

YOUR CHRISTMAS CAKES

Will be much more delicious if baked in a

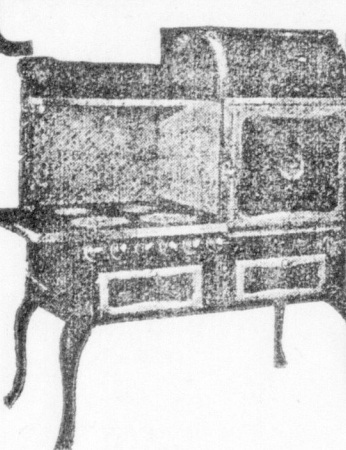
'HYDRO' ELECTRIC RANGE

LET US BAKE YOURS FOR YOU.

Bring them in any time—the sooner the better.

Phone 3180 to make arrangements.

THE HYDRO SHOP



Style and Comfort Combined in Shoes at COOK'S

No lady or gentleman buying shoes at the TWO-IN-ONE SHOE STORE need sacrifice comfort to have style in footwear.

Our shoes are made by manufacturers who have not spared pains or money to design and make shoes that conform to latest styles, and at same time give comfort and service.

We have the very latest in lasts, forms, materials, finish and general style, in ladies' shoes, ranging in price from \$2.50 to \$5.00, and in gentlemen's shoes at \$3.00, \$3.50, \$4.00, \$4.50 and \$5.00.

We also carry a very large stock of the very best of rubbers at from \$1.00 to \$1.15. When you buy your shoes have your rubbers fitted to them, and be at once comfortable and protected.

Cook's for Shoes.
Cook's for Rubbers.
Cook's for Footwear.
Satisfaction.

UP-COOK'S
The Store that Serves You Best
Two Stores - London & Richmond St.

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

Mason & Risch, Limited.
Phone 1265. 248 Dundas Street.

Taylor's Throat and Lung Balm
has been curing the worst coughs and colds for over forty years.

Taylor's 6 Out-Rate Drug Stores

PRIVATE GREETING CARDS...
Ask To See Our "Own Make"

Cards that are different. Samples sent on request.

HATTON'S
173 Dundas St. Phone 150 or 53.

WE REPAIR
Hot Water Boilers Just as Satisfactorily as New.

LONDON Tire Repair Depot
A. WILKES.
354 Wellington St. Opp. McClary's.
PHONE 2334. ywt

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. ywt

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 31, 1916.

Federal Advertising Service
Telephone 5482.
312 Dominion Savings Building.
LONDON, ONT.

YOUR PROPER START
—if you have little money—is good goods, good advertising and good publications.

JOHN M. DALY
19 YORK STREET. ywt

It's the Cheapest Food You Can Buy

and yet it's the most nourishing. Children who are fed on it are healthy and happy. It's Parnell's Bread, and it sells for 8 cents a large loaf, and 5 cents a small loaf—much cheaper than you can bake it.

ORDER A TRIAL LOAF TODAY.

PARNELL

THE BREADMAN
Pones 929-1390.

Christmas Gifts for MEN

Young's stores fairly teem with choice things bought especially for Christmas.

Some wise gifts for gentlemen for Christmas:

FOUNTAIN PENS...\$1.50 to \$8.00
POCKET KNIVES...\$1.50 to \$12.00
WALDEMAR WATCH CHAINS...\$1.50 to \$11.00
WRIST WATCHES...\$3.50 to \$20.00
MILITARY BRUSHES...\$3.00 to \$12.00
CIGARETTE CASES...\$1.00 to \$20.00

Young's Two Stores
170 Dundas St. 674 Dundas St. ywt

Why is it that young men, who hold positions as bank clerks, salesmen and other positions, live comfortably and enjoy all the pleasures they had in the time of peace, while other men with more responsibilities, and less opportunity for pleasure, willingly and voluntarily offer their lives and fight for these men who stay at home and play the part of "pretty boys"?

Past This Stage.
It has got beyond the stage where men can laugh and say, "I shall go when I have to." Such language these men have only too plainly that or the manliness to enlist and give up their comfortable lives.

You can read in the newspapers nearly every day of men who have

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

is the bread that maintains body and brain at the highest point of strenuous activity.

Phone your order to the bakery. Phone 944 or stop a wagon.

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WAKE UP, MEN, IS CALL OF RECRUITING OFFICER TO LONDON

Too Many Neglecting the Need of Empire.

AWAITING COMPULSION?

Writer Says That Slacking Is Tending to Bring on Conscription.

To the Editor of The Advertiser:

Dear Sir,—I wish to bring to the notice of the people of London some facts which I think are unknown to them.

Out of a city population of over 35,000 since the commencement of the war 2,000 London men have enlisted up to the present time.

The time has come when if voluntary enlistment, aided by the good-will and assistance of the citizens of this municipality, as well as others, fails, more drastic measures must be taken.

This has been brought to the notice of the public on numerous occasions, but apparently with little or no effect.

It may not be the desire of the Canadian people to have conscription, but Canada, having promised 500,000 men, of whom there are still 100,000 to be enlisted, with the present prospects of and results from recruiting, it looks very much as if conscription must come.

Recruiting in Factories.

During this week recruiting meetings will be held in different factories of this city by myself and men of the battalion, when it is hoped that good results will be obtained.

There have been meetings every week at the Majestic Theatre for the purpose of recruiting. Civilians in groups, listened to speeches and pleas for men to enlist made by returned soldiers and others, but, owing apparently to the fact that they cannot be compelled to put on khaki, they left the theatre without enlisting, and are heard on many occasions, not only to criticize the speakers in which the speakers have addressed the audience, but also to say that it is probably nothing but a lot of bunk for the purpose of recruiting.

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

been the sole support of a family having gone to the front and been killed. Is it fair that brave men should give up their homes to fight, and in many instances be killed, while men such as you see in the city of London at the various places of amusement refuse point blank to go to the front or offer some weak excuse for shirking their duty?

The purpose of this letter is to show the citizens of London that only a small percentage of the population fit to serve has so far enlisted.

Has it occurred to you citizens of London that after the war is over and the soldiers who have left Canada come back, they will have something to do with the government of Canada? Why should they have any consideration for those who stayed at home and let others do their fighting for them?

There is no reason why they should. This question after the war, when a man applies for a position, whether responsible or otherwise, will be did he offer his services to his country or not? If not, why not? And if, upon looking over his record, they find that he was one of the shirkers, what chance will he have of obtaining employment or holding the respect of any man or woman?

May I hope that the people of this city will encourage and help recruiting more than they have heretofore done?

Yours truly,
T. A. ROWAT, Lieutenant,
241st Battalion.

UNIVERSITY HOSPITAL LOCATED AT SEAFORD

Men From Western Doing Their First Active Service Work.

The Western University Hospital unit is now located in Ravenscroft Hospital at Seaford, Sussex, England, and is doing its first active service work as a unit. Writing to Dr. E. E. Braithwaite, of the Western University, Lieut.-Col. Edwin Sabourne states that he has already 100 beds in shape in the hospital, and that this number will likely be increased to 500.

Everything, he states, is going along nicely. Several of the nurses and other members of the unit, who had temporarily been sent to France, have been recalled and are now at Seaford.

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