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We have a Full Assortment of MANICURE, TOILET, SHAVING AND MILITARY SETS, BAKE DISHES, TEA SETS, FIBERS, BRACELETS, etc.

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.

A SIGHT DRAFT
Drawn on your eyes is a needless expenditure of nerve energy. Come in—let us check it with glasses, at slight depletion of your bank account.

THE BROWN OPTICAL CO.
EYESIGHT SPECIALISTS.
Phone Appointments—1877.

PALACE LIVERY
ROSS & BOSS
Carriages for funerals and all other occasions. Automobile service.
519 DUNDAS ST. PHONE 838.

We mine our own Coal and sell direct to you.



LARGE PE COAL \$5.85 A TON.

We guarantee this coal to have the value of nut in the range and heater, saves you \$1.25 per ton.

WEGNER CLOTHING CO.
Wholesale and Retail Dealers in Overalls, Sweater Coats, Gloves, Mittens and Haincoats.

London's Largest High-Class Workmen's Outfitters.
Exclusive Manufacturers' Agents for the Best Canadian and American Makes of Overalls.
371 TALBOT ST., OPP. MARKET.
Open Evenings—Phone 1824.

Call and Hear the Most Wonderful of All Musical Instruments, the EDISON DISK PHONOGRAPH.
W. McPHILLIPS
189 DUNDAS STREET, LONDON.

COAL
Genuine Plymouth Anthracite, from individual mines. Prompt delivery. Prices on application.
Phone 838.
JAS. H. HERRICK, AGENT. ywt

Feather Beds and Mattresses
Renovated by our new process. Send them, or your pillows, to us. We clean them also.

KEYSTONE MATTRESS CO.
Phone 2623. ywt Grey Street.

PARTIES AND SMALL BANQUETS

Give us a trial. Everything put up in good style and served up-to-date in our own dining-rooms. Also special attention given to banquets held elsewhere.

J. M. CHIVAS
117 DUNDAS STREET. ywt

STOVES, BANNER STOVES AND RANGES.
LONDON FURNITURE CO.
375 CLARENCE STREET.
We will extend credit to you on any stove or baseburner. ywt

CANCERS
Can be cured if treated in time by the late Henry Edwards, the Oxyphor, now given by J. Levitt. Write for particulars and testimonials.
388-1/2 RIDOUT ST. PHONE 2666. ywt

MODERN PLUMBING

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

Eggett & Co.
Phone 210. 392 Clarence St. ywt

YOU NEED NOT BE SICK
Oxygen
Nature's Greatest Curative Agent Administered by the Oxyphor.

WILL EXPEL DISEASE



Inquire into the science of Oxyphor. Use one in your own home, and you will experience a whole new change in your views regarding the treatment of the sick.

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

Forest City Oxyphor Co.
Room 8, Royal Bank. Phone 1544. ywt

WATCH REPAIRING.
Your watch is properly repaired or we refund your money. Try us next time.

AGRANOVE,
650 DUNDAS. PHONE 1742. ywt

The London Loan and Savings Co. of Canada

Dividend No. 83

Notice is hereby given that a dividend at the rate of 6 per cent per annum, and a bonus at rate of one per cent per annum, on the stock of the company, has been declared for the current quarter year, ending December 31, 1914, and same is payable on January 2, 1915.

M. J. KENT, Manager.

GET READY FOR JACK FROST
HE'S SURE TO COME
OUR COAL GIVES HIM A WARM RECEPTION.
JOHN MANN & SONS
Phone 476.
425 York St.

Hamilton's Ale and Porter

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



Shop Early

All of us are beginning to count the days until Christmas. Have you started? IF NOT, WHY NOT?

SAVE MONEY ON WATCHES

Gents' link model, \$15.00, now \$12.00. Ladies' Wristlet Watch, \$15.00, now \$12.00.

Gold Links, regular \$5.00, now \$4.00. Rings, Pearls, Cameos, etc., \$8.00, now \$6.00.

DIAMONDS.

Ladies' Solitaire, 14k, was \$100.00, now \$80.00. Gents' Belcher, 14k, was \$60.00, now \$45.00.

W. G. YOUNG
LONDON. EAST LONDON. ywt

Johnston Bros.

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BREAD

Try our JUMB-O loaf the next time you want to make sandwiches. It is the ideal loaf for that purpose—light and fluffy, with thin crust, keeps moist and cuts without waste. Orders for this loaf should be placed ahead of the time wanted.

JOHNSTON BROS. Phone 944. ywt

Voice of the People

Keeping the Party True?

In reading the Mail and Empire of Wednesday, the 25th ult., we find these words: "We are sure that not a few of their political opponents now wish they had seen eye to eye with Sir Robert Borden and Major Sam Hughes two years ago." After telling us in the very same editorial to stand shoulder to shoulder with the Borden Government in this time of trouble, and it also says that "Political parties can not now be locked in a struggle with each other, yet they persist in blowing their own horn about THEIR THREE DREAMS. NOUGHTS THEY WERE GOING TO GIVE TO GREAT BRITAIN, and now they tell us if the Senate had passed the \$35,000,000 for that purpose we could have them built and equipped to meet the common foe, all in two years. Now that each party has promised to drop all political differences, the Mail and Empire attacks the Liberal party, which, I think, is very cowardly, to say the least.

Now, Mr. Editor, we take the Globe and the London, and this is a SAMPLE COPY of the Mail and Empire. I have yet to read in the former papers such a cowardly attack as what I have read in the sample copy of the Mail and Empire.

It is not my intention to stir up party strife; far from it. But when both parties have given their promise to drop all differences in this trial, I think the Mail and Empire ought to hold its tongue for once, as it is most disgusting.

I remain, yours truly,
HENRY J. McMILLAN,
R. R. No. 7, Parkhill, Dec. 1, 1914.

LEGAL QUERIES.

To the Editor of The Advertiser: Please explain through the columns of your paper the meaning of the word foreign in regard to countries. Would the United States be considered a foreign country, and is England a foreign country to Canada in regard to postage rates? How long does an American have to reside in Canada before he can take out papers?

A SUBSCRIBER.

ANS.—Any country outside the British Empire is a foreign country to Canada, therefore the United States is a foreign country, and is England a foreign country to Canada in regard to postage rates? As penny postage prevails throughout the Empire, six months' residence is required of Americans before papers are taken out.

To Cure a Cold in One Day. Take LAXATIVE BROMO QUININE Tablets. Druggists refund money if it fails to cure. E. J. GROVE'S signature is on each box. 25 cents.

Add to the pleasure of the winter evenings by means of the

MIRROSCOPE

No lantern slides required. Simply insert in machine ordinary picture postcards, magazine clippings, etc., and same can be projected in colors on an ordinary white screen.

Prices, \$3.00 to \$15.00.

J. H. BACK & CO.

210 DUNDAS ST. ywt

CITY TO INSURE LOCAL SOLDIERS

At Special Meeting Council Arranges Policies For the Second Contingent.

RESOLUTION OF SYMPATHY

To Relatives of Major Beattie Is Adopted by Standing Vote.

The city council at a special meeting yesterday afternoon authorized the insurance of 150 London soldiers of the eighteenth Battalion, in the State Life Insurance Company, approved the board of control's recommendation that the offer of the Bank of Montreal to lend the city \$100,000 at 4 per cent interest, be accepted; authorized the board to make immediate arrangements for setting some of the unemployed to work at cleaning out the septic tanks at the cowe sewage farm, and passed a resolution of sympathy with the bereaved family of Major Thomas Beattie.

The mayor, in setting out the particulars of the State Company's offer, stated that, while its terms were not so good in some respects as those submitted by the Metropolitan Company, which wrote up the men of the contingent, it was the only company willing to insure the soldiers at all, so that the city had either to accept its offer, or not give the men any protection in the shape of insurance.

Pay Premiums In Advance.

He explained that two years' premiums would have to be paid in advance, but that the policies participated in premiums, and that these premiums would be deducted from the second year's premiums by means of a refund. While it was impossible to estimate with exactness what the premium would amount to, last year it had ranged from \$3.50 in the case of a man 20 years of age to \$7.16 in the case of a man aged 50, and to \$10.50 for a man aged 60, those at the intermediate ages being proportionate. He declared that he had learned that the average age of the men of the second contingent was about 30 years, so that, if he is correct on that point, the total cost to the city of insuring 150 men will be in the neighborhood of \$5,000.

The company, he said, had absolutely refused to write up more than 150, so that, while it would be unfortunate if some men were unable to secure policies, this was the best that could be done. In any case, Lieut.-Col. Vigie had informed him that the number of London men in the contingent was just about 150. He suggested that in case any of them were left out, the city should pay to the relatives or dependents, in case of death, the sum which would have come to them under an insurance policy. He also expressed the opinion that this should be done in the case of any future contingents, since these could not by any possibility be insured in the ordinary way, so far as at present was known.

Council Unanimous.

The council unanimously agreed to the insurance of the soldiers, and, while no action was taken on the mayor's suggestion concerning future contingents, the members expressed their approval of it.

The proposal to accept the offer of the Bank of Montreal also was approved unanimously. Mayor Graham stated that the terms were considerably better than any others submitted, and, as no time limit was imposed, as would have been the case were short-time bonds issued, the city would be free to make its financial conditions should prove favorable.

The local representative of the bank, Lieut.-Col. Vigie, stated that the city's general account be transferred from the Molsons Bank, and he suggested that, as the latter had not been prepared to accommodate the city, this should be done. The aldermen thought so, too.

The cleaning of the sewage tanks is to be done on the recommendation of the city engineer, who in a report of the city engineer, who in a report of the board of control stated that at present the tanks were inoperative by reason of the accumulation of gravel and solids. A tile drain also will be laid from the tanks to the river for the purpose of draining off the liquid accumulation.

At first some of the aldermen were inclined to lay the matter over until the city could have an opportunity of inspecting the plant for themselves, but when the mayor explained that the acuteness of the unemployment situation was such that this suggestion was withdrawn.

Resolution of Sympathy.

The resolution conveying the council's sympathy to the relatives of Major Beattie was moved by Ald. Wilson and seconded by Ald. Tancock. It was adopted by a standing vote. A copy of the resolution will be forwarded to the members of the family.

The mayor paid a high tribute to Major Beattie's memory. He felt sure, he said, that the city as a whole would mourn him as a citizen of whom they had reason to be extremely proud.

TO REMOVE BLACKHEADS

Sprinkle a little Po Theoline (procureable at any drug store), on a hot, wet sponge, and rub briskly over the affected parts. Then rinse and note how the blackheads have disappeared. Anyone troubled with these unsightly blemishes should certainly try ywt method.

Fruit-growers will find John Sharman, a representative of E. D. Smith, nursery stock, etc., at Darch & Hunter Seed Company, Market entrance, Thursdays and Saturdays. ywt

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DEATH IS CONFIRMED.
OTTAWA, Dec. 2.—The militia department officially confirms the death in a railway accident in England, of No. 7707, Corp. James Morgan, Second Battalion, Canadian expeditionary force.

AND ERIC LOAN AND SAVINGS COMPANY
INCORPORATED 1864

ONE YEAR'S STORY

The story is of dollars—of real hard cash. It is a story told by hundreds of Huron and Erie customers who have transferred their surplus savings to this Company's Debenture Department.

By so doing, they now pocket extra dollars that come in handy these days of high prices.

For instance, you may have had \$1,000 lying at savings interest during the past year. Instead of drawing \$30, you might have had \$43.75 extra dollars to spend! Any amount of \$100 or over draws for a limited time the following rates:

4 3/4 Per Cent
For a term of five years.

4 1/2 Per Cent
For a three-year period.

4 1/4 Per Cent
For one or two years.

Call in or write us; we're glad to give full particulars.

The Huron and Erie Loan and Savings Company
Incorporated 1864.
Main Office
442 Richmond St.
London, Ont.

Market Office
4-5 Market Square.
London, Ont.

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

HUME CRONYN, General Manager.

Extra Specials For Saturday

One Dozen of the Highest Class Enamel Belt Pins.

In sterling silver and gilt, ranging in prices from \$2.00 to \$5.00, for \$1.00 each.

16 Enamel and Sterling Silver Belt Pins.

Sells regularly for 75c to \$1.50, for 50c each.

44 Pairs of Gold-Filled Cuff Links.

Sells regularly for \$1.50, now 50c pair.

25 Pairs Gold-Filled Links

Ranging in prices from 50c to \$1.00. 25c each.

20 Only Alarm Clocks.

Sells regularly for \$1.00. For 25c. (Only one clock to a customer.)

15 Coin Purses and Vanity Cases.

Sells regularly from 75c to \$1. for 50c each.

The articles listed above will be on sale Saturday morning at 8 o'clock sharp. We will not accept telephone orders for above goods.

C. H. Ward & Co.

Diamond Merchants and Jewelers.

Phone 1084. 386 Richmond. ywt

Astoria Shoes, \$4.00 to \$6.00

For men or women, are real money's worth shoes. We are not shouting that they are bargains; that you will miss your golden opportunity if you do not purchase a pair. Because we tell the truth, and nothing but the truth, in our advertisements. We do say, however, that when you buy a pair of Astoria Shoes at any price from \$4.00 to \$6.00, you get from \$4.00 to \$6.00 value. There is not a bit of shoddy in any Astoria Shoe we turn out. We could not afford to put shoddy in them, because we stake our reputation of a first-class Canadian firm on our trade mark. Next time you want a pair of shoes, and want full value for your money, try a pair of Astorias. Sold in London by

J. P. COOK CO. LIMITED

"The Store that Serves You Best"

167 DUNDAS ST. ANNEX 398 RICHMOND ST.

18TH HAS NIGHT DRILL

Battalion Out in Full Strength for Manoeuvres.

The Eighteenth Battalion, under Lieut.-Col. E. S. Wigle, was out in full strength last night at the barracks and its vicinity, and engaged in night drill and military tactics. The operations were arranged to familiarize the men with movements at night, and the drill was very successful.

The men quartered at the fair grounds marched to the barracks and entered into the night manoeuvres with considerable enthusiasm. These drills will be repeated from time to time, so there will be ample opportunity for the men to accustom themselves to tactics in the dark.

ROWAT'S COFFEE
Pleases people who are particular. 50 Cents Per Pound.

T. A. ROWAT & CO.,
250 DUNDAS ST. PHONES 3051-3052.

B. A. Mitchell's Cough Syrup

Gives Instant Relief and a Permanent Cure.

Price 25 Cents
114 DUNDAS ST. PHONE 623. ywt

Fill Your Bin With Our Coal

THE BEST COAL MINED.

Heaman & Son
York and Burwell Sts. Phone 312. ywt

The Cheapest and Healthiest Foodstuff Sold Today Is Bread!

If people would only realize this and use more of it in puddings, for dessert, in combination dishes, etc., the cost of living would be lowered considerably, and the health of the people would be much better.

Delivered Clean

PARNELL'S BREADS

Are made of the most nutritious foodstuffs known to science today, in a sanitary factory, by experienced bakers. Parnell's are also giving away a recipe book containing many recipes for dainty bread dishes.

Won't You Write For One Today?

Got acquainted with your new delivery man yet? All our routes have been changed, so that you, Mrs. Housekeeper, can get our bread just as early as we can give it to you. The new man has been instructed to be just as courteous and obliging with you as the former one. He is out to give you good service. WON'T YOU HELP HIM?

Parnell, The Breadman PHONES 929-1390 ywt

ROSS' Limited

FURS

Now Is the Moment to Secure Furs. First Choice Furs, at Prices That Are Lower Than For Years.

Mink Sets, in the newest designs, \$26.50 and upwards

Sable Sets, in the newest designs, \$30.00 and upwards

Black Wolf Sets, in the newest designs, \$34.00 and upwards

Natural Wolf Sets, in the newest designs, \$19.50 and upwards

Hudson Seal Sets, in the newest designs, \$27.00 and upwards

Near Seal Sets, in the newest designs, \$25.00 and upwards

Persian Lamb Sets, in the newest designs, \$26.00 and upwards

Single Muffs, Neckpieces, Stoles, Shawls, etc. All at Remarkably Low Prices.

EVERY GARMENT GUARANTEED SATISFACTORY OR MONEY REFUNDED.

DRESSES

Clearing of Silk Dresses at Starting Reductions. All Up-to-Date Styles

Sizes 16 and 36, in Garnet and Copen Silk Dresses. Regular \$12.75 to \$13.75, now \$6.95

Sizes 16, 34, 36, 38, 40, in Black, Brown, Navy and Royal Silk Dresses. Regular \$15.00 to \$16.00, now \$9.75

Sizes 16, 18, 34, in Black, Black and White Stripe, Navy Silk Dresses. Regular \$18.00 and \$20.00, now \$10.75