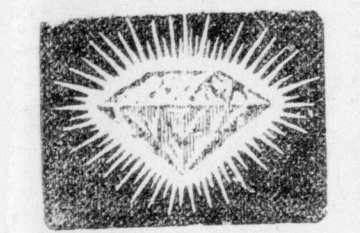


Our Specials For the Week- End Are:

Choice Dairy Butter, pound .. 45c
Navel Oranges, good size and
sweet, per dozen 25c
Florida Grapefruit, russet, three
for 25c
Prunes, good size, pound 15c
Give us a trial order on Satur-
day.

WILLIS & CO.

255 Richmond Street. Phone 3279



C. H. WARD & CO.

Diamond Merchants and Jewelers,
236 Richmond Street. Phone 1084.

BROWN OPTICAL CO.

223 DUNDAS ST. PHONE 1977.

Eyes Examined
No drugs used.
**Glasses Ground
and Fitted**
At very moderate cost.

TAYLOR'S THROAT AND LUNG BALM

Is entirely different from ordinary
cough syrups, mixtures, etc. It cures
Taylor's 6 Cut-Rate Drug Stores

CEETEE UNDERCLOTHING

Guaranteed Not To Shrink.

RUBBERS Are Now a Necessity. Poor Economy To Be Without Them.

We carry only one qual-
ity but in all sizes and
covering a wide range of
prices, including:

Women's Rubbers, with
patented leather inner
heel 90c
Women's ordinary style
..... 75c
Men's, to fit any
shoe \$1.15
Men's ordinary style \$1.00
Boys' 85c
Youths' 75c
Misses' 65c
Children's 55c

Our salesmen exercise
extra
care in
fitting Rubbers.



WEDDING BELLS

WEATHERSTON-NICHOL.
The wedding took place on Wed-
nesday at "Elmwood," Wilton Grove,
the home of the bride's parents, Mr.
and Mrs. John C. Nichol, of their
daughter, Margaret Elizabeth, to Wil-
liam Hedley Weatherston of Glan-
worth. The bride couple were pre-
ceded by Douglas and John Nichol,
page and maid of honor. The bride
was accompanied by her father, and
looked charming in a gown of
georgette crepe, and carrying a shower
bouquet of roses. After the ceremony
performed by Rev. J. W. M. Crawford,
a wedding feast was partaken of
by the guests, who were the imme-
diate friends of the contracting par-
ties.

LEGG-BROOKS.
A very pleasing event took place at
the home of Mr. and Mrs. Robert
Brooks on Thursday evening, when
their only daughter, Martha May, was
united in marriage with Calvin Legg,
M.A., of Mount Clemens, Mich.,
formerly of London.

At 7 o'clock, as the Wedding March
was being played by Miss Fern Per-
cival, the bride entered the drawing-
room leaning on the arm of her father.
She was beautifully attired in a gown
of white satin, with nines and Irish
point lace trimmings, and carried a
shower bouquet of roses and lilies of
the valley.

The ceremony was performed by Rev.
G. C. Gifford, B.A., beneath an arch
of Immortelles and evergreen, after
which a company of immediate friends
sat down to a dainty wedding break-
fast.

The happy couple left last night for
Detroit. The bride's traveling cos-
tume was of Copenhagen blue, charme-
use, with seal coat and picture hat.
Mr. and Mrs. Legg will be at home
at 38 Oshawa avenue, Mount Clemens,
Mich., after February, 1917.

QUALITY STORE

Buy your New Year's order
at this store.

TABLE RAISINS CALIFORNIA WALNUTS, MIXED NUTS.

CHEESE
OKA CHEESE.
CREAM CHEESE.
ROQUEFORT CHEESE.
NEUCHÂTEL CHEESE.
WHITE CANADIAN CHEESE.
JACOB'S DUBLIN BISCUITS.
OSCAR SAUCE.
Fresh Vegetables for Saturday.
PHONES: 1024 and 3323.

Harry Ranahan

515 RICHMOND STREET.

CAN'T DO TOO MUCH FOR MEN CRIPPLED ON THE FIRING LINE

Nursing Sister Josephine
Glass Lauds Wounded
Soldiers.

ARE NOT WELL TREATED
Met by Brass Band and Then
Forgotten After Being
Welcomed.

"Don't meet your returned soldiers
at the station with a brass band, and
give them a supper, and then do nothing
more for them. What is needed is to
follow up the work for these men
and look after them. They have given
their best for you and deserve the best
now that you can give them. Nobody
knows the needs of the wounded men
which the wounded men have gone
through, and it is a crying shame the
way they are treated after they come
home. Don't make a great fuss over
the men who come back from the bat-
tle-line, scarred and crippled. See that
they get any positions that are open,
and see that they are cared for well."
Nursing Sister Josephine Glass, who
arrived home last night on six weeks'
furlough, spoke as above to The Ad-
vertiser. She will spend the time here
with her parents, Mr. and Mrs. S.
Frank Glass. She has been overseas
for 21 months, part of time at No. 1
General Hospital at Etaples, and the
rest in the hospital at Rouen.

"The spirit of the wounded is won-
derful," she said. "Nothing that I can
say can give you any idea of the cheer-
fulness of the thousands of terri-
bly wounded men who have had to
handle. They are willing to go through
anything and are absolutely confident
that the Allies are going to win."

Miss Glass came over on a boat with
266 wounded men, who have been in-
validated home permanently.

EIGHTY CARLOADS OF HARD COAL REACH CITY TODAY

G. T. R. Bringing It as Fast as Possible
From Black Rock.

Trainload after trainload of hard coal
is leaving Black Rock every few hours
and the congestion that has existed
there for weeks will, Grand Trunk of-
ficials say, be relieved within the next
few days.

Eighty carloads were left at Brant-
ford Thursday, and double that amount
has reached this city, and the coal
dealers' stocks will be shortly replen-
ished.

In the smaller towns daily carloads
are arriving, and arrangements have
been made by the Grand Trunk to
make the distribution as equitable as
possible, so that the relief will be gen-
eral throughout Western Ontario.

STEVENS ON EFFICIENCY EFFECTS BIG SAVINGS

Reports from various parts of the
city indicate that Mayor Stevenson's
services to the people during his term
of office will be rewarded by re-
election on New Year's Day.

The mayor has won the commendation
of the big businessmen of London by
his shrewdness in financial matters
and his clever single-handed strokes in
the transaction of municipal business.

In the face of strange opposition from
certain councillors, who fought to have
the city continue to borrow from the
banks and pay six per cent interest,
his worship procured loans at 3 1/2 per
cent, saving thousands of dollars to the
people. Whereas, the city had a
million dollars from the bank at the
high rate when the mayor took office,
he has kept expenditures within in-
come and the sum has been cut to a
few thousand dollars.

His perfected plans for co-ordination
of civic effort have been in effect for
some time. Fodder for garbage and
fire department horses is being bought
by contract when prices are low, while
his worship has taken the stand that
all civic bodies, including the board of
education, hospital trust, library board
and council must buy coal jointly by
the central body of the Trades and
Labor Council is campaigning strongly
on his behalf—Advt.

FRACTURED HER HIP.

Slippery sidewalks were responsible
for two serious accidents last even-
ing. Mrs. Ellen Carter of 447 Char-
lotte street fell and fractured her hip
and John Nicholls of 81 Adelaide
street fell and sustained a badly cut
face and a big rash on his nose.
Both were taken to Victoria Hospital.

WESTERN ONTARIO'S POPULAR TRAIN TO TORONTO.

The "Ontario Limited," leaving the
Grand Trunk station at 9 a.m. and
arriving in Toronto at 12:15, noon, is
the popular train for Londoners and
people of Western Ontario. Standard
equipment with high back seats and
parlor-library chair car. Tickets and
reservations at "Clock Corner," R. E.
Ruse, C. P. and T. A.

New Year's Dinner Will Be the Event of the Year

LET EVERY ARTICLE SERVED BE OF THE BEST.
BUY IT HERE. WE GUARANTEE QUALITY.

NEW YEAR CRACKERS.

Make fun after the meal. Every
member of the family will enjoy
the fun.
25c to \$2.00 per box.

TABLE FRUIT.

The supreme quality of good
eating fruit is here.
LAYER RAISINS.
25c, 35c, 40c and 50c a pound.

CHOICE OLIVES

Have them on the table every
day. Your favorite is here. Ask
about our Olive Olives.
From 15c to \$1.25.

CADBURY CHOCOLATES

Chocolates that gain friends by
their delicious flavors and better
chocolate.
Half-pound 50c.
Full pound 90c.

EXTRA SPECIAL FOR THE NEW YEAR PLUM PUDDING.

Made from pure ingredients of
high quality.
REGULAR 40c
ON SALE 25c PER POUND.

PHONES

391 and 392.

FRESH BISCUITS

Just arrived from England. Also
many varieties of domestic bis-
cuits. 25c to \$1.00 a pound.

NUTS FOR NEW YEAR'S.

The kind you enjoy to eat. Good
size, meaty nuts.
Best Mixed 30c
Almonds 30c
Brazil 30c
Filberts 25c
Walnuts (California) 40c

ENGLISH PICKLES

Lazenby Company Pickles now
in stock. You'll like their flavor.
Buy early.
MIXED 25c
CHOW-CHOW 45c
ONIONS 45c
WALNUTS 25c
ANGLO-INDIAN 45c
CHIEF SAUCE, per bottle 25c
CHUTNEY, per bottle, 25c and 35c

ROWAT'S COFFEE

Pleases people who are particular
and demand the best.
50c per pound.

PHONE ORDERS

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

T. A. ROWAT & CO.

250 DUNDAS STREET.

HUMANE SOCIETY WANTS POLICE COURT FINES

Think Money Collected in Court Should
Be Turned Over.

A number of matters of vital im-
portance to the animal kingdom in
London were discussed last evening
at a well-attended meeting of the Hu-
mane Society, presided over by Mrs.
J. W. Jones. In the absence of the
president, W. E. Robinson.

In view of the cold and stormy
weather it was decided to take action
measures to bring to the attention of
magistrates, draymen, owners of delivery
wagons, and others making use of the
service of horses, the importance of
taking proper care of these animals,
and furnishing them with necessary
protection against the cold.

It was further decided to instruct
the inspector to kill all stray animals
reported to him, without charge, any
expenses connected therewith to come
out of the Humane Society funds.

The mention of funds evoked the
question why fines imposed for cruel
ty to animals do not revert to the Humane
Society treasury, instead of being
turned in to the police court, since the
society employs the services of an in-
spector, and by personal work of the
members and other means does all in
its power to bring to the attention of
the law cases of maltreatment of animals.

An animated discussion of the sub-
ject followed, and the opinion was
strongly expressed that in justice the
money paid over in fines should be
turned over to the Humane Society,
especially in view of the fact that the
organization depends entirely for the
carrying on of its work upon member-
ship fees and a small annual grant of
\$100 from the city council.

Plans were discussed for the holding
of a public meeting to present to the
city council the Humane Society's plea for
the return of the funds.

The annual meeting of the society
will be held the fourth Thursday of
January.

HANDEL'S MESSIAH.

A splendid performance of Handel's
most popular oratorio, "The Messiah,"
is assured for next Monday evening when
the fine choir of the Musical Art So-
ciety will be heard for the first time in
public. The final rehearsal last night
in the First Methodist Church fully
demonstrated what the conductor, Mr.
A. D. Jordan has already announced, that
this is the finest body of local singers
yet heard in this city. Madame Anita
Rio who will sing the soprano solo, has
no superior as a festival artist.

The following is a clipping from the Daily
Telegram, Worcester, Mass., where one
of the largest festivals in the United
States is held every fall. "Anita Rio is
the most artistic soprano that has been
secured for these concerts, and the
management struck a high-water mark
when they engaged her for soloist. The
memory of her singing of the 'Messiah'
last night has made as great an im-
pression as that achieved by any soloist
the festival management has had in re-
cent years."

The contralto, Mrs. Merle Alcock,
needs no introduction to those who
heard her last year in the "Messiah."
Mrs. Alcock has already had more than
40 appearances with the New York
Symphony, and has sung with many
other large orchestras and choral or-
ganizations. Her husband, Mr. Bechtel
Alcock, will make his first Canadian ap-
pearance as the tenor soloist at this
performance, and the bass, Mr. Vivian
Gosnell, a young Englishman who has
been winning fresh laurels in the United
States, will also make his Canadian
debut at this concert. Mr. Gosnell sang
the "Messiah" in New York, Philadel-
phia and Cleveland before coming here.

The sale of tickets is steadily going
on, and it is hoped that none who want
to hear this fine performance will be
disappointed. While the supply lasts,
tickets may be secured at the music
stores.

SATURDAY SAVINGS AT WEGNER'S TWO STORES

Big bargains to wind up our year's business. Wagonloads
of odds and ends in Overcoats, Suits, Pants, Underwear,
Sweater Coats, Mittens, Gloves, Hats, Caps, Raincoats, Fine
Shirts, Work Shirts, Neckwear, Mufflers, Socks, Overalls, etc.,
at SACRIFICE PRICES.

Come early Saturday morning and you will find some of
the best bargains of the year.

WEGNER'S

Giant Clothing House The Heart of London
120 DUNDAS STREET. 371 TALBOT STREET.
West of King's Mills. OPEN EVENINGS.
OUT OF THE HIGH-RENT DISTRICT.
DANISH LANGUAGE SPOKEN HERE.

Just Three Minutes Walk from the Market and the City Is Moving East

"Chapman's Store in the Centre"

LAST BARGAIN DAY OF 1916

Bib Aprons

Ten dozen Women's Bib
Aprons, also Full Skirt Aprons,
made of clean-looking striped
and figured cambrics. On sale
Saturday, choice 29c

Bath Towels

Largest size Unbleached Bath
Towels, striped end, size 25x45
inches; regular 50c. On sale
Saturday, each 37c

Heavy Bath Towels, dark
linen shade, extra large size;
regular 60c value. On sale Sat-
urday, each 49c

Underwear Specials

WOMEN'S VELVA COMBINATIONS, heavy ribbed cot-
ton, unshrinkable, long sleeves and ankle length, cream color.
Year-end sale price, per suit 89c

ROUND DUTCH NECK VESTS, with short sleeves. These
are of finest white wool and have just come in. At, per gar-
ment 49c

CHILDREN'S VESTS AND DRAVEES, heavy ribbed gar-
ment, grey color; sizes 3 to 12 years. Priced according to
size 25c, 30c and 35c

Yard-Wide Black Silk

RICH BLACK PALETTE SILK, made in France, yard
wide and splendid-wearing quality, warranted old dye and old
value. Special, per yard \$1.19

J. H. CHAPMAN & CO., 239, 241, 243 Dundas St.

Pillowslips, 25c Pair

Ready-Made White Cotton Pillow Cases, in large size. Special
value at 25c pair

Silk Crepe de Chine Waists--- Sale Continued

White or black in all sizes. We continue the remarkable
selling of 350 Silk Crepe de Chine Waists at \$1.98. Very at-
tractive style with the favorite deep collar.

Fleece-Lined Hose, 25c Pair

Women's Black Fleece-Lined Hose, made without a seam,
heavy in weight and warm. Specially priced, per pair 25c

Brother Was Killed

Ernest Kempton Fell in Recent
Fighting on Somme.

KINCARDINE, Dec. 25.—F. A. Kem-
pton has received news that his brother,
Pte. Ernest Charles Kempton, was
killed in action on the Somme front. He
was a member of the Army Medical
Corps.

Mr. J. A. MacKenzie has received
word of the death of Mrs. Adam C.
Harris at Melford, Sask. Mrs. Harris
was formerly Mary McCosh, and re-
sided on the south side for a number
of years. While here she was an
active worker in the Presbyterian
Church and Sabbath school, and was
also a member of the choir.

Besides her husband she leaves two
daughters, Mrs. Robert Watson, fourth con-
cession, Huron; Miss Kate of Melford,
Sask., and two brothers, Robert Mc-
Cosh, tenth concession, Huron, and
Thomas Melford, Sask.

Lieut. J. A. Cronin, who went over-
seas with the 160th Bruce Battalion,
arrived home last night on three
months' leave. Lieut. Cronin was ill
with pneumonia for a short time in
England, and is now home to re-
cuperate.

TEA MARKET STILL RISING.

An increase in the ocean freight
rates of 2 1/2 cents a pound, added to
an advance of from 5 to 10 cents a
pound in the cost of tea at the pri-
mary markets, has necessitated the re-
cent increase in the cost of tea in
Canada. To keep faith with the public
and maintain exactly the same high
standard of quality, "SALADA" has
advanced in price, but, as yet, only 5
cents a pound.

Our Last But Greatest Sale of the Year--

We must reduce our stock to
make room for spring shipments
Everything in our store at less
than cost price for Saturday
Selling.

This store is noted for its won-
derful low prices, but this extra
cut makes the prices seem ri-
diculous. But we are deter-
mined to reduce this stock at
once. Come and share in the
wonderful bargains offered.

Coats at Sacrifice Prices

The last word in style, workmanship, and material.
Every Coat included. Reduced in many cases to less
than the cost of the cloth. Buy your Coat tomor-
row \$6.50 up

Table of Dainty Waists

All kinds and colors, grouped for a grand clearance.
Worth up to \$5.00 \$1.95

All Wool Serge Suits on sale for \$6.50 up

HALF PRICE FOR UNDERSKIRTS, CHILDREN'S
DRESSES, SKIRTS, FURS, ETC.

Ladies' Dresses—Silk and Cloth, all colors and styles
at \$4.95 up

Millinery at Give-Away Prices—Balance of our
Trimmed Hats on sale for \$2.49

—SHAPES 49c—
Late Shipment of Kimonos
We Sacrifice—Right from New York, should have ar-
rived for Christmas trade; every kind included 98c up

Metropolitan Suit Mfg. Co.

232 DUNDAS STREET.

Peters

Cake and Candy Shops

SHORTBREAD—

The Scotchman's Favorite,
5c, 10c, 20c each, or 25c
dozen.

MINCE PIES AND PAT- TIES—

made with Peters splendid
mincemeat, 5c, 10c, 25c
each.

WHIPPED CREAM CONFECTIONS.

Charlotte Russe, 5c each.
Cream Puffs, 3 for 10c.
Cream Rolls, 3 for 10c.
Cream Layers, 40c each.

BE SURE TO SEE SATUR- DAY'S PAPER FOR

Peters

Saturday Candy Sale

THE BEST ONE YET.



Home Defence!

Men Wanted for the NAVY

R. N. C. V. R. Atlantic Division

The increased German submarine activities in the North
Atlantic call for increased cruiser protection for the
shores of Canada and the trade routes. Men up to 45
years of age of previous sea-faring experience will be
enrolled at once for the

NORTH ATLANTIC PATROL SERVICE

PAY: Seamen \$1.10 Stokers \$1.20
Separation Allowance \$20

Applicants must be of good physique and character and
not over 45 years of age.

BOYS TOO

Also a limited number of boys from 15
to 18 years old will be enrolled for the
home defence service, receiving pay at
the rate of 50c. per day.

Apply to
COMMODORE AEMILIUS JARVIS
Naval Recruiting Officer for Ontario
Jarvis Building
TORONTO