UTILITIES MANAGER MAKES OBJECTIONS TO CLERK'S FIGURES

Writes His Statement to the Council.

ALLEGES DISCREPANCIES

and Claims That Comparison ade Between 1910 and 1917 Unfair.

p blic utilities commission of statements issued by City Clerk Baker, a letter has been prepared by E. V. Buchanan, manager of the public utilities commission, and it will be sent to the council of 1919. City Clerk Baker says that he took the figures from the reports of the auditors and the city treesurer. pommission are very mush like its sur-bluses, from which a great deal may be deducted," says Mr. Baker. Mr. Buchanan, in the letter, takes exception to several statements, among which the first one is concerning the Siberia have yet been mad tem of \$32,100 expended by the comssion in 1917, which took of the taxes. "I find that \$15,000 of this was a waterworks surplus which this was a waterworks surplus which taxes are levied.

THREE MORE FOR LONDON.—In the amended list of the names of the returned soldiers who are expected to returned soldiers who are expected by

Another Objection.

Exception is also taken to the influsion of \$929,481 of the electrical contruction account in the statement of the estimated expenditures in city activities during 1918. Mr. Buchanan points out that this is the total amount invested in the hydro-electric system ince the commencement of the project and has nothing whatever to do with the estimated expenditures for ploved on the staff of the Lordon with the estimated expenditures. For ploved on the staff of the Lordon ploved pl with the estimated expenditures for 1918 nor for any year as far as the lax rate is concerned.

In the same table the estimated appropriation for the parks board for Alexandra School, each invalided solpropriation for the parks board for 1918 is given as \$18,900, while according the commission manager it was only

Mr. Buchanan also takes exception to be fact that while comparative staterks during the years 1910 and 1917 no intion is made of the fact that in 1910 names and Chelsea Green parks did t exist, nor was the nursery in existec. No tree trimming was done in at year, either, it is said. Included in 17.297 spent on Springbank in 1910 been completed.

Dispensing Quality

Care

Reliability

work. Established 1874. Four gradnate druggists.

STRONG'S Drug Store

184 DUNDAS ST., LONDON, ONT.

While at the top of the page is shown a decrease in receipts of 20 per cent for six years at the bottom of the same page is shown an increase of 24 per cent in the same period, according to the letter which has been written. The amount of the assets in 1917 is given as \$1,475,-746. This is used as the investment on which is based the percentage of surplus. According to E. V. Buchanan, this is not the net investment of the city of London in the waterworks, but represents the total assets, including construction account, stock, accounts receivable, acunt, stock, accounts receivable rued water rates and cash on hand

crued water rates and cash on hand or in bank.

Wide Difference.

The net investment is given in the annual report of the waterworks iepartment for 1910 as \$350,284. The actual surplus handed over to the city in that year would be 7½ per cent, instead of 2 per cent, he intimates.

Mr. Buchanan further claims, that while comparison is made between the years 1910 and 1917 in the waterworks receipts, no mention is made of the fact that the rates were reduced during this period by 14.3 per cent.

City Clerk S. Baker said concerning this letter coming to the council: "Let it come. I would like to see it."

the city treasurer. "In any event the enson, a returned soldier, has arrived statements from the public utilities on the steamship Grampian for London."

NO ARRANGEMENTS YET .- No ar-

nated expenditure for public parks and

BIG SOCIAL EVENT .- A meeting

next few months are James Doane

INFUENZA SITUATION .- The in-

ed.

It is thought in medical circles that the height of the second epidemic of Spanish influenza has been reached, and that the number of cases will always.

CARMANIA ON WAY.—The soldiers the steamship Carmania has left England with 2 officers and 296 other ranks, for this district.

WARDEN D. GRAHAM **DECIDES TO RETIRE** FROM PUBLIC LIFE

Private Affairs Demand All His Attention.

WHO WILL FILL PLACE?

Arthur Wright Believed Likely If Re-elected at Glencoe.

ownship and warden of the county of iddlesex for 1918, will retire from pub-



Thistle Euchre Tonight

This Christmas Stirred the Souls Of Men Who Had Spent Other Yuletides Facing Hun Onslaught

One Veteran Describes How Tears of Joy Streamed Down His Cheeks as He Watched Children Playing in Security From Danger.

o the Editor of The Advertiser time since 1914, the Christmas dawn revealed to us a snow-covered Canadian

A MORE HALLOWED CHRISTMAS

FRED YOUNG,

May I Exchange This For One a Little Smaller and This Other For Size Larger? Usual Requests

People Busy Thursday Getting Rid of Misfit Presents and, in Some Instances Trying To Barter Goods Purchased Ye ars Ago.

about the same as during the last look days. Victoria Hospital and St. Joseph's light. It will not be long now until the stones will be trundled out and the members intend to make what possibly may be the last regular cuchre one to Victoria Hospital, and two have ded. At St. Joseph's, the same number have been admitted as have been discharged. repeated present was returned for one more rare.

The Amusing Kind.

CHRISTMAS MAIL NOT SO HEAVY AS SOME YEARS, BUT PARCELS DEPARTMENT EXPERIENCED RUSH

Everything Handled With Ease at the Local Office, Carriers Hiring Their Own Boys To Help Deliver Letters and Six Extra Teams Being Used for Parcels.

Postmen and clerks at the postoffice itoday, and a small amount came vesterthis Christmas did not have to handle such a deluge of mail as in former years. Everybody seemed to have posted his or her mail on Sunday, because Monday was the greatest receiving day, and Tuesday was the day of the heaviest which they employed. delivery. This two days' record for re- The parcel post department had much celpt and delivery beats any other that was ever made, according to Thomas C. Duncan, assistant postmaster. The rush of mail didn't start as early this year as in previous years.

The English mail did not come on Christmas Day, but there, was a larged amount of mail from the old country.

whom were officers, arrived in the city at 12:05 o'clock (noon) today via C. P. Members of Former Royal Family of R. Lieut.-Col. G. W. Nelson, who rep-R. Lieut-Col. G. W. Nelson, who represented the military authorities, was present. The Canadian Garrison Regiment Band was also on hand. The men were taken direct to their homes. These men left St. John on Christmas night, after coming from England on the Corsican.

A party of 20 men, 9 of whom are London men, and 11 for points west, is scheduled to arrive here at 7:20 o'clock this evening via C. P. R.

A party from the Northland, which arrived at St. John, N. B. during the last few days, passed through Moneton, N. B., at 10 o'clock this morning. This party is en route for this district.

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THREE MEN ARRIVE;

OTHERS ON THE WAY

Party of Veterans To Reach City Tonight.

The following men arrived on the R.M.S. Corsician at St. John, N. B.: Sapper Clark, Exeter: Sapper Culver, Stratford; Cdrp. Fred. Eraser, Clinton; Sapper Hall, Corinth; Ont.: Corp. Jackson, London, Ont.: Sapper Reseam, Thamesville, Ont.: Corp. Rock, Guelph, Ont.: Sapper Spahr, Goderich, Ont.: Corp. Szadokierski, Chicago, Ill.: Sapper Szczopinski, South Chicago, Ill.: Sapper Tremblay, Wallaceburg, Ont.: Sapper Wabon, Toledo, Ohio; Sergt. Weeks, Chelsea, Mass.

SEEK SAFETY

THE WAR HAS TAUGHT US

to save and to serve. Don't waste food or fuel. When you eat wheat be sure it is the whole wheat. It is all Food

Shredded Wheat

is the whole wheat nothing wasted, nothing thrown away. Ready cook ed, ready-to-eat. Saves fuel, saves food, saves health. For any meal with milk or cream or fruits.

BALLANTYNE HAS GRIPPE

New Layer Table Raisins

CRISP CELERY.

MIXED NUTS.
Almonds, Filberts and English

A pound, 35c.

PRESERVED APRICOTS.

BANQUET COFFEE.

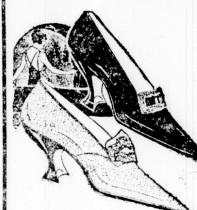
Wyckoff & Gafeny

Dundas Street at Ridout.

Canada Food Board License No. 8-5992.

Fresh, ripe Camber heavy syrup. Two sr 25c and 45c.

Ballroom Footwear



Watching the Sad Old Year Out and the Glad New Year In.

Will be a gala occasion this New Year's of all New Years

Dress up for the occasion Boots and Evening Slipper are most essential.

New Satins, in white and black, are here along with New Kid Pumps of the latest type.

Ask to see the New Patent Low Cut—it's a beauty.



TO DISCUSS LEAGUE OF NATIONS TOMORROW

Press Advertising Sold Victory Bonds

EFORE the war, bond buyers were "marked men." In number they were 40,000 in March, 1917—this is shown by the chasers of the Government War Loan of that date. But in the autumn of the same year, their number increased twenty times—to 820,000! This was the number purchasing the Victory Loan, 1917. Last month-November, 1918-over 1,000,000 persons purchased the Victory Loan, 19181

These wonderful results were accomplished by Press Advertising.

Before the war one-half of one per cent of our people bought bonds. Now quite twelve and one-half per cent of our people are bond buyers!

Before the stupendous amount of \$676,000,000 worth of bonds could be sold to our Canadian people in three weeks a most thorough and exhaustive campaign of education was necessary, and this campaign was carried through by advertising in the public press. The power of the printed word never had a more convincing demonstration.

By means of the printed word, through the medium of advertisements in the press of our country, the Canadian people were made to know what bonds are, the nature of their security, their attractiveness as an investment, and why the Government had to sell bonds.

Every point and feature of Victory Bonds was illustrated and described before and during the campaignin advertisements. No argument was

Canada."

overlooked. No selling point was neglected.

The result is that Canadians today are a nation of bondholders. They know what a convenient, safe

and profitable form of investment bonds are. Instead of one man in two hundred owning bonds, now one Canadian in eight-men, women and children-owns a Government

This complete transformation in the national mind and habits was brought about by advertising in the press of the nation. Press advertising has justified itself as the surest and speediest method by which a man's reason can be influenced and directed.

The Minister of Finance acknowledges this. His own words arg:

"The wonderful success of the Loan was due in large measure to their (the press of Canada) splendid and untiring efforts during the whole of the Campaign."

Mr. E. R. Wood, Chairman of the Dominion Executive Committee having oversight of the campaign to raise Victory Loan, 1918, said " . . . The press publicity campaign . . . will rank as one of the most remarkable and efficient publicity campaigns ever undertaken in any country," and Mr. J. H. Gundy, Vice-Chairman of the same committee, said: "I have been selling bonds for a long time, but I never found it so easy to sell them as at this time. The rea-

son is the splendid work the press has done. I take off my hat to the press of

The success of Victory Loan, 1918, and the knowledge which Canadians now possess of bonds are a straight challenge to the man who doubts the power of the printed word, in the form of advertisements, to sell goods—and this applies not to bonds alone, but to the goods you are interested in selling.

After Christmas Specials

SILVERWARE AT GREATLY REDUCED PRICES

150 CUT GLASS SUGAR and CREAM SETS

Arrived Christmas eve. Worth regularly \$2.50. While they last

Toboggans, 3 feet to 8 feet .. \$2.00 to \$8.00



Johnson's "Freezeproof"

Keeps your auto radi ator from freezing. One package sufficient for the season.

1 gallon cans\$1.70 can Mahogany Smoking Stands\$1.69 each 3 gallon cans\$5.10 can

Radiator Protection with the guesswork left

Cowan's Colossal Hardware

125-127 DUNDAS STREET.

PHONES 3461-3463.

AUTOMOBILE SKATES

Model A\$4.00

Model B\$5.00

Model C\$6.50

Model D\$7.00

Model T\$6.00

Ladies' Auto\$4.00

Other Styles\$1.90 to \$3.25 Buster Brown Wagons \$5.00, \$6.00 and \$7.50

"NORWESCO 1220"