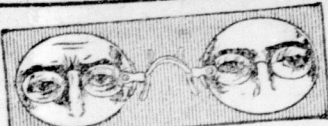


TEN



Glasses Will Not Help Your Eyes

Unless properly fitted. Properly fitted glasses will not "pinch" your nose. Experience has given us the "knack" of fitting efficient glasses that are comfortable.

Carlyle T. REILCOCK
233 Dundas Street, Two Doors East of the Majestic. Phone 255.

BUYING SHOES

When you want shoes come where the stock is kept and good service is courteously given.

Cook's Shoe Store

COMPLY WITH THE NEW REGULATIONS.

Purchase a Pair of MACEBETH AUTOMOBILE SHOES.

Western Ontario Electric Co. Phone 4071. 237 Dundas Street.

Tungsten Lamp Sale

Three 25 or 40 watt lamps \$1.00
Three 60-watt lamps \$1.25

WHILE THEY LAST.

Archer Electric Co. 231 DUNDAS STREET. Phone 5601.

EXTRA SPECIAL

TODAY ONLY.

Choice Dairy Butter

43c Lb.

WILSON'S. Phone 5601.

DIAMONDS

A large and well-assorted display of loose and mounted diamonds.

Rings \$5.00 to \$400.00
Neckties \$10.00 to \$500.00

C.H. Ward & Co. Diamond Merchants and Jewelers. 285 RICHMOND STREET. Phone 1084.

Properly Fitted Glasses

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

Brown Optical Co.

EYE SPECIALISTS AND OPTICIANS

223 Dundas St. Phone 1877.

DON'T THROW AWAY

good miles, when your tires can be made like new at

London Tire Repair Depot

154 Wellington Street, Phone 2334.

A. WILKES. Opp. McClary's.

We Are Now

Retreading, double-treading and rebuilding tires.

GET IN EARLY.

London's Rubber Man

346-8 Dundas St. Phone 5124.

Your Child's Eyes

Need every care. They should be examined and, if necessary, fitted with a pair of GOOD GLASSES at a very moderate cost.

John S. Barnard

Optician. 194 DUNDAS STREET. Phone 271.

The London Loan and Savings Company of Canada

INTEREST RATES ALLOWED

In Savings Bank 4 Per Cent

Debentures 5 to 5 1/2 Per Cent

M. J. KENT, Manager.

It's Up To You

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.

Parnell The Breadman

Phones 929, 1390.

Your Time Counts

—RAILROADMEN!

—BUSINESSMEN!

—PROFESSIONAL MEN!

—TRADESMEN!

Your success depends upon accuracy. Diamond Hall Watches bring success. Complete, in gold-filled cases—

\$12, \$15, \$20, \$25 and \$40.

C. P. R. and G. T. R. Official Watch Inspectors.

YOUNG'S

TWO STORES.

170 Dundas St. 674 Dundas St.

Johnston Bros.

XXX BREAD

The bread that has been sold in the lastest of thousands for years.

Try it today.

JOHNSTON BROS. Phone 944.

Robert Lashbrook

Veteran Shoemaker

Died Last Evening

Had Resided in London for Over Forty-Four Years.

Robert Lashbrook, for more than two years, resided in the shoe business in this city, died on Friday at his residence, 309 Richmond street, after a short illness.

The late Mr. Lashbrook was one of the best known men in the city, having lived here for 44 years. Up until his retirement, three years ago, he was in business on Richmond street, near Central avenue. He was born in Cornwall, England, 32 years ago, and came to this city in 1874.

Although of a retiring nature, politically, and never an aspirant for public office, the late Mr. Lashbrook was a firm and ardent Liberal. During the recent Dominion election he went to the polls to cast his vote for the Laurier candidate.

Four sons and two daughters survive. They are: Thomas H., who lives overseas with the 142nd Battalion; Arthur of Detroit; Fred and Lillian of London; and Miss Jennie and Miss Ethel P. at home.

The funeral, which will be private, will be held on Monday from the family residence.

BOARDS OF DOCTORS ARE RECONSTITUTED

Standing Organizations Again Altered in District.

The standing medical board at Wolsey Branch has been again reconstituted, and is now composed as follows: Capt. T. J. McNally, president; Dr. C. C. McFarlane and F. H. Sutherland.

The medical board working in connection with the military hospitals, also, has been reconstituted, and is now composed as follows: Capt. B. B. McKelvey, president; Dr. C. C. Brink and Lieut. D. C. Wilson.

Capt. L. H. Douglas has been detailed for duty with F. Unit, M. H. C. C. orders state.

DEATH OF HARRY VANN

INGERSOLL, Jan. 18.—The death of T. H. Vann, for 25 years a resident of Ingersoll, occurred after a brief illness. Although he had not been feeling well, Mr. Vann worked as usual on Saturday at Evans Bros. piano factory. His condition became alarming and on Tuesday he was removed to the hospital. There was no improvement in his condition and death ensued from heart failure. Deceased was a very active worker in St. James' Anglican Church and generally esteemed for his sterling qualities. He was 51 years of age and survived by his wife and one daughter, Miss Ruth at home.

BEFORE SPRING COMES

have that battery examined and repaired. It is to your car what the main spring is to a watch. You should not allow novices to tamper with it. Send us here and let our experts diagnose the trouble.

BENSON-WILCOX ELECTRIC CO.

234 Dundas St. Phone 2671.

"MAKE SURE"

you're right, then go ahead—a principle consistently applied to our client advertising.

Federal Advertising Service

Dominion Savings Building, LONDON, CANADA.

FURS

remodelled now at the lower charge.

BELTZ & CO.

NEW REGULATIONS OF PRICE FIXING END OF HOARDING

Millers and Bakers Welcome Flour Order.

OTHER CONSIDERATIONS

Bread Men Point to Labor Costs as One of These.

In connection with the announcement appearing in the press Friday in regard to standard flour and standard bread for Canada, E. H. Hunt, manager of the City Flour Mills, goes to Toronto today for a conference of the millers, committee of the Dominion Government, of which he is a member, called for the purpose of giving final consideration to the changes about to be inaugurated and possibly to suggest slight amendments before the final instructions are sent out by Food Controller Hanna and the new order goes into effect.

"The new order," said Mr. Hunt, aims at three things: (1) To increase the production of flour; (2) To fix the price from now until the next crop; and (3) To put an end to speculation.

The figures given out provide for a 72 or 73 per cent extraction, not very much higher than the present extraction we are making, which is 68 per cent.

Consumers will have the satisfaction of knowing exactly what they are going to pay for flour, and all in-creases in price will consequently be removed from hoarding or holding to sell at big profit.

The bakers' side of the question was given by John Bridge, manager of the Neil Bread Company.

"So far as the quality and appearance of the bread is concerned," he said, "I don't think there will be very much difference. Possibly the bread will be a little darker."

"We have had no official notice as yet from Mr. Hanna, and all I personally know is what I have heard up to the present time and gathered from the papers published regarding standard flour and standard bread for Canada."

In the matter of fixing the price of bread, there are more things to be taken into consideration than just fixing the price of flour. The bakers, I am sure, would welcome the fixing of the price to the consumer, provided the cost of production were fixed for the baker. Other considerations besides the flour, however, enter into the price of all the ingredients that go into the making of bread, and the fixing of the price as well of labor."

CRITICALLY ILL

THOMPSON, Jan. 18.—George Jaap, who was taken to a London hospital recently, is so ill that there is little hope of his recovery.

While Mr. McKenzie was working on a ladder fixing the eaves of the roof of the Lashbrook shoe store, he fell and hurt one of his limbs very badly.

HAD PROSPEROUS YEAR

THOMPSON, Jan. 18.—The annual meeting of the Telephone Company was held on Wednesday in the City Hall. The company is in a most prosperous condition, and paid a 7 per cent dividend.

LONDON'S CENTENARY YEAR IS 1918, BUT NO ARRANGEMENTS TO MARK ANNIVERSARY YET IN PROSPECT

St. Mary's Journal Comments Editorially on 100th Birthday of City, Which Came Into Being a Century Ago.

The St. Mary's Journal of Thursday comments editorially on the fact that London is this year celebrating its centenary, and that so far no effort has been made to mark the anniversary. One hundred years ago this year, the town of London, Ont., was surveyed and laid out in lots.

London boasts 60,000 inhabitants, and the town is growing rapidly.

"Col. Burwell had a hand in the survey of the site for the town, and the lots were mostly given out to settlers by Col. Talbot, on condition of settling by the end of the year."

The town was surveyed and laid out in lots, and the town is growing rapidly.

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Rowat's COFFEE

50c per pound

WILL WESTERN "U"

C. O. T. C. RESUME

TRAINING COURSE?

Officers Are Badly Needed for Training of Draftees.

MAJOR MURPHY WILLING

Wants Class of Seventy-Five Men Before He Will Start.

With the need for officers becoming more acute each day owing to the large numbers of drafted men reporting for service, much interest is being expressed as to whether the Western University of Canada, which was established in London in 1915, will undertake to train men for officers' certificates as heretofore.

An Officers' Training Corps was established in this city by the Western University and placed under the charge of Major F. J. Murphy. After three years of good work in training officers, the corps was temporarily disbanded last year because of the military fall. The enforcement of the military act has acted as a detriment to the probability of the corps being reorganized. Major Murphy declares that he would gladly contribute to the reorganization of the school for officers, but he is certain that sufficient men would attend to make his efforts worth while.

Many Would Train.

There are, however, many married men, and high school boys under the age of 20, who have indicated their willingness to attend a course of instruction. If the war continues until 1919, these men would in all probability be called up and made officers. The expense involved in equipping the corps has been shouldered wholly by the C. O. T. C. of the Western University. Major Murphy, who has also instructed the men, the major will be glad to continue the work, but must first receive assurance that at least 75 men will attend the course.

The Western University, C. O. T. C. members are overzealous. Many have been killed in action, and three have been invested with the Military Cross. Major Murphy is in receipt of a communication from military headquarters, Ottawa, which says the appreciation of the militia in the work carried on here in the way of training officers, but which states that the Government will bear no expenses connected with the corps, except to supply uniforms.

Many Get Certificates.

The corps was under the supervision of the corps, John Fair and Capt. Mel Brock for several months. When Capt. Brock died, Capt. Brock was replaced by Major Murphy. Major Murphy, who has also instructed the men, the major will be glad to continue the work, but must first receive assurance that at least 75 men will attend the course.

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