

PREACHING THRIFT

AS MILLIONS PILE

by Sir Wilfrid.

Armies in 1914.

Scores of men at the front have written home to friends and relations asking for Zam-Buk. They need it to apply to Buk. They need it to apply to chapped hands, cold cracks, frost bites, chibbains, cold sores, stiff joints, and other similar allments incidental to trench life. These allments, although not serious enough to unfit s man for duty, cause him endless pain, and the soldier who is supplied with Zam-Buk will be saved much unnecessary suffering. Nothing stops pain like Zam-Buk; nothing draws out the soreness and heals so quickly. For hands, sore and blistered after

For hands, sore and blistered after trench-digging, Zam-tiuk is splendid, and applications of Zam-Buk to the feet before long marches will prevent the feet from becoming sore and blistered. The letters below illustrate the soldier's need and appreciation of Zam-Buk.

periow illustrate the soldier's need and appreciation of Zam-Buk.

Private J. R. Smith of the "Princess Pats" writes: "Tell my friends, if they want to help me, to send Zam-Buk."

Sapper G. T. Webster, 2nd Field Co., Ganadian Engineers, writes: "You can have no idea how much we appreciate Zam-Buk out here, it is splendid for sorez, cuts, bruises, iprains, etc."

Shoeing - Smith McIllwraith, of the 2nd Argyle and Sutherland fighlanders, writes from France: "I have used Zam-Buk for 14 years in the British Army in South Africa. India and France, and have never round its equal. There is no fear of blood-poisoning from cuts or scratches if Zam-Buk is applied. The trouble is that Zam-Buk is too scarce out here—our friends should send us more of it."

This applies to you, so be sure to include a few boxes of

IT'S YOUR LIVER!



and stomach sour. Don't stay Speaking without passion or prejudice, ick, headachy, constipated and he said that the letter of resignation full of cold. Why don't you ge' a box of Cascarets from the drug store now? Eat one or two tonight and enjoy the nicest, gentlest liver and bowel cleansing you ever experienced. You will wake up feeling fit and fine. Cascarets never gripe or bother you all the next day like calomel, saits and pills. They act gently but thoroughly. Mothers should give cross, sick, bilious or feverish children a whole Cascaret any time. They are harmless and children love them.

Sent by Gen. Hughes should to secure the best results, there had been jarring and friction in the Government. There had been dissention over the question of the control of Canadlan troops after they reached England. Gen. Hughes had held that Canadlan control should continue; others had held that the continue; others had held that the continue; there had been dissention over the question of the control of Canadlan troops after they reached England. Gen. Hughes had held that Canadlan control should continue; others had held that the control of Canadlan troops after they reached England. Gen. Hughes had held that Canadlan control should continue; others had held that the control of Canadlan troops after they reached England. Gen. Hughes had held that Canadlan control should continue; others had held that Canadlan control should continue; others had held that Canadlan for the control of Canadlan troops after they reached England. Gen. Hughes had held that Canadlan for the control of Canadlan troops after they reached England. Gen. Hughes they reached England. Gen. Hughes had held that Canadlan control should continue; others had held that Canadlan troops after they reached England. Gen. Hughes had held that Canadlan control should continue; others had held that Canadlan troops after they reached England. Gen. Hughes had held that Canadlan troo

at home, while millions were being spent in Canada for the purchase of equipment of so inferior quality that it had to be scrapped when it arrived on the other sige because of tack of nderstanding between the Canadian and war office authorities.

Equipping and "Scrapping." UP ON SCRAP HEAP Contingent after contingent, division after division were sent over so equipped; in Canada the Canadian Government continued equipping; in Eng-and the British war office continued Tories' False Economy Scored

land the British war office continued scrapping.

Sir Wilfrid said that when Gen. Hughes secured the services of Dr. Herbert Bruce he secured a man whose name carries weight, who is eminent in surgery, who is held in the highest esteem for honesty and integrity. It was a striking fact that where Dr. Bruce blamed, the Baptie commission afterward approved; and where Dr. Bruce approved the commission blamed.

Sir Wilfrid closed by promising cooperation in voting war and domestic supplies to enable the prime minister to adjourn Parliament and cross the Atlantic to represent Canada at the imperial conference.

Are the Four Fruits Used in Making "Fruit-a-ives"

"FRUIT-A-TIVES" is the only medicine in the world that is made from the juices of fresh, ripe fruits. Thus, it is manifestly unfair to say: "I won't take Fruit-a-tives because I ve tried other remedies and they did me to good." On the other hand, the fact that "Fruit-a-SIR ROBERT REVIEWS WAR Canada Has Given a Force Twice as Large as Britain's

Hughes watching both and interrupting the prime minister with a correction.

The beginning was dignified, but several of the speakers edged up to controversial points, which are expected to be emphasized before the session closes.

The mover and seconder of the address, Sir Robert and Sir Wilfrid, paid a tribute to the address, Sir Robert and Sir Wilfrid, paid a tribute to the address. Sir Robert and Sir Wilfrid, paid a tribute to the address, Sir Robert and Sir Wilfrid, paid a tribute to the address, Sir Robert and Sir Wilfrid, paid a tribute to the address, Sir Robert and Sir Wilfrid, paid a tribute to the address, Sir Robert and Sir Wilfrid, paid a tribute to the administration of the Duke of Connaught as governor-general came from a distinguished in the tribute to the pace of connaught as governor-general came from a distinguished for Canada, both for what they have come in useful works towards the war, and the sacrifices they have cheerfully made in sending their sons, husbands and fathers to the place of peril.

Welcome for Newfoundland.

Canada would hold always in memory

cessor, the Duke of Devonshire, to Canada.

Mr. Descarries, the member for Hochelaga, who seconded the speech declared that there would be no conscription in Canada, an announcement which was confirmed by the applause of Sir Robert Borden.

The Hughes Criticism.

Sir Wilfrid called for explanation by the Government of criticism of the administration contained in the letter of resignation of Gen. Hughes, and touched upon the report by Dr. Bruce of shortcomings in the nospital service and the condemnation of the Bruce report by the Baptie commission, which was appointed for the purpose by Sir George Perley. He asked the terms of the imperial conference and proposals.

In the sending their sons, hugher of peril. Weicome for Newfoundland. Canada would hold always in memory the brave service of the sons who had gone in response to the call of the great cause. The part which the sister colony of Newfoundland had played would never be 10 go. ten, no braver men than Newfoundlanders had gone federation of Canada and Newfoundland and played woll and had been returned to by a previous speaker. On this matter it would be mappropriate for him to say more than that ine initiation of any such proposal the could say for Canada that if such proposals were ever made, Canada would cordially welcome the approach and would give careful considerations to any proposals.

Immense Task of Navy.

Sir Robert paid a tribute to the work aggregate fine of \$10,000 against him, the time rial to the imperial conference and navel proposals.

in the British Army in South Africa.
India and France, and have never ound its equal. There is no fear of the invitation of the purpose and any proposals.

This applies to you, so be sure to include a few boxes of Zam-Buk in your next parcel to the front! All druggists 50c. box, 3 for \$1.25, or direct from Zam-Buk Co., Toronto.

THE STUMBLING BLOCK.
If the house of Hohenzollern could be dumped, the rest would be as easy as trimming a Christmas tree.

The strimble is not surprise and anything elegation of the properties of the pr

Germany was being invaded by a fee more potent than arms. This was famine, the force which with the rig-

APPLES, ORANGES, FIGS AND PRUNES

Are the Four Fruits Used in

[Special to The Advertiser.]

OTTAWA, Jan. 22 — Parliament swung into its sessional stride this afternoon, the debate upon the address commencing, the Government and Opposition leaders speaking, Sir Sam Hughes watching both and interrupting the prime minister with a correction.

Imperial conference. Bouquets for Connaughts.

Sir Robert Borden, in opening, jcined Sir Wilfrid in expressing appreciation for the service which the Duke of Connaught had given in remaining in Canada after the commencement of the war, and the value of the auvice which his long military experience. Bouquets for Connaughts.

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YEARS IN PEN, PLUS FINE

Kitchener's Great Work. Sherman law by dynamiting munitions As with the navy so it was with the army. In organizing the great muitary machine which was called the British army today. Lord Kitchener YOU'RE BILLOUS,
HEADAGHY, SIGN

Don't stay constipated with breath bad, stomach sour or a cold.

Enjoy life! Liven your liver and bowels tonight and feel fine.

Headagh to the potent than arms. This was famine, the force which with the triple of war, "resolute, determined properties of war, "resolute, determined properties which events do not justify."

HEADAGHY, SIGN

HEADAGHY,

fulld amounted to \$553,488, apportioned as follows: Ontario \$246,595, Mon treal \$185,470, Manitoba \$53,280, Nova Scotia \$25,815. New Brunswick \$15,080. Quebec city \$12,000. This announcement

EX-REEVE GLEN DEAD

Moved to Clinton From Stanley Township Only Last Month.

ex-reeve of Stanley Township, died at his home here today in his 57th year. been smashed and the German Up to last month, when Mr. Glen moved Clinton, he had been a lifelong resident of Stanley Township, about three miles from Clinton. He had been in poor health for about a year. He is survived by his wife, also one son, Edward, also three daughters, Mrs. G. Elliott, Clinton, Mrs. Sanders, Goderich, and Miss Bessie at home. He was a member of the Clinton Presbyterian Church.

5 Seconds Sore, blistering feet can be cured by Puthours. "Putnam's" soothes away that

KNECHTEL & CO.'S GREAT MAGNET SHOE SALE

GAINING IMPETUS EACH DAY---ESTABLISHES NEW STANDARDS OF VALUES!

The interest in this great sale keeps up at fever heat. It is gaining greater recognition each day from city and out-of-town buyers. Public confidence is back of it. Incredible as the values may seem, they are substantiated by delivery of goods so satisfying that there is no doubt about our claims of unheard-of value-giving. Enormous as the sales have been since the sale opened, we have barely touched this great \$20,000 stock of high-grade and up-to-date Footwear. Hundreds and hundreds of bargains await your choice. Every rack, every table, every bin, fairly teems with the most irresistible economy ever disclosed to the people of London and district.

This Is An Opportunity Which Hundreds Have Been Waiting For!

In case you were unable to attend this great shoe sale on the opening days, come tomorrow and see what great quantities of the season's best bargains and the season's best and most desirable footwear we have now for disposal. Prices in leather are advancing every day. It will pay you to stock up now for future needs, while you have the opportunity at these astonishing bargains. Below we quote only a few of the hundreds of bargains that await you at LONDON'S GREAT-EST SHOE SALE.

WE PLEASE THE PEOPLE.

When we opened our doors to this great arena of bargains on Thursday morning, January 18, 1917, we opened them to the largest crowd that ever assembled to a shoe sale in this city. They all purchased most freely and went away most highly pleased, and sent friends, who in turn, sent others.

in turn, sent others.	chases of \$10.00
Big lot Infants' Shoes go 29c Big lot Misses' Felt Slippers, 39c Big lot of Women's Pumps and Oxfords, \$2.50 value, go at	Big lot Women's Shoes in fine kid, Patent, Gunmetai, Tan Calf and twotone effects; button and lace. values up to \$4.50, go\$2.48 Big lot Men's Deer-Skin Mitts, wool lined; \$1.00 value, go 69c Big lot Men's Gunmeta' Lace Shoes, every stylish lasts, \$4.00\$2.98 Big lot Men's Work Shoes \$2.69 Big lot Men's Black and Tan Grain High-Grade Work Shoes, Viscolised soles, that cannot be replaced to sell for less than \$5.00, \$3.48 Big lot Men's Box Calf and Gunmetal Lace Shoes, \$3.50 value, \$2.48 Big lot Men's Two-Buckle Stub-Proof Rubbers, red sole and \$2.69
Snowshoes. Go for less than cost. Big lot Men's Felt Socks, \$1.00 value, go at	Big lot Men's Pure Gum Rubbers, buckle and laced, go \$1.89

TAKE NOTICE!

This week will give you your last opportunity to take advantage of these remarkable Footwear Bargains. Sale closes Saturday night, January 27, at 10 o'clock. We will gay your railway fare within 20 miles of London on pur-

chases of \$10.00 or over.	
g lot Wone 's Shoes in fine kid, Catent, Gunmetai, Tan Calf and two-one effects; button and lace. Talues up to \$4.50, go \$2.48 to Men's Deer-Skin Mitts, woold med; \$1.00 value, go 69c to Men's Gunmetai Lace Shoes, very stylish lasts, \$4.00\$298 to Men's Work Shoes \$2.69 to Men's Black and Tan Grain High-Grade Work Shoes, Viscolised oles, that cannot be replaced to tell for less than \$5.00, \$3.48 to Men's Box Calf and Gunmetal cace Shoes, \$3.50 value, \$2.48 to Men's Two-Buckle Stub-Proof Rubbers, red sole and \$2.69 to Men's Pure Gum Rubbers, uckle and laced, go \$1.89	Big lot Men's Heavy Felt-Foxed Shoes, \$4.00 value, go \$1.98 Big lot Men's Buckskin Moccasins, \$2.00 value, go at. \$1.23 Big lot Men's Sole Rubbers, 49c Big lot McPherson's Lightning Hitch Hockey Shoes, for men (ankle support attached), \$4.00\$2.49 Big lot Boys' Hockey Shoes \$1.49 Big lot Boys' Hockey Shoes, tan trim and padded, \$2.75 value, \$1.89 Big lot Men's Hockey Shoes \$1.98 Big lot Youths' Heavy One-Buckle Rubbers, \$2.00 value, go \$1.19 Big Boys' Heavy Buckle and Laced Rubbers, \$2.00 value, go \$1.48

KNECHTEL & COMPANY

ECONOMISTS FOR THE PEOPLE

238 DUNDAS STREET.

A. D. Holland, Manager.

OPPOSITE MAJESTIC THEATRE.

LOOK FOR THE BIG RED, WHITE AND BLUE SIGN OVER THE DOOR

ENTENTE MUST "CARRY ON." SAYS BRITISH PRESS, COMMENTING ON WILSON SPEECH---VICTORY NEEDED

Editors of Old Land Praise President's Apparent Earnestness, but Quote Lincoln To Show How Impossible Are Aims Set Forth by His Successor

in American White House.

LONDON, Jan. 3.—The Daily Chrenicle, in an editorial this morning, describes President Wilson's statement
before the United States Senate as an
utterance "the extreme elevation of the
moral tone of which will command the
inqualified respect of those forwardlooking, liberty-loving elements of all
nations to which he frankly makes his
appeal."

President Wilson's position, says the
Chronicle, is defined with nicety, he
not attempting to dictate but to intimate what sort of peace terms would
be necessary to obtain America's concurrence in a world-wide league of
nations.

May Suit New World

Summarizing the leading principles

the Chronicles of the seading principles

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LONDON, Jan. 3.—The Daily Chrenrint has been unequivocally vindicated."

No Sympathy in Speech.

The Daily Mail says:

"President Wilson's address is largely
an abstract pontifical statement of a future international morality. On the
papiled to the situation as it stands today, there is only one sentence—the
demand for a free autonomous Poland.

Por any expression of sympathy with
those who are shedding their blood for
freedom we search the speech in vain.

To the members of the senate, no doubt,
the speech must have sounded like an
humane utterance, but we who can only
read the president's cold words, are left,
to wender whether he spoke as the head
of an American university or as the
chief magistrate of a flesh and blood
the president wilson's position of the evils of a victory peace.

"It is not necessary to obtain this eloquent description of
the evils of a victory peace is essential, as Lincoln
be it evils of a victory peace.

"The bally Mail says:

coulties away that coulties away

BURIED AT SOMBRA doubts | DORCHESTER, Jan. 22.—The fune al of Mrs. Louise Rivers, mother dgment will give it unreserved Rev. G. W. Rivers. B.D., pastor of the Dorchester Methodist Church, took oval.

Dorchester Methodist Church, the place this afternoon at Sombra. Noting that the peace which the president discusses is not the peace that is to end the present war, the Times discusses the international concert to hold the world at peace hereafter, and thinks that President Wilson's confidence that the creation of such a concert after the war is everywhere taken for granted is perhaps excessive. Coming to the president's references to the peace which is to end the present war, the paper says:

Noting that the peace which the peace this afternoon at Sombra. Lecased was in her 77th year, and is survived by two other sons, Dr. J. H. warden of the provincial jail of Leinbridge, J. Frank of Empress, Alta, and four daughters, Mrs. Paul Gustin of Sarnia, Mrs. Boylan and Mrs. J. J. Robinson of Dresden, and Mrs. J. J. Kewley of Sombra. bridge, J. Frank of Empress, Alta., and

Dandruff Surely

Destroys the Hair Girls—if you want plenty of thick beautiful, glossy, silky hair, do by a means get rid of dandruff, for i It doesn't do much good to try it, then you destroy it entirely liquid arvon; apply it at night when r

Activity in the control of the contr