

The TWO-IN-ONE SHOE STORE

The Floresheim Shoe For Particular Men!

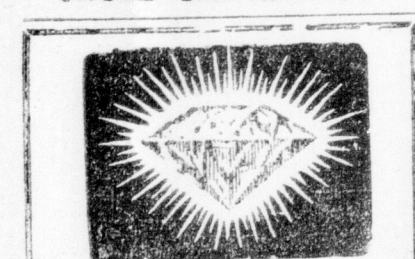
holds first place in our stock of Men's shoes. It belongs there, for it is the ideal Men's Shoe.

Wear them once and you'll wear no other. They are made of the best material, by the best workmanship.

They collect brains and good taste in the making of a Man's Shoe. They make a man look dressed in equally good taste.

A Perfect Shoe For a reasonable price: \$6.00 to \$8.00.

J.P. COOK & CO.
The Store that Serves You Best
Two Stores - DUNDAS & RICHMOND STS.



DIAMOND RINGS, \$6.00 TO \$500.00
C. H. WARD & CO.
Diamond Merchants and Jewelers
586 Richmond Street. Phone 1094.

BROWN OPTICAL CO.

223 DUNDAS ST. PHONE 1877.
Eyes Examined
No drugs used.
Glasses Ground and Fitted
At very moderate cost.

J. FERGUSON'S SONS

FUNERAL DIRECTORS.
OPEN DAY AND NIGHT.
180 KING STREET. PHONES 543, 373, 2056.

N. J. GRIFFITH

FUNERAL DIRECTOR AND EMBALMER.
194 Dundas Street, London.
Residence on premises. Phone 459.
Private Ambulance Service.
Delaware Branch, W. Acres, Mgr.

SMITH, SON & CLARKE

UNDERTAKERS.
115 DUNDAS ST. PHONE 388.
629 DUNDAS ST. PHONE 678.
Residence on Premises.
Private Ambulance Service.

GEORGE E. LOGAN

FUNERAL DIRECTOR AND EMBALMER.
413 RICHMOND ST., LONDON.
Residence on Premises.
Phone 1982. Personal Attention.

WE REPAIR LONDON Tire Repair Depot

A. WILKES.
354 Wellington St. McCleary's.
PHONE 2334.

D., L. & W. COAL

We sell dependable coal, and give quality and service. A trial will convince you our coal will last longer, and we guarantee weight.
HEAMAN & SON
Phone 312. York and Sunwell.

Scranton Coal

The most satisfactory coal for furnaces or ranges. Send in your order.
JOHN M. DALY
PHONE 348. 19 YORK STREET.

Quality Bread For You! For Others! For Everybody!

Our Bread is not in its experimental stage, but is as perfect as it can be made.

It's made from the most perfect ingredients that money could buy and baked by the best expert bakers.

Small loaf, 20 tickets for\$1.00

Large loaf, 13 tickets for\$1.00

Large loaf, 8c per loaf, but by purchasing 13 tickets you save 4c.

PARNELL The Breadman

Phones 929-1390.

Diamonds

Our selection of Engagement Rings is very choice and interesting. Diamond solitaires are always popular and acceptable at any time.

Many new rings in the newest and latest settings have been recently added to our collections, so that our stock, up-to-date, presents as fine a range as anyone could desire.

Solitaires, \$25, \$35, \$50 to \$500.

Wonderful values in magnificent clusters of sapphires, rubies or emeralds, with diamond combinations.

YOUNG'S TWO STORES.

170 Dundas St. 624 Dundas St.

Johnston Bros. XXX BREAD

WHAT WILL THE NEW YEAR BRING YOU? ENDURING PROSPERITY AND HAPPINESS, WE TRUST.

In the best interests of your health, we advise you to eat plenty of good, wholesome bread, as John Johnston Bros. supply daily.

REGRET DEATH OF MRS. C. S. HYMAN

Daughters of Empire Pass Resolution of Sympathy to Husband.

At a meeting of the executive of the Municipal Chapter, I. O. O. F., held in Cronyn Hall on Wednesday afternoon, Mrs. T. H. Smallman presiding, a resolution of sincere sympathy with Hon. C. S. Hyman in the death of Mrs. Hyman, was passed by a standing vote. Mrs. Hyman was a member and honorary regent of Lord Roberts Chapter.

It was announced at the meeting by Miss Dillon, convener of the entertainment of the I. O. O. F. Club, that arrangements have been made for a series of card parties to be given for the entertainment of the men. These will be taken in charge by the different chapters of the order, and prizes will be offered by members and by the various chapters. Refreshments will be served at each card party, which will be held weekly throughout the winter season. On Wednesday night the first card tournament was held, with the Campbell Becher Chapter in charge.

It was also announced that the Campbell Becher and Hamilton Gault Chapters will entertain at a dance in the Masonic Temple on January 16. This will take the form of a military dance, and will, it is expected, prove to be one of the most interesting social events of the season.

A letter was read from R. B. Bennett, director of national service, expressing appreciation for what had been accomplished by the I. O. O. F. and asking their co-operation in assisting national registration. It was decided to give all the help possible in the work.

The regular meeting of the Municipal Chapter will take place on Friday.

NOTED DIVINE RETIRES.

LONDON, Jan. 3.—Rev. Dr. J. A. Campbell Morgan has announced his intention to resign the pastorate of the Westminster Congregational Chapel, Buckingham Gate. His retirement is due to overwork.

Dr. Morgan has been pastor of the Westminster Congregational Chapel since 1904. He was born in 1863.

STEAMER ARRIVALS.

At New York.....Espagne Bordeaux New York.....Tuscania Glasgow

SELLING is the aim of all advertising. How's your aim?

Federal Advertising Service
Telephone 6482.
512 Dominion Building, LONDON, ONT.

MAYOR ADVOCATES SECURING UTILITIES IN CITY'S INTERESTS

Commissioners Are Guests of Chairman at Banquet.

MUNICIPAL TELEPHONES Should Be as Cheap as Lights, Declares Philip Pocock.

Chairman Philip Pocock of the utilities commission, entertained the members of the commission and the officials at a banquet at the Tecumseh House last night. It was a very pleasant evening.

After a very enjoyable meal, the chairman introduced a toast list. The health of the King was drunk, and Mr. Pocock proposed a toast to Mayor Stevenson, in which he congratulated him on his re-election.

Mayor Stevenson advocated the securing of more utilities for the city, particularly the London street railway. It could be made to pay dividends, and give the citizens two tickets for 5 cents at certain hours during the day.

Commissioners F. G. Mitchell and T. W. McFarland responded to the toast to the new commissioners. Both referred to the good feeling and business-like methods that had prevailed during the years that they had served on the board.

For Common Good. "We have not always seen eye to eye," said Mr. Mitchell, "but only by discussion, and the expression of opinion can good be obtained. We are all working for the good of the citizens, and we must battle out our opinions to get the best results."

Commissioner Dennis made a brief speech, in which he advocated a school

ROWAT'S COFFEE 50c per pound T. A. Rowat & Co.

230 Dundas St. — Phone 3051-3052.

of journalism in connection with the technical school. He congratulated the commission on its officials, and the excellent business methods that prevailed. He proposed the health of Mr. Pocock.

Mr. Pocock in reply said all the commissioners with whom he had been associated had worked for the interests of the citizens. He felt like praising to the limit the officials, to whom much of the credit for the success of hydro was due.

He advocated a government and municipal-owned telephone system. He thought that it was time for improvement.

"I see no reason why we should not get telephones as cheaply as we do our lights," he declared.

More Utilities. He also favored more utilities, and declared that now was the time to prepare to take over the street railway. The franchise expired in a few years, and the citizens should be prepared to operate it as a municipal enterprise. It would yield good results in the way of a reduction of taxes, and would give every manufacturer a sliding on the railways.

General Manager E. V. Buchanan, Secretary O. Ellwood and Treasurer J. S. Bell spoke also. Mr. Buchanan urged the construction of the new hydro shop, and also declared that more room would be needed at the R. O. street station at once, as the building was overcrowded. Mr. Bell regretted the departure of Frank G. Jewell as city auditor, one of the best officials any city ever had.

J. I. Fowler and E. J. Carty responded on behalf of the press.

PATRIOTIC SERVICES.

A week of prayer is being held in Dundas Centre Methodist Church, and tonight the services will be of a patriotic nature, and include addresses by Mrs. Thornley and Flight Lieut. George Fleming of Toronto. Special prayers will be offered for the soldiers and sailors.

ROSS', LIMITED FURS

From Trapper to Wearer Direct

MINK CLEARING SALE TODAY. GENUINE REDUCTIONS, AS ADVERTISED IN LAST WEEK'S PAPERS.

Canadian Natural Muskrat Coats

Box style, roll or notch collars, satin or Italian linings, full flare skirts. Every garment guaranteed; lengths 42 to 48 inches. Prices only\$52.50 to \$65.00

HUDSON SEAL COATS.

These garments are made from the most select pelts, faultless in color; the very latest in style; guaranteed in wear and unexcelled for value in the Canadian market; made in plain seal; also trimmed with black or natural lynx, Alaska sable, natural raccoon, ermine or beaver. Prices ranging from.....\$97.50 and up

Full ranges of Fur Sets, Muffs, Stoles and Neckpieces, in black fox, black lynx, sable, Hudson seal, black wolf, natural wolf, natural muskrat, beaver, ermine, raccoon, Thibet lamb, etc. All at Manufacturers' Prices

Ladies' Suits and Coats

OUR NO-PROFIT SPECIAL ORDER SALE CONTINUES

Owing to the number of orders already received we beg to advise intending purchasers to select as early as possible.

Our strongest advertisement is the recommendation of all past customers. The confidence we have in being able to please our patrons is emphasized in our policy of demanding no deposit.

Select materials, linings, buttons, etc., to your own taste, which are all included in the following prices:

SUIT COMPLETE

Fine English Broadcloth Suits, tailored to measure, \$19.75
All-Wool Cheviot Suits, tailored to measure, \$15.75

We are also showing Men's Fine Serges and Gabardines.

COAT COMPLETE.

Winter Tweed Coats, tailored to measure, \$8.95
Winter Chinchilla Coats, tailored to measure, \$9.95
Full Lined Broadcloth Coats, tailored to measure, \$17.85

Special Prices on Plush Coats to Order.
Mail Orders Promptly and Specially Attended To.
THIS SALE IS ONLY DURING SLACK WEEKS AND ENDS IN JANUARY.

TEN REMNANTS AT SNAP PRICES.
Ready-to-Wear Department
All Fall Suits, Coats and Dresses Are Now on Sale at CLEARING PRICES.
Special Values in Waists
Silks and crepes. The very latest designs in the trade.
Neckwear, Hosiery and Gloves a specialty.

PHONE 1319. 196 DUNDAS STREET.

Taylor Is Successful

The year just past has been the greatest in the history of THE TAYLOR DRUG COMPANY. Taylor did more business in 1916 than in any one year since the firm was established in 1868. He has more money, a greater stock and the confidence of more people than ever before. This great success is a direct result of his "square deal" business methods, his guarantee of satisfaction or money refunded, his honest advertising and his low prices. Heavy cash buying for the six busiest drug stores in Canada enables Taylor to sell all drug store goods to you at lower prices than smaller dealers can buy them.

YOU CANNOT AFFORD TO MISS THE FOLLOWING WONDERFUL BARGAINS FOR THURSDAY, FRIDAY AND SATURDAY.

SUBSTITUTES

never cured anyone. Be sure you get the genuine Taylor's Throat and Lung Balm. Do not let any dealer sell you something "just as good."

Throat and Lung Balm is the only remedy absolutely guaranteed to cure the worst cough, cold or bronchial irritation. It is at least five times as strong as ordinary cough syrups, mixtures, etc., and as it acts on the eliminating organs of the body, as well as on the throat and lung passages, it cannot upset the most delicate stomach. It gives prompt relief in asthma and bronchitis. Sold at 25c a bottle on our no-cure-no-pay guarantee. Get the genuine at Taylor's.

Taylor's Cream of Roses

An ideal lotion for chapped hands, cracked lips, rough, red skin or windburn. It does not contain one particle of oil or grease and cannot promote the growth of hair on the face. Excellent after shaving. Sold at 5c per ounce, and we supply the bottles.

BARGAINS in RUBBER

\$2.50 Taylor's Special Hot Water Bottle, two-year guarantee\$1.69
\$2.25 Dr. Morin's Special Hot Water Bottle, two-year guarantee\$1.59
\$1.75 Hot Water Bottles98c
75c Enema Syringes48c
75c Combinations for Hot Water Bottles58c
\$1.00 Household Rubber Gloves49c
\$5.00 Dr. Morin's Guaranteed Whirlsyringe\$2.49

51.00 Eno's Fruit Salts64c

50c Sweet Nitre Kidney Pills19c
50c Fruit-a-tives27c
50c Dr. Chase's Nerve Food33c
25c Baby's Own Tablets15c
25c Mecca Ointment13c
50c Peroxide Vanishing Cream24c
100 A. B. S. and C. Tablets13c
35c Syrup of Figs18c
25c Wiltshire Oil Liniment16c
50c Emulsion Cod Liver Oil29c
\$1.50 Syrup of Hypophosphites79c
25c Electric Oil14c
25c Witch Hazel Cream16c
50c Syrup Cod Liver Oil and Pine Tar36c
50c Pebecco Tooth Paste38c
25c White Pine and Tar14c
60c Abbey's Salts36c
35c Sore Throat Remedy24c
25c Cook's Chiblain Ointment19c

Cigar Specials

10c Japs, R.x, Baled Havanas, Santa Claras, Arabs, Havana Perfectos, Humps, etc.5 for 25c
5c Panatellas8 for 25c

LONDON AGENT FOR VINOL

The great Cod Liver Oil and Iron Tonic.

RED CROSS EXECUTIVE THANKS CONTRIBUTORS

Call For 1917 Greater As War Needs Increase.

As the Red Cross and C. W. A. A. work of 1916 closes, the executive desires to express something of their earnest gratitude to the good friends who have contributed to their funds. The women who sew and knit and pack and ship day after day, never forget that it is entirely owing to the generosity of those who contribute their money that their work is made possible.

And now with 1917 comes a call for greater effort. The gallant army in the trenches and the pitiful army in the hospitals, has swelled tremendously, the response of kindly hearts and hands must be correspondingly increased. At the opening of another year of work the executive goes forward in the confidence that their supporters will come behind them with a renewal of their gracious gifts.

WEDDING BELLS

HARRIS-MACDONALD. A pretty wedding took place at the home of Mr. and Mrs. R. MacDonald, Broadway, Springfield, when their youngest daughter, Doris, was united in marriage to Elmore S. Harris of Mount Elgin, Rev. Mr. Muttitt, M.A., B.D., minister of Chalmers Presbyterian Church, officiating. Promptly at half past twelve, to the strains of Mendelssohn's Wedding March, played by Mrs. Albert E. Atkins, sister of the bride, the bride, who was in a lovely silken dress, trimmed with oriental lace and carrying a shower bouquet of bridal roses and smilax, caught up with lines of the valley and fern, entered the room and took her place by the groom, under a white bell in an arch of evergreens and flags, banked with ferns and flowers. The bride and groom were unattended.

During the signing of the register, Mr. Kenneth Harris, cousin of the groom, sang, "Oh, Promise Me." After congratulations, the guests, numbering about forty, went to the dining-room, which was tastefully decorated with flags and evergreens, and partook of a wedding dinner, when the recesses being four of the bride's friends, Miss Annie McCallum, Mrs. B. Charlton, Mrs. R. E. Adamson and Mrs. J. F. Harris. At the close of the dinner Rev. Mr. Muttitt gave a toast to the bride. The groom's present to the bride was a pearl sunburst; to the bridesmaids, a cameo brooch; and to the soloist, a leather music case. Mr. and Mrs. Harris left on a motor trip to London and Woodstock, the bride attended in Beigian blue crepe, with black silk plush coat, muff and hat to match.

The presents included checks from Chalmers Presbyterian Church, and from the Sunday school, of which the bride has been organist for several years, and a silver casket from the Women's Missionary Society, of which she was secretary for a number of years. On their return Mr. and Mrs. Harris will reside on the groom's farm near Mount Elgin.

Monday evening, prior to the wedding, the choir of Chalmers Presbyterian Church, of which the bride-to-be was a member for several years, gathered at her home and presented her with a brass jardiniere and a china cream and sugar set, with a newly worded address. The evening was spent in games, followed by luncheon.

GLEN-MACLAREN. A very pretty show wedding took place at "Ivanhoe" farm, the home of the bride, Hensall, on Wednesday at high noon, when Edward Glen of Clinton was united in marriage to Mary Alice MacLaren, only daughter of Robert MacLaren, by Rev. W. Harvey Moore, B.A., of St. Paul's Church, Hensall.

The bride wore a white satin dress with Georgette crepe and pearl trimmings, and carried a beautiful bouquet of roses. Her going away costume was a navy blue suit with black velvet hat; she also wore a set of fox fur, the gift of the groom.

The ring-bearer, who was presented with a pearl pin by the groom, was little Helen Stewart. Mrs. Milne Randall played Lohengrin's Wedding March as the party entered the drawing-room. Her gift from the groom was a pearl pin.

While the register was being signed Mrs. Saunders, who was prettily gowned in green tulle with a bouquet of orchids, sang "Love's Valley." Her gift from the groom was a pearl pin. The bride was one of the most popular young ladies in Hensall and vicinity.

About forty guests were present from those from a distance including, Mr. and Mrs. Saunders (the latter a sister of the groom), from Goderich; Mr. and Mrs. Elliot, sister of the groom; Mr. and Mrs. MacFarlane, Mr. and Mrs. Stewart, Mrs. Glen and Miss Glen, mother and sister of the groom, of Clinton; and Mr. R. Dougall of Ixion, Manitoba, uncle of the bride; Mr. Glen, the groom's father, who is executive of Stanley, on account of illness, was not able to be present.

The young couple left for Toronto, and on their return will settle on the groom's farm in Stanley Township near Clinton.

HICKS-FORD. The wedding took place on New Year's Day at Dundas Centre Church of Annie Irene Ford of Elmville, the ceremony was performed by Rev. A. J. Thomas. Mr. and Mrs. Hicks will reside at Centerville.

Yesterday was not a pleasant day for going about, and for those without rubbers must have been very uncomfortable. It does not pay, nor is it any economy to be unprepared for those sloppy winter days. We have them every now and again all winter. Buy yourself rubbers now. Get them properly fitted to your shoes. Ladies rubbers to fit any style of shoe perfectly, 75c and 90c. Men's rubbers, \$1.00 and \$1.15, and others for youths and children at from 55c to \$1.00, at Casselman Bros., 171 Dundas Street.