Special For Saturday

CHOICE DAIRY BUTTER,

45c

Buy your Christmas fruit from us. We have nothing but the best.

WILLIS & CO.

565 Richmond Street. Phone 3279

Let Your Christmas Shopping Be a Pleasure

Nothing should be more agreeable than going about looking at pretty and useful presents for your friends, only awaiting your selection. In our Richmond street window you will find a splendid assortment of most attractive and sensible things for Christmas presents. One look will make it easy for you to make up your mind what to buy, for you will see there just the things you have had in mind for some particular friend or relative.

Manicure Sets .... $2.25 to $15.00
Ladies' Dressing Cases .. $5.25 up
Gentlemen's Dressing Cases ..... $3.00 to $15.00
Ladies' Purses ..... 75c to $7.00
Ladies' Handbags .. $3.00 to $12.00
Gentlemen's Club Bags ..... $2.50 to $25.00
Gentlemen's Club Bags, fitted, up to $40.00
Gentlemen's Suitcases, from ..... $1.15 to $25.00
Gentlemen's Collar Bags 75c to $3.00
Military Brushes, up to $3.00
Writing Tablets ..... $2.25 up
Trunks, Steamer ..... $4.50 up
Trunks, Wardrobe $20.00 to $50.00

These are a few of the many useful articles of excellent quality to be found in our stock.

Make your Christmas shopping a pleasure. IT WILL BE HERE.

J. P. COOK & CO.

"The Store that Serves You Best"

TWO STORES - DUNDAS & RICHMOND STS.

QUALITY ...STORE

What you want and what you get here is the highest quality at the lowest possible price. We invite price comparisons, quality considered.

OKA CHEESE.
ROQUEFORT CHEESE.

California Budded Walnuts, per pound 40c
California Valencia Raisins, two pounds for 25c
New Currants, per pound 19c
Lemon and Orange Peel, pound 30c
Citron Peel, per pound 35c
Red Salmon, per tin ... 25c
Extra Choice Dairy Butter, per pound 46c

Phone your grocery order. It will have our careful attention.

PHONES: 1024 and 3323.

Harry Ranahan

515 RICHMOND STREET.

This Is the Best Store in London to Buy Your Groceries.

THE BROWN OPTICAL CO.

PHYSICAL EYE SPECIALISTS.

Eyesight Examined
No Drops or Drugs Used.

Glasses of Quality
Manufactured and Fitted.

Very moderate cost. Accuracy guaranteed.

223 DUNDAS ST. PHONE 1877.

More Saturday Specials

English Twist .....15c each
Torpedo Buns .....15c each
Swiss Rounds .....15c each
Belgium Buns.....15c dozen
Marguerites .....3 for 10c
Charlotte Russe .....5c each

Candy Special

NUT CHIPS.

A combination of Chopped Nuts and Butter Crisp, Saturday till they vanish

23c POUND.

Watch Saturday's paper for PETERS' SATURDAY NIGHT CANDY SALE.

Peters 2 Shops

ILLUMINATED ADDRESS FOR FORMER LIBRARIAN

W. O. Carson, formerly public librarian in this city, and now provincial inspector of libraries, was honored at the meeting of the London Public Library Board last evening in the presentation to him of a handsomely illuminated address expressing the appreciation felt by the board for his nine years' service and tendering the hope that equal success might attend him in his latest work.

Mr. Carson, in replying, referred to the very pleasant relations that he had enjoyed while associated with the London library board, and outlined the scope of his new work in Toronto. After seeing the work being done in the majority of the libraries of the province, he was willing to tell London board that none stood higher in efficiency than their own institution.

The address which was presented to Mr. Carson was a most beautiful specimen of the illuminator's art from the pen and brush of Mr. John S. Barnard. It will be on exhibition in the library for the next few days.

The presentation of the address was made by M. P. McDonagh, after the chairman, Rev. Dr. Flanders, had expressed briefly the pleasure the board felt in having him for the evening as its guest. Afterward short speeches were made by the other members of the board present expressing their appreciation of what Mr. Carson had accomplished in London, and coupling with this complimentary reference to his successor, Mr. Landon.

Only routine business was dealt with at the regular board meeting. Those present were Rev. Dr. Flanders (chairman), W. H. Winnett, Thomas Gillean, Rev. Dr. Sage, M. P. McDonagh, Benjamin Noble, Rev. Father Foley, and Librarian Fred Landon.

CHRISTMAS PIANO BARGAINS.

For those who ask quickly, there is a fine opportunity to secure a beautiful piano at a very low price, and on easy terms. It is only necessary to pay a small deposit now and the piano will be delivered in time for Christmas. Call at Ye Olde Firme of Heintzman & Co., Limited, 242 Dundas street, and see these bargains.

NOTICE TO ADVERTISERS

It would assist work in our mechanical departments if advertisers would send in their copy at least 24 hours prior to publication.

Owing to the holiday advertising it is necessary to have copy in hand at least 24 hours in advance, to guarantee publicaton. 23tf

A VICTROLA CHRISTMAS.

Unless you order your Victrola now you may be disappointed for Christmas. Just now, Victrola headquarters—Ye Olde Firme of Heintzman & Co., Limited, 242 Dundas street—are well stocked with all sizes and styles. A small deposit now will hold one for Christmas delivery. Easy terms can be arranged on any instrument. b

Wegner's GIANT CLOTHING HOUSE

120 Dundas Street

Men's Overcoats
Men's Suits
Men's Trousers
Men's Underwear
Men's Overalls

BIG 2 SALE

Wegner's Clothing Company

371 TALBOT ST.

Men's Hats and Caps, Men's Fine Shirts, Men's Work Shirts, Men's Gloves, Mittens, Neckties, Mufflers, Silk Handkerchiefs, Socks, Umbrellas, Night Robes.

SWEATER COATS

No. 1 Special Values up to $2.25, for.....$1.69
No. 2 Special Values up to $3.25, for.....$1.95
No. 3 Special Values up to $4.25, for.....$2.95
No. 4 Special Values up to $5.25, for.....$3.95
No. 5 Special Values up to $6.75, for.....$4.95

Look for the "Heart of London" trade mark over the entrance before you enter. It's your safeguard.

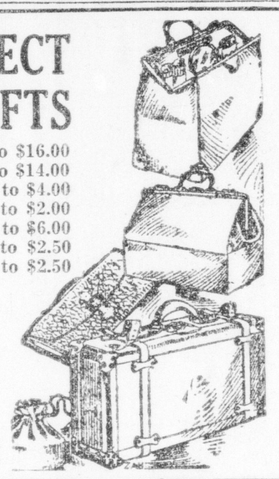
Danish Language Spoken Here

OPEN EVENINGS

LET US HELP YOU SELECT YOUR CHRISTMAS GIFTS

Genuine Leather Club Bags .....$3.00 to $16.00
Genuine Leather Suit Cases .....$5.00 to $14.00
Music Cases and Rolls .....50c to $4.00
Collar Boxes .....50c to $2.00
Ladies' Hand Bags .....50c to $6.00
Ladies' Hand Purses .....75c to $2.50
Gent's Purses and Billfolds .....25c to $2.50

Tobacco Pouches, Flasks, Manicure Sets, Military Brushes, Toilet Sets and everything in the leather line.



James McCormick

PHONE, 2038. 395 TALBOT STREET.

Because we cater to particular people, who could only obtain the satisfaction we guarantee by "Best Quality."

CHRISTMAS FRUITS

Your selection will be better if you make it now. The choicest quality fruits are here.

NEW CURRANTS.
NEW RAISINS.
NEW PEELS.
NEW SHELLED ALMONDS.

CALIFORNIA WALNUTS

Large, meaty walnuts, that you will agree are delicious.
40c per pound.

ENGLISH PICKLES

Lazenby Company Pickles now in stock. You'll like their flavor. Buy early.

MIXED, CHOW-CHOW, ONIONS, WALNUTS, ANGLO-INDIAN, 25c AND 45c PER BOTTLE.

CHEF SAUCE, per bottle 25c
CHUTNEY, per bottle 25c and 35c

CHOICE OLIVES

An olive for every taste. You'll find your favorite here.
From 15c to $1.25.
Ask about our Ripe Olives.

ROWAT'S COFFEE

Proves its superiority by its popularity. Try it when you want the best.
50c per pound.

FINNAN HADDIE

Shipped us direct from the coast. The backbones have been removed. Order early.

BEST CODFISH

We have a supply of Codfish that will please.
Halifax, 3-lb. box 60c
Halifax, 1-lb. box 20c
Acadia, 1-lb. box 15c
Shredded, package 10c

PHONE ORDERS

Have you enjoyed the lessened labor of phoning your order? Do it early.

T. A. Rowat & Co.

250 Dundas St. Phones 3051, 3052

MYRA LODGE OFFICERS.

KOMOKA, Dec. 7.—Myra Lodge, A. F. and A. M., No. 529, has elected the following officers for the ensuing year: W. M., Bro. C. McKinley; S. W., D. McIntyre; J. W., Bro. C. Foster; chaplain, Bro. D. Campbell; treasurer, Bro. J. L. Coulter; secretary, Bro. R. Bishop; S. D., Bro. D. J. Mathewson; J. D., Bro. B. Barber; I. G., Bro. H. Edwards; S. S., Bro. S. Payne; J. S., Bro. G. Pincombe; tyler, Bro. R. Campbell; auditors, Bros. J. Stuart, J. M. Gordon; examining board, Bros. L. Shillson, A. D. Graham, D. Campbell, Bros. A. Ferguson, W. Mason, D. Sells, Doric Lodge, Lobo, acted as scrutineers.

Christmas So Near — And the Question: *"What to Give"* Still Unsettled?

You have had it in mind so long—settle it NOW—settle it TODAY—and let us suggest that you visit us at once and select

A "Victrola"

the choicest, the most acceptable and the most useful gift you could make.

Every member of the family and all the family friends will appreciate a Victrola as the Gift of All Gifts! No matter how high their expectations, their satisfaction will be higher!

THIS

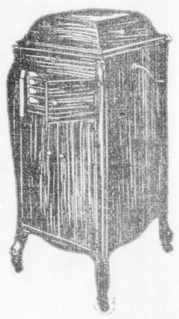
Victrola

WITH 12 SELECTIONS

$142.40

$10 Cash

Balance Easy Terms.



We carry Victrolas in all Styles and at all Prices. THE MASON & RISCH VICTROLA SERVICE makes the possession of this wonderful instrument easy!

Mason & Risch, Ltd

"The Home of the Victrola"

248 DUNDAS STREET, LONDON.

Open Evenings Until Christmas.

FOWL SUPPER BRINGS $200.

DORCHESTER, Dec. 7. — The annual fowl supper and entertainment, held in connection with the Presbyterian Church, took place Tuesday night and was a great success. Rev. D. C. MacGregor of London, the Forest City Male Quartet and Miss Ruby Wilson supplied the program. The proceeds amounted to $200.

PIANO TUNING

Have your piano tuned or repaired by one of our expert factory tuners. All work fully guaranteed. City tunings, $2.00.

Mason & Risch, Limited.

Phone 1268. 248 Dundas Street.

Square Deal Taylor Gives You Christmas Bargains Now

Instead of following the usual method of marked-down sales after Christmas, Taylor gives you the same prices now before Christmas. Our enormous turnover insures the freshness of everything you buy, and Taylor's personal guarantee of satisfaction or money refunded insures the quality. *Deal with British subjects. You have a right to know where your money goes in war time.* The prices on the following wonderful bargains are good every day until December 26, 1916.

PRICES THE SAME AT ALL SIX STORES

FOR THE OLD FOLKS

Nothing could be more acceptable than a Hot Water Bottle. Every bottle is backed by our personal guarantee.

$2.50 Taylor's Special, red rubber bottle, 2-year guarantee. The best bottle you can buy at any price $1.69
$2.25 Dr. Morin's Special Bottle, chocolate rubber, 2-year guarantee $1.49
$1.75 Hot Water Bottles, 1-year guarantee 98c
75c Combinations for Hot Water Bottles 59c

CHOCOLATES

Willard's, Nylo or Beaumont Chocolates, in boxes from....25c to $5.00

We guarantee every box to be strictly fresh and of the very best quality.

HAND-PAINTED CHINA

To clear our stock of beautiful Hand-Painted China we are offering it at cost.

London East store only.

BARGAINS IN CIGARS

10c Cigars, Japs, Santa Clara, Humps, Suns, Havana Perfectos, Arabs, Rex, etc. 5c

Singly or by the box.

5c Panatelas .....8 for 25c
Box of 50 for $1.25

JAPANESE INLAID BOXES

See our stock of Inlaid Wood Boxes. All prices.

GILLETTE SAFETY RAZORS, $5

$1 EVER-READY SAFETY RAZOR 79c

MILITARY HAIR BRUSHES

$1.75 Set English Military Brushes 98c

Real Ebony or White Ivory Sets at greatly reduced prices.

EXTRA SPECIAL

Regular $2.00 Hair Brushes, real ebony, pure bristles 98c

MANICURE SETS

Prices from .....25c to $5.00

Files, Cuticle Knives, Buffers and Scissors at all prices.

BOXED PERFUMES

Exquisite Perfumes, in dainty boxes, at all prices, from .... 19c to $5.00

Bulk Perfumes and Sachet Powders in any quantity.

STATIONERY

We have the best, in boxes from... ..... 25c to $2.00

Our stock was purchased before the big advance in paper.

$1.00 Household Rubber Gloves 49c
50c Hind's Honey and Almond Cream 32c
50c Fruit-a-tives 27c
25c Mentholatum 14c
50c Mentholatum 28c
50c Pinex 36c
50c Peroxide Vanishing Cream 24c
$1.00 Nuxated Iron 57c
50c Ferrozone 39c
15c Palmolive Soap .3 for 25c
35c Listerated Tooth Paste 24c
25c Carter's Pills ..2 for 25c
35c Pond's Vanishing Cream 22c
35c Syrup of Figs 18c
25c Syrup White Pine and Tar 14c
25c Carbolic Tooth Paste .14c
25c Beecham's Pills 17c
50c Household Ointment ..28c
$1.00 Best Beef, Iron and Wine 49c
25c Mennen's Talcum 11c
25c Eclectric Oil 14c
$2.00 Fountain Syringes $1.39
25c Playing Cards 16c
50c Pink Pills 28c
25c Witch Hazel Cream ..16c
50c Bovril 39c
25c Bovril 19c
75c Bisurated Magnesia ..39c
25c Four T.'s 18c
25c Mecca Ointment 12c

$1.50 Syrup of Hypophosphites 79c
50c Lithia Tablets, 5-grain 29c
$1.00 Pinkham's Compound 67c
35c Best White Liniment 18c
75c Jad Salts 49c
25c Baby's Own Tablets ..15c
25c Aromatic Cascara 18c
50c Florida Water 33c
50c Abbey's Effervescent Salts 35c
25c Peroxide of Hydrogen .. .. 2 for 25c
60c Peroxide of Hydrogen .33c
25c Fluid Magnesia 14c
35c Pond's Vanishing Cream 22c
50c Wyeth's Sage and Sulphur 33c
50c Dr. Morin's Eczema Ointment 39c
35c Castoria 22c
50c Dodd's Kidney Pills ..28c
$1.00 Cadbury's Quinine and Iron Wine 49c
35c Dr. Morin's Sore Throat Remedy 23c
$1.00 D. D. D. Eczema Cure 69c
25c Tooth Brushes ..2 for 25c
50c Peerless Hair Restorer for restoring color to grey, faded hair 28c
50c Children's Laxative ..28c
40c Limestone Phosphate 24c

London's Greatest Cut-Rate Druggists

ONE-HALF TEASPOONFULL

of Taylor's Throat and Lung Balm is enough for one dose. Do not upset your stomach by taking large doses of inferior imitations. Throat and Lung Balm acts on the eliminating organs of the body, as well as on the throat and lung passages, and in this way greatly assists the system to throw off the worst cold. We absolutely guarantee it to cure the worst cough or cold, and to give prompt relief in asthma and bronchitis. Sold at 25c a bottle, on our-no-cure-no-pay guarantee.

THERMOS BOTTLES

Several styles and prices. Keeps liquids hot or cold.

London Agents for

VINOL

The Great Cod Liver Oil and Iron Tonic.

MORINA GLYCERINE SOAP

3 Colors. 3 Odors.
Reg. 15c cake .....3 for 25c

TAYLOR'S CREAM OF ROSES

An ideal antiseptic lotion for chapped hands, chafed skin, windburn, cracked lips and all irritations of the skin. It does not contain one particle of oil or grease and cannot promote the growth of hair on the face. Delightful after shaving. Sold in bulk at only .....5c per ounce

Toronto City Dairy ICE CREAM BRICKS

Phone 4151 and have a brick of this delicious Ice Cream delivered for your Christmas dinner.

TAYLOR'S STOMACH AND LIVER CURE

The best and safest remedy for constipation, indigestion, sick headache, loss of appetite, backache, biliousness and all impurities of the blood. It is made entirely from roots and herbs and does not contain one particle of mineral poison. It is a laxative, but unlike pills, it does not weaken the system, but acts as a powerful system tonic. Sold at 25c a bottle on our money-back guarantee. Try it today.

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6 Red Stores

Main Store—399 Talbot Street, Opposite Market .....Phone 1194
East Branch—652 Dundas Street East .....Phone 663
North Branch—Corner Richmond Street and Central ....Phone 4157
South Branch—Corner Horton and Wellington Streets ...Phone 379
Hamilton Road Branch—Hamilton and Anderson .....Phone 405
London South Branch—Wortley Road and Craig .....Phone 1920