

Rowat's 50c per pound
COFFEE
T.A. ROWAT & CO.
250 Dundas St.
Phone 3051-3052.

NEW ROUTE TO WESTERN CANADA PROVING POPULAR

Runs Through Famous Clay Belt of New Ontario and the Cobalt Mining District.

On your next trip to Western Canada why not travel over a new route, see the wonderful land opened up in Northern Ontario by the Transcontinental Railway, and gain a glimpse of Temagami, and the Cobalt silver mining region?

You may use two famous trains on your journey without any added expense for railway fares, as compared with any other route. The International Limited will carry you to Toronto, where the "National" starts on its westbound flight. The "National" uses the rails of the Grand Trunk to North Bay, the Temagami and Northern Ontario (Provincial Government line) to Cochrane, and the Canadian Government Railway to Winnipeg, where it links up with the Grand Trunk Pacific for an important route in Western Canada.

A pleasant daylight run to Toronto, an evening in the Queen City, and the "National" is ready to carry you westward. The departure of the "National" from Toronto is at 9:00 p.m. on Tuesdays, Thursdays and Saturdays. North Bay is reached next morning, and there opens for your admiration all the lake-laid beauties of the territory served by the T. and N. O. line. These are followed by a wonderfully interesting trip through the sparsely-populated territory of New Ontario, giving the traveler an opportunity of inspecting this fertile region, including the famed wheat belt, where tens of thousands of settlers will make their home in the future. The area of New Ontario is 330,000 square miles, fully four times the size of old Ontario, and in addition to great expanses of good farming land, it has wonderful resources in timber, minerals, water power, fish and game.

The three railways have combined to make the passenger service over this new route the equal of that offered anywhere on the continent. The smooth, straight and level roadbed embodies all that has been learned in three-quarters of a century of railroad building. The dining-car service is unequalled, and the greatest travel comfort is assured. Full particulars from any Grand Trunk ticket agent, or C. C. Hornum, district passenger agent, Toronto. D. 22.

Fresh Fish For Friday and Saturday

EXTRA SPECIAL!
LAKE ERIE HERRING 10c LB.
Whitefish, Salmon, Trout, Halibut, Clams, Haddock, Fillet Haddock, Pickled Herring.

SEE OUR WINDOW FOR BIG POULTRY DISPLAY.

WILSON'S Phones 5600-5601.
Clean up sale. Used tires, tubes and rims. Also a few new ones.

London's Rubber Man
346 Dundas St. BROCKMAN.

Our Work, Best By Test, Has Been Proven

London Tire Repair Depot
234 Wellington Street. Phone 2324.
A. WILKES. Opp. McClary's.

Carlyle TREBILCOCK OPTICIAN
PHONE 2351. 233 DUNDAS
Two Doors East of Majestic Theatre.

FOR CHRISTMAS.
Buy a Brantford Bicycle

Taylor's Beef, Iron and Wine
Finest Quality—Large Bottles.
Regular \$1.00 for 50c at

Taylor's 6 Cut-Rate Drug Stores

Reliance Garage
Ford Service Station
701

Save Money on Shoes
Modern Shoe Repair
Phone 2310.

Dr. Mahan's Regulators
are what you need. They clear the stomach of bile, and tone liver and bowels, thereby placing the whole system in a healthy, vigorous condition. An efficient laxative that will not grip. ONLY 25c AT ALL DRUGGISTS.

Remember Father and Mother

The present for the "Old Folks" should be something helpful—something that will lessen the burden of their old age.

A pair of GLASSES, specially ground to suit their eyes, will enable them to read and sew with the ease and accuracy of their youth.

We are making a specialty of spectacleware this Christmas and have a scheme whereby glasses can be suitably presented as a gift.

MAKE IT GLASSES FOR THE OLD FOLKS

The Brown Optical Co.
223 DUNDAS STREET. PHONE 1877.

FURS for Christmas
BELTZ & CO.

Use Parnell's Dressing Bread

For that Christmas turkey, goose or duck.

It's made especially for that purpose and is an ideal filling. At your grocers, from our wagons or by phoning us.

Parnell The Breadman
PHONES 929, 1390

A Diamond RING
The Best Gift of All

No nicer gift could be given any lady than a YOUNG'S Diamond. These are the best stones that can be had on the diamond market: they are perfect in cutting and polished to the highest finish, and are flawless.

In the buying of diamonds one must have great confidence in the dealer he buys from.

Our \$20, \$30, \$50, \$75, \$100 Solitaire Diamonds are wonderful values and could not be duplicated today for near the same amount of money.

"It's Quality That Counts."

YOUNG'S
TWO STORES.
LONDON. EAST LONDON.

JOHNSTON BROS.
Phone 944.

CHRISTMAS PARTY AT VICTORIA HOSPITAL

The annual Christmas party given by the ladies of the Red Cross to the staff of Victoria Hospital was held on Wednesday evening in the Nurses' Home. Many nurses and their friends and 125 returned soldiers were present. An excellent program of music and readings was put on. Among those who took part were Mrs. Charles Ivey, who rendered a violin solo in a most pleasing manner; Joseph Roman, who delighted the audience with a reading; and Mrs. Smith of Woodstock, who rendered a solo in the splendid voice of a Nightingale. Following the program luncheon was served in the big dining-hall. Col. William Garsshore, chairman of the hospital trust, was chairman for the evening.

TURN OVER
the bothersome details of your advertising to us, and have time for other things.

Federal Advertising Service
Dominion Savings Building, LONDON, CANADA.

Now for Something Sensible for Christmas!
EVERYONE WILL BE PLEASED

Things in leather of good workmanship and quality always please. Careful choice of Christmas gifts make new joys. Here's some opportunities at Cook's that will interest you.

HOUSE SLIPPERS FOR MEN, WOMEN AND CHILDREN
Men's Cosy Felts \$1.00 to \$3.00
Ladies' 85c to \$2.75
Misses' Cosy Felts 45c up
Children's Cosy Felts 45c up
Moccasins for Boys or Girls \$1.60 to \$2.50

FOR MEN AND LADIES
Extra Fine Quality Club Bags, ladies' or men's sizes \$10, \$12, \$14, \$16, \$18, \$20 to \$28
Collapsible Club Bags, black, fine grain cowhide, just the thing for the motor car, specially priced at \$14
Ladies' Motor Hand Bags, New York made, include toilet fittings \$8 to \$18
Club Bags, at \$7 to \$10
Ladies' Leather Hand Bags, extra special \$1.00
Others \$1.50 to \$8.00

LADIES' NIFTY SPATS
Latest styles, new shades, in greys and fawns \$2.50 and \$3.00
Others at \$1.50

SUITABLE GIFTS MADE OF LEATHER
Billfold Wallets, Pass Cases, Calling Card Cases, Cigarette Cases, etc., from 60c to \$5.00

COOK'S SELECT SHOE STORE
The Store That Serves You Best.

REV. G. Q. WARNER IS INDUCTED AS RECTOR OF MEMORIAL CHURCH

Former Montreal Pastor Took New Charge Last Evening.

AN IMPRESSIVE SERVICE

Visiting Rector Tells of Many Calls on Minister Today.

Rev. G. Q. Warner, B.A., B.D., late of Trinity Church, Montreal, was inducted as rector of the Cronyn Memorial Church last evening, the anniversary of his ordination, at an impressive service conducted by Ven. Archdeacon Richardson and attended by a good representation of the congregation.

After the reading by the archdeacon of the license issued by the bishop of Huron authorizing Mr. Warner to preach in the diocese, together with the official certificate showing that the oath and declaration required had been taken and made, and the mandate of induction, the archdeacon proceeded with the churchwardens and newly-installed priest to the church door, where he declared: "By virtue of this mandate, I do induct you into the real, actual and corporal possession of this church, with the rights, profits and appurtenances thereto belonging."

Given the Keys.
At this point the rector's churchwarden, J. Robert, presented Mr. Warner with the keys of the church on behalf of the parish, and in obedience to the mandate of the bishop. After this the newly-inducted incumbent tolled the church bell to signify to the parishioners his taking possession as authorized.

Preaching a sermon appropriate to the occasion, Rev. C. C. Purton, formerly of St. James Church, Paris, and now of Christ Church, Detroit, declared the ministry of Jesus Christ to be the most sacred and honorable of all professions, and the course of his sermon he dwelt upon the exactions made in a democratic country and age upon the minister of Christ, and appealed for the support and sympathy of the congregation of the Cronyn Memorial Church for the new rector, Mr. Warner.

Makes No Reflection.
"In stating that the ministry is the most sacred and honorable of all professions," he said, "I am not reflecting on any other calling. All men have their special work to do, but the minister of Jesus is a man called of God for special service."

Calling attention to the security and power of the priesthood before the Reformation, and even 50 years ago in the old world, and contrasting with the present conditions, Mr. Purton said: "Never has there been so criticized and tested as today. It has been criticized for failing to meet its opportunity in this war, and it is a good thing for the ministry and the church, this criticism. Yet it is significant that in no age has the ministry of Jesus been so honored as today. Every life sacrificed on the battlefield is pointed out as a manifestation in a lesser degree of the sacrifice of Christ. Men in the midst of the war are looking to Jesus, loving and honoring him, and in this very fact that ministry is put to a severe test."

Many Problems.
Among the problems of the minister in a democratic country and age, he interpreted to him in his life and experience. Men who are true to their calling differ in their presentation because the life history of one man differs from the life history of another man.

With regard to the special occasion, the induction of the new rector, Mr. Purton gave this induction: "Place your confidence in him, believe in him, and he will give you of his best in him. They are different ways of presenting the gospel, and it is not impossible for me to say so in this pulpit. Every man true to his calling unfolds the gospel."

Urges Co-operation.
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Peters Plum Puddings
Rich, mellow, made with the greatest of care and thoroughly cooked. You only need to heat them.

PRICES FROM 50c UP.

Order now and we will deliver later.

Peters 2 Shops

Now for Something Sensible for Christmas!
EVERYONE WILL BE PLEASED

Things in leather of good workmanship and quality always please. Careful choice of Christmas gifts make new joys. Here's some opportunities at Cook's that will interest you.

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Men's Cosy Felts \$1.00 to \$3.00
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SUITABLE GIFTS MADE OF LEATHER
Billfold Wallets, Pass Cases, Calling Card Cases, Cigarette Cases, etc., from 60c to \$5.00

COOK'S SELECT SHOE STORE
The Store That Serves You Best.



Speaking of Useful Gifts, Top-Notch on the List Comes
SHOES AND SLIPPERS

This year—above all others—make your Christmas Gift a useful one. Waste is unpatriotic! This Shoe Store is crowded to capacity with a marvelous and undying variety of fine Shoes and Slippers, all to be sold at reasonable prices. You can make your Christmas money go much further by shopping at our store. Come and see what attractive footwear gifts a little money will buy here. Any unsatisfactory sizes will be exchanged after Christmas.

Men's Tan and Black Kid Romeos
\$2.25 to \$3.50

Men's Everett Slippers
Tan or black with fine turned soles, easy and comfortable.
\$1.25 to \$3.00

Ladies' Comfy Slippers
American make, high collar, in all colors.
\$1.90

150 Ladies' Hand Bags
Regular \$1.50
98c

Hockey Boots
—from—
\$2.50 to \$5.00
In Special Christmas Boxes.

Women's Comfy Slippers
With genuine buckskin sole, cosy and comfortable, all colors.
\$1.25 Pair

Ladies' Leather Traveling Slippers In Cases, \$1.00

LADIES' PUMPS
in patent calf and kid, in special Christmas boxes.
\$5.00

Men's Collar Boxes
In suede leather and leather
\$1.48

Club Bags, Suitcases, Trunks
Make a great Christmas present.



Johnston & Murphy
LONDON ST. THOMAS

MORE C. E. F. OFFICERS TRANSFER TO RESERVE

District orders issued at militia headquarters contain notice of the following changes among officers of this district:

Prov. Lieut. H. B. Hill, Canadian Field Artillery, 12th Brigade, is seconded.

Capt. (temporary major) T. J. Murphy, 14th Regiment, is seconded.

Lieut. (superintendent) C. H. Ivey, M.C., 7th Field Company, C.E.F., having qualified himself for the appointment, is confirmed in his rank.

The undermentioned officers are transferred from the active list, C.E.F., to the reserve of officers, C.E.F.:

Lieut.-Col. Adam Weir, brigade major, 2nd Infantry Brigade, 150th O.S. Battalion, C.E.F.

Capt. Francis Fenton (26th Regiment), No. 1 Special Service Company, C.E.F.

A NEW CARUSO.
A new Caruso record and one of the very best is the new December Record No. 87256. It is a selection from the beautiful Italian opera, "Andrea Chénier," one of the most colorful of modern Italian operas. Hear this beautiful record at the Victrola Parlors of Ye Olde Firme of Heintzman & Co., Ltd., 242 Dundas street. D. 6, 20

ELMAN STRING QUARTET.
Victoria Record 4411 is a quartet in B flat, played by the Elman string quartet. Mischa Elman and his three associates play this famous composition of Dittersdorf's as only such artists could play it. It is now on sale and can be heard at the Victrola Parlors of Ye Olde Firme of Heintzman & Co., Ltd., 242 Dundas street. D. 5, 20

AN ELECTRICAL GIFT
This Christmas will be quite the style. It's a great gift and will be new to you. There's a wide range in this store. Come in and see. BENSON-WILSON ELECTRICAL CO., 244 DUNDAS STREET. Wt.

ELECTRICAL CHRISTMAS GIFTS
At a Range of Prices To Suit Every Purse

Reading Lamps
Artistic designs
\$4.50 to \$35.00
A large stock to choose from.

Vacuum Cleaners
A gift that will make housework a real pleasure.
Small size \$32.00
Large size \$37.00

Christmas Tree Sets
\$3.00 Complete.

FIXTURES
Beautifully appointed for dining-room, parlor, den or bedroom. Up-to-date. Our showrooms and see the latest designs.

Until Christmas
25 and 30c
Watt Tungsten Lamps 3 for \$1.00
60-Watt Tungsten Lamps 3 for \$1.25.

FOR THE BOYS
Motors \$1.50, \$2.25 and \$3.00
Erector Sets \$2.00, \$3.00, \$4.50
Flashlights from \$1.00 to \$3.00
WE ARE OPEN EVERY EVENING.

WESTERN ONTARIO ELECTRIC COMPANY
A. T. TAYLOR. 237 DUNDAS STREET. PHONE 4071. E. L. CAMPBELL.

An Electric Grill
that will boil, toast, fry, broil and stew. Will cook a meal for a small family.
Prices \$6.00 and \$7.50

ELECTRIC IRONS
The real guaranteed Canadian Beauty; six pound
—\$4.50—

ELECTRIC TOASTERS
The Toaster with the guarantee back of it.
\$4.50