

ROWAT'S COFFEE
The best procurable. Please particular people.
55c PER POUND
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NEW ORGANIZATION AT TALBOT STREET CHURCH

A meeting was held on December 19 at Talbot Street Baptist Church for the purpose of electing officers and committees for the new organization undertaken by the men of the church. At this meeting it was decided to call the new organization "The Baracca Brotherhood of the Talbot Street Baptist Church." The following officers and committees were elected:
Honorary President—Rev. H. H. Blingham.
President—Dr. Fox.
First Vice-President—A. P. Miller.
Second Vice-President—Mr. Campbell.
Secretary—C. Tomlin.
Treasurer—M. Dale.
Membership Committee—C. Tomlin, P. Shotte, Mr. Cressman, Andrew Dale, H. P. Fox.
Visiting Committee—Mr. Menhenick, Mr. McGill, Dr. Bryan, Finch.
Entertainment Committee—A. J. Clark, A. Greenleaf, C. Kelly, M. Miller, N. F. Foster.
Church Aid Committee—J. Holman, Mr. Flanagan, Wm. Walters, F. Carnan, N. Mills.
Wardens—Mr. Cressman, Andrew Dale, H. P. Fox.

Individuality
is the keynote of our success as a military and fur business in London.
BELTZ & CO.

Delighted!

Just think how delighted SHE would be to receive a Diamond for Christmas! There would be nothing nicer. It would be especially "YOUNG" boxes. This would assure her of the good quality of the stone.

We have them as low as \$10, but make special values in our rings at \$37, \$48 and \$54.

YOUNG'S
Jewelers and Opticians.
LONDON.

LONDON GIRL WEDS IN DES MOINES, IOWA

DES MOINES, Iowa, Dec. 20.—The marriage of Dr. Aldine Dickinson of London, Ont., to Arthur G. Kenworthy, was quietly celebrated here on Wednesday evening in their new apartments, in the presence of twenty friends. The bride who is the daughter of Mr. and Mrs. J. Arthur Dickinson of London, has been living with her uncle here, studying and practicing osteopathy. The groom is a member of the firm of McNamara & Kenworthy.

THEY SAID:
"We do not hesitate in saying this is without doubt the best copy we've had for a long time." (It was a new client.)

Federal Advertising Agency
T. H. VULL
Dominion Savings Building,
LONDON, CANADA

Don't Forget the Baby!

We have not forgotten him in preparing for the Christmas trade, and have gathered together one of the most striking displays of baby's novelty footwear in Western Ontario. Buy the baby shoes, and its mother will appreciate your thoughtfulness.

Cook's Shoe Store
STORES OPEN TONIGHT

Saturday's Sale of Lowney's Caravan Chocolates 49c

CHILDREN'S AID CAMPAIGN FUND REACHES \$6,708

Canvassing Near End, But Officers Will Accept Subscriptions.

MORE URGENTLY NEEDED

Objective of Drive Is \$14,000 and Full Amount Is Required.

So far as the canvassers are concerned, the Children's Aid Society and Child Welfare campaign to raise \$14,000, twelve thousand for the former and two thousand for the latter, is practically at an end, owing to the fact that Christmas week business responsibilities now demand the attention of the many businessmen who have given their services at great personal sacrifice. The newspaper offices and the G. T. R. ticket office, corner of Dundas and Richmond streets, will keep their lists open for some days, however, as owing to the urgency of the work obtaining the objective is not only desired but required.

An opportunity is still afforded through the subscription lists to give a Christmas present however small, to the Children's Aid Society for the purpose of making life happier and better for neglected, dependent, destitute and delinquent children and to the Child Welfare for its work of reducing the death rate among little children.

The following are the new subscriptions received since yesterday:
Already acknowledged \$5,423.60
McMahon & Granger 150.00
Neal Bread Co. 100.00
Smullin & Ingram 100.00
"31" 100.00
Geo. White & Sons 50.00
Richard Wilcox Co. 50.00
London Soap Co. 50.00
John McChary 50.00
T. F. Kingsmill 50.00
Ontario Furniture Co. 25.00
Hubert Asplund & Sons 25.00
Sterling Bros 25.00
Arthur Keene 25.00
J. B. Escott & Co. 25.00
McLeod, Nolan & Co. 25.00
Jas. Cowan & Co. 25.00
H. P. Brown 25.00
Purdom & Purdom 25.00
R. J. Young 25.00
W. F. Young 25.00
John Campbell & Sons 10.00
E. V. Buchanan 10.00
Loyal Council of Women 10.00
T. W. McFarlane 10.00
Edgar Jeffery 10.00
J. A. Brownlee 10.00
Jas. McCormick 10.00
Anderson Bros 10.00
L. H. Scandrett 10.00
A. O. Jeffery 10.00
Alma Daughters Society 5.00
Miss C. M. Jeffery 5.00
R. E. Ruse 5.00
F. W. Cairns 5.00
P. B. Wallace 5.00
N. Mills 5.00
W. Morgan 5.00
W. H. Tennent 5.00
W. W. Scandrett 5.00
W. Simson 5.00
Wm. Gerry & Sons 5.00
John Hesman 5.00
Ruth, Margaret and Douglas 5.00
May 5.00
A. Hunt 5.00
R. J. Donaghy 5.00
J. H. Slaughter 5.00
Henson & Wilcox 5.00
Wm. McPhillips 5.00
Kerrichan, Launer 5.00
W. H. Shoobham 5.00
Keith Hammond 5.00
Mrs. T. C. Dunan 5.00
C. W. McGuire 5.00
N. Collett 5.00
Paul Doig 5.00
D. D. Lethbridge 5.00
B. N. C. Scandrett 5.00
Mrs. J. Stevely 5.00
W. H. Richardson 5.00
A. Oettinger 5.00
W. Harvey 5.00
Thos. Bryan 5.00
T. A. Rowat 5.00
Mrs. R. A. Ross 5.00
C. C. English 5.00
Auto Supply 5.00
Mrs. John Anderson 5.00
J. T. O'Neill 5.00
Anonymous 5.00
Thos. Nickle 5.00
Miss McEbert 5.00
Gardner, Cash and Carry Store 5.00
J. A. Wilson 5.00
C. E. McCutcheon 5.00
Justice Ladies' War 5.00
M. Fishbel 5.00
Geo. F. Morris 5.00
F. A. Buevly 5.00
J. W. Whitty 5.00
D. Gualito 5.00
Mrs. B. Twichen 5.00
J. H. Hiscocks 5.00
\$6,708.00

Mysterious Man! Explosion! Girls Imagine Murder

But It Was Only E. V. Buchanan Being Shot by Photographer.

The office of Manager E. V. Buchanan of the public utilities commission was the scene of a near panic yesterday. A stranger to the area in the office walked in and asked to see Mr. Buchanan. He was shown in to the manager's private office. In his hand he carried a mysterious looking case. Convinced of the man's identity, the girls dismissed the incident from their minds and went on with their work, firm in their belief that Mr. Buchanan could take care of himself against all-comers. It did not occur to them to notify the police.

ROSS' LIMITED
MANUFACTURERS

FURS

DIRECT FROM OUR OWN FACTORY—EVERY ARTICLE GUARANTEED.

Best Selected Hudson Seal Coats From \$197.50 and Upwards

Selected Northern Canadian Muskrat Coats \$120 upwards

Alaska Sable Muffs \$27.50 and upwards

Canadian Mink Muffs \$38.50 and upwards

Hudson Seal Muffs \$25.00 and upwards

Fur Sets in all the leading furs—Capes, Neckpieces, Scarfs, and Stoles. Everything up to the latest in style and down to manufacturers' prices.

HIGHEST PRICES PAID FOR RAW FURS.

Ladies' Wear Department

Special Clearing Values in Suits

Special values in Silk Plush Coats \$28.50 and up

BLOUSES

New Style Blouses just in, in wash silk, crepe de chine, georgette, etc.

Christmas Neckwear, Handkerchiefs, Gloves and Hosiery.

Phone 1319 196 Dundas Street

between the two offices off its hinges started the girls nearly into hysterics. With war whoops that would have done credit to a full-blooded Apache, they announced the fact that somebody had been shot. Mustering up all the courage at their command, they decided to investigate. The door was opened and into the midst of the smoke they rushed. They found Mr. Buchanan and the mysterious stranger, who proved to be Arthur A. Gleason, apparently on the best of terms.

All Happy.
Mr. Buchanan was standing beside his desk, wearing his best company smile, and Mr. Gleason was preparing his camera for another flash-light of the general manager as a man of affairs. The explosion, which was not nearly as bad as it had appeared, was caused by the setting off of the flash in order to take the photo which will be used in the annual report of the activities of the public utilities commission.

"THEY WHO COME BACK."
"They Who Come Back" is the title of an artistic little book of collected verse by Amy Campbell. It is particularly suitable as a gift to soldiers or friends of the boys "coming back." Price, 35 cents, postpaid. Address, Amy Campbell, care of The Advertiser, London, Ontario.

The Purdom Hardware Co.



VACUUM CLEANERS

Hoover\$75.00
Northern Electric\$45.00
Eureka\$48.00
Regina\$30.00
Sweeper Vac\$50.00

HAND POWER

Household\$11.50
Grand Rapids\$13.00
Superba\$15.00

Castle Builders FOR THE BOYS.
Prices 50c, 75c, \$1.50, \$3.50, \$6.00

Cut Glass Special
Richly-Cut Cream and Sugar, worth all of \$1.50 pair. While they last \$1.50 pair



Casseroles
Make a very useful gift. Price, \$2.00 up

Roast Pans
This new thing get in target. Stainless steel. \$1.25 each



"Star" Skates
\$1.25 pair up to \$1.50 pair up

Pyrex
A Full Stock Just Arrived

Pyrex Dinner Plates 15c pair
Pyrex Saucers 15c pair
Pyrex Mugs 25c pair
Pyrex Coffee Cups 50c set
Pyrex Tea Sets 75c set
Pyrex Sugar Bowls 25c each
Pyrex Creamers up to \$2.50
Pyrex Butter Dishes \$1.00 and \$2.00
Pyrex Pie Plates 50c each
Pyrex Baking Dishes \$1.50 each
Pyrex Casseroles \$2.25 each
Pyrex Mixing Bowls \$4.75
Pyrex Bread Pans \$5.00
Pyrex Baby Food \$3.50 up

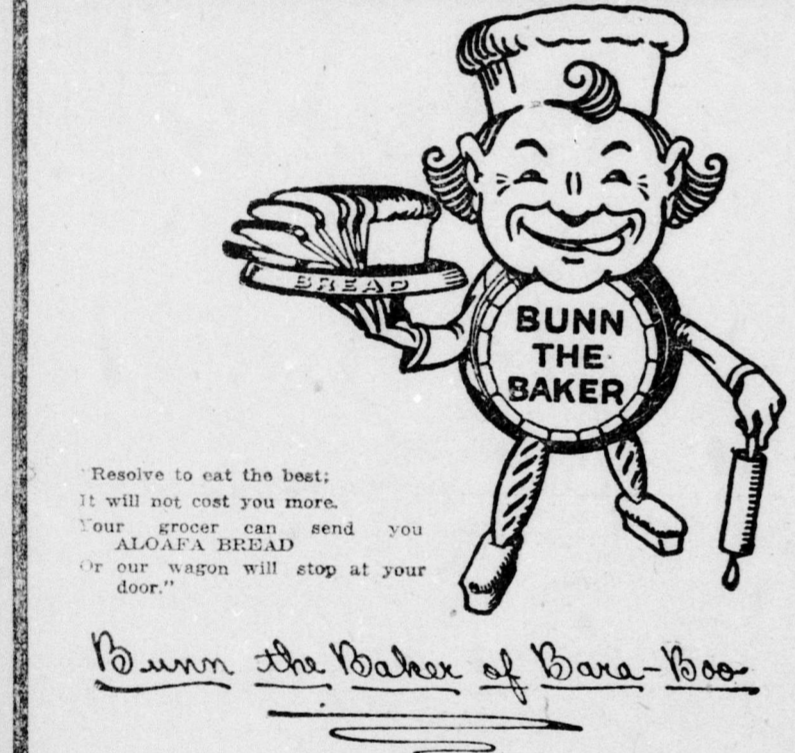
The Purdom Hardware Co.
124 DUNDAS STREET

IMPORTANT CHANGES IN TRAIN SERVICE—CANADIAN PACIFIC RAILWAY, EFFECTIVE NOVEMBER 1, 1918.

FOR CHRISTMAS
Gifts you like to give. Christmas cards, stationery, and other holiday necessities.

Our Retreading
IS QUALITY WORK, NOT THE AVERAGE

London Tire Repair Dept.
151 Wellington Street
A. WILSON - GUY SERVICE



"Good Bread and Butter---the foundation of the meal"

YOU HAVE often heard people say: "Well, give me good bread and butter, and I can make a good meal, no matter what else there is." True, but they always stipulate good bread and good butter. A meal will be made or marred by its bread-and-butter.

Is YOUR table furnished with the best bread, or are you still unacquainted with

NEAL'S Aloaf A Bread

The first slice of NEAL'S ALOAFA BREAD you eat, you'll instantly acknowledge that here is a new quality and a new standard in bread—a different loaf and a better loaf.

Now, this is true whether you judge by the flavor, the appearance, the lightness, whiteness, uniformity, or just by its "satisfying" qualities.

Resolve to eat the best—without paying more. Your grocer—ask him to send you just one loaf of NEAL'S ALOAFA BREAD to try. We'll leave the rest to you.

We Invite the Table Test

Neal Baking Co., Limited
Phones 1313 and 2173

Bread Factories at
Windsor, London, Sarnia, St. Thomas.

EAT NEAL'S ALOAFA BREAD
PURITY AND QUALITY



Parnell's Raisin Bread

For Your Christmas Dinner

It will be delicious, full of Golden Sun-kissed Raisins and peel, and just a little better than mother used to make, because it will be made from Parnell's famous raisin bread recipe.

Many people steam this bread, and with a thick rich sauce make a

Delicious Pudding for Christmas Dinner

Get your order in early or you may be disappointed. There is a big demand for Parnell's Raisin Bread when we bake it specially, and we expect this year, on account of the scarcity of currants, peel, etc., that the demand will be doubled.

Bread for Dressing
the chicken, duck, goose or turkey. Parnell's special bread makes a delicious dressing. Order it early and let it stale for a day or two. It will be a great deal crispier and tastier.

Parnell The Breadman
---Phones 929, 1390---