"Older than the Dominion of Canada"

Your Future

is in your own hands. A savings account started now may enable you later to make a real success by seizing an opportunity.

We will pay you the up-to-date interest rate of

3½% Per Annum

THE Huron & Erie MORTGAGE CORPORATION

Chartered 1864

MARKET SQUARE BRANCH
London
Walter T. Westby, Manager

$1,000,000 LOSS CAUSED RAILWAY BY BIG BLOCKADE

Officials Here Believe This Estimate of Snow's Cost Really Conservative.

The recent tie-up of the railroads, due to the blizzard of Saturday and Sunday last, according to an estimate of local railway officials, will cost the lines over $1,000,000 in the province of Ontario alone. This estimate is based upon the loss in passenger and freight earnings, the heavy cost of clearing the lines in all parts of the province, the destruction of equipment due to numerous wrecks in the storm, and the paying out of wages to employees held up by the storm and the defraying of expenses of snowbound passengers.

One big item alone was the enormous amount of coal consumed by the locomotives attached to snowplows. In some instances as many as four locomotives were attached to one plow in order to try and force a way through. Several engines were wrecked in efforts to batter a passage through the deep drifts.

The heaviest loss to the roads, officials state, is from the loss in passenger and freight earnings, which in itself would amount to hundreds of thousands of dollars.

The loss msustained by the railroads as a result of the recent storm is the heaviest in their history, owing to the paralysis of traffic extending over such a long period.

FARM WORK MUST GO ON!

Men and women are needed on the farms of Canada to-day. It is our patriotic privilege to help feel our Allies. But it is hopeless to try to do the heavy work involved if the Kidneys require attention.

Gin Pills FOR THE KIDNEYS

are compounded of certain medicines, which have proven their efficacy in healing disordered Kidneys and so relieving Rheumatism, Pains in the Back, Urinary Troubles, Swollen Joints and Ankles, and Headaches.

Gin Pills are sold at 50c a box or 6 boxes for $2.50. Free Sample if you write to

The National Drug and Chemical Co. of Canada, Limited Toronto

U. S. Address: Na-Dru-Co., Inc. 242 Main St., Buffalo, N.Y.

115

Reliance Garage

Service Station

TAX REDUCTION IMPOSSIBLE TO ANY BIG EXTENT

Debenture Debt and School Expenditure Preclude Much "Shaving."

WILL SHOW NEXT YEAR

Capital Expenditure of Present Regime Will Be Reflected In Smaller 1919 Account.

Mayor C. R. Somerville and the 1918 council will have a heavy task this year cutting down the tax rate, but there is a determination to do something. The results this year may not be so pronounced, but in another year, better results will follow, it is declared.

The decision to reduce all capital expenditures to the minimum will have little effect on this year's tax rate. It will help those who have frontages affected by local improvements, which might have been constructed to save money for the regular taxes. The local improvement and other debenture debts have been contracted, and they will have to be paid. Next year, if no debentures are issued this year, may show a reduction in the rate.

The tax rate last year was 34 mills, gross, or 33 mills on the prompt payment of taxes. It was divided as follows: School rate, 10.3608 mills; Victoria Hospital, 2.3907 mills; police department, 1.5869 mills; board of health, .1735 of a mill; library board, .4675 of a mill; parks, .4279 of a mill; debenture rate, 10.8854 mills; municipal council, 10.1235 mills; provision for discounts, .6435 of a mill. Total, 37.3617 mills, less 7.3617 mills receipts other than taxes, a total of 30 mills. In addition, there are 3 mills for soldiers' insurance, and other patriotic purposes, and one mill for the Provincial Government, or 34 mills. As mentioned previously, one mill is reduced on the prompt payment of taxes.

An analysis of these figures shows the difficulty of reducing the rate materially.

High School Tax.

The school rate this year will be 10 mills or more. The expenditure will be as heavy as last year. If the council does succeed in taxing the annexed district for school rates, it will add several thousand dollars to the receipts, and cut the rate under 10 mills.

Victoria Hospital expended $101,852 last year, and will probably expend as much this year. The high cost of living precludes any great reduction there. The debenture debt is nearly 11 mills, and there is absolutely no chance of cutting this down. If not a single cent in debentures was issued this year, the results would not show in this year's rate.

The police department will be as high as last year, possibly higher, as demands for increases are on the books.

The council expended over ten mills, but a considerable portion of this is uncontrollable. The salaries of officials, the management of the fire department, the markets, engineer's department, etc., are included in this, and it would be surprising if any serious reduction could be made.

However, Mayor Somerville is determined to do something along practical lines, and he hopes to at least cut a mill off the rate. He will have to get $40,000 to accomplish this, and it will not be known how he can succeed until the details of the estimates are ready.

May Effect Garbage Gain.

There may be some money saved on the garbage department. If it is found feasible to feed refuse to hogs, this department may be made in a measure self-sustaining. This would not appear in the tax rate directly, as it is a special tax, but the citizens would appreciate some saving.

It looks as if the council has a real job in pulling down the rate.

QUERIES REGARDING MILITARY SERVICE

Send in Your Problems and They Will Be Answered From Official Information by The Advertiser

Question.—Have the new war service badges for returned officers and men (Class A and B.) been distributed yet? RETURNED MAN.

Answer.—No. A few of the Class D badges for those who tried to enlist, but were found physically unfit, arrived at district headquarters for distribution Friday, but none of the Class A or Class B badges have appeared here yet. If you have filled out an application form you will be notified when your badge is received here from Ottawa.

DEATHS AND FUNERALS

PATRICK CAREY BURIED.

The funeral of Patrick Carey was held Friday from the residence of his mother-in-law, Mary Dwyer, 188 John street, to St. Peter's Cathedral, where requiem high mass was sung at 9 a.m. by Rev. Father Roy. Interment took place at St. Peter's Cemetery. The pallbearers were J. B. Breen, R. Cain, W. LeClare, J. Carney, M. Flood and J. Kelly.

FUNERAL OF MRS. KENNEDY.

Funeral services for Mrs. Elizabeth R. Kennedy, widow of James E. Kennedy, who died Tuesday, were held at her late residence, 230 Wellington street, Thursday afternoon. Rev. Stanley MacDonell of Stratford, assisted by Rev. C. R. Gunne, conducted the services, and interment was made at Woodland Cemetery.

The pallbearers were Messrs. W. and S. Southcott, John Moran, Dr. O. Cunningham, T. A. Partridge and Ernest Trethewey.

BUGLER HAUN MARRIED.

George A. Haun, 198 John street, has received word from his brother, Frank E. (Mike) Haun, from England, to the effect that he was married there on Christmas Day to Miss Louise Towner of St. Leonard's-on-Sea, Sussex, Eng.

Bugler Haun was in England after a siege in France and was married the day after Christmas. He later returned to the front. He enlisted here with the 33rd Battalion.

CONDITION SERIOUS, WOUNDS AND INJURIES BEING MOST DANGEROUS

Advertiser Illustrations

GUNNER GEORGE SHIRLEY.

Word has been received by Mrs. Shirley, 502 Elizabeth street that Gunner George Shirley, who was officially reported dangerously ill, is in a serious condition at clearing station No. 46 in France. He is suffering from a fracture at the base of the skull, a simple fracture of the right leg and gunshot wounds in the right arm.

Gunner Shirley enlisted with the 63rd Battery and went overseas with a draft from that unit in November, 1915. He has been on active service in France since last spring.

The latest advices from France say that he is progressing as well as could be expected under the circumstances.

PROSPECTS OF LOSING PLACE CAUSES PANIC

Aldermen, or Some of Them, Not Enamored of Controllers Running in Wards.

Some of the aldermen are not so anxious to abolish the board of control as they were some months ago, as they see their jobs as aldermen flitting away from them.

It is stated on good authority that several of them have asked whether or not the third reading of the bylaw must be passed to abolish this board. It seems that they are not enamored of the prospect of losing their places on the council, as some of the controllers will seek election as aldermen.

However, it is expected that the bylaw will be finally passed at the next meeting of the council.

NEW LOEW THEATRE IN PROSPECT FOR LONDON, IS REPORT

Contract Record Revives Old Story in This City.

The rumor is revived that Marcus Loew Theatrical Enterprises, Toronto, Hamilton and other centres, will soon erect a theatre in London. The Contract Record announces that the Loewe Enterprises will erect a second house in Toronto, to cost $200,000. Thos. Lamb, New York, is the architect. Loew recently opened theatres in Hamilton and Montreal, and the Contract Record announces that the Loew in prospect in Ottawa and London.

RE-ELECTED CHAIRMAN

At the inaugural meeting of the hospital trust Friday afternoon, Lieut.-Col. W. M. Gartshore was re-elected chairman for the year.

Col. Gartshore accepted the position, thanking the members of the trust for the honor. He reviewed the work of the year, and declared that the hospital was being managed as economically as conditions and efficiency would permit.

Mayor C. R. Somerville was unable to be present, so nothing but merely routine business was disposed of.

The superintendent presented his usual monthly report.

A DISLIKE FOR FOOD

Victims of Indigestion Often Dislike the Sight and Smell of Food.

Every healthy man and woman should have a natural desire for food at meal times. This means that the digestion is in working order and that the blood is in good condition. But if you feel a dislike for food—if the sight and smell of wholesome food repels you—then you may be sure that all is not well. If after a night's rest you have no appetite for breakfast, your digestion requires attention. If your food is distasteful, or if you feel that it is a trouble to eat, your stomach is rebelling. You do not digest properly the food you are taking and therefore not hungry.

All these symptoms of a disordered digestion mean that the blood is not absorbing proper nourishment from food, for the work of the blood is to collect proper nourishment from the food and impart it to the system. The stomach tries to refuse food the nutriment from which the blood cannot absorb, and this causes the lack of appetite. If you force yourself to eat the undigested food becomes a clog to the system. Nature is warning you. Dr. Williams' Pink Pills alone give the blood the richness and purity that it requires to perform its natural function. That is why Dr. Williams' Pink Pills cure the most obstinate cases of indigestion—why they will cure any trouble due to poor blood. Miss Lizzie Ashton, Thamesville, Ont., says: "I suffered for years with stomach trouble. At times the distress was so great that vomiting would follow, and there was always severe pain after eating. I tried several remedies but they did not help me. On the contrary the trouble was growing worse, and got so bad at last that I could not keep anything on my stomach. Finally I began using Dr. Williams' Pink Pills, and gradually the trouble began to leave me and I regained in all respects my customary good health, and enjoyment of food. I make this statement voluntarily so that others may know of the wonderful results that follow the use of this medicine."

You can get these pills through any medicine dealer or by mail at 50 cents a box or six boxes for $2.50 from The Dr. Williams' Medicine Co., Brockville, Ont.

THOUSAND DOLLARS IS DONATED HERE FOR ITALIAN RED CROSS

Committee in Charge of "Y" Fund Are Contributors.

WORTHY OF ASSISTANCE

Some Donations Were Earmarked for This Purpose—Total Small.

The committee, having in charge the funds raised during the recent Y. M. C. A. and Y. W. C. A. campaign, have decided to contribute one thousand dollars to the Italian Red Cross. A small amount for this purpose was earmarked on the subscriptions, amounting to about two hundred dollars, but the committee felt an obligation to show some special consideration to this object.

There has been a feeling in some quarters that the Italian Red Cross had not been treated fairly and that this cause had been dragged in to help the two associations. The fact is that the advertising campaign had been begun before any move was made to include the Italian Red Cross. The board of trade had been seeking an opportunity to help the I. R. C for some time previously, and it was at its suggestion that it was included in the campaign.

Mr. Moore, acting for the Italian Red Cross, and certain influential Italians in London understood perfectly that the chances of securing the money were rather doubtful, but on account of other demands, they saw that it was the only opportunity to bring on the campaign in 1917, and they decided to take a chance.

The terms of the understanding were published at the time, namely, that the I. R. C. would not share in the funds until the Y. M. C. A. and Y. W. C. A. had obtained their objectives, which was $30,000. The Red Cross was to have everything over $30,000, up to $40,000. The campaign, although well organized, resulted in a fund of less than $23,000, which is not sufficient for the purpose of the two associations.

Action on this matter has been delayed some time, as it was reported that a special campaing for the I. R. C. would be put on, according to a promise said to have been made by ex-Mayor Stevenson, but as this campaign has not materialized, the committee decided to make this contribution. The money will be forwarded direct to the Italian authorities.

MOVE DEFERRED TO PLACE PASTOR IN "EMERITUS" CLASS

Knox Church Session To Deal With Question.

MUST BE RETIRED FIRST

Church Laws Will Be Followed—Good Year's Progress Reported.

The question of making Rev. J. G. Stuart pastor-emeritus of Knox Presbyterian Church, South London, was referred to the board of managers and the church session at the annual congregational meeting held in the Sunday school of the church last night.

A special meeting of the congregation will be called later to deal with the recommendation of the board of managers and the session.

In proposing the motion that this action be taken, Treasurer John Macpherson explained that the question had been brought up at a meeting of eighteen of the leading members of the church, who had met to consider questions of finance some time ago. A deputation had been appointed, and had submitted the proposition to Rev. Mr. Stuart, and he had signified his willingness to be made pastor-emeritus.

Mr. Macpherson had hoped, he said, to submit the question to the congregation for ratification last night, but the attendance was not sufficiently large to deal with a question so important. He therefore advised that the matter be deferred for the present and referred to the board of managers and the session, and that they should submit their recommendation to a special meeting of the congregation.

A. A. Fitzsimons thought that those who, knowing that the matter would be discussed, were not present, showed that they were not interested in it, and he moved an amendment to the effect that it be dealt with then and there.

Church Laws Against It.

Rev. William Martin, while not wishing to interfere, expressed the opinion that the procedure was irregular, as before a man could be appointed pastor-emeritus, he must be retired or allowed to resign by the general assembly through the presbytery. He advised the congregation to ask a commission of the presbytery to visit the congregation and to consult with it in the case. He reminded the meeting that the title "emeritus" separates the minister from all ministerial and judicial duties with the congregation.

Mr. Macpherson then made an addition to his original motion to the effect that it be referred to the session and management to be dealt with in accordance with the church law governing such matters. When the chairman, Lieut.-Col. Gartshore, put this motion, it carried without a dissenting voice, and Mr. Fitzsimons withdrew his amendment.

Officers Re-Elected.

In the election of members of the board of managers which preceded, Harmon Westland, John Macpherson, W. E. Thorpe and Andrew Beatty were chosen to serve for three years, and James McDougall for one year.

Mr. Macpherson and S. Pickles, in spite of their expressed desires to be allowed to drop out, were re-elected unanimously to the positions of treasurer and secretary respectively. Owing to the arduous duties of Mr. Pickles, the appointment of an assistant secretary was recommended to the managing board. John Stevenson was chosen auditor.

The treasurer's statement showed that the total current revenue for the year was $3,210.45, and the total disbursements, $3,271.65; the capital account showed a total of $641.54, and the total of mission moneys collected $564.60.

The excess of liabilities over cash assets in December, 1916, had been $2,186.68, while in December, 1917, it had been $1,859.36, which showed an improvement of $327.32 during 1917. This was considered creditable by the treasurer, in making his report. He also urged both men and women to contribute to the Women's Association, through which the only contributions to the capital account were received.

Organizations Prosperous.

The sessions reports were most encouraging and showed the many societies and organizations of the church to be in a prosperous condition, and indicated that much hard work had been done during the year. Especially gratifying was the report of the Boy Scouts, this troop being one of the two now in existence in the city.

Rev. Mr. Stuart expressed his pleasure at the splendid progress of the various societies, both financially and in membership, and votes of thanks were passed in favor of the various officers and church workers.

STRATFORD EASY FOR LONDON JUNIORS

STRATFORD, Jan. 18.—London Junior O.B.A. team had little difficulty tonight in pulling out a win over Stratford in the opening game of the schedule. The score was 59 to 14.

The Londoners possessed speed, and this, coupled with weight, told against their lighter opponents. Their play was fast and clean and was admired by a large audience. The teams:

Stratford.		London.
C. Whyte	Forward	J. Wilson
R. Lawrence	Forward	G. Young
K. Murray	Centre	J. Kennedy
H. Wyatt	Defence	W. Beemer
T. Swartman	Defence	V. Callaghan

Spare—W. King.

Woodstock girls were scheduled to play the Whyte Cup game, but this was postponed until Saturday, owing to the railway situation.

Your Liver Is the Best Beauty Doctor

A dull, yellow, lifeless skin, or pimples and eruptions, are twin brothers to constipation.

Bile, nature's own laxative, is getting into your blood instead of passing out of your system as it should.

This is the treatment, in successful use for 50 years:—one pill daily (more only when necessary).

CARTER'S LITTLE LIVER PILLS

Genuine bears Signature
Brent Good

Colorless faces often show the absence of iron in the blood. Carter's Iron Pills will help this condition.

ENGINES STEAM BADLY IN PRESENT WEATHER AND TRAINS ARE LATE

All trains arrived late Friday, due to the low temperature. The locomotives are steamed with the greatest difficulty this weather, in some cases it being found necessary to hold trains at the depots for several minutes longer than usual in order to secure a sufficient pressure. The daily coal consumption on all roads in Ontario during the present severe weather is estimated at over 6,000 tons.

The reserve stocks of the railroads are being rapidly depleted.

VOICE OF THE PEOPLE

To the Editor of The Advertiser:

Dear Sir—Your article in last Friday's paper regarding the importation of Chinese coolie labor must have interested many of my brother farmers.

I heartily support the movement. Naturally labor objects to it, as naturally did the hotelmen object to the closing of the bars. The point to consider, however, is the people's good. There is food shortage, we have a most positive rural decline, our fertile acres, in addition to the usual crops propagate a heterogeneous diffusion of floral beauty and lament for ever, (or at least till remedied).

The city man "doing his bit" on the farm is most commendable; in a good many instances he left the farm for the most logical reason that he detested the work and could not make a decent living at it.—for him to return to the cup of bitterness in these times of stress is absolutely heroic, though from a farmer's standpoint, not a howling sucess. And while the situation still remains to be met are we going to spurn the Chinaman? What are China's teeming millions for? Surely they have a great part to play in the reconstruction of this war-shattered planet. Why should we lag behind other nations in using Chinese?

We cry "Canada for the white man,"—it sounds great and not unlike the bygone "Jerusalem for the Jews." I am sure that the red man must feel most humbly thankful for the benevolent sufferance that we accord to him. Surely we can employ the Chinaman in such a manner that he will in no wise deprive us of our great heritage. We know the Chinaman's limitations and some of his virtues; he will cheerfully assume some of the farm drudgery so largely responsible for our rural depopulation. Is not country life in other lands made more inviting than here owing to the industrious patient Chinese coolie? In the issue of your paper to which I have referred above I noted the contention of some that the Chinaman could not live with the farmer—how true this is I do not know, but I do know that the farmer is not in the habit of living with his horse, pig, cow, etc., and that he has been repeatedly and most seriously advised to build cottages, plant gardens, supply a pig and a cow and chickens, and to offer a veritable "kingdom coming" in order to attract, enchant and hold at all costs his valuable assistants. We know that the length and breadth of old Ontario simply abounds with deserted farmhouses, many in good repair, while others could be made habitable at trifling cost. We don't wish to implant in the Celestial mind that we are offering him mandarin quarters, still I think the problem of quartering the coolie not difficult to dispose of, and it seems to me that the right implement for the Canadian farmer to battle the H. C. of L. with lies beyond the Great Wall of China. FARMER.

Denfield, Jan. 16, 1918.

CATARRH DISTORTS FACIAL EXPRESSION

SPREADS THE NOSE, BLURS THE EYES, PUFFS THE FACE, DRIES THE LIPS—HOW TO GET RID OF CATARRH.

TRY THIS HOME TREATMENT FREE.

Catarrh not only makes one feel miserable. It shows this effect in the features, and it usually grows worse. But, thanks to a remarkable home treatment, there is recovery in store for every sufferer by the remarkable Gauss self home treatment, which you can try free in your own home.

It Is Perfectly Wonderful the Way Gauss Treatment Drives Away Catarrh.

A red nose that dribbles with mucous is an unsightly misery. A breath tainted with the odor of catarrh is an offense against all health and decency. A stomach filled with droppings from diseased nasal cavities may cause untold misery, and ruins the complexion. The bowels clogged with strings of ropy mucous indicates a body literally reeking with catarrh, causing pimples, blotches and other skin eruptions.

The blood, swarming with millions of catarrh germs, entails upon the kidneys a labor that may break them down; the lungs and bronchial tubes, scourged with the destructive influence of systemic catarrh, can lead to anaemia, and the most serious consequences.

So why continue with all this misery? Send your name and address today for a free trial of Mr. Gauss' famous treatment. Mail it to C. E. Gauss, 4073 Main street, Marshall, Mich.

TREATMENT COUPON.

This coupon is good for a package of GAUSS' COMBINED TREATMENT FOR CATARRH. Simply fill in your name and address on dotted lines below, inclose 5 cents silver or stamps to help pay postage, tax, etc., and mail to C. E. GAUSS, 4073 Main street, Marshall, Mich.

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SMALLMAN & INGRAM

CORTESE ORCHESTRA. Today, 3:30 to 5:30. Balcony and Tea Room.

SMALLMAN & INGRAM

Clearance!

Your Most Important January Clearance Sale

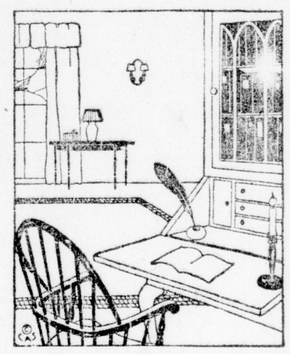
We speak of it as your most important January clearance because of the genuine savings to be made upon all merchandise of quality. As scarce as good merchandise is, nothing in odd lots will be withheld, no matter how seasonable. All will go at reduced prices in strict adherence to our policy of absolute clearance. New lots are being added daily.

Clearing of 200 Rug Ends of Carpets Monday. These Rug Ends are either one and one-half or two yards long, a few are 22 inches wide, but most of them are 27 inches in width; in the lot are Tapestries, Brussels, Velvets and Axminsters. Monday sale prices, each ..... 65c, 75c, 85c, $1.00, $1.50, $1.75, $2.00 and $2.50

Ends will be found in this sale useful for every room in the house—the bedroom, bathroom, hallway, kitchen, etc.

CARPET DEPARTMENT—THIRD FLOOR.

Pre-Inventory Clearing of Chairs and Rockers



All odd lots and pieces to be cleared before inventory. The goods are well made, and the prices at which they have been marked should sell them quickly.

5 only Solid Oak Arm Rockers with cobbler seats. Price, each $3.25

11 only Arm Rockers, hardwood, embossed backs. Price, each $2.75

9 only Children's Rockers, solid wood seats, panel backs. Price $1.25

15 only High Chairs, hardwood, with good table. Price $1.75

3 only Nurse or Sewing Rockers, hardwood, wood seats. Price $1.75

12 only Dining Chairs, wood seats, embossed backs, slightly imperfect. Price ..... $1.00 each

ONE-THIRD OFF NOW.

Have Your Worn Furniture Re-Upholstered

Now is the time for this work before the spring rush—we will call for and deliver free, and do the work for one-third less this month.

FOURTH FLOOR.

Final Clearance of Wall Paper 5c and 10c Roll

After the present week's sales in Wall Paper Section we find a great many short lots—these are still being grouped into two lots, and will be cleared Monday at above prices ..... 5c and 10c roll

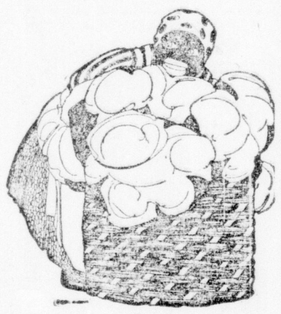
These will include papers suitable for all rooms in any color effect desired, about 800 rolls in all, which will be cleared in order to make room for new stock. The prices quoted, 5c and 10c, are no indication whatever of the qualities.

500 Rolls in Kitchen, Dining-Room and Bedroom Papers, with borders to match. All to be cleared at one price. Your choice ..... 5c roll

300 Rolls suitable for bedroom, living-room, dining-room or parlor, many with borders to match. To be cleared at ..... 10c roll

Sale Monday Morning at 8:30, Third Floor.

Six-Day Sale of Cotton Batts



Owing to the large contracts that have been placed with cotton batt manufacturers by the Allied governments for cotton batting for munition making (in some cases the whole output of a mill for the next 18 months has been purchased) there will naturally be a scarcity of cotton batts. We are fortunate in having placed orders early and thus received delivery. In view of this and in order to give the public the advantage of securing cotton batts at special prices, we will have a six-day sale, commencing Monday, when we will offer two special numbers from stock that are well worth your consideration.

NO. 1—Our "Peerless" Batt, second quality, opens up 3x6 feet. Special sale price ..... 27c each, or 4 for $1.00

NO. 2—The well-known "Crown Jewel" Batt, first-grade quality, opens 3x6 feet, a soft, white, fluffy batt. Special sale price ..... 50c each, or 3 for $1.40

Other prices ..... 17c, 22c, 32c and 40c each

A limited quantity of our Comfort Size Batts, open 6x7 feet, sufficient for a comforter. At the old price, each $1.25

We have a few of the "Maish" Laminated Cotton Down Batts to be cleared at the old prices: No. 2½ at $2.00 each

No. 3 at ..... $2.25 each

These are considered the finest Batts on the market, opens 6x7 feet. One Batt to a comforter.

WARMTH WITHOUT WEIGHT.

It will be wisdom to buy these Batts now for use next fall.

JANUARY PRICES FOR LADIES' TAILORING.

A reduction of $5.00 will be made on every order taken now. Have your spring suit tailored. Advance spring fashion plates are in. Save $5.00 on the making by keeping our machines busy during the between-seasons period. A few more orders will be taken. Order now.

JANUARY CLEARANCE.

Wall Paper sales will continue this week. Rooms decorated complete, $5.00 and $7.00.—Third Floor.

SMALLMAN & INGRAM LIMITED

MANICURE AND CHIROPODY PARLORS.

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

KEEPING THE QUALITY UP.

LAXATIVE BROMO-QUININE, the World-Famous Cure for Colds and Grip, is now 30c per box. On account of the advance in the price of the six different medicinal, concentrated extracts and chemicals contained in LAXATIVE BROMO-QUININE, it was necessary to increase the price to the druggist. It has stood the test for a quarter of a century. It is used by every civilized nation. tf-t

FITS CURED

If you suffer from Epilepsy, Fits, Convulsions or Falling Sickness, and are not getting relief and satisfactory results, send today for Amsden's Remedy for Epilepsy and Fits. The first purchase will convince you of its merits. The attacks often stop after the first few doses of the remedy have been taken. Mrs. ——, Montreal: "I am happy to say I have not had a Fit since I began your remedy last April, 1917." Write for booklet, testimonials, etc. E. H. AMSDEN, Dept. A. 17, Gloucester street, Toronto.

OAKEY'S (LIMITED.)

EMERY CLOTH, GLASS, FLINT and GARNET PAPERS

IN SHEETS AND ROLLS

Genuine Emery "Wellington" Knife Polish

SILVERSMITHS' SOAP, PLATE POWDER, ETC.

WELLINGTON MILLS

London, S. E. (1), England.

MIRROSCOPES for showing postcards, etc., on a screen.

J. H. BACK & CO., 210 Dundas.

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 within 300 miles 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 serviceable book in existence and always will be a most cherished possession.

THE DICTIONARY Self-pronouncing by Sound-spelling Method which exhaustively teets prove so simple that even a child readily acquires French with correct accent.

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