

Ford
SERVICE STATION
OPEN DAY AND NIGHT.
EQUIPMENT AND WORKMANSHIP
UNEQUALLED
Reliance Garage
Phone: Day 5318, Night 3168.
229 DUNDAS STREET, 7012

Western Ontario Electric Co.
227 Dundas Street, Phone 4071.
Inspect our new line of fixtures and lamps before purchasing. Estimates given on wiring free. A full stock of flashlights.

DIAMONDS
Diamond Rings from \$5.00 to \$350.00, including single Diamond Rings, three and five diamonds and many fancy settings in the newest designs.
Exclusive designs in Necklaces, Pendants, Bar Pins, Scarf Pins, Cuff Links, Tie Clips and Brooches.

C. H. WARD & CO.
Diamond Merchants and Jewelers.
288 RICHMOND STREET, Phone 1084.

TORIC
There's a lot of difference between Toric Lenses and Flat Lenses besides their slight extra cost. They give you extra vision and extra comfort. They are better-looking, too. Come and see us about Toric Lenses.

LENSES
Brown Optical Co.
EYE SPECIALISTS AND OPTICIANS.
223 Dundas Street, Phone 1877.
London, Ontario, ywt

SHELL GLASSES
Are both stylish and comfortable. We have them in a variety of new shapes at very moderate prices.

John S. Barnard
Optician.
194 DUNDAS STREET, 71

The London Loan and Savings Company of Canada
INTEREST RATES ALLOWED
In Savings Bank 4 Per Cent
Debitures 5 to 5 1/2 Per Cent
M. J. KENT, Manager, ywt

Why Buy Inferior Bread When
Parnell's
Purity and quality loaves can be purchased at the same price at your grocers, from our wagons or by phoning us!

Parnell
The Breadman
PHONES 929, 1390

The Advantages
This Store Offers
are most fully realized when you have the time or inclination to make a personal comparison as to values.
As to the actual quality of the Diamond you will have to trust to the integrity of the diamond merchant, because that is a matter of expert knowledge. That we have exceptional facilities for procuring the highest grade of Diamonds no one will deny.

DIAMOND HALL STORES.
YOUNG'S
LONDON, EAST LONDON.

XXX
JOHNSTON BROS. BREAD
X X X
-SPY IT!
X X X
-TRY IT!
X X X
-BUY IT!
X X X

XXX
and you won't have any other kind. Begin with a Log Cabin Loaf, Telephone 944.

XXX
R. E. O. A. WOULD LET MAGISTRATE RESIGN
The real estate owners at their meeting last evening passed the following resolutions:
"That in the opinion of this association the salary of \$2,000 per annum is ample, and all that should be paid to the police magistrate. If the present incumbent of that office is dissatisfied let him get out and put the job up for competition between the Tory and Gilt lawyers of London or any citizens who have the qualifications for the position."

Federal Advertising Service
Dominion Savings Building, LONDON, CANADA.

Clearing Ladies' HATS
\$5, \$6, \$7 and \$9, for..... \$2.98
BELTZ & CO. ywt

ST. ANDREW'S DAY CELEBRATED BY SCOTS OF LONDON
Many Fine Speeches at Big Gathering Last Evening.
FUTURE OF THE DOMINION
Will Be Better as Result of the Scotch Having Come.

QUARANTINE LIFTED.—The quarantine applied to the Army Medical Corps on account of a small outbreak of the measles at Carling Heights camp has been lifted, and the A. M. C. men went on their week-end leave Friday.

J. F. ATKINSON TO MANAGE NEW AGENCY.—The Dush Advertising Service, Inc., has been organized to conduct a general advertising agency in New York. The officers are: Irving T. Dush, president; J. F. Atkinson, secretary; H. P. Reid, vice-president; R. G. Simonds, treasurer, and W. R. Cummings, secretary.

SUNDAY CONCERT.—A concert will be held Sunday evening in the Majestic Theatre, under the auspices of the L.O.D.E. Serjeant Harry Edwards will explain the object of the appeal for funds for the Navy League. A musical program has been prepared and war pictures, lent by the Famous Players Film Company, will be shown. Misses Edna Weston, Anna Clark and Olive Sinclair will render several music selections. Mayor Stevenson will occupy the chair.

GREAT ARTISTS COMING
The opening concert of the Musical Art Society bids fair to rival the wonderful success of the initial concert last season, when the Princess Winter Garden was taxed nearly to its capacity to accommodate the vast audience assembled. Music lovers are looking forward to the appearance of Emma Roberts, the noted American contralto, who makes her first Canadian appearance. Miss Roberts was driven home from Europe by the war, from one of the most successful operatic careers ever undertaken by an American singer. Miss Roberts has sung in nearly every large theatre in Europe, and since her return to America has been introduced as soloist with every symphony orchestra of note in the country. Miss Roberts has everything that goes to make a successful singer: a glorious voice, temperament, personality and beauty as well. The program that goes to make up her concert is a glorious one, and will be of more than ordinary interest. Appearing jointly with this noted contralto, both evening, the renowned Russian 'cellist, will be heard for the first time in London. Mr. Hanoung is proclaimed to be the finest living 'cellist, his only rival being probably, Pablo Casals.

XXX
Do not forget the Toronto Fat Stock Show, which will be held at the Union Stock Yards on Saturday, December 7 and 8. The entries are the largest ever made in the history of the show, which promises to be one of the best ever held in the Dominion of Canada. The premium list is a large and attractive one. Fine premiums are offered for all grades of cattle, sheep, etc. Special premiums are offered in the swine department, and the large packing houses are taking an especial interest in this exhibit. The judging will take place on Friday, December 7, and the auction sale of show stock on December 8, beginning at 10 a.m.

THE War will stop—but Canada will go on.
Buy Victoria Bonds and go on with your country.

Federal Advertising Service
Dominion Savings Building, LONDON, CANADA.

ST. ANDREW'S DAY CELEBRATED BY SCOTS OF LONDON
Many Fine Speeches at Big Gathering Last Evening.
FUTURE OF THE DOMINION
Will Be Better as Result of the Scotch Having Come.

With speech and song, St. Andrew's day was fittingly commemorated in the Masonic Hall Friday evening, when about two hundred sons and daughters of "the land of the heather" gathered together for a social evening in honor of their patron saint. The bagpipes, dear to the Scotsman's heart, were much in evidence, and Scotch music, stories and dancing were supplied in such quantity and quality as left nothing to be desired.

Great Little Country.
"Scotland is one of the best examples of the greatness of small countries," declared the speaker in his opening remarks, for like other small countries, such as Palestine and Greece, she has left her impression on the pages of history.

The passionate love of country was one of the outstanding characteristics of the son of Scotland, and it mattered not how far he might wander from his native land, he never failed to retain a place in his heart for the little country which had given him birth.

The reason why she had accomplished so many great things was that she had always taken pains to have her boys educated, at least as well as possible with the means at hand, and by her devotion to the education and upbuilding of her sons, she had given them a tremendous advantage over men of many other nations.

Dealing briefly into Scottish history, Col. Brown dealt with the four hundred years of turmoil in that country. He then took up the part Scotland's sons had played in the growth of the British Empire, recalling among other instances, that they had been with Wolfe, Wellington, in the Crimea, India, and in South Africa, and had borne their share during these crises in the Empire's history.

Dealing with the present state of the war, the speaker said that it was not now a question of armies against armies, nor of guns against guns, nor of man-power against man-power, but it was now a question of peoples against peoples, of factories against factories, of resources against resources, and of farms against farms.

Resources Count.
Dealing with the present state of the war, the speaker said that it was not now a question of armies against armies, nor of guns against guns, nor of man-power against man-power, but it was now a question of peoples against peoples, of factories against factories, of resources against resources, and of farms against farms.

Scotland was the best little land in the whole world, and there was no doubt that it had done more than any other country of its size to make the world better.

Among several good Scotch ministers who had been located in this city, the speaker mentioned the Rev. W. G. McCreath, who had done much to make the city better than it was; Rev. John Scott, Rev. J. Allister Murray, and Rev. Dr. Ross, who was a credit to Canada.

St. Andrew's Day, 1917.
[By Malcolm MacCormick, Bard of St. Andrew's Society of London.]
This night we meet in festive ha'
To sing the praise of brave Scotland;
We greet ye brothers, yin and a'
Wi' memories sweet o' mither-land.

We see again her mountains grand,
On which the mist of morning rests,
Her bonnie lochs, her rocky strand,
Whaur billows dash their foamy crests.

The heather blooms upon her hills;
The daisy blossoms o'er her lea;
IK' winding burn o' freedom trills,
As it rolls onward to the sea.

Her gallant sons of every clan,
Hae' roused them at the pibroch's ca'
Against the foe to firmly stan'
To conquer, or to nobly fa'.

Then fill yer glass to Scotland's sons,
To Scotland's glories yet to be,
To Haik wha' rules the roarin' guns,
An' Beattie bold wha' rules the sea!

PTE. JAMES MULCAHY REPORTED WOUNDED
AILSA CRAIG, Nov. 30.—Word has been received by friends that Pte. Jas. Mulcahy, who enlisted with the 135th Battalion here, has been wounded. Pte. Mulcahy made his home with Mr. and Mrs. Tyrell before enlisting.

There is nothing in all the world so heartening as a bright, active, clear-eyed boy.
It has been our good fortune to fit glasses that work remarkable changes in dull "Don't care" boys.

Consult Us About Your Boy
Carlyle TREBILCOCK OPTICIAN
233 Dundas Street, Two Doors East of Majestic, Phone 2351.

Our Work, Best By Test, Has Been Proven
London Tire Repair Depot
354 Wellington Street, Phone 2334.
A. WILKES, Opp. McClary's, ywt

Give Us One Trial
on that pair of shoes you need repaired. Will call for them and guarantee satisfaction.
MODERN SHOE REPAIR COMPANY,
PHONE 2310.

TAYLOR'S STOMACH AND LIVER CURE
The best remedy for Constipation, Indigestion, Bloating, etc. 25 cents a bottle.
Taylor's 6 Cut-Rate Drug Stores.

NEW BELL WILL BE HEARD ON SUNDAY FOR FIRST TIME

St. John the Evangelist Church Given Memorial Chime.

Members of St. John the Evangelist Church will be called to worship on Sunday by a new bell, which has been presented to the church by the Misses Elliott, in memory of their parents, the late Judge Edward Elliott and Mrs. Elliott. Dedication services will be held in the morning before the commencement of the regular church service and the new bell will be rung for the first time.

A BATTERY SCHOOL.
Maximum efficiency is obtained from your battery only by expert attention. You cannot give it proper attention, so the logical thing to do is to bring it to us. We have one department devoted exclusively to this work. Let us explain our work to you. Benson-Wilcox Electric Company, 264 Dundas Street, ywt

LONDON'S RUBBER MAN
See Us At Our New Premises, 346-348 Dundas

ROSS' LIMITED
PHONE 1319. 196 DUNDAS ST., LONDON.

Furs
The popular garments of the season are Hudson Seal Coats. We are showing a full range of these garments in No. 1 quality, made in our own factory, in the latest designs. Before purchasing visit our showrooms and compare our values.

Ready-To-Wear
Ladies' Coats, in Salt's Esquimette Plush, fur-trimmed or plain, made in our own factory. Prices \$25.00 to \$50.00
English Velour Coats, good heavy quality, in brown, green and blue. Prices \$19.50, \$22.50, \$24.00, \$30.00
Special—Frieze Coats ... \$10.00, \$12.00, \$15.00, \$17.00, \$20.00

Blouses
Georgette Crepe Blouse, beaded, embroidered or plain, in rose, lemon, maize, coral, white \$4.98 to \$11.00
New line Voile Blouses, just received, Choice stock of Christmas Handkerchiefs and Collars now on display.

Gloves
Fine Kid, Wash Cape, etc. \$1.00 to \$2.50

Rowat's 50c per pound COFFEE
T.A. ROWAT & CO.
250 Dundas St.
Phone 3051-3052.

PETERMAN'S
High-Class, "Hand-Tailored," Made-To-Measure Suits,
\$22.50, \$25.00 and upwards
London Loan Bldg., Suite 4, No. 229 Dundas Street.

INNIS-CROOK.
A quiet wedding was solemnized on Thursday at the residence of the bride's uncle, Mr. Robert Wonnacott, 485 Queen's Avenue, when Miss Lillian E. Crook was united in marriage to George A. L. Innis of Port Huron, Rev. W. J. Ash-ton of Wellington Street Methodist Church officiating.

SUNDAY APPOINTMENTS.
Huron College appointments for Sunday: New St. Paul's, Woodstock, Rev. Professor Wright, B. D.; St. James', London, Rev. E. M. Hawkins, B. A.; Theodora, Rev. J. C. Mantel; St. Luke's, London, W. D. Davis; Milverton, J. Chapman; St. Luke's, Brantford, A. S. Mitchell; Epiphany, L. Hagan; Atwood, G. Vrooman; St. John the Evangelist, F. G. Hardy; Huntingford, W. Westell; Teeswater, H. Crosby.

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Fine Kid, Wash Cape, etc. \$1.00 to \$2.50

BUY VICTORY HEALTH BONDS TODAY



NEAL'S ALCAF A BREAD

THE GUARANTEED PURE FOOD
FOR PARTICULAR PEOPLE
SAVE FUEL! SAVE TIME! SAVE MONEY!

NEAL BAKING CO.
LONDON'S PURE WHITE BAKERY,
PHONES 2173 and 1313.