

Will-writing is a
LAWYER'S business.
Will-making is **YOUR**
business.

Executorship is **OUR**
business.

Why not, without fur-
ther delay, instruct
your lawyer to write
your will and appoint
this company to carry
out its provisions?

**CANADA TRUST
COMPANY**
Managed in connection with the
Huron & Erie Mortgage Corporation
London (two branches) and St. Thomas
T. G. Meredith, K.C. Home Crayn,
President General Manager

Ministers Make Merry Over Scrap in City Church

Suggest That New Angle Be
Given Discussion of
Alliance.

A ripple of mirth was created in the meeting of the Ministerial Alliance in the Y.M.C.A. Monday, when the president, Rev. Dr. Douglas, announcing the subject for the address of the day, "The Pulpit as Viewed by the Pew," said: "We might have another discussion of a subject which is perhaps more timely today, 'The Pulpit as Viewed by the Pew.' I would suggest in this connection that the subject be opened by the representative of The Advertiser and replied to by Rev. R. G. Peever of the First Methodist Church."

In the midst of the laughter evoked, a voice from a member of the alliance seated near Mr. Peever was heard: "Where's the hymn book to swap with?"

Nobody joined more heartily in the laughter than the Rev. R. G. Peever and The Advertiser's representative, who, by one of those interesting coincidences, were seated side by side at the long table facing the president. When the reporter within easy reach of the door, and that one beside Mr. Peever, "That your Sunday sermon," said Mr. Peever, as a roll of copy paper and pencil were produced. "I'm writing it for this afternoon."

"That was a grand text I gave you yesterday, wasn't it?" continued the Irish pastor of the First Methodist Church, with a twinkle in his eye and the corners of his mouth quivering into a smile.

"Broken-hearted, I wasn't there to report it, but this looks like a case of the lion and the lamb sitting down to supper, doesn't it?"

"Which is the lion, and which is the lamb?" laughed Mr. Peever.



They Will Get Plenty of Toys

Here is something more—a
toy with a serious purpose—
a

BROWNIE

A never-ending source of
pleasure and the means of a
childhood record that will
gather interest with the
years. The Brownies are
priced from \$1.75 up, and
our line is complete.

J. H. Back & Co.
210 DUNDAS STREET

CRONYN RETURNED FOR CITY, GIBBONS CUTTING MAJORITY OF NORMAL ELECTION BY 300

6,548 Vote Labor-Liberal in
London, Borden Getting
1,665 More.

GREATEST VOTE EVER CAST

14,761 Ballots of Monday
Exceeded by 6,000 Pre-
vious Records.

THE VOTE.
Hume Cronyn..... 8,213
George S. Gibbons..... 6,548
14,761

With the greatest vote, by more than 6,000, ever polled in the city of London, Monday's elections resulted in the return of Major Hume Cronyn over George S. Gibbons, Labor-Liberal, by a majority of 1,665. The soldiers' vote, both that polled locally and the overseas returns, has yet to be applied here.

The effect of the votes cast by the men in khaki quartered in Canada, in the West Indies, France, England and various other sections of the globe, will not be known until approximately February 1, owing to the fact that all the ballot boxes will not arrive in Ottawa until about the middle of January, or later. The local vote, as opened at Ottawa and the votes counted at any time after January, and it is possible that in constituencies where the present standing is close, there may be some changes when the military votes have all been counted.

It must be remembered the votes of the soldiers quartered in this city have not been included in the totals issued, and that, like the other military votes, will not be counted for at least another month.

The "Surplus" Vanishes.

The election was a momentous one. The 4,000 additional names of soldiers' dependents, added to the local lists and confidently expected by the Borden and supporters to add at least 2,000 votes to the Borden vote column, failed to show the expected returns, and despite the handicaps against him, George S. Gibbons not only overcame this 4,000 expected majority, but cut down by almost 2,000 votes the normal conservative majority in this city as typified by the Beattie-McEwen election of 1911, when the late Major Thomas Beattie was re-elected by a majority of 1,351 over J. M. McEwen.

2,000 Above Hyman.

Not only did Mr. Gibbons cut down the normal Tory London majority, but he also gained practically 2,000 votes over and above the returns of Lion. C. S. Hyman's last record. In the by-election of June 13, 1915, Mr. Hyman polled 4,331 votes. Yesterday Mr. Gibbons polled 6,548.

This by-election in the total number of votes cast was the best previous record in London, 8,322 votes having been cast. The record compared to the almost 15,000 cast in the 1914 election, the different conditions of the two elections.

Major Hume Cronyn received 8,213, more than the total vote cast in all the eighteen local elections for the Borden and Hyman. George S. Gibbons received 6,548 votes, enough ballots to have given him an overwhelming majority in every election save this one.

If the solid women's vote of 4,000 went to Cronyn, Gibbons must have beaten him in the male vote. If, in the case of Cronyn, Gibbons must have beaten him in the male vote. If, in the case of Cronyn, Gibbons must have beaten him in the male vote.

From the standpoint of a possible return, Mr. Gibbons was faced by a succession of obstacles which were insurmountable to any candidate. The flag-waving of 1911, which won Canada for Bordenism, was surpassed in the election just over. The dead set made on the women's votes, to gain them by any and all means, was effective. Wives of soldiers were informed that pensions and separation allowance to their loved ones overseas would be cut off were the Liberals returned to power. In many instances this intimidation of voters was successful, and other cases had an opposite effect. Organized efforts of the clergy and the turning of prayer meetings into political gatherings and the pulpits into Borden rostrums, also contributed to the strength of the local Borden supporter. No tricks were forgotten, no stones thrown to make sure that London would be placed in the Borden column.

Series of Obstacles.

Against this combination the local Labor-Liberal organization worked and that it worked well is shown by the 6,548 ballots which were marked for George S. Gibbons.

While the result might be termed a victory by some for Bordenism here, it was in a measure a victory for the Labor-Liberal cause for the platform of Mr. Gibbons was adopted almost entirely by Major Cronyn.

The battle in London was hard fought and the result bitter. There is no fault to be found with either organization, both working hard and getting out every available vote.

The interest of the public was intense and possibly never in the history of London was there so great a percentage of votes cast.

The Labor men, or the union men particularly, swung towards Gibbons, but unorganized labor did not do so well.

The chief factor towards the defeat of Gibbons was undoubtedly the race and religion cry. It was worked to the limit, Quebec and Bourassa played their part in the defeat of the Liberals here, as they did in 1914.

Hard Fought.

The campaign was hard fought. There was canvassing plenty, some of it good, much of it bad. London is incurably Conservative, it would seem, and those who followed the thing closely were not surprised at the result. The last week of the campaign as in 1911, did the trick. Mr. Gibbons fought hard and well. He had the or-

LONDON CANDIDATES ELECTED



MAJOR HUME CRONYN.

LOSER IN SPLENDID RACE



GEORGE S. GIBBONS.

ganized opposition of the ministers, and many women did yeoman service on behalf of Major Cronyn.

"Well it happened, and I am defeated," said George Gibbons. "I am not disgraced. The Advertiser put up the cleanest and best campaign a newspaper ever put up, and I must give it a tribute of praise for the splendid fight it put up for me."

Speaking to the electors from the window of the Free Press Major Hume Cronyn said: "My friends, I don't take this to say to you. I do not take this as a personal triumph. It's you who have spoken. Whatever the results through Canada, the heart of London is sound and sure. I want to thank the voters and the hundreds of workers. I cannot name them all, but first I want to thank the ladies of London. They have done it. I also want to thank the soldiers. I have made mistakes, but, through goodness, the workers covered them all up."

up.

RESULT IN LONDON.

—Majority—

Sub.	Gibbons.	Cronyn.	Gibbons.	Cronyn.
Sub. 1.	23	41	18	..
Sub. 2.	24	34	23	1
Sub. 3.	21	38	41	..
Sub. 4.	37	63	89	..
Sub. 5.	37	69	..	..
Sub. 6.	102	96	126	..
Sub. 7.	113	107	117	6
Sub. 8.	87	114	..	..
Sub. 9.	98	138	..	..
Sub. 10.	67	129	..	..
Sub. 11.	93	149	..	..
Sub. 12.	93	145	..	..
Sub. 13.	96	143	..	..
Sub. 14.	71	140	..	..
Sub. 15.	87	102	..	..
Sub. 16.	111	139	..	..
Sub. 17.	80	117	..	..

WEST MIDDLESEX RETURNS ROSS BY MAJORITY OF 731

STRATHROY, Dec. 17. — Duncan Ross, the Liberal candidate in West Middlesex, was re-elected by 731 majority, more than double the majority he secured in the last election. The largest vote ever polled in the history of West Middlesex was cast.

Lobsenz, Caradoc and East Williams townships piled up the biggest majorities for Ross. Caradoc and Lobsenz the Liberal candidate 249 and Williams 234. Strathroy gave a majority of 73 and Adelaide Township 32 for Ross.

Elliott's largest majority was in Parkhill, where he secured 67 of a majority. McGillivray came next with a majority of 70 for Elliott, and Delaware 2 of a majority. Alisa Craig and West Williams both gave Ross majorities, the former 8 and the latter 2. Gillespie with 17 majority, came next to Parkhill as a village majority.

The greatest enthusiasm prevailed throughout the election.

The total number of votes cast for Ross was 942, and for Elliott 211, leaving the Liberal candidate with 731 to the good.

KOMOKA PASTOR IS GOING TO BRACEBRIDGE

KOMOKA, Dec. 17. — The annual Christmas tree of the Presbyterian Sunday school and church will be held in the town hall on Wednesday evening. On Friday evening the Methodist Church will hold their regular Christmas entertainment.

**TO REGAIN HEALTH
CLEANSE THE BLOOD**

When your blood is impure, weak, thin and debilitated, you cannot possibly enjoy good health. Your system becomes receptive of any or all diseases, and germs are likely to lodge in some part of the body.

Put your blood in good condition, and do so at once. Hood's Sarsaparilla acts directly and peculiarly on the blood—it purifies, enriches, and revitalizes it and builds up the whole system.

Hood's Sarsaparilla is not a cure-all. It is the best blood medicine on the market. It has stood the test of forty years, and is used all over the world. Get it and begin treatment today. It will surely help you. Sold by druggists.

SOME ELECTION NOTES

The curtain.
It happened.

In fact, it happened quite a fangul in London.

That woman's vote did the trick. It is some job to handle the girls, and the Liberals did not handle them here.

Labor may not have fared well in London. Its battles are in the future, and its rights will be recognized.

With the preachers against him, George S. Gibbons did very well. They were apparently more effective than when some of them supported the Hon. N. W. Rowell.

Can't beat money. Odies of it floated about through Western Ontario, so far as can be discovered.

Capt. Hezelwood will now evaporate from the environs of London. His letter-grams seem to have been effective. Good politics, after a fashion, but poor business from a national standpoint.

Toronto lived up to its reputation as Toronto the Tory. Once a regular gift was discovered there.

It was a sober election. Had J. Barrow been in his glory, it would have been a very hectic period.

A good wallowing is always worth while. There is much less to apologize for.

Hon. Albert Severyn, the Nationalist member of the Borden Government, was defeated in two places. That makes it unanimous. Even the music of that famous Victrola will not appeal to him.

An election, like a horse race, is finished on the last furlong.

The Old Flag will now be stored away until the next campaign. The Quebec crew sure does get them in that dear old London and Ontario.

Let's see. Be joyful. Most folks will be glad to know that now that the Borden candidate is elected here there will be plenty of coal for everybody.

No use kicking against the pricks. It was handicapped for the Unionists, and there is no need to complain.

Now the preachers may return to their former tasks of preaching the gospel. It will be badly needed here.

Ontario will go back to Joe Flavelle's pork. It went the whole hog, so there is no need to worry.

It seems that Billy Weichel in North Waterloo did not naturalize enough Germans in that riding.

Archibald McCoig was elected in Kent. J. W. Plewes and his de luxe campaign did not get him anything for a beating.

Bill Kennedy defeated Lieut.-Col. E. S. Wright in North Essex. Fighting William will be a good man in the House.

The usual parade was out. It made for a little gaiety in rather a sad world.

The German vote did not cut such a Liberal swath as one of the Conservative parties figured.

The farmers' sons will continue to be exempted. If the soldier vote gives Borden a big majority, they will not.

The last week's landslide had anything beaten a city block. An emotional campaign can scarcely be beaten.

It is the time for action. Let there be no further fiddling.

The vote cast in London was over 14,000. That is about 5,000 more than at any previous election, with the soldiers' vote not counted. That is quite a record, and shows the interest taken in the campaign.

The Borden band played "O Canada." The folks were quite surprised that there should be such a French-Canadian music given in London.

One of the surprises of the result was that no cable was announced, saying that the Kaiser had resigned and the crown prince had committed suicide.

Western Ontario sent a few Liberals. A pretty fair lot of fellows, too.

The next thing penned by the author will be a treatise on "How to grab a agent when he is kidding himself and you." Quite a pretty little study.

Not much money was gambled away on the election. That's one consolation for a bunch of the boys with some dangling dough.

To Cure a Cold in One Day. Take LAXATIVE BROMO QUININE Tablets. Druggists refund money if it fails to cure. E. W. GUY'S Pharmacy is on each box. 20c. 10c.

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**TO REGAIN HEALTH
CLEANSE THE BLOOD**

Gift Linens Half Price Wednesday Morning



Gift Suggestions

Initialed Handkerchiefs.
Men's Neckwear.
Men's House Coats.
Men's Shaving Sets.
Men's Gloves.
Men's Umbrellas.
Men's Bath Robes.
Men's Shaving Sets.
Ladies' Umbrellas.
Ladies' Neckwear.
Ladies' Hand Bags.
Ladies' Silk Hose.
Ladies' Gloves and Mitts.
Ladies' Manicure Sets.
Ladies' Blouses.
Ladies' Silk Underwear.
Ladies' Kimonos.
Ladies' Furs.
Cut Glass and China.
Toys, Books, Dolls.
Furniture and Basketry.
For further suggestions, visit Gift Bazaar.

SECOND FLOOR.

Silk, Satin and Serge Dresses Half Price

Here is a Christmas gift for you—a bout 35 Ladies' Dresses now on sale at just half the former prices. These dresses are in silk, satin and serge, mostly for house wear, afternoon styles or for street. The collection is a distinguished one. It tells the story of the season's colors and materials, and with the prices reduced to the point where they are half price, it offers an exceptional opportunity for economy. Colors are rose, Russian green, grey, brown and navy, also black. Every dress on this rack, about 35 in all, at half price. Each.....\$7.50, \$10.00, \$12.50, \$15.00, \$20.00

SECOND FLOOR.

The Gift Umbrella or Walking Stick

Here is one of the most practical gifts—a gift that is most acceptable to all, and if you wish to add a more personal touch to it you may have the initial of the recipient engraved thereon.

Large assortment of all the newest styles in Ladies' and Gentlemen's Umbrellas and Canes for Christmas gifts.

Ladies' Umbrellas in the loop, cord or director handle, sterling silver or rolled gold mounts, fine silk and wool coverings. Prices.....\$2.50, \$3.00, \$4.00, \$5.00, \$6.00, \$7.00 and \$8.00

Men's Umbrellas, rolled gold or sterling silver mounts on horn or wood handles; very useful gifts for men. Prices.....\$2.50, \$3.00, \$4.00, \$5.00, \$6.00, \$7.00, \$8.00 and \$10.00

Canes in all the newest shapes, silver mounted. Prices.....\$1.50, \$2.00, \$3.00, \$4.00, \$5.00 and \$6.00

Men's and Women's Serviceable Umbrellas, plain or trimmed handles in the director or crook styles. Prices.....\$1.25, \$1.50 and \$2.00

Children's Umbrellas, a very useful gift for the school children.....\$1.25

Men's Neckwear, 25c Half-Price

Ties for men at half regular prices Wednesday; a large assortment of Men's four-in-hand and bat-wing ties, some loose-flowing ends, some straight ties and the bat-wings; silk and poplins, good gift ties. Here on Wednesday morning. Price.....25c each

AFTERNOON TEA.
Special Menu from 3 to 5:30. Service 10c up.



MANICURE PARLORS—Let our manicurist take care of your nails. Best service; least cost. Fifth Floor.

Gift Linens Half Price Wednesday Morning

Doilies, Centres, Scarfs, Traycloths, Teacloths and Odd Pillow Cases

Every Piece Guaranteed All Pure Linen and Mostly Hand-Embroidered

HALF PRICE—IRISH EMBROIDERED TEACLOTHS OR SHAMS, 31 INCHES.
1 only. Sale price.....87c
10 only. Sale price.....\$1.00
8 only hand-embroidered. Sale price.....\$1.25
7 only hand-embroidered. Sale price.....\$1.37
2 only hand-embroidered. Sale price.....\$1.50

HALF PRICE—36-INCH EMBROIDERED TEACLOTHS.
2 only. Sale price.....\$1.12
1 only. Sale price.....\$1.37
3 only. Sale price.....\$1.50
2 only. Sale price.....\$1.62
1 only. Sale price.....\$1.75
2 only. Sale price.....\$1.87
1 only. Sale price.....\$2.00
2 only plain linen, hemstitched.....\$1.12
1 only plain linen, hemstitched.....\$1.87, \$1.50
1 each damask. Prices.....\$1.87, \$1.50
1 only 45-inch Embroidered. Sale price.....\$2.00

IRISH HAND-EMBROIDERED CENTRES.
2 only 36-inch round. Sale price.....\$2.25
12 only 24-inch round. Sale price.....\$1.50

HALF PRICE—IRISH EMBROIDERED DOILIES.
29 only, 6-inch. Sale price.....15c
23 only, 6-inch. Sale price.....17c
12 only, 8-inch. Sale price.....25c
19 only, 8-inch. Sale price.....32c

ODD SAMPLE PILLOW CASES, ONE OF EACH PATTERN. Sale price, each.....35c, 56c, 75c, 87c, \$1.00, \$1.37 1/2 and \$1.50

HEMSTITCHED EMBROIDERED COTTON SCARFS AND TRAYS SPECIALLY PRICED. Balance of a week-ago sale in Trays and Scarfs, neatly embroidered and marked exceptionally low:
Trays, 18x27 inches at.....35c each
Scarfs, assorted designs, at.....39c, 49c, 59c, 69c, 89c each

MADEIRA SCARFS.
Size 18x36, three only. Sale price.....94c
2 only. Sale price.....\$1.25
5 only. Sale price.....\$1.50
4 only. Sale price.....\$2.00
Size 18x45, four only. Sale price.....\$1.12
Size 18x45, one only. Sale price.....\$1.50
Size 18x45, seven only. Sale price.....\$1.75
Size 18x54, one only. Sale price.....\$2.00
Size 18x54, five only. Sale price.....\$1.62
Size 18x54, one only. Sale price.....\$1.87
Size 18x54, twelve only. Sale price.....\$2.00
Size 18x54, two only. Sale price.....\$2.50

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Size 18x54, one only. Sale price.....\$1.87
Size 18x54, twelve only. Sale price.....\$2.00
Size 18x54, two only. Sale price.....\$2.50



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Size 18x54, one only. Sale price.....\$1.87
Size 18x54, twelve only. Sale price.....\$2.00
Size 18x54, two only. Sale price.....\$2.50

Sale of Men's Shirts at 50c Each

Wednesday will see another big day in the Men's Department. Shirts at 50c each were a rare thing in peace times, and it may seem incredible now, but those who come out Wednesday will find 25 dozen Men's Shirts in all the different sizes grouped for quick selling—shirts with soft French cuffs or laundered cuffs, in neat stripe patterns, full sized and well made, worth double this price and more. No phone or mail orders. Sizes 14 to 17. Sale price.....50c each

MANICURE PARLORS—Let our manicurist take care of your nails. Best service; least cost. Fifth Floor.

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Soldiers-Sailors
DIARY and ENGLISH-FRENCH
DICTIONARY
Distributed by the
THE LONDON ADVERTISER
ONE COUPON AND 75c SECURES THE BOOK
PRESENT THIS COUPON together with purchase price and the book is yours.
MAIL ORDERS add for postage and handling within 300 miles five cents, greater distances ten cents.
Send One to the Boy—Keep One at Home!
THE DIARY for recording individual war experiences is the most serviceable book in existence and always will be a most cherished possession.
THE DICTIONARY Self-pronouncing by Sound-Spelling Method which exhaustive tests prove is simply that even a child readily acquires French with correct accent.
Bound in Textile Leather, Gold Edges, Gold Stamped, Pocket Size