

For Wonderful Results

IN CAKE MAKING, USE
Swansdown Flour
It makes lighter, whiter cake.
Packed in sanitary cartons.

65c
Try a package the next time you
bake. Once used, always used.

CALIFORNIA WALNUTS
Diamond Brand Budded Walnuts,
new crop.

70c Pound

NEW SHELLED NUTS
Diamond Brand Walnuts, pound .. \$1.20
Jordan Almonds, pound \$1.20

FOR THE CHRISTMAS PUDDING
cake, or mince, let us supply
the ingredients.
Inspect our stock before you
buy.
We sell Fruits of Finest
Quality only.

JIREH DIETETIC FLOUR
Recommended by physicians in the
treatment of diabetes.
5-lb. Bag \$1.75
Literature mailed on request.

CODFISH
Large White Meats of Half-
cod, finest packed. 30c
One-pound box 85c
Three-pound box 15c
Shredded, package 15c

ROWAT'S TEA
You will enjoy it for after-
noon tea, luncheon, or dinner.
65c, 75c, 85c, \$1, \$2 Pound

T. A. ROWAT & COMPANY
ESTABLISHED 1887.
GROCERS, IMPORTERS,
250 Dundas St. Phone 3051-3052.

LONDON OPTICAL
HAVE YOUR EYES EXAMINED.
Dominion Savings Building, Richmond
Street, Phone 6180. 2XV

**You can't make a
mistake when you
buy Edison Mazda
Lamps.**

J. H. POLLOCK
5762V. 397 Clarence. 2XV

**TAYLOR'S
Throat and Lung
Balm**
has been the favorite household
remedy for coughs, colds and all bronchial
affections. Sheer merit alone has made
this medicine the standard cough rem-
edy for over 50 years.

35c, 65c and \$1.20.
Manufactured and Sold Only at
**TAYLOR'S
DRUG STORE**
New address
390 RICHMOND STREET
Phone 594. Three Graduate Druggists.
14 XV

The Store With the Stock
W. J. WRAY
MAKE YOUR
Selection for Christmas.

Save the pieces.
LENSES MATCHED AND FRAMES REPAIRED

Hourly Service
ON REPAIRING
EYEGLASSES AND
SPECTACLES
We can duplicate your
broken lens no matter how
small the piece may be.
Your Glasses back one hour
after we receive them.
Optical Department
C. H. WARD & CO.
DIAMOND MERCHANTS
AND JEWELERS.
386 RICHMOND ST.

COAL
Lehigh Valley & Pitts'on Coal
Martin Lyons Fuel Co.
711 YORK ST. b PHONE 1315. 2XV
Winter Bargains!
Shoes, Rubbers, Mitts, at pre-war
prices. Try us. We are out of the high-
rent district.
SAMUEL'S SHOE STORE.
Open Evenings.
590 Dundas St. W. Phone 2677W.

Why I Ask the Support of the Electors of East Elgin

By Judge Charles W. Colter.

THE issues in the pending
elections are most moment-
ous. The Meighen government
is on trial and it is necessary
for you to decide by your votes
whether or not it is worthy of
your support and confidence.
We can judge what its future
course will be, only by its past
record.

I have charged it, in my
printed address to you, as being
the protector and defender of
the combines, trusts and mer-
gers which exist in Canada and
which to an alarming extent are
plundering the honest workers
of Canada.

Mr. Stansell, my Conserva-
tive opponent, on nomination
day, had these accusations in
his hands and was unable to
refute or deny any of them. He
therefore, by his silence, con-
firms them.

Has party allegiance such a
firm hold on him that he is will-
ing to condone, if unable to de-
fend, such outrageous violations
of decency, public morality and
common honesty as are therein
disclosed?

I am prepared, if elected as
your representative, to oppose
with all my might and to com-
demn, not only by my vote, but
by my voice, both in and out
of Parliament any govern-
ment which does or sanctions
anything approaching such mis-
conduct as that to which I have
alluded.

Dishonesty, graft and extor-
tion if encouraged or even per-
mitted in high places will per-
colate downward and debase all
our institutions and will eventu-
ally corrupt even our homes.

The issue, to my mind in this
election, is, shall a small number
less than ten per cent of our
population, composed of pro-
fiteers, extortioners and combine-
sters, be permitted to dominate
the great mass of the people
and extract from them their
hard earnings by resorting to
fraud and deceit and by appeal-
ing to class, race and party
prejudices?

They are splendidly organized,
have at their control unlimited
means and are utterly unscrup-
ulous.

They have enlisted in their

Liberal Champion



JUDGE CHARLES W. COLTER.

ents are divided and are thus
wasting their strength.

I am prepared to oppose to
the utmost of my ability their
inpatient attempts to dominate
and levy tribute on the great
mass of the people.

The most able and experi-
enced men in the Liberal and
Farmers' party should coalesce

to form the new government. The
most able and progressive men
in Canada are urgently demand-
ing service at the present
time. Minor questions and class
distinctions must be resolutely
frowned down. All good citizens
wish to see all Canadians have
equal opportunity and to be
free from the control of an au-
tocratic plutocracy.

I have always insisted that
the farmers of Canada should
have their just rights, and that
they should not be excluded
from their fair share in the gov-
erning of the country. These
rights I maintained and de-
fended when I was in Parlia-
ment and I shall continue to as-
sert them to the best of my
ability. The just claims of our
wounded and disabled soldiers
must be met in a liberal spirit,
the widows and orphans of
those who died bravely in order
to safeguard civilization and to
protect us from the savagery of
a brutal foe are a sacred charge
upon us. We owe them a debt
which we can never fully repay.

The public debt is staggering.
The larger part of it was prop-
erly incurred; a considerable
portion, however, is due to
graft, to the desire of the gov-
ernment to enrich hungry sup-
porters, and to its recklessness
and extravagance.

We must pay all that debt by
increased industry and self-de-
nial, even though part of it is
due to graft, recklessness and
extravagance.

I pledge myself to insist on
the most rigid economy in our
public expenditure and to the
postponement of all new under-
takings, unless urgently neces-
sary.

A radical reduction in our
railway rates must be secured
in order to stimulate interpro-
vincial trade, by bringing the
producers and consumers nearer
to each other.

I believe that if elected I can
render some assistance in solv-
ing the difficult problems which
confront us, and am willing to
consecrate all the ability that I
possess with that object in
view.

(Signed),
CHAS. W. COLTER.

Amherstburg

[Special to The Advertiser.]

AMHERSTBURG, Nov. 24.—The death
took place suddenly Wednesday of Mrs.
Henry G. Duff, wife of Capt. H. G.
Duff, North Dufferin street.

Mrs. Duff, who was 70 years old, lived
in Anderson Township and Amherstburg
all her life and was one of the best-
known ladies along the border. Her
maiden name was Miss Cunningham.
She was married to Capt. Duff about
50 years ago. She is survived by two
sons and two daughters, Alex. C. and
H. Grant of Amherstburg, Miss Della
Duff of Malden and Jessie, Mrs. E. S.
Jones, of this town. Mrs. Duff suffered
from a stroke Monday evening while
on a visit to a neighbor and gradually
sank till the end, came Wednesday. The
funeral arrangements have not yet been
completed.

Rose Lodge, I. O. O. F., is planning
extensive alterations to their hall on
Richmond street. They propose to make
a business block of the premises.
Miss Annie Saville of Bradford, Eng.

A most wonderful grandfather clock,
in solid walnut, Westminster chimes on
8 rods, stands about 7 feet high, came
all the way from Europe to London to
be sold for \$350. This is the best value
we have known in years, and can be
seen at John A. Nash's, My Jeweler,
182 Dundas street, "where you will
eventually buy" Perfect Diamonds. b

**GRANDFATHER CLOCK
CAME ACROSS OCEAN**

**Victory Bond Coupons
and Cheques due First
of December will be
accepted on Deposit
NOW at---**

3 1/2 %
per annum
payable
half-yearly.

**The Huron & Erie
MORTGAGE CORPORATION
SAVINGS WICKETS**
Four Branches in London:
Richmond St. : Market Square.
Dundas St. East.
Elmwood Ave. and Wortley Rd.

"Older than the Dominion of Canada."

Wash Boiler Special

Heavy Solid Copper Wash Boilers. Worth \$7.50,

Only \$3.98

This was the price of copper boilers 17 years ago.

Tin Wash Boilers, copper bottom. **\$1.98**

Special at, each

Galvanized Wash Boilers. **\$1.25**

Special at

The Purdom Hardware
124 Dundas Street. Phones 2800-2801

ALD. CAMERON WILSON

for **MAYOR 1922**

VOLUNTEERS

Will you assist by loaning your car, with driver, on December

5? Citizens' Committee requests 100 cars.

PHONE COMMITTEE ROOMS 1840. 85c

HUNT CLUBS RETURN FROM NORTHERN WILDS

[Special to The Advertiser.]

CHATHAM, Nov. 24.—J. J. Guitard
of Windsor, Provincial Vice-Chief
Ranger of the Catholic Order of For-
esters, is today paying an official visit
to St. Joseph's Court, No. 241 of that
society in this city.

C. P. R. passenger train, No. 21, ar-
rived in Chatham today in two sec-
tions. The first section carried the
regular rolling equipment and the sec-
ond section several hunting clubs
which are returning to Western On-
tario. The Harrow and Kingsville
Hunt Clubs detained here and went
to their destination via the Pere Mar-
quette this afternoon.

A severed connection in the pri-
vate fire alarm system of the Do-
minion Sugar Company was the cause
of a fire alarm today. Two trucks
from the central station responded.
"Bill" Wilson, general bagmanmas-
ter at the C. P. R. depot and known
all over the London division as "Smil-
ing Bill," is confined to his home as
the result of an accident to his right
leg.

ELEVEN APPLICANTS FOR SECRETARYSHIP

ST. THOMAS, Nov. 24.—Eleven ap-
plicants for the secretaryship of the
newly-formed chamber of commerce
have been received to date, according
to an announcement made Thursday
night. Ten of this number were re-
ceived from outside points. In all proba-
bility several of those applying will be
requested to appear before the special
committee in person. The chamber is
still receiving applications, and it is
hoped that many others will be re-
ceived.

We have
Trusses to fit
all needs.
Our fitters
are experts.
\$1.50 to \$10.00.
ANDERSON & NELLES,
268 Dundas St.

Cut shows one of our
many lines.

Saturday Savings At O'DELL'S

HARDWARE

We have a few second-hand Ranges at

bargain prices..... \$20 and \$25

We have three Baseburners, with hand without

ovens, each \$25

Square Heaters \$5 to \$7.50 Chemical Closets..... \$10 and \$12

BIG BARGAINS IN GRANITWARE

WE HAVE A LOT OF SECONDS.

Big bargains in Tin \$1 Galvanized Boilers..... \$1

Large Galvanized Tubs (Seconds) \$1.50

bargains 42c

Good House Brooms, worth 75c, 42c

for \$150

Call and see our used Motor Cycle, big

bargain \$150

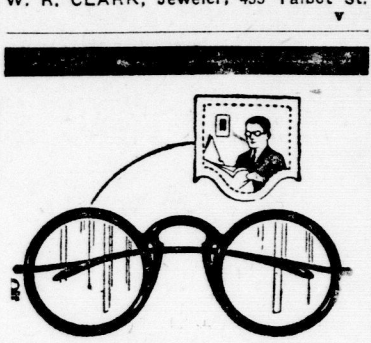
W. A. O'DELL, Hardware

389-393 TALBOT ST. OPPOSITE MARKET.

Artificial eyes fitted. Brown Optical Co.

WHY WAIT?

to have your watches and clocks re-
paired, when you can have them done
in a few hours?
W. R. CLARK, Jeweler, 455 Talbot St.



Your Glasses Need Changing

If you are not getting the satis-
faction and comfort you formerly
did from your glasses; if you must
hold 'em farther from you than
usual; if your eyes burn, blur and
tire easily, your glasses need
changing.

Recognized authorities agree that
everyone should have their eyes
examined at least once in eighteen
months.

We have every up-to-date facility
and sixteen years' experience, so
that you are assured of a perfect
examination. Glasses are guaran-
teed to give "Absolute Satisfaction."

Expert Work **F. Steele** Moderate Prices

210 Dundas Street.

"Glasses That Satisfy."

Business Is Buzzing At Wegner's

THE HEART OF LONDON

The big bargains we offer is the reason our business is
growing. Come and get your share of the extraordinary
values in Men's Clothing, Furnishings, Hats, Caps, Sweater
Coats, Raincoats, Pants, Overalls, Gloves, Mitts, Underwear,
Neckwear, Socks, Mufflers, Umbrellas, Cuff Links, etc.

Great Sale of Blankets On Saturday

120 pairs of Blankets will be on sale on Saturday, half
the lot at 9:30 to 10:30 a.m., and the
other half at 8:30 to 9:30 p.m. At..... **\$1.98**

Two Bargains in Men's Suits

\$35.00 SUITS \$19.50

\$60.00 SUITS \$29.50

Two Bargains in Mens Overcoats

\$25.00 OVERCOATS. \$12.50

\$40.00 OVERCOATS. \$24.65

Two Bargains in Raincoats

\$15.00 RAINCOATS .. \$7.95

\$25.50 RAINCOATS. \$14.50

Two Bargains in Young Men's and Boys' Overcoats

\$30.00 OVERCOATS. \$19.50

\$10.00 OVERCOATS. \$4.98

Special Bargains in Men's Pants

On sale from 9:30 to 10:30

a.m. and 8:30 to 9:30 p.m.

\$7.00 PANTS \$3.95

\$3.25 PANTS \$1.98

Fifty Dozen Boys' All-Wool Stockings

Sizes 5 1/2 to 8 1/2. On sale from

9:30 to 10:30 a.m. and 8:30

to 9:30 p.m.

\$1.25 STOCKINGS, at... 59c

\$5,000.00 Stock of Men's Pants

From the Tolton Mfg. Company, at less than factory prices,
selling from \$2.98 to \$7.95. Worth double.

Five Cases of Winter Underwear

These are two-piece suits, a mill-end clearance. Selling

per garment at 98c, \$1.19, \$1.29, \$1.95, \$2.25 and \$2.50

25 DOZEN WINTER SAMPLE CAPS AT HALF PRICE.

100 DOZEN OVERALLS ON SALE. YOU SAVE 25 CENTS

ON EVERY PAIR BOUGHT HERE.

Wegner Clothing Co.

371 Talbot Street, Opp. Market. London, Ontario.

1878-Trafford's Anniversary-1921

In 1878 the late Wm. Trafford established the business which today is carried on as The Wm. Trafford Furniture

Company. The original store was located on King street, within a stone's throw of the market, and there it grew and

developed. In 1910 the business was moved to its present location, 129 Dundas street.

1878 takes us back to the days when Adelaide street was the eastern boundary of the city, when London East,

Petersville, Kensington, Westminster and New Brighton were suburbs, when Dundas street ran east to Adelaide, and

from there was called Governor's road. The population of London and suburbs was 30,000. The old Great Western

Railroad had not been absorbed by the G. T. R. The daily papers at that time were The Free Press, The Advertiser and

Herald. London's system of waterworks was then in course of construction. London then had seven bridges, seven

wards, seven letter-carriers, seven ward schools, an intermediate, a Union and a high school, and the daily average

attendance was recorded as slightly over 2,000.

Anniversaries are usual, and we invite all our customers, new and old, to come in and celebrate with us. Business

is a many-sided affair, which means service to customers. Service, day in and day out, forty-three years of it in London,

is our proud record. We sometimes wonder how much of real, permanent value remains after a businessman's life is

passed.

There are many people today using the furniture polish whose formula was originated by the late William Trafford, and today there are, perhaps,

a couple of thousand housewives aided in their kitchen work daily by an up-to-date kitchen cabinet, sold on the easy payment plan, such as was origin-

ated by our company in 1911 with the Hoosier Kitchen Cabinet.

There are now quite a few people who speak in admiring terms of the real worth-while merits and square dealings of the late William Trafford.

So much so that we have endeavored to make it possible to have the same things said of the firm which now bears his name.

To celebrate this event we have decided to put on sale some special features.

Sale Starts Friday Morning at 8.30 o'Clock

Brass Beds Marked Down 33 1-3 %

We are clearing all Brass Beds at manufacturers' prices; 22

different styles to choose from, in varying sizes.

LOOK AT THIS ONE, FOR INSTANCE.

BRASS BEDS

2-inch posts, ribbon

finish, full size; guar-

anteed first class in

workmanship and fin-

ish. At **\$14.95**

Quarter-Cut Dining-Room Suite

Fumed finish, colonial

design; consists of

Buffet, Table and six

Chairs, with full box

seats. Worth \$185.

\$130.75

Special Dining-Room Suite

Comprising Buffet, Table

and six Chairs. You must

see this suite to appreci-

ate the value.

\$80.00

Free!

A bottle of Trafford's

famous Furniture Polish with

every purchase of \$5 or over.