

Becoming Eyeglasses

We carry many styles of very becoming eyeglass mounts, and are experts in the art of proper fitting. Prices moderate.

John S. Barnard

Optician,
194 DUNDAS STREET, W.

TO MAKE
YOUR
RUBBER
WARES
WEAR
LONGER

is our specialty.

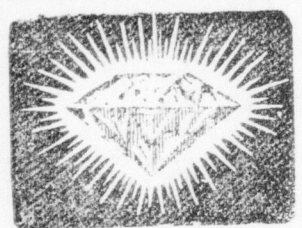
London's Rubber Man
186 KING—REAR. PHONE 5124.

PIANO TUNING

Have your piano tuned or repaired by one of our expert factory tuners. All work fully guaranteed. City tunings, \$2.00.

Mason & Risch, Limited.

Phone 1268. 243 Dundas Street.



DIAMOND RINGS, \$25.00 TO \$500.00.

C. H. WARD & CO.

Diamond Merchants and Jewelers,
336 Richmond Street. Phone 1084.

PRIVATE GREETING CARDS...

Ask To See Our

"Own Make"

Cards that are different. Samples sent on request.

STATIONERY

173 Dundas St. Phone 150 or 53.

WE REPAIR

Hot Water Bottles Just as Satisfactorily as Tires.

LONDON

Tire Repair Depot

A. WILKES.

254 Wellington St. Opp. McClary's.
PHONE 2334.



Just look at the size of these Giants! They are coming here soon!

The Giants of Lilliputania

I. FERGUSON'S SONS
FUNERAL DIRECTORS.
180 KING STREET.
PHONES 543, 375, 2006
OPEN DAY AND NIGHT.

N. J. GRIFFITH
FUNERAL DIRECTOR AND
EMBALMER.
104 Dundas Street, London.
Residence on premises. Phone 459
Private Ambulance Service.
Delaware Branch, W. Acres, Mar.

SMITH, SON & CLARKE
UNDERTAKERS.
115 DUNDAS ST. PHONE 528.
829 DUNDAS ST. PHONE 678.
Residence on premises.
Private Ambulance Service.

GEORGE E. LOGAN
FUNERAL DIRECTOR
AND EMBALMER.
418 RICHMOND ST., LONDON.
Residence on premises.
Phone 1985. Personal Attention.

Delaware, Lackawanna and Western
Coal Company's

Scranton Coal

The most satisfactory coal for furnace or range. Send in your order.

JOHN M. DALY

PHONE 348. 19 YORK STREET.

THE LONDON LOAN and
SAVINGS COMPANY
OF CANADA

Dividend No. 91

Notice is hereby given that a Dividend at the rate of 6 per cent per annum and Bonus at rate of 1 1/2 per cent per annum has been declared on the Capital Stock of the company for the current three months, ending December 31st, 1916, and same is payable on January 2, 1917, to Shareholders of Record December 15, 1916.

M. J. KENT, Manager.

Christmas Shopping Made Easy
at C. H. Ward & Co.'s

Diamond Merchants and Jewelers.

386 Richmond Street

We have arranged the goods on tables in the store and basement in such a manner as to make shopping easy to all. Special 50c, \$1.00, \$2.00 and \$3.00 tables that contain some of the greatest values we have ever offered.



Our stock of Diamonds, Necklet Watches, Parisian Ivory, Jewelry, Ebony, Sterling Silver, Silver Plate, China, Cut Glass, Pearl Handle Goods, Umbrellas and Walking Sticks is large and well assorted.

Suitable Gifts for a Lady

A Diamond Ring. Prices from \$5.00 to \$350
Platinum Pendants set with diamonds and pearls. At\$25.00 to \$500
Necklets and Pendants set with diamonds and pearls. At\$12.00 up
Necklets and Pendants set with pearls and combinations of precious stones. From\$3.00 up
Gold Wristlet Watches from \$7.00 to \$50.00
Bangles in platinum and gold. At \$2.00 up
Comb, Brush and Mirror Sets, in sterling silver, ivory, ebony and silver plate. Manicure Pieces to match same.
Sterling Silver Card Cases, Coin and Vanity Cases.
Gold-Filled and Silver Mesh Bags.
Sterling Mounted Umbrellas, all the newest designs, with the Broadway and Fifth Avenue roll.

Suitable Gifts for a Gentleman

A pair of Military Brushes, in ebony and sterling silver. From\$2.00 up
Cigarette Cases, plain and engraved. From\$1.00 to 35c
Cuff Links at50c pair up
Waldemar Chains, in the newest designs. At\$2.50 up
A Signet Ring at\$3.00
A Cane at\$1.00
An Ash Tray at\$1.25 to \$2.00
A Smoking Set, in brass and mahogany. At\$4.00 to \$6.50
A Leather Cigar Case at\$2.50
A Fountain Pen at\$1.00 up
A Fob at25c up
Cigar Cutter at\$1.00
A Knife at\$1.50
A Tiepin at25c up

Gifts Suitable for the Baby

White Comb and Brush at\$1.25 each
Baby Pins from25c up
Baby Lockets and Chains from\$1.00 up
Bracelets at\$1.00 to \$7.00
Feeding Spoons from75c to \$3.00
Rings, signet and stone set.\$1.00 up
Silver Mugs at\$1.00 to \$8.00
Silver Napkin Rings at50c to \$3.00
Strings of Small Pearl Beads at\$1.50
Rattle, mounted in sterling silver\$2.00 and \$2.50

C. H. WARD & CO.

386 Richmond St. Phone 1084. Diamond Merchants and Jewelers

MAIL ORDERS WILL RECEIVE OUR PROMPT ATTENTION.

Your Christmas Shopping

will not be complete without a visit to this store. Here you will find a very large and carefully-selected stock of precious stones and fine jewelry, and you will find a wealth of articles all of the best quality, which we offer at moderate prices.

A FEW SUGGESTIONS:
Gents' Thin-Model, 15-Jewel Watch\$10.00
Gents' Fancy-Link, Waldemar Chains\$2.00 to \$15.00
Gents' Companions, in ebony and ivory\$5.00 to \$20.00
Gents' W. W. W. Rings, stones that stay in\$10.00 to \$25.00
Ladies' Wrist Watches, 15-jewel movement\$15.00
Ladies' Manicure Sets, ivory, ebony and silver\$3.00 up to \$30.00
Ladies' Rings, in pearls, amethysts and diamonds, in W. W. W. styles\$10.00 up to \$25.00

YOUNG'S
Two Stores
London and East London.

JOHNSTON
BROS.' XXX
... BREAD ...

The most nourishing and economical of all foods. Do you eat enough of it for your health's sake?

Order XXX Bread from best grocers or call a wagon.

SUNDAY DINNER. SPECIAL MENU.

Dominion House

Preparing Special Meals Now.
There is no reason why the housewife should go to the trouble of preparing a dinner when she with her family can partake of the best in the city, prepared by an expert chef, for 50 cents, at the Dominion House. Tables will be reserved for family parties. Phone 943.

THE SPACE YOU PAY FOR resembles cultivated land in this: the harvest depends on the seed.

Federal Advertising Service

Telephone 5482.
312 Dominion Savings building.
LONDON, ONT.

AN ERROR IN PRICES

Through an error the prices for silverware, which appeared in the London Advertiser advertisement on Friday were incorrect. The correct prices are shown on page three of this issue. This mistake was not made by the Cowan Hardware Company.

THIEVES BREAK INTO STORE BY TRAPDOOR IN ROOF, BUT ONLY GET \$1.00 FOR LABORS

Enter T. A. Rowat's Grocery and Escape as Owner Enters by Door.

The grocery store of T. A. Rowat, 259 Dundas street, was entered last evening by two unknown persons, who robbed the till of its contents, about one dollar in silver, but disturbed nothing else.
Entrance was effected through a trap door in the roof, which hooked from the inside, but was pried open by the pair.
Mr. Rowat entered the store at a few minutes to ten to turn off the lights, and heard the men, who were at the time scrambling out the way they had entered.
Mrs. Rosenbloom, who lives next door to the store, hearing a noise looked out of the rear window and saw two men sliding down a pole at the rear of the store.
Reaching the ground they ran down the alley and were lost sight of in a few seconds.
The police are investigating.

Eye Talk

NO. 5 DETAILS

The difference between a penitentiary and a palace is largely a matter of detail.
Both are designed for human habitation, and serve equally well to protect the inmates from the elements.
But one is a vastly more comfortable place of abode than the other.

SO IT IS WITH GLASSES.
Cramp-fitted glasses may help your vision, but great care in every detail of adjustment is essential to safety and comfort.

YOUR EYES ARE WORTH A CORRECTLY-FITTED PAIR OF GLASSES.
You can get them from

Carlyle
TREBILCOCK
OPTICIAN

PHONE 2351. 235 DUNDAS ST.

The Correct Shoes for Well-Dressed Ladies

Are to be seen in variety at the Two-in-One Shoe Store. They come in blue, brown and grey, vicid kid, suede tops, high-laced, and high-heeled, with long, pointed toes. Very classy, and make a charming finish to the costume. Per pair \$7.00. These shoes are well worthy the attention of any lady desiring something natty and up-to-date in footwear. They will give the durability and satisfaction desired.

\$7.00 per pair.

Rubbers for same, fitted, 90c.

J.P. COOK & CO.

The Store that Serves You Best

Two Stores: Dundas & Adelaide Sts.

ROSS' LIMITED

ROSS' LIMITED

FURS

The house that buys direct from the fur trapper and manufactures the pelts into Fur Garments of all kinds and sells direct to the wearer at manufacturers' prices.



Clearing Suits and Coats at Greatly Reduced Prices

ORDERED DEPARTMENT

Suits and Coats at remarkably low prices; made in the very latest styles; guaranteed satisfactory in fit and workmanship.

Christmas Blouses

In georgette, nylon, silk crepe, etc. Made in the most dainty styles and richly trimmed; new fisher fronts; colors white, rose and flesh. Price

\$5.50 to \$9.00



Shop Early

Phone 1319.

Neckwear

In all the latest designs and materials. Angora Wool Scarfs for the coming cold weather, assorted colors\$1.00
Boxed Handkerchiefs in new designs.
Perrin's Gloves in kid, suede and cape.

Phone 1319. 196 Dundas Street

MANY CHRISTMAS BARGAINS
HERE ARE A FEW PRICES

Suitcases—Genuine Leather, Leather-Lined, Leather-Covered Frames, 12 inches long, with complete Toilet Set, ladies' or gents'\$7.50
Genuine Cowhide Suitcase, double straps\$5.35
Brill's Leather Suitcase, no straps\$4.00
Leatherette Suitcases, all sizes. Large size\$1.35
Special Pair Military Brushes in leather case\$1.00
Music Rolls, Collar Cases, Purses, Bill Folds, Ladies' Hand Bags, Military Leggings, Crops and Spurs.
Special Genuine Leather Club Bags, 16 or 18 inches\$2.35
Special Genuine Leather Club Bags, leather-lined\$4.25

DARCH'S

Phone Us For Prices Before You Buy.

A Wise Christmas Gift

When your child is given money, does he say: "I must not spend all of this! I must save some?"

Success-building begins early in life and the habits encouraged then will never be wholly given up in later years.

Encourage your child to save by presenting him with a Huron & Erie gift passbook this Christmas.

Interest at the rate of

3 1/2 %

per annum.

will be paid each half-year.

Each gift passbook will be enclosed in a suitable envelope ready for presentation.



MORTGAGE CORPORATION

LONDON (Two Branches) and ST. THOMAS

T. G. Meredith, K.C., President. Horne Cronin, General Manager

THE BROWN OPTICAL CO.

PHYSICAL EYE SPECIALISTS.
EYESIGHT EXAMINED
NO DROPS OR DRUGS USED.

GLASSES OF QUALITY

MANUFACTURED AND FITTED.

VERY MODERATE COST. ACCURACY GUARANTEED.

223 DUNDAS STREET. PHONE 1877

NOTICE TO ADVERTISERS

It would assist work in our mechanical departments if advertisers would send in their copy at least 24 hours prior to publication.

Owing to the holiday advertising it is necessary to have copy in hand at least 24 hours in advance, to guarantee publication.

ROWAT'S COFFEE

50c per pound

T. A. Rowat & Co.

250 Dundas St. — Phones 3051-3052.

PETERS

SATURDAY—NIGHT—CANDY—SALE

8 TO 10:30.

PEANUT TAFFY

"the Old Virginia Kind." Not as cheap as we can make it—but the very best we know how.

Good value at 25c lb. On sale 19c Pound

PETERS

"Shop 'Round the Corner."

YOU SAVE MONEY, MADAM

WHEN YOU BUY

Parnell's Purity and Quality Bread

Consider the cost of flour, sugar and all other first-class ingredients, such as are used in the manufacture of our breads. Consider the worry and the labor involved in the baking of bread at home, the time lost and the materials wasted if the batch does not turn out right.

Then consider that you can buy the finest bread it is possible for experts to make at 8 cents the large loaf and 5 cents the small loaf.

IF YOU HAVE NEVER TRIED OUR BREADS ORDER A TRIAL LOAF TODAY.

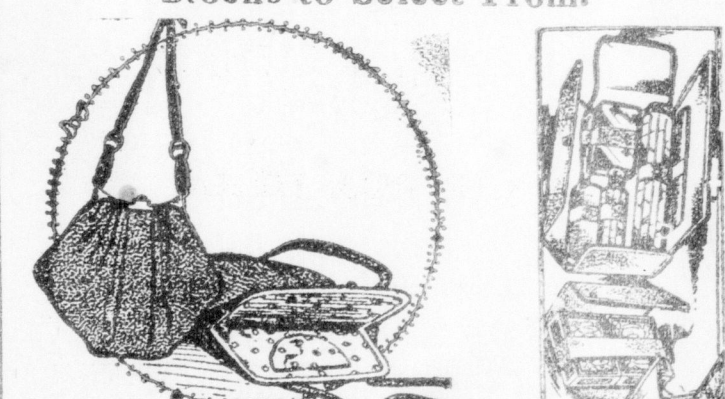
At your grocers, from our wagons, or by phoning us.

PARNELL THE BREADMAN

PHONES 922-1390.

PREPAREDNESS

In Your Christmas Shopping Means Better Selections and Larger Stocks to Select From!



We have just opened our new Christmas HAND BAGS AND PURSES. All the latest novelties from New York. An ideal present. Serviceable and attractive.

Purses, in Novelty Shapes, .75c to \$5.00
Bags, in All Colors\$1.25 to \$8.00
Photograph Holders75c to \$2.50
Writing Cases\$2.50 to \$8.00

Club Bag Fixtures.
Ebony Fitted Collar Boxes.

COME IN AND INSPECT THESE CHRISTMAS NOVELTIES.

Johnston & Murray