

## SHARMAN'S The Very Place for

**POTATOES**  
Home grown. By the bag or bushel, half-bushel or peck.

**APPLES**  
From British Columbia, Nova Scotia and Ontario. By the barrel, box or dozen.

**ORANGES**  
From California and Florida. By the case or dozen.

**BANANAS, CANDIES, NUTS**  
CHRISTMAS EATS IN FRUITS AND SWEETS.

**JOHN SHARMAN**  
Phone 4665. Hill Crest Fruit Store. 369 TALBOT ST.

## Christmas Quality Meat On Sale at Low Prices

The first shipment of the choicest of choice MEAT for the Christmas season is now on sale. If you want a juicy roast of appetizing beef for Sunday dinner, come here on Saturday. Our enormous buying power enables us to sell this choice MEAT at as low or lower prices than other stores. Every slice of MEAT in our store has been Government inspected.

## Oleomargarine On Sale Saturday

Shoulder Fillet Veal, pocket for dressing .....	22c	Fresh Ground Suet, Tenderloins, Calves Liver, Beef Liver, Ox Hearts, Ox Tails, Pork Hearts and Kidneys .....	25c
Choice Veal Chops .....	25c	DON'T FORGET OUR CUT-RATE SATURDAY NIGHT MEAT SALE	
Choice Veal Cutlets .....	25c	Lake Erie Herring .....	10c lb.
Fresh Ham Roasts .....	25c	Extra Special Stewing Veal .....	15c lb.
Shoulder Pork Chop .....	25c		
Extra Choice Rib Roasts Beef .....	25c		
Shoulder Roast Beef .....	25c		
Boneless Rolled Roast Beef .....	25c		
Chuck Roast .....	25c		
Hamburg Steak, fresh ground .....	25c		
Choice Lamb Chop .....	25c		
Smoked Picnic Hams .....	25c		

**WILSON'S** PHONES 5600-1601

## NEW ROUTE TO WESTERN CANADA PROVING POPULAR

Runs Through Famous Clay Belt of New Ontario and the Cobalt Mining District.

On your next trip to Western Canada, why not travel the new route, see the wonderful land opened up in Northern Ontario by the Transcontinental Railway, and gain a glimpse of the great westward flight. The "National" uses the rails of the Grand Trunk to North Bay, the Temiskaming and Northern Ontario (Provincial Government line) to Cochrane, and the Canadian Government Railways to Winnipeg, where it links up with the Grand Trunk Pacific for all important points in Western Canada.

A pleasant daylight run to Toronto, an evening in the Queen City, and the "National" is ready to carry you westward. The departure of the "National" from Toronto is at 9:30 p.m. on Tuesdays, Thursdays and Saturdays. North Bay is reached next morning, and the train opens for your admiration all the lake-lake beauties of the territory, served by the T. and N. O. line. This is followed by a wonderfully interesting trip through the sparsely-populated territory of New Ontario, giving the traveler an opportunity of inspecting this fertile region, including the famed clay belt, where tens of thousands of settlers will make their home in the future. The area of New Ontario is 350,000 square miles, fully four times the size of old Ontario, and in addition to great expanses of good farming land, it has wonderful resources in timber, minerals, water power, fish and game. The three railways have combined to make the passenger service over this new road the equal of that offered anywhere on the continent. The smooth, straight and level roadbed embodies all that has been learned in three-quarters of a century of railroad building. The dining-car service is unexcelled, and the greatest travel comfort is assured. Full particulars from any Grand Trunk ticket agent, or C. E. Horning, district passenger agent, Toronto. D. 22

## CAKE SPECIALS AT PETERS

This Week--

will be  
**Tutti-Frutti Bar**  
a light cake with French fruits,  
20c Each.

**CANDY DEPARTMENT**  
PEANUT BRITTLE,  
hot from the kettle.  
Regular 30c lb. Saturday 26c lb.

Peters give special service

WATCH THIS SPACE UNTIL CHRISTMAS

Your Daughter's Christmas

Will be made happier with a pair of our Felt Slippers.  
Nifty creations for comfort.

55c, 65c, 90c and \$1.10

COOK'S SELECT SHOE STORE

WANT NEW ORGAN.—A campaign is in progress among the members of the congregation of Father Street Baptist Church to raise money to install a new organ and change the choir gallery. The present organ was installed some fifteen or twenty years ago.

Private Greeting Cards

We have the card you want

ORDER NOW

Hay's Stationery

173 DUNDAS STREET.  
Phones 150 or 53.

Hardwood

ANDERSON

Phone 1391,  
495 York St.  
2XV

Taylor's Beef, Iron and Wine

Finest Quality—Large Bottles.  
Regular \$1.00 for 50c at

Taylor's 6 Cut-Rate Drug Stores

NECKWEAR

In fancy boxes. Prices 35c, 50c, 65c, 75c, \$1.00, \$1.25, \$2.00, \$2.25.

Beautiful silk designs. Prices \$1.75, \$2, \$2.25, \$2.50, \$3, \$3.50

Men's Sweater Coats

A special late purchase from the factory. A large quantity in sizes 36 to 48. Buy your coat now and save money at these prices

95c, \$1.95, \$2.95, \$3.95, \$4.95, \$5.95, \$6.95, \$7.95, \$8.95, \$9.95

We specialize in Stanfield's Unshrinkable Underwear, Red Label Brand, in sizes 34 to 50. Ask for advertised articles and save money. Come early and often.

Giant Clothing House

The real live store. Famous for their little prices.  
120 DUNDAS STREET. Open Evenings. PHONE 1644.

Look for the big Arrow Sign and name over the door before you enter. Wholesale and retail dealers in Raincoats, Gloves and Mittens. The largest High-Class Workmen's Outfitters in Western Ontario.

## ROWAT'S CHRISTMAS SPECIALTIES

SANTA CLAUS STOCK-INGS

The joy of the kiddies. Contain funmaking toys that add pleasure to life.  
15c to \$10.00.

CHRISTMAS CRACKERS

Fun for grown-ups and fun for youngsters. Contain hats, caps, toys, jewelry and conundrums.  
25c to \$2.50 per box.

ALMOND PASTE

Making macaroons? You'll find this paste delicious.  
35c a package.

FRUITS FOR COOKING

Your baking will be best if we supply the fruit. A complete stock. All first quality.  
FRUIT. PEELS. SPICES.

CHRISTMAS SUGGESTIONS

Liver Raisins, 40c and 50c per lb. California Walnuts, 50c per lb. Almonds Filberts Brazils  
30c Lb.

NO-EG A SUBSTITUTE

Use it in cooking, just as you would eggs. It reduces the cost to the equivalent of eggs at 15c per dozen. Ask your neighbor about NO-EG.  
White and Yolks, 35c.

PHONE YOUR ORDERS

It gets the same care and attention as though you called.

T. A. ROWAT & CO.

250 DUNDAS ST. PHONES 3051-3052.

BORDEN'S EFFORT TO GET VOTES NULLIFIES REINFORCEMENTS CRY

Hundreds of Thousands of Dollars Wasted on Tribunals.

RIDGETOWN, Dec. 13.—Just why Mr. Hazelwood is sending out such urgent messages from London telling farmers' sons that they are exempted and undoing the work of tribunals that have cost the country hundreds of thousands of dollars, was discussed at a big meeting held here tonight in the interests of Archie McColg. The whole scheme is declared to be a last-minute effort to catch votes, and in spite of all the urgent appeals that were formerly made about the urgent need of men for overseas, many regard the present situation as ludicrous.

Mrs. Henry Stokes, who has had one son killed at the front and another recently awarded the Military Medal in France, spoke strongly in favor of Mr. McColg.

"Now if ever," she said amid enthusiasm, "Canada needs men like Mr. McColg, who are fair and square and are fighting for the rights of the people."

Men answers were made by J. C. Elliott, R. L. Brackin, R. L. Gennell of Blenheim, and the chairman, W. E. Galbraith.

Members New York Consolidated Exchange, Philadelphia Exchange, Standard Exchange, All New York, New York Curb and Standard stocks carried on reasonable margin. Commission one-eighth. Unexcelled service.

J. M. YOUNG, Manager  
Phone 707. 2XV

KEMERER, MATTHES & COMPANY

BROKERS.

Members New York Consolidated Exchange, Philadelphia Exchange, Standard Exchange, All New York, New York Curb and Standard stocks carried on reasonable margin. Commission one-eighth. Unexcelled service.

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95c, \$1.95, \$2.95, \$3.95, \$4.95, \$5.95, \$6.95, \$7.95, \$8.95, \$9.95

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## SHORTAGE OF CHEESE AND BUTTER MAKERS IS FEARED NEXT YEAR

The following letter emphasizing the need of more cheese and butter makers

In Canada has been sent out by H. H. Dean, professor of dairy husbandry at the O. A. C., Guelph:

The importance of dairy products in connection with the present world-shortage of food, cannot be overestimated. Dairy farmers are being urged to

produce to the limit, which is quite important, but it must be remembered that dairy farmers, in most cases, prepare raw material in the form of milk and cream, which must be further changed or manufactured into concentrated food products like cheese, butter, and condensed or powder milk. Without this manufacturing process, the great dairy industry of Canada would be seriously handicapped—in fact would be almost crippled. In order to manufacture these food products, a factory, properly equipped, and those passing the examinations at the end of the twelve weeks

course are practically sure of a job at good wages for next season.

Some good friends of the dairy industry of Canada, who were wise enough to see the threatened menace to the business, have furnished cash scholarships to the value of \$125 to be given to successful students of the dairy school

at Guelph, which opens January 2, 1918. Any person not fit for immediate military service will be allowed to take this course, and those passing the examinations at the end of the twelve weeks

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## WEGNER'S "The Heart of London"

THE TIME IS SHORT—A LITTLE MORE THAN TWO WEEKS WILL WIND UP

## Our 10th Annual Sale

These prices cannot last forever, so take advantage of them now and lay in a big supply of winter clothing and furnishings. You will thank us for saving you money.

UNDERWEAR SPECIALS.

Two-Piece Suits .....\$1.25, \$1.50, \$2.00, \$2.25 per garment  
Combination Suits .....\$1.50, \$2, \$2.25, \$2.50, \$3 and \$3.50

These include Stanfield's, Penman's and Tru-Knit.

## SPECIAL! 150 Sheep-Lined Coats

With corduroy, duck and whiped tops, good large collar, a matchless coat for cold weather

.....\$7.50, \$8.50, \$9.50, \$10.50, \$11.50, \$12.50

Suits .....\$0.95 to \$22.50  
Overcoats .....\$12.50 to \$22.50

Pants .....\$2.25 to \$6.50  
Sweater Coats, \$1.95 to \$11.50

Raincoats .....\$5.95 to \$14.50  
Overalls .....\$1.50 to \$2.25

Neckwear .....25c to \$1.00  
Hats .....\$1.50 to \$3.50

Caps .....65c to \$2.00  
Fur Caps .....\$7.50 to \$13.50

Pine Shirts .....75c to \$2.00  
Work Shirts .....85c to \$1.75

Gloves and Mitts 50c to \$5.00  
Socks .....25c to \$1.00

Look for the big black and yellow sign, opposite the market. Remember, a dollar saved is a dollar earned.

WEGNER'S

The Heart of London. 371 TALBOT STREET. OPPOSITE THE MARKET. Phone 1849. Open Evenings.

Christmas Gifts From a Jewelry Store

Extra Specials in Ladies' and Gents' Umbrellas

Ladies' Umbrellas, gold-filled and sterling silver mounted handles. Regular \$5.00. For .....\$3.50

Ladies' Umbrellas, sterling silver mounted handles, with rings. Regular \$5.00. For .....\$3.50

Ladies' Umbrellas, newest designs, ivory mounted handles, with cords. Regular \$6.00. For .....\$4.00

Gents' Umbrellas, gold-filled and sterling silver mounted handles. Regular \$5.00. For .....\$3.50

STORE OPEN EVENINGS UNIT XMAS.

## SELLING OUT ALL BRASS GOODS

Every item in this list is reduced to clear the entire stock, as we are discontinuing this line. If you need Brass Goods, buy now. In Basement.

Red Top Electric Toaster and Cooker. Special at .....\$4.00

One only Brass Umbrella Stand, regular \$2.50, for .....\$2.00

Ten only Solid Brass Cuspidors, sell regularly at \$2.00, for .....\$1.00 each

Mahogany Pedestal Smoking Sets, with brass tray, \$6.50, for .....\$5.00

Solid Brass Pedestal Smoking Sets, regular \$4.00, for .....\$3.00

Brass Smoking Sets, four-piece, on tray, regular \$7.00, for .....\$5.00

One dozen Thermos Bottles at \$1.50 each

Solid Copper Four-Piece Smoking Sets, antique design, \$4.00, for .....\$3.00

Brass Fern Pot, mounted on shell, regular \$9.50, for .....\$6.00

Brass Fern Pot, a few to clear out at .....\$1.00 each

One pair only Large Brass Candlesticks, 30 inches high, reg. \$15.00, for .....\$10.00

One only 24-inch High Candlestick, regular \$6.00, for .....\$4.00

One only 20-inch High Candlestick, regular \$4.50, for .....\$3.00

One only 16-inch High Candlestick, regular \$3.50, for .....\$2.00

Two only Large Brass Serving Trays, with handles, regular \$4.50, for .....\$3.00

One only Long Brass Tray, with handles, \$5.00, for .....\$3.00

Three only Large Round Brass Serving Trays, fancy grape design, \$5.50, for \$4.00

C. H. Ward & Co.

DIAMOND MERCHANTS AND JEWELERS

386 RICHMOND ST. PHONE 1084

This Xmas Give Useful Gifts

## MAJESTIC ELECTRIC HEATERS

Price, only .....\$8.50

## VELOCIPEDES

Price .....\$3.00 up

## WAGONS FOR BOYS AND GIRLS

Price .....\$1.75 up

## TOBOGGANS

Price .....\$2.75 up  
All sizes in stock.

## EVER-READY FLASH-LIGHTS

Price, regular \$1.25, at .89c

## THE PURDOM HARDWARE CO.

124 DUNDAS STREET. PHONES 2800, 2801.

## Shop Early

THE STORE OF GOOD FOOTWEAR

## MAKE ALL FEET YOUNG!

At night, take off your stiff leather shoes and slip your tired feet into a pair of soft Dan'l Green Comfy Slippers. These little beds of ease seem to rest your whole body, they rest your feet so well. There is a Dan'l Green Comfy for every foot. Call and see our wide variety.

Charming styles and shades for women. Little Picture Comfys for children. Sensible Slippers for men. Only Dan'l Green's—with the Comfy scroll trade mark on the inner sole, are Comfys. It's a pleasure to sink into the thick, cushiony soles of Dan'l Green Comfys as you walk around the house.

## Men's Leather Slippers

We are showing a complete line of Men's House Slippers, in all the popular styles, both black and tan—

\$1.50 to \$3.50

JOHNSTON & MURRAY

LONDON. ST. THOMAS.