SEEKING HORSE THIEF

[Special to The Advertiser.]

GLENCOE, Dec. 20.—Chief of Police D. M. Stewart, assisted by High Constable Watterworth, of London, is searching for a bay mare, cutter and fur coat, which were stolen here last night. The mare is about 1,200 pounds in weight, 15 hands high, and 3 years old. Her face is white. A buffalo robe was also taken. The cutter is a high one, with red shafts.

TAPE WORM

Prof. R. L. Mulveney's World-Famous Tape Worm Remedy has expelled these horrid monsters in 20 minutes. No starving necessary. No sickness. No trouble whatever. Call and see his exhibit of thousands of these horrid monsters, expelled by this wonderful remedy, and be convinced there is only one truly reliable remedy which has proved itself to be a blessing to humanity, and that is Prof. Mulveney's. A visit to his office at 167 Dundas street will prove this statement. Call, write or phone Park 4820. Send stamped envelope for free information.

PROF. R. L. MULVENEY,
167 Dundas Street, Toronto, Ont. 20n

Wedding Bells

COUGHTREY—McCUE.

A quiet wedding was solemnized on Wednesday evening, December 16, at the residence of the Rev. Father Hanlon, rector of St. Michael's Church, when Elizabeth McCue, youngest daughter of Mr. and Mrs. P. J. McCue, was united in marriage to J. Coughtry, of this city. The bride was attired in a suit of navy blue whipcord, and wore a picture hat, with ermine trimming, and corsage bouquet of roses and lily of the valley. She was assisted by Miss Marie Dewan, who wore a becoming suit of green, with a hat to match. E. Bouchard assisted the groom. After the ceremony the party adjourned to the home of the bride's parents, 892 Waterloo street, where a wedding supper was served. Mr. and Mrs. Coughtrey will reside in this city.

COLEMAN—McROBERT.

A quiet wedding was solemnized at the home of Mr. and Mrs. George Coleman, recently, when their third daughter, Ida Letitia, became the bride of G. H. McRobert, of Granton. The ceremony was performed by Rev. Mr. Myers, of Bryanston. The bride entered the parlor leaning on the arm of her father, while the Wedding March was played by Miss Elena M. Coleman, her sister.

The ceremony was performed under a beautiful arch of evergreens. The bride looked charming in a gown of cream duchess satin, trimmed with lace and pearls, and wore a bridal veil caught up with orange blossoms and carried a bouquet of carnations. After the ceremony a splendid wedding dinner was served. The bride's going-away suit was of brown gabardine, with hat to match. The happy couple left for London, where they took the train to visit friends in Detroit and Ypsilanti.

DIG SOME TRENCHES

One Hundred and Twenty Thousand Shovels Are Ordered in Canada.

[Canadian Press.]

Montreal, Dec. 21.—An order for 120,000 shovels was placed on Saturday by Frederick Stobart, purchasing representative of the British war office. Mr. Stobart stated that shovels are not made in any great quantity in Canada except by two firms. Consequently these two firms divided the order, which was estimated to be worth over $50,000.

NOW CAVALRY REGIMENT

Private Advices State Fort Gary Horse Has Been Converted.

[Canadian Press.]

Winnipeg, Dec. 21.—A morning paper says that private and authentic advices received in the city yesterday state that the Thirty-fourth Fort Garry Horse has been converted into a mounted unit, and now belongs to the cavalry regiments. When the Fort Garry Horse left for overseas service, it went as an infantry regiment, as cavalry at that time was not wanted, and the members were anxious to go to the front.

CAMPAIGN OPENS FOR REDUCTION

Big Crowd Packs Theatre To Hear Temperance Issue Discussed.

BIG DECREASE IN CRIME

Speakers Quote Figures To Show How Fewer Licenses Have Worked Here.

As the time draws near for the voters of London to register by means of the ballot their convictions for or against license reduction, the temperance party, which has organized a vigorous campaign, supported by all the churches, is bringing up its heavy artillery for the purpose of annihilating the arguments of the liquor interests. Tremendous enthusiasm was evinced yesterday afternoon at the first of a series of two Sunday afternoon mass meetings in the Majestic Theatre, when the building was packed to its capacity by an audience that listened with closest attention to the convincing addresses of Rev. Dr. Flanders, Rev. D. C. MacGregor and Rev. H. H. Bingham.

A. E. Silverwood presided, and seated with him on the platform were a number of the leaders in the movement.

Detrimental to Business.

Dr. Flanders named several reasons why he was working heart and soul with the campaigners. He was firmly convinced that the liquor traffic was detrimental to business. In this opinion he was backed up by industry, which had discredited the drink habit. Half the states of the Union had said the liquor traffic must go. It had been proven the license system did not control.

The responsibility for the cutting down of the proposed six licenses was thus laid upon the Christian people of London. "The Christian manhood and womanhood of London represents a force that could cut down the liquor traffic in one year."

To illustrate the point that liquor dealers themselves are realizing the extent to which the traffic is being discredited, was illustrated by the following extract from the National Liquor Dealers' Journal of Sept. 10, 1913, a United States publication:

Spells Doom.

"To us there is the handwriting on the wall, and its interpretation spells doom. For this the liquor business is to blame; it seems incapable of learning any lesson of advancement or any motive but profit. To perpetuate itself, it has formed alliances with the slums, that repel all conscientious and patriotic citizens. It deliberately aids the most corrupt political powers, and backs with all of its resources the most unworthy men, the most corrupt and recreant officials. It does not aid the purification of municipal, state or national administrations. . . . There are billions of property involved, and an industry of great employing and taxpaying ability, but when the people decide the truth is being told about the alcoholic liquor trade, the money value will not count, for conscience aroused puts the value of a man above all other things."

Traces Crime to Drink.

Rev. Mr. MacGregor's part consisted in constructing an impregnable fortress of facts, a large proportion taken from the Government blue books.

Lord Alverston, he stated, is authority for the figures that 90 per cent of the crime of Great Britain is due to drink. Since the beginning of the war and the reduction of licensed hours, crime in Old London has decreased 30 per cent. Fifty-seven per cent of the inmates of the houses of refuge of Canada are there on account of drink.

In 1912, Toronto had one saloon to every 4,500 citizens. London, the same year, had one saloon to 2,115 inhabitants. London, according to its population, had 25 per cent more convictions for crime than Toronto.

Reduction a Benefit.

That license reduction does pay was further illustrated by London's experience. In 1904 the city had a license campaign. The city had 35 licenses and 262 convictions. The following year there were 35 licenses till May, and from then till the end of the year 32. Convictions were reduced to 249. In 1907 there were 26 licenses throughout the year and the convictions were reduced to 218. In the three years the population had increased 10 per cent, and the convictions decreased 16 per cent.

The liquor interests are crying out that the taking of licenses from the six hotels on the black list will reduce the accommodation for the travelling public. Actual survey on the part of the campaigners had proved that the four hotels on the Market Square have only had on the average three registrations in a wek.

While it is estimated the war will cost Canada at the rate of one hundred millions a year to defend the empire, one hundred and three million dollars is being spent yearly in Canada for drink, which destroys the efficiency of men. London's drink bill is $748,000; $13.61 per individual, or $68.05 per family.

"Governments," continued the speaker, "have much to say now of conservation of forests, of water, of power, of natural resources, of stock. When the foot and mouth disease broke out in the United States, the Canadian Government forbade the shipping in of cattle from the States, lest the disease should spread here.

Knock It on the Head.

"People are getting interested in the conservation of boys and girls, men and women. Witness the public health, moral and social movements: Booth, of Hull, offered a large sum of money to have two licenses cancelled in the vicinity of his manufacturing plant. Manufacturers, facing up to the workmen's compensation act, will take no chances with accidents, hence their ruling out of employees addicted to alcoholic drinks."

Since the traffic is recognized as an evil in the industrial world, and has been discredited by science, Mr. MacGregor believed there was only one way to deal with it. "If you met a rattlesnake on a prairie, you wouldn't license it; you would knock it on the head."

Mr. Bingham was the third speaker, taking as his text a letter written by "Commonsense" for a local paper, and alleged by Mr. Bingham to be "a scribe brought in by the liquor interests to assist them with their campaign."

"Commonsense" had urged the cutting off of the six proposed licenses would be "unjust, cruel, indefensible, conomically, and contrary to the best interests of the city."

"No Use to City."

Mr. Bingham had evidence to prove that the six licensed places in no ways served the best interests of the city. Using Mr. MacGregor's figure of the rattlesnake, with reference to the cry "futile," associated with the cutting down of licenses, he provoked amusement by the proposition: "Supposing there were 26 rattlesnakes at large in the city, do you suppose the argument would be raised, 'What is the use of killing six if we can't kill them all?'"

Further, he scored with the argument: "If the G. T. R. approached the city and said, 'We can't give you gates or subways at all the crossings of the city, but we will give you six this year,' do you suppose the citizens would object on the ground that six wouldn't improve conditions?"

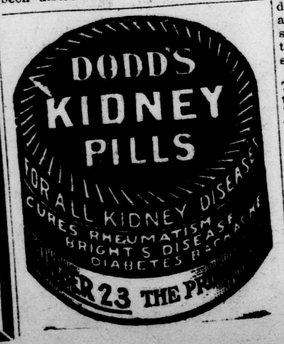
IN THE SPOTLIGHT

"The Chocolate Soldier."

Apart from the poor acting, the generally wretched singing, the lack of snap and vim, the unattractiveness of the chorus, and a few other more or less unimportant things, "The Chocolate Soldier," as played at the Grand Saturday was all right, all right. Those who have seen this most delightful of musical comedies will gather just how entertaining it was, as presented Saturday, when they are told that that charming piece, "The Letter Song," failed to get an encore, the same thing happening to most of the other numbers.

Some day, and let's hope it will be soon, there will arise a theatrical producer, who will grasp the fact that there is a mint of money to be made by sending out old favorites with a good cast. This is the second or third time around for "The Chocolate Soldier," and we venture the statement that if an adequate cast had been supplied, a full house would have greeted Saturday's performance, instead of the slim audience that gathered. But dark and stupid are some of the ways of the theatrical business, and we are the sufferers.

In fairness we should isolate George Tallman from our first sweeping assertion of inadequacy. Mr. Tailman can both sing and act. Also Tena Rashband, who has the role of Nadina, with its beautiful "My Hero" aria, has an attractive voice. But, alas! Tena can't act. Tena is excessively slender. This is not intended as a knock. In fact, we understand that slimness is the vogue, but if you are built along the lines of a broomstick you have to have some fire and snap to "get it across," if you would be a musical comedy queen. And Miss Rashband's acting has all the fire and abandon of a broomstick. John Phillips also helped a little, to make fun. As for the others, they were nowhere.



NEW OFFICERS OF ONTARIO TRAVELLERS

HUGH H. RENNIE, President.

CHARLES W. McGUIRE, First Vice-President.

J. H. GRANT, Second Vice-President.

H. H. RENNIE AGAIN HEADS TRAVELLERS

Re-Elected President of Ontario Commercial Travellers On Saturday.

C. W. McGUIRE, VICE-PRES.

Enters Office By Acclamation—All Appointments Are Popular.

The Ontario Commerical Travellers' Association on Saturday afternoon held its 88th annual meeting in the Masonic Temple, Queen's avenue, one of the largest and most enthusiastic gatherings in the history of the association. Out-of-town members were present from Hamilton, St. Thomas, Stratford, Woodstock and other points, an evidence that interest in the election was very keen. More than 1,000 votes were cast.

A new system of ballotting was used for the first time, with which everyone expressed the greatest satisfaction.

The following offices were filled:

PRESIDENT, Hugh. H. Rennie.

SECOND VICE-PRESIDENT, J. H. (Tony) Grant.

LONDON DIRECTORS — J. Morley, E. N. Hannah, F. E. Harley, C. H. Firth, J. A. Frezell, G. C. English, A. H. Moran.

A week ago C. W. McGuire was elected first vice-president by acclamation and John Lennox, Hamilton, third vice-president, also by acclamation.

J. F. Kern and E. J. Dawson were appointed auditors for 1915 and President Hugh H. Rennie and Secretary J. H. Hiscocks representatives to the Western Fair Association.

All the appointments were very popular and the successful candidates gracefully thanked the members of the association for the honors bestowed upon them. In a short inaugural address President Rennie congratulated the society upon its prosperity financially and numerically.

The association voted to the Victorian Order of Nurses $100; to the Byron Sanatorium, $100.

The association also decided to carry on its books all members who have gone or who may go to the war and in case of their being killed or dying as a result of exposure or injuries, to give the heirs full mortuary benefits.

JEWELS RETURNED.

New York, Dec. 21.—The $50,000 worth of jewels lost here recently by a Chicago bride, have been returned, the advertised reward of $2,000 has been paid, no questions were asked, and the incident is closed, according to announcement made today by the manager of a hotel at which the bride was staying.

Voice of the People

Likes Ralph Connor's Poem.

To the Editor of The Advertiser:

I inclose herewith a short poem by Ralph Connor, entitled "Canada's Word." For depth, power and beauty this poem is the best I have ever read, and I have read a good many. I think it would be a good idea to have this poem printed in your paper, as I think that everyone should read it.

I have also seen several letters in your paper regarding "Mutt and Jeff." By all means, continue publishing these entertaining characters. I have had many a hearty laugh over the mishaps and love affairs of these two, and think it would be a shame to cut these pictures out of the sporting page. Keep up the good work. Yours truly,

A READER.

[Ed.—The poem is gratefully received and printed in another column. The Advertiser appreciates the friendly interest of the many readers who send in the articles or poems that appeal to them.]

NOT A CHRISTIAN CITY

"No nation is a Christian nation; no city is a Christian city; London is not a Christian city—far from it," said Rev. Dr. E. E. Braithwaite, preaching in the First Congregational Church yesterday.

"The reason," declared Dr. Braithwaite, "is simply this: If we had one church made up of members who were truly earnest in their Christian profession—men who would not let politics, social friendships, oppositions, affect their conduct—no power on earth could hold back the result.

"It's a challenge to our professed Christians—this call to wipe out the liquor traffic that sends more young men and boys to their graves, ruined and wrecked, than the war slays," declared the speaker, summing up the evils of intoxicating liquor.

KAISER NEEDS REPOSE

Herald Correspondent Says He Suffers From Nervous Debility.

[Canadian Press.]

Paris, Dec. 21.—The European edition of the Herald publishes the following: "The diagnostic of the Kaiser's illness, made by the Herald a week ago as a cold with influenza and a touch of broncho-pneumonia, is verified by the latest reports of his convalescence, which has now begun. But it was foreseen that it would be accompanied by physical and nervous depression, which, according to the news from Holland, is causing uneasiness among his entourage.

"This depression is known in English medicine as nervous debility, and the best remedy is physical and mental repose. The Kaiser is not likely to resign himself to this, not considering that the incidents of nervous disequilibrium belong to convalescence.

THE "ALSATIAN" NOW FLAGSHIP OF ADMIRAL DE CHAIR.

Head of Mercantile Cruiser Squadron.

The steamship "Alsatian" of the Allan Line, newly fitted and armed with eight six-inch guns and a number of quick-firers, has been chosen as the flagship of the "mercantile cruiser squadron," under command of Admiral De Chair, according to a recent dispatch. Officials of the Allan Line, questioned about the matter, say that she was probably chosen because of her speed of 21 knots an hour and her seaworthiness. The sister ships, "Alsatian" and "Calgarian," of the Allan Line, are the first trans-Atlantic steamers built with the "cruiser-stern," which makes them steadier in heavy weather, and consequently more suitable for this work. That the Government should have chosen her is considered a great compliment to the Allan Line as well as to the "Alsatian" herself.

CHATEAU LAURIER'S NEW MANAGER

Mr. Angus Gordon, it is officially announced by the Grand Trunk Railway, has been appointed manager of the Chateau Laurier, Ottawa, and is taking up his duties this week. Mr. Gordon was born in Scotland, has had experience in several of the best known hotels in Europe and America. For some years he was assistant-manager of the "King Edward" Hotel, Toronto. Later taking up the management of the Hotel Victoria, New York. He is well and favorably known to the Canadian travelling public.

CHRISTMAS AND NEW YEAR HOLIDAY FARES. SPECIAL TRAIN SERVICE, LONDON TO WINGHAM. DEC. 24.

In connection with Christmas holiday travel, the Grand Trunk Railway will operate a special train, leaving London 4:15 p.m., December 24, for Ilderton, Exeter, Hensall, Clinton, Blyth, Wingham and intermediate stations.

REDUCED FARES.

Return tickets will be issued between all stations in Canada east of Port Arthur and to Detroit and Port Huron, (Mich.), Buffalo, Black Rock, Niagara Falls and Suspension Bridge, N. Y.

SINGLE FARE.

Good going December 24 and 25, valid for return until December 26, also going December 31, 1914, and January 1, 1915, valid for return until January 2, 1915.

FARE AND ONE-THIRD.

Good going December 22 to December 25, 1914, inclusive, valid for return until December 28, also going December 30, 1914, to January 1, 1915, inclusive, valid for return until January 4, 1915.

Tickets now on sale at G. T. R. ticket offices, London city office, corner Richmond and Dundas streets. Phone 80. 20k

THE SUPREME GIFT FOR HER.

A Box of Chocolates Is Always Welcome

but the quality must be the best—fresh, wholesome candies. They appeal so much more when packed daintily in one of our attractive boxes for the holiday season.

GET YOUR CANDIES HERE AND GET THE FRESHEST.

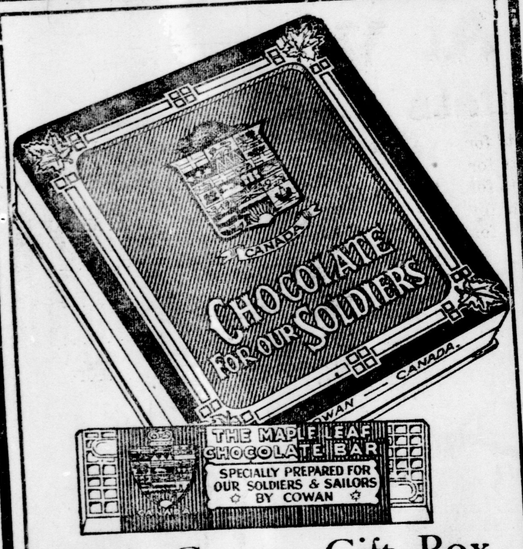
We manufacture our own Chocolates and Bon-Bons, and assure you of their quality and freshness.

CHOCOLATES, with cream, nut, cherry or other fruit centres. 25c to 75c a Pound. Boxed, all prices.

BON-BONS. One of the best assorted stocks in Western Ontario. Come in and see our stock.

FOR BOYS AND GIRLS. Santa Claus Stockings, Candy Canes, Candy Toys, Taffy, Mixed Candy, in fact, we are Santa Claus' headquarters for sweet things for the children. From 5c to $2.00.

QUALITY CANDIES *OLYMPIA CANDY WORKS* "THE HOME OF SWEETS"
186 DUNDAS STREET. 20k



This Cowan Gift Box Of Chocolate Is the Very Thing for Our Soldiers In Camp

Six delicious chocolate bars in a beautiful enameled tin souvenir box, made in Canada.

Send it to your friends in the training camps in Canada. The best and most useful gift you could give them.

The chocolate is absolutely pure and perfect and contains no over-quantity of sugar—a perfect emergency ration, rich, smooth and palatable.

The box is enameled and embossed with the Canadian coat-of-arms and Maple Leaf in red, white and blue, black and gold.

As Souvenirs

the empty boxes will be prized for years after the chocolate is gone as a symbol of Canada's response to the call of the Motherland.

Send a Box

to the boys in camp at Salisbury. The postage is only 12 cents.

40c Per Box

SEE THE DISPLAY AT OUR STORE.

T.A.Rowat & Co.

250 DUNDAS STREET - LONDON 20c

Money Saved is Money Earned

Why Pay More for Furniture, Rugs, Stoves? BUY NOW! These Prices Cannot Last!

PRESENT CONDITIONS ENABLE ME TO OFFER THESE UNUSUAL VALUES AS I AM OBLIGED TO RAISE $10,000.00 CASH BEFORE JANUARY 1, 1915.
A. H. KEENE.

123-25-27 King Street **KEENE BROS.** South Side of Market

Three Only DAVENPORT BEDS

Complete with mattress ready for use.

$25.00 Davenport for....$17.75
$45.00 Davenport for....$34.65
$50.00 Davenport for....$38.90
Sanitary Steel Couches. Regular $11.50, for..... $7.95

COUCHES

All well-made and strong.

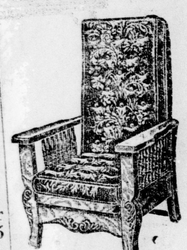
$7.50 Couches, in velour, for..... $4.65
$10.00 Couches, in velour, for..... $6.95
$15.00 Couches, in leatherette, for.... $8.95
$20.00 Couches, in leatherette, for.... $14.75
$25.00 Couches, in leatherette, for.... $17.75
$40.00 Couches, in mohair, for..... $27.75
$50.00 Couches, in leather, for..... $36.75

TABOURETS

Solid quarter-cut oak and real mahogany; $3.00 to $4.50 values, for, each..... $1.39

$5.00 Hand-Polish

CENTRE TABLES



Mahogany only, for each $2.35
$2.50 Centre Tables, each $1.29

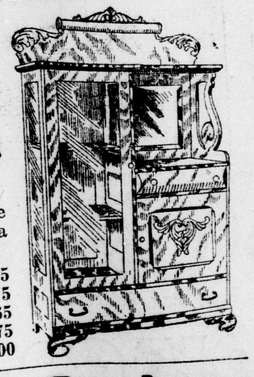
MORRIS CHAIRS

Solid oak, Bradley leather upholstering, for $5.95

SOME SLAUGHTER ON DRESSERS

$9.00 Dressers..... $5.95
$12.00 Dressers..... $7.75
$15.00 Dressers..... $9.90
$18.00 Dressers..... $11.75
$30.00 Dressers..... $21.00
$40.00 Dressers..... $29.75

Massive Combination Buffets



Five Combination Buffets, large roomy cupboards, nice china cabinet on side.

$25.00 Cabinet for..... $18.95
$28.00 Cabinet for..... $19.75
$32.00 Cabinet for..... $23.65
$35.00 Cabinet for..... $26.75
$45.00 Cabinet for..... $32.00

Large Easy Rockers

$10.00 Bradley Leather Rockers for..... $4.95
$12.00 Bradley Leather Rockers for..... $7.75
$16.00 Genuine Leather Turkish Rockers. Regular $35.00, for, each $26.75

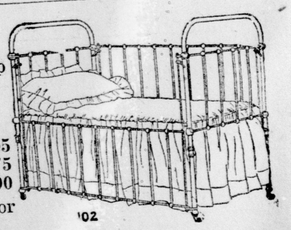
MATTRESSES

A genuine, well-filled Mattress, covered in art sateen. Regular $5.95, on sale this week only..... $3.35
Don't you forget the $8.00 Coil Springs. On sale at.... $4.95
Children's Rockers, each..... 59c

A $6.00 Metal Crib

with brass trimmings and drop sides,

For $3.95



$7.50 Crib for..... $4.95
$10.00 Crib for..... $6.75
$14.00 Crib for..... $10.90
Can you buy a Stretcher for $1.29? We have them. 102

BARGAINS

$2.50 Toy Sets, each..... $1.95
$3.50 Axminster Rugs, each..... $1.95
$1.95 Doll Cabs, with leatherette hoods, for..... $1.35
Music Cabinets and Parlor Chairs, One-Third Off.