

ROWAT'S COFFEE

The best procurable. Please particular people.

55c PER POUND

256 Dundas St. W. Phone 2051-2052
Canada Food Board License
No. 8-3422NEW ORGANIZATION AT
TALBOT STREET CHURCH

A meeting was held on December 19 in Talbot Street Baptist Church for the purpose of organizing 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. Bingham.

President—Dr. Fox.

First Vice-President—A. E. Miller.

Second Vice-President—Mr. Campbell.

Secretary—C. Tomlin.

Treasurer—M. Dale.

Membership Committee—C. Tomlin, P. Shute, Mr. Cressman, Andrew Dale, H. P. P.

Visiting Committee—Mr. Menhennick, Mr. McGill, Dr. Bryant, W. Finch.

Entertainment Committee—J. Clark, J. Greenlake, C. Kelly, M. Miller, N. P. Foster.

Church Aid Committee—J. Holman, Mr. Pinwater, Wm. Walters, F. Carnes, N. Mills.

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.

For the Little Girl:
Rubber Boots, Rubber Shoes, Slippers, Rubber Shoes, Leather Shoes, Leather Slippers, Military Hair Brushes.

For the Big Fellow:
Club Bag, Leather Traveling Companions, Slippers, Military Hair Brushes.

For Sister, Mother:
Slippers, Spats, Rubbers, Shoes, Handbags, Club Bags, etc.

For Dad:
Slippers, Rubbers, Club Bag, Shoes.

Anything exchanged after Christmas if not correct.

Cook's Shoe Store

STORE OPEN TONIGHT

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

REGULAR 65c.

This is the only store in London selling Lowney's Caravan Chocolates.

Christmas Candles in Fancy Boxes.

LOWNEY'S CANDY SHOP.

Next Majestic Theatre.



Individuality

is the keynote of our success in millinery and fur hats and dressmakers 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 acceptable if it came in one of "YOUNG'S" 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 \$27, \$48 and \$14.

Each of these rings has a blue-white, finely-cut stone, mounted in a 14k. solid gold setting. The difference in price is accounted for by a slight difference in the weight of the stone. Come in and see these rings. You are under no obligation to buy.

YOUNG'S

Jewelers and Opticians.
LONDON.LONDON GIRL WEDS
IN DES MOINES, IOWA

DES MOINES, Iowa, Dec. 20.—The marriage of Dr. Adeline Dickinson of London, Ont., to Arthur G. Kenworthy, was quietly celebrated here on Wednesday evening in their new apartment, 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 ophthalmology. 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
AgencyT. H. YULL
Dominion Savings
Building
LONDON, CANADABUNN
THE
BAKER

Bunn the Baker of Bana-Boo

"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
AloafA Bread

(Sold for cash only)

The first slice of NEAL'S ALOAF A 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 ALOAF A BREAD to try. We'll leave the rest to you.

We Invite the Table Test

Neal Baking Co., Limited
Phones 1313 and 2173Bread Factories at
Windsor, London, Sarnia, St. Thomas.Food Board
of Canada License No. 5-448CHILDREN'S AID
CAMPAIGN FUND
REACHES \$6,708Canvassing 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 busy business men and have given their services at great personal sacrifice. The newspaper offices 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 to the Children's Aid Society for the purpose of making life happier and better for neglected, dependent, delinquent and abandoned 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 \$5,425.00

McMahon & Granger 150.00

Real Bread Co. 100.00

Smallman & Insard 100.00

Geo. White 100.00

Richard Wilcox 50.00

London Soap Co. 50.00

John McClary 50.00

T. P. Kingsmill 50.00

Hubert Ashplant & Sons 25.00

Sterling Bros 25.00

Arthur Keene 25.00

T. H. Scott & Co. 25.00

McLeod, Nolan & Co. 25.00

Geo. Cowan & Co. 25.00

H. B. 25.00

Purdum & Purdom 25.00

R. J. Young 25.00

John Campbell & Sons 20.00

R. E. Buchanan 10.00

Local 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. D. Jeffery 10.00

Alma Daughters' Society 5.00

Miss C. M. Jeffery 5.00

R. E. Ruse 5.00

E. W. Cairns 5.00

P. H. Wallace 5.00

N. H. 5.00

A. J. Morgan 5.00

W. H. Tennent 5.00

T. W. Scandrett 5.00

Wm. Simson 5.00

Wm. Gerry & Sons 5.00

John Heaman 5.00

Ruth, Margaret and Douglas 5.00

May 5.00

A. M. Hunt 5.00

R. J. Donaghy 5.00

J. H. Sanster 5.00

Henson & Wilcox 5.00

Wm. McPhillips 5.00

Kernohan Lumber Co. 5.00

Mrs. T. C. Duncan 5.00

C. W. McGuire 5.00

N. Collett 3.00

Paul Dole 2.00

D. D. Letbridge 2.00

B. N. C. 2.00

Mrs. J. Stover 2.00

W. H. Richardson 2.00

A. Oettinger 2.00

W. Harvey 2.00

Thos. Bryan 2.00

T. A. Rowat 2.00

Mrs. R. A. Ross 2.00

G. C. English 2.00

Auto Supply 2.00

Mrs. John Anderson 2.00

J. T. O'Neill 1.00

Anonymous 1.00

Thos. Ninkle 1.00

Miss McRobert 1.00

Gardners, Cash and Carry Store 1.00

J. A. Wilson 1.00

C. B. McCutcheon 1.00

Just-Rite Ladies' Wear 1.00

M. Fishbely 1.00

Geo. P. Morris 1.00

R. A. Bayley 1.00

J. W. Whitby 1.00

D. Cusolito 1.00

Mrs. B. 1.00

J. H. Hisecks 1.00

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
AgencyT. H. YULL
Dominion Savings
Building
LONDON, CANADAMysterious Man!
Explosion! Girls
Imagine MurderBut 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 girls 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 containing goodness only knew what. How their minds 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.

Aha, the Murder.

Presently an explosion that rattled the windows and all but took the door

between the two offices off its hinges startled 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. Muttering 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 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." 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.

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
DepartmentSpecial 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

The Purdom Hardware Co.



Let Santa make her Xmas happier with a HOOVER

Gillette
Safety Razors

Gillette \$5.00

Auto-Strip \$5.00

Gem \$1.50

Ever-Ready \$1.25

Straight English, old style \$1.75 each

Children's Hand Sleighs

Flat Steel Runner 30c up

Steel Spring Runner 60c up

High Wood Sleighs 75c up

Kiddo Sleighs \$1.75 up

Toboggans \$2.75 up

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 \$3.50 pair. While they last \$1.50 pair

Casseroles

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

Roast Pans

This is one thing you can't get elsewhere. Price, \$1.50 each up

"Starr" Skates

Price, \$1.25 pair up

A Full Stock Just Arrived

Shaving, Toilet, and Bathing Goods

Majestic Electric Razors, \$1.50 and \$2.00

Brushes, Combs, and Hairpins, 50c and 75c

Shampooing Bottles, 25c each

Alum, 10c each

The Day After Tomorrow, 85c

Baby's First Christmas, \$3.00 up

The Purdom Hardware Co.

134 DUNDAS STREET

LONDON, ONT.

Phone 1319

Sole Agents for the District of Columbia

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