Tenderioins, Spareribs, Hearts, Livers, Kidneys. WILSON'S Phones 5600-5601.



A large and well-assorted display of loose and mounted diamonds.

Rings\$5.00 to \$400.00 Necklets .. \$10.00 to \$500.00

C.H. Ward & Co. Diamond Merchants and Jeweler 888 RICHMOND STREET.



LATIONS. Purchase a Pair of MACBETH AUTOMOBILE LENSES. Western Ontario Electric Co.

Properly Fitted Glasses

Cost no more money than improperly fitted ones. They certainly 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



Help Your Eyes

Unless properly fitted. Properly fitted glasses will not 'pinch' your nose. Experience has given us the 'knack' of fitting efficient glasses that are comfortable



We Are Now GET IN EARLY.

London's Rubber Man 346-8 Dundas St.



DON'T THROW AWAY

London Tire Repair Depot 354 Wellington Street. Phone 2334. A. WILKES. Opp. McClary's

good miles, when your tires can b



Piano Tuning S. Boardman

BROCKMAN.

Give Us One Trial on that pair of shoes you need repaired. Will call for them and guarantee sat-

MODERN SHOE REPAIR COMPANY, PHONE 2310.

Becoming Eye Glasses We carry many styles of very becoming eyeglass mounts, and are experts in the art of proper

JOHN S. BARNARD

194 DUNDAS STREET

fitting. Prices moderate.

TT'S INTOLERABLE when you try to start your car in a hurry and find your battery out of order. You never know when it will reppen unless an expert has been attending it. Send it to us today for examination. BENSON-WILCOX BLECTRIC CO., 64 Dundas Street. y Phone 2671.

The London Loan and Savings Company of Canada

INTEREST RATES ALLOWED In Savings Bank 4 Per Cent Debentures 5 to 5 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.

arnell The Breadman Phones 929, 1390.

Your Time Counts

-BUSINESSMENI -PROFESSIONAL MEN! -TRADESMEN!

Your success depends upon ac-uracy. Diamond Hall Watches ring success. Complete, in gold-\$12, \$15, \$20, \$25 and \$40.

C. P. R. and G. T. R. Official Watch Inspectors.

TWO STORES 170 Dundas St. 674 Dundas St.

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 lay in and day out it's always the ame—delicious, appetizing, satis-

Your grocer sells it Why not have the best! JOHNSTON BROS Phone 944.

000000 WILL ASK COUNCIL A FUEL CONTROLLER

Independent Labor Men Not Satisfied.

abor party last evening it was decided o send a delegation to the next meet-ng of the city council and ask that a uel controller be appointed, and that following resolution was also carried unanimously:

"That this organization fully indicates the position of Ald. Henry B. Ashplant in the city council on the audit salary question; and protests against the council ratifying the proposal to pay \$5,000 for the 1918 audit to uncertificated 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

of Severe Cruelty, Residents of the vicinity of Lorne evenue and Adelaide street report a bad case of cruelty to animals. They say that on Saturday a horse attached to plumber's rig was left standing from 'clock noon until 10 o'clock at

night.

"It was there when I came home at moon," 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 expressed the opinion in no unmistakable terms concerning the persons guilty of such neglect.

A number of the neighbors, it is said, phoned the police department, and it most summons to court

\$50,000 DEBENTURES TO BE ASKED FOR BY UTILITIES COMMISSION

Construction Estimates Will Be Considered at Meeting Today.

The utilities commission will hold a special meeting today to prepare new construction estimates, and formally ratify the settlement of the Foster wells suit.

The commission will ask for \$50,000 for hydro and waterworks debentures. This means that the new power plant will not be constructed.

The Foster wells will be purchased according to reports. a sum being agreed upon. The solicitors have come to an arrangement, and the commission is asked to ratify it. The utilities commission will hold a

ADVERTISING

Federal Advertising

LONDON, CANADA.

Have your

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 yes-erday brought much bad news to freely St. Clair Aldridge of Chelsea Green who has his three sons and laughter overseas fighting for the Empire. 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 ngland for treatment later, other son, Pte. Frank Aldridge, es that he is in the hospital at re. He has been ill with trench r and had his feet frozen. As a reof the frostbites he had to have and part of another toe r hospital in old London to have r operation.

t. Frank Aldridge write from the n hospital in England, where he adergone an operation, that he is g good progress, and expects to nt back to France again before ong. He fought at Vimy Ridge.

Aldridge's daughter, Mrs. Edith, who is a nursing sister with the rm. University Hospital unit, that she expects to be ordered.

PATRICIA

Geraldine Farrar, in "The Devil Stone," showing at the Patricia Theatre again today and Wednesday, is a production of the highest order. The magnificent acting of Miss Farrar, coupled with the beautiful picturesque scenes laid on the Breton coast, makes this picture one of marvelous beauty. "The Devil Stone," adapted for screen presentation from the original story by Beatrice De Mille and Leighton Osmun, starts with a flavor of romance and with the idea of representing an abstractidea by a symbol. The devil's stone is a magnificent emerald richly set in an ancient diadem. It is found by a fisher malden on a rugged coast after a storm.

The fortaces 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. while locally the popular price is \$2.25. Toronto quotations for tubers are \$2.40 to \$2.50 a bag.

Although the price of oats is considered abnormal in this city it is nother places throughout the province. In Toronto oats values range from \$2.60 to \$8c a bushel, while prevailing prices here are \$2c to \$4c.

The fruit market in London is practically at a standstill, but when it is active prices are slightly lower than those of Toronto, Montreal and the Middle West. Coast cities specialize in comparatively low fruit values.

Cheese, butter and eggs are cheaper here than in Toronto.



Its history is most picturesquely associated in her mind with a fragment of story lore. It had been stolen by a Norse queen from a bishop whose convent her troops had looted, and she ordered him thrown over a cliffe for concealing it. With his last breath he curses her, declaring that possession of this jewel shall become fatal to all who hold it until it is returned to the church. The fifth episode of "Who Is Number One?" Is in keeping with the other chapters of this intensely thrilling and interesting mystery serial.



MARGUERITE CLARK, at the Maheatre today. She will appear as neess Tweedledee. in a picture

y, who is also the director. The story for children of all ages, and deals with e adventures of a certain Princess Tweedledee and her seven brothers. A wicked queen, desiring to gain control of the rich kingdom over which they rule, transforms the brothers into seven white swans, and orders Princess Tweedledee thrown into a dark and gloomy dungeon filled with rats. How she escapes, and after three years and a day succeeds in saving her brothers and returning them to their human form, makes a fascinating photoplay. A comedy, "Roaring Lions and Wedding Bells," is a roar from start to finish. edledee and her seven brothers.

Rowat's 50c per pound COFFEE T.A.ROWAT & CO. 250 Dundae St. Phones 3051-3052 Prices marked for our semi-annual stocktaking.

LONDON ENJOYS **LOWEST PRICES** OF MANY CITIES

According to Quotations, City Escapes Much of H. C. of L. Hardship.

Far West and Even Toronto and Montreal Pay Much

WIDE RANGE IN HOGS

More Than Local Prices. A comparison of prices of commodities in this city with the values prevalent in other sections of the Domade from Government minion, figures, shows that the steady hise 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 indicate that while many products are higher here than in some sections, the most popular commodities are lower. The most necessary foodstuffs, such as potatoes eggs, butter and pork sell in Londor per cent below the average cost of these edibles in Canada.
For instance, hogs in this vicinity bring \$17.50 per hundredweight. Dressed porkers are in demand at \$24.50. To. onto quotations announce live hogs as selling between \$18 and \$19 a hundredweight, while dressed pork brings \$26 to \$27 in similar quantities. The difference in London and Montreal prices is even more propoughed for there

ference in London and Montreal prices Is even more pronounced, for there live hogs call for \$19 to \$20, while dressed hogs are offered at \$27 to \$29 in the French-Canadian city.

Advances in meat since the beginning of hostilities in Europe are marked in Regina and Vancouver. The western cities have the distinction of selling hogs and cattle at the highest prices in the Dominion.

FAMOUS RECITALIST FAILED TO GET HERE OWING TO BLOCKADE

Musical Event Is Postponed Until Next Monday.

The London Organists' Club last nigh was left waiting at the church on the not to mention late municipal organist of Leeds, England, and conductor of

Along about the hour when it was too chapters of this intensely thriving and interesting mystery serial.

The Five Musical Sailors, a big time vaudeville act, is a winner. Musical novelty offerings, some never before presented in the city, make this act of the sented in the city, make this act of the constant of the constant of the London organists' Club to register despair. Dr. cers and the members of the London Organists' Club to register despair. Dr. Fricker was hopelessly tied up by the storm, and unless he could charter an aeroplane, would be unable to make

Marguerite Clark, in "The Seven Swans," is the screen at raction again today at the Majestic. This popular star has eclipsed all previous efforts in this magnificent production, staged on a lavish scale and produced under the best directors in the art. "The Seven Swans" will be shown again today. The Seven Swans" will be shown again today. The popularity of Manguerite Clark was evidenced by the crowds at the Monday performances that packed the theatre to capacity.

"The Seven Swans" is a delightfully whimsical fantasy adapted from Hans Andersen's fairy tale by J. Searle Daw
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Marguerite Clark a bulletin out in front of St. Paul's Cathedral, telling the sad news of the postponement for one week of a great musical treat. In the thous
and or more people who made their way of the cathedral there were some that entered not in by the straight way and the front gate. They came by side ways, and they marveled at the Egyptian darkness of the cathedral, telling the sad f

ists' Club who waited in the vestibule.

Banquet Postponed.

With the calling off of the recital, visions disappeared of the banquet to have been given at Wong's in honor of the great recitalist, Dr. Fricker, and of the president of the Canadian Guild of Organists, Dr. Albert Ham. The storm that prevented Dr. Fricker from arriving deprived the banquet of Dr. Ham. Ham.
When the last arriving guest had departed, the members of the Organists' Guild made their way through the ghostly shadows of the cathedral to a room in the rear, where a brief meeting was held, and arrangements were made for a bigger and better success on made for a bigger and better success or Monday evening, February 4, when Dr recital.

After that the majority of the mem bers ended up the evening at the movies. The movie theatres, by the way, reaped a big harvest last evening from the big harvest last evening bestponement of Dr. Fricker's recital.
A MINOR.

GOT COAL AFTER DEALERS FAILED

DORCHESTER, Jan. 28.-Joseph Wil-DORCHESTER, Jan. 28.—Joseph Wilkins and Controller W. H. White received a carload of coal, and the fuel situation, which was serious, will be temporarily relieved. This makes the third supply only that has reached Dorchester since last March. Although these men are not regular coal dealers they are the only ones who have been

ding Bells," is a roar from start to finish.

In vaudeville, Miss Lenhart presents an act that is clever and entertaining. She sings, dances and presents char-

3 Inventory Pale

When You Cannot Buy

Coal To Keep You Warm,

We Will Sell Our

Blankets and Comforters

Full size, good quality covering, good

soft filling, in light and dark colors

..... \$2.25 up to \$7.00

Down-Filled Comforters, good quality

covering, light and dark, satin frame

top, extra values....\$7.75 up to \$14.00

Wool Blankets at the old price, all good

full sizes, well carded, Canadian and

Scotch wool\$4.50 up to \$13.75

Bath Robe Blankets, nice soft fleecy

finish, 2x21/2 yards, variety of color-

ings, \$5.50 value\$4.75

Here is an oppor-tunity for judiclous buying. The season has left us many broken lots of Stand-

Special Clearing Stock-Taking Prices in

LADIES' SUITS, new styles, navy,

black and copen, full assortment of dif-

ferent prices. Every suit at a special cut price to clear. NEW PLUSH COATS, .full style models, new collar and belt trimmed. best of plush and lining; \$27.50 to

\$30.00 coats. Clearing at\$23.95 SKIRTS, new serge, cheviot and corduroy cloths, in various shades, well tailored; up to \$6.50 values. Sale price

Underwear and Corset Values

Fine fleece, long and short sleeve Vests, Drawers to match, extra value. Per garment 50c Children's Vests and Drawers, good heavy ribbed weave, in natural colored yarn, 2 to 12 year size..... 25c to 50c Ladies' White Flannelette Gowns, nicely made, good value. Special at

CORSET

Long-hip model, four hose-supporters. medium figure. Good value \$1.00 pair

Children's **Sweaters** Red, blue, brown, grey, good all-wool values, up to 5-year size, \$1.00 and \$1.25

Boys' and Girls' Sweaters, 28 to 34 sizes, red and blue, regular \$2.00 to \$2.50. Sale price\$1.79 Knitted Wool Bonnets, fancy silkstitched trimming.....75c and \$1.00 Job lot Wool and Bearcloth Bonnets, assorted colors, worth up to \$1.00. Clearing sale 25c

Full assortment of Wool Gloves and Mitts, long and short cuff, brush and ribbed weaves, all colors..... This Is Your Chance To Secure a Good Heavy Scotch Shawl or Steamer Rug

These goods are much below their pres-

ent value today:	
1 only at \$2.25	2 only at \$2.5
5 only at\$2.75	5 only at\$3.0
6 only at\$3.50	1 only at\$3.7
6 only at\$4.00	3 only at \$4.5
6 only at\$5.00	4 only at \$7.5
2 only at\$7.75	2 only at\$9.5

49c Special

Ladies' Cashmere Hose, black and white, all sizes, 81/2 to 10, regular 60e value, sold as seconds 49c pair Men's Heavy Wool Socks, mixed colors, plain grey and tan, Penman qual-

House Dresses

ity4 pairs \$1.00

made of fast-colored gingham, nicelyed, smart and stylish for house use, 34 to 42 sizes \$1.10 each, 2 for \$2.00

Kimonos

Soft-Finished Wrapperette, nice patterns, well finished, full sized, 34, 36 and 38, regular \$2.00 value. Clearing

Winter Millinery Clearing at HALF PRICE

SEWING TIME IS COMING NEW IDEA PATTERNS AND MAGAZINES FOR SALE

PROGRAM REVEALS SCALE ON WHICH ENTERTAINMENTS, BEHIND THE LINES ARE GIVEN "SOMEWHERE IN FRANCE"

Interesting Report of 4th In- FLORIDA WATER AS fantry Brigade Concert, in Which Two Western Ontario Units Participated. Received.

The program of a military tatto given at the front by the 4th Canadian Barber Drinks It and Only nfantry Brigade, in which the 8th and the 2nd Pioneer Battalions, both the exceptionally large scale upon which enter; ainments are provided for the men behind the firing lines.

The program, which was sent by Corp. A. J. Ross, formerly of the 70th Battalion, now of the 25th Battalion and a well-known C. P. R. man here, to his prother; in-law. Sergt.-Major o his brother-in-law, Sergt.-Major Villiam Prowse, Adelaide street, as

ollows:
Opening—"Advance"
Bugles.
Enter bandsi playing regimental marches in the following order: 2nd Pioneer Battalion (bugle), 19th Battalion (prass), 3rd Battalion (brass), 25th Battalion (press) 19th Battalion (pipe), 20th Bat-talion (brass), 3rd Battalion (brass), 25th Battalion (pipe), 85th Battalion (brass), 5th Can-adian Infantry Brigade (brass), 21st Battalion (pipe), 27th Bat-talion (brass), 18th Battalion (brass), 43rd Battalion (pipe) "First Post" Bugles 'Great Little Army'
'Massed Bands of the 3rd, 27th
and 85th Battalions and the 5th
Infantry Bridge, B. M. Wallace, Bugles and Pipes. 8. National Airs—France, Russia, America, Canada, Rule Britannia. Massed Bands, B.-M. Mooney, Conductor

10. Selections—(a) "Abide With Me,"
(b) "O Canada"

Massed Bands, B.-M. Mooney, Conductor
"God Save the King." DR. MORIN'S SARSAPARILLA

"Last Post"

With Iodide of Potassium. The Greatest Blood Purifier

C. A. ROSS PHONE 1132.

Delivery to All Parts of City.

TEA40c lb.

PEAS, 2 Tins for35c

RICE10c lb. PAILS OF JAM AT60c

SALMON, 2 for25c

BEVERAGE ALMOST



his advice. Why suffer? Come today. It will cost you not one penny for the advice. BUNIONS, CORNS, CALLOUSES, SUDDEN CRAMPS IN TOES, WEAK ANKLES, FALLEN ARCHES, PAINS IN HEEL; TIRED, ACHING FEET, OR, IN FACT, ANY FOOT TROUBLE AT ALL CAN BE RELIEVED. STORE

The annual meeting of the Canadian Mackeson; reporter, otherhood of Railway Employees LAMBETH SCHOLARS GAVE. LAMBETH, Jan. 28-A collection was P. Hall, and the following officers re elected and installed:
Past president, M. E. Dundas; president, J. C. Andrews; secretary, E. C. ackall; treasurer, R. O. Canniff; warn, R. Hammond: inner guard, J. The situation regarding the Armenian was presented by C. R. Walker.

Stomach Pump Stops

SALE Death. Drinking Florida water nearly cost John White, a barber at the Iroquois Hotel, his life on Saturday night. White ohn White, a barber at the Iroquois s supposed to have consumed almost a int of Florida water. He was impediately taken ill and rushed to Victoria Hospital. Dr. Clegg used the tomach pump, and after some hours' work was able to bring the patient out danger. of Jewelry, Watches,

Clocks, Cut Glass, WEDNESDAY --- Silver Plate ---SPECIALS AGAIN RAISINS11c 1b. SUGAR10c lb. WRAY'S TOILET PAPER 5c Roll MACARONI11c lb. OATMEAL, 4 lbs. for28c

> Special for Tuesday

Special for Wednesday

Any locket in the store. fitted with 14k radium Regular price from \$1.00 point, Regular \$2.50. At up. At half price.

LONDON'S LARGEST JEWELRY

234 DUNDAS STREET

Special for Thursday

12 high grade, 17 jewel, 5 position, 18 size Rockford Watches, fitted in nickel cases. Regular \$30.00, For \$15.00 Fitted in highest quality gold filled case. Regular \$35.00. For\$17.50

Watch papers for our daily announcements. Some thing special every day. Large discounts off everything Shop Early and

Avoid the Rush!

W. J. Wray & Co.