## Rowat's Pleases People Who Are Particular. 50c per pound COFFEE T.A.ROWAT & CO. 250 Dundae St. Phones 3051-3052

NEW ROUTE TO WESTERN CANADA PROVING POPULAR

Runs Through Famous Clay Belt New Untarlo 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?

gami, and the Cobalt silver mining region?
You may use two famous trains on your journey without any added expense for railway fare, 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 Temiskaming and Northern Ontario (Provincial Government line) to Cochrane, and the Canadian Government Railways to Winnipeg, where it links up with the Grand Trunk Pacific for al important points in Western Canada.

A pleasant daylight run to Toronto.

canada.

A pleasant daylight run to Toronto, an evening in the Queen City, and the 'Nationai" is ready to carry you westward. The departure of the "Nationai" 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 lakeland 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 clay 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 road 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 unexcelled, and the greatest travel comfort is assured. Full particulars from any Grand Trunk ticket agent, or C. E. Horning, district

Dr. Morin's Syrup of Hypophos. A real nerve and tissue food. Regular \$1.50 bottles for 79c at

the greatest travel comfort is assured Full particulars from any Grand Truni ticket agent, or C. E. Horning, distric passenger agent, Toronto. D. 22

Taylor 6 Cut-Rate Drug Stores.



SERVICE STATION OPEN DAY AND NIGHT. EQUIPMENT AND WORKMANSHIP

#### UNEQUALLED Reliance Garage Phones: Day 5318. Night 3168.

299 DUNDAS STREET.

and rims. Also a London's

Clean up sale.

Used tires, tubes





Lenses and Flat Lenses besides their slight extra cost. They give you extra vision and extra comfort. They are betterlooking, too. Come and see us about Toric Lenses.

Brown Optical Co. EYE SPECIALISTS AND OPTICIANS. London, Ontario.

> Our Work, Best By Test, Has Been Proven

London Tire Repair Depot 354 Wellington Street. Phone 2334.

Opp. McClary's A BATTERY SCHOOL.

A BATTERY SCHOOL.

Maximum efficiency is obtained from your battery only by expert attention. You cannot give it proper attention, so the logical thing to do is to bring it to us. We have one department devoted exclusively to this work. Let us explain our work to you. Benson-Wilcox Electric Company, 264 Dundas street yet.

## Carlyle

233 DUNDAS Two Doors East of Majestic Theatre

Modern Shoe Repair Phone 2310.

3 for \$1.00 40-WATT TUNGSTEN LAMPS. Western Ontario Electric Co

237 DUNDAS ST. The London Loan and Savings

Company of Canada INTEREST RATES ALLOWED

In Savings Bank 4 Per Cent Debentures 5 to 5 Per Cent

M. J. KENT, Manager.

## Clearing LATC \$5, \$6, \$7 and \$2.98 \$9, for.....

BELTZ & CO.

The Pure, Wholesome Bread---

Parnell's Bread is productive of bright smiling faces and strong sturdy

bodies Good for youngsters and grown-ups alike

BAKED RIGHT--TASTES RIGHT Try a trial loaf today.

Parnell Breadman PHONES 929, 1390



will not be complete without a visit to our stores. Here you will find a very large and carefully-selected stock of Precious Stones and Fine Jewelry. You will also find the quality of these goods the best to be had, which we offer at moderate raises.

Gents' Thin Model, 15-jewel Gents' Companions, in ebony and vory ..... \$5.50 to \$20.00 Gents' Rings, stones that stay Ladles' Wrist Watches 15-jewel Ladies' Manicure Set, Ivory, ebony or sterling .. \$5.00 to \$30.00 Ladles' Pearl and Stone Rings

## YOUNG'S

TWO STORES. TWO STORES. DIAMOND HALL.

This hearty youth knows all about the delicious flavor of

JOHNSTON BROS. XXX BREAD

Mothers, make sure the bread your children eat is pure and wholesome. We use only the purest in-

Johnston Bros. Phone 944

MORE YET TO COME. - Up 1 Monday night 27,922 notices of disposition of claims for exemption had position of claims for exemption had been received at the office of Deputy Registrar Wismer. Of this number 24,545 were exemptions allowed and 3,377 were claims refused. Over 20,000 claims were filed, so that over 2,000 are yet to be reported to the deputy registrar.

More Than One large advertiser has found it profit able to have every detail of the

Federal Advertising Service

Dominion Savings Bullding, LONDON, CANADA.

## Save Money on Shoes More Than a Ton of Fruit Cake

Has been prepared already at Peters Bakery for the Christmas trade. The quality is right up to the mark; the price the same as last year.

**PETERS** 

## HOUSES CRUMPLED LIKE CARDS, WITH VICTIMS IN RUINS

Cadet Adam Smith Tells of Rev. H. H. Bingham Turns Terrible Scenes at Halifax.

ARRIVED AT HOME HERE

Acute Suffering Among the Stricken.

He will remain in the city for some

RUSSIAN ORCHESTRA WILL PROVIDE LONDON

Grand Opera House under the auspices of the Musical Art Society by the famous Russian Symphony Orchestra famous Russian Symphony Orchestral will be one of the most important musical events of the year from an educational standpoint, and an artistic treat as well. Mr. Modest Altschuler, the conductor, has arranged a most impressive and entertaining program, introducing Russian music heard for the first time in Canada. In the fifteen years of the orchestra's history it has first time in Canada. In the fifteen years of the orchestra's history it has been the policy of the director to make known to America the wonderful heritage his countrymen have in their national music. One cannot lose hope for purchase of the hearing its music and tussia after hearing its music and eading its treasure in literature. feature of tomorrow night's concert be the attendance of a large party high school students under the su-vision of their teachers. This gives

etropolitan touch to the event, as it at the Victorial school and music students to attend the opera, concerts and recitals in company with their teachers, who act as chaperones and also direct the attended to the state of th ntion of the students to the salient

## POPULAR PASTOR OF TALBOT ST. CHURCH REMAINS IN LONDON

Down Offer From Kingston.

Much to the joy and relief of the Blizzard of Saturday Caused congregation of the Taibot Street Bap-Bingham, announced last night at the close of the monthly business meeting Sister of Soldier Who Enhe had decided not to accept the call

extended to him last week by the

"Your board of deacons have felt for some time past that there have been made many and repeated efforts from various quarters, both in Canada and across the line, to attract our pastor to other fields of labor, and, in view of such efforts, we desire to hereby place on record our high esteem for our pastor and our unwavering confidence in his leadership, assuring him that not in the recollection of the oldest member have we had a pastor wno so completely

have we had a pastor wno so completely won the love of all his flock, or have we had our pulpit occupied by one who was more highly esteemed throughout

The addition of bells to the Neapoli-tan trio of flute, violin and harp proves remarkably effective in the delightfu arrangement of Gruber's lovely Christmas hymn, "Silent Night, Holy Night."
This appears on Victrola Record 18389, on the other side of which is a beautiful selection of Christmas hymns by Lapitino. Hear and secure this record at the Victrola Parlors of Ye Olde Firme of Heintzman & Co., Limited, 242 Dun-

The records for the Victrola for the Christ Depart House should be entirely filled with parties of this kind. Mr. Joseph H. Ryan has prepared an analytical program which will add greatly to an intelligent hearing by the audience. For reserved seats telephone the Opera House.

William road; W. Lem W. Lem

> You will find in our showrooms the latest styles in furs.

> > HUDSON SEAL COATS.

FOX SETS

LYNX SETS

MINK SETS. SABLE SETS

SEAL SETS.

WOLF SETS.

ERMINE SETS.

ROSS'

Furs as Christmas Gifts

Are Usually Most Acceptable

and Much Appreciated

Garments, and further, we purchase direct from trappers

the most select skins, and sell every article at MANUFAC-

Remember, we are manufacturers of all manner of Fur

Also Single Muffs, Stoles and Neckpieces to meet

Do not forget that when you purchase garments in our showrooms that they are guaranteed goods of the best quality, as well as the latest styles and at MANUFACTUR-

Ladies' Wear Dept.

every taste and price desired.

## APPEALS BOARD IS SWAMPED AT FINAL SESSION

Mrs. Smallman Will Be Allowed to Cast Vote.

listed in New Zealand

Cadet Adam Smith, son of Mr. and Mrs. E. B. Smith, Wortley road, arrivel in the city last night from Halifax, Cadet Smith was in training at the Halifax Naval Academy when the terrible explosion occurred. He. along with others, was hurled to the ground by the force of the explosion, but beyond several cuts about the face and hands from flying glass, he is none the worse of his experience.

Scenes immediately following the disaster were, he said, beyond description. Houses crumpled like packs of cards, burying victims in the ruins. It was when the city took fire that the people began to realize what a horrible catastrophe had visited the city.

The military and naval authorities had worked heroically to restore order out of chaos.

The people of Halifax were, he said, deeply appreciative of the assistance, financial and otherwise, rendered the stricken city, but more must yet be done to relieve the situation.

Cadet Smith was in Halifax when the bizzard of last Saturday swept down upon the city. Suffering of the most acute kind resulted from the storm, he said.

He will remain in the city for some been pay during his trip across the ocean

Appeals poured in by the dozen during the final sitting of the board yesterday afternoon, and the members were literally swamped with work sitting until after 6 o'clock

Was Refused.

Sarah McMuilin, Hospital for Insane, whose brother enlisted in New Zealand, was refused a vote, the board maintaining that as the franchise act distinguished between the forces of Canada and those of Grant British the ada and those of Great Britain the same distinction must be made with regard to the army of New Zealand. The act enfranchised only the near rela-tives of men serving with the British or Canadian forces oversea: During the afternoon session Wednesday the following names were added:

added: Charlotte Morley, 81 Tecumseh ave-nue; Rosa Teir, 427 Ridout street; Ken-neth Levitt, 388½ Ridout street; Eliza-beth Austin, 6 Comfort Place; Joseph A. Talliaferro, 204 Rectory street; Otto H. Pollen, 472 Ridout street; Howard line, 234 Talbot street; Annie Scho-ield, 544 Pall Mall street; Frank Root, Talliaferro, 204 Recto 574 York street; Paul Hargitt, 353 Pic-cadilly street; Morris Matthews, 239 Clarence street; Elizabeth Wright, 36 Dundas street; William G. Pinney, 237 Grand avenue: Lyla Johnston, 201 Ox-Grand avenue; Lyla Johnston, 201 Ox-ford street; Lillian Burke, 181 St. George street; Lillian R. Doyd; William J. Parkinson, 493 Queen's avenue; Geo Leo Young, 101 Wellington street; Sa.ah Kennedy, 453 Bathurst street William H. Morgan, 112 Wharncliff road; Walter Martyr, 396 Horton street Lem Wong, 242 Queen's avenue; William Martin, 431 Elizabeth street; Harry Holmes, 144 Adelaide street; Theodor 630 Wellington street; Albert H. Bayl; 39 Evergreen avenue; Harold Lewis, 60 Talbot steet; James H. Bodenhan, 49 Queen's avenue: Mary

Queen's avenue; Mary Worthington, Queen's avenue; Sydney Rose, 1352 King street; Earl Whitaker, Hospital for Insane; Lily Black, 524 Simcoe street; Mary Summers, 376 Lyle street; Beatrice Clark, 376 Lyle street; Ethel Wright, 320 Hill street; Mary Harlow, 767 Simcoe street; Adeline Tucker, 358 Ottaway avenue; Palmer Brill, 737 Princess avenue; David Welch, 6 Sycamore street; John Dunkley, 118 Langarth street; Frances A. Smith, 29 Bruce street; Bertha Dinsmore, 70 Blackfriars street; Mary E. Mitchell, 129 friars street; Mary E. Mitchell, 129
Albert street; John Rase, 230 Maitland street; Ethel Player, 238 Maitland
street; Arthur A. Clark, 155 Cambridge
street; Bruce Fothergill, 348 Waterloo
street; Emily Macrow, 174 Maitland
street; Elezabeth Beck, 518 Queen's
avenue; Edward Summers, 376 Lyle
street; Allan King, 564 English, street;
Henry Maxwell, 798 Dundas street;
Henry Maxwell, 798 Dundas street;
Claude Collins, 762 Queen's avenue;
John W. Mitchell, 129 Albert street;
Robert Newman, 129 Albert street;
George G. H. Way, 10 Gerrard street;
William H. Northey, 306 York street;
Lewis Gibson, 332 Clarence street;
Charles Clegg, 16 Hyatt avenue; Florence Sutton, 887 Richmond street;
Beatrice Grerton, 383 Waterloo street;
Christina Knowles, 195 Waterloo

Beatrice Grerton, 383 Waterloo street;
Christina Knowles, 195 Waterloo
street; Philip Roberts, 277 Rattle
street; Leona Monteith, 111 Wharncliffe road; John Kellistine, Queen's and
Wellington; Mrs. J. B. Kellistine;
Mrs. Mary Murphy, 552 Elizabeth
street; Mrs. Edith McCarthy, 834 Dundas street; Jessie F. Deil, 33 Charles
street; Florence Joyes, 483 York
street; Margaret A. Bird, 154 St.
George street; Helen L. Bird, 154 St.
George street; Miles C. Ketchum, 190
Langarth street; Charles Ironsides, 510
Dufferin avenue; Garnet Courtney,
31 Albany street; Clifford Pinnock,
Alex. Chivas, 78 Anderson avenue; Alex. Chivas, 78 Anderson avenue George M. VanDusen, 44 Carfrae

mitted because he had not signed tice of appeal. ce of appeal for Noah Fo. The case was dismissed.



# Christmas



# Gifts from a Jewelry Store

Let us help to make your Christmas shopping a pleasure. No trouble to select your gifts, whether large or small, from our large and well-selected stock of Diamonds, Necklets, Pendants, Brooches, Bar Pins, Cuff Links, Tiepins, Watch Chains, Fobs. Lockets, Spot and Beauty Pins, Lingerie Clasps, Wrist Watches, Cigarette Cases, Smoking Sets, Coin and Vanity Cases, Auto Strop Razors, Fountain Pens, Umbrellas, Walking Sticks, Ebony and Ivory Goods, Clocks, Sterling Silver, Silver-Plated Goods, Cut Glass, High-Class English and French China, Pomegranate, Pearl Handle Goods and Carvers.

## Extra Specials in Ladies' and Gents' Umbrellas

Ladies' Umbrellas, Gold Filled and Sterling Silver Mounted Handles. Regular \$5. Ladies' Umbrellas, Sterling Silver Mounted Handles, with Rings. Regular \$5.00. Ladies' Umbrellas, Newest Designs, Ivory Mounted Handles, with Cords. Regular For .....

#### STORE OPEN EVENINGS UNTIL CHRISTMAS

#### Diamond Rings

Diamond Rings, mounted in 14k gold. Ranging in prices from ...... .....\$5.00 to \$400.00

Special trays displayed in our north window. At ..... .....\$5, \$10, \$15, \$20, \$25 and \$50

#### Clocks

78 Mantel Clocks, all the newest designs, finished in golden and fumed oak, mahogany, walnut and black marbleized wood finish; all eight-day Clocks. Ranging in prices from ... .....\$5.00 to \$20.00

#### China IN THE BASEMENT

We have just received a large shipment of Royal Crown Derby, in the 1128, 2451 Mikado and Peacock design.

See our display of Coalport, Aynsley's rose and yellow, in solid colors, Paragon's white and gold with wreath and the new black and stripe with rose design. In Basement.

### Sterling Silver, Ivory and Ebony

Sterling Silver Comb, Brush and Mirror Sets, in case. From .. \$22 to \$30 Silver-Plated Comb, Brush and Mirror, in case ......\$10.00

Ebony Manicure Sets, small pieces.... .....\$2.00 up Ebony Comb, Brush and Mirror Sets, in case .....\$10.00 up

We also carry a complete line of High-Class Ivory, including Manieure Sets and Toilet Sets. Novelties to be found in Ivory Jewel Cases, Cushions, Ink Stands, Candle-

sticks, Purfume Bottles, Pin Trays. Large Trays, Hair Receivers and Powder Boxes.

### Wrist Watches



Ladies' Gold-Filled Wrist Watches. from .....\$7.00 to \$50.00

Military Wrist Watches, from \$3.00 up Boys' Watches .....\$1.00 each Gents' 16-size 17-jewel Waltham movement, in a gold-filled, Fortune case ......\$15.00

Gents' 18-size, 17-jewel Waltham movement, with patent regulator Brequet hairspring, in gold-filled Fortune case ......\$15.00

### Ladies' Rings

We still have a few Ladies' Solid 10k Gold Rings, with three stones. Special at .....\$1.00 each

Birthday Rings, in solid 10k gold. At .....\$1.50 and \$2.00

Ladies' Five-stone Pearl Rings, mounted in 14k gold. At ..... \$5.00 each Ladies' Single-stone Rings, \$3.00 up; three-stone, \$4.50 up, and five-stone,

\$5.00 up, mounted in 14k gold. Cameo Rings, in pink, black, blue, green, red and liberty, some with combination of pearls, solid 10k gold

## Necklets and Pendants

We have a large and well-selected stock newest designs. Solid 10k and 14k Gold-Set Pendants and Necklets. with genuine diamonds and pearls, as low as \$10 and as high as \$500.

We also carry a complete line of Solid 10k Gold Necklets, set with pearls and colored stones, as low as \$3.50 and as high as \$45.00. See our large stock of Indestructible Pearl Beads,

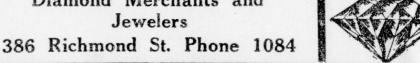
STORE OPEN EVENINGS UNTIL CHRISTMAS

Specials to be found on our Bargain Tables: Main Floor, \$1.00, \$2.00, \$3.00 and \$4.00 Tables. 50c and 75c Tables in the Basement.

## S.H.WARD & CO



Diamond Merchants and **Jewelers** 



HAY STATIONERY CO.

We saw the advance in paper coming January last, and took a chance and put our Christmas Papeteries in. Today they are worth double, and are scarce. FRIDAY AND SATURDAY we offer you the benefit of

#### 3,000 Boxes at Less Than Half What They Are Worth Today 1,000 BOXES 800 BOXES

**1,200 BOXES** Regular 25c, 35c, 40c, holly and fancy tops, linen paper,

21c, 5 for \$1.00

Cabinet and Drawer Boxes, two quires; Fancy Envelopes, pink, blue, mauve; new pattern papers; regular 75c and 85c.

Linen Papers, dainty hinged boxes, all colors, all shapes; regular 50c and 60c.

42c, 3 for \$1.20 PICTURE BOOKS HALF PRICE. WE SPECIALIZE IN CHRISTMAS CARDS AND PRIVATE

## GREETING CARDS

OPEN EVENINGS

PHONE 150.

173 DUNDAS STREET



HANDKERCHIEFS, ETC.

Brocade Satin Linings and also in Plain

WHITNEY COATS. FRIEZE COATS.

At Present We Are

Clearing COATS

In Salts' Plush, Fur Trimmed and Plain,

TWEED COATS.

VELOUR COATS. POPLIN COATS.

BROADCLOTH COATS.

Also SUITS Braid and Fur Trimmed and Plain, in Velour, Broadcloth, Gabardine, Poplin,

Serge, etc., all at CLEARING PRICES. New Silk Blouses

FOR CHRISTMAS GIFTS. Beautifully trimmed in Beading, Lace, Embroidery, etc., in all the new flesh shades and other colors.

NEW NECKWEAR, HOSIERY, GLOVES, SWEATERS,

PHONE 1319.