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

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Specialty in Children's Headwear.

JUMPS FROM FREIGHT
When he jumped from a fast-moving freight train, westward, in East London Grand Trunk yards, a man giving his name to the police as A. O'Donnell and his home as Toronto, sustained serious injuries to his head and arms, shortly after 9 o'clock last night.

He was picked up by yardmen who witnessed the accident and removed to Victoria Hospital in the police motor ambulance. Dr. Edwin Seaborn attended. The man's condition is not thought to be critical.

A DOUBLE ECONOMY.
Economy and efficiency are two things that the world is getting hammered home as a result of the war. Waste is always a loss; inefficiency is worse. Industry that stands up against the conditions imposed by the war must be efficient. Canadian manufacturers are testing themselves out in efficiency. They are under an economic contract to produce what Canadian consumers need to buy. A factory or a plant that might have been 90 per cent efficient before the war is 100 per cent efficient now. When the whole country builds along on the full tide of prosperity it is easy to hold business without testing the mettle of every department. When the tide turns the weak business lets go. It is no longer able to compete. The economy of buying goods made in this country is a double economy. It means the efficiency of our manufacturing industries as a whole, and that means no unemployment and the return of good times. It means, also, in many cases, an actual saving in dollars and cents to the individual consumer because he gets a good or better value for the same money, or, in many cases, gets a good or a better article at less cost. There must be no question as to the relative value of the goods. The Canadian-made article must be the equal of its competitor. It can be bought for less money, because it does not have to take away from the quality in order to meet the Canadian price, nor add to the price in order to make the same relative profit on goods of the same quality.

The Canadian-made article is not at least as good value for the same money as anything imported. It has no right to ask for the made-in-Canada preference.

ORIENT CLUB HOLDS 23RD ANNUAL BANQUET

Popular Club Puts On Most Successful Event in Its History.

The Orient Club held its 23rd annual banquet in the Tecumseh House last night, and in point of attendance and enthusiasm it eclipsed any previous effort. Sam O. Turner, president of the club, presided as toastmaster, while E. E. McLaughlin gave a review of the club's history, and the plans the members had for the future.

M. J. McKee, who has sung at every banquet for a number of years, favored with a solo, accompanied by M. Asplund. Mr. Asplund also explained that the club had taken a new lease of life, since the fire, which destroyed its home, and would soon take its former place among the leading social clubs of the city.

P. B. Henley responded to a toast to the ladies. Joe Cortese provided one of his favorite harp solos, George Wardrope gave a toast to the bachelors and sang several solos; Ken Murray, in his own miniature way, furnished considerable entertainment in the singing of a number of popular songs, absent members were remembered by J. A. Connor, while Jack Moran recounted some of his experiences as a benedict. Secretary L. W. Hagerman read a number of letters from former members of the club, now located in all parts of the Dominion.

Representatives of the Arcadian, Brunswick and Hermitage Clubs were present, to extend the hand of good-fellowship in fraternal co-operation, while Bob De Hart and C. Stubbs, speaking for the press, added a touch of kindly cheer to the evening's entertainment. A feature of the banquet was the souvenir program, received by every member, and the extra solos by William Rosier, who was accompanied on the piano by Harold Skinner.

THANKS THE MINSTRELS

Lord Elgin Chapter Appreciated Work of Press Club.

Carl H. Stubbs, who staged and played a leading role in the Press Club Patriotic Minstrel that scored a huge success here last week, received a communication from the Lord Elgin Chapter, Imperial Order Daughters of the Empire, extending the congratulations of the members on the success of the show. The letter in part says: "By unanimous standing vote the chapter has instructed me to convey to you an expression of its appreciation of your selflessness and likewise of your exceptionally clever minstrelsy. Will you please extend to your fellow-minstrels the spirit of this letter. Louise Miller, secretary."

Choice Fruit That Will Make Your Christmas Cake Really Delicious

The quality of these fruits is excellent. You will be surprised at their superiority over the lower priced fruits that are offered.

These tempting fruits will improve the taste of your Christmas cake.

VALENCIA RAISINS.
10c, 12c and 15c a pound.
THE BEST CURRANTS.
10c, 12c and 15c.
CALIFORNIA SEEDLESS RAISINS.
15c per package.
CHOICE SEEDED RAISINS.
12c and 15c per package.
NEW SHELLED ALMONDS.
50c per pound.
PEELS OF FINEST QUALITY.
Lemon or Orange, 20c Citron, 35c per pound.

The Spices we sell are guaranteed pure. There is no better quality or strength.

Layer Raisins

The most delicious layer raisins for table use.

35c, 40c, 50c per pound.

California Walnuts

Ask to see these. They are large, mostly walnuts, that will give satisfaction.

35c per pound.

Solid Meat Oysters

Guaranteed free from water, ice or preservative. You get solid meat. Try an order.

75c per quart. 38c per pint.

Edam Cheese

A special quality of cheese that is particularly desirable.

12c a ball.

California Prunes

Very superior quality of Prunes. Ask to see the 20c kind. They are extra large.

15c, 18c and 20c per pound.

Candles and Shades

If you are entertaining, there is no better way to beautify your home than with candles.

Candles, 20c to 75c a set. Shades, 10c to \$1.00.

Finnan Haddie

Delicious Finnans Haddies, with a most pleasing flavor. Order early to be sure of these.

15c a pound.

Phone Orders

Receive the same care and attention as though personally given.

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LONDON AMERICANS AT THANKSGIVING DINNER

Celebrate U. S. Holiday By a Banquet That is Attended By Fifty.

War was declared on Turkey last night by about 50 members of the American Society in London at the Tecumseh House last night, when, with their lady friends, they sat down to an American Thanksgiving dinner.

Arthur E. Bischoff presided as toastmaster. There were a number of toasts, and everyone present signed a roster, which will be used to effect a permanent American society in this city.

Mr. Bischoff expressed the hope that the war would soon be over, and that the good graces of the United States as a neutral power be exerted to bring about a speedy termination of the European conflict.

The speakers were: George H. White, Carl H. Stubbs, J. M. H. Young, Charles W. Feldner, P. P. White, F. N. Churchill, John Clark, G. Rice, E. L. Stine, Mr. Dewey.

The guests were: Mr. and Mrs. G. A. Wenke (chairman), Mr. Carl H. Stubbs, Miss Jessie Dunnett, Mr. Frank P. White, Mr. and Mrs. A. E. Bischoff, Mr. John Clark, Miss L. Gilbert, Mr. and Mrs. Goodwin, Mrs. Rhoebe Stevens, Mr. and Mrs. E. L. Stine and daughter, Mrs. Arthur J. Hayes, Mr. J. A. White, Mr. and Mrs. Dewey and daughter, Mr. and Mrs. F. N. Churchill, Mr. and Mrs. C. W. Feldner and daughter, Mr. and Mrs. F. L. Austin, Mr. Marks Fauria, Mr. J. M. H. Young, Mr. N. W. Smith, Mr. W. Fauria, Mr. Justin Smith, Mr. Samuel Green, Mr. and Mrs. W. H. Smith, Mr. and Mrs. J. E. Wilson, Mr. Russell Smith, Mr. and Mrs. E. S. Hunt, Mr. G. Rice.

CANADIAN DRUG MAKERS FACE SERIOUS PROBLEM

In an interview with the manager of the Abbey Effervescent Salt Co., who for twenty years has been making this preparation in Canada, he stated that in consequence of the war, prices of their raw material had increased beyond the point which any layman would figure possible. One of the important ingredients of this remedy costs 30c per cent more than it did three or four months ago. That somewhat similar conditions exist all along the line is vivid proof how even Canadian-made products are affected through the necessary importations of raw material. The Abbey Effervescent Salt Co. is maintaining its regular standard of prices in spite of the increase in the cost of raw material.

"REAL PLEASURE."

"It is a real pleasure to spend a winter in California. I honestly believe it adds years to a man's life. For a man of my age, whose constitution is not fortified against the rigors of a Canadian winter, it is the one and only place. Yes, I am going again this winter." This is what an elderly gentleman, resident in London, said to the city passenger agent of the Canadian Pacific Railway when spoken to regarding his plans for the coming winter.

Make this your California year. Call on W. Fulton for descriptive illustrated literature relative to this trip. 384-385

DON'T WANT REPETITION OF SMOKE NUISANCE

New Heating Apparatus at the Collegiate Will Do Away With Trouble.

A deputation consisting of O. H. Talbot, E. S. Wilcox, W. D. Benson, R. D. McDonald and M. T. Nelles, representing the residents in the neighborhood of the Collegiate Institute, waited on the board of education yesterday to ask that something be done to abate the smoke nuisance, which, they said, was so objectionable last year.

The chairman, E. R. Dennis, pointed out that the nineteen furnaces which last year were used to heat the school building, had been removed, and two large boilers installed to take their place. The fuel being used for these, he said, was Pocahontas coal, which was supposed to be practically smokeless. He thought the residents of the district would find a considerable improvement and assured the deputation that if the committee found that the nuisance complained of still existed, steps would be taken to remedy the condition.

A sub-committee was appointed to arrange the duties of the caretaker and his assistant, and the newly-appointed engineer, Fred Phillips. The necessity for the latter's engagement, it was pointed out, arose from the installation of the new boilers, which are expected to materially improve the general health of the school.

The need for readjustment of the insurance on the building, as a result of the improvements which have been made, was discussed, but no action was taken pending a visit which the committee will pay to the school in the course of the next few days to inspect the additions and improvements.

Some tenders were received for repairing the flagpole, but no contract for the work was let, as the trustees thought perhaps it would be better to purchase a new pole, especially in view of the fact that at a time like this, when the empire was fighting for everything the flag represents, it should be kept flying all the time.

The committee let contracts for the building of an ash-heap to facilitate the removal of ashes from the boiler-house, and also for the erection of a bicycle storage shed on the site of the old lavatories, which are no longer used. It was decided to secure a price for the building of a lavatory at the back of the commercial building, which will practically make this part of the school complete in itself.

MAIL FOR BRITAIN

Next British mail coises at 10 a. m. Friday, November 27.

EIGHTEENTH BATT. MEN DRILL ON THE HEIGHTS

Under Cover of Darkness the Volunteers Are Given a Strenuous Workout.

Volunteers of the Eighteenth Battalion were given a taste of the war game at Carling's Heights last night, when practically the entire battalion turned out to a strenuous drill. The men quartered at the concentration camp in Queen's Park were marched to the barracks, where, augmented by the recruits "on the hill," they were marched to the heights.

For several hours battalion drill, including attack and various movements of extended order, kept the men busy every minute. The showing made was creditable by both officers and men, and in addition gave the volunteers an idea of working on a big piece of land under cover of the darkness.

The sight on the heights was an imposing one, the forms of nearly a thousand men being silhouetted against the sky line as they swung through the various manoeuvres of drill.

CHALMERS CHURCH WELCOMES NEW PASTOR

The congregation of the Chalmers Presbyterian Church and Presbyterian pastors of the city welcomed Rev. Angus Graham, the new pastor of the Chalmers Church, at a reception held in the church last night.

Mr. Graham, who comes from Parkhill, was given a call to accept the Chalmers pulpit upon the departure of Rev. F. C. Harper, in mid-summer. Mr. Graham was inducted last Friday, and preached his first sermon in the new church last Sunday.

The congregation presented Rev. Dr. G. Monroe, who acted as moderator of the Chalmers Church during the vacancy in the pulpit with a club bag. George Allen made the presentation and the address was read by W. A. O'Dell, on behalf of the congregation.

Prior to the presentation to Dr. Monroe, and addresses of welcome by Rev. W. R. McIntosh, Rev. Dr. D. L. McCrae, Rev. John Hosie, Rev. J. G. Stuart, Rev. S. Ballantyne, and Rev. W. M. Martin, the entire company were served with refreshment provided by ladies of the congregation. The tables were becomingly decorated with flags and flowers. A musical program included solos by Fred Dowling, Miss Campbell and Glen Burt. A. B. Stein acted as accompanist.

TALKS TO L. C. I. PUPILS

Joe Hanley, Men's Campaign Speaker, Speaks at High.

Joe Hanley, the men's meeting speaker, yesterday gave a splendid address to the students of the Collegiate Institute. He did not talk religion in the ordinary sense of the word, but he told the boys and girls who heard him some of the things which go to make up the best kind of manhood and womanhood. He told them in such a way that they went right home.

It was 3:45 when Mr. Hanley commenced his address, and he spoke until 4:30. The boys in touch with the magnetic speaker for another hour. Self-knowledge, self-respect, and self-control were the characteristics he advised his young auditors to cultivate.

The educational committee of the Industrial Union is anxious for a series of practical talks to be given to the collegians by well-known experts in the world of industry, probably once every two weeks. In this way it is hoped to keep the boys in touch with the conditions obtaining in the particular lines of work in which they are specializing.

M. S. CATER PRESIDENT OF C.T.M.B. SOCIETY

Elected At Nomination Meeting—Elected By Acclamation—New Directors Selected.

When the Commercial Travelers' Mutual Benefit Society of Western Ontario held its annual nomination meeting, the following officers for 1915 were elected by acclamation. They will constitute the board of management for the year: President—M. S. Cater.

First Vice-President—J. J. Dyer. Second Vice-President—W. J. Craig. Treasurer—J. T. Green.

Directors—J. G. Wilson, E. Ferte, A. J. Smith, J. H. Grierson, W. H. Harding, C. W. Nicholls, A. E. Cowley, W. L. Underwood, W. R. Grant and A. W. Greenhalgh.

This is one of the strongest boards of management the society has ever had, and the members can confidently look forward to a successful year. The secretary reported good progress in securing new members, and the board strongly urges travellers to join the society.

The retiring president, R. H. Morrison, thanked the members of the board for the past three years for their support, and Mr. Harding expressed on behalf of the board his thanks for the splendid work he has done during his three years' service.

The annual meeting of the society will be held at 3 o'clock, December 19, in its temporary offices, Ontario Loan and Debenture Building.

FINAL BENEFIT SMOKER

Last of Series for Belgian Relief To Be Put on Tonight.

The last of the series of benefit "smokers" put on by the Travelers' Club in aid of the Belgian relief fund will be held this evening in the clubrooms, Richmond street. The two previous "smokers" have been unequalled successes, and it is confidently expected that this will eclipse the other two.

The public is invited to attend and a good musical and vaudeville program is promised. The entire proceeds go to the Belgian relief fund, and should be a considerable amount to help swell this worthy cause.

You Have Finally

got around to the point where foot ease of the unadorned sort is the prime consideration you should come in and consult our experts.

J.P. COOK CO.

THE STORE THAT SERVES YOU BEST

Feather Beds and Mattresses

Renovated by our new process. Send them, or your pillows, to us. We'll clean them also.

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The Utmost in Chocolate Delight.

NEILSON'S CHOCOLATES

"The Chocolates that are Different."

PARTIES AND SMALL BANQUETS

Give us a trial. Everything put up in good style and served with date in our own dining-room. Also special attention given to banquets held elsewhere.

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117 DUNDAS STREET, Y.W.

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ROSS & BOSS

Carriages for funerals and all other occasions. Automobile service. 519 DUNDAS ST. PHONE 332.

We mine our own Coal and sell direct to you.

LARGE PEACOCK COAL \$5.85 A TON.

We guarantee the best value for the money you have to spend. We have the value of our coal in the range and heat—saves you \$1.25 per ton.

Use CONNELL'S COAL

Purdom's Hardware
Our Friday and Saturday Bargains
The Lowest Prices :: Save You Money :: The Best Goods ::
"BUSINESS AS USUAL"
THE CHI-NAMEL STORE PROMPT ATTENTION

IDEAL ELECTRIC IRONS
The most useful article in a home. Square head or double point. Guaranteed for ten years. Price, regular \$4.50, at \$3.50

ROAST PANS.
A self-basting pan, made of the best material. Price only 75c.

CHAMPION SCALES
Will weigh up to 240 pounds. Reg. \$7.00, now \$5.83

WIZARD MOPS.
A Wizard Dust Mop is something worth having. Price, only \$1.25.

WAGONS.
We have just received a large shipment of Wagons. Price... \$1.50 up

VELOCIPEDES.
\$2.25 up to \$5.

CHI-NAMEL GRAINING OUTFIT.
This outfit is comprised of 1 quart flat yellow, 1 quart natural varnish, 1 pint graining compound, 1 set tools, 3 brushes; enough to grain 100 square feet. Price, \$3.50, making a cost of only 2c a square foot complete. Call and see how it is done.

COAL HODS.
Now is the time for coal hods. Price 30c up.

LANTERNS.
The new and up-to-date Lantern, guaranteed. Price, regular \$1.00, now 73c.

SNOW SHOVELS, AND FURNACE SCOOPS.
Snow Shovels, 25c to 60c. Scoops 50c

CUT GLASS TUMBLERS
Regular 50c, now 25c each.

SAD IRONS.
Just a few of these sets left. To clear, Price, regular \$1.50, now \$1.23

ASH CANS.
The ash can only calls once a week, so be sure you get a large enough one. Price..... 75c up

FOOD CHOPPERS.
300 Climax Food Choppers, No. 50. Regular \$1.50, now \$1.23. This Chopper has five knives and is guaranteed.

SPECIAL—From now on we will sell the best Royalite Coal Oil, in a 50-gallon heavy-galvanized iron tank, at 13c a gallon. The tank, only \$5.00 each.

Our new and up-to-date Christmas stock has just arrived. We solicit your inspection.

The Purdom Hardware Co.
124 DUNDAS ST., 123 CARLING. PHONES 2800, 2801

WEGNER'S 90-DAY SALE
A Sale Absolutely Without Precedent

Our entire \$35,000.00 stock of Men's Winter Overcoats, Suits, Furnishings, Hats and Caps, being mercilessly sacrificed regardless of profits, as all winter goods must be sold by January 1.

This is London's greatest event of its kind. Savings unprecedented. Positively unapproached. Don't hesitate. Don't wait, but come before it's too late, or you will be sorry. Come where the store is crowded all day long.

EXTRA-SPECIAL---For Friday and Saturday Only
SEE WINDOW DISPLAY OF THIS.
Five cases Fleece-Lined Underwear, 100 dozen. Worth 50c a garment. Sale price, 43c Friday and Saturday

The Lowest Prices on High-Grade Clothing, Hats and Furnishings
Ever offered anywhere has, figuratively speaking, turned London and district upside down—and justly so. Just think of buying SUITS and OVERCOATS, PANTS, HATS and CAPS, and MEN'S FURNISHINGS right at the BEGINNING of the WINTER SEASON at the prices quoted below. Is it any wonder this town is turned upside down, and that our store is always crowded with eager buyers?

Men's Overcoats	\$6.95, \$8.95, \$9.45, \$12.45 and \$13.69.	Boys' Overcoats, \$6.00 value.....	\$3.95
Men's Suits	\$6.49, \$8.69, \$11.95, \$13.69	Boys' Suits, \$7.50 value.....	\$4.95
		Boys' Knickers, \$1.25 value.....	97c

Men's Trousers	Men's Sweater Coats	Winter Underwear
\$1.25 value 95c	\$1.25 value 69c	60c value, per garment.....
\$1.50 value \$1.17	\$1.50 value 85c	\$1.00 value, per garment.....
\$2.00 value \$1.39	\$2.00 value \$1.49	Penman's \$1.25 value, per garment.....
\$2.25 value \$1.69	\$2.75 value \$1.95	Stanfield's Red Label, sizes 36 to 50. Per garment.....
\$2.75 value \$2.25	\$3.75 value \$2.69	Stanfield's Blue Label, in all sizes. Per garment.....
\$3.00 value \$2.50	\$4.75 value \$3.69	Stanfield's Black Label. Per garment.....
\$3.50 value \$2.69	\$5.25 value \$3.95	Stanfield's Unlabeled, \$1.25 value. Per garment.....
\$4.50 value \$3.69	\$5.50 value \$4.69	
\$7.00 value \$4.69	\$7.50 value \$4.95	
Raincoats	Fine Shirts	Hats
137 in the lot.	75c value 50c	\$3.00 value, soft and stiff... \$2.00
Up to \$18.00 value for.... \$11.69	\$1.00 value 75c	\$2.50 value, soft and stiff... \$1.50
Up to \$10.00 value for.... \$6.95	\$1.25 value \$1.00	\$2.00 value, soft and stiff... \$1.00
Mittens and Gloves	\$1.50 value \$1.25	
75c value 50c	\$2.00 value \$1.50	
\$1.00 value 75c	\$4.00 value, including silk shirts, at.....	
\$1.25 value \$1.00		
Neckties	Work Shirts	Winter Caps
250 dozen Neckwear, 50c value, 25c	50c value 39c	75c value, fur bands.....
	65c value 50c	\$1.00 value, fur bands.....
	95c value 75c	\$1.50 value, fur bands.....

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Wegner Clothing Co.
371 Talbot St. :: London's Greatest Bargain Givers :: The Heart of London
Notice.—Store open every evening until 10 o'clock. Saturdays until 11:30. FIND THE RIGHT STORE, OPPOSITE MARKET.