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You know how it is--

Waiting for the trolley--paying a nickel or dime each trip -- standing up in a stuffy car -- and being delayed!

Think of what a bicycle would do for him: take him to work quickly -- make him feel better -- come home for a hot lunch!

A bicycle will make him happier, healthier and a better worker. It will save carfares, too.

Let us show you a bicycle he would like for Christmas.

A BRANTFORD RED BIRD
The Wheel With a 35-Year Reputation Behind It.
A GIFT WORTH WHILE.
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VICTORY CHRISTMAS will be the most memorable and happiest the world has ever known.

Make your gift in keeping with it. One that will restore normal vision and add the comforts and joy of good eyesight is a most appropriate gift.

Ask about Our Special Victory Christmas Plan which enables you to obtain the exact glasses the recipient will require.

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is the keynote of our success as millinery and fur headquarters in London.
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Delighted!

Just think how delighted SHE would be to receive a Diamond for Christmas! There would be nothing nicer. It would be especially acceptable if it came in one of "YOUNG'S" boxes. This would assure her of the good quality of the stone.

We have them as low as $10, but make special values in our rings at $37, $48 and $54.

Each of these rings has a blue-white, finely-cut stone, mounted in a 14k. solid gold setting. The difference in price is accounted for by a slight difference in the weight of the stone. Come in and see these rings. You are under no obligation to buy.

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You Can't Make a Mistake, Madam,
WHEN YOU ORDER
JOHNSTON BROS.
XXX
BREAD
for it's the bread that renews your lease on appetite and adds goodness to all the rest of the meal.
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MILITARY CROSS IS PRESENTED FRIDAY TO MAJOR J. MILLARD

Major John Russell Millard, second in command of No. 1 District Depot here, received the military cross from the hands of Brig.-Gen. L. W. Shannon, C.M.G., officer commanding this district, Friday afternoon.

The presentation was made at the armories before the staff of the district depot and a large attendance of men in khaki. The decoration was awarded to Major Millard for bravery on the field. The official gazette states that "though twice wounded in an attack Major Millard refused to be evacuated from the field until the position had been consolidated and cheered on his men by his example."

"THEY WHO COME BACK."

"They Who Come Back" is the title of an artistic little book of collected verse by Amy Campbell. It is particularly suitable as a gift to soldiers or friends of the boys "coming back." Price, 35 cents, postpaid. Address, Amy Campbell, care of The Advertiser, London, Ontario. tf

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about our service, ten to one we'll refer you to someone for whom we've done such good work that he'll have something really valuable to tell you.

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FIRST APPEAL FOR CHILDREN'S AID TO BE MADE NEXT WEEK

Campaign Starts on Tuesday Next With $14,000 Objective — Child Welfare Work Included — List To Be Opened in The Advertiser Office.

For the first time in the twenty-five years of its history the local Children's Aid Society is launching a campaign this month to raise funds. The objective set for the Children's Aid Shelter work is $12,000, and in addition, an effort will be made at the same time to raise $2,000 for the work that is being done by the Child Welfare Association to reduce infant mortality and give London's babies an opportunity to grow up healthy, vigorous citizens.

A strong canvass committee is being organized, and the campaign will be formally launched on Tuesday next. Owing to the fact it comes in the midst of the Christmas rush, it will be impossible to canvass the whole city as has been done for other campaigns. Instead a number of prominent businessmen have volunteered to canvass the business houses, and subscription lists will be opened in the newspapers in which will appear the names of those who send in contributions from day to day to Secretary W. E. Kelly, to the Children's Aid Society headquarters in the city hall.

Recalling the service of the Children's Aid Society in the past twenty-five years, Inspector Joseph Sanders says with a ring of pride in his voice, "We haven't been able to trace two per cent of the children we have cared for who haven't turned out well."

Less Than Two Per Cent.

Less than two per cent failure. And in this connection it must be borne in mind that a large percentage of these little ones have been neglected, depedent, destitute, and delinquent children, children many of them with hereditary tendencies which might have made it easy for them to go wrong. Wise guidance, care in placing in foster homes, and, in a word, finding the right environment, has been responsible for saving hundreds of boys and girls within a quarter of a century for good citizenship.

Just how loyal that citizenship has been is evidenced by the honor roll of the society, bearing the names of no less than forty-two who donned the khaki for the sake of King and country. Of these, two have laid down their lives in the great war. Many, many are the letters that have come back from overseas in the past four years, breathing confidence in and affection for the benevolent inspector who has been a good grandfather to them all.

One homesick lad has written for news of a sister; another about the brother who was just a little kid when he last saw him.

Scores Found Homes.

Through the offices of the Children's Aid Society scores of children have found not only happy homes and wholesome ways of life, but healthy lives as well. There is the little girl, for example, who a few years ago seemed doomed to be crippled all her days. It was heart-breaking that the sunny, winsome babe should have twisted little limbs that couldn't possibly bear up her body when she reached an age to toddle. One day The Advertiser published a story about the little one and the chance which an operation in the Orthopedic Hospital, Toronto, would offer her. Hearts of readers were so touched that contributions came flooding in, and the result was that in a very few months the baby limbs were straight and growing strong, owing to the miracle of surgery achieved.

First Definite Appeal.

And yet in twenty-five years the Children's Aid Society is making its first definite appeal for funds. When the need arose several years ago of an adequate shelter the members of the board chipped in to purchase the site, the majority of them giving a hundred dollars apiece. The Kent estate on the Wharncliffe road, which was for sale proved suitable in the way of grounds and location, and Malcolm Kent gave a reduction in the price asked of $500 to place it within reach of the society.

A man named Thomas Alway Hall had died, leaving $10,000 in trust with his lawyer, T. H. Purdom, K.C., to be used for the erection of a children's home. Mr. Purdom turned this over to the Children's Aid Society as an organization which would put it to good service. The "Thomas Alway Hall" on Wharncliffe road, rose as a memorial to the man who had left so generous a gift to hapless children.

A few years ago repairs and alterations were imperatively needed in order to carry on the work. Moreover in the building which had a capacity for caring for from 20 to 25 children, there were 40 or so practically all the time, owing to conditions arising from the war.

It was a case of "a short bed and a narrow sheet," when it came to fitting in all the kiddies that needed to be looked after, and to make the revenue on hand cover expenses.

365 Club Fund.

The idea of a "365 Club Fund" was evolved. The plan was to endeavor to raise $3,650 to support the shelter and allow for repairs for one year, on a basis of $10 a day, as the required amount for maintenance. Each subscriber of $10 thereby purchased a "one day's share of interest" in the shelter and insured its maintenance for one day. Some people were so greedy (?) they wanted two, three, half a dozen, a dozen shares. Organizations entered the competition with individuals to become shareholders. As a result of the plan the full amount was raised and the society tided over a difficult period.

And now still greater extension of the work is immediately required. A long felt want has been an infants' department. At the present only children over two years old can be cared for. Like the Chamber of Commerce, the Children's Aid Society has a big program of work, but with characteristic modesty, it isn't saying much about it.

So far as the child welfare end is concerned the saving of life and cutting down to the minimum infant mortality is declared by leading scientists, by the men and women of the continent, who have the welfare of their countries most at heart, that child welfare is the biggest patriotic work any nation can undertake at this time, in view of the wastage of war, and what the saving of child life means to the future of the nation.

Well Baby Clinics.

At present the London Child Welfare Association is devoting attention to the establishment of three "well baby clinics" in different sections of the city, supremely important preventive and educational work.

In view of the fact that infant mortality in many places has been cut in half through well organized child welfare efforts, those promoting the campaign haven't any doubt that both the child welfare work in the usual acceptance of the term, and the child welfare work as it is understood by the Children's Aid Society will receive generous support.

By the way, so interested are some of the citizens that they can scarcely wait till the canvass gets under way to drop in their contributions. Inspector Joseph Sanders has received already from one public-spirited citizen a check for $500.

As acting president of the Children's Aid Society, D. H. McDermid is director-general of the organization of the campaign. Sheriff D. M. Cameron still holds the office acceptably filled by him for some twenty years, that of president of the society.

Ends Stubborn Coughs in a Hurry

For real effectiveness, this old home-made remedy has no equal. Easily and cheaply prepared.

You'll never know how quickly a bad cough can be conquered, until you try this famous old home-made remedy. Anyone who has coughed all day and all night, will say that the immediate relief given is almost like magic. It is very easily prepared, and really there is nothing better for coughs.

Into a 16-oz. bottle, put 2½ ounces of Pinex (50 cents worth); then add plain granulated sugar syrup to make 16 ounces. Or you can use clarified molasses, honey, or corn syrup, instead of sugar syrup. Either way, this mixture saves about four-fifths of the money usually spent for cough preparations, and gives you a more positive, effective remedy. It keeps perfectly and tastes pleasant—children like it.

You can feel this take hold instantly, soothing and healing the membranes in all the air passages. It promptly loosens a dry, tight cough, and soon you will notice the phlegm thin out and then disappear altogether. A day's use will usually break up an ordinary throat or chest cold, and it is also splendid for bronchitis, croup, whooping cough, and bronchial asthma.

Pinex is a most valuable concentrated compound of genuine Norway pine extract, the most reliable remedy for throat and chest ailments.

To avoid disappointment, ask your druggist for "2½ ounces of Pinex" with directions and don't accept anything else. Guaranteed to give absolute satisfaction or money refunded. The Pinex Co., Toronto, Ont.

SCORE COLDNESS OF LONDONERS TOWARD RETURNED SOLDIERS

The lack of enthusiam that is noticeable when parties of returned men are being taken through the streets of this city came in for sharp criticism at a meeting of the reception committee of the Soldiers' Aid Commission held Friday afternoon.

It was the opinion of members of the committee that Londoners should drop their dignity, or "crawl out of their shells," for a few moments and give the boys returning a few real cheers.

One member mentioned the fact that a visit to any city in the United States where returned men were received would teach Londoners the gentle art of giving a hearty welcome.

It was decided to provide pennants for the windshields of cars meeting returned men, to distinguish them from other cars at the depot.

Those who own motor cars and do not do their share in meeting returned parties, are to be hustled out and made to do their "bit." There are, it was estimated, thousands of machines in the city, and so far only a few have responded.

The hospitals where convalescent soldiers are located will be decorated for Christmas, it was decided. The work will be under the supervision of the women members of the committee.

LONDON BRICKLAYERS ELECT OFFICERS

At the last regular meeting of the Bricklayers' and Masons' Union No. 56 the following officers were elected: President, W. Hollowell; vice-president, J. Knowles; secretary-treasurer, H. Rymill; financial secretary, E. Shrives; conductor, D. Holt; warden, E. Brooke; auditors, R. Beer, C. Short; arbitration board, Hollowell, H. Hicks, F. G. Moon; trustees, H. Vandy, C. Walker, D. Holt; deputy, G. Bridge; alternate deputy, E. Foxworthy.

After business was finished, a social evening was enjoyed and light refreshments served.

STOP PAIN! RUB NEURALGIA AWAY

Instant relief from nerve torture and misery with old "St. Jacobs Liniment."

Rub this soothing, penetrating liniment right into the sore, inflamed nerves, and like magic—neuralgia disappears. "St. Jacobs Liniment" conquers pain. It is a harmless "neuralgia relief" which doesn't burn or discolor the skin.

Don't suffer! It's so needless. Get a small trial bottle from any drug store and gently rub the "aching nerves," and in just a moment you will be absolutely free from pain and suffering.

No difference whether your pain or neuralgia is in the face, head or any part of the body, you get instant relief with this old-time, honest pain destroyer—it cannot injure.

MAJOR GRAHAM OBJECTS TO CITY'S METHOD OF PAYING FOR INSURANCE

The method of the city in handling soldiers' insurance was discussed at a social evening held by the 142nd Comrades' Club last night in the Dowler Block. Major C. M. R. Graham made quite a lengthy speech, concerning the dependents of the soldiers who had paid the supreme sacrifice. He said they had not received the $500 insurance in a lump sum, as arranged when the men enlisted, but instead it had been doled out to them on the instalment plan, and that their children had to wait till they were 21 years of age before they received their share. This question will be dealt with shortly.

All present were delighted with the musical program, which was arranged by Mrs. Grant-Harris. Violin, Miss W. Woodin, Mrs. Grant-Harris; recitation, Miss A. Taylor; songs, Mrs. C. Philips, Miss E. Weston, J. H. Warburton, H. Wilkinson, W. Ballantyne. The business end of the program was left over till the next meeting.

J. DAVIS BARNETT TO LECTURE BEFORE HISTORICAL SOCIETY

The London and Middlesex Historical Society will meet on Tuesday evening next in the public library building, when J. Davis Barnett of the Western University will read a paper on "The Books Written by the Returned Exiles of 1837." As is well known, after the troubles of 1837 a large number o more prominent rebels were sent into exile, some of them to Van Dieman's Land, others to Bermuda. In later years most of these returned to Canada, having been pardoned and several of them wrote their experiences and published them in book form.

The Barnett library contains examples of these, but Mr. Barnett has gone further and has examined all such books that he could trace in the larger libraries of Canada and the United States, bringing together much interesting material on this period of Canadian history. All the meetings of the society are open to the public.

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FOR BABY—
Dainty Novelty Footwear.
FOR THE LITTLE CHAP—
Rubber Boots, Rubbers, Hockey Shoes.
FOR THE LITTLE GIRL—
Slippers, Rubbers, Hockey Shoes, Leather Toilet Accessories.
FOR BIG BROTHER—
Club Bag, Leather Traveling Companion, Slippers, Bill Folds, Military Hair Brushes.
FOR SISTER OR MOTHER—
Slippers, Spats, Rubbers, Shoes, Handbags, Club Bags, Leather Toilet Accessories.
FOR DAD—
Slippers, Rubbers, Club Bag, Shoes.

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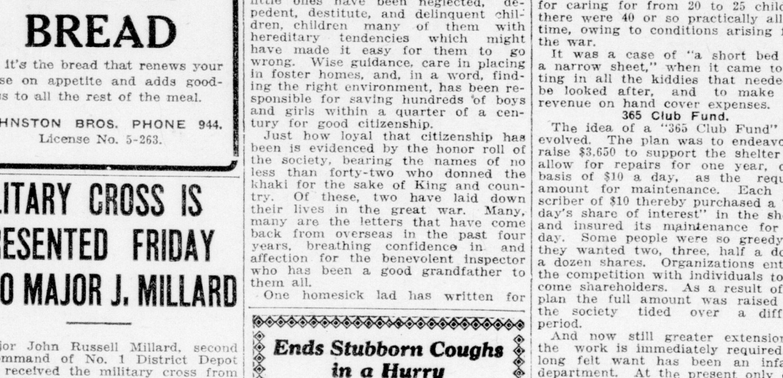

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Every ingredient used in the manufacture of Parnell's Bread must be of the best. We insist upon it, and would not allow one ounce of inferior flour, sugar, milk, yeast or other ingredients to be used.

That is why Parnell's breads are the favorite above all others, and why they are in such big demand.

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Single pieces in all the furs of the season—Muffs, Stoles, Capes, Neckpieces, etc.

HIGHEST PRICE PAID FOR RAW FURS.

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Specials in English Velour Coats, plain and trimmed ... . $25.00 and upwards

CLEARING OF VELOUR SUITS AT BIG REDUCTIONS.

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"Good for toast or sandwiches,
Gives each meal a zest;
For puddings, soups and everything
ALOAFA bread is best."

Bunn the Baker of Bara-Boo

Is Your Morning Toast the Best In the World?

YES, if you make it with NEAL'S ALOAFA BREAD. We made certain in perfecting this faultless bread of ours that it would be as good toasted as it is in general table use.

You cut a slice of NEAL'S ALOAFA BREAD to just the thickness you like it, then put it on your toaster. Notice how fast it browns, and how evenly, turning to a rich golden color that promises well for the taste-feast to follow. How hungry its appetizing fragrance makes you!

As the surface turns rapidly brown, it forms a thin, crisp protection for the inside bread; so that, if you prefer your toast crackly outside but softer inside, you take it off the toaster at this stage. If you like very crisp, brittle, crunchy toast, leave the slice on until it reaches the degree of dryness desired.

NOW!—butter, good and fresh. Spread it on—fill every little cell and crevice. Let it melt into the hot firm toasted surface. Eat it without delay—while warm. Notice the delicious flavor-blend created by the mingling of the rich creamery butter and the rare wholesome relish in toasted NEAL'S ALOAFA BREAD.

We say to you in all earnestness—you don't know how good toast can be unless you've eaten it as produced with NEAL'S ALOAFA BREAD.

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