

A Soldier's Executor

Head Offices of
THE
CANADA TRUST
COMPANY
416 RICHMOND STREET
Next Huron & Erie Offices

If you contemplate service in any branch of Canada's army and find it advisable to arrange your affairs accordingly, you are invited to consider the advantages to be gained by the appointment of this company as executor of your will.

In case the worst should happen, you cannot better assure the careful and economical administration of your estate in the best interests of your heirs than by having your lawyer write "The Canada Trust Company" into your will as executor.

You are invited to call or write, without cost or obligation on your part, regarding this or any other trust or investment business.

THE CANADA TRUST COMPANY

LONDON (Two Branches) and ST. THOMAS

Managed in connection with the
Huron & Erie Mortgage Corporation

T. G. Meredith, K.C., President Hume Cronyn, General Manager

RED CROSS DRIVE FOR LONDON WILL BE HELD SHORTLY

Six Weeks Will See Campaign Under Way to Aid Local Work.

WAITING ON GOVERNMENT

Question of Patriotic Fund Co-operation Being Held in Abeyance.

London will have another Red Cross campaign within the next month or six weeks to raise funds for the carrying on of the work locally during the coming year. The question of combining this year's Red Cross campaign with a patriotic fund canvass is in abeyance, awaiting the action of the Government in regard to the patriotic fund. In any case, according to A. E. Silverwood, secretary of the Men's Auxiliary of the London Branch Red Cross Society, women who have worked so faithfully and efficiently since the outbreak of war must receive support, as they have done in the past.

The share of the Red Cross in the amount raised last year by the Red Cross and patriotic fund canvass was \$100,000. Some days ago, the executive committee of the Red Cross was informed that the Government was not in a position, however, to make definite plans until the next few weeks. We are not in a position, however, to make definite plans until the next few weeks. Last year, we had sent out letters to subscribers to their subscriptions or to increase them as they saw fit. We had about \$100,000 in subscriptions, and it was decided to merge the two, making provision to give due credit to those who had already subscribed to the Red Cross.

"HOW IS YOUR LIVER?"
No question is more important. As your liver is so important, take Hood's Pills—best for a sick, torpid, miserable liver. It cleanses the blood, builds up the system, and gives you a good appetite. It is a sure cure for all liver troubles. Get it at your druggist or by mail of C. I. Hood Company, Lowell, Mass.

To the Electors of London Township

I respectfully solicit your votes for Second Deputy Reeve 1918, after five years' experience as Councillor.

Edward Douglas

FUR REDUCTION.

Our large stock of furs of all descriptions must be closed out. Our prices are marked down. Drop in and see. Also a reduction on remodelling and repairing.

B. SHAPIRO

Successors Western Fur Company, 324 Dundas. Open Evenings. Opposite Armories.

Reliance Garage

Service Station

HOUSEHOLDERS, SING PRAISES OF COAL DEALERS WHO MAKE GREAT EFFORTS TO SUPPLY FUEL

Appreciate Efforts Being Made to Make Scanty Shipments Go as Far as Possible in Relief of Possible Shortage.

Strange as it may seem one hears many persons singing the praises of a few of the coal dealers these days. These praises are sung to the retailers who are looking after their host of old customers in the best way they can, and are splitting up their shipments in small lots in an effort to make a car of coal go as far as possible in preventing stress.

It is not uncommon to hear a household state that he has just put in the last shovelful on the furnace when his dealer sent around a quarter of a ton. These are the dealers who are being honest with their customers. The coal "logs" are given short shift by the dealers when they are found out. The majority of the dealers state that they have their drivers posted to examine coal bins closely before they dump their load. If they find that there is an ample supply for the present needs of any house they take their load away.

Some Brave Girl Has a Chance

TO VOLUNTEER TO SERVE IN ARMY OF BENEDICTS IF SHE ANSWERS PLEA

Lockport, N. Y., Man Wants Wife, But She Must Be Canadian, and Brave.

Now girls, gather closer. Here's an earful for you. Today, Gordon Philip, commissioner of industries, received the following communication from City Clerk Sam Baker, who in turn received it from an American. Mr. Philip wears that Mr. Baker is a joker to work this off on him, but that is not the story. Read it:

"Go you know of any lady who would like to get married? She must be a Canadian. I am an American born and raised. I am working in the Colvert Gear Company's plant, and make \$3 a day, and will make more in a month. The reason that I want a Canadian girl is that I know a number of them who are in the army and are brave. If you could give this to a girl you know it would be all right. (Signed) ARTHUR E. BUZZ, '363 Maguire Street, Lockport, N. Y."

It would seem that the love bug is buzzing in Mr. Buzz's bonnet. Don't crowd, now girls. It requires a brave woman.

ONLY ONE "BROMO QUININE"

To get the genuine call for full name LAXATIVE BROMO QUININE. Look for signature of E. W. Grove. Cures a cold in one day. 30c.

TRUSTEE LANGFORD TO BE CHAIRMAN OF SCHOOL BOARD

Slated for Head of That Body This Year.

The striking committee of the board of education will get together this week, and will decide on the committees for the year. Trustee A. Langford will be made chairman of the board. Dr. W. M. Shoebottom was also mentioned. The striking committee is composed of Trustees Langford, Black and Strong.

GRIP FOLLOWS THE SNOW. LAXATIVE BROMO QUININE Tablets taken in time will prevent Grip. E. W. GROVE'S signature on box. 30c. 12-v

SMALLMAN & INGRAM

CORTESE ORCHESTRA—Saturday afternoon. Balcony and Tea Room.

SMALLMAN & INGRAM

Tomorrow---First Saturday's January Sale

To those who have waited for these great New Year sales, this announcement brings tidings of great joy, and to all who watch and read opportunities unusual to the most astonishing degree.

All Ladies', Misses' and Children's Winter Coats 1-4, 1-3 and 1-2 Off

Here are all the new winter coats of marked Russian influence, the fashionable fur-trimmed coats, exquisite materials, new collars, new sleeves and all that is new, all that is extremely good.

But, nevertheless, they must be sold. The white sale reminds us that our season is turning, and our efforts are now centred upon the selection of garments for spring, for which the racks must be cleared. Hence these radical reductions on all coats—velour, broadcloth, seal plush, fur trimmings, bandings and large fur collars, also tweed coats with large collars, patch pockets, belts, etc. Every coat reduced one-quarter, one-third to one-half. Sale prices \$7.95, \$10.50, \$13.95 to \$50.00

Another Purchase of Sweater Coats On Sale Saturday at About Half-Price \$2.79

One table, about 165 Ladies' and Misses' Sweater Coats, same style as last sale lot, made by the same maker; another clearing of seconds, and are about half the price of regular stock; the defects, as you know, are slight and not noticeable; colors in this lot are grey, khaki, brown, maroon and cadet; sizes, ladies', 32 to 42; misses', 6 to 12 years. Sale Saturday morning \$2.79

Leather Goods Specials

Ladies' Leather Hand Bags, Morocco grain, leather covered or gunmetal frames, nicely lined and fitted with coin purse and mirror. Special 98c
Collapsible Wash Bowls for soldiers, etc., made of rubber and folds up into case, with soap box and wash cloth. Price \$2.75
Soldiers' Writing Outfits, pad, envelopes and French and English dictionary, in waterproof case. Special \$1.50
Men's Three-Fold Billfolds, place for bills, car tickets, passes, cards and change. From 75c to \$5.00
Playing Cards in leather case 35c and 75c each

At Notion Counter

Cash's Woven Names, for marking linen, underwear, hosiery, handkerchiefs, etc., for soldiers, school girls, nurses and college students, etc. The value of articles lost through faded ink markings far exceeds the cost of woven tapes; colors are permanent and always readable. Full name, three dozen for \$1.00, or six dozen for \$1.50, twelve dozen for \$2.25; two letters only, six dozen 30c, twelve dozen 50c
Celluloid Rings for knitting bags, good heavy stock in shell only, oval or round 35c, 65c and 75c pair
Celluloid Knitting Needles for knitting socks, shell, 7 or 9 inches long. Per set 20c and 25c
Knitting Needles for knitting sweaters or scarfs 25c and 35c set
Knitting Ball Holders 25c each
Knitting Needle Shields 25c each

Ladies' Underwear

Vest lengths for crocheted yokes, cotton and lisle. Each 35c and 60c
Cotton Combinations, light fleeced, high neck, long sleeves, drawers ankle length, open; sizes 34 to 38. Price \$1.75 suit
SECONDS, 69c—Fine Cotton and Union Vests, low neck, short sleeves, manufacturer's seconds; sizes 34 to 44. Sale price 69c

SECOND FLOOR.

Clearing of Underskirts, \$1.75

One table of Underskirts, an assortment of odd and broken lines in moreen, sateen and taffetine, in colors and black with flowered flounce, also in all black. Special 98c to \$1.75 each

Infants' Wear

Infants' Silk and Wool Vests, buttoned front, sizes infants to 2 years. Special 35c
Children's Bloomers, elastic knee and top, white only, sizes 1 and 2 years. Special 29c

Saturday in the Basement

BALANCE OF SLEIGHTS TO CLEAR AT LESS THAN HALF PRICE.

23 Boys' and Girls' Sleights to clear. Some at less than half price.
11 only Boys' Sleights at 15c
12 only Boys' and Girls' Sleights at 59c

A ZINC-RUB WASHBOARD AND THREE DOZEN CLOTHES PEGS, FOR 39c.

50 only Best-Quality Washboards, with zinc rub, and 3 dozen Clothes Pegs, for 39c

BANNER ASH SIFTERS, \$3.49.

6 only to clear Dustless Ash Sifters, best galvanized iron. Special at \$3.49

Late Shipment of Nut Crackers and Pick Sets, 29c

SPECIAL SALE SATURDAY MORNING.

144 only sets of Nut Crackers and Picks, one cracker and six picks in a box, heavily polished and plated. Special at 29c per set

SKIRTMaking, \$1.89.
See models in Dress Goods Section.
Four styles, made to measure \$1.89

SMALLMAN & INGRAM LIMITED

FRESH BUTTERETTES AT CANDY COUNTER, SATURDAY, 30c LB.

100 lbs. marshmallow centres with butter toffee coating, fresh and delicious. While they last,

Pound - 30c

Men's Sweater Coats, \$4.75

Men's Heavy All-Wool Sweater Coats, with collar or V neck, as preferred, in grey, brown and mixed shades. This is extra good value for Saturday. The quantity is limited, and if you need a Sweater Coat, get it now. A big advance in Sweater Coats of all wool is assured for next season; sizes from 36 to 46. Sale price, Saturday \$4.75

Boys' Overcoats, \$8.75

A very big bargain in Boys' Overcoats on Saturday, 25 only in the lot at a price that should clear them in an hour. This is the best value we have offered this season, as they are all the old materials and are worth more today whole sale than the price quoted here. A clearing of odd lines after the Christmas trade, blue chin-chilla, blue Irish serge and grey and brown tweeds. The styles are mostly loose-fitting backs, medium and short lengths, and a few belt-back ulster coats; sizes from 12 to 17 years. Sale price \$8.75 each

COME EARLY FOR THESE.

Men's Overcoats, \$14.95

The men also will find great value here Saturday in Overcoats. One lot of extra good quality at a very special price. These are tweeds and meltons with shawl, convertible or velvet collar, plain box back and belted back, good heavy winter-weight Overcoats, well made and proper in style; a clearing of broken lines previous to stock-taking. The sizes range from 34 to 46. It will pay you to see these coats on Saturday. Price \$14.95

Special Sale of Men's Underwear; Shirts and Drawers at 75c Each

Men's Shirts and Drawers, winter weight, cotton and cotton and wool mixtures. Previous to taking stock, we will clear out all odds and ends of these lines at above price. About 100 garments, very serviceable underwear, comfortable and well made, not every size represented, but there are plenty of small sizes, a few medium and plenty of large sizes, so come early for your choice. All one price Saturday 75c garment

LADIES' WINTER COATS.
Every coat reduced one-quarter, one-third and one-half off.
—Second Floor—