# YOUR **CHRISTMAS** CAKES

Will be much more delicious if baked in a

# **ELECTRIC** RANGE

LET US BAKE YOURS FOR YOU.

Bring them in any time -the sooner the better. Phone 3180 to make ar-

rangements.

THE HYDRO SHOP



#### Style and Comfort Combined in Shoes at COOK'S

lady or gentleman buying shoes he TWO-IN-ONE SHOE STORE sacrifice comfort to have style

We have the very latest in lasts, orms, materials, finish and general tyle, in ladies' shoes, ranging in rice from \$2.95 to \$8.50, and in genemen's shoes at \$5.00, \$5.50, \$6.00, 7.00 and \$8.00.



# PIANO TUNING Have your plane tuned or repaired by one of our expert factory tuners. All work fully guaranteed. City tunings,

Mason & Risch, Limited.

Phone 1268. 248 Dundas Street.

Taylor's Throat and Lung Balm

has been curing the worst coughs and Taylor's 6 Cut-Rate Drug Stores

### PRIVATE GREETING CARDS...

Ask To See Our "Own Make" that are different. Samples



WE REPAIR

# LONDON Tire Repair Depot

A. WILKES. ellington St. Opp. McClary's.

Delaware, Lackawanna and Western

Coal Company's

Just look a.
the size of
these Giants!
They are Scranton Coal

most satisfactory coal for furnace or range. Send in your order.

PHONE 348. 19 YORK STREET

THE LONDON LOAN and SAVINGS COMPANY

OF CANADA Dividend No. 91

M. J. KENT, Manager,

## It's the Cheapest WAKE UP, MEN, IS Food You Can CALL OF RECRUITING Buy

and it sells for 8 cents

a large loaf, and 5 cents

a small loaf-much

cheaper than you can

ORDER A TRIAL

LOAF TODAY.

PARNELL

Pones 929-1390.

Christmas

Gifts for

MEN

FOUNTAIN PENS .... \$1.50 to \$8.00

POCKET KNIVES .... \$1.50 to \$12.00

IGARETTE CASES, \$1.00 to \$20.00

YOUNG'S

**JOHNSTON** 

BROS.' XXX

... BREAD ...

is the bread that maintains

body and brain at the highest point of strenuous

Phone your order to the

bakery. Phone 944 or stop

WILL SAVE CITY MONEY

Utilities Board To Let Driller Work For

strumental in saving the city a consid-

erable sum of money at the session of

the utilities commission yesterday af-

well driller, has been on the pay roll

of the department for some time at

se but Mr Harvey was a free lance

and at times helped in the drilling

gaged by other contractors. Mr itchell was of the opinion that he ould either serve the city or the

er drillers. As there was no work him, the commission decided to

sk the other drillers to take him of

neir hands.
This will be done, and a considerable

um of money saved to the citizens.
The meeting was a special one, call-

o wind up the business of the year.

A letter from Mayor Stevenson and

tive to the city audit. It was not considered. The communication point-ed out that City Auditor Dunlop could

t be engaged by the commission thout the consent of the council. I

ked that, the commission pay \$2.

Arch Screaton, towards the sal-

The commission will discuss this

A VICTROLA FOR CHRISTMAS

See the Heintzman & Co. Assortment.

The large display of Victrolas in the

ictrola Pariors of Ye Olde Firme of

Heintzman & Co., limited, 242 Dunda

nany who have planned to give a Vic

soon!

The Giants of Lilliputania

YOUR PROPER START

Federal

Advertising

a day. Drilling rigs have been in

activity.

THE BREADMAN

and yet it's the most nourishing. Children who are fed on it are Too Many Neglecting the healthy and happy. Need of Empire. It's Parnell's Bread,

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 no-

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

Recruiting In Factories. During this week recruiting meetings will be held in different factories of his 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 requiring the control of th purpose of recruiting. Civilians great numbers attended these me sreat numbers attended the 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 occassions, not only to criticize the manner in which the criticize the manner in which the to criticize the manner in which the to criticize the audiences, and is doing its first active service that they cannot be compelled to put on khaki, they left the theatre without enlisting, and are heard on many occassions, not only to criticize the manner in which the audiences, and she works secretly to save her country.

By organizing a league of loyal American girls, she is able, through them, to equip with rifles remnants of the American army still holding out against the Germans in the west, and the conduction of the conquerors, and she works secretly to save her country.

By organizing a league of loyal American girls, she is able, through them, to equip with rifles remnants of the American army still holding out against the Germans in the west, and the conquerors and she works secretly to save her country.

By organizing a league of loyal American army still holding out against the Germans in the west, and the conquerors and she works secretly to save her country.

By organizing a league of loyal American girls, she is able, through them.

COFFEE 50c per pound T. A. Rowat & Co.

OFFICER TO LONDON 250 Dundas St. -- Phones 3051-3062. open the sole support of anily 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 o 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. After the War.

back, they will have something to do with the government of Canada? Why of a city population of over 58,of a city population of over 58,of a city population of over 58,There is no reason why they should.
The question after the war, when a
man applies for a position, whether
man applies for a position, whether
the definition of the distribution of the

T. R. MEREDITH, Lieutenant, 241st Battalion.

# UNIVERSITY HOSPITAL LOCATED AT SEAFORD

Men From Western Doing Their First Active Ser-

pose of recruiting.

Why is it that young men, who hold positions as bank clerks, salesmen and shape in the hospital, and that this shape in the hospital, and that this out and peace restored to America. shape in the hospital, and that this shape in the hospital shape in time of peace, while other men, Everything, he states, is going along the mere fact that a nation is unpremore responsibilities, and less nicely. Several of the nurses and pared will not insure its safety from other members of the unit, who had invasion, and will, in fact, act as an other members of the unit, who had temporarily been sent to France, have inducement to militaristic nations, the part of "pretty boys"? temporarily been sent to wat work at been recalled and are now at work at Seaford.

has got beyond the stage where can laugh and say. "I shall go to I have to." Such language

WHOOPING COUGH PREVALENT.

London has 99 cases of whooping the I have to." Such language I have to." Such language s and shows only too plainly that cough, 31 of which were reported durhe manliness to enlist and give health bulletin. There are five cases heir comfortable lives.

| Can read in the courage health bulletin. There are five cases of German measles, six of typhoid You can read in the newspapers fever, three of diphtheria, three arly every day of men who have chickenpox and one of scarlet fever.

# ROWAT'S Pleases People Who Are Particular. FALL OF THE NATION TELLS VIVID STORY OF AMERICA'S FATE

Thrilling Movie at the Lyric Depicts Invasion of States.

Fitting sequel to Thomas Dixon's 'Birth of a Nation' is the "Fall of the Nation," presented during the remainder of the week at the Lyric Theatre. Vivid war scenes as the background of a thrilling plot foretell the fate of Has it occurred to you citizens of London that after the war is over and the soldiers who have left Canada come taken to prevent invasion. Although the story depicts the invasion of the Hodgkinson rendered two pleasing the story depicts the invasion of the Hodgkinson rendered two pleasing the story depicts it is equally applicable.

man applies for a position, whether responsible or otherwise, will be did he offer his services to his country he have been in training for examination. The time has come when if voluntary distinct a light means a solution of the citizens of this unneighborary as well as others, falls, ore drastic measures must be taken. This has been brought to the notice of the public on numerous occasions, and the public on numerous occasions, and the public on numerous occasions, and the public of t out apparently with little or no effect.

May I hope that the people of this lit may not be the desire of the Candidian people to have conscription, but they have heretofore done?

Their supporting artillery proves introduced in the city—Awarded to Miss guns pound steadily at the trenches with terrible effect. A lucky shot from Murphy medal, donated by Capt. Murching an American field gun destroys one of phy for the highest standing in the an American field gun destroys one of the terrible engines of war, but discloses the position of the American battery, with the result that it is blown to pieces.

Murphy medal, donated by Capt. Murphy medal, donated

Situated safely behind the lines, the serman army commanders direct the light. They restrain the Germans from harging, leaving the artillery to demoralize the American forces, Liquid re and asphyxiating gases end resistance, and the Germans master Eastern are and asphyxiating gases end resist-nce, and the Germans master Eastern Martin's school—Awarded to Miss merica.

e love-story of Henry Vassar, United | Coughlin. States senator, and a strong advocate

RILEY ESCAPES AGAIN

Wily Indian Was Missing When the County Constable Came.

from County Constable Alex Shaver Walburga .... Miss Josephine Gleeby leaping from the window of a Hu
Daughter of the King of West Saxony.

Daughter of the King of West Saxony. on and Bruce train between Ilderton and Denfield on Thursday afternoon Anna Pitt: Hilda, Miss Mary Mag last, is still at large.

Dougall: Winifrida, Miss Margaret Ed

and when Constable Shaver arrived on the scene Riley had departed for parts Brunhildis, lady of nobility Miss Kar his own words, he will "come along the next time."

zation Started.

Secretary J. Rawlings of the Resoldiers in St. Thomas, requesting aid in forming a returned soldiers' asso-ciation in that city. At present there are about thirteen returned men in St. Thomas, but it is expected that this number will be added to in the near future. A delegation of returned soldiers will be most likely sent from the new association.

#### NOTICE TO ADVERTISERS It would assist work in our mechani-

According to Schedule. Word has been received in London

al departments if advertisers would the big exhibition will not be can-Owing to the holiday advertising it the foot and mouth disease. The outis necessary to have copy in hand at break, the telegram states, is not the least 24 hours in advance, to guaran-tee publicaton.

23tf affecting the tongues of horses.

#### ST. PETER'S SOUALITY PRESENTS DRAMA FINELY

"Queen Walburga," a drama of the rly Saxon kingdoms, was staged by e Immaculate Conception Sodality of St. Peter's Cathedral in St. Peter's Par-ish Hall Tuesday night.

The play deals with the decision of the proud Queen Walburga to renounce.

the proud Queen Walburga to renounce her crown and become a religieuse. She later aids St. Boniface in converting the state of Thuringia to Christianity. Fair-ies, witches and nymphs are left aside when the light of Christianity comes in. The young ladies took their respective parts extremely well, and the drama proved to be one of the best entertainments of the season.

The scene of act one is laid in a park near the royal castle, West Saxony.

Act two is at Winburn Abbey, while Dear Sir,—I wish to bring to the nolice of the people of London some facts
which I think are unknown to them.

Out of a city population of over 58,—
Out of a city population of over brothers' orchestra provided excellent

The following were the recipients: Gold medal, presented by the sep rate school board for the highest stand

America.

A gold medal for grammar, donated by Mr. O'Sullivan—Awarded to Hubert

The McPhillips medal for arithmetic Miss Zita Fitzpatrick.

by J. J. Callahan-Won by Miss Bessis Gold medal for writing, donated by M. F. Forristal—Awarded to Clement

to the following: Shorthand and book-keeping, M. Moir, J. Sansone, H. Foley H. Delaney; stenography and type-writing, C. Fitzpatrick; bookkeeping, P. Jones, L. O'Leary and W. Lenehan company were awarded to J. Sansone M. Sansone, H. Foley and H. Delaney.
Music diplomas—First class honors, Leona Fitzpatrick, Mary McDougall and Kathleen Burns. Following is the cast for "Queer

Cast of Characters in Play. Editha ......Miss Mabel Cascago Queen of West Saxony.

Royal Princesses:

The wily Indian apparently thought he had remained long enough in the particular spot where he was last seen,

Daughter of Prince Eghert.
Thekla, Governess... Miss Eileen Cole Sister Elizabeth. Miss Mamie O'Brien Benedictine Nun.

London Men to Help in Getting Organi Wood Nymphs-Miss Gracie Fenech, Miss Evelyn Mullins, Miss Monica Etherington, Miss Dorothy Mullins, Miss Josephine Catalano.

turned Soldiers' Association has re- An Abbess ...... Miss Helen McMann ceived a communication from returned Fairy Queen ....... Miss Vera White After the entertainment, an excellent banquet was provided by Rev. Dean Mc-Keon for all the members of the

#### SHOW NOT CANCELLED

National Stock Exhibition To Be Held

from President Leonard of the National Stock Show, Chicago, stating that celled, as was reported, on account of



The Rarest Treat to the Young Folks. the Wonder to the Older, the Gratifying Entertainer to All, the Biggest, Best and Most Enjoyable CHRISTMAS PRESENT for ANY Home:

# The Victor-Victrola

Few, if any, remembrances in the circle of choice Christmas presents can equal the Victrola—it is a seasonable, delightful and permanent gift. Its beautiful Music is revealed in its perfect reproduction of the world's greatest artists!

Decide TODAY to get a Victrola and have Music in the home at Christmas time and EVER thereafter!

Victrola

\$10 Cash

Balance Easy Terms.



We carry Victrolas in all Styles and at all Prices. THE MASON & RISCH VICTROLA SERVICE makes the possession of this wonderful instrument

Mason & Risch, Ltd.

'The Home of the Victrola' 248 DUNDAS STREET, LONDON

### WARDEN WILL TAKE ALL COUNTY COUNCILLORS TO **GUELPH FAT STOCK SHOW**

of Warden J. G. Turnbull on Thursday next, when the members will be taken a body to the Guelph Fat Stock

The party will go by Grand Trunk arriving in the city again on Thursday

The county council sessions open The patriotic fund will receive the consideration of the members, and provision will be made at the coming

session for the year 1917. NO QUORUM.

There was to have been a conference between the board of control, No. committee, and the utilities commission relative to the report of W. C Vynne-Roberts on the city's fire fight ng apparatus and waterworks, but hat there was no quorum. A numer of the aldermen could not attend.

TO MAKE YOUR RUBBER WARES WEAR LONGER

is our specialty. London's Rubber Man

No. 8052-Built on the Ensign last

with Mahogany Calf Upper, with

White Neolin Soles and Low Heels is

our latest model; this Shoe is also



C. H. WARD & CO. Diamond Merchants and Jewelers. 336 Richmond Street. Phone 1084.

Brown Optical Co.

EYES EXAMINED Glasses of Quality

D., L. and W.

Anthracite The Coal That Satisfies

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FUNERAL DIRECTORS.

180 KING STREET. PHONES 543, 373, 2056 

N. J. GRIFFITH FUNERAL DIRECTOR AND 104 Dundas Street, London. Residence on premises. Phone 459 Private Ambulance Service. Delaware Branch, W. Acres, Mgr.

SMITH, SON & GLARKE

THE RESERVE OF THE PERSON OF T

UNDERTAKERS. 115 DUNDAS ST. PHONE 588. 629 DUNDAS ST. PHONE 678.
Residence on Premises.
Private Ambulance Service. A CONTRACTOR OF THE STATE OF TH

FUNERAL DIRECTOR AND EMBALMER.

418 RICHMOND ST., LONDON. Phone 1968. Personal Attention

"New Things" ... AT THE ...

# Johnston & Murray Shoe Shop

Johnston & Murray shoes for men as shown this season have that decided tone and appearance so much desired by the discriminate dresser, not faddish, but distinctly classy.



No. 206-Is the Pall Mall Last. It is a dark Russia calf, invisible eyelets and a comfortable English model-decidedly a young man's last,

"The Shop Ahead"



Johnston & Murray



SUITS AT A SACRIFICE

MONEY SAVED IN DEALING WITH THE HOUSE

THAT BUYS DIRECTLY FROM THE TRAPPERS

AND SELLS DIRECTLY TO THE WEARER.

Every garment guaranteed correct

Hudson Seal Coats, box styles,

Hudson Seal Coats, new semi-fit-

Fox Sets, in black and natural red.

Lynx Sets, in black and natural

Wolf Sets, in black and natural

Muffs, Stoles, Scarfs, Shawls and

Neckpieces, all the latest styles.

grey.

Beaver Sets.

Sable Sets.

Hudson Seal Sets.

Manufacturer's prices rule.

trimmed and untrimmed, skirt

widths from 70 inches to 100 inches.

ting styles, plain and trimmed, flare

in style, correct in price. Money re-

funded if the goods are not ap-

Clearing \$18.75 Coats, for ...\$14.50

The best garments and choicest

styles of the season, in black, brown.

Decidedly new goods in Broadcloth, Georgette Crepe, Satin and

Organdy just to hand. Something exceedingly pretty and new in Camisoles, in wash satin, crepe de chine and habutai silk...

.....\$2.60, \$2.98 and \$3.50

... BLOUSES ...

Excelsior designs in new Blouses at popular prices. These are shown in Georgette crepe, silk crepe and wash silks. Exceedingly attractive and dainty in style.

PHONE 1319.

196 DUNDAS STREET