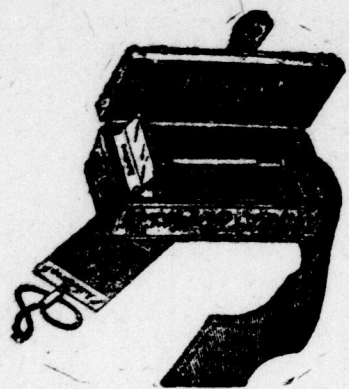


Your Boy "Over There" --- His Christmas Gift

His Last Christmas Over There

Help him make it a real one by including useful articles in your overseas box.

"Auto Stop" Safety Razors, the soldier's friend; complete, with stropping attachment; 1 dozen blades, enough for 500 shaves. Price \$5.00 and up
 "Gillette" Safety Razors \$5 and up
 "Ever-Ready" Safety Razors \$1.25 and up
 "Gem" Safety Razors \$1.50 and up
 Straight Blade Razors, \$1.50 and up
 Every Razor fully guaranteed.
 Leather Brushes, Strops, Soap, Honers, etc.
 Buy your Safety Razor Blades NOW. Lay in a stock. Owing to the serious steel shortage it won't be long before it will be extremely hard to buy them.
 Gillette Auto Stop Blades 50c 1/2 dozen package
 Gillette Auto Stop Blades \$1.00 1 dozen package
 Ever-Ready .40c and 75c package
 Tin Boxes, for overseas parcels 25c each
 Flash Lights, all shapes and sizes 60c to \$2.50



Sternan "Alcowax" Camp Outfits, 60c and \$1.60
 "Canned Heat" for above 15c tin
 Trench-Mirrors, 50c and 75c each
 Pocketknives, 35c, 60c, 75c up to \$3
 The Old Reliable "Ingersoll" Wrist Watches \$3.75 and up

Cowan's Colossal Hardware

THE STORE WITH A STOCK. 2 Phones: 3461-3462.
 125-7 Dundas Street.

Send Warm Christmas Gifts to Your Soldier "Over There"

Gloves, Socks and Underwear will be splendidly welcomed. They will help him fight the rigors of the winter. "The boys" write they cannot have too many socks and gloves.

Warm Ribbed Wool Underwear, in different weights, shirts and drawers. At ... \$1.25, \$1.50, \$2.75 and \$3.00
 Plush Finished Combinations, in white, cream and natural, warm and cozy \$2.50 to \$5.00
 Heavy Wool Socks, in many different weights and colors. Splendid values at 60c, 65c, 85c
 Fine All-Wool Worsted Socks, in black and heather 75c, \$1.00
 Woolen Gloves 75c, \$1.00, \$1.25
 Lined Kid and Suede Gloves, in many different styles \$1.50 to \$4.00
 Sweaters and Sweater Coats. A great range to choose from \$3.00 to \$12.00
 Khaki Braes 50c
 Khaki Handkerchiefs 18c and 25c
 Khaki Flannel Shirts, collar attached \$2.25

R. J. YOUNG & COMPANY
 DOWNTOWN. EAST LONDON.

Boys overseas, who received Chivas Special Christmas Cake last year, were delighted with it. Many wrote home, saying how good it was.

Place Your Order Now for Chivas Christmas Cake

It is specially made, of superior ingredients, and first-quality fruits. It pleases both at home and "over there," because it is "so much better." Sells, per pound 50c

J. M. CHIVAS

117 DUNDAS STREET. PHONE 443.

CHRISTMAS GIFTS FOR OUR SOLDIERS AND NURSES AT THE FRONT

HOW TO ADDRESS MAIL TO SOLDIERS

The following correct method of addressing troops has been issued by Dr. R. M. Coulter, deputy postmaster-general. In order to facilitate handling of mail at the front, and to insure prompt delivery, it is requested that all mail be addressed as follows:
 (a) Rank.
 (b) Regimental number.
 (c) Name.
 (d) Squadron, battery or company.
 (e) Battalion, regiment (or other unit), staff appointment or detachment.
 (f) Canadian Contingent.
 (g) British Expeditionary Force.
 (h) Army Postoffice, London, England.
 Unnecessary mention of higher formations, such as brigades, divisions, is strictly forbidden and causes delay.

Post Your Christmas Parcels Before November 15

SENDING PRESENTS BY PARCEL POST

(Clip This Out for Reference.)

For the information of those sending parcels to soldiers in England or at the front, The Advertiser publishes the rates of postage: To England, the rate is 12 cents a pound or any fraction thereof; limit weight on parcels to England is 11 pounds. To France or Belgium, the rate is 34 cents for parcels any weight up to three pounds; from three pounds to seven pounds (the limit), the rate is 32 cents—not 32 cents per pound, but 32 cents for any weight from three to seven pounds. Any letter or parcel for any soldier in the hospital (even if this hospital is not known to the sender), having the word "hospital" marked across it will be delivered. A customs declaration must be attached to each parcel, for which application should be made at the stamp window of the postoffice.

HERE'S A SUGGESTION TO HELP IN THE SELECTION OF "HIS" CHRISTMAS GIFT

The Merchants Advertising on This Page Offer Many Hints for Practical and Acceptable Remembrances for the Boy in Camp From His Friends Over Here.

Thanksgiving over, one naturally looks forward to the next season of cheer, which is Christmas. One's thoughts turn to the things always associated with this season of good-will: the exchange of tokens that were so highly prized, not for their intrinsic value, but because of the memories that cling to the gifts. When one, who is surrounded by relatives and friends and all that go to make life pleasant, values the gifts which he receives from those he loves, how much more will the lad in the trenches or in the rest camps near the firing line appreciate a box of good things from his home.

The very fact that a box is received by him does much to make him forget the discomforts of trench warfare for a season. But when the things that are packed with loving hands are the ones which he used to treasure most when he was at home on Christmas morning, how can his joy be estimated? The little extras that are not supplied to him through the regular channels will cheer him and bring to his memory thoughts of home that will strengthen him for the tasks which he will face during the year. The articles chosen to fill the box should be picked with the one idea of supplying him something that is not only useful, but which will help him better bear the hardships of war.

One of the most welcome gifts possible would be a generous supply of Christmas cake. Not a Jack Snuck at the front who does not know the taste of this national delicacy, and a large cake would be sure to call to mind pleasant recollections of his home. It is also recognized as a food, and no box from Canada would be complete without several pounds.

Chocolate is also relished by the boys at the front. There are so many kinds of chocolate manufactured that one need have no worry regarding the purchase of this. The particular brand that he knew at home can be secured in

any first-class store in the country. Let it not be thought that the sending of these sweets is a waste, for the boys who have been over there all testify to the longing that is only satisfied with something of this nature. While they need other articles as well, there should be a generous supply of sweets in the parcel from home.

In the matter of smokes, there are few if any men at the front that would not relish several boxes of their favorite brand of cigars or cigarettes. Men who have returned assert that smokes sent from Canada bring a thousand joys to the heart of the recipient for every cigarette in the package. Puddings from his home town also will be welcomed by the lad at the front. So many firms have made a specialty of preparing these for shipment overseas that with little difficulty a satisfactory assortment can be made up.

Articles of clothing, such as socks, sweaters, gloves and other wearing apparel, should be included in the list of things to be sent over to the boy. Then if he is in a convalescent hospital there are many things that he would appreciate in the line of slippers and shoes to be purchased in the many shops specializing in soldiers' comforts. Shaving outfits are always a welcome gift to him also. The one he has may be getting old and ready to be sent to the repair shop. A new safety razor, with about two dozen blades and shaving brush and soap, would take up very little room. Prepared chocolate and coffee that need only the addition of hot water in the preparation of delicious drinks should not be forgotten in the packing of a Christmas parcel for the soldier. Numerous preparations have been placed on the market during the last four years to meet this need, and one will have no trouble in picking a good variety. Condensed milk and cream should also be sent over. These are put out in convenient tins for packing, and many of them can be packed in

"Come to Hay's First!"

It seems a bit early to be thinking of Christmas, but it is none too early for those of us who have friends "over there."

THE BOYS NEED NOTE PAPER.

We have it by the Pad, Box or Quire. Don't forget the Indelible Pencils, too.

WATERMAN'S FOUNTAIN PENS.

We have the largest assortment in London, with a Pen for every hand, and a Point for every purpose.

TO DECORATE HIS BOX.

We have Fancy Christmas Napkins, Seals, Gilded Ribbon and Cord for tying.

OVERSEAS MAILING BOXES.

We have the best. Light as a feather and tough as leather. Seven-pound and 11-pound sizes.

HAY'S PRIVATE GREETING CARDS.

Engraved or printed. We know we have the card you want. Order now.

SOLDIERS' TESTAMENTS AND BIBLES.

(Pocket Size.)

HAY'S STATIONERY

PHONES 150 OR 53. 173 DUNDAS STREET.

P.S.—Get the Habit; "Come to Hay's First."



Your Boy Going Overseas and Now In Camp Here

Will appreciate a pair of those better Military Shoes now on display in our window.

We Are Headquarters for Military Footwear

If you wish to send "your boy" an order on us for Shoes, we will guarantee to properly fit and please him. Military Shoes \$7.00 to \$10.00

JOHNSTON & MURRAY

LONDON

ST. THOMAS.



VICTORY!!!

will be ours through the efforts of the boys in khaki overseas. Remember them at Christmas and include in your parcels articles which will please and comfort them. Everything sold at Selling-Out Sale prices. We specialize in Stanfield's Unshrinkable Underwear and the Hansom All-Wool Socks.

Underwear, all sizes, two pieces. Per garment \$1.00, \$1.50, \$2.00 to \$3.00
 Combination Underwear \$2.00, \$2.50, \$3.50 to \$6.00
 Heavy Wool Socks, 50c, 75c, \$1.00, \$1.25
 Cashmere Socks, Worsted Socks, regular \$1.25, for \$1.00
 Gloves and Mittens, largest stock in London 75c, \$1.00, \$1.25
 Khaki Silk Handkerchiefs 75c, \$1.00
 Khaki Handkerchiefs, extra quality 20c, 3 for 50c



Giant Clothing House

THE MEN'S BIG WEST END STORE. 120 DUNDAS STREET. OPEN EVENINGS.

Foot Comforts For the Boys and Nurses Overseas

We have many very useful and necessary lines of Foot Comforts for the boys and nurses "over there."



Foot Comforts that are sure to be just what they want, such as nice, cosy Felt Slippers, Leather Slippers, Nurses' Cushion-Soled Shoes, light and comfortable, Military Dress Shoes for convalescent soldiers, Dr. Scholl's three necessities—a sure relief for tired, burning, sore and weak feet—Foot

Arches, etc. We are offering very special prices on these lines during this great Victory Shoe Sale.

We will be glad to have you call and see these lines before packing that box for overseas.

THE PEOPLES SHOE STORE
 131 Dundas Street 12 Market Square

THE BOYS OVERSEAS THE NURSES OVERSEAS

In camps, in the field, in the hospitals, will appreciate a gift at Christmas. Now is the time to send it. Here are a few suggestions—any one will please.

SOLDIERS

Wrist Watches \$4.75
 Fountain Pens \$1.00 up
 Cigarette Cases \$1.00 up
 Pocket Knives \$1.50 up
 Drinking Cups \$2.00
 Auto-Stop Safety Razor \$5.00
 Match Safe \$1.00 up
 Cigar Cutter \$1.00 up
 Compasses \$1.50 up
 Cigarette Holders \$1.75
 Key Rings 50c
 Signet Rings, heavy weight .. \$4.00 and up
 Leather Photo Holders \$2.00

NURSES

Wrist Watches \$10.00 up
 Fountain Pens \$1.00 up
 Coin and Mesh Purses \$1.00 up
 Smelling Salts \$1.25 up
 Barpins 50c up
 Cuff Links 50c up
 Manicure Sets (in cases) \$3.00 up
 Thimbles 35c up
 Knives \$1.50 up
 Silver and Gold Pencils 50c up
 Beauty Pins 50c pair
 Hatpins 50c and up
 Drinking Cups \$2.00

C. H. Ward & Co.

Diamond Merchants and Jewelers.

386 Richmond Street.

176-178 DUNDAS STREET.

DOWLERS'

LONDON, ST. THOMAS.

WINDSOR, SARNIA.

Lest You Forget the Boys In Khaki at the Front for Christmas Gifts

Warm, Comfortable Presents Keenly Priced

KHAKI FLANNEL SHIRTS, LINED GLOVES, WARM WOOLEN SWEATERS AND SWEATER COATS, HEAVY PURE WOOL SOCKS, KHAKI AND GREY UNDERWEAR, PURE WOOL TWO PIECES AND COMBINATIONS, NATURAL WOOLS, SILK AND WOOL, AUSTRALIAN WOOLS, HEAVY ELASTIC RIBS, PYJAMAS AND SLEEPING ROBES, OILED SLICKERS, LINEN COUNTER-LINED, CAN BE STOWED IN HAVERSACK; LINED MITTS, WARM WOOL GLOVES AND KHAKI HANDKERCHIEFS.

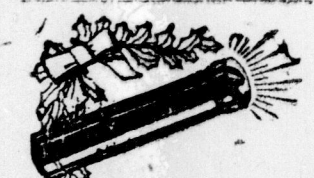
R. H. & J. Dowler, Limited

176-178 Dundas Street, London

Safety First.
 A wise Hun
 Whose name was
 Honus Schweinkoffel,
 And who lived
 In the U. S. A.
 Used to Hooh der Kaiser,
 Strafe der British,
 Helmut Uncle Sam,
 Unt Germany Uber Alles.
 But now he is
 Keeping his mouth shut
 And is doing business
 Under the name
 Of
 John George Washington Smith.

Gifts For the Boys At The Front

Splendid English Razors \$2.00 up
 Ever-Ready Safety Razors \$1.25
 Gem Safety Razors \$1.50
 Durham Safety Razors \$1.50
 Stropers for sharpening Safety Razor Blades \$1.50
 Razor Blades for Gillette, Auto Strop, Gem, Ever-Ready, Durham, Star, Keen Kutter and Ender's Safety Razors.
 Shaving Brushes 25c up
 Razor Strops 50c up
 Shaving Soap 15c up
 Razor Honers 50c up
 Talcum Powder 25c
 Nickel-Plated Mirrors, in leather case 50c up
 Nail Clips 25c
 Scissors 50c up
 Penknives \$1.00 up
 Folding Knives and Forks 75c
 Knife, Fork and Spoon combined \$3.50
 Playing Cards 25c up



Flashlights and Extra Batteries to fit any light.
 Ever-Sharp Perfect Painted Pencils \$1.50 up

WM. GURD & CO.
 185 Dundas Street, South Side.