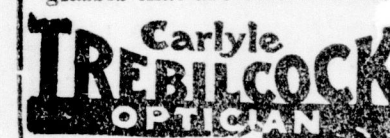


Dairy Butter 43c lbON SALE TOMORROW.
Tenderloins, Spare Ribs, Hearts, Livers,
Kidneys.**WILSON'S**
Phones 5600-5601.**DIAMONDS**A large and well-assorted
display of loose and mount-
ed diamonds.
Rings\$5.00 to \$400.00
Necklets\$10.00 to \$500.00**C. H. Ward & Co.**Diamond Merchants and Jewelers.
385 RICHMOND STREET.
Phone 1084.COMPLY WITH THE NEW REGU-
LATIONS.Purchase a Pair of
MACBETH AUTOMOBILE LENSES.
Western Ontario Electric Co.
Phone 4071. 237 Dundas Street.**Properly Fitted
Glasses**Cost no more money than im-
properly fitted ones. They cer-
tainly cost much less eye strain,
and the satisfaction of KNOW-
ING you have the RIGHT ones
is worth a great deal to you.
That's why it's to your very
decided advantage to have your
eyes fitted at the**Brown Optical Co.**EYE SPECIALISTS AND
OPTICIANS

223 Dundas St. Phone 1877.

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**Glasses Will Not
Help Your Eyes**Unless properly fitted. Prop-
erly fitted glasses will not
"pinch" your nose. Experi-
ence has given us the
"knack" of fitting efficient
glasses that are comfortable.**Carlyle
TREBILCOCK
OPTICIAN**235 Dundas Street, Two Doors East
of Majestic. Phone 235.

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**We Are Now
Rethreading, double-
threading and rebuilding
tires.****GET IN EARLY.****London's
Rubber Man**346-8 Dundas St. BROCKMAN.
Phone 5124.

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**DON'T
THROW AWAY**good miles, when your tires can be
made like new at**London Tire Repair Depot**354 Wellington Street. Phone 224.
A. WILKES. Opp. McClary's.

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**Piano Tuning**and Repairing is my
specialty.**S. Boardman**Formerly with Heintzman &
Co. Phone 3511.

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Give Us One Trialon that pair of shoes you need repaired.
We will call for them and guarantee sat-
isfaction.**MODERN SHOE REPAIR COMPANY.**
PHONE 2310.

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Becoming Eye GlassesWe carry many styles of very
becoming eyeglass mounts, and
are experts in the art of proper
fitting. Prices moderate.**JOHN S. BARNARD**Optician,
194 DUNDAS STREET.

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IT'S INTOLERABLE when you try to
start your car in a hurry and find your
batteries out of order. You never know
when it will happen unless an expert has
been attending it. Send it to us today
for examination.**BENSON-WILCOX ELECTRIC CO.**
364 Dundas Street. Phone 2671.

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**The London Loan and Savings
Company of Canada****INTEREST RATES ALLOWED****In Savings Bank 4 Per Cent****Debentures 5 to 5½ Per Cent**

M. J. KENT, Manager.

**BODY-BUILDING
FLESH-MAKING****Parnell's
Bread**Is what you should use for
your family. It costs no more
and is just as easy to get.
Try a trial loaf today.**Parnell The
Breadman**

Phones 929, 1390.

**Your Time
Counts**—RAILROADMEN!
—BUSINESSMEN!
—PROFESSIONAL MEN!
—TRADESMEN!Your success depends upon ac-
curacy. Diamond Hall Watches
bring success. Complete, in gold-
filled cases—

\$12, \$15, \$20, \$25 and \$40.

C. P. R. and G. T. R. Official
Watch Inspectors.**YOUNG'S**

TWO STORES.

170 Dundas St. 674 Dundas St.

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As of Old!We are still making the most de-
licious bread in London.**Johnston Bros.
XXX Bread**has won for itself the confidence
of the bread-buying public, because
day in and day out it's always the
same—delicious, appetizing, sat-
isfying, wholesome.

Your grocer sells it.

Why not have the best?

JOHNSTON BROS.
Phone 944.

ywt

**WILL ASK COUNCIL
FOR APPOINTMENT OF
A FUEL CONTROLLER**Independent Labor Men Not
Satisfied.At a meeting of the Independent
Labor party last evening it was
decided to send a delegation to the next
meeting of the city council and ask that
a fuel controller be appointed, and that
proper steps be taken to distribute the
fuel available in London. The present
system, it was stated, is not working
out satisfactorily, and the delegates
will urge that the plan that has worked
so well in Brantford be adopted.The following resolution was also
carried unanimously:"That this organization fully in-
dorses the position of Ald. Henry B.
Ashpitt, who has been elected to the
fuel committee, and that it will support
his efforts to secure the appointment
of a fuel controller, and that it will
oppose the council ratifying the pro-
posal to pay \$5,000 for the 1918 audit to
unincorporated auditors, in face of an
offer to do the same work for \$4,000 by
certificated men. We also resolve to
appoint a delegation of ratepayers to
present this resolution at the meeting
of the city council on Monday evening,
February 4."**HORSE LEFT STANDING
ON STREET TEN HOURS**Lorne Avenue Residents Report Case
of Severe Cruelty.Residents of the vicinity of Lorne
avenue and Adelaide street report a
case of cruelty to animals. They say
that on Saturday a horse attached to
a plumb line was standing on the
corner of the intersection from 12 o'clock
noon until 10 o'clock at night.It was there when I came home at
noon," one Lorne avenue resident told
The Advertiser, "and it was there when
I went to bed at 10 o'clock at night."Another citizen who lives nearby ex-
pressed the opinion that the horse was
being neglected, and that the case was
one of the most heinous of the kind
of such neglect.A number of the neighbors, it is said,
phoned the police department, and it
is possible that a summons to court
will yet result.**\$50,000 DEBENTURES
TO BE ASKED FOR BY
UTILITIES COMMISSION**Construction Estimates Will Be Con-
sidered at Meeting Today.The utilities commission will hold a
special meeting today to prepare new
construction estimates, and formally
ratify the estimates of the water and
gas companies.The commission will ask for \$50,000
for hydro and waterworks debentures.
This means that the new power plant
will not be completed.The power plant will be purchased
according to reports a sum being
agreed upon. The utilities have com-
mitted to an arrangement, and the com-
mission is asked to ratify it.**ADVERTISING**is no longer a game. It's a pro-
fession, along with law, medicine,
and engineering. We do things
professionally.**Federal
Advertising
Service**Dominion Savings
Building,
LONDON, CANADA.

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**Have your
FURS
remodelled now at the
lower charge.
BELTZ & CO.****ALDRIDGE BROTHERS
ALL IN HOSPITAL, ONE
WITH FEET FROZEN**Young Londoners All Doing
Their Bit for Empire.**SISTER OVERSEAS TOO**Expects To Go To France
With Hospital Unit
Shortly.The British mail which arrived yester-
day brought much bad news to
Percy St. Clair Aldridge of Ches-
ter, who has his three sons and
daughter overseas fighting for the Em-
pire. A letter from Corporal Percy
Aldridge, who has been through some
of the heaviest fighting on the western
front, stated that he is at present very
ill in the Lambeth hospital on the coast
of France. He is expected to be sent to
England for treatment later.Another son, Pte. Frank Aldridge,
writes that he is in the hospital at
Havre. He has been ill with trench
fever and had his feet frozen. As a re-
sult of the frostbites he had to have
one great toe and part of another
amputated. He expects to be sent to
another hospital in old London to have
another operation.Mr. Aldridge's daughter, Mrs. Edith
Fuller, who is a nursing sister with the
Western Trench Hospital unit, writes
that she expects to be ordered to
France at any time.**PATRICIA**Geraldine Farrar, in "The Devil
Stone," showing at the Patricia Theatre
again today and Wednesday, is a pre-
tension of the highest order. The mag-
nificent acting of Miss Farrar, coupled
with the beautiful picturesque scenes
and the most dramatic of plots, makes
the picture one of marvelous beauty."The Devil Stone," adapted for screen presen-
tation from the original story by
Beatrice De Mille and Leighton Osmun,
starts with a flavor of romance and
ends with the idea of representing an abstract
idea by a symbol. The devil's stone is a
magnificent emerald richly set in an
ancient diadem. It is found by a fish-
erman on a rugged coast after a storm.

At the Patricia Today and Wednesday.

Its history is most picturesquely as-
sociated with the mid-eighteenth cen-
tury. It had been stolen by a
Norse queen from a bishop whose con-
fession it was. The queen, who had
ordered him thrown over a cliff for
concealing it. With his last breath he
cursed, declaring that possession of
this jewel shall become fatal to all who
hold it until it is returned to the church.
The story of "The Devil Stone" is in
keeping with the other characters of
this intensely thrilling and interest-
ing mystery play.The Five Musical Sailors, a big time
vaudeville act, is a winner. Musical
novelty offerings by the crowd at the
performances that packed the theatre
to capacity."The Seven Swans" is a delightfully
whimsical fantasy adapted from Hans
Christian Andersen's fairy tale by J. Searle Daw-
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COFFEE
LONDON ENJOYS
LOWEST PRICES
OF MANY CITIES**According to Quotations, City
Escapes Much of H. C.
of L. Hardship.WIDE RANGE IN HOGS
Far West and Even Toronto
and Montreal Pay Much
More Than Local Prices.A comparison of prices of commodi-
ties in this city with the values
prevailing in other sections of the
Dominion, made from Government
figures, shows that the steady rise of
the high cost of living barometer hits
London less perhaps than any other
city in Canada.Market reports from representative
districts of the country in prices of
the principal commodities, show that
while many products are higher here
than in some sections, the most popu-
lar necessities are lower. The most
necessary foodstuffs, such as potatoes,
eggs, butter and pork sell in London
3 per cent below the average cost of
these articles in Canada.For instance, hogs in this vicinity
bring \$17.50 per hundredweight. Dressed
porkers are quoted at \$22.00, while
live hogs are sold at \$19.00. The differ-
ence in London and Montreal prices
is even more pronounced. There
live hogs call for \$19.00 to \$20.00, while
dressed hogs are offered at \$27.00 to
\$28.00.Advances in meat since the beginning
of the year in Europe are making
the Dominion's supply of meat a
Regina and Vancouver. The western
cities have the distinction of selling
hogs and cattle at the highest prices
in the Dominion.Potatoes and other vegetables are
practically similar in price in the
extreme West as values in this district.
Potato prices in St. John range from
\$1.80 to \$2.00, while in London the
price is \$2.25. Toronto quotations for
tubers are \$2.40 to \$2.50 a bag.Although the price of oats is con-
sidered abnormal in this city it is
proportionately lower than in other
places throughout the province.
In Toronto oats values range from \$4c
to \$5c, while in London prevailing prices
here are \$3c to \$4c.The fruit market in London is prac-
tically the same as in other parts of
the Dominion, but with a few excep-
tions prices are slightly lower than
those of Toronto, Montreal and the
Middle West. Local specialties in
comparatively low fruit values.Cheese, butter and eggs are cheaper
here than in Toronto.**FAMOUS RECITALIST
FAILED TO GET HERE
OWING TO BLOCKADE**Musical Event Is Postponed
Until Next Monday.The London Organists' Club last night
was left waiting at the church on the
night of the first grand show to the Lon-
don public. It was not the fault of the
distinguished conductor of the Men-