

ROWAT'S COFFEE
Never fails to please. It is always as good as you expect it to be—or better.
TRY A POUND TODAY.
T. A. ROWAT & CO.
250 Dundas Street. Phone 3051-3052.

The Store With the Stock
W. J. WRAY
MAKE YOUR
Selection for Christmas.

FLOWER BASKETS
Silver Flower Baskets that will make beautiful as well as useful gifts. Pierced silver, small, medium and large.
PRICES \$8.00 TO \$25.00
C.H. Ward & Co.
Diamond Merchants
Jewelry and Opticians
386 RICHMOND ST.

630 Maitland St. Phone 1089.
Bristol Essery
First Quality Coal and Wood.
STOVE \$16.50
EGG AND NUT \$16.00
REAL GOOD BUY
PEA COAL \$12.75
Scranton and Pittston Coal.
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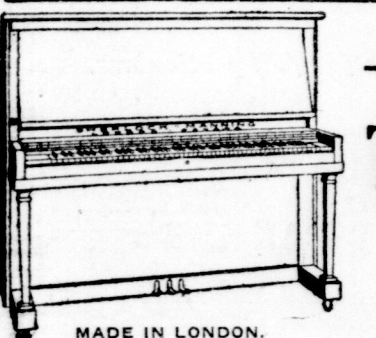
Dominion Stores, Ltd.
Three Stores in London.
CARRY YOUR GROCERY ORDER
THIS WEEK AND COMPARE
PRICES.
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DON'T WORRY OVER YOUR TIRE TROUBLES
Double Mueage
PUNCTURE-PROOF SERVICE.
ASK
ART WILKES
London Tire Repair Depot.
354 Wellington. Opp. McGilguy's.
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TRUCK COVERS
CARTER & SON
TENTS, AWNINGS AND COAL BAGS
Phone 6197. 351 Gleda St.
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De Luxe Cafe
The Diningroom Beautiful
Over Nash Jewelry Store.
Businessmen's Lunch
50 Cents
a la carte at all hours.
DE LUXE ORCHESTRA—6 to 7:30 p.m., 10:45 to 12:15 midnight
Phone for Reservation, 1430.
BERT THOMAS, Manager.
xt

The London Loan Company of Canada
MORTGAGES AND REAL ESTATE AGREEMENTS PURCHASED.
M. J. KENT, Manager.
ywt



FURS
COATS AND WRAPS.
From specially selected skins. Best workmanship, special linings and trimmings.
BELIZ & CO.
PRACTICAL FURRIERS. 1245

When You Pack Hubby's Lunch
are you sure that the bread you use will be fresh and not dried out when he goes to eat it at noon?
USE

Johnston Bros.' XXX Bread
and you can rest assured that the sandwiches will be as fresh as when packed in the morning.
Your grocer sells it.
JOHNSTON BROS., Phone 944.
ywt

We have Trusses to fit all needs. Our fitters are experts. \$1.50 to \$10.00.
ANDERSON & NELLES
268 Dundas St.
ywt

WARNING
Don't pay any more for your Christmas Gifts than you have to, so before you buy, visit
AGRANOVE, Square-Deal Jeweler,
and see for yourself the most beautiful selection of gifts in the city. Every article guaranteed to last.
REMEMBER THE NEW STORE,
644 Dundas St., Just East of Adelaide.
Open Evenings. Phone 1742.
ywt

SCHOOL REPORTS
HYDE PARK SCHOOL.
Hyde Park, Dec. 1.—The following is the November standing of scholars attending the Hyde Park public school. Names in order of merit:
Senior IV Class—Harvey Herbert, Edgar Morden.
Junior IV Class—Alice Routledge, Earl Smith, Irma Keays, John Piper, Dorothy Routledge.
III Class—Alban Armit, Margaret Douglas, Dorothy Routledge, Helen Finn, Margaret Landeshorough.
II Class—Harold Prince, Rose Morrow, Lorne Player, Vincent Springett, Ernest Morden.
I Class—Angela Armit, Mary Colbert, Gladys Morrow, Marjorie Landeshorough.
Senior Primer—Gladys Keays, Marion West, Florence Prince, Margaret Higgins.
Junior Primer—Robbie Landeshorough, Muriel Elson, Wila Phillips.
WINTER IN ALGONQUIN PARK.
Algonquin Park is just the out-of-the-way sort of place for a holiday, or for rest and recuperation for those who are run down and need a change. At an altitude of 2,000 feet the air here is pure and bracing. All winter sports are indulged in at the Highland Inn, which will be open from Dec. 15, 1921, until March 15, 1922. The park is 200 miles north of Toronto and 170 miles west of Ottawa, and is reached by the Grand Trunk Railway. An illustrated booklet, telling you all about winter in Algonquin Park sent free upon application to any Grand Trunk Ticket Agent, or C. E. Horning, D. P. A., Toronto, Ont.
b

CANADIAN PACIFIC TORONTO-NORTH BAY SLEEPING CAR SERVICE.
The Canadian Pacific are operating through Standard Sleeping Car between Toronto and North Bay as follows: Leave Toronto 8:30 p.m. daily, except Saturday. Returning leave North Bay 6:10 p.m. daily, except Sunday. Full particulars and reservations from Canadian Pacific ticket agents.
77-11-ywt

A Thing of Beauty And a Joy Forever—
This sentiment aptly describes a modern photograph such as you will have made at
Gleason, the Photographer
Phone 2568. yf

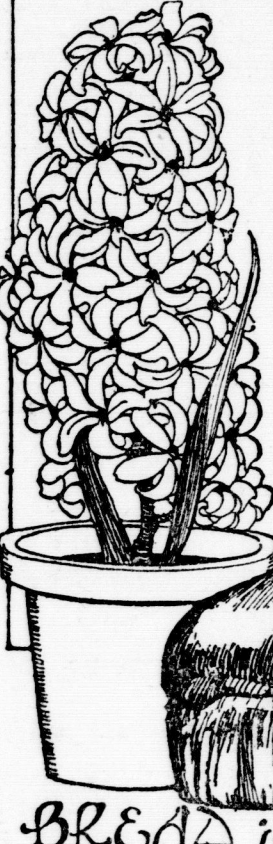
—TO THE TRADE—
FURS
QUALITY FURS—supreme as regards STYLE and QUALITY. In Furs you cannot compare prices—you must compare values. Values must include not only price, but satisfaction gained by the knowledge that your FUR COAT is perfectly styled and thoroughly well made.
SERVICE, which comes from pelts, lining and other materials of irreproachable quality.
DEPENDABILITY, the all-important feature, obtained only by purchasing from a house of character and reputation.
We invite your correspondence. Mail and phone orders receive the same prompt and courteous service as if you were here in person.
ILLUSTRATED CATALOGUE OF FURS mailed on request.
SPITTAL BROTHERS Limited
WHOLESALE FURRIERS AND HATTERS.
333 RICHMOND STREET. LONDON.
yt

When Coal Was Scarce How Much Did You Have To Pay?
Last year our customers never paid more than \$17.50 per ton, and were never without a supply of the highest quality.
Since April this year our price has been \$16.50 per ton, and our sales are more than three hundred and fifty per cent ahead of last year.
WILLIAM A. MARTIN COAL CO.
717 RICHMOND STREET. PHONE ONE-ONE-ONE.
No other office. No other phone number.
b

The Sacredness of Buying a Piano
In the early stages of married life, the modern home-builder has an objective—to complete his home with a Piano.
Bit by bit, he adds to his home the necessary articles of furniture—and then comes the finishing touch—the Piano!
Because the Piano represents the "home dream" of so many young home-builders, there is a sacredness about its purchase—to fit those dreams it must be a good Piano—a worthy one!
The many thousand home-builders who have found their "dream Piano" in the Sherlock-Manning are testimony of its ability to "measure up."
It is truly "Canada's Biggest Piano Value"
SHERLOCK-MANNING
20th Century Piano
The Piano worthy of your Home
Ask us for full particulars, Catalogue and prices.
SHERLOCK-MANNING PIANO COMPANY
LONDON CANADA
b

-the wisdom of Mohammed
B READ for the body or Bread for the soul—both are essential. Even Mohammed, the prophet, could not feed his soul alone and live, so he asked also for the simplest food to sustain and nourish his body. The wise philosopher made no error in placing at the head of all needs that most wholesome and universal of foods—Bread.
No other food but Bread contains all the elements needed to repair and sustain the body. No other contains so large a proportion of nutriment—with nothing to irritate or tax digestion. Even back in the days of Mohammed this was recognized.

the market place.

NEAL'S GOOD WHITE BREAD
—made of fine selected ingredients—the loaf that is all nourishment and no waste. Its delicious, wholesome flavor is a sure indication of the quality contained within its tempting brown crust and extending to the last tender crumb.
At your grocer's or from our wagons.
"The Best Loaves Are Wrapped."
PHONE 2173, 1313.
Neal Baking Company, Ltd.
Bread Factories at
WINDSOR, LONDON, ST. THOMAS, SARNIA.

"If I had but two bits, with one I would buy Bread and with the other hyacinths for hyacinths would feed my soul."
BREAD is your best food—eat more of it.

Carlyle TREBILCOCK OPTICIAN
233 Dundas Street. Phone 2351.
Two Doors East of Majestic.
ywt

MACKIE'S ORANGEADE
Supplied for Dancing Parties, Etc.
Phone 4791. 512 William Street.
t Feb. 25
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NEW PRICE FOR LEHIGH VALLEY THE SATISFACTORY COAL \$16.50 a Ton
EGG STOVE NUT
COAL \$16 A TON.
Delivered Anywhere in London.
ORCHARD'S
48 YORK STREET. PHONE 384.
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NOW IS THE TIME TO BUY
HUNT BROS. COAL
EGG, STOVE, NUT AND PEA COAL.
WELL SCREENED
PROMPT DELIVERY.
276 WATERLOO STREET. Phone 412.
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CEMENT WORK, EXCAVATING AND DRAIN WORK. Give Us a Trial.
WILLIAM SMITH
5 Victoria St. ywt Tel. 5458.

FURS
Natural Muskrat Coat, 38 inches long, large roll collar and deep cuffs, vertical pockets, lined with Swiss brocade satin. Price \$185
Guaranteed Electric Seal Coat, 36 inches long, with large natural Canadian beaver collar and deep cuffs, all-round belt, vertical pockets and lined with Swiss brocade satin. Price \$185
Selected Hudson Seal Coat, 36 inches long, with 12-inch roll collar and deep cuffs of Alaska sable, lined with Swiss brocade, vertical pockets and all-round belt. Price .. \$350
Hudson Seal Coat with large 15-inch roll collar and deep flare cuffs of Alaska sable, all-round belt, vertical pockets and lined with pussy willow silk. Price \$380
Selected Hudson Seal Coat, 40 inches long, large shawl collar and deep cuffs of Alaska sable, all-round belt, vertical pockets, and lined with art colored satin. Price \$425
Alaska Sable Cape, made with twelve tabs, with animal neckpiece choker attached. Price \$120
Alaska Sable Round Muffs. Price \$37.50 to \$48.50
Dark Labrador Mink Cape, 18 skins with roll collar. Price \$250
Chokers in all popular furs. Price, upwards from \$10
Select Ermine Cross Ties for evening wear. Price \$22.50



ROSS' LIMITED
MANUFACTURERS
PHONE 1319. 196 DUNDAS STREET.

Blouse Sale
Monday Morning 9:15 a.m.
This Genuine Bargain Sale Rivals All of Our Former Great Offerings in High-Class Blouses.

Travelers' sample blouses in Georgette, Crepe de Chine, Taffeta, Shantung and Habutai. Large variety of shades, also two-tone effects. Square, round, convertible and V necks, long and short sleeves, blouse and overblouse effects. Plain, tucked, beaded and embroidered. Wonderful value. Regular from \$8.00 to \$12.00. Clearing at


\$2.98 and \$3.98
ROSS' LIMITED
MANUFACTURERS.
PHONE 1319. 196 DUNDAS STREET.

QUALITY COAL
Jenkins Fuel Co.
TELEPHONE 1391. ywt
J. FERGUSON'S SONS
176-178 KING STREET.
Funeral Directors and Embalmers.
Handsome Motor Car or Hearse.
Equipment.
Day or Night Service.
Office, 543. Residences, 2056W-456J
N. J. GRIFFITH
FUNERAL DIRECTOR AND EMBALMER.
104 Dundas Street, London.
Residence on premises. Phone 459.

THE FUNERAL HOME
Cor. King and Colborne Sts.
Having the Homelike Atmosphere so essential these days to the Modern Funeral Establishment. It provides for a dignified and impressive service without the commotion which attends the adaptation of an ordinary home or apartment to the requirements of a funeral service.
We have equipped ourselves with the idea of rendering services of the highest character and quality.
A. L. OATMAN
FUNERAL DIRECTOR.

The Label On Our Bread Is Our Guarantee To You
Because of numerous complaints from customers we decided to label every loaf of bread turned out of our bakery. We did this because we know that every loaf of
PARNELL'S BREAD
is as near perfection as it is possible to make it, and because some dealers were substituting inferior bread when customers asked for Parnell's.
If you cannot get the loaf with the Parnell label on it phone us, and we'll send a wagon to your door.
PARNELL BAKING CO.
PHONE 929.