

# LOOK!

If you were told of a new discovery for the treatment of coughs, colds and bronchitis, as certain in its action on all chest troubles as anti-toxin is on diphtheria, or vaccination on small-pox, wouldn't you feel like giving it a trial?

Peps is the discovery! Peps are little tablets, containing certain medicinal ingredients, which, when placed upon the tongue, immediately turn into vapour, and are at once breathed down the air passages to the lungs. On their journey, they soothe the inflamed and irritated membranes of the bronchial tubes, the delicate walls of the air passages, and finally enter and carry relief and healing to the lungs.

In a word, while no liquid or solid can get to the lungs and air passages, these Peps fumes get there direct, and at once commence their work of healing.

**FREE TRIAL** Cut out this article, write across it the name and date of this paper, and mail it (with 10c stamp to pay return postage) to Peps Co., Toronto. A free trial packet will then be sent you. All druggists and stores sell Peps, 50c. box.

## Peps

**MACAULAY IS INDICTED.**

ST. LOUIS, Mo., Jan. 11. — Alex. P. Macaulay of Toronto, under bond here as a fugitive from justice from New York, was indicted by the county grand jury today on the charge of forgery. Macaulay had been identified as the man who had given to a local drygoods store, in payment for merchandise, a check which was returned as a forgery from the Toronto branch of a Canadian Bank of Commerce, on which the check was drawn.

## MAKE FARMERS OF RETURNED SOLDIERS

Many Plans for Looking After Men Are Under Consideration.

[Special to The Advertiser.]

OTTAWA, Jan. 11.—Federal and provincial authorities have finished a conference upon the problem of the returned soldiers. The result is a better understanding of the problem, but no solution. That is left for another day. The conference was called as a result of a dispatch from the British Government intimating that the close of the war would probably see a considerable exodus of discharged soldiers from England, and stating it was desired to keep as many as possible within the British Empire. To this end the Dominion Government was asked to co-operate, particularly with plans to settle the soldiers upon the land.

It was proposed to form a central body in England, with representatives of the overseas dominions upon it, to deal with the question. An announcement from the prime minister's office states that a tentative plan by the Canadian Government for land settlement by soldiers was discussed in conjunction with provincial plans which are in effect or are suggested.

The conference ranged to proposals of co-operation of the Federal and Provincial Governments looking to land settlement to soldiers on private lands not now producing, to the need in Canada for increased production, to providing facilities for loans to farmers, to technical education and employment for soldiers apart from agriculture. It was decided that each province should send to Ottawa statements of what it has done or desires to do for returning soldiers, with a view of preparing a comprehensive plan for discussion at a later date.

SENT TO LONDON.

ST. MARYS, Jan. 11.—Two alleged deserters from the 10th Battalion, Hills and Jones, who were arrested here, were taken in charge by officers and sent to London today.

## German Casualties 4,010,160 Since War

LONDON, Jan. 11.—The total German casualties since the beginning of the war were placed at 4,010,160 in an official summary issued by the British Government today, which reads: "A summary of the German casualties reported in official German casualty lists published during December, gives a total of 88,291, which, added to those previously reported, brings the total German casualties to 4,010,160. The naval and colonial casualties are excluded."

## HOMELY, EVERYDAY PATRIOTISM BADLY NEEDED IN CANADA

Major-General Hodgins Says Feeling Too Spasmodic.

### DUTIES OF CITIZENSHIP

These Should Be Inculcated Into Boys in All Schools.

OTTAWA, Jan. 11.—"I believe in military training for every male citizen," declared Major-General W. E. Hodgins, in an address on "Patriotism" before the Women's Canadian Club, in Collegiate Hall. "Such training, according to the theory of General Hodgins, would foster real patriotism, a social consciousness, and provide the essential discipline which tends to raise citizenship to its highest efficiency, and greatest strength. "Canada is in need of the homely, every-day patriotism," continued the speaker. "She must raise the standard of her citizenship till private interests are submerged in the common welfare."

Canadians Spasmodic. Patriotism today is spasmodic. Sometimes it is intense, again the fiercest of human passions. As a people we are devoid of historical conscience. We are behind the French, the Germans and the Americans in our appreciation of the meaning of the Empire and the State.

"We must follow their lead and inculcate in our boys in school the duties of citizenship, the working of Government and their relation to the State and Schools and Citizenship."

"Patriotism, that spirit in a people which gives obedience to its country's laws, and protection to its institutions, is a sentiment which, unalloyed with arrogance and vain glory, is the greatest strength of a nation. The glory, pride and hope of this country is its free press, religion and schools, but we must do more to teach morals and patriotism in these schools to our institutions of learning are a better device than the fleets and armies. The first business of the schools is to make good citizens, whatever else they do."

"Patriotism is built upon reason and supported by education. It is not confined to affairs of national interest, but to be found even in the narrow limits of the home. Anyone who submerges his personal interests for the common good is truly patriotic. "Pride in a nation's glory and blindness to its defects is ignorance, not patriotism. Loyalty and social service are the chief elements in the real thing and opportunity to exercise patriotism comes to all."

General Hodgins endorsed the national service movement and urged everyone to use his or her influence to see that the cards were filled out and returned. The outcome of concentrated strength would be a mighty factor in winning the war and bringing peace.

## GERMANY TRIES TO OFFSET REPLY OF ALLIES BY NOTE

Issues New Statement of "Self-Defence."

BERLIN, Jan. 11.—Via Sayville.—Germany today handed neutral governments a note concerning the reply of the Entente to the German peace proposals. The Overseas News Agency announces. It is first stated, continues the news agency, that the German Government had received the reply of the Entente to the German note of December 12. The note then continues: "Our adversaries declined this proposition, giving as the reason that it is a proposition without sincerity and without importance. The force in which they clothe their communication excludes an answer to them, but the Imperial German Government considers it important to point out to the governments of the neutral powers its opinion regarding the situation."

"The central powers have no reason to enter into any discussion regarding the origin of the world war. History will judge upon whom the immense guilt of this war shall fall. History's verdict will be little perturbed over the circulating policy of England, the revolutionary policy of France, and the endeavor of Russia to gain Constantinople, as the instigation of the Serbian execution in Sarajevo, and the complete mobilization of Russia, which meant war against Germany."

In Defence of Existence. "Germany and her allies, who had to take up arms for the defence of their liberty and their existence, consider their aim of war, as obtained."

"On the other hand, the hostile powers always were further away from the realization of their plans which, according to the declaration of their responsible statesmen, were, among others, directed towards the conquest of Alsace-Lorraine and several Russian provinces, the humiliation and diminution of the Austro-Hungarian monarchy, the partition of Turkey, and the mutilation of Bulgaria."

"In the face of such war aims, the demand for restitution, reparation and guarantees in the month of April, 1917, produced a surprising effect."

Not War Manoeuvre. "Our adversaries call the proposal of a war manoeuvre (German) powers a war protest in the most energetic fashion against such a characterization of their motives, which were frankly expressed in the month of April, 1917, and which was just and acceptable peace which was just and acceptable to all the belligerents was possible, that it could be brought about by an immediate, open exchange of views, and that, therefore, the responsibility for further bloodshed could not be laid on their sincerity."

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# MID-WINTER SALE

WHERE WAR PRICES DO NOT PREVAIL

## THE BIG SALE IS ON!

20% to 40% and in Many Cases 50% Reductions

The orders to vacate have been tacked on every garment, every article in this Big Busy Store. Conscription is the watchword, and not a single garment is exempt. Thousands of customers from outside towns and districts for a hundred miles will save their expenses and big day's pay by an early visit to Dowler Stores in London and St. Thomas. Overcoats, Fur Collar and Fur Coats by the hundreds. Suits, in Blue and Black Pure Wools in Scotch, Irish and English Tweeds for men and boys by the thousand. Trousers by the wagonload. Underwear, Fine Furnishings, Hats and Caps, Work Goods, Fine Cashmere and Heavy Wool Socks, Work Shirts and Overalls. Never in the history of Canadian merchandising has such a magnificent array of high-grade men's and boys' outfitting been offered at such extraordinary value prices in the face of a rising market. Come early.

### SUITS

### SUITS

### OVERCOATS



The bugle call has sounded and the marching orders have gone through every rack and table of our magnificent suit stock. We have made a reputation all over Ontario for the most perfect and satisfactory wearing clothing turned out. This will be a double opportunity to save money and protect your purse against any possibility of rising prices.

#### BUSINESSMEN'S SUITS \$13.50

In Solid British Cloths, all wool Serges, Tweeds, Fur Checks, Overchecks and Quiet Stripes. Suits worth up to \$20.00. Also young men's fancies.

#### BENCH TAILORED, HAND MADE

—\$16.20—

Including 20th Century and W. R. Johnston makes, Canada's master tailors. Pinch-Backs and Form-Fitting for the dressy young fellows, standard styles for the men of quieter tastes. Extraordinary values for all suits as high as \$24.00.

#### SUIT BARGAINS AT \$9.60.

Odd lines of extraordinary value all crowded together and marked for a quick rush at \$9.60.

#### SUIT BARGAINS AT \$6.90

Tough wearing, strong serviceable Suits. Lines that are bargains at some stores today at double.

#### 68 HANDSOME WARM WOOL HEAVY OVERCOATS.

Not a single coat in the lot has been selling at less than \$14.00. These will be specially priced for a quick clearance at \$9.80. The very latest models by Canada's master tailors, 20th Century, W. R. Johnston, Society Brand and many others. Heavy driving Ulsters, Shawl and Two-Way Collars, Fur Collar Coats, Swagger Slip-Ons, Pinch-Backs, Form-Fitting, Box Backs and Standard Chesterfields.

#### WARM COMFORTABLE COATS \$13.50.

Swagger Snappy Coats, Loose Slip-Ons and Big Driving Ulsters. This is a big opportunity. Overcoats worth up to \$20.

#### \$24.00 BRITISH DRESS MELTON COATS \$17.60.

Cloth and wear absolutely guaranteed, fit and tailoring that will win the most fastidious. A big bargain for the early buyer.

#### FUR-COLLAR COAT BARGAINS

\$14.00 Black Beaver Fur Collar Coats \$10.50  
\$18.00 Black Melton Overcoats, Fur Collar, Rubber Interlined, Curl Lined, guaranteed wear \$13.50  
\$20.00 British Melton Fur Collar Coat, Rubber Interlined, Curl Lined \$15.50  
Canada's Best and Dowler's Pride, British Melton Overcoats, \$28.00 quality, Fur Collar Coats; shell equal to most \$65.00 fur lined coats; tailormade \$22.50



## Prices Have Dropped Down! Down! Down!

You cannot afford to miss this great sale, if you need anything in ladies' wearing apparel. Prices have dropped to their lowest figure. We sell at prices other merchants cannot attempt to touch.

### COATS REDUCED

\$12.50 TWEED COATS, REDUCED TO \$7.45  
\$18.00 PRESS PLUSH COATS, AT \$11.95  
\$35.00 SALT'S PLUSH COATS, AT \$25.00

## Eight \$12 All-Wool Serge Suits \$2.95

ON SALE SATURDAY MORNING AT 9 O'CLOCK.

The latest styles, tailor-made, different colors.

In Small Women's Sizes Only. All other Suits half-price.

## B'g Clearance of Waists

\$1.25 WHITE VOILE WAISTS, FOR 69c  
\$4.50 SILK WAISTS, 12 ONLY, FOR \$1.98

### MILLINERY AT LESS THAN COST

SPECIAL \$3.00 Kimonos, for \$1.95  
\$13.00 Silk Dresses \$7.45

## METROPOLITAN SUIT & SKIRT MFG. CO.

232 DUNDAS STREET.

## New Year's Bargain Sale

Last week of our sale. This is your opportunity to get some real bargains.

### Base Burners

1 Jewel, regular \$56.50, for \$49.00  
1 Magic, regular \$36.00, for \$32.50  
1 Jewel with oven, regular \$42.00, for \$37.75  
Steel Ranges and Oak Heaters specially priced.

### Purity Kitchen Cabinet

1 only left to sell at less than manufacturer's price, regular \$25.00, for \$14.75

### Electric Domes

One 24-inch Dome with pearl fringe, regular \$28.00, for \$21.00  
One 21-inch Dome with green tube fringe, regular \$18.00, for \$14.50

All Brass Goods, Cut Glass, Trays, etc., at Rock-Bottom Prices.

## Westman Hardware Limited

PHONES 360, 3420. 121 DUNDAS STREET.

### Vacuum Sweepers

1 Livingston, regular \$11.00, for \$7.19  
1 Livingston, regular \$10.00, for \$6.89  
1 Bissell Sweeper \$7.50  
1 Child's Cutter, regular \$4.00, for \$2.50

### Romo-Ware Jardinieres

1 only, regular \$7.00, for \$5.98  
2 only, regular \$4.00, for \$2.89  
3 only, regular \$2.00, for \$1.39

See our Magic Motor Washing Machine. It is the greatest labor-saving device for any home. They are made right, and stay right, and are unexcelled for clean washing.

## SPECIAL TROUSER SALE

\$1.95 \$2.95

English Worsted Finish Stripe Trousers, belt loops and side straps; good \$2.75 quality. Special \$1.95  
Blue Serge Trousers, in all wool English Cloths Good heavy quality, quiet stripe, English worsted finish, strong, durable and in good taste. \$4.00 values \$2.95  
\$2.00 Trousers. Special \$1.48  
Special, Good Weight English Hair-Line Trousers \$3.25  
20 dozen Boys' Bloomers \$1.75  
Over 250 dozen Boys' Bloomers in reserve and stock; sizes 24 to 36, at very special prices. Every pair guaranteed reliable wearers \$75c to \$2.50

### Boys' Jerseys

Boys' Pullover Jerseys, with and without buttons on shoulders \$1.20

### Sweater Coat Special

Men's Sweater Coats, with collars; greys and tan shade. Special \$1.48  
Men's Extra Heavy Double Weight Sweater Coats, in grey \$3.90

176-178 DUNDAS STREET LONDON

## R. H. & J. DOWLER, LIMITED

LONDON and ST. THOMAS

## The Underwear Firm of Ontario

Over half a carload of Warm Winter Underwear in combinations and two-piece, natural wools; fine wools, cashmeres, heavy pure wool, rib lambswool and wool fleece.

Stanfield's Rib, heavy \$1.25  
Stanfield's Pure Wool, heavy rib, unshrinkable \$1.50, \$1.75 and \$2.00  
Penman's 70c Wool Fleece \$1.48c  
Combinations \$1.48 to \$4.50  
—All the best makers' goods—

### HAT BARGAINS

\$2.50 Soft and Stiff Hats \$1.48  
\$7.00 Silk Velour Hats \$2.90  
\$1.00 and \$1.25 Winter Band Caps \$1.75

Mitts and Gloves at about half of next winter's wholesale prices. It will pay to buy a liberal supply.

\$1.75 Cottonade Work Trousers \$1.15

## Big Clearing of Boys' and Youths' O'coats and Suits

Space will not permit of a description of the numerous lines, but mothers can reduce the high cost of living many dollars on next season's list by making their selections now. Bring the boys along and come early. We are particularly proud of our selection in this Department.

## OUR WORK GOODS DEPARTMENT

Is constantly saving the buyers of Work Shirts, Overalls, Work Trousers, Storm Coats, Sheep Lined Coats, Waterproof Smocks, Mitts and Gloves, Heavy, Warm Wool Socks and Underwear from 10 per cent to 40 per cent. "I saved a dollar and a half on these three pairs of overalls," remarked a customer a few days ago as he was handed his parcel.

Peabody's \$1.75 Union-Made Overalls. Special \$1.25

About 10 dozen Overalls at \$1.00. Special \$1.75c

15 dozen Standard Neckwear. Special \$1.25c

### WORK SHIRT BARGAINS

55c, 65c and 79c  
Worth 75c, 85c and \$1.00. Big, roomy garments, all double stitched.

### Great Shirt Sale

69c  
\$1.00, \$1.25, \$1.50, \$1.75 and \$2.00 Shirts. This is for a quick clean-up of all old lines, slightly mused, after the big holiday trade. Come early

## SHIPBUILDERS MUST PREPARE TO MAKE UP LOSS, SAYS JELICOE

Submarine Menace Strain on Merchant Service.

LONDON, Jan. 11.—"The submarine menace to the merchant service is far greater now than at any period of the war, and it requires all of our energy to combat it," said Admiral Sir John Jellicoe, first sea lord, in a speech at a luncheon given in his honor in London today.

Admiral Jellicoe said the menace must and would be dealt with. Of that he was confident, but the British would have to make good their inevitable losses, and in order to do so were dependent upon the shipbuilding industry of the country, to which he appealed to put forth its best efforts continuously and ungrudgingly in order to maintain the strength of the mercantile marine.

Referring to Germany's boasts concerning occasions when the German fleet searched the North Sea for the British, Admiral Jellicoe said: "Our enemies only on one occasion have ventured sufficiently far with their main fleet to give us an opportunity of engaging them. No vessels, neutral or British, have sighted the

German fleet far from its ports on any other occasion."

After expatiating on the extraordinary difficulties with which the navy had to contend, owing to mines, submarines, torpedo craft and other menaces, Admiral Jellicoe said:

"The approximate number of vessels of all classes comprising the British navy today is nearly 4,000. It includes battleships, little cruisers, light cruisers, destroyers, submarines, mine sweepers, patrol and many other miscellaneous craft, all of which are necessary for the effective conduct of the war of today."

"Our activities range from the White Sea, where we are doing our best to assist our gallant Russian allies, past the North and South Atlantic, where the cruiser squadrons are at work, on to the far Pacific, where we are co-operating with our Japanese allies. In fact, there is no part of the world where the navy has not duties and responsibilities in connection with this war."

Part of Merchant Marine. Referring to the work of the cruiser squadron in home waters, Admiral Jellicoe said it was mainly engaged in preventing supplies from reaching the Teutonic Allies. He added that on an average this squadron intercepted and examined on the high seas 90 ships weekly. The admiral paid tribute to the work of the mercantile marine, saying:

"Upon it we have been dependent for the movement of our troops overseas. More than seven millions of men have been transported by it, together with all the guns, munitions, and stores required by the army."

In addition to manning the transports, Admiral Jellicoe continued, the mercantile marine had been largely responsible for the entire British patrol and the mine-sweeping flotilla, nearly 5,000 ships being thus employed.

"Without our mercantile marine, the navy, indeed the nation, could not exist," the first sea lord said.

Men of Fine Calibre. "No one can ask for a finer personnel than we have in the navy," Admiral

Jellicoe declared in conclusion. "Education enables every man to arrive at a just appreciation of the justice of our cause and to conduct himself as becomes a man fighting for the freedom of smaller nations and for the liberation of humanity from the threatened threat of military slavery. Can there be any doubt of the issue when this fundamental belief is associated with the unselfish zeal we will go on to the accomplishment of the end we and our allies have in view."

More Railway Builders ARE NEEDED OVERSEAS

Four Construction Battalions Are Asked From Canadian West.

[Special to The Advertiser.] OTTAWA, Jan. 11.—Another call has been made on Canada for men to build war railroads to the front-line trenches. A call has been made upon Western Canada for four more Railway Construction Corps. The western provinces, Manitoba, Saskatchewan, Alberta and British Columbia, are each asked to supply one. Canada has had so much railway building experience in recent years that much skill has been developed and the European military authorities say that the rush construction methods of the new world have been found exceedingly satisfactory in the construction of military lines to convey supplies to the front.

### GIRL-SLAYER SENTENCED TO YEAR.

Saskatoon, Jan. 11.—Manila Houston, who was found guilty yesterday of manslaughter in connection with the death of W. J. Brown, was today sentenced to one year in prison.