

Drooping Feathers

That were once the pride of an African ostrich, now litter the corner of your wardrobe, for the reason that they have lost their fashionable color and graceful curl, send them to us to be cleaned or re-dyed and curled, and we will return them looking like new.

R. Parker & Co.,
DYERS AND CLEANERS.

217 Dundas Street, London, Ontario

Telephone 614.
Branches at Toronto, Hamilton, Brantford, St. Catharines, Galt and Woodstock.

100 ETCHINGS

Handsomely Framed,

FOR
\$1 EACH
REGULAR PRICE \$2 00.

O. B. GRAVES,
222 Dundas Street.

MARRIAGE LICENSES.

MARRIAGE LICENSES AT SHUFF'S
Drug Store, 626 Dundas Street East, London, Ontario. No witnesses required.

W. M. H. WESTON, GROCER, ISSUES
Licenses at his office, 64 Stanley Street. No bond required.

LICENSES ISSUED BY THOS. GILLEAN,
Jeweler, 442 Richmond Street.

Births, Marriages and Deaths**BORN.**

HELLMUTH—At 91 Albert Street, City, on Dec. 11, 1934, the wife of I. F. Hellmuth of a son.

DIED.

FITZSIMONS—In East London, 1027 Pine Street, Dec. 13, 1934, Halley Fitzsimons, age 71 years and 11 months.

Funeral on Saturday, at 1 o'clock. Services at 1230. Friends will kindly accept this intimation.

You won't have a cough if you use Syrup Linseed and Tar. And Emulsion Cod Liver Oil with Croscote, is a sure cure for bronchial affections.

JAS. G. ROSS,
Chemist, 491 Richmond Street.

THEYUMET
This Brand of Flour
Always makes the
BEST BREAD
OR PASTRY.
USE NO OTHER.
J. D. SAUNBY
257 York Street.
Telephone 112.

You can make
of Game if
you use
BROCK'S
Loaded
shells; duck
partridge,
quail, wood
cock, etc.
Shells loaded
to order
We still
lead in fine
Gun repair
ing.

F.C.B.C.
Forest City Business and Shortland College,
LONDON, ONT.
Teaches in methods of instruction, attendance,
success of students. Catalogue free. Good
board \$10 per week. Address carefully
J. W. WESTERVELT, Principal.

Xmas Sale
We want everybody to come
and see the greatest SHOES,
in men's, women's and children's
ever offered for the money,
in staple and fashionable lines.

AT SUCH PRICES AS THESE.

- | | |
|---|--|
| \$1 75—LADIES' Fine Dongola Button, in all the stylish shaped toes and heels. Sold for \$2 35 elsewhere. | \$3 00—GENTS' Fine Calf or Cordovan, laced and gaiters, hand sewed. Why pay \$4 for the same elsewhere? |
| \$2 40—LADIES' High Class Dongola Boot, well made, for walking or skating, cheap at \$3. | \$2 40—MEN'S High Grade Laced and Congress, warranted to wear and fit perfectly. Sold at \$3 regularly. |
| \$1 90—LADIES' Dongola Boot, high class, all the fashionable toe caps, square, open, and common sense, worth \$2 50. | \$1 95—MEN'S Fine Boston Calf and Side Cordovan Laced and Congress, in all the popular styles, worth \$2 50. |
| \$1 48—LADIES' Fine Kid Button, in all the newest styles, warranted to wear and fit. | \$1 75—MEN'S Reliable Buff and Boston Calf, laced and Congress, great values. |
| \$1 25—LADIES' Second Grade Dongola, in all the fashionable shapes, to \$2 50 per week. Address carefully, sold elsewhere 25 cents the pair more. | \$1 40—MEN'S, in second grades, solid leather, in dozens of weights and styles. Suitable for working-men. |

Have you taken advantage of our bargains in Rubbers and Overshoes, if not, why not?
Our beautiful stock of Xmas Slippers at prices just as starting as above.

Trunks and Valises Cheap.

POCOCK BROS

THE
Largest
—AND—
Cheapest
—STOCK OF—

GOOD

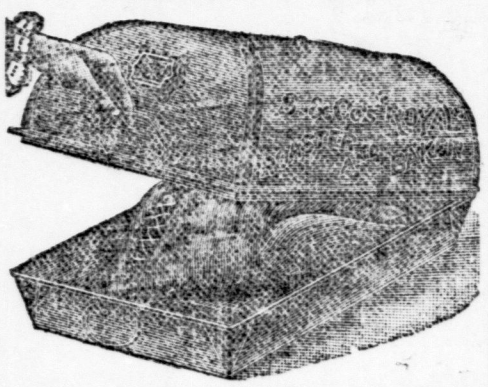
BLACK and COLORED

SILKS

IN LONDON AT

Priddis Bros.

We have a large stock of all the latest ideas in cooking and kitchen utensils, including the Royal Roaster and Baker.



The best article for roasting and baking ever offered to the public. Also Enamelled Ware of all kinds. We are the leading store dealers of
STEVEY'S
Richmond St. Phone 452.

GOING TO INSURE

DOES NOT PROTECT.

I AM INSURED

IS PROTECTION SECURED.

Confederation Life**ASSOCIATION**

Offers the most advanced policies issued. Especially in Endowments and Limited Life. Call or write for particulars.

FRED E. BEATH, General Agent,
GEORGE PRITCHARD, Local Agent.
Office—436 Richmond Street.

FINE—MILDER.

Toronto, Dec. 13.—11 p.m.—The depression central near Montreal last night is now passing over Newfoundland and is causing a moderate to fresh gale in Eastern Canada. The pressure has increased in the lake district, where the weather is generally fair. In the Northwest there is little change, excepting over Alberta, where a depression of some importance is causing high winds.

Minimum and maximum temperatures: Calgary, 24°—42°; Battleford, 4°—26°; Qu'Appelle, 12°—34°; Winnipeg, 8°—34°; Toronto, 38°—40°; Kingston, 36°—40°; Montreal, 32°—36°; Quebec, 30°—38°; Halifax, 42°—44°.

TODAY'S PROBABILITIES.
Toronto, Dec. 14.—1 a.m.—Probabilities for the next 24 hours for the lower lakes region (covering the peninsula and as far east as Belleville) are: Westerly winds; fine; a little higher temperature.

ROSES, CARNATIONS, VIOLETS
FUNERAL DESIGNS.
J. Gammage & Sons.
PHONE 92, 213 DUNDAS STREET.

To Be Hanged for Robbery.
TUCSON, Ariz., Dec. 13.—A special from Florence says Judge Rouse has sentenced Oscar Rogers, convicted of train robbery, to be hanged on Feb. 8.

The crime was perpetrated on Sept. 30 last, when three young men, Oscar Rogers, Frank Arner and John Donovan held up the eastbound overland at Maricao station. They secured about \$60 from Wells Fargo's box and the messenger's watch.

COOK

173 DUNDAS ST.

Intelligent, Discriminating, Observing people who recognize the difference between true and false newspaper advertisements always buy their

SHOES

from us. We make no misrepresentations. We sell reliable goods. We make our prices low. If you cannot buy lower from us than elsewhere we do not want your trade. All we ask is the courtesy of a call.

J. P. COOK,

173 DUNDAS ST. See our Line of Fancy Slippers.

London Advertiser.

Telephone Numbers.

107.....BUSINESS OFFICE
134.....EDITORIAL ROOMS
175.....JOB DEPARTMENT

LONDON AND ENVIRONS.

—Mr. George S. Smith, of the Molsons Bank in this city, will be removed to the Ridgeway branch on Saturday next.

—The court of revision cut \$74,650 off this year's assessment, making the total \$15,079,410, against \$15,328,710 last year.

—Christmas decorations in the English churches are rapidly progressing. St. John's and St. James' being among the foremost.

—Mr. Bart Cottam has been chosen as one of the judges at the Toronto Pet Stock Exhibition on Jan. 1 next, and has accepted the position.

—The members of The Glenwood, after spending a pleasant time in their rooms last night, adjourned to Kent's parlors, where they partook of an oyster supper.

—Mr. William McNeil, the poultry fancier, of this city, will leave on Saturday morning for Kansas City, to attend the poultry exhibition there, and will take with him 190 birds. A piano, valued at \$700, is offered as a prize to the exhibitor showing the largest number of high scoring birds, and Mr. McNeil promises to bring it back to Canada with him. Mr. Geo. G. McCormick will also attend this show with 70 birds.

—Princess of Wales Lodge, No. 2, Daughters of England, held a concert in the East End Hall last night, which was largely attended. Dr. English presided and introduced a varied programme, in which Misses Smith, Groves, Nukins, Bowden, Woodliffe, Dealey and Dolby, and Messrs. Wright, Lilliman, Kipp, Loughrey and Shipman took part. A dance was held after the concert.

—The Young Liberal Club of London are to be congratulated on securing the rollicking students of Toronto University, who have since their formation given the well entertained of Toronto. Last season and this season their entertainments were given under the patronage of Lord and Lady Aberdeen and the Hon. G. A. Kirkpatrick, Lieutenant-Governor of Ontario.

—This entertainment is deserving of the support of all lovers of mirth and art.

—Youth and beauty in large numbers enjoyed the annual "At Home" at the Palace Dancing Academy last night. The affair was exceptionally stylish and the happiness of the guests complete. Mr. and Mrs. James McCormick did the honors with their usual courtesy and grace, and Fred A. Dwyer's orchestra, singing and two great granddaughters, gave a rich programme for the dancers. Supper was served at midnight. The academy receptions are recognized social events, and a delightful series are promised for the winter.

Golden Wedding.
Rev. W. F. and Mrs. Clarke, of Guelph, had a quiet celebration of their golden wedding on Tuesday. Mr. Clarke is well known in this city, having filled the pulpit of the First Congregational Church for several years, and his family are well known in this city.

—Mr. and Mrs. Clarke married young, and have had nine children, one of whom (a son) died in infancy, while another found a missionary's grave recently in West Africa.

—There still survive three sons and four daughters, all of whom are married and settled, leaving the aged couple to their "two selves," as they were 50 years ago.

—There are 20 grandchildren living, and two great granddaughters. Owing to the reverend gentleman's family being so widely scattered, and for other reasons, a general gathering was not practicable, but four generations were represented on the interesting occasion.

A Boon to the Y. M. C. A.
The "At Home" held at the residence of Mr. W. R. Hobbs, Wellington Street, last night, was a magnificent success. It was under the auspices of the Ladies' Auxiliary of the Y. M. C. A., and the receipts go towards the furnishing fund for the new building. The attendance was large and everybody spent a thoroughly enjoyable evening. The Italian harpers were present, and rendered sweet music. During the evening one gentleman donated \$50 towards the new building fund and another \$50. The free-will offering also amounted to \$30. The fund was thus swelled \$630 as a result of the affair. A pleasing diversion to conversation was furnished by Miss Clara Owey, who recited "Aux Italiens," by Owen Meredith. She was accompanied by Miss M. Macdonald, violinist; Miss Richards, pianist, and Miss Flo Gunt, vocalist. Miss Match sang "A Winter Lullaby," by DeKoven, very sweetly, and Mr. J. W. Fetherston accompanied. Lights refreshments were served.

Cold in the head—Nasal Balm gives instant relief; speedily cures. Never fails.

Mr. Ryckman, formerly of Hamilton, has opened a branch store at 133 King Street, this city. Mr. Ryckman has had long experience in the grocery business, and no doubt his opening a store in this city will be to the interest of the consumers in the city and vicinity. He intends to conduct a strictly cash business, and will give the customer the advantage of the discounts he receives in buying in that way. The store is situated opposite the Market House.

Wonderful Cure.

Mr. and Mrs. Chute, of Aymer, desire that we should publish their testimonial and let other sufferers know what Williams' Royal Crown Remedy (Nature's Liquid) has done for Mr. Chute. He writes: "For ten years or more I have been a sufferer with dyspepsia, and doctored with six of the most skilled doctors in this part of the country with but little relief and no benefit in return for the very large doctors' bills that I paid. I tried almost every conceivable remedy but all to no purpose, until April, 1933, when I took to myself a wife, and it so happened that three years previous to our marriage she had been in poor health, and used part of a bottle of Royal Crown Remedy, and, knowing of its excellent qualities, she prevailed upon me to give it a trial. I purchased one bottle of the Remedy and Pills, and by the time I had them used my general health was much improved, and by the time I had taken three bottles I was restored to good health, and my neighbors say that I am looking better than I have done for years. I believe Royal Crown Remedy to be the best value for the money on earth, and am thankful, yours,"
—WILLIAM CHUTE.

JOS. DAMBRA

Fine Tailoring.

A FINE SELECTION OF
Overcoatings & Suitings,
AT REASONABLE PRICES.

262½ Dundas Street, - London.

A Great Petition.

GREEN BAY, Wis., Dec. 13.—In response to a monster petition of 80,000 Catholics sent from here, Cardinal Gibbons has sanctioned an order for holding the eucharistic congress at Washington University. Mgr. Satali will probably preside.

Tisdale's Toronto Iron Stable Fittings, healthful, durable, attractive and cheaper than other fittings. Send for our new catalogue. The Tisdale Iron Stable Fittings Co. (Ltd.) No. 6 Adelaide St. E., Toronto.

Christmas**Dolls****FREE****—AT—****Johnston's**

198 Dundas St.

From now until Christmas we will give FREE a beautiful DOLL or BALL to every purchaser of a pair of

Boots or Shoes,**Trunk or Valise.**

Buy your Boots and Shoes or Trunks and Valises now and get your CHRISTMAS PRESENTS FREE.

Johnston's

198 Dundas St.

SEE OUR WINDOWS.**FURS ! ! FURS****—GO TO—****BEATON'S.**

He will show you the best selection of Fine Furs in the city. We make the bulk of our own goods on the premises, and will guarantee satisfaction. Furs altered and repaired at short notice.

H. BEATON,

18 Dundas St., London.

R.K. Cowan

Banker, etc., over Bank of Commerce London.

A Genuine Clear**NOT ONE OF OUR CHOICE****XMAS PRESENTS**

TO BE HELD BACK.

Manicures, Albums, Photo Frames, Chromos, Watercolors, Etchings, and Steel Engravings, Ladies' and Gents' Dressing Cases, Perfume and Jewel Cases.

All at Cost. We will Save you Fully 50 Per Cent.

R. LEWIS,

182 Dundas St., London.

BIG VALUES**—IN—****Xmas Presents and Novelties****—AT—****MARA'S****Emergency Sale.**

We glory in straight, honest, legitimate competition, and it is our constant aim to give satisfaction, for we fully recognize the fact that a pleased customer is the best advertisement. We never sell shoddy goods as good goods. Everything is exactly what we represent it. Everyone is cordially invited to visit our stores and examine our wares. We make no charge for showing goods, and our obliging staff of clerks take pleasure in showing them. If a purchaser is not satisfied we will be pleased to change the purchase for anything else in the store. We have purchased from the assignee the wholesale stock of

FANCY GOODS and**CHRISTMAS NOVELTIES**

Of W. Stern & Co., 21 Front Street, Toronto, at

33½c ON THE \$

Or in other words we paid just one-third of the wholesale price, and are therefore in a position to defy all competition. This stock consists of 49 CASES of choice goods imported from England, France and Germany.

One case of Mouth Organs, worth 25c and 60c, for 10c and 25c.

One case of Gents' Shaving Mirrors, this is a combination of three beveled plate glass mirrors, worth from \$1 to \$10, clearing the lot at prices ranging from 85c to \$4. These are very select goods, and would be a nice Christmas present for a gentleman.

One case German Perfumes, all the latest odors, small bottles, worth 40c, for 25c; large bottles, worth 75c, for 40c.

Gentlemen's Traveling Companions, only 75c.

A beautiful lot of Aluminum Photo Holders, in square and horseshoe shapes, worth 60c, for 25c.

Solid Morocco Bibles with maps, worth 85c, for 50c; worth \$1 75, for \$1.

Autograph Albums at 5c, 10c and 20c, worth double the price.

DOLLS IN GREAT VARIETY,

A nice 25c Doll for 10c A 40c Doll for 15c.

A 90c Doll for 50c. A \$1 50 Doll for \$1.

Ladies' Writing Cases, in plush, worth \$2, for 60c; in leather, worth \$2, for 75c.

PHOTOGRAPH ALBUMS

A large Plush Album, worth \$2, for 75c.

A large Morocco Album, worth \$5, for \$2.

Manicure Sets, ranging from 25c to \$2.

Ladies' Leather Hand Satchels, only 25c.

Silks and Draping Cloths for Fancy Work.

23 pieces Japanese Silks, in rich Oriental shades, worth 75c, for 39c per yard.

Figured and Spotted China Silks, worth 40c, for 25c per yard.

Figured Shanghai Draping Cloths, only 20c per yard.

CHRISTMAS HANDKERCHIEFS.

Initial Hemstitched Silk Handkerchiefs, former price 20c, for 10c.

Cream Surah Silk Handkerchiefs for 25c.

Colored Brocade Silk Handkerchiefs, only 25c.

Large Size Initial Cream Silk Handkerchiefs, hemstitched, for 40c.

A special line of Heavy Cream Silk Handkerchiefs, very large and broad, worth \$1, for 50c.

Children's Motto Handkerchiefs, 5c each or 6 for 25c.

Ladies' White Handkerchiefs, 5c each or 6 for 25c.

Ladies' Fancy Embroidered Swiss Handkerchiefs, 2 for 25c.

A Crayon Portrait Free

To every purchaser of \$25 worth of goods we will give a crayon portrait. When you make a purchase, have the amount punched on a card, and when your purchases amount to \$25, furnish us with a photograph and we will have a large crayon picture made by one of the best French artists in Canada.

SEE OUR WINDOWS**THE T. E. MARA CO.**

LIMITED.

153 Dundas Street, }
155 Dundas Street, } London.
And Market Square }

PHONE 1043.
ORDER BY MAIL