

IT COSTS A LOT TO LIVE

But don't let the matter of expense keep you from having your eyes cared for. Sight is more important to you than clothing, food, or anything else. Also you'll find our prices decidedly reasonable. The Brown Optical Company, Specialists, 223 Dundas street, Phone 1877.

Shoes for Everyone

Our window display gives you a very good idea of the stock we carry in Boots, Shoes, Pumps and Oxfords, for Business, Dress and Sport, but we cannot show all the lines we carry. We show you a few of our COOK VALUES, \$1.75 to \$12.50.

LOOKS SHOE STORE

DUNDAS AND RICHMOND

Let us examine your eyes now to determine whether you need glasses or advice to enable you to read or do any kind of eye work in solid comfort. Only the actual experience of wearing our glasses will enable you to appreciate how much better you can perform your daily tasks with glasses than you are now doing these things without glasses. Consult us today.

Carlyle TREBILCOCK OPTICIAN

233 Dundas Street, Two Doors East of Majestic. Phone 2351.

Give Us One Trial

on that pair of shoes you need repaired. We'll call for them and guarantee satisfaction. MODERN SHOE REPAIR COMPANY, PHONE 2210.

Our RETREADING is QUALITY Work, Not the AVERAGE.

London Tire Repair Depot 154 Wellington Street, Phone 2314. A. WILKES. Opp. McCarty's. ywt

WHY NOT? BUY GUARANTEED GOODS. Canadian Beauty Irons... \$5.00 Canadian Beauty Toaster... \$5.00 Electric Fans... \$7.50 to \$40.00 Flashlights... \$2.50 to \$2.50 Western Ontario Electric Co. Phone 4071. 237 Dundas Street.

DIAMONDS C. H. WARD & CO. DIAMOND MERCHANTS.

336 Richmond Street.

We vulcanize new treads on Tires. Try them.

London's Rubber Man BROCKMAN

146 DUNDAS STREET. PHONE 5124. ywt

Artificial Limbs Martin-Halsted Co. REPAIRS SOLICITED.

104 Adams Ave. W., Detroit, Mich. ywt

WILL LOAN YOU ONE. If your battery needs repairing, send it in at once and we'll return you one of ours while you are undergoing the necessary repairs. Don't wait until it is too late. BENSON-WILCOX ELECTRIC CO. 264 Dundas Street. Phone 2671.

Becoming Eyeglasses

We 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. ywt

A Few Government Bonds FOR SALE To Pay 7%

Apply quickly.

London Loan and Savings Co.

London, Ont. ywt

YOUNG'S DIAMONDS AND WATCHES London

The Diamond at \$50.00

This is the Diamond Ring that appeals most strongly to the man of average means, not only because the price is not extravagant, but the stone is of good size and being absolutely flawless.

YOUNG'S TWO STORES.

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

Approved for Flavor by the Housewife

The woman who serves this bread on her table knows that

Johnston Bros. XXX Bread

is a revelation of what the highest culinary skill can accomplish in bread making. Noted for its delicious flavor. Progressive grocers sell it.

JOHNSTON BROS. PHONE 944. Canada Food Board License No. 5-263.

PROMOTIONS MADE IN DEPARTMENT BEFORE NOT ON SENIORITY

Interesting Figures in Fire Brigade Records Shown.

CASES ARE PARALLELED

Speedy Elevation in Rank After Reinstatement Has Occurred Several Times.

In view of the charges which have been made in connection with the fire department over the promotions of Chauffeur George Aitken to lieutenant, and Lieut. Thomas Tozer to captain, some interesting statements have been made. The charge has been aired that there were men senior to both, in point of service, but at the time the promotions were announced it was stated that they were being made on merit and not on length of service. Both the promoted officers, it is claimed, have offered to undergo any examination or series of examinations which may be suggested to show their qualifications for the positions they fill, and both have expressed a willingness to compete with any two men in the department, irrespective of their rank, any branch of the work of the firemen—driving, salvage work or firemen's duties. It is further claimed that if there are any two firemen of the department now who can equal their performances they will be willing to resign.

Whether such a proposal would be entertained by those who are criticizing the promotions is another question. The record of the appointments of the fire department officers shows some interesting sidelights on the question of promotions on grounds other than seniority. For instance, Assistant Chief Charles Scott was appointed to the department on December 25, 1914, more than three years after he was made a lieutenant—February 4, 1917, and two years later, January 15, 1919, he was made deputy chief.

Capt. Thomas Aitken, the senior captain of the department, joined the fire brigade in 1887. He was made a captain in February, 1903. The late Capt. John Case was promoted to captain April 1904, after having been on the department from September 2, 1893. Capt. Dan McDonald, retired, was a recruit on the department on June 1, 1901. He was made a lieutenant in October 1, 1904, and exactly one year later was given the second bugle—the insignia of a captain. Capt. R. A. Haylock was appointed to the department February 16, 1903; promoted to a lieutenant in February, 1907 and to captain two years afterwards, in 1909.

Parallels Tozer Record. Capt. J. Mitchell, senior captain at No. 1 station—headquarters—whose name has been more or less prominently mentioned in connection with the charges which have been leveled against the department, and who has taken a prominent part in the firemen's union, has a record which parallels that of the latter's promotions following his reinstatement on the department. Capt. Mitchell first joined the department in December, 1903. He served as a fireman until February 4, 1907, when he was made a lieutenant, but only served in that capacity for a few months. In January, 1909, he was reinstated with rank of a lieutenant, and on June 1st of that year was given command of a hall as a captain, having served only eight months in all as a lieutenant, and only four months after his reinstatement, before being given a captain's rank.

Capt. F. Taylor is another officer who was promoted after reinstatement. He served from October 18, 1904, until 1906, when he resigned. In March, 1908, he was reinstated, and in October of the same year was made a lieutenant. In 1911 he got his promotion to a captain.

Capt. C. Ferguson was appointed May 1, 1905; promoted to lieutenant December 16, 1914, and to captain August 1, 1916.

Capt. Tozer's Record. Capt. Thomas Tozer joined the department in January, 1909. He was made a lieutenant in July of last year, and was appointed a captain in April of the present year. Lieut. S. Scruby came on the department March 20, 1905, and was made a lieutenant December 1, 1908. Lieut. Jack Scott joined June 18, 1909.

CONVICTION

must precede a sale. Get conviction into your advertising and it will produce the sales.

Federal Advertising Agency

T. H. YULL Dominion Savings Building, LONDON, CANADA

Special Sale of Summer Hats BELTZ & CO. PHONE 517.

1906, and was made a lieutenant December 1, 1908.

Lieut. Thomas Mason joined May 24, 1909, and was promoted to lieutenant in December, 1916.

Lieut. George Aitken was promoted from chauffeur's rank to lieutenant on April 1 of the present year. His appointment to the department dates back to April 24, 1914.

Although "officially" on the department only for the past three years, Lieut. Aitken, according to his friends, has been connected with the London department for a considerably longer time than any other present officer of the department, with the exception of his father, Fire Chief John Aitken, and his uncle, Capt. Thomas Aitken of No. 3 fire station.

Grew Up With It. "George Aitken has grown up with the department is the way one fireman puts the lieutenant's record. From the time he was able to walk he has been around fire halls and going to fires, and he knew how to work there, too, long before some of the men who are now criticizing his promotion ever thought of joining the department.

"I see where reports are made that President George Bolton of the Firemen's Union is complaining that he was passed up in promotions, and Fireman Aitken jumped over his head. There is just one instance I can mention which should show a little light on this end of it. If you remember several years ago when there was a big fire at the Beck manufacturing plant, and at Johnston & Murray shoe store on Dundas street at the same time, you may remember who it was who first got to the scene of the Johnston-Murray fire, when the whole department was working at Beck's with the exception of one man. That one man, who wasn't at Beck's, was George Aitken, Bolton. He was left on duty at the department at the time, but he left the Beck fire with No. 3 station apparatus, went down to the fire, where Bolton was sitting at the telephone, loaded it with hose and went back to the Johnston-Murray fire, where with the assistance of men who had gathered there, and his brother, the late Sgt. Herman Aitken, who was killed in France, he started to work on the blaze. The man who complains now that he was passed over remained at the central fire hall and the man who he claims has been shown favoritism jumped in to do the work. If that one instance isn't answer enough for the ones who are trying to make trouble in the department, I would like to know what will satisfy them."

MAJESTIC

"Missing," Big J. Stuart Blackton Picture, at the Majestic Today.

Simple, though dramatic in construction, J. Stuart Blackton's great photograph, "Missing," presenting an all-star cast of the Majestic Theatre yesterday, and will be shown again today. The picture, which is based upon the novel of Mrs. Humphrey Ward, the scenario having been written by J. Stuart Blackton and Jeanie Young, made an instantaneous hit.

The opinion was heard expressed on all sides after Monday's performance that it was, without doubt, one of the greatest pictures ever shown here. In this picture J. Stuart Blackton has produced nothing short of a marvel, and in the ten minutes of the picture he has given the heartstrings of the audience to such an extent that tears well up into the eyes of those present in spite of themselves.

The story of "Missing" is a remarkable study in contrasts between two English sisters, Nell and Heather. Heather, the elder, craves wealth and social position. Nell is beautiful and unworldly.



STUART BLACKTON presents "MISSING"

At the Majestic today, "Missing" is presented by an all-star cast, and is an exceptionally strong picture. An added feature is a Billy Rhodes Comedy.

ly, and she falls in love with a poor young Englishman, who is about to receive a lieutenant's commission and leave for the front. She marries him, and when he is reported missing the mind of the girl who has loved him is shattered. She believes that he is dead, and thus marries a rich man. In the end Nell's soldier-husband returns to her. Sylvia Breamer, the beautiful Australian girl, who gives such a sympathetic interpretation of Nell in "Missing," had a difficult time when she decided to become an actress. "As soon as her parents in Sydney, Australia, learned of her ambition they packed her off to the back-country of Australia where she stayed at her father's sheep ranch, and had as playmates the aborigines, crocodiles and lizards of the neighborhood. But Miss Breamer grew tired of these attractions, so she ran away and was given a small part in an Australian stock company. After that her rise was rapid.

PATRICIA

"The Mysterious Client" Makes Hit at Patricia, Showing Today and Wednesday.

CAST. Jeanie Darcy Irene Castle Harry Nelson Warner Oland Boris Norjunov Caesar Grayna Mrs. Vernon Castle Milton Sills and Warner Oland, who played the three parts in the famous serial, "Patricia," again are to be seen here as stars in the new Pathe play, "The Mysterious Client," which will be shown at the Patricia Theatre today and Wednesday.

Harry Nelson, a young attorney-at-law, sits in his tiny office in a towering skyscraper of New York, waiting for clients. Instead, he receives his come from his sweetheart, and a dispossessed notice from his landlord. Then the tempter comes. Boris Norjunov offers him a large sum of money to perform an unethical legal service for him. But Harry indignantly orders the tempter from his office. Suddenly beautiful Jeanie Darcy dashes mysteriously into the office, and asking for a revolver, begs Harry to protect her from everyone until she can get an envelope, which she carries, to a safe deposit box.

The appeal of the "mysterious client" moves Harry to accept. He goes with her to the street, where he is attacked. His assailant is knocked down, and Harry jumps into a taxi with Jeanie, only to discover that the envelope has been stolen from him. Harry is eager to return to the scene in an effort to recover the precious envelope, but is dissuaded by Jeanie. They go to a little Italian restaurant, presided over by Tony Cavallo, who has a weakness for penny dreadfuls and aspires to become a detective. There Jeanie tells Harry to come to her tonight at a given address, if he

Rowat's Coffee

The best procurable. People's 55c PER POUND 260 Dundas St. Phone 9251-2052. Canada Food Board License No. 5-3422.

is brave enough to go through hell for an unexpected girl. Tony overhears. He copies the address. Tony overhears. Harry keeps the appointment. Tony also lurks outside the apartment house, where Jeanie meets Harry. With Jeanie, Harry rides to a handsome residence in the fashionable district, leaving Tony gaping in the street before of the city.

There are in this city between 20 and 25 places with signs out marked cleaning and pressing, whose whole stock, stock and barrel, consists of a pressing iron, a few brushes, and a dish of gasoline. Now, these so-called cleaners, a few tailors, inform every customer how much better their work is than that of the cleaner, who has a properly equipped plant.

The result is, in many cases, the legitimate cleaning industry gets a black eye. The unsuspecting customer drops a suit in to one of these places to have it cleaned. What happens? Exactly this: If it is at all possible this so-called cleaner smotheres up dirt by sponging over the surface with a brush and some gasoline, but if it is so badly soiled that this cannot be done, why he then sends it out to a legitimate cleaner, who cleans it properly.

Now, in many cases garments that actually require a thorough cleaning are only sponged by this so-called cleaner.

The customer, on complaining of the soil and spots showing up shortly, is told that such and such a legitimate cleaner does all this so-called cleaning work.

The law protects a doctor in so much that no one can practice medicine unless he has attended college and received his diploma.

Not so, however, with the cleaning industry. Any Tom, Dick or Harry can bloom forth over night from a ditch and digger to a full-fledged cleaner, by unusual means at the moment of his pressing. For these reasons one legitimate cleaner in the city has discontinued his business, and has moved to these places.

JACOB M. DYER. THE CLEANER AND

MERCHANDISING LECTURE FOR MERCHANTS AND CLERKS

Free Lecture and Slides and Movies to Tell Causes Tomorrow Evening.

Extreme interest is being manifested in the retail merchandising lecture, which is being brought to this city by the Advertising Club and the Board of Trade, and which will be shown free of charge to all merchants and clerks on Wednesday night of this week, at 8 o'clock, in the Y. M. C. A. Auditorium. The lecture, which has been prepared by the National Cash Register Company, contains the result of 33 years spent in collecting retail merchandising ideas from merchants in all parts of the world, and is by far the best lecture of its character on the road today.

The lecture will, by means of stereopticon slides and motion pictures, tell the causes of failure, and explain some of the methods of success. An interesting feature of the lecture will be the part devoted to newspaper advertising. Writing of newspaper advertisements, selection of mediums, and the necessity for a policy of continuous advertising by the retailer will be taken up in detail. By the same method the question of proper window display, delivery problems, perfection of a store organization, and other interesting matters will be discussed.

In addition, the three-reef Essayay feature film, "Troubles of a Merchant," which is in regard to the possibility of living in various forms and degrees, without moral culpability they may satisfy themselves by consulting various standard works, notably Gury's "Theology," an official textbook of the Jesuits. Inquiries from the past, that while the Rev. Mr. Spence has stated the matter somewhat bluntly, he

is not without justification for his charge against the Jesuits, at least, as they are shown not only by history, but by their own writings. That would be a much safer course than attacking them by history, but by their own writings. That would be a much safer course than attacking them by history, but by their own writings. That would be a much safer course than attacking them by history, but by their own writings.

THE CLEANER'S POSITION.

To the Editor of The Advertiser: Seeing a news item in your Saturday edition headed "What happens Between Tailors and Cleaners," I would appreciate very much a publication of a few facts, as an explanation on behalf of the master cleaners and dyers of the city.

There are in this city between 20 and 25 places with signs out marked cleaning and pressing, whose whole stock, stock and barrel, consists of a pressing iron, a few brushes, and a dish of gasoline. Now, these so-called cleaners, a few tailors, inform every customer how much better their work is than that of the cleaner, who has a properly equipped plant.

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JACOB M. DYER. THE CLEANER AND

THIEVES TOOK AUTO OF STRATHROY MAN

Automobile thieves are at work in this city, a Ford car, the property of A. Rowe of Strathroy, having been stolen Sunday. The owner motored to London from his home Sunday to see some friends in training at Carleton Heights, and left his car on the market square for a short time. Upon returning he found his auto missing, and reported the matter to the police, who are working on the case. The stolen car is a five-passenger Ford, carrying license number 49777. Overcoats and other wearing apparel in the automobile at the time of the theft were also taken, and in addition to this there was a large hamper of good things to eat for Mr. Rowe's soldier friends in camp here, and this was also taken.

YOUR DOCTOR

or any druggist will recommend iron capsules. Tonal-iron Capsules, the new Greek remedy in preparation, are just what you need for that anemia, sleeplessness, nervousness, heart palpitation, system weakness, backache, headache, the ears, and any of a dozen ailments caused by lack of good rich blood. They have cured others and will certainly help you. Nearly three weeks' treatment in each package. Easy to take and guaranteed to help. At all drug stores or by mail from us for \$1.00 a box. Tonal-iron Company, Box 184, London. ywt

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ASK YOUR GROCER REAL BAKING CO., LTD.

CANADA FOOD BOARD LICENSE NO. 5-448.

Phone 2173-1313 . . . Factory 2-10 Carlton

WRIGLEYS



The universal military service gum—

A Soldier's offering to his sweetheart is naturally the sweetmeat that gave him most refreshment and greatest enjoyment when on duty.

The Flavour Lasts



Keep the boys in service supplied.

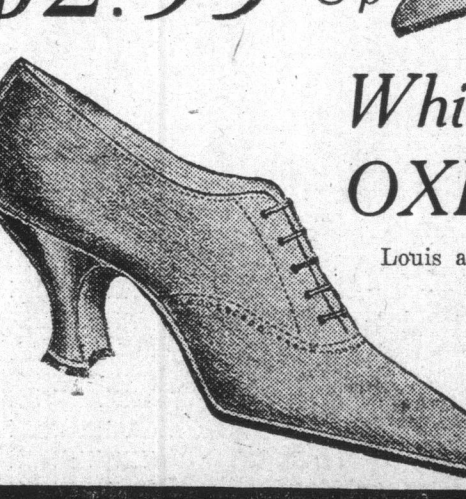
Wednesday Morning SPECIALS

To obtain a full day's business on Wednesday morning, we offer the following bargains in White Footwear. Come early for best choice.

WHITE POPLIN BOOTS

Light or heavy soles, military or Louis heels.

\$2.95 Up



White Leather OXFORDS

Louis and military heels, \$2.95 and Up

Johnston & Murray BOOTS - SHOES - TRUNKS LONDON ST. THOMAS

DELICIOUS, FINELY TEXTURED, EVENLY BAKED AND WHOLESOME

THAT'S WHAT EXPERT BAKERS AND DIETITIANS SAY ABOUT

PARNELL'S BREADS

YOU'LL NEVER REALIZE JUST HOW GOOD THEY ARE UNTIL YOU TRY A LOAF. ORDER ONE TODAY.

Phones 929-1390. PARNELL The Breadman. Food Control of Canada License No. 5-065.