THE TAYLOR DRUG COMPANY

Holds the exclusive agency for Toronto City Dairy Ice Cream Bricks, the best on the market. Phone any one of our four branches. We deliver promptly. ywt

We have a Full Assortment of MANICURE, TOILET, SHAVING AND MILITARY SETS, BAKE DISHES, TEA SETS, FOBS, BRACELETS, RINGS and all lines of Jewelry and Silverware suitable for Christmas gifts. Now is the time to call, while our assortment is large, and choose your presents and have them laid away for you. A small deposit will hold them.

The Store With the Stock and Reasonable Prices.

W. J. Wray & Co.

LONDON'S LARGEST JEWELRY

234 Dundas Street, London.

A SIGHT DRAFT

Drawn on your eyes is a needless expenditure of nerve energy. Come in—let us check it with glasses, at slight depletion of your bank account.

THE BROWN OPTICAL CO.

EYESIGHT SPECIALISTS, Phone Appointments—1877.

Suitable Presents For the Baby

Feeding Spoon, Silver Cup, Rattle, Pin, Ring, Bracelet, Knife, Fork and Spoon Set.

C. H. Ward & Co.

Diamond Merchants and Jewelers 368 RICHMOND STREET. Phone 1084. ywt

PALACE LIVERY

ROSS & BOSS

Carriages for funerals and all other occasions. Automobile service. 519 DUNDAS ST. PHONE 838.

We mine our own Coal and sell direct to you.

LARGE PEA COAL $5.85 A TON.

We guarantee this coal to have the value of nut in the range and heater; saves you $1.25 per ton.

WEGNER CLOTHING CO.

Wholesale and Retail Dealers in Overalls, Sweater Coats, Gloves, Mittens and Raincoats.

London's Largest High-Class Workingmen's Outfitters.

Exclusive Manufacturers' Agents for the Best Canadian and American Makes of Overalls.

371 TALBOT ST., OPP. MARKET. Open Evenings—Phone 1849

COAL

Genuine Plymouth Anthracite, from individual mines. Prompt delivery. Prices on application. Phone 2694.

JAS. H. HERRICK, AGENT, ywt

WATCH REPAIRING.

Your watch is properly repaired or we refund your money. Try us next time.

AGRANOVE, 650 DUNDAS. PHONE 1742. ywt

The best ad. is a satisfied customer. One ton will convince you

OUR COAL IS THE BEST

Heaman & Son

York and Burwell Sts. Phone 312. ywt

B. A. Mitchell's Cough Syrup

Gives Instant Relief and a Permanent Cure.

Price 25 Cents

114 DUNDAS ST. PHONE 623 ywt

YOU NEED NOT BE SICK

Oxygen

Nature's Greatest Curative Agent Administered by the Oxypathor.

WILL EXPEL DISEASE

Inquire into the science of Oxypathy. Use one in your own home, and you will experience a wholesome change in your views regarding the treatment of the sick.

No Drugs. No Battery. First Cost the Only Cost. Lasts a Lifetime.

Forest City Oxypathor Co.

Room 8, Royal Bank. Phone 1546. ywt

The London Loan & Savings Co.

Allow

4 per cent on Deposits

5 per cent on Debentures

Safety Deposit Boxes to Rent at Lowest Rates.

Cor. Dundas and Clarence Sts. ywt

Hamilton's Ale and Porter

Cannot be excelled. It's a favorite drink with many, and will suit you if you try it.

GET READY FOR JACK FROST

HE'S SURE TO COME OUR COAL GIVES HIM A WARM RECEPTION.

JOHN MANN & SONS

Phone 470, 425 York St.

Johnston Bros.

X X X

BREAD

Try our JUMB-O loaf the next time you want to make sandwiches.

It is the ideal loaf for that purpose—light and fluffy, with thin crust, keeps moist and cuts without waste.

Orders for this loaf should be placed ahead of the time wanted.

JOHNSTON BROS. Phone 944. ywt

Shop Early

All of us are beginning to count the days until Christmas. Have you started. IF NOT, WHY NOT?

SAVE MONEY ON WATCHES

Gents' thin model, $15.00, now $12.00. Ladies' Wristlet Watch, $15.00, now $12.00.

Gold Links, regular $5.00, now $4.00. Rings, Pearls, Cameos, etc., $8.00, now $6.40.

DIAMONDS.

Ladies' Solitaire, 14k., was $100.00, now $80.00. Gents' Belcher, 14k., was $60.00, now $48.00.

W. G. YOUNG

LONDON, EAST LONDON. ywt

BRIDGE COST $36,802

City Engineer Prepares Estimate on Proposed Richmond Street Bridge.

The cost of building a bridge to connect South London with the south end of Richmond street, according to an estimate submitted to the board of control by the city engineer yesterday, would be in the neighborhood of $36,802. The largest items given were concrete flooring, the cost of which was estimated at $5,794, and steel work costing approximately $25,500. The engineer reported that the length of the bridge would be 650 feet with a span of 190 feet.

As the figures given referred only to the cost of the engineering work and made no alowance for the purchase of land for right-of-way or for possible land damages, the board referred the matter back for a report on these matters.

GIVE VAUDEVILLE SHOW

Princess Patricia Chapter of D. of E. Will Put on Entertainment.

The members of Princess Patricia Chapter of the Daughters of the Empire will produce a vaudeville entertainment at the Grand Opera House on December 17 for the benefit of the sailors of the British navy. This will be one of the events of the season, and the Patricians promise an entertainment as will compare with those of the foremost circuits. Rehearsals are now well under way.

If you want to sell cheap tea, you leave all the dust in it. But cheapness does not always mean satisfaction. The dust and stems are carefully removed from Salada tea, thus ensuring a perfectly clean, bright tea of a quality and flavor unsurpassed.

TORONTO FAT STOCK SHOW.

From indications, the Fifth Annual Fat Stock Show, to be held at the Union Stock Yards, Toronto, on December 11 and 12, will be larger, and the quality of exhibits better than ever. Entries closed November 25, and bring out the fact that this will be the largest exhibit of fat cattle, sheep and hogs for slaughtering purposes ever held in Canada. The judging will be done by practical men, who know market grades and values, and exhibitors and spectators will learn ideal types for butcher purposes. Judging will begin at 10 a.m. Friday, December 11, and all prize-winning stock will be auctioned, beginning at 10 a.m. Saturday, December 12, 1914.

TO REMOVE BLACKHEADS

Sprinkle a little Po Theoline (procurable at any drug store), on a hot, wet sponge, and rub briskly over the affected parts. Then rinse and note how the blackheads have disappeared. Anyone troubled with these unsightly blemishes should certainly try this method. ywt

Fruit-growers will find John Sharman, representative of E. D. Smith, nursery stock, etc., at Darch & Hunter Seed Company, Market entrance, Thursdays and Saturdays. ywt

WOMEN

really interested in getting boots that have all the style and all the wear the price paid entitles them to, are urged to try the "Astoria," $4 to $6.

J.P. COOK CO

LIMITED

THE STORE THAT SERVES YOU BEST

FILMS DEVELOPED AND FINISHED. PROMPT WORK.

J. H. BACK & CO.

210 DUNDAS STREET. ywt

STREET REPAIRS MEAN $3,500 EXPENDITURE

Would Cost That Much To Fill In Holes, Reports City Engineer.

The city engineer submitted to the board of control yesterday an estimate of the cost of scraping, ditching and filling with gravel the holes on all the streets in the city which he thought were in need of such repairs. He put the approximate cost at about $3,500. The report was sent on to the council. A separate estimate of $500 was given for repairing Ridout street between Victoria bridge and Duchess avenue in the same way. Some of the other streets mentioned were Wellington, Dundas, Wharncliffe road and Richmond.

The engineer reported that he had notified the general manager of the street railway company of the need for repairing the track allowance on Ridout street.

The board will visit the ground before deciding what action to take on a recommendation by the engineer that an extra light be placed on Wortley road between the Grand Trunk tracks and Beaconsfield avenue.

Refuses to Instal Boilers.

H. B. Elliot, the engineer in charge of the work of installing the new heating plant at Victoria Hospital, reported that Leonard & Sons, who had the contract to supply the boilers, had refused to put them in, although they had been made because they had been unable to induce the United States firm, which is supplying the furnaces, to accept a similar proportion of its payment in city of London bonds as they, Leonard & Sons, were accepting from the city. He was instructed to notify the contractors that they must carry out their agreement with the city.

The board decided to recommend to the council that the signing of the agreement between the city and the Grand Trunk Railway Company relative to the crossing of the Colborne street sewer under the tracks be authorized.

Surplus in Department.

The electrical inspector reported a surplus for the year up to date of $99.10 The total expenditures amounted to $2,095 and the receipts to $2,194.10.

A report was received from the engineer to the effect that the street railway company had signified its willingness to have its cars stop on the near side of paved streets. A resolution to put this into effect will be prepared and submitted to the council at the next meeting.

PRACTICALLY DECIDES ON SOLDIERS' INSURANCE

Board of Control Likely To Accept State Life Company Offer.

The city in all probability will insure the London soldiers of the second Canadian contingent with the State Life Insurance Company. The board of control learned today from Mayor Graham that the company had offered to issue policies for 150 men on the understanding that the policies for such of the men who did not go to the front for any reason should be cancelled, and the unearned portion of the premium refunded to the city. The board will recommend to the council that this offer be accepted.

The mayor stated that the company had refused to waive medical examination by its own doctor, but argued that very few, of any, were likely to be rejected in view of the very strict examination they had to undergo at the hands of the military doctors. The officers were more likely to be rejected than men of the rank and file since the latter were examined more strictly than the former before they were permitted to join the contingent. In any case, he said, this was the city's only opportunity to insure the men at all as the Metropolitan Company had unequivocally withdrawn its tender.

Controller Moore thought the city was morally bound to insure the men, and the mayor agreed with him, pointing out that they had enlisted with the understanding that they would be insured. The board wished it made plain, however, that insurance could not be placed on the men of future contingents as no company would accept any more Canadian soldiers as risks.

TRI-WEEKLY DANCES IN THE MASONIC TEMPLE

Innovation for Young People Will Be Under Patronage of Social Clubs and Prominent Ladies.

What will be a decided novelty to the majority of Londoners is about to be introduced here in the near future. It is a series of informal dances to be given in the Masonic Temple, Queen's avenue, three evenings each week, conducted on the plan so much in vogue in the American cities and as enjoyed by a host of young people at the casinos of Port Stanley, Lake Huron Beach and other summer resorts during the past two seasons.

The sponsors for this innovation are several young men, members of leading clubs of the city, who have all taken an active part on the dance committees of their respective organizations. The patrons and patronesses have all acted in a like manner for some of the big dances of former seasons.

Music will be furnished by the Tony Cortese Orchestra, and many startling novelties and lighting effects arepromised.

A demonstration of the newest dances will also be given each evening.

There will be dancing each Monday, Wednesday and Friday, beginning Monday, December 7. The admission to both spectators and those intending to dance will be 10c, and six tickets, entitling the holder and partner to as many dances, may be had for 25c. These tickets, too, may be used any evening during the season.

One of the pleasures of the winter is the evenings at home—either alone or entertaining friends. One of the surest ways of adding to the enjoyment is to have a Victrola. Victrola music is enjoyed by everyone, and makes the entertainment of friends very easy. Everything in Victrolas, Records and Supplies will be found in the Victrola parlors of Ye Olde Firme of Heintzman & Co., Ltd., 242 Dundas street. Easy terms arranged. b

Minard's Liniment Co., Ltd.

Gentlemen,—In July, 1905, I was thrown from a road machine, injuring my hip and back badly and was obliged to use a crutch for fourteen months. In September, 1906, Mr. Wm. Outridge, of Lachute, urged me to try MINARD'S LINIMENT, which I did with the most satisfactory results, and today I am as well as ever in my life.

Yours sincerely,

his MATTHEW X BAINES. mark.

SEED SELECTION IS GREAT FARM ISSUE

Haphazard Selection Is Detrimental To Producing Best Results From Crops.

[BY PURDOM LOVE.]

Seed selection is one of the most important features in successful crop production, yet it is one of the features that is frequently neglected. While it is true that many farmers have taken pains to secure the most suitable kinds, yet there are many farmers who give this subject but little attention, the writer having spoken to a number of farmers who are growing some old varieties, the names of which they do not know, and the results of which are very inferior.

Variety in the true sense of the word expresses heredity, and implies degree. The pedigree may indicate that great care and considerable knowledge have been employed in the development of the crop, or it may mean but very little indeed. If every new and well-established kind of crop could be confined to one distinct name, the term variety would have a deeper meaning than it sometimes has at the present time. It is unfortunate that old varieties occasionally receive new names, simply for the purpose of giving them a false value, and to enable those who are selling seeds to obtain higher prices.

Big Oat Crop.

The oat crop in Ontario for last year was about as extensive as all the other cereal crops combined. In 1913 there were over two and one-third million acres of oats grown, the average yield, as far as could be estimated, being about 35.3 bushels per acre, which was a rather low yield for recent years. The market value of the crop has given a range from thirty-five to over forty million dollars per annum recently. It will be seen, therefore, that a slight increase in the productiveness or the quality of the oat crop in Ontario will exert a large influence in the value of this crop in the province.

Now that the oats have been threshed and stowed away in the barn, the amount and quality of the oats is to be considered. If you are not quite satisfied with the variety that you have been growing, how about testing another variety beside your old one next spring? It is not advisable to take the word of every travelling seed agent that comes along, and to plant our your entire acreage with the variety of oats that he recommends.

Yield is Important.

Yield and quality of grain are the most important factors in the selection of seed oats. The length of the straw is to be considered, also its strength and weather resistance, as shown by its freedom from lodging and rust.

No one variety of oats is necessarily best suited to all the soils and situations, or even to the variety of climatic conditions occurring in Western Ontario. Some varieties of oats are peculiarly adapted to certain circumstances. The most profitable variety to grow on light soil or high land may be entirely unsuitable to the farmer's rich, low land, where some other variety will possibly give the best results. However, quality, strength of straw, and resistance to rust, are comparative characters that are fairly constant with different varieties in Western Ontario.

Periodically some seed firm comes out with a new variety of oats, that is heralded as the best in the world. Sometimes these new varieties have some merit, but the majority of the poorer quality of oats can be traced to the world-beaters that some wholesale seed merchants have spent a small fortune in advertising, and which the farmer loses another small fortune in endeavoring to grow.

The farmer may carefully select and clean his seed oats, treat them for disease, give them the best seed-bed obtainable, and yet, if those seeds have inherited the ability to produce under the conditions they meet with, between seedtime and harvest, the farmer has lost his expected big profits. The larger profits are the increased margin that the best variety of oats enables ham to obtain for practically the same labor and expense that the cultivation and handling of a poorer quality would require.

Expert Advice Necessary.

Experts, who have noted the characters of many varieties of oats, are the ones whose advice should be listened to. They have been placed in a position to closely observe the suitability of these varieties for different localities and circumstances, and can advise as to the most promising variety, or strain of any particular variety, to be tested alongside the one you have been growing. However, no matter how much you think of the expert whom you consult about the variety to be grown, nor how favorable the report of the experimental station, nor yet the alluring advertising literature of the seed firms, no one should abandon the varieties that are at present giving reasonable satisfaction, for those that are of an unknown quantity. Wait until fair field tests have been made of the variety recommended, and you find that it is superior to the one that you are growing.

There are too many varieties of oats being grown, too few of the suitable ones, and too many of the poor quality. A number of farmers are at last beginning to realize that it is not the poor season, the adverse climatic conditions, or the poor soil, that is affecting the quality and quantity of the oats harvested in the fall, but that the variety is exceedingly poor. In consequence they are carefully reading the bulletins and reports that are gotten out each year by Government experimental stations, and by the agricultural colleges of the country. Quality means feeding value, but how can you tell it when you find it?

Can you trust your eyes to give you a safe comparison? This is where the agricultural colleges and experimental stations come in. This is why the Government is keeping up these institutions at great expense, yet the expense is not so great, if these agencies can, through careful breeding and selection, produce an oat, or, in fact, any other kind of a cereal that is superior to any that are being grown at present in Ontario.

An Exacting Test.

An experiment carried on at the O. A. C., under the supervision of Professor C. A. Zavitz, for the past five years, shows that four varieties of oats planted, of small and large sized seeds, in over 90 per cent of the tests the maximum yield of the large-size seed was greater. In his report on this experiment, Professor Zavity declares that some interesting and valuable information is being prepared for the public.

In another experiment conducted at the O. A. C., heavy and light oats have been grown continuously, in comparison with each other, for a number of years. The heavy oats have surpassed the light oats, in appearance of grain, in weight of grain per measure bushel, and in yield of both grain and straw per acre. Last year the yield per acre from the large, plump oats was 63.5 bushels, the light seed giving but 51.9 bushels to the acre, a difference of 11.6 bushels. In 1912 there was a difference of 26 bushels per acre in favor of the plump seed in the experiment.

From a practical standpoint it would seem to be excellent practice, not only to sow clean seed grain, that is free from weed seeds, but to have the cleaning so thoroughly done that none but the very best seed is secured. When this practice is carried out, an important step will have been made towards the obtaining of high yields of grain of superior quality.

WILL THE CITY REPAIR RIDOUT STREET NOW?

Assistant Engineer Has Wheel Ripped From Car By Ruts On Bad Road.

At last the city engineer's department has had the terrible condition of the road on Ridout street, between Grand and Duchess avenues, brought to its attention. Thursday evening, about 6 o'clock, Assistant Engineer Brazier had one of the wheels taken off his auto as he endeavored to cross the street railway track near the corner of Grand avenue, where the road is at its worst.

Residents in the vicinity of this disgraceful piece of roadway have been loud in their complaints to the city about the roads, Hon. C. S. Hyman going so far as to have his solicitors write the city and threaten it with an action if something was not done to improve the highway immediately. Apparently the assistant engineer was sent to investigate, with the above result. Seeing is certainly believing, and the residents are now hopeful that something will be done so that traffic will be made a possibility once more.

Voice of the People

DR. STEVENSON'S SUGGESTION.

Nov. 27, 1914.

To the Editor of The Advertiser:

"The city of London has been honored as a mobilization centre for the second contingent. Many citizens would like to entertain the soldiers at the park if they were only given a chance. There are many fine and interesting fellows there. I would like to suggest to the citizens that for one night we throw our homes open to the soldiers by inviting them to a Sunday evening supper, in our own private homes. So all those citizens who are willing to have two soldiers come to supper in your home a week from this Sunday, on December 6, please send your invitation with your name and address and the time you dine to the secretary of the Red Cross Society at Hyman Hall, during this coming week. I have spoken to Col. Hodgins, O.C.D. and Col. Wigle and they are in sympathy with the idea. The Red Cross Society is most anxious to co-operate, and is very willing to look after the arranging of the invitations. No extra preparation need be made for the men. We need about 600 invitations. Supper should be about five o'clock. After the supper you may invite the men to church or entertain them for one hour or two. The men generally walk out in twos, chums. If not able to invite two, then one. The list of those entertaining will be published in the papers.

"Thanking you,

I remain yours,

(Signed) H. A. STEVENSON.

London, Nov. 27, 1914.

NO NICER GIFT

than a pretty photo to offer your friends for Christmas. Have sitting now, and get choice of new designs in folders.

FRANK EDY STUDIO

London Loan Building. Phone 3691. ywt

MODERN PLUMBING

When asking for prices on all kinds of plumbing and heating see

Eggett & Co.

Phone 210. 392 Clarence St. ywt

STOVES, BANNER STOVES AND RANGES.

LONDON FURNITURE CO.

375 CLARENCE STREET.

We will extend credit to you on any stove or baseburner. ywt

CANCERS

Can be cured if treated in time by the late Henry Edwards' treatment, now given by J. Levitt. Write for particulars and testimonials.

388½ RIDOUT ST. PHONE 2666. ywt

LUNCHEON IN HONOR OF JASON.

LONDON, Nov. 27.—There was a large gathering at the American club today at a luncheon given in honor of the arrival at Devonport this week of the ship Jason, bringing Christmas presents from the children of America to the children of the warring countries of Europe.

HURON AND ERIE LOAN AND SAVINGS COMPANY

INCORPORATED 1864

War's Needs

Are not only men and guns, but also foodstuffs in large quantities.

Great Britain requires Canada's grain and live stock in greater measure than ever before.

Over 6,000 first mortgages, covering over one million acres of Canada's fertile, improved soil, form the bulk of Huron and Erie investments.

Over 6,000 farmers have been supplied with capital to enable them to till the soil properly and to erect suitable buildings to house their produce.

It is on the security afforded by the profitable, highly productive lands owned by these men that Huron and Erie investments are made.

This security is the safeguard of every depositor and debenture holder in this strong old company.

The Huron and Erie Loan and Savings Company

Main Office

442 Richmond St.

Market Office

4-5 Market Square.

London, Ont.

T. G. MEREDITH, K. C., President.

HUME CRONYN, General Manager.

ROWAT'S COFFEE

Pleases people who are particular. 50 Cents Per Pound.

T. A. ROWAT & CO., 250 Dundas St. Phones 3051-3052.

ROSS' Limited

London and Edmonton

Real Bargains in Ladies' Ready-to-Wear

CLEARING SUITS. LATEST STYLES. EVERY GARMENT GUARANTEED CORRECT, DISTINCTIVE AND SATISFACTORY.

The following Extra Special Bargains are now on sale. These are worth securing at once:

1 Suit, latest style, navy; size 38. Regular $22.50, now $7.98

3 Suits, fancy navy; size 14, 18 and 38. Regular $27.00, now $13.98

1 Navy Gaberdine; size 16. Regular $25.00, now $11.75

1 Navy Gaberdine; size 36. Regular $32.00, now $15.75

About 60 Suits in All the Newest Styles in All Sizes

Regular $16.50 to $18.75, now $10.75

Regular $20.00 to $25.00, now $13.75

Regular $27.50, now.. $15.75

Regular $30.00 and $31.50, now $19.75

Skirts, new style, deep tunic, now ..... $5.00 to $10.00

Special in Voile Waists, $1.00, $1.50, $1.98, $2.98, $3.25, $3.75, $3.98, $4.50.

These garments are the latest styles, and especially attractive.

NECKWEAR IN NEWEST STYLES, AND MANY CHRISTMAS NOVELTIES, NOW ON SHOW.

CHRISTMAS HANDKERCHIEFS A SPECIALTY.

Phone 1319 196 Dundas Street

To the Trade. BUSINESS AS USUAL Established 1873.

JOHN MARSHALL & CO.

68 AND 70 DUNDAS STREET.

WHOLESALE MANUFACTURING FURRIERS

We have some very attractive values in the following lines:

Russian Squirrel, Black Fox, Alaska Sable, Natural Wolf, Siberian Dog, Mink Marmot,

FURS

Persian Lamb, Canadian Mink, Hudson Seal, Paw Persian. Fur Coats and Fur-lined Coats.

An order sent to us by mail is considered the same as a personal visit from you, and we make the same conscientious effort to please you.

We make a specialty of Ordered Furs. Also repairing and remodeling.

Trappers and Farmers Please Note.—We pay the highest prices for raw furs.

THE ONLY WHOLESALE MANUFACTURING FURRIERS WEST OF TORONTO b

EVEN LONDON'S WATER, SAID TO BE ABSOLUTELY PURE,

is filtered before it is allowed to be used in any of our breads. We do not mean to cast any reflection on the water used by Londoners, which is known to be the purest in the country. Instead, we want to point out to the people of Western Ontario that Parnell's do not take any chances on the quality of their breads.

Made Clean **PARNELL'S BREADS** Delivered Clean

are the last word in bread perfection. We only wish that every user of bread in this district would come to our bakery and make a trip of inspection through it. The large, air-purifying fans, the separate, cleanly storerooms for everything, the ovens, the mixing-rooms and the ingredients would astonish you. Why, we even have separate dressing-rooms for the bakers.

Just Try a Sample Loaf of Our Bread. You'll Be a Constant User of It Forever.

PARNELL, The Breadman - Phones 929-1390

ywt