

WHEN Little Billie cries for treats
Don't whip the precious dear,
Go get a box of PETERS' SWEETS—
He'll smile from ear to ear.



YOU BUY THEM AT

PETERS
LONDON

Anthracite Coal
Egg, Stove, Chestnut, Pea
—Best Quality—

BRISTOL ESSERY
530 Maitland, ywt Phone 1089

INSURANCE
HAROLD J. LAWSON
(Returned).
205 Dominion Savings bldg. Phone 850.
ywt

London Loan and Savings Co.
OF CANADA

4% ALLOWED ON DEPOSITS.

5 1/2% ALLOWED ON DEBENTURES.

220 Dundas Street, London, Ont.

STORAGE BATTERY RE-CHARGING AND REPAIRING
TRY

EXCELL AUTO ELECTRIC
Reliance Garage

Phone 6400. 227 Dundas Street.
61-11-2W

Double M leage
Puncture-Proof Service.
Ask.

ART WILKES
London Tire Repair Depot.
354 Wellington. Opp. McClarys.
ywt

TAYLOR'S THROAT AND LUNG BALM

Is guaranteed to cure any cough, cold or bronchitis irritation. It gives instant relief and will not upset the stomach.

TAYLOR'S 6 DRUG STORES. w

No. 1 Quality
Hudson Seal
Coats
BELTZ & CO.
PRACTICAL FURRIERS.

Order a Loaf of

Parnell's

Bread Today

You'll be surprised with its goodness.

LARGE 24-OUNCE LOAF 11c

SMALL LOAF 6c

At your grocer's or from our wagons.

Parnell Baking Co.
Phones 929-1390.

Rowat's Special Tea

Buy it when you want the best.
60c, 70c, 80c, \$1.10 per pound.
T. A. ROWAT & CO.



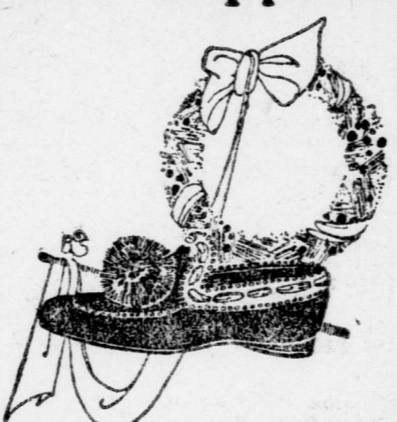
EVERY
WALTHAM WATCH
IS GUARANTEED

THE reputation of the guarantor is the all-important factor that determines the value of a guarantee. Every Waltham Watch we sell is guaranteed by the Waltham Watch Company, Waltham, Mass., whose Canadian factory is in Montreal. This Company has been established since 1854 and since then Waltham Watches have won every gold medal that has been awarded by the great world's fairs for supreme watch merit.

Come and see our large range of Waltham Watches, which includes a watch for every purpose and every purse.

YOUNG'S
Jewelers.
London. London East.

Give Slippers!



Appreciated by Every Member of the Family

We have the styles that sister likes and father will enjoy creeping into after his day's work is through.

Traveling Toilet Companions for Men Make Ideal Gifts

Your gentleman friend would thank you for such a sensible present. CLUB BAGS that are rich and aristocratic looking.

Cook's Shoe Store

Before He Goes For His Papers

See that he eats a big, thick slice of Bread and butter. It will keep up his strength as he plows through the snow and bitter cold.

Johnston Bros.
XXX Bread

Is the best Bread you can give your children. It's noted for its wholesome and satisfying qualities.

FRESH AT YOUR GROCERS TODAY.

JOHNSTON BROS. PHONE 944.

TWENTY PUPILS WILL RECEIVE MEDALS FRIDAY

Twenty-four medals for essays on the subject of "Fire Prevention" will be presented to London pupils on Friday, the closing day of school, by the Ontario Fire Prevention League. The winners are Evelyn Smith, Millie Ferguson, Aberdeen; Margaret Rose, Marion Fox, Alexandra; Vera Moss, Eric Bowyer, Boyles; Jack Church, Eugene Spence, Chesley; Billy Charlton, Edna Cooke, Lorne; Frances Smith, Rectory; Florence Langford, Ruth Young, Simcoe; Marion Johnston, Talbot; Edna Fletcher Ryerson; Donald Manuel, Victoria; Arab Johnston, Wortley.

JESSIE ALEXANDER AT SATURDAY EVENING "POP"

Miss Jessie Alexander is scheduled to appear at the Saturday night "pops," at the auditorium. Miss Alexander has appeared before London audiences on previous occasions and her efforts have always been highly appreciated. Her selections are always attractive and she has a knack for injecting a generous amount of humor into them. The program arranged for Saturday evening promises

Our constant aim is to have it said of us: "They really serve."

Federal Advertising Agency

T. H. YULL, Director
Dominion Savings Building,
London, Canada.
Mechanical Photo Retouching

Taylor's Method

Of Selling Christmas Goods Is Unusual But Appeals To Everybody

Instead of giving you "marked down" sales after Christmas, he gives you your Christmas bargains NOW, when they are most appreciated. The prices listed below are good at all Six Taylor Stores, from noon, Thursday, 18th, to 8 p.m., Monday, 22nd.

NELSON'S AND WILLARD'S CHRISTMAS CHOCOLATES.

We have just received an immense assortment from these well-known makers. Beautiful boxes. Fairly priced from 40c to \$8.00

IVORY AND EBONY GOODS.

We can save you money on Manicure Sets, Mirrors, Brushes, Traveling Sets, Trays, Military Brushes, etc.
\$1.50 Heavy Ivory Combs 84c
\$4.50 Genuine Prophylactic Hair Brushes \$2.98
Ivory Clocks \$4.48
\$2.75 Kent's English Hair Brushes \$1.48

TOILET SOAPS.

Domestic and Imported.
Lady Mary 48c
Erasmie, all odors 39c
Cuticura 22c
Genuine Imported Castile 27c
Colgate's Cashmere Bouquet 15c
Woodbury's Facial Soap 25c
Jergens' Peroxide Bath, the best value 3 for 25c
Long Bars Pure Castile 29c

HOT WATER BOTTLES MAKE USEFUL GIFTS.

\$2.00 Red Rubber, fresh stock 98c
\$3.50 Heavy Rubber, 2-year guarantee \$1.98
Extra Large Bottle, of extra heavy quality, will stand any test \$3.48

GENUINE THERMOS BOTTLES.

We have a full assortment of pints and quarts, plain or nickel. Lunch sets from \$4.25 up
Regular Pint Size, special \$1.98

CHRISTMAS STATIONERY.

Useful gifts, in dainty boxes, from 24c to \$4.50

BOXED PERFUMES.

All odors 24c to \$10.00

FREE, to each purchaser on presentation of this coupon, Beautiful Art Calendar, by the well-known artist, Haskell Coffin.

SAFETY RAZORS.

Autostrop, Gillette, Gem, etc., in gun-metal leather and nickel boxes.

Specials.

\$5.00 Razors, in flat folding cases \$3.99
Gem Razors, with 7 extra blades 98c

DRUGS AND SUNDRIES.

25c Carter's Liver Pills 13c
Lux 10c
\$1.00 Russian Oil, best quality 50c
Snap Hand Cleaner 14c
\$1.50 Dr. Morin's Syrup of Hypophosphites, the best made 96c
50c Dr. Williams' Pink Pills 25c

GENUINE RUBBER SHAVING BRUSH.

Regular 40c for 24c
Regular 60c, for 34c
Regular \$1.25, for 79c
Regular \$2.25, for \$1.59

50c Mennen's Shaving Cream 33c
50c Juniper Kidney Pills 33c
50c Zam-Buk 29c
50c Gin Pills 3 for \$1.00
50c Lithia Tablets 29c
75c White Liniment, large bottle 39c
50c Peps 29c
75c Bisurated Magnesia 49c

RED CROSS COLD TABLETS.

These tablets break up a cold very quickly, cure headaches and do not leave the system liable to fresh cold. A box should be in every home. Regular 35c, for 24c

\$1.00 Nicotol Tablets, the cure for the tobacco habit 77c
\$1.00 United States Tobacco Cure 89c
Cuticura Ointment 24c
\$1.00 Parker's Black Oil 79c
85c Nestle's Food 66c
25c Wiltshire Oil Liniment 9c
Creophos, the best cod liver tonic and builder, contains creosote \$1.00
35c Saniflush 22c
\$1.00 Sarsaparilla Blood Purifier, contains iodide of potassium 77c

10c Toilet Paper, large rolls, best quality crepe 4 for 25c
Old Dutch Cleanser 3 for 25c
35c Whisks, good quality 19c

NEWEST COFFRETS.

Beautifully packaged combinations of perfume, rouge, toilet water, face cream, powders, etc., in such well-known makes as Mavis, Djer-Kiss, Seeley, Lady Mary, Rigand, etc. Prices \$1.98 to \$10.00

TOILET PREPARATIONS.

25c Witch Hazel Cream 14c
Swansdown Face Powder 19c
30c Velour Puffs 19c
Creme Eleaya 19c

75c Morina Peroxide Vanishing Cream, the best day cream 59c

25c Corylopsis Talcum 13c
\$2.00 Djer-Kiss Toilet Water \$1.69
Melba Face Powder 57c
25c Sanitol Talcum 18c
50c Pond's Cold Cream 29c

35c Perfumes, all odors, in attractive boxes 24c

R. & G. Lip Pomade 39c
Seeley's Toilet Waters 75c
35c Mavis Talcum 22c

50c Morina Massage Cream, clears the skin of black heads 33c

Hutax Tooth Powder or Paste 23c
Lady Mary Talcum 28c
60c Dr. Morin's Tooth Paste, for prevention of pyorrhea 48c
25c Almond Cream 18c

ROYAL VINOLIA PERFUMES.

ounce bottles in beautiful boxes 98c

\$1 Morina Face Powder, all tints 69c
Djer-Kiss Talcum 25c
50c Coconut Oil Shampoo 19c
\$1.75 Azure Face Powder \$1.25
25c Mennen's Talcum, any odor 14c
Colgate's Perfumes, in long bottles 14c
50c Pepsodent Tooth Paste 34c
Peredix Tooth Paste, whitens like Peroxide 25c
50c Morina Brilliantine, the best made 33c
R. & G. Veloute, genuine 49c
50c Morina Cold Cream, the best night cream 33c
50c Nylotis Face Powder 25c

CHRISTMAS CIGARS.

We have fancy, useful boxes of 10, 25 and 50 cigars from the leading manufacturers and at bargain prices.

3 for 25c.
Japs, David Harums, Bachelors, Santa Claras, Simons' Conchas, Irvings, etc. 4 for 25c.
Rex, Havana Perfectos, 1492, etc.

TAYLOR RETURNS YOUR MONEY WITHOUT QUESTION, IF ONE OF THESE PREPARATIONS FAILS TO CURE

TAYLOR'S THROAT AND LUNG BALM.

Different from cough syrups, mixtures, etc., because it acts not only upon the throat and lung passages, but also upon the eliminating organs, thus enabling the system to quickly throw off the worst cough or cold. Relief is immediate. Bottles 35c, 65c and \$1.20

Taylor's Cream of Roses.

Different from ordinary hand lotions, creams, etc., because it is borated, and therefore antiseptic. It is fragrant, greaseless and can not promote growth of hair on the face. It clears the complexion and will cure any ordinary case of chapped red skin in one night. Avoid cheap imitations. Four-ounce bottles sell for 35c, 65c and \$1.20

TAYLOR'S STOMACH AND LIVER CURE.

This medicine is composed entirely of roots, barks and herbs, without a trace of any mineral poison. It is a gentle laxative, and tones up stomach, liver and bowels. By its purifying action it quickly clears the complexion and gives an appetite worth having. Bottle 35c, 65c and \$1.20

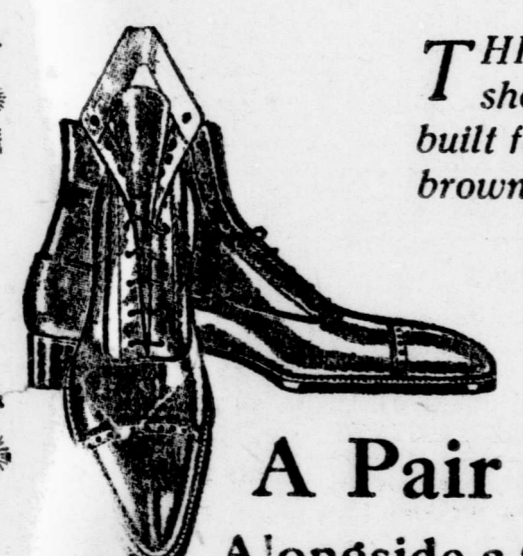
ENGLISH RHEUMATISM CAPSULES.

By neutralizing uric acid in the blood it relieves the worst rheumatic or neuralgic pains inside of six hours. These capsules contain no "dope" of any kind, and will not upset the stomach. per box 50c
By mail 52c

SIX
LONDON
STORES

Taylor Drug Co.
Main Store: 399 Talbot Street, Opposite Market.
Western Ontario's Greatest Druggists.

SIX
LONDON
STORES



THIS is a very popular shoe among men. It's built for comfort. Black or brown.

\$11

A Pair of Shoes
Alongside a Christmas Tree

will look very good to Dad on Christmas morn—that is, if the card attached reads "Merry Christmas, to Father."

He will be as happy as any one of the youngsters when he sees the label inside and finds it's a J. & M. Shoe.

Dad has his own ideas about footwear. We know pretty well what he would buy for himself.

Johnston & Murray
LONDON ST. THOMAS

AUTOMOBILES COLLIDE AT KING AND CLARENCE

Dr. J. T. Bowman, 123 Wortley road, had his car badly damaged when it and another car owned by the Union Taxi Company collided at the corner of Clarence and King streets last night. Dr. Bowman was proceeding south on Clarence street. The other car was proceeding west on King street and about to turn south on Clarence street when the crash occurred. No one was injured.

SECOND MONTHLY DANCE.

The second monthly informal dance of Mocha Temple Patrol will be held in the Masonic Temple Friday evening. Judging from the success of the last dance, these monthly events will be immensely popular.

NEW OFFICERS ELECTED.

Edith Cavell, L. O. B. A., No. 285.

The car owners seem to think that F. P. Brockman has the best service plan in the city. You better have him explain it to you.

London's Rubber Man
346 DUNDAS, PHONE 5124.

Carlyle TREBILCOCK OPTICIAN

PHONE 2351. 233 DUNDAS. Two Doors East of Majestic Theatre.

AN ELECTRIC PUMP

for your soft water system is a wonderful eliminator of trouble. We have a dandy that will suit your purse.

BENSON-WILCOX ELECTRIC CO.
264 Dundas. w Phone 2671.

Canadian Bureau of Credits

COLLECTORS, ADJUSTERS, LIQUIDATORS, ASSIGNEES, CREDIT REPORTERS, ETC.

Associated agencies all points. Ask for terms.

Dominion Bank Chambers, London.

Have Your PIANO TUNED BY S. BOARDMAN

Formerly six years with Heintzman Co.

A Kodak for Christmas Means Pleasure Throughout the Year

Free instruction and a monthly magazine mailed free for one year to all camera purchasers.

J. H. BACK & CO.
210 DUNDAS STREET.