

SATISFACTION To the Customer SATISFACTION To the Store

There's great satisfaction to both the store and the customer when a sale is properly effected. When a square deal is contemplated and consummated. When both parties are benefited, and how can this be assured? Very simple, when experience with the trade of the store dictates what the customers want in kind and value. When the article offered is put before the customer with truthful statements as to first what it is, and the salesman confines his technique of salesmanship to that.

There is nothing in the way of hypnotic salesmanship practiced in this store. It is not our way of doing business. When you buy Boots and Shoes at this store you can rest assured that satisfaction will attend your purchase. This business was built up and will continue on those lines. Buy your shoes at

J. P. Cook Co.

The Two-In-One Shoe Store.
The Store That Serves You Best.

BROWN OPTICAL
COMPANY LONDON
EYES EXAMINED
NO DRUGS USED
QUALITY GLASSES
GROUND AND FITTED
AT MODERATE COST
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Residence on premises. Phone 459.
Private Ambulance Service.
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SMITH, SON & CLARKE
UNDERTAKERS.
115 DUNDAS ST. PHONE 588
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Residence on Premises.
Private Ambulance Service.

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

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Hot Water Bottles Just as Satisfactorily as Tires.
LONDON
Tire Repair Depot
A. WILKES.
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Your Child's Eyes
Need every care. They should be examined, and, if necessary, fitted with a pair of GOOD GLASSES at a very moderate cost.

John S. Barnard
Optician,
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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 Burwell.

Delaware, Lackawanna and Western
Coal Company's

Scranton Coal
The most satisfactory coal for furnace or range. Send in your order.

JOHN M. DALY
PHONE 348. 19 YORK STREET.

Office To Let
STEAM-HEATED

Only \$8 a Month
APPLY

LONDON LOAN AND SAVINGS COMPANY

DIAMOND HALL Diamonds

Diamonds are the most popular of all precious stones, as well as the most beautiful and most valuable. They last forever. Their radiance never dies; then, too, their value is constantly increasing, making them an exceptionally good investment. Our prices are very moderate. Solitaires, \$25.00, \$35.00, \$50.00 up to \$600.00. Magnificent clusters in Sapphires, Rubies, Emeralds, in Diamond combination, at \$49.00 and upwards.

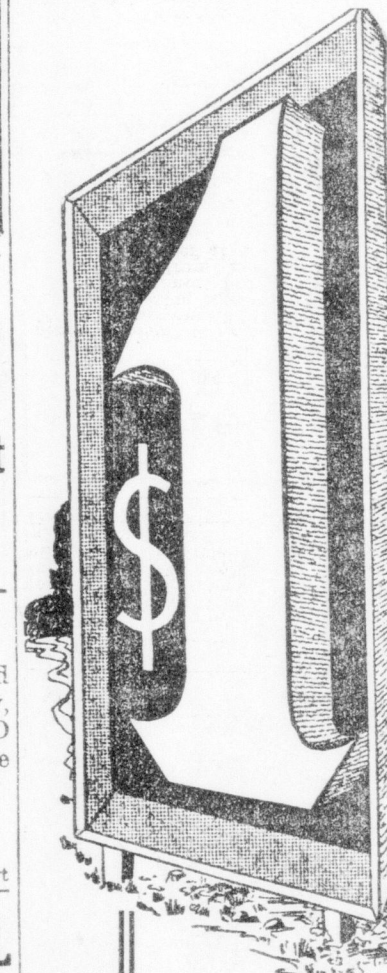
YOUNG'S
TWO STORES:
170 DUNDAS ST. 674 DUNDAS ST.

JOHNSTON BROS.
XXX BREAD

WHO IS TO BLAME?—Dr. Douglis of Askin Street Methodist Church announces two pertinent sermons for Sunday. In the morning the question will be, "If Our Friends Are Lost, Who Is to Blame?" And in the evening, "Is There Any Salvation After Death?"

Hear Mr. Buzzell
next Tuesday (6 p.m., Tecumseh House), and you'll hear things we've been advocating right along. Tickets (including dinner) \$1—at Hay's Stationery, or from any Advertising Club member, or at

Federal Advertising Service
Telephone 5422.
312 Dominion Savings Building,
LONDON, ONT.



UNANIMITY FEATURE OF COUNTY COUNCIL SESSION NOW ENDED

Harmony Prevails Throughout
First Sitting of Year.

SOME BYLAWS PASSED

County To Borrow \$172,000
on Notes for Current
Expenses.

The winter session of the county council, which has been in progress all week, came to a close at noon today, the last sitting being devoted to the passing of a number of bylaws.

The next meeting of the council will be held the first Monday in June next. The session just closed was characterized by the utmost unanimity on the part of the members in the majority of the questions up for consideration, particularly the patriotic grant.

To Eliminate Politics.
One outstanding feature was the appointment of a committee, which will report at the June session on the most feasible scheme for the elimination of party politics in the election of a warden.

The committee will devise some scheme in the meantime, and will submit its report for the approval of the members at the June meeting. By the adoption of some scheme of this description, it is hoped to avoid any more friction in such elections as Varden Arthur Blackie, who has the distinction of being the youngest warden who has held the position in Middlesex, expressed his gratification at the harmony that had existed at the session just closed.

I deeply appreciate the honor that the county council has conferred upon me. It is indeed a pleasure to be associated with such a body of high-minded men as compose the county council of Middlesex, and I will, to the best of my ability, try to fill the position to which I have been elected."

To Borrow \$172,000.
The most important bylaw passed at the closing sitting was one authorizing the county treasurer to borrow on notes the sum of \$172,000 to cover the current expenses for this year.

The bylaw passed in 1915 in connection with the grant of \$25,000 to the Dominion patriotic fund remains effective, and no further action was necessary except to sanction the grant. A bylaw for county road improvement and construction was passed, and the amount of \$54,000 for construction purposes, and \$16,000 for maintenance will be called for, the amount having been laid down in the estimates.

Three grants for various amounts were made to different places for road improvement. Strathroy is to receive \$2,000, Alton \$1,000, and Glencoe \$500 for road purposes.

A resolution was passed for the appropriation of gravel for county road purposes when appropriation is necessary, the value of the gravel taken to be left to a board of arbitrators.

The salaries of the jail turnkeys were advanced. The councillors returned to their homes this afternoon.

COLLEGE APPOINTMENTS.
Following are the Huron College appointments for Saturday, Jan. 27: R. P. Hargreaves, Bayfield, W. D. Davis; Epiphany L. P. Hargreaves, Chelsea, Green, W. H. Hargreaves, A. S. Mitchell, Atwood, A. Shaw, Yarmouth Heights, W. Griffith, Hyde Park, O. Mousley; Home for Incapables, H. G. E. Crosby; C. C. Bruton.

Buys 20 Loaves of "Snowdrift"
---The Finest Bread Ever Turned Out by Painstaking, Careful Bakers.

IF YOU ARE AN EPICURE AND APPRECIATE QUALITY AND FINENESS IN BREAD YOU'LL LIKE SNOWDRIFT. SO WILL EVERY MEMBER OF YOUR FAMILY.

And It's the Most Nourishing Food They Can Eat...
It's made of Purity Flour, Fleischman's Compressed Yeast, best granulated sugar, table salt and malt extract.
It's wrapped in waxed paper by electricity and can be had at your grocers, from our wagons or by phoning us.
TRY A TRIAL LOAF TODAY.

PARNELL The Breadman
PHONES 929-1390.

ROWAT'S COFFEE

50c per pound
T.A. ROWAT & CO.
281 Dundas St.
Phone 5251-3052
jwv

RAISE \$300,000 FOR PATRIOTIC FUND AND WORK OF RED CROSS

Big Campaign To Be Put On Here Next Month.

NEW OFFICERS ELECTED

Col. W. M. Gartshore President of Association for This Year.

At a meeting of the London Patriotic Association held in the Tecumseh House last evening it was decided that \$300,000 should be raised by voluntary subscriptions in aid of patriotic and Red Cross work.

The election of officers was disposed of before the question of a campaign was dealt with.

The following were elected for the ensuing year: President, Lieut.-Col. W. M. Gartshore; vice-president, W. M. Spencer; honorary treasurer, Jeffrey Hale; secretary, Gordon Phillips; committee, John Piddcombe (chairman), C. R. Somerville, W. N. Manning, E. C. Mitchell, George T. Brown, J. P. Moore, Thomas W. Baker, president, vice-president and honorary treasurer; finance committee, Philip Pocock, Sir George S. Gibbons, Mayor Stevenson, president, vice-president and honorary treasurer.

Major Hume Cronyn, who has acted as honorary treasurer since the organization of the association, was nominated again as honorary treasurer, but asked permission to withdraw because of pressure of business.

A. M. Smith was nominated to succeed, but declined. He agreed to act during Mr. Hale's absence in Edmonton.

W. R. Manning and C. R. Somerville were appointed to represent the association on the Western Fair board.

Col. Gartshore explained that Sir Herbert Amory, unable to remain over, but had suggested that Friday, February 16, be named as the day for the opening of the campaign, when he would come to London and address a meeting.

Controller Little suggested that it might be a wise idea to postpone the campaign until it was associated with the 3-mill taxation rate under the city of London bill, to become effective in February, would produce. By the levying of taxes on tenants it was hoped to raise \$200,000 more.

Thorough Canvass.
Arthur White thought that \$250,000 should be raised during the campaign. He suggested a thorough canvass of the city, but still believed that the 3-mill tax should be included. He moved in conclusion that a committee be appointed to formulate plans to raise \$250,000.

Controller Dr. Shaw thought the taxation rate of 3 mills should be eliminated, as, if the taxation were to affect tenants, soldiers, widows and orphans would be compelled to pay, and such was not the intention of those at the head of the fund.

Sir George Gibbons vigorously advocated that \$250,000 be raised for the patriotic fund, and maintained it should be forthcoming by voluntary subscriptions, and the 3-mill taxation should be eliminated, he thought.

In this he was supported by A. B. Greer, E. C. Mitchell and William Wyatt.

A. E. Silverwood then called attention to the fact that the campaigns in other cities were of a joint character, a portion of the amount raised going to the Red Cross and the larger portion to the Canadian Patriotic Fund.

On his motion that \$200,000 be named as the objective of the joint fund, Sir George Gibbons and Arthur White withdrew their motions and Mr. Silverwood's motion carried.

Has Done Good Work.
The meeting expressed its appreciation of the services rendered by Mr. McEachern of the Huron & Erie for his work in handling the funds.

Plans will be formulated at an early date, and all arrangements completed to put the campaign in full swing about Monday, February 19.

Following the meeting of the Patriotic Fund Association the board of trade held a session.

In the absence of President George H. Belton, the chair was taken by A. E. Silverwood, President of the board.

A communication from Sir Thomas White was read advocating greater national saving and the practice of thrift.

E. C. Mitchell read a comprehensive report of the recent exhibition of German and Austrian made goods.

GOOD ROADS CONGRESS.
Montreal, Jan. 26.—The fourth Canadian and International Good Roads Congress will be held in Ottawa, probably in one of the civic buildings, during the week of April 10 to 14.

The annual meeting of the Dominion Good Roads Association will be held at the time of the congress.



THIS MORNING at 8 o'Clock

We will commence our

ELEVENTH ANNUAL Half-Price Jewelry Sale

This is the GREATEST ANNUAL HALF-PRICE JEWELRY SALE held in the Dominion of Canada. It will pay you to take advantage of this great sale and buy all your gifts for the coming year. Our stock has been bought at the old prices, which enables us to give some of the greatest bargains in our history.

SEE OUR BARGAIN TABLES AND NORTH WINDOW FOR HALF-PRICE GOODS.

Special Discount of 20 PER CENT OFF Every Article in the Store

Watches at Half Price

Two only Gents' Thin Model Waltham, 15-jewel movement, in Fortune case, regular \$20.00. For \$10.00.
One only 18-size New York Standard Stop Watch, nickel case, regular \$12.00. For \$6.00.
One only 16-size New York Standard Stop Watch, nickel case, regular \$10.00. For \$5.00.
One only 16-size New York Standard Stop Watch, in gold-filled case, regular \$15.00. For \$7.50.
One only 17-Jewel Commercial Standard Movement, in solid gold, 14k case, regular \$50.00. For \$25.00.
One only Split-Second Stop Watch, regular \$25.00. For \$12.50.
Two only Gents' Wrist Watches, lever movement, regular \$7.50. For \$3.75.
One only Gent's Wrist Watch, luminous dial, regular \$8.00. For \$4.00.
One only Gent's Wrist Watch, luminous dial, regular \$9.50. For \$4.75.
One only Gent's Wrist Watch, luminous dial, regular \$10.00. For \$5.00.
One only Lady's Solid 10k Gold Octagon-Shape Wrist Watch, regular \$50.00. For \$25.00.

Diamonds at Half Price

\$4.00 Genuine Diamond Baby Rings, mounted in 10k gold. Each \$2.00.
\$10.00 Genuine Diamond Rings, mounted in 14k gold. Each \$5.00.
\$45.00 Genuine Diamond Ring, Tiffany 14k setting. Each \$22.50.
\$75.00 Lady's Genuine Diamond Ring, Tiffany setting, weight .35. \$37.50.
\$80.00 Lady's Genuine Diamond Ring, Tiffany setting, weight .37. \$40.00.
\$100.00 Lady's Genuine Diamond Ring, Tiffany setting, weight .50. \$50.00.
\$110.00 Lady's Genuine Diamond Ring, Tiffany 14k setting, weight .53. \$55.00.
\$140.00 Lady's Genuine Diamond Ring, Tiffany 14k setting, weight .53. \$70.00.
\$60.00 Three-Stone Diamond Ring, 14k setting. \$30.00.
\$80.00 Three-Stone Diamond Ring, weight .45. \$40.00.
One only Lady's Solid 14k Gold, regular \$50.00. For \$25.00.
One only Lady's Wrist Watch, solid 9k gold, regular \$30.00. For \$15.00.
One only Lady's Wrist Watch, octagon, regular \$23.00. For \$11.50.
\$65.00 Four-Stone Diamond Ring \$32.50.
\$80.00 Four-Stone Diamond Ring \$40.00.

Extra specials in Jewelry. We are offering a showcase of Solid 10k and 14k Brooches and Gold-Filled Brooches, Fobs, Cuff Links, Tiepins and other novelties.

DIAMOND MERCHANTS AND JEWELERS C. H. WARD & CO.
386 RICHMOND STREET. PHONE 1084

MANY FINE ANIMALS AT LOCAL DOG SHOW

Keen Interest Taken in Last Night's Exhibition.

The monthly show of the London Canine Association was held Friday night in the lodge rooms of the Returned Soldiers' Association. A large crowd was present. Among the shown were some which had been winners at the larger American shows.

Mrs. Charles Waters of St. Thomas was judge, and gave excellent satisfaction. The show this month was confined to the larger American shows.

Alfred Terriers, puppies—1, Jess, J. H. Karn; 2, Bright Star, J. A. Buchan of Bright.

Novice Dogs—1, Paddy, Miss K. McGuffin; 2, Bright Star, J. A. Buchan. Open Dogs—1, Paddy; 2, Bright Star.

Novice Bitch—1, Jess, J. H. Karn; 2, Tatters. Open Bitch—1, Jess; 2, Tatters.

Manchester Terriers, novice dog—1, Tramp. Open Dog—1, Tramp.

Novice Bitch—1, Gipsy, E. Girvin; 2, Fanny. Open Bitch—1, Gipsy; 2, Fanny.

Novice Dog—1, Alert, F. Westbury; 2, Paddy, D. M. Stevens. Open Dog—1, Alert; 2, Paddy.

Novice Bitch—1, Daisy; 2, Bonnybrook. Open Bitch—1, Daisy; 2, Bonnybrook.

Novice Dog—1, Alert, F. Westbury; 2, Paddy, D. M. Stevens. Open Dog—1, Alert; 2, Paddy.

Novice Bitch—1, Daisy; 2, Bonnybrook. Open Bitch—1, Daisy; 2, Bonnybrook.

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Novice Bitch—1, Daisy; 2, Bonnybrook. Open Bitch—1, Daisy; 2, Bonnybrook.

Military Shoes

\$5, \$5.50, \$6, \$6.50
CASSELMAN BROS.,
171 Dundas Street.

TAYLOR'S THROAT AND LUNG BALM

Is entirely different from ordinary cough syrups, mixtures, etc. It cures. Taylor's 6 Cut-Rate Drug Stores

Eye Talk

NO. 20.
ELBERT HUBBARD SAID
"FLETCHERIZE"

And Bill Reedy derisively yells "Rats! Eat as fast as you like."

My stand is neutral. I do not claim to be an authority on diet. But I do know how to

FIT GLASSES.
and can surely satisfy your optical wants at

Carlyle IREBILCOCK OPTICIAN
PHONE 2351. 233 DUNDAS ST.

WE KNOW HOW MUCH YOU CAN AFFORD TO SPEND ON YOUR TIRE REPAIRS.

LONDON'S RUBBER MAN
186 KING—REAR. PHONE 5124

PETERS

Saturday Night Candy Sale
8 to 10:30

PARISIAN KISSES

A delicious Fruit, Nut and Cream Combination
Fine value 22c Lb.

Peters, Dundas and Richmond Sts.

GOT \$75.80 FOR ONE HOG

Dorchester Man Had a Pig Weighing 523 Pounds.
DORCHESTER, Jan. 26.—James Turpin of lot 19, concession B, North Dorchester, sold a dressed hog on the London market that brought him \$75.80.

The hog weighed 523 lbs. and brought 144 cents a pound.

The Dorchester Red Cross Society yesterday shipped to headquarters in London the following articles: 115 pairs of socks, 65 day shirts, 29 pyjama suits, 10 pillow slips, 14 handkerchiefs, 2 pairs fingerless mitts and 1 pair of knee caps.

On February 7 this organization will hold its annual meeting in the Methodist Church.

Such as \$320.51 may be invested in the Huron & Erie Debenture Department to earn interest, payable half-yearly at the rate of

5% per annum.

If left for any term from one to five years. Interest is computed from the day your check is mailed or handed in to the Debenture Department.

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INCORPORATED 1864

MORTGAGE CORPORATION
LONDON (Two Branches) and ST. THOMAS
T. G. Meredith, K.C., President. Hume Cronyn, General Manager.

ROSS' Limited FURS

Clearing Out Mink at Half-Price Stoles, Muffs and Neckpieces

This is the greatest opportunity in years to secure high-class Mink at such low prices.

SPECIAL VALUES IN BLACK LYNX SETS. PRICES \$65.00 to \$80.00

These Sets are the very choicest pelts in the market.

NATURAL RAT COATS. \$52.50 and upwards

Every Garment guaranteed in wear and quality.

NATURAL RACCOON MUFFS, STOLERS AND NECKPIECES, SPECIAL BARGAINS.

Ready-To-Wear at Clearing Prices

All Fall Coats, Suits, Skirts and Dresses. Special clearing in Voile and Silk Waists.

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