

**C. H. WARD & CO.**  
DIAMOND RINGS, \$5.00 TO \$500.00  
Diamond Merchants and Jewelers.  
386 Richmond Street. Phone 1024.

**BROWN OPTICAL CO.**  
223 DUNDAS ST. PHONE 1877.  
Eyes Examined  
No drugs used.  
Glasses Ground and Fitted  
At very moderate cost.

Dear Friends:  
I am coming to the Lyric Theatre, New Year's Day, for all the week in my latest and best picture "Less Than the Dust." I'm glad, aren't you.  
With love,  
Mary Pickford.

**Spats are Stylish Spats are Comfortable**  
Spats add much to the finish of a costume. They are also most comfortable. With spats and rubbers you can wear your old low shoes and keep your feet and ankles warm, and at the same time, maintain your general comely appearance.  
Black Spats, for ladies, in fine English cloth, 75c, \$1.00, \$1.25, \$1.50, according to the quality desired. In popular shades of fawn and brown, \$1.50, \$1.75, \$2.00 and \$2.50. In lighter weights, padding comes in grey, champagne and fawns, at \$1.75.  
Spats in fawns and browns, \$1.55, for the young men. Very natty, \$1.50 to \$2.50.

**J.P. COOK & CO.**  
The Store that Serves You Best  
Two Store - Corner a Block

**WE REPAIR**  
Tire Water Bottles Just as Satisfactorily as Tires.  
**LONDON**  
Tire Repair Depot  
A. WILKES,  
334 Wellington St. Opp. McClary's.  
PHONE 2334.

**I. FERGUSON'S SONS**  
FUNERAL DIRECTORS  
OPEN DAY AND NIGHT.  
180 KING STREET.  
PHONES 545, 373, 2056

**N. J. GRIFFITH**  
FUNERAL DIRECTOR AND EMBALMER.  
104 Dundas Street, Phone 422  
Private Ambulance Service.  
Delaware Branch, W. Acres, Mgr.

**SMITH, SON & CLARKE**  
UNDERTAKERS.  
110 DUNDAS ST. PHONE 578.  
889 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 1988. Personal Attention.

**TAYLOR'S THROAT AND LUNG BALM**  
is entirely different from ordinary cough syrups, mixtures, etc. It cures Taylor's 6 Cut-Rate Drug Stores

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 8 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 year, ending December 31st, 1916, and same is payable on January 2, 1917, to Shareholders of Record December 15, 1916.  
M. J. KENT, Manager.

**Parnell's Quality Bread**  
Made of the best flour we can buy, that is "Purity Flour," Fleischman's Yeast, Refined Malt Extract, And the best of everything.  
Specify **PARNELL'S BREAD** When Ordering  
Phones 929-1390.

**Your Unexpected Gift**  
MOST people receive a present or two from unexpected sources. Of course, you will return the compliment—selecting New Year's as the time and YOUNG'S as the place to buy.  
Is it a Waltham Watch you have in mind? We are headquarters for this famous make, and have a large stock of both ladies' and gentlemen's Walthams in all styles at all prices. Do you contemplate Diamond Jewellery? Being Western Ontario's leading Diamond House, we are the logical centre for shoppers seeking best values and finest stones. Inexpensive gifts innumerable—every piece speaking of perfect taste in the selection and highest quality in its class, no matter whether costly or of moderate price. Our courteous sales service will please.  
—YOUNG'S—  
170 DUNDAS. 674 DUNDAS.

**New Years Resolve To Eat The Best**  
**Johnston Bros. XXX Bread**  
Phone 944  
Our Wagon Will Call Today

**LONDON WAR WIDOWS TO RECEIVE BADGES**  
Returned Soldiers to Provide Them for Forty Women.

Through the initiative of the members of the local Returned Soldiers' Association here, war widows of this city will be probably the first in the Dominion to receive badges commemorating their fallen husbands. In order that the scheme may be put into operation as quickly as possible it is requested that war widows, of whom there are believed to be nearly forty in the city, send in their names to the association immediately. Letters should be addressed to W. Garlick, secretary, Returned Soldiers' Association, 280 Richmond street, city.  
In addition to the name of the sender they should contain the name and rank of the husband, and the unit to which he was attached. When known, the regimental number should be added. The design of the button has not been decided upon, but has been left to the judgment of a committee composed of Mrs. E. J. Bunn, and Josephine. Unless the arrangements are changed the information sent in will be engraved on the back of the badge.  
It is the intention of the men to have the button enameled and made to a design somewhat similar to those issued to themselves when they return to Canada. The men are not to be put to draw attention to the persons wearing them, or to mark them in any way, but are to be tokens of the esteem in which the returned soldiers hold their fallen comrades.

Dear Friends,  
Just four more days before I appear in "Less Than the Dust" at the LYRIC.  
I hope you'll like it.  
Mary Pickford.

**Federal Advertising Service**  
MORE BUSINESS  
Is what you are after when you send out advertising matter. In the light of that fact, is your advertising matter all that it ought to be?  
Telephone 5462.  
512 Dominion Savings Building, LONDON, ONT.

**ROWAT'S COFFEE** 50c per pound  
T. A. Rowat & Co.  
250 Dundas St. — Phones 3051-3052.

**INTIMATE GLIMPSE OF KING'S CHARACTER REVEALED IN MOVIES**  
Splendid Film Being Shown at Lyric All This Week.  
**WOMEN MAKING SHELLS**  
Deftness of Their Work Is Splendidly Shown on Screen.

"Your King and country need you." What manner of king is this who has sounded the call for recruits in all parts of the Empire?  
Perhaps the most intimate glimpse of the personality and character of King George V which has been afforded to the world, and to his loyal subjects in particular, is to be seen all this week at the Lyric Theatre in the remarkable film depicting the visit of his majesty to the front in France.  
The audiences attending the matinee and evening performances this week go from patriotic motives and from something of curiosity, they leave the theatre with a warm feeling around their hearts that the monarch to whom they owe allegiance is not merely a puppet on a throne, but a real, flesh and blood, big-hearted man, keenly observant, intensely interested in the world that lies around him, and the people that inhabit it. It is the privilege of those who visit the theatre to see the King through the eyes of the camera, which has faithfully caught every fleeting smile, every characteristic gesture during phases of the visit last summer to France.

**Cordial Greetings.**  
There is hearty cordiality in the greeting to the representatives of the French army who meet the King as he arrives from England. Deep affection on both sides is manifested in the meeting of the royal father and his eldest son, the Prince of Wales. Standing in a group, including Gen. Foch, President Bismarck and others of fame, during the historic conference early in his visit, the King is as self-conscious as any school boy during the process of having his picture taken.  
He visits a casualty clearing hospital and he pauses to chat with the patients. He even finds time to pay his respects to the mascot of the camp, an interesting looking bow-wow.  
He passes the grave of a hero and he stands a moment or two in silent homage. The enthusiasm and joy of the troops from New Zealand and Australia know no bounds as his majesty commends their way. They shout and laugh and wave their hats, and the King salutes back. The Canadians go even one better, hoisting their own flag.

**MULLER TO BE NEW MANAGER**  
Well-Known Advertising Man Will Direct Policies of the Canadian Advertising Agency, Limited, of Montreal After January 1.  
After the first of the year the policy and operation of the Canadian Advertising Agency, Limited, Montreal, with offices in the Unity Building, will be directed by Robert S. Muller, who has been appointed general manager of the organization. The selection of Mr. Muller by this agency is not unexpected by those who know the organization and its rapid advancement, and all agree that the appointment of a man of his calibre as manager is in keeping with the progress of the

**WINS MILITARY MEDAL**  
The Military Medal for Bravery has been presented to Arthur Herbert of this city, who went overseas with the first draft of the 3rd Battalion, according to word received by friends here.  
He is a nephew of George Chappell, 1022 Waterloo street, and previous to enlisting was employed by the Somerville Paper Box Company. The information states that he has been promoted to sergeant.



**R. S. MULLER.**  
agency. It is conceded by the advertising fraternity of Montreal that there is no man in Canada better adapted to handle all phases of advertising and sales promotion. His experience in two countries extending over a number of years has eminently fitted him for his task. Mr. Muller was formerly associated with N. W. Ayer & Son, Philadelphia, Pa., as a copy writer; the Morse International Agency of New York, as copy manager; Reinhardt Bros. & Co. of New York, as advertising manager of wholesale and retail stores; as manager of the wholesaler, retail and importing stores of the Sing Fat Company, New York, and as assistant advertising manager of the New York Times. His Canadian connection has been as eastern manager of the Gagner Advertising Service, a post which he has held for three and a half years. Although an American and the son of American-born parents, Mr. Muller quickly absorbed Canadian ideas and during his residence here has become distinctly Canadian in sympathies, spirit and business methods. He believes enthusiastically in the possibilities of Canada as a commercial field and that enthusiasm, coupled with his ability as a sales and advertising counsellor, has been of direction of campaigns for prominent Canadian manufacturers, who have enlisted his services. Advanced views on agency service—the overcoming of little prejudices that sometimes exist between agencies and publishers—have placed Mr. Muller in high esteem by Canadian publishers. His knowledge of metropolitan newspaper methods and his insistence that his clients must be given the best there is in service, a brains and energy, together with his clean-cut methods, have placed him in the foremost ranks of advertising men.

**Economical Housewives Cannot Afford To Bake Their Own Bread**

We Have Sixteen High-Priced Salesmen at Your Service in This City.  
Phones 2173-1313

**Neal London Bread Company, Limited**

**RETURNED SOLDIERS TO BANQUET NEXT WEEK**  
Many Men Recently Arrived Home Will Be Welcomed.  
Returned soldiers in the city who are members of the Returned Soldiers' Association will hold a reunion when they meet at a banquet to be held Thursday, Jan. 4, at the Grand Cafe, at 3 o'clock. It was decided to hold the banquet by an almost unanimous vote at a special meeting in the clubrooms last night.  
The plan was advanced by Sergt. Joseph for the purpose of bringing together all the members of the association who are at present in the city. Many men have arrived from the front only lately, and others who have been in the city for some time, have, for various reasons, been absent from meetings. The banquet, the soldiers hope, will serve to bring all these together, and is being held more for this purpose than to provide entertainment. It is felt that the cost, which is to be only a small one per man, will bring results that will warrant the expenditure.  
Other members thought that a euchre party or whist run would serve the purpose, but this was not the general opinion. If the banquet is a success, it is planned to make it an annual one. During the evening a vote of thanks was extended to the press of the city for the courtesies extended to the association since its organization.

**BANQUET ON FRIDAY FOR NAVAL RECRUITS**  
Forty-Four Young Men Are Going From City and District.  
Forty-four recruits from London and district, who will leave on Tuesday next to join the Canadian Naval Service, will be guests of honor at a civic banquet to be held in the Townshel House on Friday evening at 6 o'clock. Mayor Stevenson will preside.  
Following the banquet the recruits will march to the Masonic Hall, where a public meeting will commence at 8 o'clock. Canon Tucker will preside and an address on "The British Navy" will be given by P. Collinson of the Highfield School, Hamilton.

**Real Greeting Cards**  
Something different, with your own personality. Ideas that you'll be proud of. Ask for samples.  
**STATIONERY**  
173 Dundas Street, Phone 150 or 55.  
**Carlyle TREBILCOCK OPTICIAN**  
PHONE 2301. 233 DUNDAS  
**WATCH FOR**  
our educational eye talks on Tuesdays and Saturdays.

**London's Rubber Man**  
186 KING-REAR. PHONE 5124.

**D., L. and W. Anthracite**  
The Coal That Satisfies  
Best prepared. Highest efficiency. Lasts longer. No clinkers. Greatest comfort. Most economical.  
**Heaman & Son**  
YORK AND BURWELL STREETS.  
Phone 312.

**A "SAVINGS PASSBOOK" TRAINING**  
A widely-known businessman of Toronto, on a recent visit to his home town, said: "I never pass the old Huron & Erie without a feeling of affection. When I first went to work in London my mother insisted I should deposit each week \$1 from my wages in the Huron & Erie."  
"That deposit was the foundation of my present fortune."  
**Huron & Erie**  
INCORPORATED 1864  
**MORTGAGE CORPORATION**  
LONDON (Two Branches) and ST. THOMAS  
T. G. Meredith, K.C., President. Hume Cronyn, General Manager.

**ROSS, Limited**  
**Furs Direct From the Trapper**  
In our Fur Showrooms you will find the most Select Fur Pelts, made up in the very latest styles, just fresh from the hands of our designers and operators  
**AT MANUFACTURERS' PRICES**  
After this season of the year there is usually a great advertising effort made by many houses in the fur trade, stating apparently great reductions. Discriminating purchasers will take all this at its true value and do their buying from business concerns that give absolutely guaranteed garments at all times, and where exorbitant profits are never asked. Our method is to meet all competition and give values unexcelled in the market, and a guarantee in every case.  
**WE ARE NOW SHOWING**  
HUDSON SEAL COATS FROM \$97.50 AND UPWARDS.  
FULL RANGE IN BLACK FOX, BLACK LYNX, LABRADOR MINK, ALASKA SABLE AND ERMINE, BLACK AND NATURAL FOX, NATURAL RACCOON AND WOLF, CANADIAN MUSKRAT COATS AND SETS.  
All At Prices to Compete With Any Shown in the Market. See Our Range.  
**LADIES' READY-TO-WEAR**  
CLEARING ALL SUITS, COATS, SKIRTS AND DRESSES TO MAKE ROOM FOR SPRING GOODS.  
In Blouses, Neckwear, Gloves and Hosiery you will find the most select, reliable and up-to-date merchandise in the market. All at most moderate prices.  
**PHONE 1319 194 Dundas Street**

**FOR LEATHER GOODS OF ALL KINDS**  
From Ladies' Handbags to Steamer Trunks, try our store. We have the largest range of up-to-date leather goods in the city, and the prices are right, too.  
You get nothing but quality luggage here. No matter how far it travels or how roughly it is handled, it will come through in good condition.  
**BAGS SUITCASES TRUNKS**  
\$2.95 to \$20.00 \$1.25 to \$12.00 \$2.75 to \$20.00  
**HANDBAGS AND PURSES**—All the latest novelties from New York. Serviceable and attractive.  
Purses in novelty shapes ..... 75c to \$5.00  
Bags in all colors ..... \$1.25 to \$8.00  
Photograph Holders ..... 75c to \$2.50  
Writing Cases ..... \$2.50 to \$8.00  
**Johnston & Murray**  
LONDON. ST. THOMAS.