

GENUINE IMPORTED TWO-POUND BARS of Shell Brand Castile Soap sell for only 18 cents at Taylor's Market Drug store, 359 Talbot street, opposite market.

If you give your watch, clock or jewelry repairing to do, it will be done only by men of experience. S. K. MILROY & CO., Mfg. Jewelers, 260 Dundas Street, ywt.

ELECTRIFY YOUR HOMES, THEN BUY AN IDEAL ELECTRIC IRON and TOASTER Made in London by Ideal Electric Manufacturing Co. ywt.

USE CONNELL'S COAL DELIVERED. Chestnut, Stove and Egg, \$7.00 per ton. Large Pea Coal, \$5.75 per ton. Taken from yard, 625 Colborne street. Chestnut, Stove and Egg, \$6.50 per ton. Pea Coal, \$5.25 per ton. Offices: 405 RICHMOND ST., PHONE 770. 633 COLBORNE ST., PHONE 1086.

A WINDOW FULL OF DAINTY GOODS YET NOTHING OVER \$1.00 AT WRAY'S 234 DUNDAS STREET, Wholesale, Retail and Mfg. Jewelers.

For Sale Frame cottage in London South: only \$65 down, balance \$9.85 a month. Apply at once. London Loan & Savings Co. ywt.

MOTHER! IS CHILD'S STOMACH SOUR, SICK? If Cross, Feverish, Constipated, Give "California Syrup of Figs." Don't scold your fretful, peevish child. See if tongue is coated; this is a sure sign its little stomach, liver and bowels are clogged with sour waste.

This Home-made Cough Syrup Will Surprise You Stops Even Whooping Cough Quickly. A Family Supply at Small Cost. Here is a home-made remedy that takes hold of a cough instantly, and will usually cure the most stubborn case in 24 hours. This recipe makes 16 ounces—enough for a whole family. You couldn't buy as much or as good ready-made cough syrup for \$2.50.

Snap-Shot Albums New stock, various styles and bindings. J. H. BACK & CO. 210 DUNDAS STREET, ywt.

HAMILTON'S Ale and Porter Cannot be excelled. It's a favorite drink with many, and will suit you if you try it.

\$5.00 "This Extraordinary Offer Is Worth Accepting" One of our best 8-day 1/4-hour strike cathedral gong, 6 Pillar Mantel Clocks for \$5.00, was \$7.00. "A small deposit will secure goods set aside for Christmas."

W. G. YOUNG Official Watch Inspector, Official Opticians for C. P. R. and Q. T. R. 214 Dundas St. 674 Dundas St. 2-STORES-2. ywt.

YOU'LL ENJOY EATING JOHNSTON BROS. XXX BREAD It is the best bread—there's quality all through every loaf. You'll enjoy eating it, and you will notice your appetite calls for more. Bread like Johnston's gives you the bread habit, which is a good one. JOHNSTON BROS. PHONE 944.

Notice! Owing to numerous complaints, The Advertiser wishes to emphasize the importance of calling The Advertiser office before 8:30 a.m., after 5 p.m., and holidays according to the following numbers, according to Bell Central that only the number asked for will do: 3670—Business Department, 3671—Editors, 3672—Reporters, 3673—Job Printing Department. If you do not receive an answer to 3671, 3672 or 3673, call 3670, and you can always get an answer before 9 p.m. From 8:30 a.m. to 6 p.m., any day but holidays, ask for 3670, and The Advertiser Central will give you the department or person wanted.

LONDON AND DISTRICT Welsh Miner Will Speak.—The men's meeting Sunday afternoon in the Auditorium will be addressed by Garnet Thomas, the miner from Cardiff, South Wales. Mr. A. Simpson, late leader of the Theatricals Orchestra, Scotland, will give violin solos. Ex-Pugilist To Speak.—William Matthews, ex-lumberman, prizefighter and saloonkeeper, is to be the speaker at the City Mission tonight. His career has been a most varied and interesting one, and his address is likely to prove quite out of the ordinary. Bank Clearings.—Bank clearings for last week show an increase of \$396,157 over the corresponding week of 1912. Last week's returns, as reported by the Bank of Montreal, were \$1,793,494. A year ago they were \$1,242,247. In Aid of Hospital.—Beginning Dec. 8 and continuing to the 15th, a fair and drawing of prizes will be held in St. Peter's Parish Hall in aid of St. Joseph's Hospital. During the week there will be a sale of a wide variety of articles in the bazaar, and on the evening of Dec. 15, valuable prizes will be drawn for.

COMFORT STATION SOON TO BE OPEN At last the comfort station on the market is to be opened! Just when no one seems to know, but the fire and light committee, which has charge of the building, will arrange an opening date this week. The question of toilet accessories—towels, combs, etc.—will be held over until after this personal inspection. The announcement of the meeting was made at the session of the committee on Wednesday night. An interesting document, annex to the station was presented from a legal firm that asked for damages on behalf of a client who was injured at the structure. As the building is not yet opened, the committee took the attitude that the injured man had been trespassing, and ordered the city solicitor to defend the suit. TRUANCY OFFICER SPEAKS TO MOTHERS Urges Regularity of Attendance.—Officers Are Elected. Dr. Weil, truancy officer, was the speaker at the opening meeting of the Rectory Street Mothers' Club on Tuesday afternoon, his subject being "Truancy: Its Cause and Remedy." There was a large attendance, and much interest was manifested in the work for the coming year. Dr. Weil in his remarks made an appeal to the parents to send their children to school regularly and on time. This, he said, would do much to prevent the growth of truancy. After an interesting discussion on the subject, refreshments were served by the retiring members of the executive committee. Officers for the coming year were elected as follows: President, Mrs. Malone; vice-president, Mrs. Hutchinson; secretary, Miss Matthews; treasurer, Mrs. Morrow; press representative, Miss Marsh.

BUY YOUR COAL FROM John Mann & Sons 425 York St. Phone 470.

CHWARD & CO. DIAMOND MERCHANTS SATISFACTION GUARANTEED OR MONEY BACK. 374 RICHMOND ST. PHONE 1084. ywt.

GIVE THE CHILDREN MORE BREAD With Milk With Butter With Jam And eat more of "Parnell's Bread" Yourself. It means better health and cheaper living. Just try a loaf of PARNELL'S HOMEMADE BREAD. Delivered at your door or sold at all grocers.

Have Good Blood And Plenty of It If knowledge is power, then you have the power to improve your physical condition when you know that our Wine of Cod Liver Oil has blood-making properties. It purifies and makes good blood. It improves the appetite, corrects systemic conditions and aids every organ of the body. Our Wine of Cod Liver Oil is pleasant to take, nourishing and stimulating. Per bottle, \$1.00. Cairncross & Lawrence Chemists and Druggists, 216 DUNDAS ST., LONDON, ONT. 590-12. 5:30 C. P. R. train for Victoria, B. C. They will visit Calgary, Banff and other places en route.

MANY AT EUCHRE Liberal Club Prize Won by Mr. Marchant, of Chelsea Green. There was a splendid attendance at the progressive euchre party held in Hyman Hall Wednesday evening, under the auspices of the Liberal Club. A pleasant evening was spent and some keen contests for honors as euchre players were witnessed. The prize, a hat donated by Messrs. McMillan, Calder & Co., went to Mr. Jack Marchant of Chelsea Green. Another euchre party is being held next Wednesday evening, and a still larger turnout is anticipated. Think of getting the goods for a lady's winter coat at \$3.95. Choice of the most handsome heavyweight coatings, worth \$5.50 to \$8.00, at Finch-Fashens, 286 Dundas street. Pumpkin Pies, like mother cannot make—light, flaky pastry—thick filling, with the real pumpkin flavor. Twenty cents each at Peters. ywt. Wedding outfits our specialty. Carriages or automobiles, Hueston's Livestock.

WEDDING OUTFITS our specialty. Carriages or automobiles, Hueston's Livestock.

ROWAT'S Coffees please people who are particular. 55c per pound. T. A. ROWAT & CO. 250 Dundas St., 2nd South, London. PHONES: 8051, 8052, 959. ywt.

CHIEF INSISTS THAT CARS MUST STOP Some Motormen Ignore Bells and Signals and Invite Disaster. Fire Chief John Aitken made a vigorous protest against the careless handling of street cars at King and Richmond streets and at Clarence and Dundas streets during the course of the meeting of the fire committee Wednesday night. Referring to the narrow escape from an accident at King and Richmond street on Monday night, when a street car ignored the danger signals and nearly crashed into the motor truck from fire headquarters, he claimed that the motormen of the company paid little or no attention to the lights and bells placed at the corners to warn them of the approach of the fire apparatus. He suggested that all cars be made to stop on the near side of the street at the two crossings in question before crossing the intersecting thoroughfare. The city engineer was therefore instructed to notify the street railway of the change and ordered to see that the company lived up to it.

DEFINITION OF A CRAB St. Thomas Journal Finds "Yarn Stretcher" Is One of Them. The St. Thomas Journal says: "Pursuing a little further the 'felly-fish' simile adopted by the London Free Press in its strictures on the Journal's observations regarding the uncertain advantages London is likely to gain in the matter of lower freight rates as a result of the decision to electrify its railroad to the lakeside, we may fairly question the wisdom of the Free Press assuming the characteristics of a 'crab' in its discussion of the question. It may take its choice of any of the accepted dictionary uses of the term, though the one that seems to fit most neatly is the mechanical one, 'a machine used in ropewalks to stretch the yarn.' If this application seems beyond the point, it may choose Chamberlain's use of the word in 'crabbed eloquence' or the 'crab-spider, so called because it ran round either forward or sideways like a 'crab.' 'The first seems to fit the Free Press so appropriately that we dislike the thought of it being discarded, for where in all Canadian newspaperdom is there a party organ that stretches the yarn like our neighbor? If the first is unacceptable the last cannot be questioned, for the Free Press' facility for running forward, backward or sideways on any question, not even accepting the one under discussion, has become quite famous. 'But to get back to the question of London's advantage in freight rates, when the new line is completed, 'We have to admit our total ignorance of the ramifications of the electrification scheme. The thought that 'London will, if necessary, have boats of its own on the Great Lakes, as well as a railway line of her own to a lake port,' as stated by the Free Press, was clearly outside the possibilities of the scheme when we ventured the opinion that the great steam roads usually made it their business to own or control lines where their own traffic made the roads' profits. 'The whole problem appears in a different light entirely now that our neighbor has come out of its shell, and made known the lengths to which it is prepared to encourage London to go in order to save a few hundreds of dollars to its shippers. The addition of a Great Lakes boat service will help immensely, to be sure, and should that not solve the problem, the addition of a trans-Atlantic line (an all-iron, of course), to bring freight to the boats of its Great Lakes service, to help pay the interest on its investment in the electrified road, would almost certainly do it. 'Then, of course, it might readily arrange to take over the Pennsylvania coal mines. 'The thing is so absurdly simple we wonder now that its possibilities escaped us.' TORONTO LODGE WILL BE IN CITY TONIGHT Reception and Banquet Will Be Tendered By St. John's, No. 20. Another important Masonic Function has been scheduled for this evening, it being the occasion of the visit of the Riverdale Lodge, of Toronto, to St. John's, No. 20. A large attendance is expected, and in all probability there will be about 150 guests present from the Queen City. The delegation will arrive on the 7:50 C. P. R. express from Toronto, and will proceed immediately to the temple, where the reception and banquet will be held.

THE ARTISTIC CANADIAN GIRL Innately Appreciative of Esthetic Decoration. It is generally conceded by everyone who visits our country that there is no possible doubt as to the high artistic temperament of our Canadian women. They furnish abundant evidence of their correct conceptions of the beautiful in their homes, their dress and their unalloyed ambition for refined accomplishments. As a needlewoman in fancy work of all kinds the Canadian girl has no superiors in any part of the world, and, furthermore, she never allows herself to lag in the rear of the procession, but insists on keeping up-to-date, and up-to-the-minute in all ideas and qualifications that go to adorn her person or her home. This fact has been singularly exemplified since The Advertiser began its grand distribution of Imperial Patterns for beautiful embroidery. Thousands of ladies, thousands of mothers, thousands of housewives, thousands of girls, have practically manifested their interest in the proposition by personal application and by mail, all determined to take advantage of the unprecedented offer of our \$10 worth of designs for 68 cents, and six coupons. This universal demand on the part of women readers of The Advertiser, for the most stylish embroidery patterns abundantly proves that cultivated taste and artistic nature of the genuine Canadian woman.

FOREIGN WEDDINGS TROUBLE HAMILTON Excessive Consumption of Liquor at Functions Becomes Problem. It is some time now since Inspector Galpin has had trouble owing to the consumption of too much liquid refreshment at foreign "weddings," and other social events. The last case was severely dealt with by Magistrate Judd, a fine of \$100 being imposed, and since then conditions have improved considerably. Perhaps the reason lies in the fact that liquid has not been so busy of late, and there are no weddings forthcoming. Such has not been the case in Hamilton, and Inspector Sturdy, of that city, has had so much trouble of late that he is taking up with the Provincial Government the question of prohibiting altogether the consumption of liquor at such functions. To The Advertiser, Mr. Galpin explained the working of the present liquor license act in that respect. "The law cannot limit the quantity of liquor to be served at these gatherings, as it depends entirely upon the number who are there and the conditions. It is left to the magistrate's discretion to say whether there was excess or not," he said. "Of course, to bring the offenders under the operation of the law you have got to prove that the liquor was either being sold or had been bought with money subscribed in a pool by a number of the guests," he continued. "We sometimes find a man, earning between \$12 and \$15 a week, who frequently gets paid off at which perhaps \$20 worth of liquor is served. Well, of course, the inference is that he must be selling it, or he couldn't afford to do it. Or, if not that, he is acting as the agent for others who are 'pooling' their money to buy liquor. Either practice is illegal."

WINDSOR SALT The most famous product of the most modern salt works on the continent. 112 Windsor Salt. Let us fill your optical want. Why? Because we specialize in optical goods. Brown Optical Co. 237 DUNDAS STREET, Phone 1877. Doctor Cures Case of Diabetes No stronger tribute has ever been paid that great German remedy for Diabetes, which is known as SANOL'S ANTIDIABETES, than that paid by F. A. Maguy, M.D., who has used it extensively in his practice. Dr. Maguy writes in part as follows: "One of my patients has been under treatment for two years without receiving any benefit, while after a few weeks of your treatment I can pronounce her cured. Another was a case of four years' standing. A pronounced gangrene had set in. I recommended your medicine, and the gangrene thereupon was strictly carried out. The gangrene, as well as the sugar, has entirely disappeared, and she is in the very best of health at the present time." A copy of this letter will be sent to all who wish to write to us. SANOL'S ANTIDIABETES is manufactured by the Sanol Manufacturing Company of Winnipeg, Limited, and is sold by all druggists at \$2.00 per bottle. Special Selling Agents: Anderson & Neill, Taylor Drug Company, W. T. Strong. Correspondence invited with the Sanol Manufacturing Company, Limited, Winnipeg, Man. 61c-25,30,N1.

GEO. E. LOGAN FUNERAL DIRECTORS AND EMBALMER. 418 RICHMOND ST., LONDON. Residence on Premises. Phone 1968. Personal Attention. ywt.

Stay With Your Savings Account Until You Have Over \$100.00 THEN Ask Us for a Debenture Which Will Pay You 4 1/2 % in the Huron & Erie Head Office—442 Richmond Street. BRANCHES: Market Square, London. St. Thomas, Winnipeg, Regina. T. G. MEREDITH, K. C., President. HUME CRONYN, General Manager.

ROSS' LADIES' Ready-to-Wear Suit Clearing Sale The merchandise we are offering in this line is of the very latest styles and best fabrics in the trade. These garments are the product of the best makers, and every article is reliable. Suits—Regular \$35.00 to \$40.00, now.....\$27.50 Suits—Regular \$27.50 to \$32.00, now.....\$22.50 Suits—Regular \$25.00.....\$19.75 Suits—Regular \$18.00 to \$19.75, now.....\$14.75 Suits—Regular \$16.00 to \$16.50, now.....\$13.75 Extra special value in certain sizes and colors. Regular \$15.00 to \$25.00, now.....\$7.50 COATS The styles of the hour just to hand and at prices within the reach of all. WAISTS SEVERAL NEW LINES in the last-minute designs, in Voiles, Chiffons, Silks, etc. ALL SPECIALLY LOW IN PRICE. Furs Orders for special garments and remodelling placed now will have prompt and best attention, which later on it will be impossible to accord. Save money and get the best by placing your orders now. Our range of made-up garments and fur skins was never so complete or better value than now. Your inspection is invited, when any information we can give will be cheerfully tendered. Direct from maker to wearer is our method. This saves money and guarantees satisfaction. PHONE 1319. 196 DUNDAS STREET.

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