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IT MEANS PRACTICAL ECONOMY.
When you want a $9.00 pair of shoes and can buy them for $4.98, there's a difference of $4.02.
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If you knew what relief our well-fitted glasses are to tired, strained eyes you would be sure to VISIT US AT ONCE.
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good miles, when your tires can be made like new at
London Tire Repair Depot
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Three 25 or 40 watt lamps $1.00
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Cost no more money than improperly fitted ones. They certainly cost much less eye strain, and the satisfaction of KNOWING you have the RIGHT ones is worth a great deal to you. That's why it's to your very decided advantage to have your eyes fitted at the
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Whether you get the most nutritious and purest bread or whether you pay the same money for ordinary kinds
Parnell's
Breads are made of the best ingredients it is possible to buy under the most sanitary conditions. Order your trial loaf today.
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Your success depends upon accuracy. Diamond Hall Watches bring success. Complete, in gold-filled cases—
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Just Try One Loaf of Johnston Bros.' XXX Bread
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remodelled now at the lower charge.
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Rowat's COFFEE Pleases People Who Are Particular. 50c per pound
T. A. ROWAT & CO.
250 Dundas St.
Phones 3051-3052.

CONTROLLERS' SALARY WILL NOT BE CUT BY CITY COUNCIL

Objection Taken to Two of Those Affected Voting.

INVESTIGATE STORAGES

Delegation to Ask Minister of Labor for Necessary Power.

The city council at its first regular session last evening showed a disposition to get down to regular business without much fuss, with the result that much was accomplished. There is some room for improvement, quite a bit, in fact, but when Mayor Somerville gets a little more settled in the municipal saddle there will be more decorum and the maximum of business.

There was a movement to cut the salaries of the board of control off completely. Ald. S. R. Manness and Ald. H. B. Ashplant were the prime movers in the proposition, and it was saved by a vote of 7 to 5. Two of the controllers voted, and some objection was taken to that procedure, but their votes were not required, and the salaries will remain at $500 per annum.

Ald. Ashplant thought that it would be a generous thing for the controllers to refuse the money, but the other aldermen thought they were entitled to the remuneration, and the salary bylaw was not amended.

Was Not Supported.

There was a movement on foot also to oust Controller E. S. Little from the highways commission, a joint committee to take over the county roads. The board of control named Controllers Moore and Little, but Ald. Manness wanted ex-Mayor Stevenson appointed, but there was no support to that of any account. Mayor Somerville stated that he could not act, owing to the pressure of other business.

The utilities commission notified the council that the hydro-electric commission had asked all power users to cut down the load from 10 to 25 per cent. This included the London street railway. This could be accomplished by operating the cars at half speed and by reducing the number of cars. The matter was referred to Mayor Somerville, Ald. Harley and City Engineer Brazier to consult with the utilities commission to see what could be done.

Sent to Committee.

The question of amending the vehicles bylaw to provide for tail lights on all vehicles was sent to No. 2 committee on the motion of Ald. Keene.

Delegates Ernest Ingles of the trades council pointed out that information had come to the council that eggs had been destroyed in the incinerator. It was reported that food had been in storage for some years. It had happened some years ago that 50,000 dozen eggs had been thrown in Boston harbor to keep the prices up. The workingmen wanted the storages investigated, and information obtained on the subject. He thought the city should get the necessary power to investigate.

On motion of Ald. Manness, a committee composed of Ald. Manness, Ald. Harley and Mayor Somerville, together with Hume Cronyn, M.P., will go to St. Thomas to interview Hon. Thomas Crothers, to see if that power cannot be given the city's inspector.

Make No Change.

The date of the municipal elections will remain on January 1, as at present. The recommendation of the board of control that the date be changed to the last week in November was followed by an amendment to make it in December, but both motions were defeated, and a motion of Ald. Keene's to leave the date as at present was passed. There was a deputation to urge that no change be made. This was urged by Ald. Moorhead, Ald. Watt and others, and it was carried.

Ald. Wilson moved that the bylaws governing the market be amended to provide that nothing but dressed poultry be exposed for sale on the market, but the recommendation was sent to No. 1 committee for consideration.

West London Sewers.

The question of a survey of West London sewer system was brought up by Ald. Wilson. City Engineer Brazier stated that he had some preliminary plans ready, but nothing complete as yet.

The by-law abolishing the board of control after 1918 was read a third time, and finally passed. There will be no board of control next year. A notice of motion to have committees report direct to the council, and not to the board of control as at present, was presented, and will be discussed at the next session.

A bylaw to borrow $600,000 for current expenses was passed. Some minor matters of business were disposed of.

SALARY INCREASE OF $200 IS GRANTED TO REV. W. R. M'INTOSH

Excellent Reports at Annual Meeting of King St. Church.

At the annual meeting of the members of King Street Presbyterian Church last evening many excellent reports were read and adopted. Among them were managers' report by the treasurer, R. S. Morrison; mission board treasurers' report by H. Wilson; mission board secretary's report by A. McMillan; mission band treasurer's report by Miss Snelgrove; ladies' aid treasurer's report by Mrs. G. Wilson; ladies' aid secretary's report by Mrs. Sargent; women's missionary society treasurer's report by Mrs. J. E. Walker; women's missionary society secretary's report by Mrs. McMillan; Sunday school secretary's report by George Perry; Sunday school treasurer's report by J. Colbert; Red Cross report by Mrs. W. R. McIntosh, president; choir report by J. Fitzgerald.

All branches of the work are flourishing. Notwithstanding, $700 was spent in repairs during the past year the church finances show a substantial balance on the right side. So well do they look that by a standing vote it was unanimously decided to increase the salry list for the coming year by $300. Rev. W. R. McIntosh, the preacher, gets $200 increase. J. Fitzgerald, choir leader, gets $50, and the janitor gets the remaining $50 increase.

Rev. W. R. McIntosh, thanking the members for the token of confidence, remarked that he came to the meeting feeling thankful that he had not been asked to resign. He had been here for nearly seven years, which, he said, was a long time for a minister to remain in one place, and he thought he would call this his jubilee year.

The following members were appointed to the mission board: Mrs. Scott, Miss F. Scott, A. McMillan, H. Wilson, Cecil Snelgrove, C. Ross, J. Miller, J. Stevenson, Donald McKay, M. Hutchinson.

The following were appointed to take the places of the retiring managers: Alex. Ewen, J. H. Branton, J. W. MacRae, Hugh Wilson, J. R. Leckie, Jas. McLeod, J. D. Ross, Scott Murray, Dr. Angus McLean.

WATER FOR CATTLE IS SCARCE IN LOBO; STREAMS ARE LOW

Duncrief Mills Are Unable to Operate Since River Dropped.

ILDERTON, Jan. 21.—Many of the district farmers are short of water for their stock, owing to the dry cold weather. The Duncrief and Coldstream mills are unable to meet the demands for grinding for farmers, owing to the low water in both the streams

Some of the sideroads are still very heavy with drifts and at other places the gravel road is quite bare.

After the storm the Ivan church held no services. The board has only been able to secure one load of coal and is now burning wood instead, having secured a supply of 20-inch wood at $3.25 per cord.

At the final meeting for 1917 the board of managers were given a splendid oyster supper by the chairman, A. W. McTurney. A new slate roof was put on the church building during the year, and owing to the increase in salary and other expenses it is expected that the charge will be united to a neighboring congregation in the near future. A request has been made to the London Presbytery, and it is expected that it will be granted.

FIRE LOSSES SMALL AND LOBO COMPANY HEARS FINE REPORT

May Insure Livestock at a Higher Valuation.

COLDSTREAM, Jan. 21.—At the annual meeting of the Lobo Mutual Fire Insurance Co. held in the town hall here Manager J. Marsh presented the annual statement, and President D. Fraser gave an outline of the work of the year. The balance from last year is $1,518.87; received on premiums and interest, $4,169.92. Total receipts, $5,688.79. Total losses by fire and lightning, $1,889.32; paid salaries, rebates and for inspecting fire losses, etc., $818.91. Total expenditure, $2,708.23, leaving a balance on hand of cash $2,980.56 with unpaid accounts $7.13; debentures, $7,000; balance on premium notes, $33,982.44.

Losses for 1917 were small, and the report shows the company to be in a very flourishing condition.

The question of reducing the number of directors from 15 to 9 was discussed at length, and on motion lost.

The matter of insuring livestock at a higher valuation was also discussed at some length. The present maximum paid for a horse is $100 and for cattle $50, killed by fire or lightning, was considered by many altogether too low, and it was proposed to insure livestock at a higher rate and pay 75 per cent of the value for loss by fire or lightning.

On motion the matter was left with the board to adjust.

Arch McGugan was chairman, and Howard Zavitz secretary.

BOTH WERE WOUNDED.

CLINTON, Jan. 21.—Major W. Broder McTaggart, in the Canadian artillery, has been awarded the D.S.O., and Lieut. G. D. McTaggart, in the imperial service with the Royal Engineers, has been awarded the M.C. These two young brothers are sons of Mr. and Mrs. George D. McTaggart of Clinton. Both officers have been wounded, but Lieut. McTaggart is now serving in Italy. Both are Royal Military College men. Major McTaggart was wounded in November, and while the award of the D.S.O. to him has been officially given and cabled to Canada in a list of decorations, the particulars have not been gazetted. Lieut. G. D. McTaggart is gazetted as having, with the Engineers, three times thrown a bridge across a stream which the enemy twice destroyed, and the third time McTaggart swam the river with a rope, shells falling in the stream. But he made his way across and once more the bridge was set up.

GEORGE RAYMOND HONORED.

On Saturday evening the employees of Raymond Bros., entertained about thirty friends at a dinner given in honor of Geo. C. Raymond prior to his removal to Windsor. All partook of the supper prepared by the ladies, after which toasts and addresses were given, with H. C. Bulpit presiding.

Mr. Raymond was made the recipient of a handsome electric reading lamp from the employees.

"MAKE SURE
you're right, then go ahead"—a principle consistently applied to our clients' advertising.
Federal Advertising Service
Dominion Savings Building, LONDON, CANADA.

DISTRICT CASUALTIES

PRISONER OF WAR
NOT STATED.
J. Slattery.
BRANTFORD.
R. Gilbert.
OWEN SOUND.
S. Wilcox.

ASSETS OF $8,000 IN PORT STANLEY FAILURE

PORT STANLEY, Jan. 21.—At a meeting of the creditors of John Price, the report of Assignee D. A. Cattanach was adopted. W. H. Macpherson and H. A. Short were named as inspectors. The liabilities are about $16,000, and the assets about $8,000. The principal creditors are the Fish Producers' Company, John Howe of Port Stanley, and J. A. McCarthy. The assets consist of some real estate and the fishing boat and equipment.

The funeral of Benjamin Goodhue held from his daughter's residence to Union Cemetery was largely attended. The pallbearers were Reeve Nat Cornell, Wm. Thomas, James Truan, J. Hough, D. McDonald, H. Jelly. The relatives present were George and Percy Goodhue (sons), Detroit; Mr. and Mrs. Hanson, Miss Lydia Goodhue, Alf Milton, London; Mrs. Rupple, Mrs. G. Hindley, St. Thomas.

KEEPING WELL DURING THE WINTER
Don't let your blood get thin this winter. For people who have a tendency toward anaemia—which means bloodlessness—winter is a most trying season. Lack of exercise and fresh air, being too constantly indoors, combine to lower the tone of the body and deplete the blood of those elements necessary to vigor and good health. As soon as you notice the tired feeling, lack of appetite and shortness of breath, that are the warning symptoms of poor blood, take a short treatment with Dr. Williams' Pink Pills. Do not wait until the color has entirely left your face, until your eyes become dull, and until you feel breathless after the least exertion. It is much easier to correct thinning of the blood in the earlier stages than later.
Dr. Williams' Pink Pills build up and enrich the blood and strengthen and tone the nerves. In this way the general health is improved, the appetite increased, digestion strengthened and new ambition and energy developed. Then work becomes easier because it does not cause exhaustion. You can keep your system at the highest efficiency by the use of Dr. Williams' Pink Pills, the great blood builder and nerve tonic.
You can obtain these pills from any dealer in medicine or by mail at 50 cents a box or six boxes for $2.50 from The Dr. Williams' Medicine Company, Brockville, Ont.

PATRICIA

W. S. Hart, in "The Cold Deck," is the headline attraction again today and Wednesday at the Patricia. Those who witnessed the superb acting of Hart at Monday's shows pronounce "The Cold Deck" to be his premier production.

Hart is the reincarnation of that strange product of pioneer days in California—the gambler. The type has faded away, leaving only a faint memory in a few romances, and stories and reminiscences in the Overland Monthly. The man himself, as he looked, breathed, moved and dressed, is brought to life once more on the screen by William S. Hart. He is tall, slim and aristocratic, moving in his world imperturbable and unruffled. His lips curl with genial and cynical contempt for his surroundings. He is dressed with extreme care, as in a way he sets the fashion in Glory Hole or One Horse Gulch. His hat, a beaver, very tall with straight brim, has been brought round the Horn and sent on to him from San Francisco at great expense. His ruffled shirt is immaculate; his cravat is adorned with one big diamond, which is part of the capital of his trade. He wears an elaborate flowered silk waistcoat and a clerical looking frock coat, very long in the skirts. Lavender trousers tightly encase his slim limbs, and are drawn taut by straps over the insteps of his highly polished Parisian boots. His fingers are long and delicate, almost like a woman's. But they are very dangerous, either with the cards or when straying towards his six-shooter. He is a silent man, holding himself aloof from humanity. He is a welcome guest at many camps, yet frequently outstays his welcome. He has no settled home. He passes by and wanders on, and his end is uncertain and usually sudden.

The fourth episode of "Who is Number One?" introduces another set of thrills in a story named "The Marine Mystery."

"The Kitchen Lady," a Mack Sennet comedy, is fun from start to close.

In vaudeville, Reta Rayes & Co. present a laughable and entertaining skit, "An Interrupted Honeymoon." This act is full of good, clean comedy, and the players take their parts in a creditable manner.

Catherine De Medici calling on her son, Charles IX., to order the massacre of the Huguenots, in D. W. Griffith's "Intolerance."
One of the many scenes in this colossal spectacle which will be shown at the Patricia Theatre on Thursday, Friday and Saturday this week.

MAJESTIC

Dorothy Dalton, in "Love Letters," an elaborately staged production, is the screen feature at the Majestic Theatre again today. This popular actress was never seen to better advantage than in this photoplay. Miss Dalton takes the part of Eileen Rodney. Eileen is the young ward of John Harland. She has become fascinated by Raymond Moreland, who poses as a teacher of weird eastern cults and creeds, but secretly sneers at the foolish women swayed by his words. Moreland asks Eileen to go to India with him, and she consents, thinking he means as his wife. Learning that he has no intentions of marrying her, she leaves him and returns to her guardian, who has always been in love with her, as has Robert Maxwell, his assistant.

Shortly afterward she marries Harland, and for a time their life is very happy. The return of Moreland brings an end to this, however, for he frightens Eileen with exposure of their old affair unless she will come to his rooms to get the old love letters she wrote him and for which she asks.

Afraid to go, and afraid not to go, Eileen at last takes her courage in hand and visits Moreland's rooms. There, as she had feared, she learns that he has no idea of returning the letters, and a fierce struggle ensues, after which Eileen makes good her escape, but without the letters.

Next morning she learns that Moreland has been murdered. Her husband, as the district attorney, is the prosecutor for the state. What is her horror to learn that he secretly believes there was a woman involved in the case and that he means to follow up some clues he has learned of. Terrified lest in searching the premises he finds her letters, which are concealed behind a piece of tapestry, she returns to get them, only to be caught on trying to get away by the sound of her husband and his assistant's footsteps. Hastily hiding behind a curtain, she waits breathless while the men search the room. Bob Maxwell, wandering aimlessly about discovers her hiding-place. Just then her husband leaves the room to search the rest of the house, and she gets Bob to save her. While they are talking, Harland returns, and Bob, frantic, almost throws her behind the curtain. Harland walks about the room, and attracted by the closed niche behind the draperies, is about to open them when Bob purposely overturns a huge vase in the hall.

Dorothy Dalton, a screen favorite. At the Majestic again today in "Love-Letters."

Eileen looks pleadingly into Harland's face, silently begging him to keep her secret. He thinks rapidly, the stern expression about his face fades, and he replies, placing his arm about Eileen: "You are right; the gardener killed him, and there was no woman."

The chief is somewhat pleased at this easy victory, and withdraws. Harland stands for a moment, the veil in his hands; then, moving toward the fireplace, throws it in and turning to Eileen, takes her into his arms.

The sisters Evelyn and Dollie present a vaudeville act on roller skates and bicycles interspersed with dancing and songs. This act came direct from the Temple Theatre, Detroit.

Women with an eye for future economy will take advantage of these.

Hosiery Savings

Advancing prices and the scarcity of raw materials and dyes, are too well known to require any discussion.

These Are th of Surpris
Surprises in low pri large savings that ca made, and in savings you make. This is a day y cannot afford to miss.

Surprise Specials

CASHMERETTE HOSE, full size, extra good dye, 8½ to 10, heavy yarn. Surprise price ..... 25c pair

SILK FLEECE HOSE, fast dye, good heavy quality, perfect finish, strong-wearing hose, extra value .....3 pairs for $1.00

LADIES' COTTON HOSE, fast black, high-grade hose, 8½ to 10 size, natural wool sole, 60c value. Surprise price ..40c pair

HEAVYWEIGHT COTTON HOSE, elastic top, full size, perfect finish, extra wearing quality, 8½ to 10 size. Surprise price ..... 50c pair

CASHMERE SECONDS, black and white, quality extra good, special value at 60c pair. Surprise price .....49c pair

ALL-WOOL CASHMERE, 8½ to 10, good heavy quality, mill price today 85c, fast dye. Our price while they last..75c pair

WHITE CASHMERE HOSE, all wool, fine weave, extra super finish, perfect in every way. Special value at.....$1.00 pair

WORSTED HOSE, heavy ribbed weave, all wool, suitable for good heavy wear, all sizes, price today is much higher. Our special price .....60c to $1.00 pair

Surprise Specials

CHILDREN'S PULLOVERS, 22 to 26 sizes, brush wool, limited quantity to sell, silver and tan colors, with cap to match, $4.50 to $6.00 values. Surprise price .....$3.79 suit

CHILDREN'S KNIT PULLOVERS, 20 to 30 sizes, white, red, grey, just the play suit for the little tots, $3.00 to $4.00 values. Surprise price .....$2.79 suit

LADIES' SPENCER COATS, grey brush wool only, $1.75 value. Surprise price .....$1.39 each

LADIES' SWEATER COATS, brushed wool, heavy weight, paddy, copen, saxe and canary, trimmed with large white collar and sash, five only. At surprise value $10.95

CHILDREN'S BRUSH WOOL SWEATERS, nice heavy fleecy warm coat, red and grey, stylish and serviceable, 22 to 34 size. Extra value ..... $2.00 to $4.00

CHILDREN'S SWEATERS, all wool, high and low collars, cardinal, scarlet and copen blue, splendid value.....$3.00

BOYS' ALL-WOOL SWEATERS, roll collar, ribbed wool, made for heavy wear, sizes 30 to 34, grey and cardinal only. Surprise price $4.00

Linen Sale
Continued for another week. Grasp the opportunity to secure your supply of linen before the advance in price.

Special January Prices
Ready-to-Wear Suits and Coats

Advance Styles
in Millinery now being shown in the Millinery Department.

Stocktaking prices in **Silk Waists, Underskirts and Middies.**

CHAPMAN'S
239, 241, 243 DUNDAS STREET. PHONES—791, 2882.

Stocktaking prices in **Underwear, Corsets and Bath Robes**; clearing broken lines.

Remarkable Price Reductions!

WE'VE STIRRED THE TOWN!

OUR JANUARY STOCK-TAKING SALE has set the whole city talking. Good shoes have never before been sold so cheap or so rapidly. Have YOU got YOUR shoes? If not, you had better come at once.

MIDWEEK SPECIALS

36 Pairs of Women's Brown Calf, Tango Last with low heel. Regular $9.00, $5.95

Black Calf. Some $5.45
These are Goodyear welted soles.

18 pairs left of our Women's High Grey Calf, with Louis heels. Regular $10.00 .....$4.98

36 Women's Black Kid High Cut, with Louis heels. Regular $7.00 .....$4.98

OTHER BARGAINS IN ALL LINES. WE HAVE NOT GO T SPACE TO ENUMERATE. COME IN AND SEE.

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about bringing his storage battery here for inspection and repair makes a big mistake. Do it today before the spring rush is on.
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Give Us One Trial
on that pair of shoes you need repaired. Will call for them and guarantee satisfaction.
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TAYLOR'S THROAT AND LUNG BALM
IS GUARANTEED TO STOP THAT COUGH—25c.
Taylor's 6 Cut-Rate Drug Stores