

WHAT'S TEAS
 Where Dining Is a
 Fine Art.
 65c, 75c, 85c, \$1.00, \$2.00 Pound.
T. A. ROWAT & CO.
 250 Dundas Street. Phone 5951-3052.

The Store With the Stock
W. J. WRAY
 MAKE YOUR
 Selection for Christmas.

DON'T WORRY OVER
YOUR TIRE TROUBLE
Double Mileage
 PUNCTURE-PROOF SERVICE.
 ASK
ART WILKES
 London Tire Repair Depot.
 254 Wellington. Opp. McGarry's.
 ywt



\$7.50 Eyeglasses
and Spectacles
 Friday and Saturday
\$5.00

These are shell rims,
 large, round, toric lenses.
 This price includes exam-
 ination and fitting.

Optical Department.

C.H. WARD
& CO.
 Diamond Merchants and
 Jewelers,
 386 RICHMOND ST.

Oxy-Acetylene
Welding
 We Weld Cast Iron, Auto Parts,
 Machinery, etc.
Dennis Wire and
Iron Works
 FOOT OF DUNDAS STREET.
 PHONE 3601. law-t

Dominion Stores, Ltd.
 Three Stores in London.
 CARRY YOUR GROCERY ORDER
 THIS WEEK AND COMPARE
 PRICES. tf-lawt

NEW PRICE FOR
LEHIGH VALLEY
COAL
\$16.50 a Ton
 MITHING COAL, \$16 A TON.
 Delivered Anywhere in London.
ORCHARD'S
 45 YORK STREET. PHONE 384.

De Luxe Cafe
The Diningroom Beautiful
 Over Nash Jewelry Store,
Businessmen's Lunch
50 Cents
 a la carte at all hours.
 DE LUXE ORCHESTRA—6 to
 7:30 p.m., 10:45 to 12:15 midnight
 Phone For Reservation, 1430.
BERT THOMAS, Manager. xt

HUNT BROS.
COAL
 EGG, STOVE, NUT
 AND PEA COAL.
WELL
SCREENED
 PROMPT DELIVERY.
 276 WATERLOO STREET.
 Phone 412. xt

For guaranteed low cost life insur-
 ance, as issued by Travelers'
 Ins. Co., see
GEORGE S. CURTIS
 476 Richmond St. xt Tel. 436J.

The London Loan
Company of Canada
 MORTGAGES AND REAL
 ESTATE AGREEMENTS
 PURCHASED.
M. J. KENT, Manager. ywt

FURS

COATS AND WRAPS.
 From specially selected skins.
 Best workmanship, special linings
 and trimmings.
BELTZ & CO.
 PRACTICAL FURRIERS. ywt

OFTENEST THOUGHT OF FOR
 ITS DELICIOUSNESS.
 HIGHEST THOUGHT OF FOR
 ITS WHOLESOMENESS.

JOHNSTON
BROS' XXX
BREAD

Why not have the best when it
 costs no more?
 Fresh at your Grocer's now.
JOHNSTON BROS. PHONE 944.
 ywt

PROUD OF
EVERY LOAF

Every time a loaf of

T-ZER
 (TEASE HER)
BREAD

comes from our ovens we
 have the joy and pride of
 accomplishing something
 perfect. Order a loaf today
 and you'll appreciate this
 fact. At your grocer's or
 by phoning 1390.

LAY CAUSE OF BLAZE
TO LIGHTED CIGARETTE

Fire caused slight damage to T. N.
 Summer's drug store, 315 1/2 Dundas
 street, at 9:35 o'clock Friday evening.
 The first started in the basement and
 is believed to have been caused by a
 lighted cigarette being thrown away.

DIES FROM INJURIES.
 From injuries received when she fell
 down a flight of steps leading to the
 basement in the home of her brother,
 Mel Bateman, Delaware Township, on
 Tuesday, Miss Selma Bateman, 66 years
 old, died Wednesday. Besides her bro-
 ther, at whose home she was staying
 when the accident took place, she is
 survived by a brother, Charles Bateman.

A Limited Amount of Real

Pea Coal at \$14.50

Absolutely the Best Obtainable.

Jenkins Fuel Co.

TELEPHONE 1391. ywt

Carlyle
TREBILCOCK
OPTICIAN

233 Dundas Street. Phone 2351.
 Two Doors East of Majestic.
 ywt

We have
 Trusses to fit
 all needs.
 Our fitters
 are experts.
 \$1.50 to \$10.00.
ANDERSON
& NELLES.
 268 Dundas St.

ESSERY &
BLACKWELL

630 Maitland Street. Phone 1089.

First Quality Coal and Wood. Prompt
 Delivery.

Stove, per ton \$16.50

Nut, per ton 16.00

Egg, per ton 16.00

Pea, per ton 12.75

Slabs, per load 4.50

Kindling, per load 3.50
 ywt

CEMENT WORK, EXCAVATING
AND DRAIN WORK.

Give Us a Trial.

WILLIAM SMITH

5 Victoria St. ywt Tel. 5458.

J. FERGUSON'S SONS

172-178 KING STREET.

Funeral Directors and Embalmers.

Handsome Motor Car or Hearse

Equipment.

Day or Night Service.

Phone 543. Residences, 2056W-656J

N. J. GRIFFITH

FUNERAL DIRECTOR AND

EMBALMER,

404 Dundas Street, London.

Residence on premises. Phone 459.

GEO. E. LOGAN

FUNERAL DIRECTOR AND

EMBALMER

418 Richmond St. Phone 1968.

Finest Motor and Horse Equipment

ywt

A. L. OATMAN

FUNERAL DIRECTOR.

SEEK EQUIPMENT FOR NEW SCHOOL

Board Committee To Spend
\$3,000 on Science
Department.

Equipment and requirements for the
 new Collegiate Institute, which will be
 opened at the beginning of the year,
 was the main business discussed at the
 meeting of No. 3 committee of the board
 of education held Friday afternoon.

It was decided after some discussion
 to call for tenders, which must be in
 within a week, for the equipment that
 will be necessary. Specifications may
 be obtained from the architect of the
 board of education.

W. H. T. Mooney, principal of the Col-
 legiate, asked that equipment for the
 science department be purchased at an
 estimated cost of \$2,954. Geography and
 library necessities would bring the total
 cost to about \$3,881.50, in the opinion
 of Mr. Mooney, who submitted that it
 would be good business to send the two
 science men concerned to Toronto to
 purchase everything that was necessary
 in order that all material might be on
 hand by the beginning of the year. This
 will be done.

Mr. Mooney stated that second year
 classes would have to be reduced in
 size to fit in the classrooms, and sug-
 gested utilizing, for the time being, the
 clubroom. Slight changes will be made
 in the old Princess Avenue School dur-
 ing the Christmas holidays to accom-
 modate first year classes in January.
 Miss Agnes Vrooman, M. A., special-
 ist in English and history at the Chat-
 ham C. L. and Miss May M. Taylor of
 North Bay, specialist in English and
 history, will join the collegiate staff on
 January 3, at salaries of \$2,000.

Mr. Mooney and Chairman A. A.
 Langford will report back to the com-
 mittee regarding the housing of a janitor
 for the new collegiate.

MACKENZIE KING AT
WOODSTOCK WEDNESDAY

[Special to The Advertiser.]
 WOODSTOCK Nov. 18.—The Liberal
 campaign in North Oxford in the in-
 terests of Dr. Sinclair, the candidate,
 is now well on the way. This week
 the city has been organized by Pat-
 rick Connolly of Windsor, and well-
 attended meetings of workers have
 been held. Dr. Sinclair will open his
 campaign in the country on Monday
 night in the Village of Hickson. For
 Wednesday night's big rally at which
 Mackenzie King is to speak, the ar-
 mories and city hall have been se-
 cured as it is expected that overflow
 meetings will be necessary.

PREPARING FOR HYDRO.
 DORCHESTER, Nov. 18.—Work in
 connection with hydro power lines in
 the surrounding district has been com-
 menced. The line will connect Niles-
 town, Belmont and Harrietsville, and
 several of the concessions. Gangs of
 men are now engaged with the pre-
 liminary work.

**CANADIAN PACIFIC TORONTO-
 NORTH BAY SLEEPING CAR**
SERVICE.

The Canadian Pacific are operating
 between Standard Sleeping Car between
 Toronto and North Bay as follows:
 Leave Toronto 8:30 p.m. daily, except
 Saturday. Returning leave North Bay
 6:10 p.m. daily, except Sunday.
 Full particulars and reservations from
 Canadian Pacific ticket agents.
 77-11-ywt

Perfect Shoulders and Arms
 Nothing equals the
 beautiful, soft, pearly
 white appearance
 Goudard's Oriental
 Cream renders to the
 shoulders and arms.
 Covenants bleaches.
 Will not rub off. Far
 superior to powders.
 Send 12c for
 Trial Size
FERD. J. HOPKINS
& SON
 Montreal

BEAUTIFUL
CHRISTMAS CARDS

Postal and Booklets. Thousands of
 designs. See our display.

Peel's Christmas Store

b

AGRANOVE

Square-Deal Jeweler and Optician.

Can save you money on your
 Christmas gifts that last. Every
 article guaranteed.

Here are a few suggestions and
 our prices:

Gent's Gold-Filled Watches \$12 up

Gent's Waltham Watches \$15.75 up

Ladies' Gold-Filled Wrist

Watches \$7.50 up

Solid Gold Rings, 7 real pearls

and long shape black onyx \$5.00

Toilet Sets, Ivory and ebony \$1.50 up

Nice assortment in the city.

Open Evenings Phone 1742

LOOK FOR THE NEW STORE.

644 Dundas Street. b

You MUST Beat

Carpets and Rugs

But You CAN'T Beat

Seaman-Kent

HARDWOOD

FLOORING

J. S. FERGUSON

481 Richmond St. Phone 390F. b

THE FUNERAL

HOME

Cor. King and Colborne Sts.

Having the Homelike Atmosphere

so essential these days to the

Modern Funeral Establishment.

It provides for a dignified and im-

MINISTER OF HIGHWAYS OPENS NEW PAVEMENT

[Special to The Advertiser.]

WALLACEBURG, Nov. 18.—The Hon.
 P. C. Biggs, minister of highways, and
 Hon. W. M. McLean, the deputy min-
 ister, opened the two and half miles of
 new pavement between Wallaceburg and
 Dresden this afternoon.

In opening the road the minister
 declared that such enterprises were the
 result of co-operation between city,
 county and township.
 "The policy of the department is good
 roads for all the people of the province,"
 but these cannot be built in a day or a
 year. It will be many years before it
 will be possible to have all the roads
 of the province good roads," he de-
 clared.

LIBERAL CANDIDATE BUSY.
 BRIDGEN, Nov. 18.—F. P. Pardee,
 Liberal candidate, addressed the electors
 of West Lambton here Thursday
 night. John Cowan also spoke. Silas
 Miller presided.

Another of London's Industries

PROMPTNESS in Collection and Delivery.

AIR—Immense suction fans completely change and purify
 the air in our Laundry every few minutes.
ROOM—Over 30,000 square feet, all used in handling Laundry,
 Dry-Cleaning, Dyeing and Rug Cleaning.
INDUSTRY (Canadian)—Over fifty per cent of our gross sales
 are paid back to our employees in wages.
SANITARY and Flooded with Sunshine.

IMMENSE Production, with latest equipment and methods.

ART—The laundering of fabrics is an art. Different fabrics
 have to be handled with scrupulous care, in order to
 secure for you prolonged life for your linen.

NEAR you as your telephone. Our numbers are 558-559.

If you wish to see for yourself come any day, any hour between 8
 a.m. and 5 p.m.

Some way and some how

THE PARISIAN LAUNDERS

Should Be Your Laundry, Dry Cleaners, Dyers and Rug Cleaners.

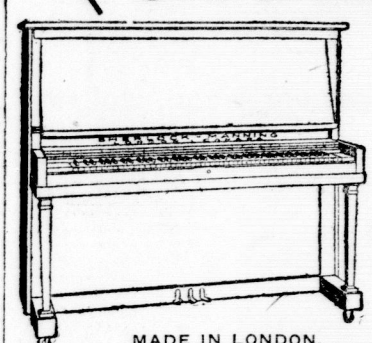
A Piano Specially Built In Canada

Canadians know what distressing effects extremes of
 climate have on certain finishes of furniture—especially
 the ordinary piano finish.

The Sherlock-Manning Piano is finished so that climate
 extremes cannot mar its beauty. The fumed oak and
 art finishes for walnut and mahogany make Sherlock-
 Manning Pianos impregnable to extremes of climate.

That's another reason why you should select "Canada's
 Biggest Piano Value."

The
SHERLOCK-MANNING
 20th Century Piano
"The Piano worthy of your Home"

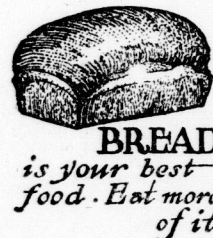


MADE IN LONDON.

Sherlock-Manning Piano Co.
 LONDON, CANADA

Write direct to our factory for
 full particulars,
 catalogue and prices.

*the vitality
 and power
 of an
 Elijah!*



BREAD
 is your best
 food. Eat more
 of it.

Elijah stands for the great thinker and preacher of the age—
 the man with a message to deliver. Such a man must always
 draw largely on physical strength and mental vitality.

He needs nourishment in its simplest form to restore energy
 and supply a further store of activity.

Bread restores tired brains and re-builds worn tissues after
 mental or physical strain.

Bread is the simple, wholesome food that preserves strength,
 vitality and youth far into old age.

NEAL'S Good White Bread

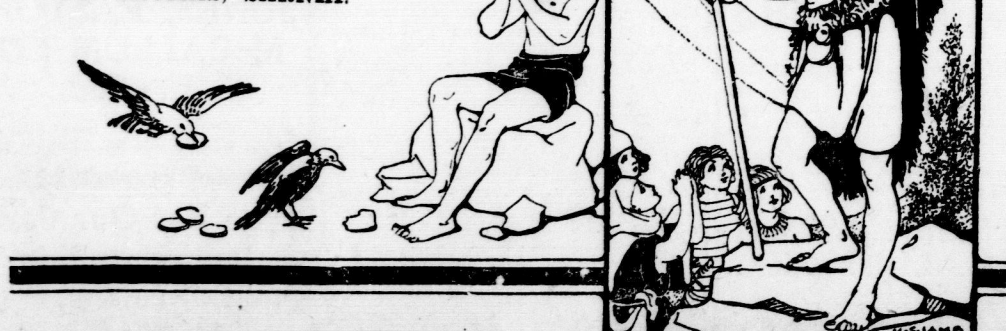
is made from all-pure ingredients, combined by modern ma-
 chinery and methods to give the greatest possible food value,
 in its simplest and most nourishing form.

The best loaves are wrapped.

Order today from your grocer or our wagons.

Neal Baking Co., Ltd.

Bread Factories at
**WINDSOR, LONDON,
 ST. THOMAS, SARNIA.**



UNIVERSITY TO START EXTENSION LECTURES

The Thursday evening extension lec-
 tures, which have been so popular a
 feature of Western University extension
 work, are to be resumed on Thursday
 evening next at the Public Library,
 when Dr. W. F. Tamblin of the depart-
 ment of English will speak on Robert
 Louis Stevenson. There are a large
 number of people in London who are
 admirers of the writings of Robert Louis

Stevenson and Dr. Tamblin has made
 a particular study of his varied work. It
 is expected that there will be at least
 three and probably four lectures on
 the subject of Stevenson's work before
 Christmas, the subjects of which will be
 advertised in the daily papers.

SAY IT WITH MUSIC
 and "Sweet Lady." Two of the latest
 fox trot hits, on Starr Gennett record
 No. 2160. Price 55 cents.—Adv.

FURS

Every fresh quotation from the raw fur market reveals conditions
 which should urge everyone who needs or will need FURS to buy while
 present prices rule.

Our stock of the following comprises:
 BEAVER COATS MUSKRAT COATS
 FRENCH SEAL COATS HUDSON SEAL COATS
 PERSIAN LAMB COATS RACCOON COATS
 TAPE MARMOT COATS MEN'S FUR AND FUR-LINED COATS
 FUR NECKPIECES AND SCARFS.

We have an exceptionally fine stock of beautiful and fashionable FUR
 SCARFS, CAPES, ANIMAL NECKPIECES, CHOKERS and MUFFS, in
 Mink, Ermine, Mole, Hudson Seal, Beaver, Opossum, Sable, Squirrel, Fox,
 Lynx and Wolf, in all the popular and wanted styles.

Our entire floor (Second Floor) devoted to Furs.

Courteous and prompt attention to phone and mail orders.

ILLUSTRATED FUR CATALOGUE ON REQUEST.

SPITTAL BROTHERS, Limited

WHOLESALE FURRIERS AND HATTERS.
 333 RICHMOND STREET. LONDON.

FURS

Direct From the Maker

Save Paying Wholesale or Jobbers' Profits
By Buying Direct From the Manufacturer

Our method of selling direct from our
 factory to the wearer insures reliable gar-
 ments. We guarantee the merchandise
 we make and are responsible for style and
 workmanship, as well as offering values
 such as manufacturers only can offer.

COATS



Hudson Seal Coat, roll collar and
 cuffs, slash pockets, half belt.
 Lined with flowered

silk **\$245**

Hudson Seal Coat, 36 inches long,
 shawl collar and cuffs of dark

Canadian Beaver, box style, slash

pockets. Lined with pussy

willow silk **\$340**

Electric Seal Coat, 36 inches long,
 large shawl collar and deep cuffs of

Isabella Coon, slash pockets, full

belt. Lined with furrier

seal satin **\$175**

Electric Seal Coat, 36 inches long,
 with shawl collar and cuffs of

Australian Opossum, slash pockets,

full belt. Lined with open

flowered satin **\$155**

Electric Seal Coat, 36 inches long,
 with roll collar and cuffs, slash

pockets, full belt. Lined