

Advantages of a Trust Company

A Trust Company offers many advantages over the individual as Executor under will.

The question for you to decide is, "Which Company shall I appoint?" Certainly you cannot do better than to appoint as your Executor

CANADA TRUST COMPANY
Managed in connection with the
Huron & Erie Mortgage Corporation
London (two branches) and St. Thomas
T. G. Meredith, K.C. President
Hume Cronyn, General Manager

RECRUITING MISSION ONLY VOLUNTEERS AT ARMORIES THURSDAY

No District Men Signed On,
Though Two Reported.

The British-Canadian Recruiting Mission in the United States saved the day at the local mobilization centre at the Armories Thursday, for no men from this district volunteered their services, and were it not for the arrival of three men from Detroit and one from Cleveland, "nil" would probably have been written in the column where the names of recruits should be.

Two men, Hugh Edmunds of this city and Louis Haver of Wallaceburg, reported for duty before being notified to do so, and were allotted to the 1st Depot Battalion, W. O. R. No man surrendered, none were apprehended, and none were sent up for a medical examination by the military registrar.

The following were the volunteers: W. O. R. J. Gibson, Cleveland, Canadian Engineers, and C. H. Coleman, Detroit, who was sent to the Central Ontario Regiment at Toronto.

ONLY ONE "BROMO QUININE"
To get the genuine call for full name
LAXATIVE BROMO QUININE. Look
for signature of E. W. Grove. Cures
cold in one day. 30c. If law-
yer.

FREIGHT MEN HERE ARE UNADVISED OF UNLOADING ORDERS

Four-Day Limit for Foodstuffs
Not Enforced Locally.

Local freight agents have so far had no experience with the order-in-count system passed late in December, and calling upon all consignees of food or food products to unload their cars within four days' time. In fact, the Grand Trunk freight men have not been notified of the order. All they know about it is what appeared in the press.

The order was evidently enacted at the suggestion of the food controller, and is for the purpose of preventing food spoiling while standing in cars. It gives the controller authority to seize the food and sell it, so as to prevent its being wasted.

So far no cases of this kind have come under the supervision of the local freight men.

There are no potatoes moving these days, they state. The freight men are informed that the Government is preparing heated cars to bring potatoes from the Maritime Provinces to Toronto and Hamilton and other centres to combat the scarcity and the high prices now being charged.

YOUR BILIOUSNESS

and constipation, headache, drowsiness, coated tongue, bad breath, bad taste in the mouth, quickly disappear if you take Hood's Pills. Many say these pills act better on the liver and bowels than anything else. Do not grudge 25c. of druggists or by mail of C. I. Hood Company, Lowell, Mass.

B. SHAPIRO
Succurs Western Fur Company,
224 DUNDAS, Open Evenings, Opposite
Armories.

COUPON

**Soldiers-Sailors
DIARY and ENGLISH-FRENCH
DICTIONARY**

Distributed by the
THE LONDON ADVERTISER

**ONE COUPON AND 75c SECURES
THE BOOK**

PRESENT THIS COUPON
together with purchase price and the book is yours.

MAIL ORDERS
add for postage and handling five cents, greater distances ten cents.

Send One to the Boy—Keep One at Home!

THE DIARY for recording individual war experiences is the most accessible book in existence and always will be a most cherished possession.

THE DICTIONARY Self-pronouncing by sound spelling method which exhaustive tests prove so simple that even a child readily acquires French with correct accent.

Bound in Textile Leather, Gold Edges, Gold Stamped, Pocket Size

THOSE UNABLE TO BUY THEIR FUEL IN TONS SUFFER

Inability to Pay Cash for Fair
Sized Lots Makes Poorer
Classes Go Fireless.

BETTER DELIVERY HERE

Dealers' Supplies Coming In
Well, But No Real Relief
Till Spring Breakup.

The poor of the city are having a hard time meeting the acute fuel situation. Relief Inspector J. W. McCallum is daily bombarded with calls for help, and some serious cases of distress have been reported to him. The great sin of the poor is that they have not the ready cash to purchase coal in fair-sized lots. It is a rare coal dealer who is doing a credit business today. It is not necessary. They are forced to turn down cash offers daily. The poor are only able, in the majority of cases, to pay cash for small quantities, perhaps enough to last them for a week or less. For this reason the dealers, when they have coal, find it difficult to meet the frequent demands of these customers, with the result that it is not uncommon for them to have to brave the horrors of a barren coal bin for several days at a time. These are the cases that are reaching the relief inspectors.

Starks are not wanting, however, that the poor are rising bravely to meet the situation as best they can. In two blocks on Richmond street last night, five lads were counted pulling home a hundred-pound bag of coal on their sleds. They had purchased it, they said, at 56 cents a hundred. This is at the rate of \$11.20 a ton. Good business for the dealers without delivery, though the profits on a hundredweight would be the same in the southern part of the city, however, lads were seen who had paid 60 cents a hundred. This is at the rate of \$12.00 a ton. The dealers are saved the expenses of delivery.

Deliveries to Dealers Better.
Coal deliveries to the dealers are improving somewhat now as compared with a week or so ago. Though the shipments are generally confined to four or so cars on each road, these are arriving daily and slowly the situation is being mastered. There is really no hope, however, that it will be completely overcome until the breaking of spring. The clearing of the railway congestion at Black Rock and in the United States may affect the situation a little, but not radically.

At present all D. & L. ship-ments to the city take but about three or four days after they leave the mines. However, the service from other mines is not so good as this, and the freight moving west in the United States may improve this delivery. Advice, however, are that this is about the only improvement that may be expected during the cold spells when the demand for fuel is even greater than the supply. All the mines are said to be working at top speed with the largest force of miners they can muster. For this reason only an ease up of the winter weather will help.

Six Cars in Today.
This morning the M. C. R. brought in three cars of hard coal and the Grand Trunk a similar number.

Calls for assistance in getting fuel continue to reach the utilities office, and the officials are rushing their investigation of the calls and getting dealers with a supply on hand to send relief in the form of 500 pounds of coal as fast as possible.

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

MILITARY "Y" PROGRAMS PROVIDE ENTERTAINMENT

An extensive program of entertainment has been arranged for the men at Queen's Park camp. Secretary Dawson of the Military Y. M. C. A. including an illustrated lecture on "Boonie Scotland," by Rev. H. H. Bingham last night. The following is the program:

Friday, Jan. 11.—Famous Henderson kilted band and troupe of Highland dancers; also Sam Munro, Canada's juvenile Harry Lauder.

Saturday, Jan. 12.—Movies and singing.

Sunday, Jan. 13.—Address by E. R. Wilson and music by special singer. Sing-song of favorite hymns and gospel songs.

Monday, Jan. 14.—Illustrated lecture on Balfour's cartoons.

Tuesday, Jan. 15.—Sing-song and movies.

Wednesday, Jan. 16.—Elgar "Ladies' Quartet" including the famous kitchen quartet.

Thursday, Jan. 17.—Sing-song and movies.

Friday, Jan. 18.—Lecture on Palestine by Rev. Louis F. Barber.

Saturday, Jan. 19.—Sing-song and movies.

Sunday, Jan. 20.—Sing-song of favorite hymns and gospel service.

To Cure a Cold in One Day.
Take LAXATIVE BROMO QUININE Tablets. Druggists refund money if it fails to cure. E. W. GROVE'S signature is on each box. 30c.

DUKE OF DEVONSHIRE LAUDS WILSON'S SPEECH

Washington, Jan. 11.—The war aims of Canada, as well as of the United States, were given to the world in President Wilson's recent address to Congress, the Duke of Devonshire declared in a speech last night before the National Press Club. "The address delivered by the president two days ago," he said, "will stand out not only as a historic document in the prosecution of this war, but will stand for all time as a statement of the true feelings of the people of Canada in expressing not only their admiration, but their great gratitude for the part in which our aims and our objects have been placed before the civilized world."

SMALLMAN & INGRAM
LIMITED

CORTESE ORCHESTRA—SATURDAY AFTERNOON
Balcony and Tea Room.

SMALLMAN & INGRAM
LIMITED

JANUARY CLEARANCE

Pre-Inventory Price-Making to Produce Immediate Sales

January is the last month of our business year. We are now going through stocks measuring and marking preparatory to the final listing. All the odd lots must be sold before the last period of stocktaking. The market value has little to do with price making now. Our one desire is to reduce all merchandise to the lowest point of safety. Such lots will be found priced to promote immediate clearance, and Saturday's list will be found particularly attractive.

Strong North Winds Call for Furs---Clearing of Hudson Seal Coats and Novelty Sets

Six only handsome Seal Coats in small size, 36 and 38 only, to be cleared at 25 per cent off; four plain and two with fur collars and cuffs; splendid styles and excellent quality fur. See these Saturday if your size is 36 or 38. Also three choice Sets of Furs to be cleared at greatly reduced prices.

One only Hudson Seal, beaver collar and cuffs, size 28, 46 inches long, rose brocade lining; one-quarter off. Sale price\$221.25
One only Hudson Seal, Russian fitch collar and cuffs, size 36, length 40 inches; one-quarter off. Sale price\$146.25
Four Plain Hudson Seal Coats, 40 inches long, sizes 36 and 38; one-quarter off. Sale prices\$121.50, \$123.75, \$126.75

One only set of Cross Fox, large animal scarf, silk lined, trimmed with head, brush and paws; round muff, trimmed with head, brush and paws. Sale price\$131.25
One only set Mole and Ermine; cape of mole with ermine trimmings; round muff with ermine cuffs. Sale price\$65.62
One only set Russian Fitch, round cape, barrel muff with cuffs. Sale price\$65.62

Crepe Kimonos, 98c

One table Cotton Crepe Kimonos, flowered and embroidered, Japanese style, loose cut with belt at waistline; comes in pink, sky or heliotrope; an assortment of odd and broken lines. To clear98c

Ladies' Underwear, Half-Price

One table Ladies' Vests in Swiss ribbed silk with low neck, short sleeves, or high neck, long sleeves. Also a few odd lines in union vests. To Clear at Half Price
Combinations, white cotton fleeced, with high neck, short sleeves; also cream wootex with low neck, short sleeves, or high neck, long sleeves; all ankle length. To clear98c

Notions

Dome Fasteners that will not rust, all sizes. Per card.....10c
Hooks and Eyes, will not rust. Per card.....5c
Hooks and Eyes, on tape, white and black. Per yard.....15c
Collar Supports, black or white. Per card.....5c
Tapes, white only. Per roll.....3 for 5c
Also Roll Tape, white only. Per roll.....5c and 15c
Lingerie Tape, white, sky or pink. Per card.....12c
Wool Mending Skeins. Each.....2 for 5c
Cashmere or Cotton Mending Cards. Per ball.....5c
Mercerized Mending, all shades. Per ball.....5c
Skirt Gauge with marker, for measuring the bottom of skirts. 15c
Each.....5c
Coat Hangers, wire. Each.....2 for 25c
Folding Nickel-plated Hangers.....2 for 25c
Good, Strong Mohair Laces, 36 inches and 45 inches long.....2 pairs for 5c

BUY SOAP FREELY NOW.

Large bar genuine Castile Soap. Per bar.....29c
Sunlight Soap. Per bar.....7c
Lifebuoy Antiseptic Soap. Per bar.....2 for 25c
Lux.....2 for 25c
Cleall, no-water soap, a real hand cleaner, removes grease, etc., no water required. Per tin.....25c
Soap Babies, pink only. Each.....10c
Camphor Ice, tubes or boxes. Each.....10c
Mentholumin, for chapped hands, skin or scalp diseases of any kind. Each.....19c and 50c
Sewing Machine Oil; keep the machine well oiled; extra fine sperm oil.....2 for 25c
Rubber Sponges. Each.....18c

**BLACK SATIN DUCHESSE, SPECIAL FOR SATURDAY,
ONLY \$1.19 YARD.**

The quantity is not great, but one piece, about 100 yards, to sell, a Swiss make, heavy quality, extra rich duchesse finish, taken from stock and reduced for a Saturday special. Sale at 8:30 a.m.\$1.19 yard

SATURDAY SALES IN BASEMENT

TUNGSTEN LAMPS, 35c AND 39c.

600 Tungsten Lamps will be sold Saturday morning at the above prices, none delivered, shipped by express or post only at purchaser's risk.

300 Best Quality Tungsten Lamps, 60 watts.....39c
300 Best Quality Tungsten Lamps, 25 and 40 watts, 35c each or3 for \$1.00

SPECIAL IN OVENS.

100 "Junior" Oil and Gas Stove Ovens, drop glass door, fits over one burner, size 12 3/4 x 13 x 12. Very special price.....39c

ENAMELWARE

12 dozen Best Quality Granite Mugs at7c
12 dozen Best Quality Soap Dishes at10c
12 dozen Jelly Molds, in four sizes, at.....3c, 5c, 10c, 12c each
4 dozen Large Granite Frypans, extra special at.....25c
3 1/2 dozen Best Canada Blue Ware in Covered Milk Jug, extra value, at.....10c each
5 dozen Gravy Ladles at.....5c each
6 dozen Granite Lids, two sizes, at.....12c
6 dozen Cylinder Graters, extra special, at.....5c
25 dozen Extra Fine Reimined Basting Spoons, extra special value, at.....3c each
10 only Best Quality White Enamel Casseroles, special, 69c
11 only White Enamel Kettles, 4-quart size, special at.....89c
10 only Three-Quart White Sauce-pans, special at.....89c

Taffetine Petticoats, \$1.59

Five dozen Taffetine Underskirts, deep accordion pleated flounce of novelty striped taffetine; two tiny ruffles add a neat finish to skirt; elastic waist band; black with blue or green striped flounce. Special.....\$1.59

Whitewear Sales

Ladies' Drawers of good quality white cotton with wide frill of material trimmed with tucks; open or closed styles; sizes 23, 25 and 27. Special, per pair49c
Ladies' Night Gowns of soft finished white flannelette in open front and slipover styles; sizes 56, 58 and 60; 10 dozen only. Special98c
Ladies' Bungalow Aprons, of splendid quality print; neck, sleeves, pocket and belt neatly finished with white binding. Special49c

Linen Specials Saturday

BREAKFAST CLOTHS, \$1.50 EACH.

Balance of last season's stock in good heavy Breakfast Cloths, neat designs, hemmed ready for use, 66x66 inches. Saturday special\$1.50 each

LINEN CRASH TOWELING, 6 YARDS FOR \$1.00.

200 yards for Saturday morning shoppers at less than impo-t price today, brown Russian crash, 17 inches wide, a splendid toweling for hard wear6 yards for \$1.00

COLORED BATH TOWELS, 29c EACH.

75 pairs only for Saturday morning. These are goods impossible to procure now. See that you get a few pairs Saturday; grey and white, a few pairs of fawn and white with red stripe. Saturday, while they last29c each

Stationery Specially Priced

Large Size Good Quality Linen Writing Pads, size 8x10 inches, a limited quantity only in stock. Special Saturday.....16c each

Small-Size Pads, in same quality, size 8x5 inches. Special Saturday.....9c each

About 50 packages of Good Quality Linen Envelopes, with square flap, 25 in each package, to be sold with writing pads. Special Saturday8c package, or 2 for 15c

London Linen Envelopes.....10c package

New shipment now in of our Special Chester Lawn, good quality linen, one pound in box (100 double sheets). Special39c box

Our Special Chester Lawn Envelopes, 75 in each box, same quality linen as note. Special37c box

London View Cards5 for 5c

About 20 London Scenery Books, with newest scenery and buildings. Special29c each

EARLY SATURDAY SALES FOR MEN

Tomorrow you can put your money to the best use in this January clearance of men's clothing. Men who have become patrons of this store will not hesitate, for they have proved the wisdom of following our advice as to when to buy. It's not a case of do you need them, but rather can you afford to pass them. Suits at \$11.95, underwear at 49c, and every article worth double. The answer is stocktaking sales.

Sale of 80 Men's Suits, \$11.95

The big event of the season in the Men's Department Saturday, High-Grade Suits at \$11.95. About 80 suits to go on sale at this very low price Saturday morning; every suit a genuine bargain and all taken from the regular selling stock. These suits are worth double what we ask on Saturday. Just before stocktaking we must clear out this lot—tweeds and worsteds made up in the regular sack and pinch-back styles. The shades are chiefly greys, browns and heather mixtures, extra well made, with good trimmings, and the trousers have plain or cuff bottom. Here are suits that cannot be duplicated. These suits are broken lines, but all sizes are represented. We strongly advise the men to be here at 8:30; sizes 35 to 44. Sale price\$11.95

Men's Fur and Fur-Lined Coats

Just a few Fur Coats and Fur-Lined Coats to be sold at a great reduction Saturday. If your size is here, and you need a good warm coat, be here on Saturday morning. These coats should go quickly. Note the kind and prices for each:
3 only Overcoats, beaver shell, marmot collar, with good quilted lining, sizes 38, 42 and 44. Price\$11.95
4 only Black Dog Coats, with quilted lining, sizes 36, 38, 42 and 46. Price\$19.50
1 only Rat-Lined Coat, beaver shell, with No. 1 marmot collar, size 38. Price\$49.75
1 only Coat, extra good beaver shell, marmot lined and marmot collar, size 40. Price\$42.50

MEN'S WINTER UNDERWEAR, 49c GARMENT

This should prove of great interest on Saturday—Men's Shirts and Drawers at the very low price of 49c each. They are worth more than double this price, a pre-stocktaking clearance, shirts and drawers in winter-weight cotton and cotton and wool mixtures; a number of sample shirts in the lot. The drawers are limited in quantity, but there are shirts for everyone. A few dozen good heavy fleece-lined shirts will be added to the lot. All one price Saturday morning49c each

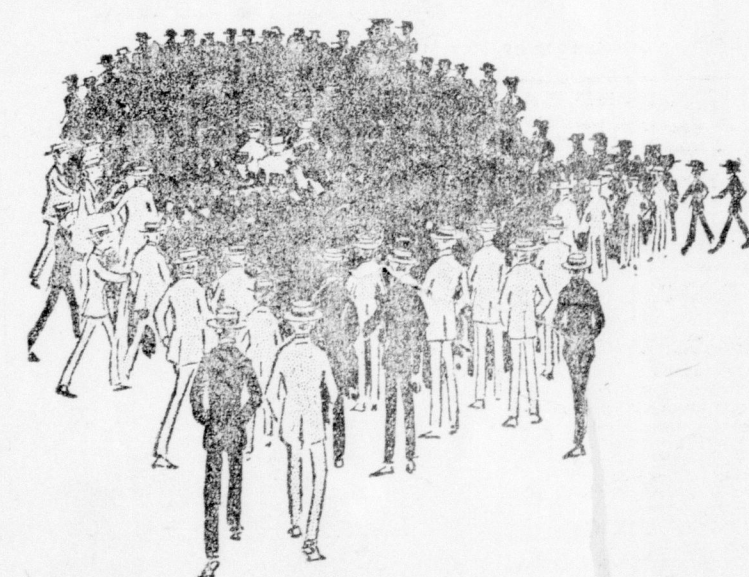
MANICURE AND CHIROPODY
PARLORS.

Let our experts take care of your
nails and feet. Best service, least cost.

SMALLMAN & INGRAM
LIMITED

FOUND.

Sum of money on Main Floor, Christmas week. Loser may recover same at Bank Office.



Men's Lined Gloves, \$1 Pair

Men's Gloves, mocha and cape, good firm wool lining, very warm and serviceable, dome fastener, light or dark tan shade, sizes 8 to 10 only. A few dozen pairs to clear out on Saturday at a very big reduction in price. Gloves have greatly advanced in price, but here is value away below the former prices. Come early for sizes. Price\$1.00 pair