

ROSS' LIMITED

MANUFACTURERS

FURS

Absolutely Reliable Garments at Manufacturers' Prices

HUDSON SEAL COATS ARE POPULAR.

You will find in our showrooms the most up-to-date styles, serviceable, sensible garments, made of selected pelts, and guaranteed by our label. We quote below just two out of a large range of styles and sizes:

Hudson seal Coat, full box style, chin collar, 6-inch cuffs, lined fancy silk poplin, 40 inches long, 72-inch sweep. Price \$205.00

Hudson Seal Coat, full box style, belted, large roll collar, and 6-inch cuffs, of best Canadian beaver, lined fancy striped; exceedingly rich silk; 38 inches long; 70 inches in sweep. Price \$265.00

Natural Northern Canadian Muskrat Coat, 38 inches long, 72 inches sweep, chin collar; lined best Italian lining \$120.00

Full range of Lynx, Fox, Beaver, Mink, Wolf, Hudson Seal, Sable, Ermine, etc., in sets, muffs, stoles, capes, neckpieces, etc., all at manufacturers' prices.

LADIES' APPAREL

The latest style garments are always found in our showrooms, as daily new models are coming from the hands of our designers and tailors.



New Silk Seal Plush Coats, trimmed in fur, lynx, opossum, coney, South American beaver, etc. Price \$50.00 to \$69.00

Special Silk Seal Plush Coats \$29.50
Velour Fur-Trimmed Coats in taupe, brown, green and burgundy. Prices \$52.00 to \$69.00

English Velour Coats. Prices \$22.00 to \$48.00

SUIT SPECIALS

In velour, silvertone, tweeds, gabardine, pique, etc. Regular prices \$38.00 to \$65.00, now \$29.50 to \$55.00

DRESSES

Just from the maker's hands. Serge \$19.00 to \$34.50
Silks, in charmeuse, duchesse, taffeta, etc. \$24.00 to \$39.00

BLOUSES THIS WEEK

Special Wash Silk, regular \$3.75 for \$1.98
Special Wash Silk, convertible collars \$3.75 to \$5.50
Black Georgette, braided designs \$8.25
White Voile, tailored styles \$2.98
Pique, convertible collars \$1.69
Special Values in Neckwear and Gloves.

PHONE 1319.

196 DUNDAS STREET.

COMMISSION OPENS ITS 62ND BRANCH FOR THIS DISTRICT

Soldiers' Aid Office Opened at Listowel.

A branch of the Soldiers' Aid Commission was organized at Listowel on Tuesday night at a meeting called by the mayor of that town at the request of W. W. Shaver of the local branch. Mr. Shaver spoke on "Returned Men and Their Employment." Election of officers was left to a nominating committee at the general meeting. It is the custom of the Soldiers' Aid Commission to try and form a branch at each town where there are five or more returned men living. The following is a list of the branches and secretaries of the commission in the surrounding country: Auburn, J. A. Malough; Almer, H. Barnum; Bayfield, A. E. (twice); Bothwell, E. E. Lethbridge; Brussels, S. T. Plummer; Dyth, Dr. Milne; Belgrave, Peter Scott; Chatham, Mrs. Reeve; Chesley, E. B. Caldwell; Clinton, A. T. Cooper; Dunnington, Dr. Case; Dutton, Mr. McCollum; Essex, Raines; Exeter, J. A. Stewart; Fort St. Vrain, P. D. Duggan; Galt, A. G. Cork; Goderich, A. M. Robertson; Guelph, Kerwin; Gove, R. Harding; Granton, Thomas Brock; Hensall, Rev. E. F. Smith; Hespeler, O. S. Eby; Ingersoll, R. H. Hull; Innes, Duncan Brown; Kincardine, J. Hunter; Kitchissippi, P. Seully; Komoka, C. Graham; Kintail, C. Stewart; Listowel (vacant); London, E. R. Sayles; London, J. C. Wadsworth; Mitchell, Gladstone Perry; Monro, R. W. Livingston; Port Elgin, E. R. Sayles; Port Huron, J. C. Wadsworth; Parkhill, Wm. Yearley; Preston, C. G. Robertson; Ridgeway, C. H. Eastlake; Rodney, T. C. West; Stratford, E. F. Short; Stratford, J. P. King; St. Thomas, W. C. Coughlin; Sarnia, Rev. M. W. Shaver; Sarnia, C. G. Cadden; St. Marys, Fred Y. Lott; Sarnia, Dr. D. Sutherland; Simcoe, G. McKee; Springford, W. Lindsay; Tillsonburg, H. Fair; Tilbury, Rev. T. Dobson; Union, George Doellittle; Varna, J. McKimley; Windsor, H. Brown; Winchester, W. G. Medd; West Lorne, Archibald McKillop; Walton, J. Short; Wallaceburg, A. G. Campbell; Walkerton, H. M. Lay; Waterloo, P. J. Wright; Wingham, Mayor Bickley; Woodstock, R. E. Lowman; Zurich, H. Hunter.

THIRTEEN HONOR FLAGS FOR MIDDLESEX POINTS

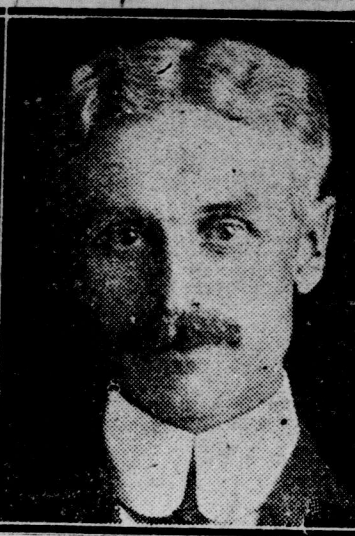
Alisa Craig Won Five Stars in Addition.

There were thirteen honor flags won by as many canvassing districts in the county of Middlesex during the Victoria Loan Campaign which recently closed, these having reached their objective. Middlesex as a whole also obtained an honor flag, with one and a half per cent above its objective. There were five districts that were awarded crowns as well. Alisa Craig headed the list with five crowns won; Lucan, Newbury, Strathroy and Wardsville were awarded one crown each. Adelaide, Biddulph, Ekfrid, Lake, McGillivray, East Williams, Glencoe, and Parkhill obtained honor flags.

An average of \$65.73 per capita was subscribed in the 22 districts. Alisa Craig gave \$205.07; Glencoe \$117.17; Lucan \$116.88; East Williams, \$111.64; and Wardsville \$110.19 per capita.

The total number of subscriptions were 5,376, amounting to \$225,760. This is exclusive of 1/2 city of London, which was constituted a separate organization.

IS GENERAL MANAGER



Advertiser Illustration
J. W. Ferguson, who has been connected with Editor and Publisher of New York Times, has been appointed general manager of the publication, succeeding E. D. De Witt. Mr. Ferguson served on the staff of the New York Times for twelve years, and is a graduate of The London Advertiser, having served his apprenticeship in the composing department of The Advertiser. He went to New York in 1900, and was on the advertising department of the New York Times. Subsequently he was on the Evening Telegram, and then finally with the New York Herald for twelve years, also for a time with the Philadelphia Public Ledger. Mr. Ferguson quite frequently visits London to see his relatives.

NEWS

CLEARINGS INCREASE.—The bank clearings for last week were \$2,563,007, and for the corresponding week of last year were \$2,007,111, which shows an increase of \$555,896 over last year.

RUGS BURNED.—The fire department made a run at 11:45 yesterday to the house of Geo. T. Birch, 164 Egerston street. A few rugs and a curtain were the only things burned. The damage will amount to about \$20.

IS SHOWING FOXES.—C. Reid of the Reid Bros. Lumber Company, Bothwell, leaves on December 2 to attend the Coliseum Show in Chicago, from December 2 to 5. Mr. Reid is taking with him a pair of silver-black foxes of high grade, which will be entered against the strongest United States competition.

SERVICE ALREADY HELD.—Next Sunday has been specially set aside by the Government for peace services. However, the Ministerial Alliance of the city, inasmuch as that body held a service for the late Sir John A. Macdonald, November 14, directly after the holding of the armistice, will not hold another service of like nature.

ROTARIANS ASSIST.—For the purpose of assisting the Salvation Army in its work, the Rotary Club of Windsor is undertaking to raise \$5,000, of which \$30,000 will be used in connection with its military activities at home and abroad. The Army has recently purchased a lot in Windsor for the erection of a general hospital.

DEGREE CONFERRED.—The team of the Forest and Dominion Lodges, I. O. O. F., conferred the first degree on a candidate, under the direction of Capt. John Syme, at a lodge meeting of the Oddfellows held in their regular hall this evening at 8 o'clock. A large number of St. Thomas Oddfellows were present at the ceremony, on the invitation of Past Grand Master W. G. R. Bartram. Refreshments were served at the close.

WOMEN LIBERALS MEET.—An interesting program has been arranged for the annual meeting of the Women's Liberal Association to be held in Hyman Hall this evening at 8 o'clock. This will include an address by Jared J. Smith, Esq., of the Ontario Government, and reports of delegates to the convention of the Western Ontario Liberal Association, held last week at the Hotel Windsor. A violin selection by Miss Geraldine Regan, and patriotic songs.

LEAVING FOR HALIFAX.—Adjutant F. W. Martin of the Salvation Army local headquarters is leaving on Friday for Halifax, where he will superintend the building of a new hospital. He expects to return to London after the Christmas holidays, returning to his home in the city of London. The hospital there will have 100 rooms, and will cost \$150,000.

SAMPLE BADGE RECEIVED.—Inspector C. B. Edwards has received a sample badge of which is being issued by the organization of resources committee to the pupils of the schools who as members of the food production last summer. The badge bears the inscription, "For Food Production last summer, Ontario, 1918." The badge is a small, rectangular, silver-colored badge, with the words "Ontario" and "1918" on it. It is a small, rectangular, silver-colored badge, with the words "Ontario" and "1918" on it.

COMMUNITY CHORUS TONIGHT.—The regular "sing-song" of the London community chorus directed by A. J. Jordan will be held in the Y. M. C. auditorium tonight. The opportunity is being provided for orchestral players to participate in the meetings. As with the chorus there are no restrictions as to membership, any amateur player will be made welcome. It is hoped that there will be a large attendance. Special features will be provided by E. N. Harding and Miss Galt. Songs will be rendered vocal solos and duets.

BOND ISSUE WILL BE TAKEN UP THIS WEEK

City Treasurer James S. Bell says that all the bonds which have been on sale at this office will be disposed of by the end of this week. The total issue is \$146,000, of which more than \$110,000 have been purchased already. While this scheme of selling the bonds over the counter entails more work in the treasurer's department, it is conceded by everybody that it is preferable to any other plan of selling them. It provides a safe investment at a good rate of interest for the small investor, who may have from \$100 to \$1,000 to invest.

Dispensing Quality Care Reliability

All embodied in our prescription work. Established 1874. Four graduate druggists.

STRONG'S Drug Store

184 DUNDAS ST., LONDON, ONT. 371

RESOLUTIONS FOR PRICE OF HYDRO POWER BEARS ALL ONTARIO RAILROADS SERVED

Associated Boards of Trade Will Have Chance to Discuss Goderich Motion—Brantford Urges Punishment of Kaiser—Big Convention Starts Here.

Delegates from all parts of Western Ontario, an enthusiastic body of men, representing board of trade and chamber of commerce organizations, have arrived in the city for the first annual meeting of Western Ontario Associated Boards of Trade. The London Chamber of Commerce, on request of boards of trade in other places, has taken the initiative in calling the meeting together, the feeling being, all around, that Western Ontario should have an organization of its own to promote the interests of this section of the province as a part of the great Dominion, in view of the fact that Western Ontario has problems that are fundamentally different from those of the eastern part. The aim of the Western Ontario Associated Boards of Trade, as expressed in the constitution, which is being submitted to the delegates, is "to build up the object is thus expressed, 'to promote the agricultural, commercial, manufacturing and financial interests of the citizens of Canada, more especially in Western Ontario, to forward every matter of general public interest approved by the association.'"

Business Started at 2.
The Tecumseh House is the convention headquarters, registration taking place there during the forenoon. Owing to the fact that a number of delegates were unable to make the city for a morning session, all business was postponed until 2 o'clock, the first session held at 301 Dominion Savings Building, thanks to the courtesy of the Commercial Travelers' Association.

The committee on arrangements, which has also drafted the bylaws which are being submitted, is composed of John Bridge, director, London Chamber of Commerce; F. Mure Scandlers, commissioner, Border Chamber of Commerce; G. M. Debus, vice president, Kitchener Board of Trade; J. Hamilton, Guelph Board of Trade, and Gordon Philip, manager of London Chamber of Commerce, acting secretary.

Reinstating Soldiers.
Prominence in the discussions is being given to the reinstatement of soldiers in civil life. F. MacLure Scandlers, known as "the man who made Saskatoon," owing to the position of publicity commissioner which he formerly occupied there, says: "The time has come for acts, not words. It is deeds we must have, not just fine sentiment. The men are being kept in the army, and the resolutions which will be presented are one asking the Government to place on the statute books an act whereby the returned soldiers will be given preference in making civil service appointments. Just the other day, in our vicinity, a civilian was given an appointment as postmaster at an advance of \$500 in salary over the amount received by the former holder of the position. A returned man could have filled the job every bit as well, but a returned man never had a chance for it."

Border Chamber Second.
The Border Chamber of Commerce, other than Windsor, Walkerville, Sandwich, etc., stands only second to London in membership, having now no less than \$10 on its roll. Affiliated with the Chamber of Commerce are the Retail Merchants' Association, 500 strong, the Manufacturers' Association, the Underwriters' Association, the Real Estate Owners' Association. To the Advertiser today, Mr. Scandlers commented upon the fine public spirit manifested by the returned soldiers in their active part as they do in the solution of housing, public improvements, etc., and their own personal interests to the community welfare. "We have a singularly high type of men in our Real Estate Owners' Association," he said.

Like every other board of trade or chamber of commerce man present at the convention, Mr. Scandlers is looking forward to a big future for his municipality.

Lively Optimism.
He says: "Ontario we have just as lively an optimism as they ever had in the West in boom days. It is a feeling of being able to anticipate rise in real estate values. It is built upon a solid foundation of facts. For example, in our city we will have practically no industrial unemployment, but we are constructing the reason is that we have not resumed production of war materials, but have a strong representation including J. P. Hume, B.A., C. L. Moore, Rev. Canon Hill, formerly of Regina, Sask., and W. R. T. Megaw. They hale not merely from Goderich on the shores of Lake Huron, but from 'the Golden Gate of Huron County.'"

Mr. Hume, who called it the Golden Gate, states that he is not only because of the wonderful sunsets over Lake Huron, but from the immense quantities of golden grain from the northwest and which is shipped down and passes through the Goderich gate.

Hydro's Influence.
The Goderich delegation is taking up the question of "The Moral and Social Influence of Hydro Electric Power on the Community." W. S. Bowden, who has been elected to introduce a resolution to the effect that the hydro electric power should be provincial utility, hydro-electric should be delivered to all municipalities at equal rates, just as gas is sent from Montreal to Prince Rupert for exactly the same price. The hydro electric power, he says, is a power that has been formed by a union of many municipalities. At present, some municipalities are paying \$10.00 per unit of horsepower, while others are taxed as high as \$18. These figures were authentic at the time of the convention, and are, at present, constituting great advantage to the municipalities over others.

The Kaiser's Fate.
The question, "What is to be done with the Kaiser?" has been introduced by C. Cook of the Brantford board of trade in the form of this resolution. The opinion of this convention of Western Ontario Associated Boards of Trade, the world will never be safe for democracy until the Kaiser is put in the hands of the military and naval forces of Germany is broken.

It is necessary that it be resolved that it is necessary that the Kaiser be put in the hands of the military and naval forces of Germany, who, in 1914 deliberately plunged Europe into war to secure for themselves a monopoly of the world's resources. International Court, and punished as criminals against humanity.

No one is more enthusiastic over the formation of a Western Ontario association of boards of trade than George Debus of Kitchener, a member of the committee on arrangements. The epithet, "celebration," etc., have somewhat interfered with plans for the convention, according to his statement. Tomorrow he is attending a meeting in Brantford of the Grand Valley boards of trade, comprising ten municipalities, interested in the development of Port Dover harbor on account of coal transportation and other shipping questions.

From Smart Town.
From the far north ex-Mayor Elias Lemon has come news from the Sound. He brings the news: "We have a real smart town and great prospects as a manufacturing town. We have the shipping facilities, too, both by rail and ship. Commenting upon the fact that the London Chamber of Commerce has admitted women members, he says: 'We have had a woman in our board of education for the past three years. It is time other towns were thinking of doing the same. We have a lot of things going in a business-like way, and to fix up the faulty English of our men when they come to the attention of the ladies to have a place on their boards of trade.'"

The major portion of this afternoon is being devoted to consideration of the bylaw. At 6:30 o'clock a social gathering will take place, in the form of a dinner at the Tecumseh House, many members of the local Chamber of Commerce planning to attend to welcome the visitors.

William McPhillips

Importer and Dealer in Pianos, Phonographs and Musical Merchandise

Invites you and your friends to inspect his new store

238 DUNDAS STREET

On Tuesday, December Third
Nineteen Hundred and Eighteen



TULIPS

LAST CHANCE
1c SALE 1c
1 TULIP FOR 1c
A GOOD BULB FOR 1c
10 Tulips---10c
1 or 100 Tulips at 1c each
Planted now bring lovely flowers in the spring.

FOR INDOOR PLANTING.

Chinese Lily Bulbs 20c each
Giant White Narcissus 7c each; 75c per doz.
Hyacinths 4c each; 40c per doz.
Calla Lilies, yellow and white 25c each
Paper White Narcissus 5c each; 50c per doz.
Rising Sun Narcissus (yellow) 10c each; \$1.00 per doz.
Crocus, Jonquils, 1 bulb for 1c.

Ferns, Primulas, Table Ferns, from Glen Maple Gardens. Cut Flowers, Sprays, Funeral designs.

Don't Miss This Sale of Tulips

DOMINION SEEDS, Limited

PHONE 550. 119 DUNDAS ST. 9 MARKET SQUARE.

CORNERSTONE FOR KNOLLWOOD CHURCH LAID IN HEAVY RAIN

Ceremony Performed by A. S. Silverwood.

URGES EXTENSION WORK

Believing More Churches Will Be Need on Outskirts Soon.

The official laying of the cornerstone of Knollwood Park Presbyterian Church took place this afternoon at 2 o'clock. In spite of the downpour of rain, a goodly number of people were present at the service, which was conducted by the church. A. E. Silverwood, who performed the ceremony of laying the cornerstone, spoke briefly on the extension work which was being carried on at the outskirts of the city by the local Presbyterian churches.

Honor to Church.
"I feel that this honor of laying the cornerstone has not been conferred upon me, but upon St. Andrew's Church, which has taken a big stand in connection with this work of churching the outskirts of the city," declared Mr. Silverwood. "The greatest amount of work done in connection with Knollwood Park Church was carried on by New St. James' Church, but this church is, after all, an outgrowth of St. Andrew's."

G. W. V. A. DISCUSSES LAND GRANTS AND WHAT RETURNED MEN CAN DO

"Will the Government grant land to returned soldiers in the settled country of Ontario, as it has in the West or Northern Ontario?" was the question taken up tonight by the land committee of the G. W. V. A., which met in the G. W. V. A. rooms, Queen's avenue, at 8 o'clock. The question was left over to be dealt with later, as the committee lacked a quorum.

How many men are willing to take up farming? was another serious question discussed. All men who are returned are not physically fit to make farming a paying proposition, and many of them do not want to leave the cities. How much land can be worked to capacity by the men? This was also discussed. How much land can be worked to live and save a little, although one man working 50 acres would have to keep going.

The G. W. V. A. has so far received five applications for farms. One applicant to leave the meeting over for a short time till further information had been received from Ottawa concerning correspondence, which was expected to be here in time for this meeting. Those present at the meeting were: Comrades J. H. Warburton (chairman), W. G. Coles, Sgt. A. C. Joseph, H. R. Davidson, W. L. Aitken and Comrade Turner.

FOUR LONDONERS AMONG LIBERATED GERMAN PRISONERS

Three Send Word They Are in England.

Corp. Noble Drew of 10 St. George street, Pte. W. Duguid of 240 Ottawa avenue, Pte. B. Smith and Pte. John Laverne Arnold of 120 Clarence street, four London soldiers, are among the German prisoners of war released by the armistice. Under the terms of the armistice, the prisoners of war are to be sent home as soon as possible. Pte. W. Duguid enlisted with the original 48th Highlanders at Toronto. He was captured at the battle of Ypres in April, 1915. His wife, Mrs. Elizabeth Duguid, has received word that he is in England and expecting to be sent home soon.

DEATHS AND FUNERALS

BURIED AT WHITE OAK.
The funeral of Mrs. Percy Ridd, who died in Detroit from pneumonia, was held Wednesday at 8 o'clock. Rev. E. Charles conducted the services. Interment was made in White Oak Cemetery.

Former Advertiser Man.
Pte. L. A. Arnold was with the infantry when captured, his capture taking place at the same time as that of Flight-Lieut. Bert Perry, former sporting editor of The Advertiser. Pte. Arnold was also at one time an employee of The Advertiser. Mrs. Eva Carney, 129 Clarence street, has received official word that he arrived in England on November 24.

No particulars of Pte. Smith have yet been learned.