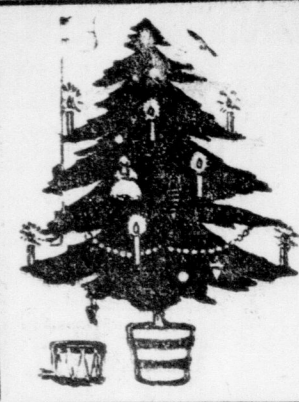


Christmas Gifts

For Our Soldiers and Nurses at the Front



Square Deal Taylor's Sensible Gifts

FOR THE BOYS.

75c All-Steel Mirrors.....59c
10c Cigars, all 5 for.....25c
5c Panatela, 10 for.....25c
(Send a box.)

25c Tooth Brushes.....13c
25c Listerized Tooth Paste.....24c
25c Shaving Sticks.....16c
Shaving Brushes and Razor Straps
at greatly reduced prices.

25c Soap Boxes.....19c
\$1 Ever-Ready Safety Razors.....79c

FOR THE NURSES.

\$2.25 Hot Water Bottles.....\$1.59
(Two-year guarantee.)
\$1.75 Hot Water Bottle.....29c
\$2.00 Genuine Ebony Hair Brushes.....58c
Clinical Thermometers in cases at
all prices.

A full line of Perfumes and Toilet
Preparations at bargain prices.

75c Mary Garden Talcum.....48c
50c Dior Kiss Talcum.....24c
25c Assorted Talcum.....31c
\$1.00 Household Rubber Gloves 49c

75c Taylor's Overseas Package—Tooth Polish, Tooth Brush,
Shaving Stick, two cakes Toilet Soap and Wash Cloth—boxed,
ready to mail, for 59c.

Taylor Drug Co.
London's Greatest Cut-Rate Druggists. SIX RED STORES.

BARNARD'S "THE GIFT SHOP"

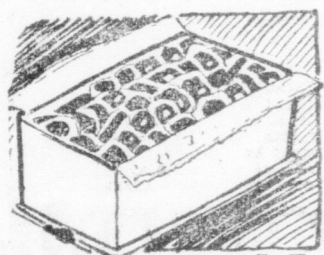
offers a fine range of gifts suitable for the soldiers at the front:

*Wrist Watches.
Compasses.
Military Mirrors.
Cigarette Cases.
Flasks.*

All at very moderate prices.

J. S. BARNARD
LONDON. JEWELER. Opp. Advertiser.

Don't Forget



It is not too early to send your
soldier boy a Christmas gift. It
won't be Christmas without
some luscious fruit and nuts.
We are putting up a neat com-
pact box containing mixed
fruit, nuts, and a large box of
Neilson's Chocolates. Prices
ranging from \$1.00 up. Just the
thing for his Christmas dinner.

Saturday Is Our Candy Day
Twenty varieties of Neilson's Chocolates, reg. 40c a lb., for 29c.

The Grand Opera Fruit and Candy
Two doors north of Opera House.

FAIR BOARD HAS SURPLUS OF \$7,000; PLANS BIG JUBILEE

Fiftieth Exhibition in 1917 To
Be Greatest of All.

ENLARGE PRIZE LIST
Directors Will Also Consider
Question of Enlarging
the Grounds.

At a meeting of the Western Fair
directors held on Saturday afternoon
reports were presented which show
that this year's surplus will be about
\$7,000.

A statement prepared by F. E. Jew-
ell, the auditor, up to October 31, was
presented to the board, and showed
receipts from all sources, including
last year's surplus to be \$75,745.82.

The largest item of receipts was the
sales and grandstand, which totaled
\$21,445.99. The largest item of ex-
penditure is the prizes paid exhibitors,
\$22,972.24, and the grounds and build-
ing account of \$1,277.77.

Other expenditures, such as printing,
advertising and attractions were heavy
this year. A full statement of the
year's work will be printed shortly.

Wm. Moore moved, seconded by ex-
-Ald. Carothers: That whereas the
1917 exhibition will be the fiftieth,
in connection with the Western Fair As-
sociation, this board would unani-
mously recommend to the board of next year
the advisability of arranging as soon
as possible after the annual meeting
for making next year's exhibition a
"jubilee exhibition," taking such steps
as the board thinks proper to make it
worthy of the same. This was car-
ried unanimously.

It was moved by Wm. McNeill and
seconded by Mr. Deinger: That
whereas the exhibition has proved
such a success this year, we would
recommend to the board of next year
that a substantial increase be made in
our livestock prize list, as we feel
that this is a very important part of
our exhibition.

Other matters, such as extension of
grounds, etc., were referred to next
year's board.

The annual meeting will be held on
the second Wednesday of February.

SOME MILKMEN ARE ONLY ASKING 8 CENTS A QUART

Declare Recent Rise To Nine
Was Unnecessary.

WHOLESALES AT FIVE
Producers Decline to Make
Any Further Jump in
Prices.

The milk producers in the immediate
vicinity of the city met on Saturday
afternoon at the city hall, and after a
thorough discussion of their interests,
appointed a committee to make a re-
port as to the advisability of the
formation of a wholesale association.

The object of the association to be
known as the Wholesale Milk Dealers'
Association, will be first of all to see
what advantages financially will arise
from buying cattle feed in larger quan-
tities instead of procuring it in smaller
lots as is the present system.

The committee will hand in its re-
port next Saturday at the next meet-
ing of the producers and if it is deemed
advisable then the association will be
formed and the necessary steps taken
to procure a government charter.

The milkmen claim that at present it
takes about 58 cents a day to feed a
cow. The average amount produced
by each cow is eight quarts.

The producers at the present time
are receiving five cents a quart for the
milk that they deliver to the city re-
tailers.

The price was raised from 4 1/2 to 5
cents about a month ago, and at that
time the retailer was charging the con-
sumer eight cents a quart.

On Nov. 1 the price was advanced by
a number of the retail milkmen to
nine cents a quart, but a number of
others declined to consent to an ad-
vance, and as a result two prices for
milk are effective in the city at the
present time.

Those milkmen that are furnishing
customers at eight cents maintain that
there was no reason whatever to ad-
vance the price of milk to nine cents
just because the producer raised one-
half a cent.

A three cent margin of profit on a
quart, they maintain, is sufficient, and

HOW TO ADDRESS MAIL TO SOLDIERS.

The following correct method of addressing troops has been
issued by Dr. E. M. Coulter, deputy postmaster-general. In
order to facilitate handling of mail at the front, and to insure
prompt delivery, it is requested that all mail be addressed as
follows:

- (a) Regimental number.
 - (b) Rank.
 - (c) Name.
 - (d) Squadron, battery or company.
 - (e) Battalion, regiment (or other unit), staff appointment
or department.
 - (f) Canadian Contingent.
 - (g) British Expeditionary Force.
 - (h) Army Postoffice, London, England.
- Unnecessary mention of higher formations, such as
brigades, divisions, is strictly forbidden, and causes delay.

**POST
YOUR
CHRISTMAS
PARCELS
EARLY.**

SENDING PRESENTS BY PARCEL POST.

(Clip This Out for Reference.)

For the information of those sending parcels to soldiers in
England or at the front, The Advertiser publishes the rates of
postage: To England, the rate is 12 cents a pound or any
fraction thereof. Limit weight on parcels to England is 11
pounds. To France or Belgium, the rate is 24 cents for parcels
any weight up to three pounds; from three pounds to seven
pounds (the limit), the rate is 32 cents, not 32 cents per pound,
but 32 cents for any weight from three to seven pounds. Any
letter or parcel for any soldier in the hospital (even if this
hospital is not known to the sender), having the word "hos-
pital" marked across it will be delivered. A customs declara-
tion must be attached to each parcel, for which application
should be made at the stamp window of the postoffice.

A Few Suggestions:

LEATHER PHOTOGRAPH CASES
WRITING PORTFOLIOS, POCKET COAT HANGERS,
NOTEBOOKS IN WATERPROOF CASES,
STEEL MIRRORS, DRINKING CUPS,
PLAYING CARDS IN CASES,
POCKET CHECKER AND CRIBBAGE BOARDS,
BIBLES, PRAYER BOOKS, TESTAMENTS,
WATERMAN'S FOUNTAIN PENS,
Packed for Mailing.

Hay's Stationery

173 DUNDAS STREET. PHONES 150 and 53.

THE BOYS WOULD LIKE THESE



Ever Ready Safety Razors\$1.00
Gillette and Auto Strop Safety Razors
.....\$5.00
Plain Razors\$1.25 to \$2.00
Shaving Soap10c cake
Pocket Mirrors50c

Military Brushes\$1.35 to \$3.50 Pipes25c to 35c
Knives, Special, 25c, 35c to 75c.

Heavy Wool Socks, Scarfs, Gloves and All-Wool Underwear.

WOOD'S FAIR

763-5 DUNDAS EAST. PHONE 1134.

will not advance their present price
they claim unless the wholesaler makes
another advance.

The wholesalers at the Saturday
meeting decided to leave the present
price as it is until they have gone fur-
ther into the cost of production.

"We are willing to deliver the milk to
the retail men at exactly cost figure
for the winter at least, and if we find
that we can continue to do so we will
not advance on the five-cent rate," said
one of the producers, a well known
farmer just beyond the city limits.

RE-ESTABLISHED DIVORCE.
PARIS, Nov. 11. — Alfred Joseph
Noquet, a noted French chemist and
"political," through whose efforts
divorce was re-established in France
in 1884, is dead.

TEST OF CHARACTER IS ATTITUDE TOWARD CHRIST

Only Perverse Hearts Refuse to Heed
His Teachings.

"A Test of Character" was the sub-
ject of Rev. Dr. Silcox's sermon at the
First Congregational Church last even-
ing.

"A man's character is truly revealed
by his attitude towards Jesus Christ,"
The refusal to hear and heed His
teachings reveals a perversity of heart
—an obtuseness of conscience that are
truly appalling. By moral necessity
Jesus is a test of character. We know

the attitude of the people to Christ
when on earth, and this but shows
their spiritual stupidity, their moral
perversity, their ethical blindness.
They committed the crime of crimes in
rejecting Him, for they rejected all
that is highest and divinest in moral
consciousness.

This is why men today reject Him.
They choose vice rather than virtue.
They leave the Father's house where
there is bread and to spare, and trail
off into some far country to herd with
swine.

Men and women leave the great gos-
pel of God to take up with some re-
ligious fad, invented by some ill-bal-
anced, crack-brained man or woman
who chances to be normal condition.
Heaven is man's normal condition.
Simply rightly developed men and wo-

men living in right relations with one
another and with God. We are not as
some would make us believe, "children
of the devil," "born in sin" and be-
longing to him, who is all sin. We
belong to a higher realm. We are
children of God, and as such should
live the life God and nature intended
us to live.

LITTLE DAMAGE DONE.
The fire department had two runs
on Sunday afternoon. A blaze in the
floor of the vestibule at Empress Av-
enue Methodist Church did small dam-
age. It is believed to have been start-
ed by boys fooling with matches.

About 5 o'clock an oil stove burst at
the Morfin House and started a fire.
It was put out before any damage was
done.

Self-Sacrifice.
Dr. Flanders delivered a fine sermon,
"Love's One Limitation." The Jews
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Jesus, saying that he could not save
himself. That was true, and instead of
a chant of hate, it had become the
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same spirit was shown in the pictures
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that others might live.

"He that would save others cannot
save himself," declared Dr. Flanders.
"No wonder the highest honor that
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Jesus. London has had that impress-
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zens have had the privilege of seeing
those wonderful pictures."

The same spirit does and will pre-
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of the ballot, and in Canada men must
remember that. No selfishness or per-
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marking their ballots. He hoped the
time would speedily come when all men
would remember that.

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TO SOLVE BIG PROBLEMS**
Utter Stranger to Any Unity of Pur-
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Although the war has moved the
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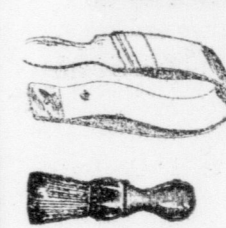
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"Public consciousness is the essence
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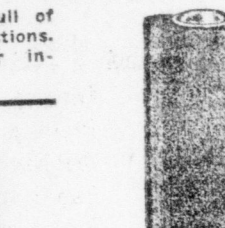
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Many Gifts for Belgian Relief and
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"R." Mrs. C. Smith, Patroia, \$1; Mrs.
J. Woodhill, \$1.

Useful Gifts for Our Boys



Our Store is full of
Christmas suggestions.
We solicit your in-
spection.



Razor Straps 85c-\$2.50
Military Mirrors... 75c
Scissors 35c up
Knives 35c up

SHAVING BRUSHES
Rubber-set; hairs
can't come out; all
prices.

Gloves 35c pair

GILLETTE SAFETY RAZORS.
One of the most ac-
ceptable gifts.
Pocket Edition\$5.00
Aristocrat (white ivory
box)\$5.00
Bull Dog\$5.00

made in many different
shapes, useful in many
different ways. The
most reliable flashlight
made. Prices, 65c up.

The Purdom Hardware Co.

124 DUNDAS STREET—Phones 2800-2801. —123 CARLING STREET.

Overseas Suggestions

We will contribute a 25c box of Philip Morris Cigarettes (cont.
or plain tip) free to anyone purchasing supplies from our store
for their Overseas Christmas Package.

You will find many useful articles in the following list:

Compressed Tea, 100 tablets in tin box (two tablets make a
cup of strong tea)35c
Oxo and Steero Cubes, tin boxes10c and 25c
Nyal's Throat Pastilles will be much appreciated for coughs
and throat troubles. A tin box25c
Military Mirrors, heavy polished metal75c
Safety Razors, a set\$1.00 and \$5.00
Stationery 25c a box, Writing Pads and Envelopes.
Also Razor Blades to fit any safety razor, Razor Straps, Shaving
Soap, Tooth Paste, Toothbrushes, Chocolate Bars,
Chewing Gum, etc.

B. A. Mitchell

114 DUNDAS STREET. The Gothic Hall. PHONES 5516-623

REMEMBER!

CHRISTMAS IN THE TRENCHES

REMEMBER!

HUSBAND, FATHER, BROTHER, SWEETHEART, FRIEND

Send them a box of

LA PREFERENCIA CIGARS

In a handsome mailing wrapper, provided gratis by your
tobacconist, and they'll REMEMBER YOU GRATEFULLY.

Vallens & Co., Limited
LONDON, CANADA.

BATTLE OF SOMME

SHOWS SPIRIT OF
SELF-SACRIFICE

Soldiers Giving Themselves to
Save Lives of Others.

BALLOT PATRIOTISM

Rev. Dr. Flanders Urges Men
to Remember to Vote
Unselfishly.

The choir of the First Methodist
Church last night rendered Gounod's
"Gallia," at the conclusion of the
sermon by Rev. Dr. Flanders. The choir
has done brilliant work under the lead-
ership of A. D. Jordan, and last night
the organization added much to its
already splendid reputation. The chorus
work was perfect in its detail, and was
under complete control. Mrs. Ed Wyatt
sang the solo brilliantly, it being a very
fine bit of vocalism. Miss Luta Lay-
mon sang the offertory solo with finish
and feeling.

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A Christmas Present For the Boy in Khaki

Christmas is not too far ahead to make up your mind what to send to that boy in khaki, now at the front!
If you want him to get his Christmas present in due time, you must send it early, for transportation is slow and
parcels often meet with much delay.

Remember, then, that Christmas in the trenches is far from pleasant, that Music, however simple, is the
sparkling plug of the soldier's mental motor, and that a simple little mouth organ or ocarina is most likely the
finest gloom-chaser you could send. If you want to do something for the upkeep and good cheer of that boy in
khaki and his comrades, send him by all means some little music-maker!

You will find what suits him best in our store. For instance:

VIOLINS from\$5.00 to \$50.00
ACCORDIONS from\$5.00 to \$40.00
OCARINAS from35c to 75c
JEWSHARPS from5c to 25c

and many others.

*"No merchant finds success in life,
Nor ever will, until
He sells the goods that won't come back
To customers that will."*

Remindful of this wise saying, we sell and handle nothing but the BEST in its price class.

Mason & Risch, Limited

248 DUNDAS STREET, LONDON.