

Announcement of Removal

We beg to advise our many patrons that after Jan. 1, 1913, we will be established in our new premises, 348 Talbot street, near York street, and cordially invite your inspection.

The Ideal Electric Mfg. Co.



We desire to thank our many customers and friends for their kind patronage during the past year, and to wish them the compliments of the season.

WRAY'S

384 Richmond Street — 234 Dundas Street.
Wholesale, Retail and Manufacturing Jewellers.

R. K. COWAN

BARRISTER, SOLICITOR, ETC.,
County Bldg., next Court House, London.

The Brown Optical Co.

OPTOMETRISTS AND OPTICIANS,
37 DUNDAS STREET. PHONE 1877.

Ferguson & Sons

FUNERAL DIRECTORS.
180 KING STREET.
PHONES 543, 273, 2058.
OPEN DAY AND NIGHT.

W. J. BALL

Funeral Director and Embalmer.
Private parlors in connection for funeral service. Residence on the premises.
481 RICHMOND ST. PHONE 3371.

GRIFFITH & WILLIS

FUNERAL DIRECTORS.
104 Dundas Street, London.
Residence on Premises. Phone 439.
Private ambulance service.
Delaware Branch, W. Acres, Mgr.

Geo. E. Logan

FUNERAL DIRECTOR
AND EMBALMER.
418 RICHMOND ST., LONDON.
Residence on Premises.
Phone 1988. Personal Attention.

Smith, Son & Clarke

Undertakers
115 DUNDAS ST. PHONE 585.
629 DUNDAS ST. PHONE 678.
Residence on Premises.
Private Ambulance Service.

WE WANT TO BUY SOME OLD SILVER.

S. K. MILROY & CO.,
Maker to Wearer Jewelry Shop.
260 Dundas Street.

Picture

Sale

For the next two weeks we offer a discount of 25 per cent on a large number of our best Pictures.

Colerick Bros.

212 DUNDAS STREET.

Roland D. Jarvis

DENTIST,
Corner Dundas and Clarence Streets.

WHAT nicer Christmas or New Year's Gift

than one of our SPECIAL

\$100 5% DEBENTURES

costing \$61.39 only.

London Loan and Savings Co.

TRAFFORD'S

Window Shades to order. Guaranteed rollers and workmanship.
Special Oak Curtain Poles, complete 27c.
129 Dundas, 11 Market Square.

Hamilton's London Porter and Amber Ale

Always in first-class condition. Brewed from finest foreign and Canadian hops and malt.
Kent Brewery
LONDON, ONTARIO.

DIAMONDS

THAT ARE PERFECT

We have mounted some of the best values in Diamonds ever offered in London at reasonable prices, all in 14k. fancy, Tiffany, Belcher and other settings—\$10, \$15, \$18, \$20, \$25, up to \$500.

W. G. YOUNG

TWO STORES:
214 and 674 Dundas Street.

START THE NEW YEAR BY RESOLVING TO EAT THE BREAD THAT IS GOOD FOR YOUR HEALTH.

Johnston Bros.

XXX BREAD
Johnston Bros. Phone 944.

LONDON AND DISTRICT

A Presentation.
A pleasant event took place at the Colborne Street Methodist parsonage on Thursday evening, when the members of the Epworth League gathered to do honor to their retiring president, Miss Ida Bennett, who leaves for Vancouver, B. C., early next week. An enjoyable program of music and readings was given, at the conclusion of which Miss Bennett was presented by Miss M. Wyatt with a handsome toilet and manicule set, Miss H. Powell read an address.

Death of Mrs. Lashbrook.
Mrs. Jane Lashbrook, wife of Mr. Robert Lashbrook, died yesterday at her residence, 583 Richmond street, in her 80th year. Mrs. Lashbrook, who was born at Colburn, Cornwall, England, had resided here for 38 years. She is survived by the following children: Miss Jennie, Miss Edith P. Fred and R. S. of this city; Arthur, of Detroit, and T. H. of London Junction. The funeral will be privately conducted on Monday to Mount Pleasant Cemetery. Rev. Richard Whiting, of the First Methodist Church, will officiate. Children Entertained.

Lantern slides and a sketch by the choir of Chelsea Green Church were the principal features of a program of the annual Sunday school entertainment of St. Paul's Cathedral in Cronyn Hall on Friday evening. Tea was served to the children previous to the program, and a treat of candy and fruit was given to them before they returned home. Rev. Canon Tucker acted as chairman.

"Nineteen Club."
The inaugural dance of the newly-organized Nineteen Club, of which Rev. S. R. Heakes is the president, was held on Friday evening in the new Masonic Temple. Over 200 couples were present, despite the inclement weather, and the excellent program of waltzes and two-steps were successfully carried out and enjoyed by all. The spacious hall was tastefully decorated for the occasion, the floor was in excellent shape, and the music furnished by the Tony Cortese orchestra was of the best. At the hour of midnight lunch was served to the guests in the basement on neatly arranged tables.

"Did you see where the bomb hurted at the Viceroy of India was of talk-machine needles?" "I suppose the would-be assassin wanted to make a record."—Baltimore American.



Let a KODAK Be Your Companion

It will give you pleasure every day of the new year, and will bring that pleasure back again and again.

A KODAK

is simple in operation, and any boy or girl quickly becomes expert in picture-taking. We have them all prices. Ask for a catalogue.

J. H. BACK & CO.

210 Dundas Street.

PLEASE DON'T WAIT TILL YOUR LAST SHOVELFUL OF COAL IS ON THE FIRE. ORDER EARLY.

John Mann & Sons
401 Clarence St.
425 York St.
Phone 470.



SATISFACTION GUARANTEED OR MONEY BACK.
374 RICHMOND STREET.

Parnell's BREAD

QUALITY is our first consideration. Every pound of flour that is used in

PARNELL'S BREAD is sifted, and we would invite the public to inspect our factory and see how clean our bread is made.

Bakeries open night and day.
PHONES 929-1390.

We Are the

London Depot for



TOOTH AND TOILET PREPARATIONS

Tooth Powder 25c
Tooth Paste 25c
Tooth Brushes 25c
Face Cream 25c
Face Powder 25c
Bath Powder 25c
Talcum Powder 25c
Hair Tonic 25c and 50c
Hair Shampoo 25c

For the next week, or as long as the supply lasts, we will give to each purchaser of any Sanitol article, a dainty little sample of any other Sanitol preparation they may choose.

Cairncross & Lawrence
Chemists and Druggists.
216 Dundas St. LONDON, ONT.

Personal Mention

Miss Sadie Mawby has returned to Detroit, after spending New Year's with her aunt, Mrs. Dawdy.
Mr. Len. Dawdy has returned to Detroit after spending the holidays with his parents, Mr. and Mrs. Dawdy, Sackville street.
Mrs. S. H. Milling, of this city, has returned after spending a month with her daughter, Mrs. Gordon Goss, Toronto.

W. Ellis Wallace, of the C. P. R. staff of telegraphers, of Hamilton, paid a flying visit home for New Year's and made short calls on friends.

Miss Irene Wilson and Miss Julia Edwards have returned after spending the holidays with Mrs. Thos. Phalen, 70 Keele street south, West Toronto, Ont.
Mrs. D. M. Woollett, Ann Arbor, and Miss Alice Woollett, Detroit, are visiting Mrs. S. Woollett, Talbot street, and Mrs. N. Baxter, Richmond street.
Mrs. Robertson, of 314 Lytle street, entertained the ladies of the Whirlwind Progressive Euchre Club Thursday afternoon. Mrs. C. Phipps won first prize, and Mrs. Robertson second prize.
Mrs. Charles R. Bissell (formerly Verna Bess), will receive for the first time since her marriage on Tuesday, Jan. 7, from 3 to 6, at her home, 651 William street, and afterwards on the first and third Tuesdays.
Mr. Arthur Greenleaf, traveller for the McCormick Manufacturing Company, has severed his connection with that firm, and will represent the Gorman-Eckert Company in the Huron and Bruce districts.

Russell G. McLean, teacher of singing, of the Toronto Conservatory of Music, whose London studio has been closed during Christmas vacation, will be in London as usual on Wednesday, the 8th. Mr. McLean will meet any who wish to interview him between 4:30 and 6:30 p.m. Wednesday.

ROWAT'S COFFEE 40c per lb.
T. A. ROWAT & CO.
250 Dundas St. Also South London.
PHONES: 3051, 3052, 959. tyw

POULTRYMEN ELECT OFFICERS FOR YEAR

Mr. J. W. Jarvis Chosen President at Meeting on Friday Night.

The poultrymen opened the year 1913 with a bumper meeting on Friday evening, President Plawn presiding. Mr. Nash presented the auditors' report for 1912. He gave a full and concise report of the business and transactions. The disbursements amounted to over \$1,400, all of which sum was spent for the benefit of the poultry industry in London and the surrounding district. The following officers were elected for 1913: President, J. W. Jarvis; first vice-president, John Nash; second vice-president, Oliver Boug; secretary, F. C. Duimage; treasurer, A. Hockin; superintendent, W. J. Slossor; auditors, A. J. Morgan and Oscar Thorne; directors, Wm. McNeil, R. Oke, Fred Andrews, C. E. Speiran, W. C. Young and J. W. Duncan; delegates to Western Fair, James McCormick and Wm. McNeil; delegates to Confederation of Local Associations, Wm. McNeil and R. Oke; press representative, J. W. Duncan.

A Black Orpington hen owned by Mr. Black was scored by Mr. McNeil at 92%. It was an excellent specimen. Mr. McNeil pointed out its good and bad points for the benefit of those present. Alderman-Elect Slossor thanked the members for their support in the recent election, and promised his best efforts for the interests of the city. This association is doing its utmost to further the poultry industry, and everyone interested should become a member.

DIED AT LUCAN

Mrs. John Cain Had Been Ill for Some Time.

[Special to The Advertiser.]
Lucan, Jan. 4.—Mrs. John Cain died at her home here shortly before noon today. She had been in poor health for some time, and her death was not unexpected. She was 75 years old, and leaves her husband, two sons and two daughters. The funeral will be held on Tuesday at St. Patrick's Church, and the services will be conducted by Father Arnold.

SAVED BY A FAINT

Seized With Illness When He Was About to Shoot Himself.

[Canadian Press.]
Kingston, Jan. 4.—The fact that he fainted when he was about to fire a bullet from a revolver into his head saved the life of Wilfrid Salter, about nineteen years of age, living here with his father, Alfred Salter. The young man has been despondent for some time.

APPIN.

Appin, Jan. 4.—Miss Flossie Eadie is home from Niagara.
Douglas Patterson was a London visitor recently.
Mrs. Morrison passed away on Tuesday evening. The funeral was held on Thursday, and was largely attended. Mr. Cook, of Windsor, and Mrs. Mahan, from Bothwell, were among the friends of deceased. Interment took place at the Laughton Cemetery.
Zelda McMaster lies at her home in a critical condition. An operation for appendicitis was performed on Thursday afternoon by Dr. Moore, of London.
Miss Campbell is visiting in Windsor.
David Webster's home is quarantined, as the children are ill with whooping cough.

Dickens' "Christmas Carol" is sixty-nine years old, and just as good as new.

Harriet Morgan can go home and read it in the original manuscript, but your copy, no matter how cheap and plain, will give identically the same pleasure. —Cleveland Plaindealer.

Let Me Send You

A Treatment of Catarrh Cure Free



C. E. GAUSS.
I Will Take Any Case of Catarrh, No Matter How Chronic, or What Stage It Is In, and Prove ENTIRELY AT MY OWN EXPENSE, That It Can Be Cured.

Curing Catarrh has been my business for years, and during this time over one million people have come to me from all over the land for treatment and advice. My method is original. I cure the disease by first curing the cause. Thus my combined treatment cures where all else fails. I can demonstrate to you in just a few days' time that my method is quick, sure and complete, because it rids the system of the poisonous germs that cause catarrh. Send your name and address at once to C. E. Gauss, and he will send you the treatment referred to. Fill out the coupon below.

FREE.

This coupon is good for a package of GAUSS' COMBINED CATARRH CURE sent free by mail. Simply fill in name and address on dotted lines below, and mail to C. E. GAUSS, 4372 Main street, Marshall, Mich.

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TWENTY REASONS FOR WIPING OUT THE BAR

Wingham Pastor Urges Ratepayers to Carry Local Option by Big Vote.

[Special to The Advertiser.]
Wingham, Jan. 4. — Rev. G. V. Colling will preach in the Baptist Church on Sunday on the following twenty reasons why every ratepayer should vote for local option:

1. It removes from our midst that which is an evil, only and continually.
2. It delivers the community from an acknowledged partnership in evil.
3. It lessens the indulgence in drinking, which is the cause only of degradation, disease, disgrace and death.
4. It removes the temptation which is so great a factor in the creation of the evil habit.
5. It saves from threatened destruction our youths, who are the sole hope of our country and people.
6. It puts the ban of public disapproval on the whole evil business.
7. It stops an appalling waste in life and labor in cash and character.
8. It increases the wealth of the community by turning wasted capital and labor into wealth-producing activities.
9. It increases trade and business.
10. It makes possible better homes.
11. It lessens crime.
12. It promotes righteousness.
13. It renders possible the development of better citizens.
14. It raises the standard of civic and community life.
15. It will purify and elevate politics and legislation.
16. It renders more easily possible that spiritual experience by which alone mankind may hope for God's forgiveness and eternal happiness.
17. It is the most effective weapon that has come to our hand.
18. It has the unqualified indorsement of a large majority of the best people of our communities.
19. It has the best machinery for enforcement.
20. It succeeds.

SPECIAL AROUND THE WORLD CRUISE

Canadian Pacific
Empresses of Russia and Asia

An unusual opportunity for an around the world cruise all under the Canadian Pacific flag with its consequent standard of service is offered, with the advent of the great new quadruple screw turbine engine steamships Empress of Russia and Empress of Asia.

The Empress of Russia will sail from Liverpool April 1 and will call at Gibraltar April 4, Villefranche April 8, Port Said April 12, and will proceed via Hong Kong, Shanghai, Nagasaki, Kobe, Yokohama, and arrive at Vancouver, Saturday, May 21. From Vancouver to Toronto passengers may travel via Canadian Pacific's main line or Crows' Nest Pass line and may also travel from Port William or via Great Lakes route to Port McNicoll.

Vessel remains 16 days at Hong Kong.

The most direct connection to make for the sailing from Liverpool April 1 is via Empress of Britain from St. John, N. B., March 21, 1913.

The rate for the entire cruise is \$639.10, exclusive of maintenance between arrival time in England and departure of the Empress of Russia.

A similar cruise will be made by the Empress of Asia, sailing from Liverpool, May 27, 1913.

Particulars from W. Fulton, city agent, London; M. G. Murphy, district passenger agent, Toronto.

KING STREET CHURCH

SUNDAY SCHOOL CONCERT
A Large Audience at Entertainment in East End Church.

Despite the weather conditions, the annual entertainment of the Sunday school of King Street Presbyterian Church, which was held on Friday evening, was a great success. Previous to the concert a supper was enjoyed by all. The program, which commenced at 7:30 o'clock, was composed of the usual features of a children's entertainment, each class contributing a number. Special mention might be made of a dialogue entitled "A mixed-up School Room," by Miss Sargent's class; patriot's drill, by Miss Buskard's class; "Our Mother's Aid Society," contributed by the students of the Junior Bible class, and a duet by Ralph Carson and Jordan McIntosh. Prizes for the best attendance was distributed at the close. The success of the evening is due to the efforts of the two superintendents, Messrs. W. J. Snellgrove and Joseph Saunders, with the combined help of the teachers of the school.

PAID AN OFFICIAL VISIT TO LODGE

Right Wor. Brother Dr. Percy

Banghart at St. John's No. 209a.

Rt. Wor. Bro. Dr. Percy Banghart, Dorchester, D. D. G. M., paid his official visit to St. John's Lodge, No. 209a, A. F. and A. M., last evening. A large number of prominent members of the craft accompanied him. Wor. Bro. T. P. Elliott, and his officers, conferred the first degree in a most exemplary manner, and won for himself the congratulations of the brethren.

Wor. Bro. Fred Palmer, P. M., was presented with a past master's jewel. Wor. Bro. William O'Brien made the presentation, and congratulated Bro. Palmer on his excellent services during the past year. The latter acknowledged the gift briefly.

Short addresses were delivered by Rt. Wor. Bro. J. W. Wallace, Wor. Bro. U. A. Buchner, C. G. Carlton, W. A. Hunter, L. Davies, and others.

Refreshments were served after the lodge adjourned.

FATALLY INJURED.

[Special to The Advertiser.]
Walkerton, Jan. 4. — Elgin Kruspe, aged 14, who was buried into a tree while skidding on a steep hill here on Thursday night, and had his leg fractured, and was hurt internally, died today from shock and loss of blood.

ROSS' LIMITED.
LONDON and EDMONTON
Manufacturing FURRIERS



Splendid range of Stoles, Shawls and Muffs in all the leading Furs of the season.

EVERY ARTICLE MADE IN OUR OWN WORKROOMS AND GUARANTEED SATISFACTORY.

Mink Muffs. \$20.00 to \$100.00
Persian Lamb Muffs \$18.50 to \$50.00
Sable Muffs. \$18.50 to \$32.00
Mink Stoles. \$37.50 to \$135.00
Persian Lamb Stoles \$30 to \$85
Sable Stoles. \$30.00 to \$45.00

Our stock of selected Dressed Skins in Persian Lamb, Hudson Seal, Near Seal and Alaska Seal enables us at this time to offer SPECIAL VALUES IN GARMENTS MADE TO ORDER. Our equipment in designing and finishing this class of work is all that can be desired. Each article guaranteed in every particular.

Ladies' Ready-to-Wear Garments

CLEARING SKIRTS, REGULAR \$5.00 TO \$10.00, FOR \$3.98—This lot comprises Voiles, Serges, Panamas
CLEARING CLOTH DRESSES—All in up-to-date fabrics and colors. \$10.00 to \$19.50, now.....\$5.00
ALSO SEVERAL LINES IN BLACK, NAVY AND BROWN SERGE DRESSES, specially attractive. Regular \$15.00 to \$16.50, now.....\$11.75
CLEARING SILK DRESSES—Regular \$12.25 to \$47.50. Now clearing at \$5.00, \$9.75, \$11.75, \$14.50, \$18.50 and \$27.50.

CLEARING SUITS—All up-to-date goods. Regular \$13.50 to \$27.50, now.....\$9.75 to \$15.00

BALANCE OF FALL AND WINTER COATS ALL AT CLEARING PRICES.

Waists

Several lines in Silk Chiffon and Net Waists, all at clearing prices.

Neckwear

Large stock of the latest and most attractive styles.

196 Dundas Street
PHONE 1319.

Enjoy the World's Best Music in Your Own Home!

In a cosy chair by your "ain fireside"—in the long winter evenings—far from the cares that infest the day—you can sit and listen to the WORLD'S SWEETEST MUSIC—music that calms the agitations of the soul and brings back sweet, half-forgotten memories of long ago. This sweetest and most refining of all home-pleasures is yours if you own a



STYLE 120.

We'll be glad to explain all this to you, so please ask us.

N. B.—You can deal direct with us and save considerable money, because our factory is located here. Phone 1078 or write us, stating when you've an hour to spare, and we'll send our automobile for you. We simply want an opportunity of proving to your satisfaction that the Sherlock-Manning 20th Century Piano is "Canada's Biggest Piano Value." Then we'll drive you home—all without placing you under any obligation to buy.

Sherlock-Manning Piano Company
LONDON, (No Street Address Necessary.) CANADA.

Positions Secured

Westervelt School Pupils

Miss McGuffin, office clerk, Empire Brass Company; Miss Smith, stenographer, London Printing Company; Miss Staples, stenographer, C. R. S. M. Co.; Miss Kennedy, stenographer, John Morrow Screw Company, Limited, Ingersoll; Miss H. Holtby, office clerk, Hodgins & Haskett; Miss Thompson, office clerk (temporarily), W. A. Jenking Company; Miss McGay, office clerk, city hall; Miss Mann, stenographer, A. J. Morgan.

The winter term at the Westervelt School begins Jan. 6. Address the principal for full information.

Taxicabs and Carriages for every occasion. Hueston's Livery.

SPEND THE WINTER IN CALIFORNIA. Attractive rates will be quoted via variable routes, affording finest scenery. The Los Angeles Limited, leaving Chicago 10:15 p.m. for Southern California, the San Francisco Overland Limited, leaving Chicago 5:30 p.m., less than three days en route, provide the best of everything in railway travel. The China and Japan Mail leaves Chicago daily 10:46 p.m., for San Francisco and Los Angeles. Illustrated literature on application to B. H. Bennett, general agent Chicago and Northwestern Railway, 44 Yonge street, Toronto, Ont. Jan. 31-1x