

The Taylor Drug Company

Holds the exclusive agency for Toronto City Dairy Ice Cream Bricks, the best on the market. Phone any one of our four branches. We deliver promptly.

The Lenses That You Break

can be quickly and accurately replaced in our fine optical department.

Prices moderate.

JOHN S. BARNARD

Optician.

194 DUNDAS STREET.

CUPS AND SAUCERS

In Newest Shape and Decoration—Ranging in Prices From

50c to \$5.00

C. H. WARD & CO.

Diamond Merchants and Jewelers.

386 RICHMOND STREET

Phone 1084.

Call and Hear the Most Wonderful of All Musical Instruments.

THE EDISON DISK PHONOGRAPH

W. McPHILLIPS

139 Dundas Street, London.

Modern Plumbing

When asking for prices on all kinds of plumbing and heating see

EGGETT & CO.

Phone 210, 392 Clarence Street

YWT

COAL

Genuine Plymouth Anthracite, from individual mines. Prompt delivery.

Prices on application. Phone 2894.

JAS. H. HERRICK, AGENT.

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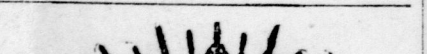
Nice Scranton Coal

daily, and can save you money by burning our coal.

Heaman & Son

York and Burwell Streets. Phone 212

YWT



We Have a Full Assortment of MANICURE, TOILET, SHAVING AND MILITARY SETS, BAKE DISKS, TEA SETS, FOSS, BRACE-LETS, RINGS,

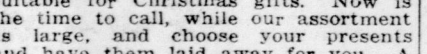
And all lines of Jewelry and Silverware suitable for Christmas gifts. Now is the time to call, while our assortment is large, and choose your presents and have them laid away for you. A small deposit will hold them.

The Store With the Stock and Reasonable Prices.

W.J. Wray & Co.

LONDON'S LARGEST JEWELRY,

234 Dundas Street, London.



YOUR BOY

may not like his studies because he cannot see properly. Accurately adjusted FIT-U Spectacles would make a new boy of him. Our examination can be quickly made and the results are beyond question. Why not see us at once?

THE BROWN OPTICAL CO.

LONDON PHONE 1877

YOU NEED NOT BE SICK.

OXYGEN

Nature's Greatest Curative Agent Administered by the Oxyphator, Will Expel Disease

Inquire into the science of Oxyphator. Use one in your own home, and you will experience a wholesale change in your view regarding the treatment of the sick.

No Drugs. No Battery. First Cost the Only Cost. Lasts a Lifetime.

FOREST CITY OXYPHATOR CO.

Room 8, Royal Bank. Phone 1546.

THE LONDON LOAN & SAVINGS CO.

ALLOW

4% On Deposits

5% On Debentures

Safety Deposit Boxes to Rent at Lowest Rates.

Cor. Dundas and Clarence Sts.

YWT

LEST YOU FORGET

CALL, PHONE 470, AND ORDER YOUR

COAL

JOHN MANN & SONS

Corner York and Burwell.

HAMILTON'S

Ale and Porter

Cannot be excelled. It's a favorite drink with many, and will suit you if you try it.

Diamonds

See yourself what you save by taking advantage of our removal sale.

LADIES' 14k Invisible Tiffany. \$28

regular \$35, now \$28

LADIES' 14k, full Belcher set. \$68

regular \$85, now \$68

GENTS' 14k, modified Tiffany. \$44

regular \$55, now \$44

Watches

GENTS' 17-jewel, W. G. Young \$12

movement, regular \$15, now \$12

GENTS' 15-jewel, W. G. Young \$10

movement, special now \$8

LADIES' 15-jewel, W. G. Young \$12

movement, regular \$15, now \$12

LADIES' 15-jewel, W. G. Young \$12

movement, regular \$15, now \$12

W. G. Young

LONDON. EAST LONDON. Young's advertising is absolutely true

YWT

JOHNSTON BROS.

XXX BREAD

Twenty-five of London's leading physicians are daily users of Johnston's Pure Wholesome Bread; also Victoria and St. Joseph's Hospitals.

Johnston Bros. Phone 944.

YWT

TAKING MORE INTEREST IN AMBULANCE WORK

Annual Report of St. John Association Shows 132 New Members.

The sixth annual report of the St. John Ambulance Association in London shows that the citizens are taking more interest in the work and that the society is in an extremely flourishing condition, 132 citizens having joined the society during the year.

During the past year, Mrs. H. A. Boomer had the honor of the Lady of Grace of the Order of St. John conferred on her. Mrs. Boomer has always supported the work of the St. John Ambulance Association.

Dr. Homer Black has been awarded an honorary life membership in the association in recognition of his services as an emergency hospital at the fair grounds, 110 cases of first aid being rendered by the nurses under the direction of Miss Cheetham during fair and Old Boys' week.

Thanks were also expressed to the McClary Manufacturing Company and others who have helped the association in its work.

During the year ten demonstrations of first aid work were given, and a number of meetings held. The officers of the association are: President, Lieut.-Col. W. M. Gartshore; honorary secretary and treasurer, Wm. Loveday; chairman of executive committee, Police Magistrate J. C. Judd.

DUTCH SUPPER SUCCESS

Choir of New St. James' Is Host at Pleasing Event.

The Dutch supper given by the choir of New St. James' Presbyterian Church last night was attended by a crowd which entirely filled the church basement, where the supper and following entertainment were held.

The rooms were decorated in red, white and blue, and flags, mingled with Dutch decorations. The supper, which was typically a Dutch menu, was served by choir members dressed in Dutch costume. During the supper, patriotic selections and popular ragtime were rendered on the piano.

The program which followed consisted of a reading by Miss Ethel Reynolds; solo, by Miss Elsie Smith; violin selection by Andrew Simpson, and solos by George White and Carlisle Webster. Mrs. Down and Mrs. Mountjoy played a piano duet, Miss Marjorie Brautout contributed a piano solo. Malcolm Aikhead presided. The entertainment was most successful, and the large number of persons who attended spent an enjoyable evening. The proceeds went towards the choir funds.

NEW VICTROLA RECORDS.

New Victrola Records are being issued each month. These are always to be found at the Victrola Parlors of Ye Old Firm of Heintzman & Co., Limited, 242 Dundas street. In addition to the new monthly list will be found an immense assortment of previously-issued records. Call and have some of these played over for you. You are welcome any time.

ENLARGEMENTS FROM YOUR BEST NEGATIVES MAKE IDEAL PICTURES FOR THE HOME.

J. H. BACK & CO.

210 DUNDAS STREET.

YWT

KAISER CALLED THE WAR DEVIL FOR BARBARITY

"Kulture" Stoops Below Wild Mexicans For Atrocities.

TEXAS LADY VEHEMENT

Mrs. A. E. Connor Tells of Horribly Mutilated Belgian Children.

SIGHTS FIRE ENGLISHMEN

Visitor Fresh From Mexican Rebellion Lands in Midst of Europe's Strife.

That German "kulture" has stooped to horrible atrocities that even the "barbarous" Mexicans are not practicing in their rebellious uprisings, was the statement last night of Mrs. A. E. Connor, of San Antonio, Texas, who is visiting her mother-in-law, 242 St. George street, this city.

Mrs. Connor has spent nearly four months in England, and declares that the terrible sights of German soldiers, the helpless children and aged men and women are all too true.

Asked to Adopt Maimed Child.

By Redruth, West Cornwall, was asked by relief organizations to take one of the maimed Belgian children into her home. The child, which was a girl, about 10 years, had both arms cut off above the elbow. Only two stumps remained. Little ones with arms and feet cut off were being brought into England by the hundreds. Mrs. Connor stated. The cause of the helpless Belgian children was the cause that was drawing many an Englishman from his home to shoulder arms and take part in the titanic struggle against the hosts of the Kaiser, who throughout the land was known as "The Man Devil." All England was fired with the desire to avenge the unthinkable cruelty to the children of a neutral nation.

"People in this country that are thousands of miles away from the scenes of barbarity, cannot realize the terrible calamity that has befallen Belgium," she said. "The country is desolated and its people cast from their homes to die."

England Sympathetic.

From the first, she stated, England opened its doors to the refugees, who are pouring into the country in endless streams. There were people young and old. Many are children whose parents had been killed. They could not speak English, and for this reason the British authorities were at a tremendous disadvantage.

According to Mrs. Connor's statement to an advertiser reporter, the Canadian expeditionary force has been received with open arms by English everywhere.

The suspected presence of innumerable German spies in the country caused military authorities to keep the land of the Canadian contingent dark, and the volunteers were almost settled in the common camp before England became aware of the fact that reinforcements from across the Atlantic had arrived.

When the news finally was given out, the troops from Canada were accorded a splendid welcome by town and country people alike. Every effort was made to provide for their comfort.

Asked how the English people were treating the war situation, Mrs. Connor replied that there was little demonstration of any kind apparent. When the report was flashed into England by wireless that the Germans were advancing rapidly to Ostend, there was considerable excitement, and the recruiting offices were literally besieged with volunteers, eager to rush to the front to protect their homes. Wild rumors of Zeppelins being seen over the country kept guards on the qui vive. A vigilant watch was kept along the coast by stealthy cruisers for prowling German war vessels.

Trying Voyage.

Mrs. Connor sailed from Liverpool on Oct. 29, on the White Star Line steamship "Mascot." Accommodation was limited, and throughout the voyage across all possible speed was crowded out of the engines. At night lights were carefully hidden, and under cover of the darkness the liner raced to Canada. The steamer warped into her dock at Montreal after a run of nearly six days, in which she had a considerable distance of her course to avoid prowling German cruisers.

While in England, Mrs. Connor received a military postcard from a captain in active service at the front. The card was of the printed kind adopted by the military department, on which a list of statements of a most general kind only are printed, and those not desired are crossed out.

Mrs. Connor has been in war zones during the last few years. Her home near the Mexican border, was not far distant from the scenes of the Villavieja struggles. The tension scarcely eased there, when she left for England, only metaphorically speaking, to jump into the centre of the conflict of European giants.

FOR BLACKHEADS

Blackheads being purely local trouble, blood tonics will do no good. Try sprinkling a little pure, powdered theoline on hot, wet sponge and rubbing it on the blackheads. You will be surprised to see how quickly every blackhead will disappear. YWT

UNION STOCKYARDS, TORONTO'S BIG FAT STOCK SHOW.

The Toronto Fat Stock Show will be held at the Union Stockyards, Toronto, on Friday and Saturday, December 11 and 12. The number of entries are very large and a show of fat stock, the like of which has never been equalled in the Dominion, may be looked for. Many special prizes are offered, several for farmers such as ten bacon hogs, ten long-wool lambs, ten short-wool lambs, etc. These prizes are offered to encourage the farmers in feeding and breeding. Street cars run direct to the show grounds. No effort or expense is being spared to make this Fat Stock Show the largest and finest ever held in Canada.

SHOES FOR CHRISTMAS

Why not drop in before the rush and have us put away a pair for you. Simply pay a small deposit and select the shoes when there is no crowd. Besides a pair of shoes will be a much-appreciated gift this year. THINK IT OVER.

J. P. COOK CO.

LIMITED

THE STORE THAT SERVES YOU BEST

PHONE 1319

196 DUNDAS STREET

YWT

APPEAL FOR AID FOR VOLUNTEERS

Daughters of Empire Asking That Comforts Be Donated.

CLIMATIC PROTECTION

Soldiers Need Cholera Belts, Wristlets, Sleeping Caps, etc.

The Daughters of the Empire are in receipt of urgent requests from Miss Mary Plummer, member of the executive of the Canadian War Contingent Association, overseas headquarters, for the supply of what is known as comforts for the soldiers of Canada who soon, if not already, will be fighting in the trenches of northern France and Belgium. These so-called comforts are really necessities.

The appeal has touched the hearts of the women who have read them, and they feel that the needs of the situation have but to be brought to the attention of the women of Western Ontario without regard to any ordinary town or township, to bring from them a response commensurate with the need.

With this in view, the London Daughters of the Empire present their case to the various organizations of women throughout the district. The appeal is primarily responsive to the needs of the church societies, without regard to denomination, and all other societies, and to the women, who, not owning membership in any organization, yet have been laid deeply under the influence of this matter.

The call is for money with which to buy necessities, such as cholera belts, wristlets, socks, or for those who will knit these articles. Money or service alike will be acceptable. The need is immediate. Eleven hundred soldiers are leaving London within a short time for that front. Others are at Salisbury. All these, probably nearly three hundred in all, for whom the people of Western Ontario are primarily responsible, are in need of whatever protection from the rigors of approaching winter and winter itself may be possible. Quoting from Miss Plummer's letter, these are the first most important needs: Handkerchiefs, colored, khaki preferred; sleeping caps, mufflers, wristlets, dannel shirts and underwear.

Those who are willing to help—and every pair of hands will add to the fund—should communicate without delay with Mrs. E. M. Graham, secretary of the Municipal Chapter, 14 Kensington street, London, Ont., or the following persons:

Mrs. W. E. Hodgins, regent, Municipal Chapter.

Mrs. E. B. Smith, regent, Lord Roberts Chapter.

Mrs. Fred White, regent, Lord Elgin Chapter.

Mrs. Callard, regent, Trafalgar Chapter.

Mrs. A. A. Campbell, regent, Seventh Regiment Chapter.

Mrs. T. C. Duncan, regent, Scott Memorial Chapter.

Miss Catherine Smart, regent, Princess Patricia of Connaught.

The advertiser has been requested, and the advertiser is pleased to acknowledge subscriptions to this fund. This has been officially decided upon.

"DRY" CAMPAIGNER HERE

Organizer J. Bailey, of Toronto, Outlines Field Plans.

Organizer J. Bailey, of Toronto, outlined field plans of campaign to representatives from the Social Service Federation, the W.C.T.U., and the Y.M.C.A. last night in connection with license reduction in the city. Circulars will be sent out to all city churches containing an outline of the campaign to be waged and asking their co-operation.

It was stated that the assessor's commissioner had not yet compiled the report on the petitions, but that they were expected to be in shape to be presented to the council Monday night.

The statement made to the meeting that liquor interests in the city were agitating that the vote on the market were for the convenience of farmers, was met with the unanimous decision that an accommodation of farmers on market days was in no way connected with the proposed license reduction.

Y. W. C. A. BOARDING HOME.

Y. W. C. A. residence, Winter terms, \$3.25 to \$4 weekly. Boarders have privilege of laundry and sewing machine. Apply Superintendent, 516 Wellington street.

INCORPORATED 1864

The Harvest Fields of Europe

Crops covering tens of thousands of European acres go unharvested, while civilized men by the million are on the battle lines.

The nations must be fed during the coming months from new sources of supply, and Canada is called upon to do her share.

Every producing Canadian acre has now a higher value than before the war, and 1915 will see an enormously increased acreage under crop to offset the shortage in the old world.

The bulk of Huron and Erie funds is invested in first mortgages based on the security of broad acres of Canada's best farm lands—a security that world-wide events tend to enhance.

Ask for particulars of our debentures, which pay you a profitable rate of interest on your money.

The Huron and Erie Loan and Savings Company

Main Office

412 Richmond St.

Market Office

4-5 Market Square.

LONDON, ONT.

T. G. MEREDITH, K. C., President.

HUME GRONVY, General Manager.

Palace Livery

ROSS & BOSS

Carriages for funerals and all other occasions. Automobile service.

519 DUNDAS STREET, PHONE 828

CANCERS

Can be cured if treated in time by the late Henry Edwards' treatment. Made given by J. Levitt. Write for particulars and testimonials.

388 1/2 RIDOUT ST. PHONE 2666.

YWT

ROSS' Limited

LONDON EDMONTON

Ladies, Your Opportunity for Suits

Owing to our western branch being unable to dispose of the Suits purchased for them this season we are compelled to make unusual sacrifices to dispose of our purchases.

All Suits are guaranteed latest styles, and the best product of the best makers in the trade.

Come Soon and Make Your Selection From This Choice Showing

Sizes 16 to 40, in Serges, Worsteds and Fancy Materials. Colors: Blacks, Blues, Browns, Copenhagen, Etc.

18 Suits—Regular \$17.50 to \$19.75, clearing at \$10.75

12 Suits—Regular \$20.00 to \$25.00, clearing at \$13.75

31 Suits—Regular \$23.50 to \$25.00, clearing at \$15.75

18 Suits—Regular \$26.50 to \$28.00, clearing at \$19.75

6 Suits—Regular \$30.00 to \$32.00, clearing at \$22.50

PHONE 1319

196 DUNDAS STREET

YWT

UNAVOIDABLE, SAYS JURY VERDICT OF AUTO FATALITY

Witnesses at Wimmer Inquest Say Car and Auto Were Moving Slowly.

In the opinion of the coroner's jury, sitting last night at the inquest into the death of 8-year-old George Wimmer, 21 Empress avenue, who was struck by an automobile, on Dundas street, near Richmond street, last Saturday, and who died Sunday, the accident was unavoidable.

Mrs. Phoebe Robinson, the boy's grandmother, who was taking him home, narrowly escaped being struck by the auto, which was driven by George Cameron, of Denfield, when her grandson was fatally injured. A market basket, which she was carrying, forcing her to walk slowly, was responsible for her escape, she said.

Was With Grandmother.

Mrs. Robinson and her grandson were waiting on the sidewalk in front of the Princess Theatre, at a Dundas street car, at 11:20 o'clock Saturday morning. The car approached slowly from Richmond street, and the little boy dashed ahead of his grandmother into the street, immediately in front of the automobile, which was running parallel to the street.

According to the evidence of the driver of the automobile, George Cameron, and his uncle, Donald Cameron, French, of Dorchester, and also Edgar French, of Dorchester, the witness of the accident, the boy was only two or three feet in front of the approaching automobile when he ran into the street and was struck.

He was taken to Victoria Hospital, where he died on Sunday at 10:10 in the evening, from a fractured skull, and hemorrhage of the brain. He was unconscious most of the time.