

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).
305 Dominion Savings Bldg. Phone 250.
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. 237 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 bronchial irritation. It gives instant
relief and will not upset the stomach.
TAYLOR'S 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 **11c**
LOAF
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.



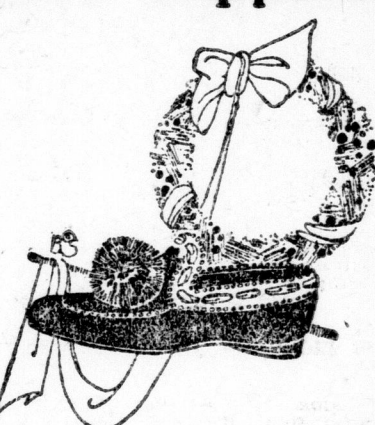
EVERY
WALTHAM WATCH
IS GUARANTEED

THE reputation of
the guarantor is
the all-important fac-
tor that determines the
value of a guarantee.
Every Waltham
Watch we sell is
guaranteed by the
Waltham Watch
Company, Waltham,
Mass., whose Cana-
dian factory is in
Montreal. This Com-
pany has been estab-
lished 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 Wal-
tham 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 creep-
ing 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 aris-
tocratic 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 Fri-
day, 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 Char-
ton, Edna Cooke, Lorne; Frances
Smith, Rectory; Florence Langford,
Ruth Young, Simcoe; Marion Johnston,
Talbot; Edna Fletcher Ryerson; Donald
Mann, Victoria; Arath Johnston,
Wortley.

**JESSIE ALEXANDER AT
SATURDAY EVENING "POP"**

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

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

**Federal
Advertising
Agency**

T. H. FILL, 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.

**NEILSON'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
Erasme, 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 pre-
sentation 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 59c
Snap Hand Cleaner 14c
\$1.50 Dr. Morin's Syrup of Hypophos-
phites, 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

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 attrac-
tive 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 pre-
vention of pyorrhea 45c
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
Peroxide Tooth Paste, whitens like
Peroxide 25c
50c Morina Brillantine, 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 manu-
facturers 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.

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, Rigaud, etc. Prices
..... \$1.98 to \$10.00

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 clapped
red skin in one night.
Avoid cheap imitations.
Four-ounce bottles sell for
..... 25c

**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 complex-
ion 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 neur-
algic pains inside of six
hours. These capsules con-
tain 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

to be an exceptionally interesting one,
there being a number of comedy turn-
ings included. Popular selections will
be rendered by the orchestra.

AUTOMOBILES COLLIDE

Dr. J. T. Bowman, 135 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 the Masonic Temple 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. 255.

The car owners
seem to think that
P. P. Brockman
has the best ser-
vice plan they ever
heard of. You bet-
ter have him ex-
plain it to you.

**London's
Rubber Man**
346 DUNDAS,
PHONE 5124.

F. P. Brockman.

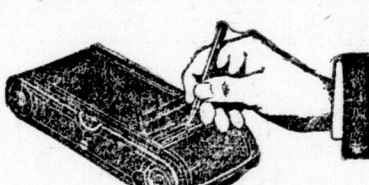


**HAVE YOUR
PIANO TUNED
BY
S. BOARDMAN**

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.

London Business Letter

Dundas and Richmond Streets.
London's newest and most up-to-date
commercial school. Winter term be-
gins January 5. Day and night classes.
Phone 7330. J. Morrill, Principal; N.
Stonehouse, Vice-Principal.

**Carlyle
TREBILCOCK
OPTICIAN**

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

AN ELECTRIC PUMP
for your soft water system is a wonder-
ful eliminator of trouble. We have a
dandy that will suit your purse.
BENSON-WILCOX ELECTRIC CO.
264 Dundas. Phone 2671.

**Canadian
Bureau of
Credits**

COLLECTORS, ADJUSTERS, LIQUID-
ATORS, ASSIGNEES, CREDIT
REPORTERS, ETC.

Associated agencies all points. Ask for
terms.
Dominion Bank Chambers, London.

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