Gossell won himself, by virtue of his extensive natural talents and careful training, the highest esteem in musical circles in England and on the continent, and since coming to New York in a long list of wide variety of operas and standard oratorios as well as in the recital platform.

The other artists are Madame Anita Rio, America's festival soprano, and Mr. and Mrs. Alcock of New York. The work of Mrs. Alcock was a surprise, and the feature of last year's "Messiah" performance in the First Methodist Church.

Tickets for this concert may be obtained at the music stores, but as the supply is limited patrons are advised to secure what they need early.

BELIEVE MISSING CHILD TO BE NOW IN CHICAGO

Theory of London Girl's Whereabouts Advanced—Another Sent for Trial.

[Special to The Advertiser.] CHATHAM, Dec. 26.—The fourth member of the Woods family was today committed for trial in the action which Jacob Fox of London is prosecuting, alleging that his daughter Helen Fox, aged 11, is being unlawfully detained by the family.

James Woods, arraigned in the police court today, was charged with removing the child from Chatham. The three other members of the family, Thomas, Charles and Mrs. Charles Woods, were committed to jail on charges of intent to deprive Fox from having custody of his child.

The whereabouts of the child is still unknown, though it is believed she is in Chicago.

SCHOONER SOLD.

The schooner *Sepia*, owned by a syndicate headed by W. A. Martin, this city, has been sold to parties in Nova Scotia, and will be taken to the coast for ocean trade in the spring.

The *Sepia* is known as one of the staunchest sailing vessels on the lake and has just completed a most successful season.

CARD OF THANKS.

I desire to thank the citizens for the honor done me by re-electing me for a further period of two years to the Board of Trustees of Victoria Hospital, a position I value more highly than any other in the gift of the people.

I have given freely of my time during the past six years, and have derived a great deal of satisfaction in the work, and feel that by the experience gained I am, I hope, better qualified to serve in that important sphere of service.

It would give the Trustees pleasure if greater interest were taken by the citizens in that important institution, and a visit of inspection would amply repay them for the trouble and, what is sure, would enlarge their knowledge as to the facilities available for their comfort.

Sincerely yours,
W. M. GARTSHORE.

BIG INCREASE IN INDIAN OCEAN FREIGHTS.

Teas, during the past seven weeks have advanced at the auctions in London, Calcutta and Ceylon, from six to ten cents a pound. In addition to this sea freights have advanced two and one-half cents a pound. Inevitably this means dearer tea for the consumer, but "SALADA," so far, has only advanced five cents a pound, and whatever the price at any time, the quality will always remain exactly the same.

Spats are Stylish Spats are Comfortable

Spats add much to the finish of a costume. They are also most comfortable. With spats and rubbers you can wear your old low shoes, and keep your feet and ankles warm, and at the same time maintain your general, smart appearance.

Black Spats for ladies, in fine English cloth, 75c, \$1.00, \$1.25, \$1.50, according to the quality desired. In popular shades of fawn and browns, \$1.50, \$1.75, \$2.00 and \$2.50. In lighter weights, poplins come in grey, champagne and fawns, at \$1.75.

Spats in fawns and browns, \$1.65, for the young men. Very natty, \$1.50 to \$2.50.

J.P. COOK & CO.
The Store That Serves You Best
Two Branches in London and Toronto

On their return from business on Saturday night Mr. and Mrs. W. J. Wray, 120 York street, were agreeably surprised to find a Christmas box from the staff of W. J. Wray & Co., in the form of a beautifully upholstered raton chair.

A PLEASANT SURPRISE.
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KING'S VISIT TO THE BATTLEFRONT MAKES GREAT FILM

Vivid Presentation at Lyric Theatre This Week.

MUNITION WORK SHOWN

Special Film Is of Unusual Interest to Women of London.

The King's visit to the front, shown at the Lyric Theatre this week, is a film of exceeding interest. The King, as he picks his way across the battlefield of Flanders, even then under fire, fills the audience with a sense that he is really present before them, and they wait in dread lest a stray shell burst too near.

As he passes from camp to camp he is greeted by Canadians, Englishmen and Australians, who wave their caps and cheer, thereby demonstrating their loyalty to a sovereign who is the embodiment of the British Empire.

The free and easy attitude of the boyish Prince of Wales towards his father is in marked contrast to the deep respect with which the King is treated by all others. An atmosphere of mystery is introduced when King George confers with Generals Haig and Joffre, and other military dignitaries. It is pleasant to see the friendly relationship which exists between the King and the officials.

Throughout his entire visit to the front, the King seems to take an almost boyish interest and curiosity in everything, insisting on descending into dug-outs and climbing the sides of steel craters.

In addition to this main film, there is another splendid one, in which Canadian munition work is shown, especially the parts which can be done by women.

All the munition work shown in the film is of the highest quality. The third is a picture of the Ontario Military Hospital at Orpington, where the care of the sick is demonstrated from their arrival in the hospital until their dismissal as convalescents.

MUSICAL ART SOCIETY.

The organization of the Musical Art Society has given a greater impetus to the development of music in London than has any other factor. The choir of the society is larger and more representative than any previous choir.

The symphony orchestra recently formed gives every promise of being the finest local orchestra the city has ever had. The Musical Art Society, however, has plans even broader than the organization of the local forces. It is the intention to bring to London artists of international and world-wide fame to give the highest class of entertainment possible and at the same time allow the music student the opportunity to hear at home what the wealthy citizen can hear by going to Boston or New York.

The festival performance of Handel's "Messiah" will introduce to London next Monday night, in the First Methodist Church, three artists never heard in this city before. Mr. Vivian Gossell, the basso, makes his Canadian debut on this occasion. None of the young members of the choir, who singers appears to be destined to a brighter future than Vivian Gossell, who, even at his early age, occupies a truly illustrious status in the musical world of his country.

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BELGIAN PATRIOTISM IS GREATER THAN EVER

People Are Sure That Allies Will Ultimately Triumph.

According to a dispatch from Havre, news has just been received there of the offences for which the city of Brussels has had new penalties imposed upon it by the German authorities. It is stated that the Belgians are given new manifestations to support the old saying that they are the most obstinate people in Europe, and that patriotism is exalting the country more than ever.

On King Albert's dedication day, November 15, they carried out great patriotic celebrations. All over the city of Brussels the Te Deum in the church was the occasion of thrilling enthusiasm, and immense crowds sang with the organs the Belgian national song, concluding with the shout, "Long live the King! Long live Belgium!"

The same scene occurred in other districts. Indeed, according to witnesses, these scenes were "the most noble of a people, momentarily captive but indomitable, stronger than its adversary, sure that the cause of justice will overcome falsehood and iniquity." It was for these patriotic celebrations that new penalties were put on the city of Brussels.

It is the spirit of this wonderful people that Germany is trying to break by a deliberate scheme to starve the Belgians. The organized ruin of Belgian industries, accompanied by a slave trade such as flourished in the time of Nineveh, have greatly accentuated the want of the people during the present winter. Thousands of families have had their menfolk taken away to these slave raids, and the mothers and children are left without income, without means of subsistence, with nothing but death and a miserable death but the charity of the Belgian Relief Commission.

There are local committees all over Canada for collecting funds to help on the noble work of this commission. A contribution from you would be welcomed, or contributions may be sent to the Central Belgian Relief Committee, 69 St. Peter street, Montreal.

HELPED SICK COMRADE.

The sick benefit society of the Murray Shoe Company raised \$100 through the raffling of a fancy cushion. The money was presented to one of their members, along with other dainties, as a Christmas gift.

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Rowat's

THE SUPREME QUALITY.
40c, 45c, 50c, 55c and \$1.00 per pound.

T. A. ROWAT & CO.,
250 Dundas St.—Phone 3051 and 3052.

CANDIDATES TELL CITIZENS ABOUT PLANS FOR REFORM

East End Meeting Last Night Fairly Well Attended.

CO-OPERATION IS NEEDED

Speakers Favor Both the Industrial and Hydro Bylaws.

There was a fairly good attendance of citizens at a municipal meeting in the east end town hall last night, when candidates for the city council outlined their platforms.

"Good municipal government doesn't come, it has to be created," said W. W. Gammage, candidate for mayor, in opening his address. "My policy will be to advance the co-operation and co-ordination of bodies governing the municipality."

"A civic plan or program is needed, and I believe that as a municipality we must be united. There must be co-operation and co-ordination of the different bodies. There is no doubt we will have better council, the utilities commission and other bodies. At present they are all independent, without any interest in the other. A plan of co-operation would be in the interest of all."

"The lack of co-operation is one of the greatest drawbacks to the city at the present time. It does not work to its best interests, as there is duplication, and duplication costs the city money."

Speaking on the industrial bylaw, Controller Gammage urged the citizens to support it. He urged that other cities had adopted similar plans earlier and were now beginning to reap the benefits of it. "London has stood still because it had no such plan," he said.

"It is known that after the war Canada will be one of the greatest export countries of the world. We have all the qualities for building up manufactures in Canada, and a plan of preparedness will mean much."

Favors Bylaw.
He favored the hydro bylaw, he said, claiming that the introduction of hydro power into the city would be a great move toward reducing the cost of light. "The only issue is," he stated, "shall municipalities or the Government assume the responsibility."

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EXPANSION AND A GREATER LONDON "Chapman's Store in the Centre" Year-End Clearaway

For Thursday, Friday and Saturday—the last