

for her

WE SAVE YOU MONEY

Christmas Candy--Neilson's

What would be nicer than a box of Neilson's Chocolates on Christmas morning? We have them in plain and Christmas packages, ranging in price from, per package..... 25c to \$3.50

Christmas Stationery

In this department we are especially well prepared with a most beautiful and complete line of Stationery in Christmas packages. Prices, 25c, 30c, 35c, 40c, 50c, 60c, 75c, 85c, \$1.00, \$1.15, \$1.25, \$1.50 and \$1.75. You will save money by dealing at our stores.

Toilet Articles Toilet Waters Face Creams
Face Powders Chamois Sponges Soaps, Etc.

Dressing Cases

Beautiful satin-lined cases, fitted with either white ivory or ebony pieces, will make a handsome gift for her. These we can fit with Comb, Brush and Mirror, odd manicure pieces, and range all prices up to.....\$20.00 per case

LEATHER ROLL-UPS

fitted with manicure pieces--another appropriate suggestion.

GENUINE EBONY

As in Men's Department, we have a wonderful assortment of Genuine Ebony Pieces for her--Mirrors, Trays, Puff Boxes, Hair Brushes, Cloth and Hat Brushes, Manicure Odd Pieces, Buffers, all at the popular Standard Drug prices.

FRENCH IVORY AND MOTHER-OF-PEARL--ODD PIECES

Such as Files, Cuticles, Button-hooks, French Ivory Trays, Brushes, each \$1.75 to \$7.50
Military Brushes up to.....\$5.00 pair
Hat and Bonnet Brushes, Jewel Cases, Hatpin Holders, Hair Receivers, Photo Frames, Puff Boxes, Soap Boxes, Mirrors, all at Standard Drug prices.

CHRISTMAS PERFUMES

A most complete assortment. Prices range from 25c up. Such well-known makers as Corson, Taylor, Ingram, Pivers, Roger & Gallet, Mary Garden, National. We are sure to please you.

Standard Drug, Limited

CUT PRICES AT ALL FIVE STORES

London and St. Thomas

252, 174, 664 DUNDAS ST.
344 RICHMOND ST.

471 TALEBOT ST.
PHONE 776

for him

WE SAVE YOU MONEY

CIGARS

We know of no better suggestion than a fine Box of Cigars. We are displaying the greatest stock we ever carried--all the popular brands that he knows. We have them in special Christmas packages, packed in 10, 25 and 50.

Boxes of 10 range in price..... 50c, 65c, 75c, 90c, \$1.00 and \$1.25
Boxes of 25 range in price..... \$1.15, \$1.25, \$1.40, \$1.50, \$1.65, \$1.75 and \$2.50
Boxes of 50 up to..... \$5.00

CIGARETTES--In Packages and Tins. All Kinds and Prices.

Shaving Requisites

are also always suitable for him. Safety Razors, \$1.00 to \$5.00. Shaving Brushes, 25c to \$2.00. Shaving Lotions up to 85c. Razor Strops, Shaving Soap in cakes, powder, cream and stick; Florida Water, Toilet Waters, Talcum for men, etc.

Ebony Goods

THIS CHRISTMAS we offer you the finest assortment of Ebony Goods in Western Ontario. We are pleased, and are sure you will be delighted with the display. We cannot suggest anything more useful or acceptable than a genuine Ebony Hair Brush or a set of Military Brushes, with or without cases. Pieces range from 98c per brush to \$12.00 per pair. There are many other items, but space will not permit listing.

Cut Prices
at all
Five
Stores

For Him--A Thermos Kit or Bottle

would make an acceptable and useful gift. All prices.

EXTRA SPECIAL FOR HIM

About 1,000 Boxes of Cigars, 25 and 50 in a box--Mona, Mansart and Five Days From Havana; regular 10c cigars. Until Christmas:
Per Box of 25.....\$1.15 | Per Box of 50.....\$2.25
These are quality cigars. You will make no mistake.

"PLEASE SHOP EARLY." "DO IT NOW."
Get an early choice of all the good things in our stores.

Standard Drug, Limited

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COMMITTEE REDUCTION IS POPULARLY APPROVED

Ald. Little Points Out How Savings Would Be Effected.

The bylaw, which was given its first reading in the city council, whereby council committees will be reduced to two in number, is being approved by those in touch with city affairs.

Ald. E. S. Little pointed out that the reduction of the committees would have the effect of bringing departments, in closer touch with one another. For instance, he pointed out that the city engineer's department was under the charge of the city engineer, and the city engineer's department was under the charge of the city engineer, and the city engineer's department was under the charge of the city engineer.

SALVATION ARMY BAND TO SERENADE CITIZENS

Making Special Appeal in Interests of Band Fund and Army Work.

The Salvation Army band will be making its annual appeal to the citizens of London during Christmas season by serenading them in their homes and on the streets. In the interest of the band fund and the army's work, the band, though small in numbers this year, owing to the enlistment of so many of its members, is making a brave effort and assisting greatly in the work of the army. It is expected that several beginners will shortly make their appearance.

A special singing brigade will also visit some of the streets in the city during Christmas carols. The encouragement and assistance of citizens will be appreciated by the army.

DEATH OF MRS. HUNTER.
The death occurred unexpectedly in Detroit yesterday of Mrs. Hunter, wife of Samuel Hunter, a former Advertiser employee. Besides her husband she leaves four children.

Some Men Can't Go To War And Others Think They Can't

Fourth of a Series of Recruiting Articles Written for The Advertiser by Corp. McFarlane.



Corp. McFarlane, A. M. C.

young businessmen remaining, because they think they are indispensable to the industrial life of the country. We do not mean by that the men who are employed; but young businessmen themselves who either own the business or have a share in them, or hold responsible positions in them. It is quite amazing to find how well businessmen all through the country have got along without such men. Large businessmen, whose sons were just beginning to bear the burdens of business life, are back into the harness again and are "winning" successfully, too. Great business and financial firms have given up some of their main heads and partners, and yet they are doing "Business as Usual." Many small businessmen have put some reliable person in their place and are away doing their bit; but there are many more. Let these men not persuade themselves that the industrial world cannot get along without them. The older heads are able to carry on the work, as many of them are doing. And more, should not businessmen who are apt and fit, be prepared to do their own property, if possible? The very business that they own, or that they hope to inherit, is at stake. What right have they to expect other men's sons to protect their property? Is it not their duty to protect their own?

Duty of Married Men.

Then there are others who think they cannot go. During the last two years or so there have been many marriages. We do not say that these have been brought on to relieve the men of their military obligations. Let us assume that that motive has not entered into the contract at all. But, granting all of that, the fact remains that, taking into himself a wife does not relieve a man of his military obligations. Indeed, it is the very step that puts new obligations on him. If his wife is worth marrying, is she not worth protecting? Why should some other wife's husband be expected to protect another man's wife? Certain young men may think that the wedding bells relieve them of military obligations; but they do not. We should like to suggest to such that it is now, as never before, that they have those obligations. Surely to protect his wife from the villainy of the Hun, lest she suffer the fate of the women of Belgium and of Serbia, thrusts an obligation on any married man that he cannot refuse, and still call himself a man. If that is true of young married men, it is also true of married men with larger families. In the ranks today there are scores of fathers and husbands, who have felt the force of this. For their wives and children

they are prepared to give their very life's blood, if necessary. Deepens the Tie. To any wives and husbands who may read these lines, and who may feel the call, may we remind them of this other fact. Would not such a step taken voluntarily by all concerned, tend to deepen and strengthen the marital tie? A good deal more? What newly-married couple taking such a step for the sake of home, liberty and country, in the full consciousness of what such a step means, could not a worse thing befall them than if they possessed a wife and family? We have all seen families bereft of the head when the children were small and how often through the efforts of a careful mother, the little ones have grown to maturity and success. Adversity, if properly endured, makes men strong. A worse thing might befall a wife and family than a loss of trial and perseverance, with a legacy of honor and a glorious name to uphold, earned on the battlefields of France and handed down from a father and a husband.

Those Who Cannot Go.

Enough of those who think they cannot go. Let us consider those who really cannot. First of all, there are those who are medically unfit. It isn't necessary to comment much on them; they are unfortunate, and the majority of them doubtless feel so. Many of them would give up if they possessed a wife and family. Then there are those whose personal obligations prevent them; men who are sole supporters of aged parents; men whose wives are dead, and who have little ones depending on them. These men can't go.

Lastly there are those who are over age and who can't go. Many of these men are doing their bit just as truly as the men at the front. They are the backbone of the country just now. The responsibility of church and state and industry falls upon them, and when the war is over, according as they have served at home, so should they receive praise and honor. But they, too, have a responsibility in the matter of enlistment. It is this way. Not long ago a man of about thirty years of age, whose only reason for not enlisting was because he wasn't going until he had told the wife that he was just as well thought of by the businessmen of his city as any man in khaki, and four years from now, assuming that he continues to succeed financially, as he is now doing, he will be more thought of than the men who went to the front and in so doing, ruined their chances for the same success. The old, calculating villainy of some of these sons of Satan is amazing. The devil is to be congratulated on the efficiency of his work. But this is the point, if that man's statement was true to fact, and we suspect that it was largely, it simply isn't just to the men who have gone. It matters not what his social or financial standing, such a man is simply a parasite upon the country. He has no rights in the respect of the true Britisher in social and business life, who cannot go, but only that; but two or five years after the war he should not be allowed to stand on the same level, to be as well thought of as the men who have gone. It is the business of the man who

cannot go to see that he doesn't either not or then.

Protection for Heroes.

When the boys come home it will be they who need protection, protection from the Hunnish schemes of the slacker, who in the meantime has procured their places. They will look to the men who can't go for that protection, and if the men who can't go are awake, their obligations they will see that they get it. Already the men who have been wounded in the fight for us are returning home. It is very well to meet them at the train with a brass band and to take them to the hotel and treat them to a dinner. It is very good to entertain them at clubs and societies and make them feel that we are grateful. But this entertainment has not the necessary element of permanency in it. Already the novelty is wearing off, and a wounded soldier does not call out our feelings of sympathy as he would have done a year ago. It is quite impossible that the man who has fought his way through this war, will want any charity from those at home when he returns. If he is able to make his own way at all he will be just the one to do it. He will want the just consideration that he deserves and nothing more. But there are men who will return, who will not be able to make their own way. There will be scores of wives and children who will be left without a breadwinner.

Permanent Help.

There must be something done for these, that have the element of permanency in it. It is they who will have saved the country from ruin, and they are entitled to a decent, respectable living, as long as they require it. It is a very respectable thing for a woman to go out washing, but if a woman's husband has been killed at the front the country should see to it that she gets enough money to enable her not to go out washing, if she does not want to. The attitude of those persons who are continually criticizing soldiers' wives because they wear good clothes or because they don't want to go out washing, or have more money than they ever had, is seriously open to question. Are they not entitled to good clothes? To a certain amount of innocent pleasure, and to more money than they have ever had before? Here is something for the man who can't go to think about. It must not be left to some upstairs person, who is attached to nothing but his title, to look after these people. It must be done systematically by the proper authorities either municipal or provincial, as may be the wisest, but the men who can't go are the men who ought to work for the thing out, and they should be giving their earnest consideration now. Certainly the men, women and children, who are rendered incapable of caring for themselves through this war, should not be left to the mercy of the slacker element, who will doubtless cheat them out of their bread and butter, if allowed to do so.

48 CENTS THE PAIR.

A large shipment of men's, women's, misses' and children's fine rubbers have just been received by Knechtel & Co., 238 Dundas street, the store that saves you money. On sale Thursday morning at 9 o'clock at 48 cents the pair.

SLIPPERS FOR DAD.

Don't imagine that you can make Dad or any other man a more appreciated gift than a pair of comfy slippers. Get them at CASSELMAN BROS., The Shoe House of Quality, Value, Service, Dundas, near Richmond.

HAD ARM BANDAGED TO DECEIVE PEOPLE, IS STATEMENT OF POLICE

Stranger, Fined for Drunkenness, Escaped More Serious Charge.

The names of three persons charged with drunkenness appeared on the police court roster today. The first two had paid their fines before court opened, and did not appear. The third, Edward Moore, a stranger in the city, pleaded guilty, and was fined \$10 and costs, or one month in jail. According to the statements of Sergeant Birrell to the magistrates, Moore would have been charged with vagrancy had his methods of operation been known prior to his arrest on the charge of drunkenness. Sergeant Birrell stated that the prisoner was a fair, and a panhandler, having his arm bandaged up in such a manner and painted so as to deceive the public in his appeal for help, claiming to be a cripple.

COMPARTMENT CARS ON CANADIAN PACIFIC RAILWAY TRAINS BETWEEN TORONTO AND MONTREAL.

The attention of the travelling public is directed to the fact that the compartment cars now being operated between Toronto and Montreal on Canadian Pacific trains, No. 23 leaving Toronto for Montreal at 11:30 p.m., and on Train No. 21, leaving Montreal for Toronto at 10 p.m. For reservations and tickets apply at Canadian Pacific Railway ticket office, corner Richmond and Dundas streets, H. J. McCallum, city passenger agent. 44-c

Sweet Wines

Port, Sherry, Blackberry, Ginger and Cherry. These are splendid unfettered wines, the best just right for the Christmas dinner. Regular 80c bottles. SPECIAL AT 35c.

WYCKOFF & GAFNEY

PHONE 3950, DUNDAS STREET AT RIDOUT.

Initialed Handkerchiefs

3 in a box For 50c Make a nice present. Graham Bros.

OLD FALSE TEETH

ACTUAL VALUE PAID. Bought in any condition, full or broken sets, also bridges, crowns, etc. Mail or bring direct to DOMINION TOOTH CO.

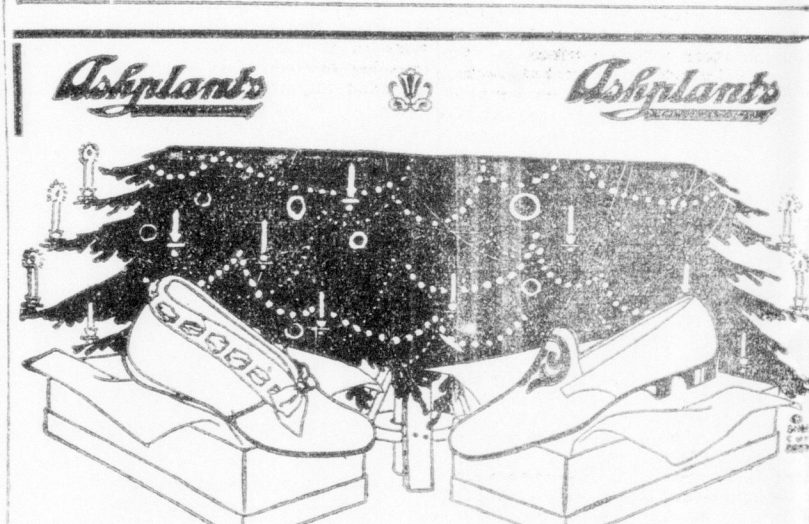
Room 12, Dominion Bank Bldg., Corner Dundas and Richmond Streets.

PLAYER ROLLS

Player-piano owners are invited to visit our new player-roll department, where a large stock of the latest rolls from 50c up will be found. MASON & RISCH, LIMITED 238 DUNDAS STREET.

SEE DAVIS about these HIGH-QUALITY, LOW-COST Mutual Life policies. The George H. Davis Insurance Agency 206 Royal Bank Bldg. PHONE 2922.

NO PLACE LIKE PEEL'S FOR BOOKS FOR LITTLE BOYS AND GIRLS. PEEL'S, RICHMOND STREET



SLIPPERS A PRACTICAL GIFT

For children of all ages, Navy Blue Felt, with strap; Red Romeos, with fur trimming; Blue and Red Cavaliers..... 45c, 50c, 60c, 65c, 75c, 90c, \$1.00

Black and Brown Kid Slippers for Men..... \$1.25, \$1.50, \$1.75, \$2.00, \$2.25

Brown Kid Romeo Style for Men \$1.75, \$2.50, \$3.00

Felt Bedroom Slippers for Men, in grey felt, check and plaid patterns, brown cosy and Arctic styles..... \$1.00, \$1.25

Boys' Kid Slippers, in black and brown..... 90c, \$1.00, \$1.25, \$1.35

Ladies' Ribbon-Trimmed Cosy Slippers, in black, brown, red, grey and sage blue..... 85c and \$1.00

Ladies' Hi-Cut Cosy and Ribbon-Trimmed Juliets, in navy, brown, mauve, red and pale blue..... \$1.00 and \$1.35

Ladies' Tan Felt Juliets, fur trimmed, flexible soles, black, brown, grey and red..... \$1.25

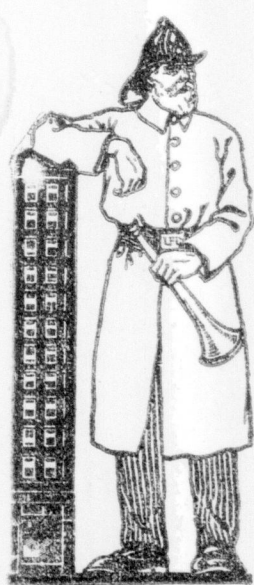
Velvet Juliets for Ladies now selling at..... \$1.50

BUCKSKIN MOCCASINS FOR BOYS AND GIRLS

Sizes 10 to 2..... \$1.00 | Sizes 3 to 7..... \$1.25 Men's sizes..... \$1.40



The Giants of Lilliputania



Most wonderful fairy story and fairy toy ever created. It's a craze. A thrilling fairy tale and a beautiful, colorful, fairy city of one hundred and twenty pieces all ready to be cut out by little fingers and made into the fairy city of Lilliputania.

Worth \$2.50 if purchased in the regular way. But if you'll just cut out this coupon and bring it to this office you can have the book of fairy tales and the entire fairy toy city for just

60 Cents

It means fun for the children every night for weeks to come, building the fairy city. Here is the coupon. Cut it out and bring it to The Advertiser office.

Oh, Yes, By Mail, Too

The Advertiser has had many inquiries for the Giants of Lilliputania by mail. They will be sent by parcel post on receipt of coupon and 60 cents, together with postage. If you live less than twenty miles from London, add 6 cents for postage; if more than twenty miles, add 11 cents.

COUPON.

This coupon, when presented with 60c at this office, entitles the bearer to the complete set of fairy tales and to the entire set of the fair toy city of The Giants of Lilliputania.

Name..... Address.....