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Another Victor Red Seal Sensation

First recordings of the famous Philadelphia Orchestra.

Hungarian Dance-No. 5 Hungarian Dance-No. 6

64752 10-inch, \$1.25 64753 10-inch, \$1.25

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An excellent recording by this celebrated artist Victor Red Seal Record 74557. 12-inch, \$2.00

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Somewhere in France is the Lily My Sweetheart is Somewhere in France

Charles Hart } 18409

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Will You Remember? Just a Voice to Call Me, Dear

Green-Dixon 18399 Alice Green with Orpheus Quartet

Hail! Hail! the Gang's All Here! Bring Back the Kaiser to Me

Shannon Four American Quartet 18414

The List for January is most enticing-Ask to hear them at any "His Master's Voice" dealer

Write for free copy of 550-page Musical Encyclopedia

Berliner Gram-o-phone Co.

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"His Master's Voice" London Dealers MASON & RISCH, Limited 248 Dundas Street HEINTZMAN & CO., Limited 242 Dundas Street

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SMITH FURNITURE COMPANY, Limited

There are no offers! You cannot purchase these new "His Master's Voice" Records except at the above dealers

Remember-There are no others:

Victrola

MASON & RISCH, LIMITED

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248 Dundas Street



Headquarters Victrolas and Victor Records IN EAST LONDON

SMITH FURNITURE CO., LTD. 725 Dundas St. Phone 896

BIRTHS, MARRIAGES, \$400 MORE TODAY DEATHS FOR YEAR FEWER THAN IN 1916

City's Vital Statistics Records Bottles Found on Prisoners Show Falling Off.

155 LESS BABIES IN 1917 MOTHER'S PITIFUL CASE

Births and 47/Mar-

The yetar 1917 saw a considerable slump in the number of births and marriages as compared with 1916. There was a falling off also in the number of deaths, but there is not such a great diffe ence.

The hirths funforered 1.144, as compared with 1,295 for the previous year, a falling off of 155. The marriages totalled 551, or 105 less than in 1916. The deaths numbered 977, as compared with 990 last year.

There were 43 illegitimate births recorded, as compared with 37 during 1916. This is a trifle less than 4 per cent of the total number of births.

During the month of December there were 103 births. Of these 61 were boys and 42 girls, There was one illeg/mate birth.

There were 47 marriages, slightly less than during December, 1916. The deaths were 57.

The month of December was rather hard on old people, 19 over 70 years of age passing away. This is just one-third the total deaths. There were five babies under one year who died. Pneumonia was responsible for 4 deaths, tuberculoss for 6, cancer for 2, diphtheria 2, and scarlet fever 1.

SALVATION ARMY'S

A little illustrated booklet, entitled "Upcast," and giving some idea of the work of "salvaging human life," and the alternative of the usual three "Upcast," and giving some idea of the work of "salvaging human life," and saving and promoting the welfare of children through the Salvation Army Rescue Home in the past 28 years in Lonion, has been sent out to the citizens in connection with an appeal to the electors to vote \$5.000 on January 1 to a new building which has been necessitabed to cope with the work. The following is a quotation from "Upcast":

"No one knocking at the door has been refused admission, whatever the hour of the day or night. "What would have become of thousands of girls who have been unfortunate but for this open door? The first Salvation Army Rescue Home was opened because of the demand for rescue service. Again and again in the years of its history it has been necessary of find larger quarters and extend the scope of the work. With all the fervent desire to look after every case needing help, more cannot be taken in than the present building will accommodate. Many would be doomed to be lost right in sight of the harbor were not a plan evolved to increase accommodation and equipment. The city is being asked to contribute a share to this lifessaving work, as has been done in other cities—Winnipeg, for example. . Of all the numbers who have been cared for by this Salvation Army lifeboat, very, very few have selipped back into the depths again. been done in other cities— within per cample. . . . Of all the numbers who have been cared for by this Salvation Army lifebout, very, very few have slipped back into the depths again. "Supposing scores of women and little children were wrecked out in Lake Eric, off Port Stanley and could be rescued and brought safely into harbor on an expenditure of \$5,000. Would the citizens of London be willing to vote that amount?"

Special emphasis is laid upon the child-saving and child-welfare side of the rescue home work, the saving of "the hope of the nation."

Among prominent physiclans and other citizens who, having considered and investigated the needs of an adequate rescue home and matternity hos-

IN LIQUOR FINES AT POLICE COURT

Bring Usual Sentences.

December Records Show 103 Declares Son, Charged Under

Of emperance Act, Driving

Her Crazy.

"Do you dispute the charge that this is liquor in this bottle?" Mr. Fisher asked him.

WORK EXPLAINED

TO CITY'S VOTERS

The prisoner said that he did. Mr. Fisher then asked that the case be laid over until Thursday, so that the contents may be analyzed.

The accused asked for bail. He pointed to his mother, who sat in the court as bondsman. Chief Williams asked her if she would go her son's bond. She replied, "No."

The son will start the year 1918 in Carter's insecure house of detention.

\$200 Fine Imposed.

A traveler was found guilty of a breach of the Ontario temperance act on his own evidence. He pleaded not

"Why Do the Nations So Furiously Rage Together" has never been excelled. A surprise is in store for the audience when Mr. Frank Mellor of New York appears in the tenor part tonight. Mr. Mellor has that unusual and constantly-sought asset, a robust tenor voice of large volume, long range and beautiful quality, and his interpretation of this work will be long remembered. Miss Luta Laymon's friends are looking forward with pleasant anticipation to her appearance tonight after a period of study in Boston. London has produced no more popular contraito than this young artist. The following clipping from the Franklin News is of interest concerning the soprano soloist: "Mrs. Eileen Millett Low demonstrated beyond question that she ranks as one of the foremost oratorio singers in the country, and a great future awaits her in this line of work. Her voice has a sympathetic quality and charm and sweetness seldom heard, and she performed the most difficult numbers with an ease and facility truly remarkable. There is a certain conscientiousness about Mrs. Low's work which is characteristic of all true artists.

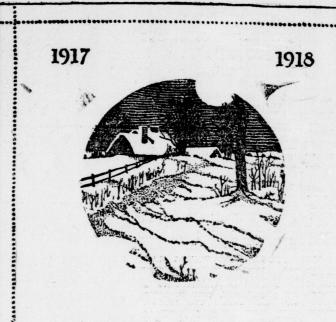
The church wellow of New York appears in the tenor part tonight. Mr. Mellor of New York and the performance will begin at 5 o'clock.

An addition to the large number of delibles which have soared to heights unsurpassed in monetary value will be that of the sweet potatoe, according to the that of the sweet potatoe, according to be allowed importation of local wholesale fruit and vegetables men today. The anouncement that sweet tubers will and vegetables men today. The anouncement that sweet tubers will nouncement that sweet tubers will nouncement that sweet tubers will nouncement that sweet tubers will no nouncement that sweet tubers will nouncement th

ROAST GOOSE DINNER TODAY. SPECIAL 40c

Store Closes at 6 o'Clock Tonight

TOMORROW (NEW YEAR'S DAY) STORE WILL BE CLOSED.



Everybody at Our Place Wishes Everybody at Your Place. A Happy & Prosperous New Year

SNALLMAN& INGRAM

January White Sale

Begins Wednesday, January 2nd

See announcement in tomorrow's paper.

**Meeting Hold in Campaign Sunday Night.

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Mrs. Johnson and Miss Lydia Huntley accompanied Mr. Johnson to London, Mrs. Johnson is in charge of the work among the women during the campaign, while Miss Huntley will work it for the Editor of The Advertiser:

There are in London about fifty taxing womens and vivery men, who are now the campaign. Revival meetings will be in charge of the music at part of the campaign. Revival meetings will be held every night except Saturdays.

EASTERN STAR LODGE

Installation of officers in Forest City Chapter. No. 12, Order Eastern Star, was held in the Alma Block Building.

Bro. E. T. Essery, past patron of Forest City Chapter and worthy grand patron of the Grand Lodge of Ontario, was installing officer, assisted by Sist. The review of the Computer of the Grand Lodge of Ontario, of Mrs. Installation of the Grand Lodge of Ontario, was installing officer, assisted by Sist. The review of the Computer of the Grand Lodge of Ontario, of Mrs. Installation of the Grand Lodge of Ontario, of Mrs. Installation of the Grand Lodge of Ontario, was installing officer, assisted by Sist. The review of the Computer of the Grand Lodge of Ontario, of Mrs. Installation of the Grand Lodge of Ontario, of Mrs. Assistant of the Computer of the Grand Lodge of Ontario, of Mrs. Installation of the Grand Lodge of Ontario, of Mrs. Assistant of the Grand Lodge of Ontario, of Mrs. Assistant of the Grand Lodge of Ontario, of Mrs. Assistant of the Grand Lodge of Ontario, of Mrs. Assistant of the Grand Lodge of Ontario, of Mrs. Assistant of the Grand Lodge of Ontario, of Mrs. Assistant of Mrs. Ass



BRANTFORD GETS COAL,

you like and enjoy it, without dread of acid fermentation in the stomach.

BUT IT QUICKLY GOES Pape's Diapepsin belongs in your home anyway. Should one of the Brantford, Dec. 31.—Five carloads of family eat something which don't agree with the many one of an attack of but the demand was so great that the civic orders issued this morning soon exhausted it. The distributing office was crowded to the doors all morning. The keen weather has resulted in the depletion of many householders' supplies,