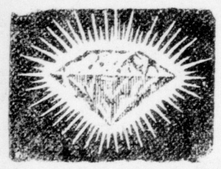


DIAMOND RINGS, $5.00 TO $500.00

C. H. WARD & CO.

Diamond Merchants and Jewelers.
386 Richmond Street. Phone 1054.

BROWN OPTICAL CO.

223 DUNDAS ST. PHONE 1877.

Eyes Examined

No drugs used.

Glasses Ground and Fitted

At very moderate cost.

GEORGE E. LOGAN

FUNERAL DIRECTOR AND EMBALMER

413 RICHMOND ST., LONDON.
Residence on Premises.
Phone 1963. Personal Attention.

SMITH, SON & CLARKE

UNDERTAKERS.
115 DUNDAS ST. PHONE 588.
629 DUNDAS ST. PHONE 678.
Residence on Premises.
Private Ambulance Service.

N. J. GRIFFITH

FUNERAL DIRECTOR AND EMBALMER,
104 Dundas Street, London.
Residence on premises. Phone 459.
Private Ambulance Service.
Delaware Branch, W. Acres, Mgr.

J. FERGUSON'S SONS

FUNERAL DIRECTORS.
OPEN DAY AND NIGHT.
180 KING STREET.
PHONES 543, 373, 2056

WE REPAIR

Hot Water Bottles Just as Satisfactorily as Tires.

LONDON Tire Repair Depot

A. WILKES.
384 Wellington St. Opp. McClary's.
PHONE 2334. ywt

Delaware, Lackawanna and Western Coal Company's

Scranton Coal

The most satisfactory coal for furnace or range. Send in your order

JOHN M. DALY

PHONE 348. 19 YORK STREET. ywt

Carlyle TREBILCOCK OPTICIAN

PHONE 2351. 233 DUNDAS

WATCH FOR

our educational eye talks on Tuesdays and Saturdays. w

D., L. and W. Anthracite

The Coal That Satisfies

Best prepared. Highest efficiency Lasts longer. No clinkers. Greatest comfort Most economical.

Heaman & Son

YORK AND BURWELL STREETS
Phone 312. ywt

Now is the time to have those tires put in shape. We know how.

London's Rubber Man

156 KING ST. PHONE 5124.

PLAY IN LAMBETH FRIDAY.

The Colborne Street Methodist hockey team will make their second trip to Lambeth to play an exhibition game there Friday night. The local team has a fine line-up, and expect to put up a hard game against the Lambeth septet. Mr. Ferns, manager of the team, will work out his players Thursday night at the north end rink, in preparation for the game. A number of fans will accompany the players, and will journey to Lambeth in busses.

Office To Let

STEAM-HEATED

Only $8 a Month

APPLY
LONDON LOAN AND SAVINGS COMPANY
ywt

There's Quality
There's Purity
There's Nourishment

In every loaf of PARNELL'S Bread. You can't really appreciate what these mean in bread until you try a loaf of PARNELL'S. Order one today.

PARNELL
The Breadman
Phones 929, 1390.

ENGAGEMENT RINGS

You will find our selection of Engagement Rings a choice and interesting one. We have Diamonds of unquestionable quality; many mounted in the newest and latest settings.

Exquisite Diamonds, mounted, in ladies' Tiffany $25.00
Ladies' Tiffany, engraved shank $27.00
Solitaires, from .. $25.00 to $500.00

YOUNG'S

TWO STORES.
170 Dundas St. 670 Dundas St.

WHAT WILL THE NEW YEAR BRING YOU? ENDURING PROSPERITY AND HAPPINESS, WE TRUST.

In the best interests of your health we advise you to eat plenty of good, wholesome bread, such as Johnston Bros. supply daily.

Johnston Bros.
XXX BREAD

THREE MORE LONDONERS HAVE ARRIVED AT QUEBEC

Three London men's names are contained in a list of returned soldiers who are reported at Quebec. The party arrived at St. John on the Missanabie on January 7. The time of their arrival here will be announced later.

The Londoners are: G. L. Lake, 1027 Pine street; J. P. Blackwell, 845 Van street; J. W. Wright, 946 Queen's avenue. Other names on the list are: G. H. Parnell of St. Thomas, W. Clayson of Windsor, W. Congdon of Galt, A. Finch of Guelph, and B. Kennedy of Pittsburg, Pa.

COMES FROM IRELAND.

It was reported recently that J. E. Secker, barber, on Richmond street north, was a German, and the rumor was widely circulated.

There is absolutely no foundation for the rumor, as Mr. Secker's family are Irish, and have no German blood in their veins. 6

MISSION CIRCLE.

At the regular meeting of the Young Ladies' Mission Circle of the First Methodist Church, Mrs. Manning presiding, a message for the New Year was given by Miss Macdonald. An interesting letter was read from the superintendent of the Kola Kreeka Mission House, Alberta, followed by a paper on systematic giving by Miss Winnifred Taylor. Mrs. Barnard told of the work of the Methodist Missionary Society for the French and foreign element in Quebec, the French Methodist Institute, French Protestant, Syrian and Italian homes being some of the important branches of the work.

During the evening Miss Lillian Moran sang most acceptably.

These Beautiful Winter Days

Call For Good Seasonable Footwear

and, it is to be found right here in this store, with its stock sufficiently varied and complete to meet every possible want.

To enjoy this weather and the delightfully exhilarating air, suggests the necessity for having good, strong, comfortable winter Shoes and Rubbers fitted to make walking easy, safe and inviting.

For ladies who find the low shoe and spat accompaniment desirable, we have them in shades and quality that add much to appearance and comfort. Many prefer wearing low shoes, spats and rubbers, to the high laced shoes, and claim they are quite as comfortable and equally warm.

The prices of Spats run from 75c to $2.50, according to cloth, quality and heights.

COOK'S FOR SHOES.
COOK'S FOR SPATS.
COOK'S FOR RUBBERS.

COOK'S

The Two-in-One Shoe Store

DUNDAS AND RICHMOND STS.

YOUR ADVERTISING —to do its work—must be read. To be read, it must be readable. Is yours?

Federal Advertising Service

Telephone 5482.
812 Dominion Savings Building,
LONDON, ONT.

"EFFICIENCY TESTS" AND THEIR MEANING TO BOYS OF TODAY

Movement Rapidly Gaining Ground on Continent.

FOURFOLD DEVELOPMENT

Physical, Mental, Religious and Social Abilities Taken Into Account.

A movement that is rapidly gaining ground in London, and in fact all over Canada and the United States as well, is the adoption of the "Canadian Standard Efficiency Tests for Boys." So successful has it proved wherever adopted that it is constantly being introduced in new fields.

In London the work is under the supervision of the advisory committee for co-operation in boys' work. It was realized that were the Y. M. C. A. to attempt to reach all the boys in the city, it would find it impossible to handle the work, and it was decided to spread the work out among the churches and thus accomplish much greater good, and reach many times the number of boys, that could be reached if the work was confined to the Y. M. C. A.

This committee merely acts in an advisory capacity, and offers suggestions to churches which they can adopt if they wish. The aim of the committee is to increase the efficiency of church work for boys, by introducing the standard efficiency tests.

Only Year Old.

This system of determining a boy's efficiency was first introduced in London a little over a year ago. A training class was held last November at the Y. M. C. A. for the training of workers with boys, and proved extremely successful, nearly 100 Sunday school teachers, and others whose work is with boys, taking advantage of the opportunity offered to learn the new system.

King Street Presbyterian and First Presbyterian Churches were the first to adopt the new plan last year.

Following the training course, St. Mark's Anglican; Wellington Street Methodist; St. Paul's, Anglican, and the First Methodist have started the work.

In addition, St. Paul's, Presbyterian; Hyatt Avenue, Methodist; St. James, Anglican; Askin Street Methodist, and St. George's, Anglican, are now planning to take it up.

The aim of the new system is to get a fourfold development of the boy, and "intellectual," "physical," "religious" and "social" or "service" are the four standard groups into which the work is divided.

Charts are kept so that each boy's record for the year is obtainable. If an employer asks regarding a boy's ability or character, he can obtain definite and scientific information instead of haphazard remarks.

How It Works Out.

The chart is made before a boy starts in the work, and he can ascertain where he is weak and where he needs development. It also encourages and interests a boy to watch his own improvement.

Under the intellectual group, marks are given for school work, public speaking, craftsmanship, and several other interests.

In the physical group, among the subjects are health, education, swimming, running and jumping.

In the religious group points are given for church and Sunday school work and Bible discussion. Under this head also are grouped music, poetry, art and nature.

In the service and social group are ability to entertain, good citizenship, clean speech, training for service, and choosing a life work.

If Sunday schools have been dry and uninteresting to the boyish mind, and consequently poorly attended, they need not be so any longer. This new movement is putting new life into Sunday school work. A different subject may be chosen to work on at each meeting, and yet an all-round development can be obtained by choosing one subject from each of the four groups.

Another reason for the rapid development of the movement is the patriotic necessity to develop efficient boys owing to the huge losses of young men in the present war.

Baden Powell, when asked for an opinion on the war, replied in a letter that has since become famous, that the real victory would come in 1935, and to the nation which at that time has the highest type of citizenship.

Gap To Be Filled.

A gap will be left when the war is over, owing to the great number of young men being killed, and the youth of the country will have to step up and take bigger jobs than they have been accustomed to fill, it is said. The loss of the manhood of the country necessitates developing to the highest efficiency the youths who remain.

Taylor Statten, Dominion Boys' Work Secretary of the Y. M. C. A., is coming to London on Friday. He will speak to the workers of all the churches who are interested and present a plan for closer co-operation and more efficient work among the churhces, which are engaged in the work. He will speak at noon in the Y. M. C. A., and at supper hour at Askin Street Methodist Church.

Mr. Statten is the originator of the standard efficiency tests, and is known all over the country as "Canada's Boys' Man."

"We expect that every church in London will have adopted the new system in a couple of years," said R. E. G. Davis, boys' secretary of the Y. M. C. A., who is secretary of the advisory committee.

Rev. W. R. McIntosh of King Street Presbyterian Church, who is president of the advisory committee, has great confidence in the work the new plan is accomplishing.

"The outlook is extremely bright," said Mr. McIntosh. "The program of work is suited to boys, and they run it themselves, and it secures their interest and also their development. The young men in the 'teen age' must be prepared now earlier than any generation before, owing to the losses of young men in the war. They must come sooner to the task of leadership and must have better training than ever before. That is what the new work is doing," he added.

Temporary reduction, passenger train service to facilitate freight movements, effective Sunday, January 14, 1917. Particulars from ticket agent, Canadian Pacific Railway, or W. B. Howard, district passenger agent, Toronto. Jan.15

The latest appointments announced by the head office of the Grand Trunk Railway System show that W. R. Eastman is appointed general passenger agent at Boston, to succeed E. H. Boynton, retired, and L. J. Rouleau is appointed commercial agent at Quebec. Both appointments became effective on January 1.

ANNUAL REPORT OF BANK OF COMMERCE MOST SATISFACTORY

Messages of Thrift and Economy From Leading Officers.

DEPOSITS INCREASING

Every Effort Must Be Directed Toward Winning Great War.

A full and careful review of business conditions in Canada is that presented in the addresses published today of Sir Edmund Walker, president, and John Aird, general manager of the Canadian Bank of Commerce, to the shareholders. Throughout the Dominion business is excellent, but both addresses convey messages of thrift and economy.

The facts and figures given in these addresses are compiled from the reports received at the headquarters of the bank from its agents and correspondents throughout Canada and the United States, and provide information of the most accurate kind.

Exports Exceed Imports.

The best indication of the tendency of affairs at the moment is the trade with other countries, and it is pointed out in the address of Sir Edmund Walker that the exports for the fiscal year ending March 31, 1916, exceeded the imports by $249,088,274, and that for the six months ending September 30, 1916, the excess was $141,100,898. A gain over the astonishing figures for the first half of last year is shown in those of the first six months of the present year of nearly a other 100 millions.

The chief increases in imports are in iron and steel bars and goods, machinery, raw rubber, chemicals, and other materials required for the manufacture of munitions, and to some extent in foodstuffs.

Economy and Thrift.

The share which Canada is taking in the great war, both in supplying munitions, and the money to pay for these, is dwelt upon, and a word of warning as to the great necessity for thrift is given. Regret is expressed at the sending abroad at this time of 10 millions for motors and a like amount for silk goods and velvets. "If we are really to exercise an effective economy," says the president, "we should be very jealous as to the nature of any imports not necessary for the production of war supplies or for our national existence." The financial ideal for Canada at the present time is to pay interest on foreign indebtedness, to provide Canada's share of the cost of the war, and to lend as much as possible to Great Britain to pay for munitions made for her in Canada.

Economy and thrift must be practiced to this end. The man or woman who works hard at making shells may take much comfort in helping to win the war, but the man or woman who, in addition, saves a part of the present high wages and buys a war security, or helps a bank to do so, has helped twice, and the second kind of help is most vital. The manufacturers of the United States will make war supplies for money. Canadians are doing better only if they supply them on credit.

Canadian Deposits Increase.

That this lesson is being taken to heart by the Canadian people to some extent is shown by the large growth of deposits in Canadian banks since the war began. On the 30th of November last these amounted to $1,521,349,000, as compared with $1,288,985,000, on the same date in 1914, an increase of $232,364,000. In the Canadian Bank of Commerce the deposits for the year showed a satisfactory growth, the increase being $35,373,000.

The usual dividends at the rate of 10 per cent per annum were paid during the year, with bonuses of 1 per cent at the end of each half-year. The war tax on circulation called for $147,288, the officers' pension fund for $80,000, and subscriptions to the Canadian patriotic fund, and the British Red Cross fund, the British sailors' relief fund, and sundry subscriptions to other objects, totaled $71,700. This left a balance of $802,319 at the credit of profit and loss.

Bank's Honor Roll.

Of the members of the bank's staff 84 have already laid down their lives on the field of battle, out of a total of 1,-207 who had enlisted up to the end of November. There has been but little addition to the branches of the bank in the past year, the total number of these, 376, being just two more than in the previous year.

The facilities of the bank were placed during the year at the disposal of the Italian Government for receiving subscriptions to Italy's war loan from citizens of that country resident in Canada.

VOICE OF THE PEOPLE

Parkhill Claims Right to Wardenship.

To the Editor of The Advertiser:

Dear Sir,—In several of your past issues I have noticed that different correspondents have been urging the claims of their municipality to have their municipal representative to the County of Middlesex occupy the warden's chair for the year 1917.

Parkhill, a thriving town in the northern part of the county, and one of the oldest municipalities sending reeves to the county council, has never been given the honor of having its reeve installed as warden in the past.

Parkhill has sent a number of men to the county seat who have been of sterling worth, and who we feel might have occupied the warden's chair, but for the limitations of the caucus method of procedure in selecting a warden. Parkhill today is represented by a man whose political convictions are the political convictions of the majority of the members of the present county council and the citizens of this, and the surrounding municipalities feel, that with all due deference to the claims of the representatives of its sister towns and townships, that now would be a just time to have its reeve chosen for the wardenship.

Parkhill's reeve, though a Liberal in politics, has never allowed his political inclinations to interfere with the performance of his duties from a municipal standpoint, and two years ago was elected by our citizens, who at that time had a majority of Conservative voters among them, by a handsome majority over his Conservative opponent; for two succeeding terms he has been unopposed.

Mr. Edwin Harrison has been a faithful servant of this municipality, he has given of his time unstintingly, and his work in connection with the finances of the town and county, and their transportation enterprises and road building activities have been a source of pride to the ratepayers.

Mr. Editor, the citizens of Parkhill fell that in view of the multiplicity of calls which our country extends to us at the present important time, and the need for conserving and yet using the natural resources of our county, that Mr. Harrison is a man who from his past experiences is eminently fitted to help solve the different problems which today confront the citizens of the county of Middlesex with satisfaction to every municipality in the county, and we bespeak the consideration and support of your readers for the candidature of the reeve of Parkhill for the wardenship of the county of Middlesex for the year 1917.

A CITIZEN OF PARKHILL FOR 25 YEARS.

CHAPPED HANDS AND COLD SORES

Are your hands chapped, cracked, or sore? Have you "cold cracks" which open and bleed when the skin is drawn tight? Have you a cold sore, frost bite, or chilblains, which at times makes it agony for you to go about your duties? If so, Zam-Buk will give you relief, and will heal the frost-damaged skin.

Miss B. Strojss, of East Hansford, N.S., writes: "My hands were so badly chapped I was unable to put them in water. All remedies failed to heal until I tried Zam-Buk. Perseverance with this balm completely healed the sores."

Zam-Buk heals cuts, burns, bruises, cures eczema, piles, chapped hands, cold sores, frost bites, and all skin diseases and injuries. Refuse substitutes. At all druggists and stores, 50c box.

ZAM-BUK GIVES QUICK RELIEF

Photoplay News

GREAT SERMON FILM AT LYRIC.

Those who see "Idle Wives" when it comes to the Lyric Theatre today, Friday and Saturday will find an eye-opener that no book or words can teach. For years the public has been seeing the slums in these so-called vice pictures, but this picture reveals high society and its shortcomings.

It shows a married woman alone, with a governess, taking care of the children, while her husband is so busily occupied he has no time for his wife. What the wife does—you must see the picture. Another shows a young, obstinate girl, who will not adhere to the teachings of her mother. She goes out and gets into all kinds of trouble. For that trouble you must see the picture.

Another subject is of a girl who is led to a false minister. Then she becomes a typewriter in an office and her employer falls in love with her. For the rest, see the picture. Another story is that of a girl who is working for a few dollars a week helping to support a poverty-stricken home. The father cannot understand how she clothes herself. While their backs are turned the girl goes out and meets the man she loves. She returns home in the early hours of the morning to find her father waiting for her. What happens—you must see the picture.

The part that will appeal to all will be the true story of the society woman left alone. Some men think all they have to do is marry a woman, give her a ring, bed and board, and that is all a woman needs in this world. The sooner the men wake up to the fact that these are not the only things they get married for, the happier home there will be. In most of these films with a moral, it has always been a cry that young girls and boys should see the pictures, but in this case it will do some married men good, and whole lots of married women good, to see "Idle Wives."

OLD ADVERTISER MAN BANQUETS EMPLOYEES

A recent edition of the Saginaw Courier-Herald of Saginaw, Mich., gives an account of a complimentary banquet given by W. J. Crone of that city to his employees in his printing business in that city.

Mr. Crone was for 25 years an employee of The Advertiser Job Department. W. W. Wright, who is also mentioned among those present, was also in the employ of The Advertiser for several years.

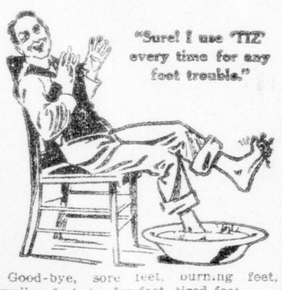
Both are well known in the city.

Sick Wife's Story Surprises London.

The following has surprised London: A businessman's wife suffered from dyspepsia and constipation for years. Although she dieted she was so bloated her clothes would not fit. ONE SPOONFUL buckthorn bark, glycerine, etc., as mixed in Adler-i-ka, relieved her INSTANTLY. Because Adler-i-ka empties BOTH large and small intestine it relieves ANY CASE of constipation, sour stomach or gas and prevents appendicitis. It has QUICKEST action of anything we ever sold. W. T. Strong, druggist, 184 Dundas street.—Advt.

"TIZ" FIXES ACHING, SWOLLEN, SORE FEET

How "Tiz" does comfort tired, burning, calloused feet and corns.



Good-bye, sore feet, burning feet, swollen feet, tender feet, tired feet.

Good-bye corns, callouses, bunions, and raw spots. No more shoe tightness, no more limping with pain or drawing up your face in agony. "Tiz" is magical, acts right off. "Tiz" draws out all the poisonous exudations which puff up the feet. Use "Tiz" and wear smaller shoes. Use "Tiz" and forget your foot misery. Ah! how comfortable your feet feel.

Get a 25-cent box of "Tiz" now at any druggist or department store. Don't suffer. Have good feet, glad feet, feet that never swell, never hurt, never get tired. A year's foot comfort guaranteed or money refunded.

OFFICERS INSTALLED AT BIG GATHERING OF LONDON ODDFELLOWS

D. D. G. M. John Crawford Officiated at Last Evening's Ceremonial.

At a largely-attended meeting in the Oddfellows' Hall last evening the recently-elected officers of the various city lodges were installed by District Deputy Grand Master John Crawford. During the evening the D. D. G. M. presented a past grand's jewel to Bro. Wm. Walker on behalf of the members of Chorazin Lodge. An address was given by Bro. A. Borland.

The officers installed were: Chorazin Lodge, No. 190: J. P. G., A. B. Barrowclough; N.G., Wm. Cosby; V.G., Wm. Styles; recording secretary, Fred Watkinson; financial secretary, Charles Quick; treasurer, James Mottashed; chaplain, Dr. Duncan; con., Alfred Ryall; warden, George Gregory; R. S. N. G., Fred Parsons; L. S. N. G., Arthur Borland; R. S. V. G., J. Pyke; L. S. V. C., Bro. Steel; R. S. S., Bro. Walters; L. S. S., Bro. Brock; I. G., H. Spicknell; physician, Dr. Jarvis; organist, H. Wattere.

Eureka Lodge, No. 30—J. P. G., H. A. Moor; N. G., H. Bolton; V. G., G. Lewis; Rec. Secy., W. A. McRoberts; Fin. Secy., John Kirkpatrick; Treas., L. W. Crawford; Chaplain, John Wallace; Con., R. Pearse; Warden, D. Davies; R. S. N. G., S. A. Crawford; L. S. N. G., H. Pearse; R. S. V. G., Geo. Shaw; L. S. V. G., John Evans; R. S. S., G. Farrar; L. S. S., D. Coristine; I. G., F. W. Paul; O. G., W. Richman; Physicians, W. J. Stevenson, Dr. Campbell, J. Ferguson.

Forest City Lodge, No. 33—J. P. G., W. P. Pawley; N. G., Wm. Sibbald; V. G., Arch Ashford; recording-secretary, John W. Coots; financial-secretary, W. Ferguson; treasurer, Thomas Rowe; chaplain, Thomas Segar; con., Wm. Shoebotham; warden, R. Swartz; R. S. N. G., Charles Joyce; L. S. N. G., George M. Nisbet; R. S. V. G., G. Hickman; L. S. V. G., E. Higley; R. S. S., C. Switzer; L. S. S., George Sabine; I. G., George Sykes; O. G., W. Richman; physician, Dr. Clegg; organist, P. Rawley.

Dominion Lodge, No. 43: J.P.G., C. Gear; N.G., S. M. Thomas; V.G., T. H. Lacey; recording-secretary, L. Clark; financial secretary, W. Evans; treasurer, Geo. Logan; chaplain, Joe Sanders; conductor, John Ward; warden, Thos. Hamlyn; R.S.N.G., Gord. Richman; L.S.N.G., Ed. Quinn; L.G.V.G., Harry Beath L.S.V.G., Ernest Cook; R.S.S., E. Fitzgerald; L.S.S., W. G. B. Bartram; I.G., G. W. Stephenson; O.G., W. Rickman; physician, Nelson George, Dr. Clark; organist, John Ward, E. Cork.

ROWAT'S COFFEE Pleases People Who Are Particular 50c per pound T. A. Rowat & Co.
250 Dundas St. — Phones 3051-3052.

PTE. FREDERICK COCKER LISTED AMONG KILLED

Mrs. F. Cocker of St. Thomas received word on Wednesday that her husband, Pte. Frederick Cocker of the 18th Battalion, who was reported missing some months ago, had been killed in action on October 1, 1916. Pte. Cocker was formerly a resident of Hensall, but later made his home on Oxford street, this city.

ANOTHER CLAIMANT

Wants Powell's Money Sent to Him Without Delay.

High Constable B. W. Watterworth received a letter today addressed to High Chief Watterworth, care of Meredith & Meredith, solicitors, from a citizen of Sturgeon Falls, announcing that he was an heir of the late Richard Powell, and would be glad to get his share of the estate. He states there is no doubt that he is a long lost relative, and instructs that the money of Richard Powell now deposited in banks, be drawn and sent to him so he can deposit it "all in a lump" as he expresses it in the Quebec Bank of Montreal. He suggests that the farm be sold as he does not care to bother with it, and the cash would be less annoyance than the farm.

"I would like to get this settled up as quickly as possible," the letter reads in closing.

"He requires no medicine for his nerve anyway," commented "High Chief" Watterworth.

HELPED VICTORIAN ORDER.

The board of the Victorian Order of Nurses acknowledges the following donations for carrying on its work: Sir Adam Beck $5, W. Thompson Smith $10, Mrs. T. H. Smallman $5, Mrs. E. B. Smith $5, Miss M. H. Moore $2, Mrs. Jeffrey Hale, $5.

EGERTON STREET CHURCH.

At the quarterly business meeting of the Egerton Street Baptist Church last evening reports showed that 110 members of the congregation are in khaki. Five have given their lives for the Empire. During the evening Mr. B. Howse on behalf of the congregation presented Clifford Reid, organist and choir leader, with a purse of gold, and an address was read by Harry Johnston.

Ross' Limited

THE HOUSE THAT CONTROLS THE MANUFACTURE OF FINE FURS FROM THE TRAPPER TO THE WEARER.

Black Fox Sets $77.50
Black Lynx Sets ..... $67.50 to $85.00
Black Wolf Sets ..... $36.50 to $50.00
Natural Wolf Sets ..... $19.50 to $34.00
Natural Raccoon Sets ..... $30.00 to $42.00
Natural Mink Sets, from ..... $24.00 and upwards
Ermine Sets, from ..... $61.00 and upwards
Sable Sets, from ..... $38.50 and upwards

Muffs, Stoles and Neckpieces, all styles, in the popular Furs of the day.

Natural Muskrat Coats, from ..... $47.50 to $65.00
Hudson Seal Coats, from ..... $97.50 to $197.50
in full box and belted styles.

Clearing All Fall and Winter Ready-to-Wear, Suits and Coats

These garments are all up-to-date, and made from the most reliable materials in the market, and modeled from the most approved designs.

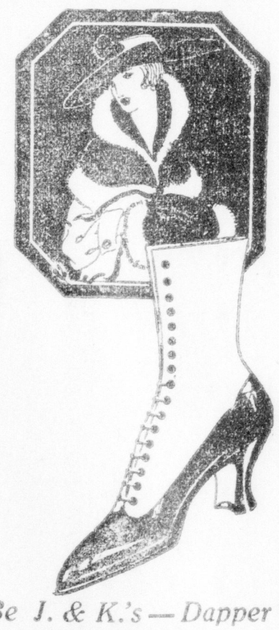
SEVERAL CLEARING LINES IN WAISTS AND NECKWEAR.

Phone 1319. 196 Dundas Street.

A Good Old Saying

"PENNY WISE AND POUND FOOLISH"

Is neatly illustrated by the woman who seeks economy in inferior quality footwear. It pays to buy Johnston & Murray



J. & K. Boots

Not only for serviceability's sake, but also for the prestige, satisfaction and distinction in appearance they bring.

Fits the Arch.

Let Your Next Pair Be J. & K.'s—Dapper New Styles Now Ready and Sold Here Exclusively.

Johnston & Murray
LONDON ST. THOMAS

TAYLOR'S Wonderful BARGAINS

Below are a few specials from Taylor's long list of Drug Store Bargains for Thursday, Friday and Saturday. Prices the same at all six stores. Deal with British subjects.

40c Limestone Phosphate, 24c
50c Fruit-a-tives 27c
25c Witch Hazel Cream, 14c
$1.00 Nuxated Iron 67c
25c Mecca Ointment ..... 2 for 25c
50c Emulsified Cocoanut Oil 28c
60c Abbey's Salts 34c
50c Peroxide Vanishing Cream 24c
75c Solid Alcohol Stoves, 39c
$1.50 Syrup of Hypophosphites 79c
$1.00 Tasteless Cod Liver Oil 69c
100 A. B. S. & C. Tablets 14c
50c Florida Water 32c
50c Bovril 36c
25c Bovril 18c
35c Wild Strawberry 18c
25c Carter's Pills ..... 2 for 25c
50c Lithia Tablets, 5 gr., 29c
75c Jad Salts 48c
50c Household Ointment 28c
10c Clear Gum Nipples 5c
15c Palmolive Soap ..... 3 for 25c
25c English Corn Cure 18c

TAYLOR'S THROAT AND LUNG BALM

is absolutely guaranteed to cure that cough. It is entirely different from ordinary cough syrups, mixtures, etc. It is at least five times as strong as other preparations, and as it acts on the eliminating organs of the body as well as on the throat and lung passages, it enables the system to quickly throw off the worst cough or cold without upsetting the most delicate stomach. Gives prompt relief in Asthma and Bronchitis. Price 25c a bottle, on our money-back guarantee.

50c Emulsion Cod Liver Oil 29c
15c Morina Glycerine Soap ..... 3 for 25c
$1.00 Morina Face Powder, all shades 49c
50c Pebeco Tooth Paste 38c
65c pints Imported Olive Oil 49c
60c Chase's Ointment 38c
50c Gin Pills, 35c, 3 for $1.00
25c Compass Oil 16c
25c 4 T's 16c
50c Pinex 32c
50c Ferrozone 38c
50c Mentholatum 28c
25c Cascarettes 15c
50c Syrup of Figs 29c
$2.50 Hot Water Bottle, 2-year guarantee $1.69
$2.25 Hot Water Bottle, 2-year guarantee $1.49
75c Combinations for Hot Water Bottle 59c
50c Red Rubber Tubing Lengths 38c
25c Tube Cadbury's Tooth Paste and 25c Tooth Brush for 25c
50c Peerless Hair Restorer 29c
50c Dodd's Pills 28c
25c Williams' Holder Top Shaving Sticks 19c
15c Snap ..... 2 for 19c
25c Fluid Magnesia 16c
50c Milkweed Cream 29c
10c Cigars, all ..... 5 for 25c
5c Panetelas ..... 8 for 25c

ENGLISH RHEUMATISM CAPSULES

are guaranteed to relieve the worst rheumatic pains in six hours and to cure permanently if given a fair trial. They act directly on the blood, eliminating the uric acid, the real cause of all forms of rheumatism. They will not upset the stomach. Price 50c per box.

All Taylor Store are painted Bright Red. There is one near you.

TAYLOR DRUG CO.

London's Greatest Cut-Rate Druggist.

6—Stores—6

Main Store—399 Talbot Street, Opp. Market. Phone 1194.
East Branch—652 Dundas Street East. Phone 663.
North Branch—Cor. Richmond St. and Central Ave. Phone 4151.
South Branch—Cor. Horton and Wellington Streets. Phone 379.
Hamilton Road Branch—Hamilton Road and Anderson Avenue. Phone 405.
London South Branch—Cor. Craig St. and Wortley Rd. Phone 1920.