

Our Specials For the Week- End Are:

PINEAPPLE ORANGES—Every body is buying them. Special Saturday, a dozen 29c

FLORIDA GRAPEFRUIT—Good weight 4 for 25c

DAIRY BUTTER, a pound 45c

We will have a demonstration of Heinz & Co.'s Products at this store on Saturday.

WILLIS & CO.

555 Richmond Street. Phone 3279

A Walk Into Stocks In the Two-In-One Shoe Store

If you are thinking of buying anything in the line of BOOTS, SHOES, SLIPPERS, SPATS, RUBBERS or TRUNKS, in wardrobe, steamer, fibre or wood makes, also Club Bags, Suitcases, Handbags or leather novelties, come and take a walk around a stock that includes a most comprehensive variety of all lines, at prices you can pay, and get the best that can be had for the money. Even if you do not want to buy today, it will be worth your while to look around and see what your money will buy in things you'll have to buy soon. You will not buy boots and shoes any cheaper for many months. There's real economy in buying now at

COOK'S

THE TWO-IN-ONE SHOE STORE.
Richmond and Dundas Streets.

**BROWN OPTICAL
COMPANY, LONDON**
EYES EXAMINED
NO DRUGS USED
QUALITY GLASSES
GROUND AND FITTED
AT MODERATE COST
223 DUNDAS ST. Phone 1877

Taylor's 6 Cut-Rate Drug
Stores sell at the lowest cut
prices every day in the year.

Order Forms
Inventory Forms
Delivery Books
Ask us about Printing.

STATIONERS
173 Dundas Street. Phone 154 or 53.

COMMISSIONERS WILL
RAISE FUNDS BY AN
ISSUE OF DEBENTURES

Utilities Board Plan Many
Improvements This Year.

WILL GET MORE WATER

Contract for the New Hydro
Building Not Awarded
Yesterday.

At the meeting of the utilities commission yesterday afternoon debentures amounting to \$110,000 were decided upon for capital expenditure during the year. The sum of \$50,000 will be for the waterworks and \$60,000 for the hydro. The debentures will be authorized in the City of London bill. The hydro will spend \$127,000 during the year. The sum of \$122,000 will be for extensions, wires, additions, etc. The balance, \$75,000, will be for the hydro shop, the debentures for which were authorized last year. This will bring the total capital expenditure to \$1,022,350.68. Of this amount \$41,000 has been provided for by debentures. The balance will be covered out of depreciation reserve to the extent of \$24,396.91, and the balance, \$106,953.63, out of surplus earnings. This will give a cash account of something like \$17,000, there being a total of \$122,350.67 to the revenue account.

The sum of \$40,000 will be required for waterworks, to be expended as follows: service \$12,000, service claims \$8,000, equipment \$2,000, additional water supply and pumping machinery \$28,000, over and over on capital account \$6,000, and \$3,000 for water and fire protection for the Byron Sanatorium. In 1916 the board expended \$47,642.17, or \$6,202.38 more than was provided for. There was an item of \$6,000 for a big dam on Kidout street, which was not expended last year. It will be built this year.

Must Have Water.
The water supply was discussed at some length. General Manager Buchanan reported that the board expended \$47,642.17, or \$6,202.38 more than was provided for. There was an item of \$6,000 for a big dam on Kidout street, which was not expended last year. It will be built this year.

Commissioner E. R. Dennis reported that the parks commission for this year would consist of Messrs. E. L. Hamilton, Wm. Moore, J. W. Metherell and John Lodge.

The plans for the hydro shop were considered, but it was decided not to award the contract for a time at least. The new building will cost about \$100,000.

QUALITY STORE

What you want and what you get here is the highest quality of Groceries, at the lowest possible price. Try this store for your groceries.

20-pound bag Sugar, each \$1.65

4-pound pail Jam, each 50c

There is no store in London that will give you the value in Tea that you get here.

35c, 40c, 50c, 60c, 75c, \$1.00 per lb.

California Asparagus, per tin 25c

French Beans, per tin 25c

French Peas, per tin 20c

Sweet June Peas, best yet, tin 25c

Bable Corn, per tin 25c

Creamery Butter, per pound 47c

Phones 1024 and 3323.

Harry Ranahan
515 RICHMOND STREET.

FIRST BANQUET OF HARDWARE MEN WAS A SPLENDID SUCCESS

Over 100 Members of Association Gathered Last Night.

PATRIOTIC ADDRESSES

Manufacturers Tell of Good Results to Follow War.

The Retail Hardware Association held its first banquet last evening at Wong's cafe, and it can be classed as one of the best functions this bustling organization has ever had. There were one hundred present, and a delightful program of speeches, music and recitations was presented.

Thomas Jones, the president, was the toastmaster, and he kept things going at a lively rate during the evening. There was not a dull moment.

After an excellent dinner, the health of the King was drunk, and Mr. Jones gave a most hearty welcome to the guests, and informed the association that this was not the last affair that would be presented. The success of other ventures gave them courage to continue their efforts.

Toast to Empire.
The toast to "The British Empire" was responded to by John Stevely. The glory of Great Britain would never die, he declared, and when this great war was over the Empire would emerge stronger, better, more united, and more wonderful than ever before. On the shoulders of the Empire had fallen a great portion of the burden of the struggle, and it was borne as only Britons could bear it.

"Canada" brought an eloquent response from W. E. Venable. He considered it an international courtesy that he should be asked, as an American, to respond to such a toast.

"I look with hope to the day when Old Glory will be flying aloft in the Union Jack, in fighting for civilization and liberty," he declared. "Canada is emerging from the provincialism and narrowness of the past. Canada has found herself, and from being a small nation, has come to the consciousness of her place in world affairs. Germany supposed that she was the only efficient nation, but is now discovering that efficiency does not depend on the blind obedience to a military autocracy, but on the energy and zeal of the people. Canadians showed their mettle at the battle of the Ypres, when they stopped the rush to Calais, what efficiency really was. We have shown them in manufacturing, and we will continue to show them. We in Canada can organize as well as anybody, and we can fight as well as anybody, when we want to. Canada will never desert the old land, but will remain true to her ideals of liberty and righteousness."

Mayor's Address.
Mayor Stevenson and ex-Alt. C. R. Summers responded to the toast to the City of London. All should be proud, the speakers declared, to live in such a city as London, one of the finest cities on the North American continent.

Col. W. M. Galtshore and J. J. Foot spoke on "Made in London" goods.

BARGAINS IN Spring Flowers

FOR FRIDAY AND SATURDAY.
Daffodils 65c dozen
Tulips 65c dozen
Carnations 55c dozen
Roses, 10c each, \$1.10 doz.

Prompt Delivery
Phone 4040

**Standard Drug
Limited**
Flower Department.
252 Dundas Street.

PETERS Specials make the Sun Shine. Are you going home on the Sunshine Special leaving Peters?

SPECIAL AT THE CAKE DEPT.

Cherry Loaf
a rich Cake with French fruit and Creamy Cherry Icing.
15c EACH.

SPECIAL AT THE CANDY DEPT.

Buttermints
a mellow, luscious, minty cream, covered with thin, brittle butter seotch; regular 30c lb. Saturday, till they vanish 23c lb.

Peters 2 Shops
2XV1

IT'S LIKE THIS

Economy does not lie in buying articles because they are a cent or two cheaper than high-grade ones. We offer our customers true economy by giving best quality at reasonable prices.

AUNT JEMIMA'S HERE
If you want delicious pancakes we recommend Aunt Jemima's Pancake and Buckwheat Flour.
15c per package.

PURE MAPLE SYRUP
It's genuine. For report on sample tested by Inland Revenue Department: see Bulletin 348, pages 20-22. Order some today.

CALIFORNIA WALNUTS
Extra size and extra good. Budded—the highest grade.
40c per pound.

FRESH OYSTERS
The solid-meat kind that give such satisfaction.
Quarts 30c. Pints 40c.
Half-pints 20c.

BOVRIL FOR HEALTH
Better than beef tea. Concentrated nourishment. It strengthens.
25c, 45c, 50c, 85c and \$1.40 bottle.

CHOICE BISCUITS
All the favorites are here in imported and domestic biscuits. A hundred styles to choose from.
25c to \$1.00 a pound.

PHONE ORDERS
receive the same care and attention as though personally given.
Order early.

T. A. ROWAT & CO.
250 Dundas St. Phone 3051-3052.

Civic patriotism should be the motto of every Londoner. The people could buy here to as good advantage as anywhere in Canada. London manufacturers stood very high, and it would be a great incentive to manufacturers if Londoners would purchase London made goods wherever possible.

C. A. Whitman and J. R. Rae spoke on behalf of the wholesale interests. Both referred to the fact that the hardware men were united, that they believed in service, and gave their customers the best possible service. Higher prices for hardware were predicted during the year.

The Manufacturers.
Adam Taylor, Guelph, spoke briefly on behalf of the manufacturing interests. They were working toward a common end, and the good feeling, and loyalty that prevailed was an evidence of the good faith each had in each other.

"Oil Interests" brought brief responses from Geo. E. Perry, C. W. McGuire and N. Curtis.

G. D. Davis of the Hardware Journal, upheld the press, making an excellent speech.

During the evening, the Forest City quartet sang a number of songs in splendid style. Fred Dowling, Geo. H. Andrews and Geo. A. Steer sang solos in fine voice. Mel Platt acted as accompanist.

Excelsior Life Company
Makes Excellent Report

Applications Increase Fifty Per Cent—Assets and Surplus Make Good Increases.

The twenty-seventh annual report of the Excelsior Life Company, published in another column, is evidence of steady progress by this well-known company. The cash income for the year, the largest in the company's history, showed an increase of over \$100,000. The disbursements for the year were \$311,991.68, of which the death claims were only \$108,998.97. The death claims were only 49 per cent of the expected, and this is accepted as a special tribute to the soundness of the selection of risks. Assets have increased during the year by \$254,002.20, and reserve funds by \$38,814. Total assets are now \$2,078,581.75, applications for a year being \$1,819,472, an increase of 50 per cent over those for the year 1915.

**NEED MORE ROOM AT
HOME FOR INCURABLES**

Premises Are Filled to Capacity at the Present Time.

The February meeting of the Women's Christian Association was held yesterday afternoon at the home of Mrs. H. Marshall, the president. The attendance was unusually large. The conveners of the various committees gave reports of the work done in connection with the Aged People's Home and the Home for Incubables, both under the care of the association. Mrs. Garner's report of her work among the poor of the city was of special interest.

Some important facts were brought forward in the course of discussion. Both homes are at present filled to their utmost capacity, and there will soon be need of additional accommodation, especially in the case of the Home for Incubables. It was noted that the health of the inmates of the Aged People's Home had been unusually good during the past year.

The necessity of having the Ministerial Association resume its Thursday services at the Victoria Home for Incubables was discussed at length, and it was determined that they should be approached on the subject.

After the adjournment of the meeting tea was served.

BOOSTER CLUB DANCE

Another Hop Will Likely Be Held in Two Weeks.

The Liberal Boosters gave an informal dance last night at Hyman Hall that was greatly enjoyed by a fair-sized crowd. The affair was such a huge success that another dance will be held in two weeks' time, in all likelihood.

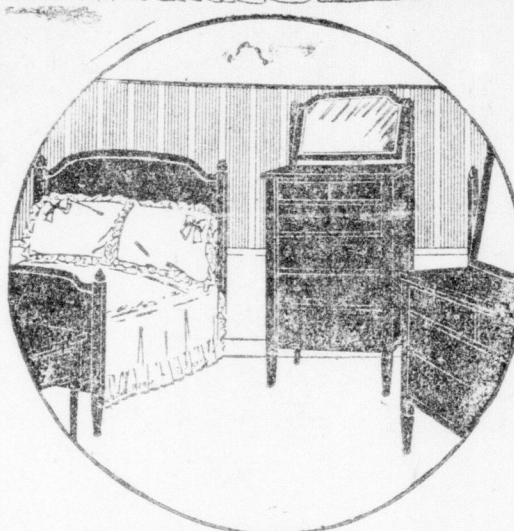
Those responsible for the success of the dance were Messrs. Jack Nopper, president of the Boosters; E. H. Brand, J. W. Ball, W. E. Marc, J. Hovey, G. Brown, G. G. Marr and R. Evans.

The "House of Casselman" has been doing a boot and shoe business in the same stand for over an eighth of a century. The business was organized and owned by the same personalities who are conducting it today. This is one of our warrants for inviting your trade in our line. We sell nothing but footwear—Casselman Bros., 171 Dundas street.

FEBRUARY FURNITURE SALE

REDUCTIONS OF 10 TO 25%

Reductions have been made of 10 to 25 per cent to induce you to make your purchases this month and enable us to make room for new spring stock.



Bedroom Suites

One Genuine Walnut Set, consisting of bed, dresser, chiffonier and triple-mirror dressing table, Adam design; regular \$200.00. For \$150.00

Another set, four pieces; regular \$110.00. For \$90.00

One Ivory-Finished set, beautiful and attractive. Special at \$100.00

One set of four pieces, Jacobean design, walnut finish. Special at \$55.00

Parlor Suites

One only three-piece set, solid mahogany, seats upholstered in tapestry; regular \$90.00. For \$79.50

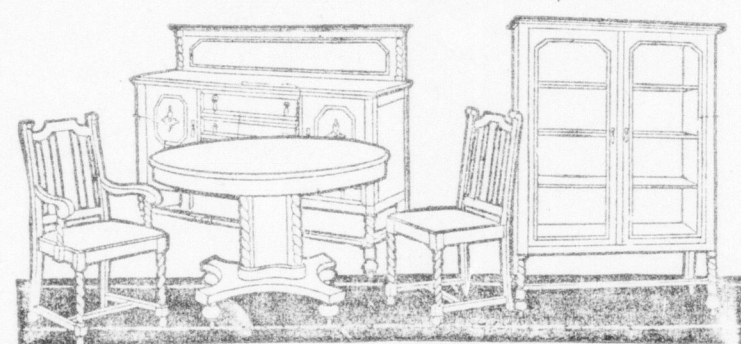
One only three-piece set, solid mahogany, upholstered seats and backs in best silk, beautifully finished; regular \$85.00. For \$65.00

One only three-piece set, solid mahogany, upholstered seats, backs and arms; regular \$60.00. For \$45.00

This set is suitable for living-room and is exceptionally good value

One only Solid Mahogany Set. Special \$40.00

DINING-ROOM FURNITURE



One Oak Set, consisting of pedestal table, buffet and six chairs (one arm). At \$57.00

One Set in quartered oak, table, buffet and six chairs (one arm). At \$72.00

The same with China Cabinet. At \$98.00

One Set, massive design, quartered oak, golden finish, table, buffet, china cabinet, six chairs (one arm), just the thing for a large dining-room. At \$125.00

One Set in Jacobean walnut, table, china cabinet, buffet and six chairs; regular \$198.00. For \$175.00

WM. TRAFFORD FURNITURE CO.

129 DUNDAS STREET.

(Established 44 Years)

11 MARKET SQUARE.

SHOWER BRIDE-TO-BE.
KOMOKA, Feb. 1.—On Monday evening the young people of Melrose and Lo-o gathered at the home of Miss Lily Morris in honor of Miss Mae Graham. During the evening a miscellaneous shower was tendered Miss Graham. A dainty lunch was served and the evening spent in games and merriment. After congratulating Miss Graham on her approaching marriage and wishing her all happiness in the future the young people left for their homes.

YOUR MONEY WILL EARN MORE HERE THAN IN THE BANK.



STOP
PAYING BIG PRICES FOR YOUR CLOTHING, FURNISHINGS, HATS AND CAPS WHEN YOU SAVE BIG MONEY ON EVERY PURCHASE AT

Wegner's Great Unloading Sale

\$60,000 STOCK PURCHASED BEFORE
THE WAR ADVANCED PRICES . . .

Men's Suits
\$15.00 to \$21.00, for \$12.00
\$12.00 to \$13.50, for \$9.00

Overcoats
\$16.50 to \$20.00, for \$11.60
\$12.00 to \$13.50, for \$9.00

Hats
Your choice of any Hat to \$3.00 value, for \$1.40

Sweater Coats
\$5.25 to \$6.25, for \$3.95
\$3.00 to \$3.25, for \$1.95
\$2.00 to \$2.25, for \$1.40

Work Shirts
\$1.25 value, for \$1.00
85c value, for 69c
65c value, for 50c

Fine Shirts
\$1.00, sizes 14 to 16, for 69c
85c, sizes 14 1/2 to 16, for 49c

Men's Pants
\$3.50 value, for \$2.69

EXTRA SPECIAL
Fifty dozen Champion Braces. Regular 35c value, for 21c

All leading makes of Underwear, including Stanfield's, at a big saving.

Be sure you find the right store with "The Heart of London" trade-mark over the door.

Two WEGNER Stores

Giant Clothing House
120 Dundas Street
(Just west of Kings-mill's)

"The Heart of London"
371 Talbot Street.
Open Evenings.

Danish Language Spoken Here.

R. J. Young & Co.

New One-Piece Pleated Dresses

These dresses have the new straight line and are pleated from the yolk, have wash satin collars and yolk, also pockets. Colors are navy, brown, green, black. Price

\$15.00

Skirts at Clearance Prices

One rack of Ladies' Skirts, in nice fine serge, in colors of navy, black, etc. Special clearance price,

\$2.98

Ladies' Coats

We want to clear out this lot of Misses' and Ladies' Coats, and as we have only a very small number left, have slashed the price in two. While they last,

\$4.98



Special 33-Inch White Washable Habutai Silk, extra heavy weight. Only 75c

Colored Habutai Silk in rose, peach, maize, navy and dark rose. Only 75c

Just arrived, 36-Inch-Wide Stripe Habutai Silk in stripes of maize, rose, blue and black, with fancy pattern. Only \$1.35

Extra special line of White Stripe Taffeta in blue and white, and black and white stripe, 36 inches wide. Worth \$1.50. For only \$1.25

Children's Vests, small size only, with drawers to match. To clear 10c garment

Ladies' Winter-Weight Combinations, nice fine weave. Only 85c

Ladies' Fleece-Lined Hose, all sizes, fast dye 35c, 3 for \$1.00

Ladies' All-Wool Cashmere Hose, full fashioned, seamless feet, fast color. Only 69c

Special lot Ladies' Sweaters in Copenhagen only. Regular \$2.98, clearing at \$2

WILL SPEAK AT LYRIC

Dr. J. G. Evans, of Arabia, to Give an Address On Sunday.

An open meeting will be held in the Lyric Theatre Sunday afternoon, at which Dr. J. G. Evans, formerly of Egypt, will be the speaker. Dr. Evans will speak on "The Lion and His Whelps." Dr. Evans has traveled extensively,

having lived for ten years in Arabia as a practiced physician.

He will speak Sunday night in the Colborne Street Methodist Church. Subject: "Life Among the Bedouin Tribes in Costume." Monday night at 8 o'clock, Dundas Street Centre Methodist Church, costumed address. "Love, Courtship and Marriage Among the Arabians." Tuesday night, Colborne Street Methodist Church, illustrated lecture, "The Land of the Cross

in the Hands of the Turk." Wednesday night, Askin Street Methodist Church, illustrated lecture, "The Land of the Cross in the Hands of the Turk."

All of these addresses are open to the public.

Sheet Music Sale.
Popular and operatic music, 6c copy, six for 25c. Mason & Risch, Dundas street.