MARKET ON FRIDAY—SHOP ON FRIDAY—PAY DAY THURSDAY

FUEL ORDER CLOSES MOST OF THE STORES ON SATURDAY AND MONDAY

TO THE FARMER

Saturday is London's big market day, because the farmers have formed the habit of coming to the city on that day to do their shopping, and they bring their produce.

While drug stores are permitted to remain open on Saturday, and grocery stores may do business Saturday forenoon, all other stores will be closed. London merchants are arranging to take care of their Saturday trade on Thursday and Friday, particularly

Thursday is a regular market day, and Friday can be made to

ke the place of Saturday this week, Farmers are urged, therefore, to come to the city for their trading on Friday, keeping in mind the fact that stores will beclosed Saturday and Monday.

TO THE SHOPPER

It is the patriotic duty of every person to assist the fuel controller in his effort to conserve the coal supply. The order issued requiring merchants and manufacturers to close their places of business Saturday and Monday is a distinct hardship to those businessmen. Merchants who had their plans laid for next Saturday's trade have been obliged to make a quick change, but they are doing so cheerfully, knowing that they are making a sacrifice in the interests of the whole people.

The public should realize this and see that their week-end purchases are made on Thursday and Friday. So far as special sales are concerned, and from all other viewpoints, Saturday this week will come on Friday. Keep this in mind-Stores closed Saturday and Monday. SHOP AND MARKET EARLY.

TO THE EMPLOYER

Keeping in mind the necessities of the situation, due to the fuel controller's order, every employer in the city who can do so should arrange to pay his employees so that purchases usually made on Saturday can be made one day earlier, while the stores are open. Thousands of London people have bought furniture, musical instruments and other articles on credit and have arranged to make weekly payments. Most of these payments fall due on Saturday,

The employer who pushes his pay-day one day ahead this week is doing a patriotic duty, in enabling his employees to arrange their affairs most conveniently in conformity with the fuel controller's order.

BURN WOOD, OIL OR DOUBLE UP.

MAYOR'S ADVICE

More Mistry and Suffering in
London Kow Than Since

With Started.

NO COAL COMING IN

The Started of Started of the Started of an advisory capacity at the food controller.

Tam just looking the situation over and getting on to the ropes," said Mr. McCallum. "It is a big job, and it will give me plenty to do."
It is proposed to have Mr. McCallum distribute all the coal distribute. The said of the city. He will issue Carda and up person will be alled to get more coal son will be alled to get more coal than he is no coal by the dealers. Mr. McCallum No Easy task.

This is no casy task. Mayor Somery cille today was besteged by a steady stream of people demanding coal. He had one to offer them. He could give them no encouragement as to when they would get coal. He advised all to use wood or oil lamps. There was no prospect of generous supplies of coal until the weather moderated.

BOARD MEETS FRIDAY.— The board of control will meet on Friday morning for a few minutes. There is little business to be disposed of, and the controllers will not be kept long.

BOARD MEETS FRIDAY.— The board of control will not be kept long.

BOARD MEETS FRIDAY.— The board of control will not be kept long.

BOARD MEETS FRIDAY.— The board of control will not be kept long.

BOARD MEETS FRIDAY.— The board of control will not be kept long.

BOARD MEETS FRIDAY.— The board of control will not be kept long.

BOARD MEETS FRIDAY.— The board of control will not be kept long.

BOARD MEETS FRIDAY.— The board of control will not be kept long.

BOARD MEETS FRIDAY.— The board of control will not be kept long.

BOARD MEETS FRIDAY.— The board of control will not be kept long.

BOARD MEETS FRIDAY.— The board of control will not be kept long.

BOARD MEETS FRIDAY.— The large fine the months of deals controller's office, will address the association. The months of agriculture for Ontario, will also at comes to deal the advised all intentions of the transportation of the Canada in produce Associat

If your children are delicate or frail, if they catch cold easily or are backward in studies, give them Scott's Emulsion.

ABOLISH STALLS IN It is free from alcohol or harmful drugs. YOUR FILMS DEVELOPED

and PRINTED CORRECTLY ROBERTSON & MORLEY, 310 Dundas Street. Opposite Armories.

Visit The Fair DOMINION SAVINGS BUILDING, FOR DOLLS AND TOYS.

DANGER Don't let a cough or cold hang on to you.

Get a bottle of the result is quick. Anderson & Nelles Drug Store



OVERSHOES FELT SHOES LEGGINGS HEAVY RUBBERS HOCKEY BOOTS WARM SLIPPERS

Complete assortment at lowest prices.

ROWLAND MILL

FAMILIES OF SOLDIERS IN LONDON CROWD WAR VETERANS' OFFICES IN HOPE OF GETTING AWAY FROM COLD

MAYOR'S ADVICE Left Their Bleak and Fireless Homes—Seventy-Five Are Completely Out of Fuel—Some Burn Furniture. Completely Out of Fuel-Some Burn Furniture.

unfair and which so plainly reflect a deplorable that many people condemnlated problem of supply and demand." Mr. Silverwood said. "Mr. O'Connor, by his statements bring discredit upon statements bring discredit upon specifications."

It is the sequencions which are absolutely tions, Mr. Silverwood said that it was January 26.

Identify the methods of produce and storage and produce and storage men. He advocated that the public January 27.

In the methods of produce and storage men. He advocated that the public January 28.

January 29.

COUNTY WILL AWAIT CITY'S TAXATION ACT February CAFES OF CITY, SAY

POLICE AUTHORITIES

The standard of exempted county properly met at the county buildings properly met at the pollution of stalls in all cafes. The motion of all all properly met at the pollution of all properly met at the pollution of stalls in all cafes. The motion of all properly met at the pollution of all the aldermen.

"If the polluce commissioners had the county buildings, which are owned by the county." Sincerest in the event of the city introducting a bill the unit house and the pollution to deal with I can assure you the stalls would soop he missing," and guestion to deal with I can assure you the stalls would soop he missing," and guestion to deal with I can assure you the stalls are removed, you can depend upon the stalls are removed, you can depend upon that they will not be there long, said the chief, in the place of less than 100,000 the the municipal authorities. In cities above that the polluce commissioners have that question to deal with. In the polluce immediately ordered the removal of the stalls from the cafes there when the oppulation became suitlend to automatically transfer such power language of the stalls from the cafes there when the population became suitlend to automatically transfer such power language of the stalls from the cafes there when the population became suitlend to automatically transfer such power language of the stalls from the cafes there when the population became suitlend to automatically transfer such power language of the stalls from the cafes there when the population became suitlend to automatically transfer such power language of the stalls from the cafes there when the population became suitlend to automatically transfer such power language of the stalls from the cafes there when the population became suitlend to automatically transfer such power language of the stalls from the c **POLICE AUTHORITIES**

tee appointed by the county council at SENT TO REFORMATORY the January session to discuss what action should be taken with reference to the taxation of exempted county property met at the county buildings vesterday afternoon. UNDER FALSE PRETENCES

February 4.....

LONDON'S BUSINESS ot like to shut down. But we are ready to help in any way possible. We will plan ahead to see that nothing

Continued From Page One

spoils. We realize that no law can be

allowed.

Must Stay at Home.

It looks as if reople would be obliged to content themselves at home, minding the ways of their households and getting better acquainted with families and friends.

Considerable consternation was created by the new ruling among those who have been making arrangements for the Baby Welfare Week in London all next week, and the formal opening all next week, and the formal opening to take place on Monday afternoon at 2 o'clock, until the saving clause was discovered, "Exception will be made where entertainments or special func-

AT COLD EASTERNERS

(Case. Semence was suspended. Mrs. Smith admitted she had unraigned on charges of vagrancy. Three were sent to Mercer, and three allowed to go on their promises to lead better lives.

TWO CALLS FOR HELP

RECEIVED BY FIREMEN

The firemen responded to two alarms since 10 o'clock today. The first call was 10 244 Hyman street, but proved to be a false alarm. Escaping steam from a furnace caused by the bursting of a hot-water coil in the furnace caused the esidents to belove the basement was on fire. No damage was done.

A second run was made at 2 o'clock this afternoon to 242 Hyman street, next door to the place from where the first alterned and the desidents to belove the basement was on fire. No damage was done.

A second run was made at 2 o'clock this afternoon to 242 Hyman street, next door to the place from where the first alterned not be a false alarm was turned in. While attempting to that wo tur a frozen water pipe with a torch, the partition was set on fire. Damage to the extent of 55 resulted.

A man to the first call was 10 24 Hyman street, next door to the place from where the first alterned and the desidents to belove the basement tars for the first call was 10 24 Hyman street, next door to the place from where the first alterned and the desidents to belove the basement tars for the first call was 10 24 Hyman street, next door to the place from where the first ling at the first and into three first man to the first man to three first man to t

LOSS IN BLAZE

an electric heater in the place, and this may have been the cause.

Had it not been for the lack of water, the concensus of opinion is that the blaze would have been confined to the butcher shop. However, it was from twenty to thirty minutes before the pressure was sufficient to make any impression. The cnemicals were tried, but these were of little avail in a fire of this kind.

There was a story in circulation that the hydrants were frozen, but this is denied by Superintendent Thomas Hodgkinson of the waterworks department. He states that there has not been any frozen hydrants this winter.

rinks of the good old days, of the foresight to convert the halls into fire. The Duncan drug store was a seething fire find the public accounts, showing that the finances of the province are the fire and two seethurs at the public accounts, showing that the finances of the province are the fire and two seethurs at the public accounts, showing that the finances of the province are the fire and two seethurs at the public accounts, showing that the finances of the province are the fire and two seethurs at the public accounts, the finances of the province are the fire and characterized by the spirit of patriotism and service so necessary to our country in a time like the present, and my confidence that, under the guidance of Dart's butcher shop from an overheated stove, but there was no fire in it, according to Mr. part. There was

Take Nuxated Iron, Says Doctor, If You Want Plenty of "Stay There" Strength Like an Athlete! Makes Delicate, Nervous, Rundown People Stronger in Ten Days' Time, In Many Cases.

M OST people foolishly seem to think they are going to get renewed health and strength from some stimulating medicine, secret nostrum or narcotic drug,

said Dr. E. Sauer, a Boston Phys



dozens of nervous, rundown people, who were ailing all the while, most astonishingly increase their streugth and endurance simply by taking iron in the proper form, and this after they had in some cases been doctoring for months without obtaining any benefit. But don't take the old forms of reduced iron, iron acetate or tincture of iron simply to save a few cents. You must take iron in a form that can be easily absorbed and assimilated, like nuxated iron, if you want it to do you any good, otherwise it may prove worse than useless. Many an athlete or prize fighter has won the day simply because he knew the secret of great strength and endurance, which comes from having plenty of iron in the blood, while many another has gone down to inglorious defeat simply for the lack of iron, NOTE.—Nuxated Iron which is pre-

田田田

Free With orth Purchased.

Tungsten Lamps Fr Every \$10.00 Worth