

GENUINE IMPORTED TWO-POUND
BARS of Shell Brand Castles Soap sell for
only 18 cents at Taylor's Market Drug
store, 399 Talbot street, opposite market
ywt

When you have tried the rest,
then buy the best.

**THE IDEAL
ELECTRIC IRON**
MADE IN LONDON BY THE
IDEAL ELECTRIC Mfg Co.
ywt

USE
**CONNELL'S
COAL**
DELIVERED.
Chestnut, Stove and Egg, \$7.00 per ton
Large Pea Coal, \$5.75 per ton
Taken from yard, 632 Colborne street.
Chestnut, Stove and Egg, \$6.50 per ton
Pea Coal, \$5.25 per ton
Office: 405 RICHMOND ST. PHONE 770.
632 COLBORNE ST. PHONE 1084.

A Closing-Out
**Jewelry
Sale**
—at—
384 Richmond Street
Store lately occupied by W. J. Wray &
Co., Jewelers. Biggest bargains in
jewelry ever known in London.
The Jewelry Estate Sellers
ywt

Send Us Your
Fine Laces
—the pieces you treasure—to be
cleaned.
Our work is perfect in every way
—and our long experience in hand-
ling fragile fabrics insures your
Laces being cleaned without the
slightest injury.
Parker's
Dye Works, TORONTO.

Cutlery
Easily Quickly
**Thoroughly
Cleaned with
Old Dutch
Cleanser**

**WALL
PAPER**
Our new Wall Papers are
arriving daily, and we take a
pride in exhibiting them,
they are so beautiful. They
are the best that are produced
by the world's best makers.
They are highly artistic, and
yet moderate in price.
COLERICK BROS
212 DUNDAS ST.

**London Loan and Savings
Company of Canada**
Double Safety Assured
Inasmuch as this company
only accepts public money to
extent of one-half amount
allowed by statutes.
M. J. KENT,
Manager.

Wedding outfits our specialty. Car-
riages or automobiles. Hueston's Liv-
eries.

**HAMILTON'S
Ale and Porter**

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

JOHNSTON BROS.

**XXX
BREAD**

For every meal, every day.
Johnston Bros. XXX Bread is the
bread you can never forget. It is
so pure, nourishing, so rich in
flavor, so genuinely satisfying.
Phone 944 for a trial loaf.
JOHNSTON BROS.

LONDON AND DISTRICT

Guild's Literary Night.—The Pres-
byterian Guild of the First Presby-
terian Church held a successful liter-
ary evening Monday night. The pro-
gram including debating, literary and
musical numbers. An excellently-
rendered solo by Mr. Albert Buchanan
and several delightful readings by Miss
Pleaves were features of the entertain-
ment.

Baconian Club Officers.—At the reg-
ular meeting of the Baconian Club the
following members were elected offi-
cers for the ensuing season: C. E.
Chapman, president; Dr. F. W.
Hughes, vice-president; C. G. Jarvis,
honorary president; F. E. Perrin,
archivist; David Rodger, secretary;
Rev. H. H. Bingham, J. S. Barnard and
W. O. Carson, executive committee.
The program for the evening was
strictly Shakespearean. Mr. F. E.
Perrin and Dr. F. H. Hughes contrib-
uted readings, and Rev. H. H. Bingham
an address on "Shakespeare's Land."

Another Polling Division.—There will
be 67 polling subdivisions in London for
the next municipal election. This is an
increase of one over the number that ex-
isted on the special by-law election on
Oct. 22. The annexation of portions of
London and Westminster townships has
made the previous subdivisions impera-
tive. Adelaide street, south of Trafalgar
and west to Price street is new No. 64;
south of Trafalgar and east of Price will
be No. 65. The new 65 now extends from
Dundas street to Trafalgar, formerly it
extended half-way. The newest of all,
No. 67, is formed of part of old 66 and all
of old 65, that was located north of
Dundas street.

Takes Inebriate in Charge.—Evan-
gelist "Billy" Matheson is finding
plenty of opportunities to get into
touch with men who need help, by his
daily attendance at police court. He
was the means this morning of saving
the time of the magistrate at least, a prob-
lem which faced Magistrate Judd in
regard to a man who had been up re-
peatedly for drunkenness. The court
was unwilling to deal harshly with
him, as he seemed incapable of re-
sisting the temptation to drink, but
what to do in the case was puzzling,
until Mr. Matheson offered to take him
in charge. He was turned over to the
big ex-nuptial, who will report pro-
gress to the magistrate on Dec. 11.

**LEADER ROWELL WILL
ADDRESS CONVENTION**
To Be Present at Selection of
Candidate for East Middle-
sex Election.

Mr. Newton C. Rowell, K.C., Liberal
leader of Ontario, will address the
convention of the East Middlesex Lib-
eral Association next Saturday for the
selection of a candidate. It is expected
that the nomination will go to Mr.
John Laidlaw, of Westminster.

In musical circles, our standing as
the authoritative leaders in high-
grade piano construction is unques-
tioned. The Mason & Risch Piano is
an instrument built to last a life time,
and it comes to you from factory to
home with an ironclad guarantee as
to its mechanical perfection. Victor
Victrola Records Daily From 2 to 4 p.
m. Mason & Risch, Limited, 248 Dun-
das street, London.

Take Afternoon Tea at Peters.
Always something special from 3 to
7:30 o'clock. ywt

LONDON FIRM COMPLIMENTED.
The Brown Optical Company:
Gentlemen, In April, 1907, you ad-
vised for and fitted me with glasses. I
thought that you would like to know
that they have and are giving perfect
satisfaction, and meet the conditions
for which they were made admirably.
I have greatly benefited by them, and
thank you very much for the trouble
and care you took to insure success.
The nose-piece is "perfect."
Trusting you will meet with every
success, I am, yours faithfully,
FRED W. COOPER.
Millbrook, Lyall Road, Bournemouth,
England.

A RARE CHANCE.
If, perhaps, you have made up your
mind to wait until you can get a Piano
at YOUR price—this message is for
YOU. For the crux of this announce-
ment is that we have decided to sell
all Pianos which we have taken in ex-
change for new instruments at prices
which are far less to our liking than
yours. We do this to lighten our
stock of second-hand Pianos to a
minimum, and thus reclaim the great-
est possible percentage of our facili-
ties for the housing of new instru-
ments which are clamoring for admis-
sion. Mason & Risch, Limited, 248
Dundas street, London.

Snap-Shot Albums
New stock, various styles and bindings.
J. H. BACK & CO.
210 DUNDAS STREET.

BUY YOUR
COAL
FROM
John Mann & Sons
425 York St.
Phone 470.

CHWARD & CO
DIAMOND MERCHANTS
SATISFACTION GUARANTEED
OR MONEY BACK.
374 RICHMOND ST. PHONE 1084.

**"John
Dough"**

Issues his warning to
all bread eaters.

Be sure and eat all the
bread you can, as it is
the cheapest and most
healthful food for you.

"But,"
Be sure you buy the
best bread.

**"Parnell's
Delicious
Homemade
Bread."**

Try a loaf.
Delivered at your door.

**Away
With Pain!**

Do away with pain of all kinds,
whether they come from over-straining
or are muscular or rheumatic. Nothing
finer for over-worked muscles, stiff-
ness, soreness, etc., than

**McKenzie's
Magic
Liniment**
25 cents.
CAIRNCROSS & LAWRENCE
Chemists and Druggists,
216 DUNDAS ST., LONDON, ONT.

**MEN ARE REALIZING
BROTHERHOOD OF MAN**

City Missionary Takes a Hopeful
View of the Outlook.

A truly thanksgiving meeting was
held by the members of the W. M.
Auxiliary of the First Methodist
Church on Monday afternoon, pre-
sided over by Mrs. F. Y. Miller.

Bible quotations and thanksgiving,
and in almost every case personal tes-
timonies, were given by several mem-
bers. Mrs. S. L. Taylor and Mrs.
Charles Glass traced the progress of
the W. M. S. work from its organiza-
tion to the present time, and impress-
ed the members with a feeling of
gratitude. Mrs. Harrison, who is de-
voting her time to city missionary
work, addressed the meeting. She
said: "In our city men and women are
alive to the fact that they are their
brother's keeper. All churches are be-
ing organized for this work. God
needs each one of us to fill out his
plan."

The soloist was Miss Lillian Wool-
ley, whose number on the program was
much appreciated. She sang "Only a
Little Way," and was accompanied by
her teacher, Miss B. Hunt.
Some new members were enrolled,
to whom Mrs. Miller gave hearty
words of welcome. A good offering
was received, light refreshments served
and the meeting adjourned.

**"B" COMPANY HOSTS
OF MERRY PARTY**
Entertain Other Members of the
Regiment in Royal Style at
the Armories.

B Company, of the Seventh Regi-
ment, proved itself an admirable host
at the Armories Monday night in en-
tertaining the other members of the
regiment. About a hundred of the men
and their friends gathered in the men's
room, and thoroughly enjoyed the
splendid program that had been ar-
ranged. Vocal numbers by Captain
Hunt, Sergeant M. B. Watts and Corp.
S. Guilford were greatly appreciated
and recitations by Capt. Hunt and
Quartermaster-Sergeant Frank Har-
ris, C. O. C., also proved most enter-
taining. A feature of the program
were the bagpipe selections by Quar-
termaster-Sergeant Kelly.
Color-Sergeant Chester Butler pre-
sided as chairman in an able manner.
The concert was the fulfillment of
an agreement entered into by all the
companies at the close of fall drill,
whereby each company was to furnish
entertainment for the rest of the regi-
ment at least once during the winter
months. C Company is next on the
list of entertainers, and something out
of the ordinary in the way of entertain-
ment is promised for next Monday
night.

ROWAT'S Please people who
are particular.
COFFEE 45c per pound.
T. A. ROWAT & CO.
250 Dundas St., also South London.
PHONES: 3281, 3252, 3253.

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**NAMES ARE SAINTLY;
ACTIONS BELIE NAMES**

Andrew, Philip and Stephen
Principals in Three Corned
Fight.

Business was brisk in police court
this morning, and the city's revenue
benefited to the extent of about \$400
before the proceedings were finished.
Of the 47 cases, 37 were brought by three
Polish gentlemen who rejected in the
saintly names of Andrew, Philip and
Stephen, but whose names sadly be-
lieved their conduct, according to the
story told.
It appeared that the three fore-
gathered at a King street hotel Mon-
day evening, and were having a drink
together, when Philip undertook to
impress upon his friend Andrew the
meaning of the proverb, "There's many
a slip, etc.," by dash- his glass from
his hand. It was shattered, and the
genial bar-keep decided that broken
glass and cut glass were all in the
same category, and said the price
would be 40 cents.

The humor of the situation did not
strike Andrew, but he promptly "back
Philip, and a three-cornered melee was
only ended by the timely arrival of a
"cop."
This morning the trio gave their
names as Andrew Loucama, Steve
Back, and Philip Neilson, and Philip
departed poorer by 32 and cents, while
his companions contributed \$2 each.
They were sorry, and laid the blame
for the occurrence on idleness brought
on by the big snow, which prevented
them working.

William Downey used abusive
language in a pool room and paid \$3
and costs. Two dollars was the price
paid by George Bowen for driving a
horse with a sore on his shoulder. A
number of first-timers were allowed to
try again, and seven breakers of the
traffic bylaw contributed \$1 each.
Henry Johnston was convicted of
vagrancy, but was given an opportu-
nity to get out of town.

Your Child's Future

A savings account opened when
your children are young will pro-
vide for their education and give
them a proper start in life. Give
your children a chance. Deposit
regularly with

The Old **Huron & Erie** of London
a fixed sum each week or month.
Watch it grow!

TWO OFFICES IN LONDON:
442 Richmond Street. 4-5 Market Square.
T. G. MEREDITH, K. C., **HUME CRONIN,**
President. General Manager.

Do You Know That

Three weeks ago we were ready for our Christmas trade, in the regular way and at the regu-
lar prices? Something we have looked for for years turned up, namely, more commodious
premises in a better locality. The Davis estate, Nos. 170 and 172 Dundas street, was offered
for sale. We bought it, and took possession one week ago. Saturday morning we commenced
the greatest Jewelry Sale which has ever taken place in London. Instead of the regular
prices on Christmas goods, we give the exceptional chance of buying from either of our large
stocks at ONE-FIFTH OFF THE REGULAR PRICES.

It means a large amount of turnover for us, and this suits us well just now. It means a
large saving for you at this Christmas gift time, which is what you want.

For the benefit of those who do not find it convenient to purchase their Christmas gifts
at once, we have decided to lay aside anything selected, upon payment of a small deposit, the
goods to be taken any time before Christmas at the reduced price.

20% Off Gifts for Gentlemen

SHAVING SETS.	SMOKING SETS.	STERLING CIGARETTE CASES.
Regular price \$8.50; sale price \$6.80	Brass Set—Regular price \$3; sale price \$2.40	Regular price \$5; sale price \$4.00
Regular price \$11.50; sale price \$9.20	Large size, Brass—Regular price \$6.75, sale price \$5.40	Regular price \$4.50, sale price \$3.00
Regular price \$13; sale price, complete with electrical attachment \$10.40	Silver Set—Regular price \$6.75, sale price \$5.40	Regular price \$6.00, sale price \$4.80
		Regular price \$6.50, sale price \$5.20

20% Off Gifts for Ladies

PARASOLS.	JEWEL CASES.	PLATED CARD CASES.
Regular price \$3.25, sale price \$2.60	Regular price \$1.00, sale price 80c	Regular price \$2.75, sale price \$2.20
Regular price \$3.75, sale price \$3.00	Regular price \$3.50, sale price \$2.80	Regular price \$3.00, sale price \$2.40
Regular price \$4.25, sale price \$3.80	Regular price, ivory, \$3.80, sale price \$3.04	Regular price \$2.50, sale price \$2.00
Regular price \$5.00, sale price \$4.00	Cut Glass Jewel Cases, regular price \$11.00, sale price \$8.80	Regular price \$2.75, sale price \$2.20
Regular price \$14, sale price \$11.20		Regular price \$3.00; place for coin, vanity and stamps; sale price \$2.40

**EXTRA SPECIALS HALF PRICE
50 PER CENT OFF**

LADIES' UMBRELLAS.	One only, Oak Tray—Regular \$10.50, now
Regular price \$3.25, sale price \$1.65	One only, Oak Tray—Regular \$11.25, now
Regular price \$4.25, sale price \$2.15	One only, Copper Kettle—Regular \$5.75, now
Regular price \$5.00, sale price \$2.50	One only, Teapot—Regular price \$4.50, now
Regular price \$5.50, sale price \$2.75	One only, Silver Ice Water Jug, \$11.00, now
Regular price \$4.50, sale price \$2.25	
One only, Biscuit Jar—Regular price \$6.00, now	

20% Off Sterling Silver

Large size Teaspoons, regular \$16.00, sale price	\$12.80
Small size Teaspoons, regular \$14.00, sale price	\$11.20
Small size Teaspoons, regular \$11.50, sale price	\$9.20
Dessert Spoons, regular \$28.50, sale price	\$22.80
Dessert Forks, regular \$30.00, sale price	\$24.00
Dinner Forks, regular \$37.00, sale price	\$29.60
Dinner Knives, regular \$24.00, sale price	\$19.20

20% Off Diamonds

Solitaire, invisible Tiffany, 14k, regular \$176.00; now	\$140.80
Solitaire, modified Tiffany, 14k, regular \$43.00; now	\$34.40
Twin Tiffany, regular \$70.00, now	\$56.00
Three-stone, two diamonds, one ruby, regular \$120.00; now	\$96.00
Three-stone, two diamonds, one emerald, regular \$35.00, now	\$28.00
Three-stone, three diamonds, regular \$90.00; now	\$72.00

A DEPOSIT WILL SECURE ANY ARTICLE UNTIL CHRISTMAS.

20 per cent off Gents' Signets, Cuff Links, Tie Pins, Umbrellas, etc.
20 per cent off Ladies' Bracelets, Necklets, Mesh Purses, Lockets, etc.

W. G. YOUNG

2—DIAMOND HALL STORES—2. 214-674 DUNDAS STREET.

TRIP TO SCOTIA

Rev. H. H. Bingham Takes Audience on Happy Journey.
The large crowd that assembled in the First Congregational Church Monday evening were taken for a trip into the beautiful Highlands of Scotland by an illustrated lecture by Rev. H. H. Bingham, of Talbot Street Baptist Church.
Taking the appreciative audience across the ocean without a single instance of seasickness is an accomplishment, indeed, but through skillful
manoeuvring the deed was accom-
plished, and the "rapid travellers"
found themselves in Scotland.
Here, for some time, the quaint,
strange scenes interested the audience.
Glasgow, with its cathedrals and odd
thoroughfares, was a revelation; Stir-
ling and the historic castle, the home
and scenes of the activities of Robert
Bruce, were also portrayed. Contin-
uing the home of Sir Walter Scott,
with its maze of books and furnish-
ings, was shown, and interestingly de-
scribed.
The great Scotch city of Edinburgh,
with its scenes of grandeur and its
historical wonders, occupied attention
until the conclusion of the lecture.
During the evening the lecture had
been interspersed with solos by Miss
Oliver and Mr. Hudson. Sergt. Mac-
Donald's pipe band, with their heartily
encored numbers, gave the necessary
Scotch atmosphere.
Mason & Risch Pianos and Player-
Pianos are ideal instruments. The
finished instruments combine the fea-
tures of other high-grade makes, plus
a score of strong points found in no
other. The Mason & Risch Piano and
Player-Piano of today will make plain
our right to speak with authority:
"No Finer Made!" Victor Victrola Re-
cital Daily From 2 to 4 p.m. Mason &
Risch, Limited, 248 Dundas street,
London.