

London Loan and Savings Co.
OF CANADA
MONEY TO LEND
Government Bonds
Negotiated
Only \$58.55 required for \$100.
Special Debiture.
M. J. KENT, Manager.

Our **RETRADING** is
QUALITY Work, Not the
Average.

London Tire Repair Depot
154 Wellington Street, Phone 2334.
A. WILKES, Opp. McClary's.

IT'S SO FINELY TEXTURED,
SO MOIST, TASTY AND EDIBLE—
that you can distinguish it wherever you taste it—in a
hotel, restaurant or at home.

PARNELL'S BREAD

is used in all the best hotels and restaurants and the majority of homes in London. Try a trial loaf and you'll know why.

PARNELL The Breadman

PHONES 929-1390.

Canada Food Board License No. 6-065.

ROSS'

—MANUFACTURERS—

FURS

Still At the Old Prices

Although the markets have shown advances from 15 to 35 per cent on all the popular furs, our prices still remain the same as before the advance. We are able to maintain these prices so much below the present market because our Fur Pelts were bought direct from the trappers long before the rise took place. This means a saving of from \$40.00 to \$100.00 on Hudson Seal Coats.

Guaranteed Hudson Seal Coats, \$197.50 to \$350.00

These garments are made absolutely authentic styles and from select pelts.

Natural Northern Canadian Rat Coats, Fox, Lynx, Mink, Sable, Raccoon, Hudson Seal, Wolf, Beaver, etc., in sets, stoles, capes, muffs and neckpieces; all the latest styles at manufacturers' prices.

Ladies' Apparel

This department is based on first cost of production, having a full staff of designers, cutters, tailors, operators and finishers, who produce constantly the latest styles shown in the centres of fashion.

And all are sold in our showrooms at manufacturers' prices.

Special Values in Silk Plush Coats

All sizes 34 to 46. On Saturday
..... \$29.25

Special Baby Lamb Coats, 36 and
38 \$40.00

Special Salt's Bokarah Lamb Coats
..... \$36.00

Esquimette Silk Plush Coats, fur
trimmed, in beaver, lynx, raccoon,
etc. \$55.00 to \$69.00

All-Wool Velour Coats, the very latest
in style, just from our factory, all
fur trimmed; colors, brown, green,
navy, taupe. Price \$60.00 to \$75.00

New Style Plain Velour Coats. Prices
..... \$40.00 to \$50.00

Special values in English Velour Coats,
navy, green, brown and black
..... \$25.00 to \$35.00

Specials in Suits

All-Wool Velour, the newest designs of the hour, in
brown, green, taupe, navy, etc., fur trimmed \$55.00 to \$63.00
Serge and Gabardine Suits \$40.00 and \$45.00

Dresses

The new, most fascinating and faultless productions of
fashion, in serges and silks. Prices \$19.00 to \$36.00

IN BLOUSES, EVERYTHING NEW AND CORRECT
In silk crepe de chine, georgette, etc. All the latest shades.

GUARANTEED HOSIERY AND GLOVES
The best brands. All perfect merchandise.

PHONE 1319.

196 DUNDAS STREET.

The Aim of This Big Bakery

is to bring to you the finest
bread made anywhere. Bread
that is rich as butter and sweet
as a nut.

**Johnston Bros.'
XXX Bread**

still retains its delicious, sweet,
nutty flavor, that has made it
the most popular bread in
Western Ontario.

At all progressive dealers

JOHNSTON BROS.

Phone 944.

License No. 5-263.

A Diamond for Xmas

The popular notion is that
all diamonds are expensive.
This, however, is not the
case. Perfect diamonds may
be obtained from \$10 up.
We have in stock a number
of stones, in both ladies'
and gentlemen's settings,
that run from \$19 to \$25.
These rings would make
most suitable and pleasing
Christmas gifts.

Drop in and satisfy your
curiosity about these rings.

Young's

Jewelers and Opticians,

LONDON.

TAYLOR'S THROAT AND LUNG BALM

The only guaranteed remedy for coughs
and colds—35c, 60c and \$1.20.
Taylor's 6-cut rate Drug Stores.

SOLDIER-STUDENTS AT WESTERN PUT ON "CIVIES" ONCE MORE

In accordance with demobilization
orders received from Ottawa recently,
the military authorities have granted
all medical students in khaki at West-
ern University the option of accepting
their discharge from the service in
order to continue their medical course,
or to give up their studies and report
back to their respective units for training.

Practically all soldier-students at
Western University, medical department,
numbering about 25, have accepted
the former course, and are now in
civilian clothing. One or two members
of the first-year class who were allowed
to enter Western as matriculants, having
been given leave from their military
units with pay to attend, have discontinued
their medical studies owing to
financial circumstances, the army pay
having now been discontinued.

The remainder of the soldier fresh-
men, as well as students of senior years
who were drafted under the military
service act are continuing their studies
as before. In addition to the above
there are five returned soldiers in the
senior years who were returned from
overseas to complete their studies, and
these men are to be discharged from
the service in the near future, and they
also will complete their course as
civilians.

FIRST PRESBYTERIAN.—In First
Presbyterian Church on Sunday evening
there will be a memorial service in
honor of Lieut. John Elder, whose death
resulted from wounds within a fortnight
of the signing of the armistice, and
Trooper Peter Stewart, killed in action
some time ago.

IF YOU ASK US

about our service, ten to one you'll

refer you to someone for whom

we've done such good work that

he'll have something really valuable

to tell you.

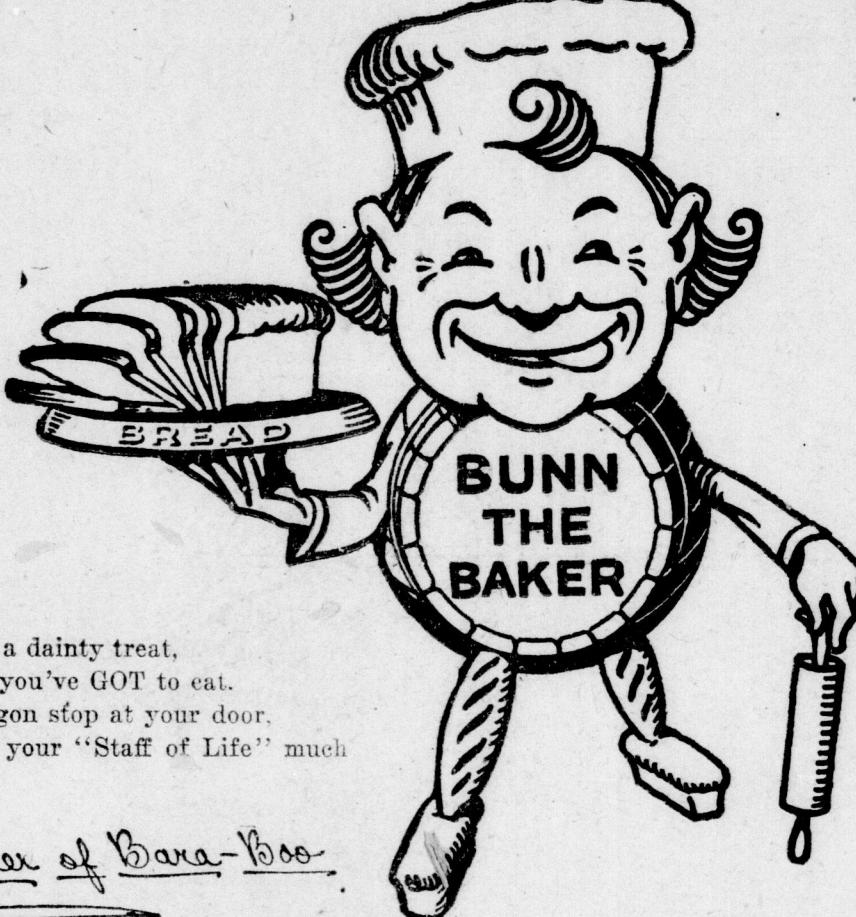
**Federal
Advertising
Agency**

T. H. YULL

Dominion Savings

Building,

LONDON, CANADA.



Think of bread as a dainty treat.
Not as something you've GOT to eat.
Just have our wagon stop at your door.
And you'll relish your "Staff of Life" much
more.

Bunn the Baker of Bana-Boo

What Is Your Conception of Bread?

Many people look upon bread as the bulk of their food—a sort of necessary
"filler," the mainstay of life.

They eat so much bread a day, figuring something like this: "Oh, well, I've
got to get a certain amount of food, and bread can furnish the bulk of it."
Not so with folks who take

Neal's Aloafa Bread

Here is not merely a bulk food or a "filler," but a real three-times-a-day
dainty that never tires the appetite.

Eat ALOAFA BREAD fresh from our ovens—eat it toasted—eat it one day
old—eat it in sandwiches, desserts, or just plain with butter. You'll find it
positively the finest bread you ever tasted, light, porous and snowy as to
crumb; crisp, golden-brown, nutty as to crust; easy to digest, more palatable
than you ever thought bread could be. Ask your grocer for a loaf to try,
and see if we overstate the excellence of NEAL'S ALOAFA BREAD.

Phones 1313-2173---For the Wagon

EAT



Food Control
of Canada License 5-448.

NEAL BAKING CO., LIMITED

BREAD FACTORIES AT WINDSOR, LONDON, SARNIA, ST. THOMAS.



**142ND COMRADES
ENJOY SOCIAL EVENING**

A social evening which was held in
the A.O.P. Hall, Dowler Block, last
evening, under the auspices of the 142nd
Comrades' Club, proved to be such a
grand success that plans will be made
to have others. It is likely also
that a concert will be put on in the
first week in December.

At the opening of the social A. E.
Miller spoke on his experiences in
France with the Canadian editors who
were guests of the British Government.
Major E. M. McLeas said that he was
glad to see so many old faces present
who were with the first draft of the
142nd to go to France under his com-
mand. The evening was spent at cards,
and at the close a lunch was served,
nearly one hundred persons were present.

NEW ROUTE TO WESTERN CANADA

On your next trip to Western Canada
why not travel over a new route, using
two famous trains on your journey and
travelling some of the most interesting
territory in the Dominion? The Inter-
national Limited and the Grand Trunk
will carry you from Montreal to Toronto,
where another famous train, The National,
starts on its westward trip to
Winnipeg. The National is a through
train which leaves Toronto at 8:35 p.m.
on Tuesday, Thursday and Saturday.
The rules of the Grand Trunk are used
to North Bay, which is reached early
on the morning following the departure
from Toronto. A daylight run is made
through the lakeland beauties of the
Fennoscandia and Northern Ontario to
Cochrane, calling at Cobalt, with its
wonderful mining activity. From Cochrane
to Winnipeg your journey lies over
the Canadian Government railways, with
splendid opportunities of inspecting the
fertile regions of New Ontario, including
the famed clay belt, where tens of
thousands of settlers will make their
homes in the future. The three railways
have combined to make the passenger
service over this new route of the high-
est possible standard. The greatest
travel comfort is assured, while there is
no added expense for railroad fare as
compared with any other route. For
further particulars, apply to any Grand
Trunk ticket agent or C. E. Horning,
D. E. A., Toronto.

Nov. 30

LIARS DID PIONEER WORK FOR MODERN CHAMBER OF TODAY

Reorganized Board of Trade
Hears Interesting Address.

MEMBERS MEET MEMBERS

**Jolly Get-Acquainted Session
Was Held by Organiza-
tion Last Night.**

If any doubt still remained in regard
to the spirit of enthusiasm with which
the members of London's reorganized
Board of Trade, otherwise the Chamber
of Commerce, are entering upon its
activities, it was dispelled at the first
"get acquainted meeting" held last
night in the Masonic Temple. Hun-
dreds of the men were present and
the seven or eight women members,
smoking being the favors for the for-
mer and sweets for the latter, were
From 8 to 9 o'clock, an informal re-
ception was held in the basement,
where selections by the First Presby-
terian Sunday School Orchestra were
frequently interspersed with songs in
the heartiest community chorus effect,
such songs as "Katy," "There's a
Long, Long Trail," etc.

The admission ticket, which was also
the identification check worn by each
man in the form of a maple leaf, on
which was printed, "I am (name).
Who are you?"

The only criticism to be made of
the program was that it was almost
too much of a good thing, in bringing
the fact that while each item was ex-
ceedingly interesting in itself, the
speaker of the evening, Charles W.
Harnsall, manager of the Port Huron
Chamber of Commerce, was not given
a chance to be heard until about 10:30
o'clock.

It was a tribute to both the quality
of his message and the manner in
which he delivered it that when he
brought his address to a close at 11
o'clock, probably everyone in the room
would have been glad to have listened
to him for several minutes more on
the vitally important subject to the
new organization, "The Modern Cham-
ber of Commerce."

Old Adage Stands.
"Where there is no vision, the people
perish. This was written thousands
of years ago. It is true of today. The
strife which has just come to a close
to my mind, is not so much a battle
against autocracy, as a battle of vision
against unbelief, as declared
Mr. Harnsall, adding, "Cities are the
products of men. They represent the
plans, the visions and dreams of men.
Behind the plan must be the organiza-
tion of men to make the dreams
come true. What a man does for him-
self dies with him. What he does for
his city, lives long after he is gone."
The purpose of a chamber of com-
merce is to make the people as a
whole, think in terms of the com-
munity progress. When you can do this,
the prosperity of the community has
just begun.

Big Liar's Job.
Sketching the various stages of the
development of community organiza-
tion to the modern chamber of com-
merce, Harnsall said that the highest
vice to the community, Mr. Harnsall
said.

"The first stage was what might be
termed the 'boasting stage,' when
somebody who was perhaps a failure
at everything else was usually the biggest
liar obtainable, was secured to ad-
vertise the town with a view to getting
industries; to tell how low the death
rate was, etc., etc., and all about it
having the finest transportation facili-
ties in the country."

All Laid Together.
"The next stage was the 'boasting
stage,' when we all went out and told
lies together. Now, we have begun to
realize that we have got to build up
the communities. We are beginning to
look into the communities to build
them up, instead of looking out. It is
nothing more, or less, than that we
have a little more vision than before."

His Flesh Horribly Burnt

His druggist sold him a cheap acid
corn cure; what he should have bought
was Putnam's Corn Extractor. It's
purely vegetable and acts in 24 hours.
Insist on only "Putnam's Extractor,"
25c at all dealers.

Three fundamentals to strive for in
community organization were empha-
sized: (1.) Creating the atmosphere of
progress; (2.) teaching the art of get-
ting; (3.) establishing the custom of
appreciation.

When you give to a Y. M. C. A. or
a Masonic temple or community cen-
tre," said the speaker, "you aren't giv-
ing anything away, because it comes
back to the community a thousand-
fold."

New Board Introduced.
J. J. Foot presided, and the first
order of the program was the intro-
duction of the new board of directors.
The amended constitution was pre-
sented by President E. E. Brathwaite,
and after a revival of the animated
discussion which marked the presenta-
tion of the first draft.

Five-minute speeches were made by
Mayor C. R. Somerville, who drew at-
tention to the claims of London to the
title, "educational centre," and the
need of proper buildings and equipment
for the medical college; Dr. Knowles,
who brought before the organization
the campaign to be launched for Sal-
vation Army war work; Isabel C. Arm-
strong, who spoke on "Friendship and
Diplomacy," two of the foundation
principles on which the chamber of
commerce is built, and Mr. Vendall and
Lieut.-Col. Pybus, who made earnest
appeals on behalf of preparation for
the return of the thousands of soldiers
to this district, after years of service
overseas, in many cases accompanied
by their families.

Problems to Face.
"What are we going to do with
them?" was the question raised, in-
volving housing, entertainment, etc.
Mr. Vendall outlined the service the
Y. M. C. A. and Y. W. C. A. are pre-
pared to offer, referring to the cam-
paign for Y. M. C. A. and Y. W. C. A.
work to take place the beginning of
December.

Controlled J. M. Moore asked for the
appointment of a committee of the
Chamber of Commerce to examine the
bylaw re centralizing city government,
a report approving the bylaw is re-
turned, the organization was asked to
indorse it. A similar request was made
by the Industrial Union of Marine and
Shipbuilding workers, in regard to the
industrial bylaw to be submitted to
the electors. The backing of the Cham-
ber of Commerce was asked in bring-
ing pressure to bear to have the Gov-
ernment highway pass through London.
This met with hearty indorsement.
Solos by Messrs. Crawford and Pette
added much to the enjoyment of the
evening. At the conclusion of the pro-
gram coffee and light refreshments were
served.

COST OF POTATOES TO GROWERS REACHED \$1.46

As a result of the co-operative farm-
ing plan of the employees of the Lon-
don Street Railway Company 570 bags
of potatoes were harvested from the
ten-acre patch on Richmond street
north this year. The cost of produc-
tion was \$1.46 per bag of 90 pounds.
There were fifty-two shareholders in
the club this year. The bulk of the
work was hired, but the shareholders
did some hoeing in connection with the
crop.

Despite the blight that struck the
country this summer, this patch es-
caped unhurt, and the men who are in-
terested in the project are delighted
with the results.

CLINTON PASTOR TO COME TO RIDOUT STREET CHURCH

The quarterly official board of the
Ridout Street Methodist Church has in-
vited the Rev. J. A. Agnew of Clinton
to become pastor of that church to
succeed the Rev. J. B. Holmes, who
has accepted a call to Trinity Church,
Stratford, where he will go next June.
The invitation has been accepted, sub-
ject to the stationing committee.

OFFICERS CHOSEN BY LONDON R. A. CHAP., 150

The annual meeting of London R.
A. Chapter, 150, was held in the rooms
recently. The following companions
were elected officers for 1919: Ex. Comp.
J. H. C. Woodward, H. J. Ex. Comp.
Thomas Colledge, J. V. Ex. Comp.
J. E. Ex. Comp. treasurer, Rt. Ex. Comp.
Whit Lancaster, scribe, Rt. Ex. Comp.
R. Symes, scribe N. Ex. Comp. Thos.
Dopp, Ex. Comp. J. H. C. Woodward
and Ex. Comp. Thomas Colledge,
auditors; Comp. W. A. Young, janitor; Ex. Comp. Finlay
Marshall, representative to Masonic
Hall conference.
The scrutineers were: Rt. Ex. Comp.
T. A. Buchner, Rt. Ex. Comp. Whit
Lancaster, Comp. C. S. Smith.

ROWAT'S COFFEE

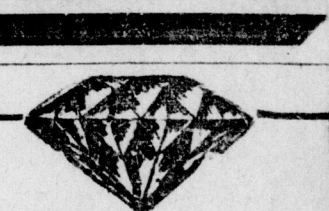
The best procurable. Please particular people.
55c PER POUND
550 Dundas St. Phone 3351-2052.
Canada Food Board License No. 8-9422.

ST. JOHN'S ANNIVERSARY.—An-
niversary services will be held in St.
John's Methodist Church, Sunday, at
2:30 and 7:30 and a congregational "at
home" Monday evening at 8 o'clock.

THE NEWEST IN SPATS ARE HERE!

Now is the time to wear Spats.
We are ready with the very
latest styles, featuring all the
newest shades. Our salesmen are
experienced at fitting them prop-
erly—and, remember, Spats
makes a pleasing change of
footwear at little cost, and you
can wear them over your oxfords
until the very severe winter
weather sets in. Make your
selections today while the
variety is complete.

Cook's Shoe Store



DIAMONDS

Diamond Rings from \$5 to \$350,
including single diamond rings,
three and five diamonds, and many
fancy settings in newest designs.

C. H. WARD & CO.

DIAMOND MERCHANTS,

386 Richmond Street.

RUINING THE EYES? YES,
it is exactly
what many
people are do-
ing today.

Jeopardizing their present
and future health
through eyestrain caused
by neglect and careles-
ness and their lack of the
proper glasses. Don't al-
low yourself to be count-
ed among their number.
If you need glasses an
examination will save
your eyesight.

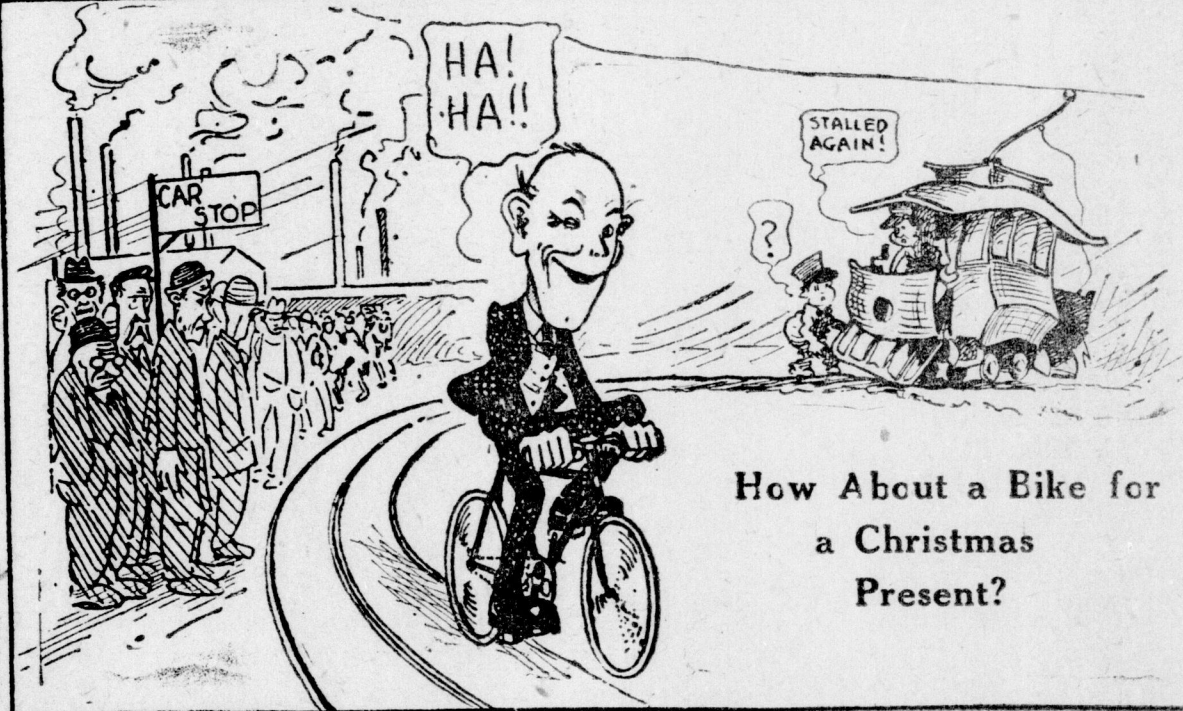
CONSULT US

**Carlyle
TREBILCOCK
OPTICIAN**

233 Dundas Street. Phone 2381.
Two Doors East of Majestic.

**GET YOUR
TIRES
RETRADED.
IT PAYS.**

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



How About a Bike for
a Christmas
Present?

Are You Among the Gang?

IF SO, GET OUT AND SPEED UP?

It Makes Bob Smile---

When he sees the days of lost time standing there.
The hundreds of cold dinners that will have to be eaten.
The waste of money in car fare.
The doctor bills to be paid from germ's contracted in crowded street cars.
The long walks at each end of the car line.
All this he avoids by owning one of those easy-running, "self-paying"

Brantford Red Bird Bicycles!

The next time you find yourself in this gang, come in and see us, and we will
show you how to make your car fare pay for a BRANTFORD BICYCLE.

Bicycle and Motor Sales Co.

425 WELLINGTON STREET. PHONE 3182. CASH OR TERMS.
Members London Chamber of Commerce.