



# Shop In London—Use Your Telephone



## Save Time and Money

The power of Long Distance as a business-getter is only beginning to be appreciated. "Use the 'Bell' to Sell," and see how economically it produces results. Many of your Long Distance calls can take advantage of the Station-to-Station rate. Ask our Local Manager to explain how, or ask for our Booklet, "A Few Ways to Speed Up Business."

Careful planning will enable you to apply to your business the type of long-distance service that fits your needs. Our manager will be glad to help you in laying out a campaign by long-distance.

## Use the Bell to Sell or to Buy

Every Bell Telephone is a Long-Distance Station.

The Bell Telephone Co.  
OF CANADA.



## QUICK HEAT!

HYDRO IS READY TO FRY OR BOIL AT THE TOUCH OF A BUTTON

A sizzling hot pan for a juicy steak; seorching heat to make the kettle's lid pop. That's what the housewife likes, and that's what the perfected Electric Range gives her.

Electricity will cut a bar of steel like a hot blade slides through butter, or give you a little hot plate to keep the teapot gently simmering. Control is everything. In the Electric Range you have just what you want at the touch of a button—an easily-regulated temperature for every kitchen need.



**Order Your Range Now!**  
Extra crews of hydro workers are on the jump every day installing new ranges in the homes of those who want the best service the world can give—particularly at a price that no other stove can match. Come in and see the variety of McClary and Moffat ranges, recommended by the Hydro Shop. There is one that suits your needs exactly. Buy on easy terms.  
**For As Low As \$25 Down**

## THE HYDRO SHOP

Established to Serve You Better. DUNDAS AND WELLINGTON STREETS. PHONE 7000

## Buying by Phone Is Coming Method of Doing Business

Equalized Rates For All Centres Surrounding City Allows For Five-Minute Connection At Reasonable Charge —Brings Trade To City.

The universal use of the long distance phone for the purpose of buying is spreading so rapidly that the phone companies are finding themselves steadily pressed for plant extensions to keep pace with the demand for service.

The department stores, drygoods houses, shoe merchants, men's clothiers are daily appreciating this. They are coming round to the point where they find that business of this nature is worth while.

It is profitable!

Sales are easily made! It is as easy to prepare a parcel for shipment out of town as it is for city delivery. Besides, it is new business and holds promise for wide development for the merchant who grasps the opportunity and caters to it.

Two things have made this new business possible for the merchant and for the country people surrounding the city. They are the rapid extension of telephone lines and the great improvement in delivery.

Today the country surrounding London is a network of rural telephone lines. Every township has its rural system. These lines are feeders to the big Bell system and bring the farmers' phone just as close to the big merchants of the city as the city housewife or buyer.

And the rural residents have not been slow to grasp their opportunity. They are as appreciative of this new development as any one, and merchants are reaping the benefit.

The phone companies today have so equalized the tariffs surrounding the city also that the residents can get fairly reasonable service.

It might be pointed out that within a radius of 32 miles of London it is possible for any phone owner to call up a merchant and spend five minutes ordering goods at a cost of a quarter. And for the most part, such orders placed in the morning can be delivered the same day.

Here again the phone companies have given evidence that this business is growing and is to be catered to. The old order of things made the limit three minutes for the minimum charge. The realization came that this was hardly long enough to give an order, and when the people found that the charges were overrunning the minimum they went back to the mail order. But with the extension to five minutes, the buy-by-phone movement went ahead again brisker than ever.

"It's only in its infancy, but it's the coming method of doing business," said one merchant.

## MOTHER DEFIES LAW FOR BABE

Wrests Daughter From Husband's Arms On Street in Detroit.

## CHILD CRIES FOR HER

DETROIT, Mich., Nov. 27.—Justice, unfeeling goddess that she is, tore 5-year-old Agnes Matskelunas from her mother's arms, Saturday, and placed her crying and heart-broken in the custody of her father, Ignatz Matskelunas, 2425 Twenty-Fourth street. But her mother, Anna, in the words of the court, "not a fit person to care for the child," loved Agnes too much to allow her to be disposed of in a way so obviously contrary to her wishes. When Mrs. Matskelunas saw her baby being borne away, a circuit court order became a trivial thing to her, and she rushed to the rescue. Saturday night the girl slept happily by her mother's side, and the fact that the woman who caressed her might be sent to jail Monday for contempt of court did not interest her in the slightest.

**Gave Up Boy.** Agnes' parents were divorced in October, and the father, an employee of the Parker-Webb Company, was granted custody of their two children, George 8 years old, and Agnes. The mother surrendered George, but refused to give up her blue-eyed daughter.

Matskelunas then obtained a writ of habeas corpus from Judge Theodore J. Richter, ordering the mother to appear in court with Agnes, Nov. 23. She did not comply, and Judge Richter issued a bench warrant for her arrest, specifying that it should not be served until after Thanksgiving, so that the mother and daughter might enjoy the holiday together.

Saturday Mrs. Matskelunas, who is living at 1514 Porter street, with a sister was brought into court holding Agnes in her arms. The legal situation was simple, the father was entitled to the child and the mother must give her up.

**Clings To Mother.** When the court's decree was put into effect, however, it was plain that Agnes had not been consulted. She clung to her sobbing mother with all her strength, and screamed in sorrow and desperation. Deputies pulled her from the mother, who was led out a side entrance while the father carried Agnes into an elevator.

The child's screams brought alarmed men and women hurrying from all parts of the county building. Agnes' voice was lent new power by the realization that none of them would help her return to her mother. She kicked and scratched at Matskelunas.

Looking back over her father's shoulders as she was carried down Cadillac Square, Agnes again caught sight of her mother—not sobbing now, but tight-lipped, determined. A moment later Mrs. Matskelunas' umbrella descended on her former husband. There was a brief struggle in the street, then Agnes dried her eyes on her mother's fur coat and was borne triumphantly home.

Ignatz, rather battered, appeared in Judge Richter's court soon afterward, and once more blind justice acted. The mother must show cause Monday why she should not be punished for contempt of court.

## EX-GOVERNOR IS MASTOID VICTIM

TORONTO, Nov. 27.—Sir Douglas C. Cameron, former lieutenant-governor of Manitoba, died in the general hospital Saturday night, from pneumonia, which developed following an operation for mastoid, performed on Saturday.

Sir Douglas was taken ill about two weeks ago while on a visit to this city, and his removal to the hospital took place last week. Lady Cameron is hastening to Toronto from Vancouver.

## GET MAIL SACK CONTAINING \$10,000

TORONTO, Nov. 27.—The theft of a sack of registered mail said to contain cash and securities valued at ten thousand dollars from a mail car on the Temiskaming and Northern Ontario Railway, on November 19, became known here yesterday. It is said that one of the packages,

a large sum of money, was being sent to the head office of the Imperial Bank in Toronto, from the Imperial Bank branch in Timmins.

The federal secret service officers and postal authorities are working on the case. So far no trace of the missing sack has been found, and the authorities refuse to divulge what they have discovered.

## CONSERVATORY HOLDS SATURDAY RECITAL

The following pupils took part in the weekly recital held in the recital hall of the London Conservatory of Music Saturday afternoon: Della Peckham, Dorothy Collyer, Edith Jones, Margaret Stevens, Violet Donaldson, Marian Templar, Ethel Burch, Shirley Bell, Martin Burrows, Virginia Dyer. The following teachers were represented at the recital: Miss Munroe, Mr. S. G. Martin, Mrs. Fenton, Miss Burns, Miss Kirkwood.

# A Pre-Christmas Clearing Sale

Our last sale before Christmas is now on. Many lines of smart merchandise will be sacrificed at greatly-reduced prices. We must make room for new shipments that arrive daily.

## Ladies', Misses' and Boys' Pure All-Wool Sweater Coats

LADIES' SWEATER COATS, regular \$3.50 to \$5.00, for.....\$2.95  
MISSES' SWEATER COATS, regular \$3.00 and \$4.00, for.....\$2.75  
BOYS' PULLOVER SWEATERS, in the fancy-colored V-neck style, at.....\$2.75

EVERY GARMENT ALL PURE WOOL.

### SHEETING

50 pieces of 40-inch Unbleached Sheeting; a strong, even weave, absolutely free from dressing. At, 25c yard.....25c

50 DOZEN LADIES' PURE-SILK HOSE.

Full-fashioned, navy, black, brown, all sizes. Regular \$1.50, for... 98c

### TOWELS

White Huck Towels, Colored Bath Towels, Fancy Guest Towels, all at, each.....25c

10 dozen Stamped Huck Towels, in many pretty designs, full size, at.....55c

10 dozen Large Size Bath Towels, stamped for embroidery. Special \$1.00 at, each.....\$1.00

### TOWELING

White Terry Toweling and White Terry Towels, 19c at.....19c

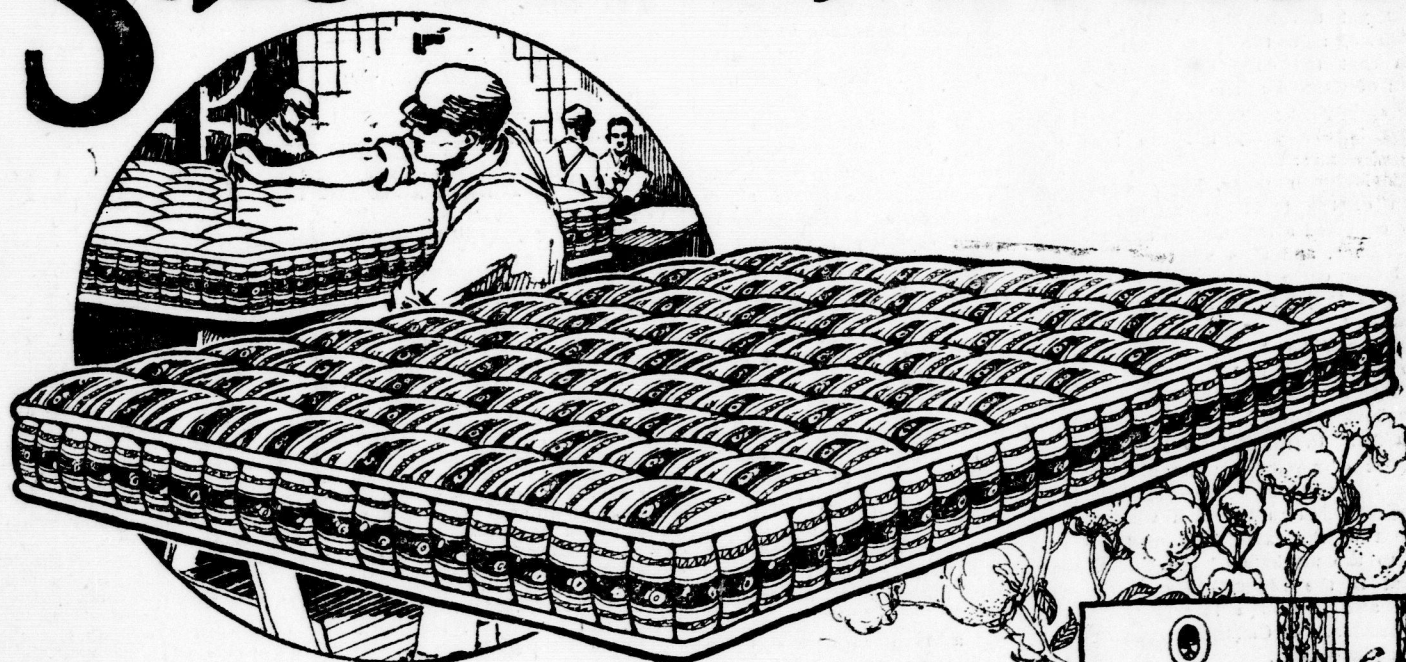
### STAMPED GOWNS

Ladies' Nainsook Nightgowns, a very smart range of pretty designs. Regular \$1.50, for \$1.39

## John H. Chapman & Co.

PHONE 791 OR 2882. 239 DUNDAS STREET, LONDON.

# Sale of Mattresses



## All-White Layer Felt Mattresses \$9.85

Just 75 of them to sell at this price. They are regular \$12.00 Mattresses, every one being guaranteed to contain nothing but white new cotton felted and built (not stuffed) in layers; then the case is a beautiful patterned art ticking that will give endless wear; roll edge, of course, and sold in all the standard sizes, 3 ft., 3.6 ft., 4 ft. and 4.6 ft. You may even at this low price enjoy all the privileges and conveniences of our club plan without extra charge.

\$3 Delivers It To Your Home

\$2 Weekly Pays the Balance

PHONE YOUR ORDER, AND SHOULD YOU LIVE OUT OF TOWN, REVERSE THE CHARGES.

KEEP YOUR EYES ON

# THOMAS

Phone 5616

Phone 5616

SINCE 1868

## TAYLOR'S THROAT AND LUNG BALM

has been the standard household remedy for coughs, colds, bronchitis and all bronchial affections. Sheer merit alone is the cause of this continued popularity. Price, 35c, 65c and \$1.20.

NOTE THE NEW ADDRESS

## TAYLOR'S DRUG STORE

390 Richmond Street

HALF BLOCK SOUTH OF DUNDAS.

ESTABLISHED 1868.

PHONE 594.



John H. Chapman, Phone 791.

The Hydro Shop, Phone 7000.

Taylor Drug Store, Phone 594.

Thomas Furniture Co., Phone 5616.

