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YOUR appeal to the world will show understanding if your vision is unimpaired. Otherwise you need an examination that will point out and remedy your eye defects.

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Shanghai Cafe
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Businessman's Lunch, 40c.
Sunday Chicken Dinner, 50c.
THE BEST PLACE TO EAT AFTER ALL.

Our fitters are experts, \$1.50 to \$5.00. Trusses to fit all needs. **ANDERSON & NELSON**, 288 Dundas St.

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WEGNER'S
Wholesale and Retail Dealer in Overalls, Sweaters, Coats, Gloves, Mittens and Raincoats.
LONDON'S LARGEST HIGH-CLASS WORKINGMEN'S OUTFITTERS.
Exclusive Manufacturers' Agent for the Best Canadian Makes of Overalls.
WEGNER, The Heart of London, 571 Talbot St. Phone 1849J.
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FIREPROOF AMERICAN PLAN ON THE OCEAN FRONT
Open throughout the year
Hot and Cold Sea Water in all Baths
Orchestra of Soloists. Golf Privileges
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OVERHAULED—REPAIRED.
ELECTRIC MOTOR REPAIR CO.
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Quality Vulcanizing Only.
ART WILKES
London Tire Repair Depot,
854 WELLINGTON STREET,
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COAL JENKINS
Special Domestic
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Funeral Directors and Embalmers.
Handsome Motor Hearse.
Day or Night Service with Promptness, Neatness and Quietness.
Phones: Office 543, Residence 2056W.

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Private Funeral Apartments,
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Personal attendance; lady assistant.
Phone 666J. Day or Night.

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371-373 DUNDAS STREET.
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The Ideal Bread
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Every Spread

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At Your Grocer's or Phone 929 and have our wagon call.

PARNELL Bread Co.

Merryweather's Roses
FROM
Southwell Nurseries, England

Orders from this celebrated nursery can be received until February 15 for delivery about April 15.
A descriptive catalogue containing over 600 varieties free on application to

M. A. BRUSH
32 LOWTHER AVE., TORONTO.

PREMIER CHARGES FACTS DISTORTED

Declares Actual Reduction Shown in Cost of Civil Service.

Canadian Press Despatch.
Ottawa, Feb. 1.—"Misleading figures are being published by a Canadian publication in a series of articles on the expenditure on the Canadian civil service," Right Hon. W. L. Mackenzie King, prime minister, asserted tonight, in the course of a discussion of the government's policy on civil service reform.

The premier said that the articles did not publish all the facts, and thereby conveyed the impression that the increases in personnel and cost of civil servants had occurred only during the present regime. For instance, a comparison in figures showing an enormous increase in the last ten years.

The article did not, however, Mr. King pointed out, mention that there had been an actual decrease of \$3,000,000 in expenditure on civil service since the present government took office, or between 1920-21 and 1922-23. The prime minister felt that comparisons should be made clear at this time when civil service organization was on the tapis.

BENNETT OUTLINES WORKING SYSTEM OF BUSINESS TAX

Points Out If Tax Not Imposed Other Assessment Needed.

PRESENTS REPORT

In his report to the city council, City Assessment Commissioner H. J. Bennett shows that the business assessment as returned in 1923 was \$6,509,140, but points out that if this tax was not imposed, a like amount of assessment would have to be added in some other direction to keep the assessment over the \$6,000,000, or a mill rate imposed to balance the revenue that would be lost.

The commissioner's report, in part, follows:

"Business assessment is all based on the value of the premises occupied. Wholesalers pay on a 75 per cent basis, manufacturers 80 per cent, retailers 25 per cent, with other businesses varying in between these amounts. For instance, a retail store assessed for \$4,000 as the value of the real estate, would pay a business tax on 25 per cent of that amount, viz., \$1,000, assessment at the current rate of taxation. If it was a large building, occupied by various tenants, each tenant would pay on the value of the portion they occupied of such building.

"From the city's standpoint, the percentage method is easier of application. The assessor does not, as formerly, have to find out the amount of the capital invested in the business and no one carrying on business escapes taxation, all contribute in a more or less degree to the burden of taxation, as the smallest business can be assessed at a minimum assessment of \$100.

"An objection against business tax was the earning power of certain businesses was larger than others. This has now been remedied to a certain extent, as profits from businesses are now assessable as income after the business assessment has been deducted.

In regard to the resolution re business tax, I might state that when you improve your property and you make it more valuable, the assessment naturally will increase. The businessman, however, has a double increase in that his improved property is increased in assessment and automatically his business tax is increased.

"The amount of business done has nothing to do with the business assessment. It is the value of the property occupied for such business."

HACKETT BENEFIT LODGE HAS SPLENDID "AT HOME"

Hackett, Loyal Orange Benefit Lodge, No. 805, held a successful "At Home" in Uster Hall at the corner of Dundas and Clarence streets, last night. Rev. R. D. Mess was the chairman for the evening, and Rev. Prof. Anderson and E. T. Essery were the speakers.

The London Orange Blue brass band provided the music for the evening. Mr. Luscombe, Mrs. J. Lucas, J. Price, C. Burgess and T. Howe provided entertainment in the form of songs, recitations and piano and violin solos.

OFFER DEBENTURES ON MONDAY.
City Treasurer James Bell expects to place his remaining block of city debentures on the market on Monday, to the value of about \$1,000,000.

HUNDREDS MORE COUNTY HOMES RECEIVE HYDRO

New Westminster Power Line Opened Friday—22,000 Volts Flow In.

MISS M. GRANT OFFICIATES

Hydro power is now available for more than 200 residents of the southern section of Middlesex County as the new Westminster power line was officially opened at 9 a.m. yesterday at the Westminster township power distribution station.

Miss Mary Grant, clerk of London Township, turned on the power, closing the switch which sent 22,000 volts of Niagara power over the new lines, already connected with 200 farms.

District Superintendent R. E. Hughes and Robert Doberman, head of the construction staff, were in attendance during the ceremony.

The new lines extend through 22 miles of Middlesex County, and were constructed during the past three months.

R. E. Hughes, formerly of Woodstock, has been appointed superintendent of the district and he has taken desk space in the office occupied by the district electrical inspector, W. E. Rider.

Mr. Hughes declares in an interview that every resident who is light and power as rapidly as lines are built and that the rates—necessarily somewhat higher than in the city—will yet be amazingly reasonable as compared with electricity generated by steam.

In order that citizens in the district may be thoroughly informed of the meaning of the change of administration, mass meetings are to be held at different points. Next Tuesday evening residents of Manor Park will be given a thorough explanation. Many there, Mr. Hughes understands, have the impression that their rates are to be doubled under suburban district distribution. This supposition will be cleared away and the advantages of the new system explained.

Applications to the H. E. P. C. to have hydro distribution in Broughdale transferred to the new district have already gone forward and will be approved at an early date.

Immediate advantages of the step taken in bringing hydro to Middlesex farms are greater economy.

For five miles outside the city limits every farm home may be lit by electricity and the farm wife may use electricity in cooking, ironing and washing.

Last night Miss Grant told The Advertiser just what the innovation of the hydro would mean to the farmer.

Stating that the residents of the township, together with the township council, had been working on the idea since July 1921, of securing all the power they could within a mile and a half of the city. This indicated a hardship on many who wanted the power, but could not get it, as the only means of supply at that time was the Springbank line. The power is taken off the high tension line to Glenora and does not come from London at all, being transformed to 4,000 volts in the township.

All farmers can now get it, providing they sign the contracts, and while lines have not yet been placed along all the roads, it is hoped that they will be before long.

The rates, according to Miss Grant, are \$84 per year for the farmer with a 100-acre farm, this rate permitting him to utilize three-horsepower for every purpose except that of an electric stove. For this latter, she stated, an extra charge of either \$4 or \$5 per month would be made.

LONDONER EXPERIENCES GREAT STORM ON OCEAN

Mrs. J. Y. Foster Returns From Visit to England—Hopeful of Future.

Having passed through one of the worst storms in recent years on her way home from a holiday spent in England, Mrs. J. Y. Foster of Edward street, has returned to the city. Mrs. Foster sailed on the S. S. Metagama, the captain of which she reports claims the storm of last week to have been the worst he has experienced in a career of over 25 years. At one period, indeed, Mrs. Foster says, the passengers feared for their lives.

Arriving in England last December, at a period fraught with greater intensity than almost any other time in British history, the London woman visited large English cities during the pre-election days. While there is the gloomy side of widespread unemployment, there is, however, according to Mrs. Foster, a brighter feeling of hopeful expectancy on the part of great numbers of the people, who feel a triumphant faith in the first Labor government of their history.

OFFER PRIZE FOR POSTER TO WAR ON ACCIDENTS

Another prize contest is now open to the local university students as well as the general public, according to an announcement posted yesterday at the university.

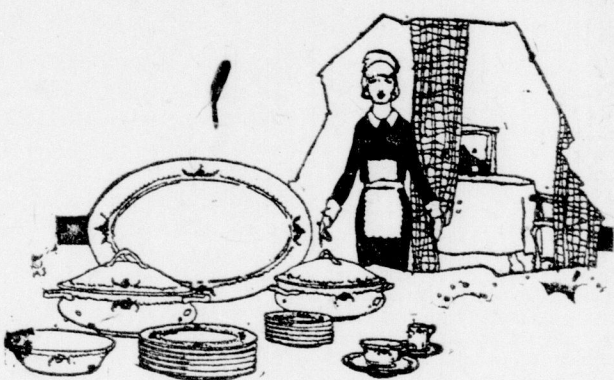
The American Railway Association through a committee on prevention of highway accidents offers prizes aggregating \$200 for the best design of a poster and the most suggestive slogan illustrating the 1924 campaign for prevention of railway crossing accidents.

The contest according to the announcement was inaugurated so as to create a more widespread interest in reducing the alarming number of highway accidents.

China of Distinctive New Patterns

A quaint little breakfast set, dinner dishes of an attractive new pattern, salad bowls, compotes, individual cups and saucers. New china will add beauty and variety to the dinner table around which your family gathers three times each day.

You are cordially invited to view the display of China in our basement. Here are new sets of Johnson's semi-porcelain, in open stock patterns—Rosene, Biltmore, and the new Irene; as well as French Limoges at a real price concession.



New Arrivals In the China Shop

JOHNSTON BROS.' NEW IRENE, a dainty Minton decoration.

Cups and Saucers, complete40c
Bread and Butter Plates, each25c
Tea Plates, each30c
Breakfast Plates, each35c
Dinner Plates, each45c
Fruit Plates, each15c

ROSENE, a basket floral design, in powder blue and rose color combination.

Cups and Saucers, complete45c
Bread and Butter Plates, each25c
Tea Plates, each35c
Breakfast Plates, each45c
Dinner Plates, each50c
Fruit Plates, each15c
Casserole, each\$3.25

PYREX TRANSPARENT OVENWARE.

Pie Plates\$1.25, \$1.50, \$1.60, \$1.75
Casserole\$2.50, \$3.50, \$3.75
Casserole in Nickel Frames\$4.00, \$5.25 and \$6.75
Utility Dishes\$1.75 and \$2.50
Bread Dishes\$1.50 and \$2.50
Teapot Tiles, each70c
Bean Pot, each\$3.50
Custard Cups, each30c, 35c, 40c
Fish Platter, each\$2.75, and \$3.75

A complete assortment of **CUT GLASS**, in many beautiful pieces, such as bonbon, fruit bowls, water sets, vases and compotes,\$2.25, \$3.75, \$6.95 to \$35.00

Three Simmons Beds That Are Outstanding Values

Walnut Finish Steel Beds, with two-inch continuous post pillars, and with 1/2-inch round center fillers, in sizes 3 ft. 3 in., 4 ft., and 4 ft. 6 in. wide. Price\$15.00

Walnut Finish Steel Beds, 1 1/2-inch continuous post pillars and heavy rectangular center fillers. Sizes 3 ft. 3 in., 4 ft., and 4 ft. 6 in. wide. Price\$15.00

Simmons White Enamel Beds, 1 1/2-inch continuous post pillars, with heavy center fillers, all standard sizes. Price\$9.00

Coil Springs of the best quality, made of best tempered steel, sizes to fit either wood or metal beds. Price\$10.00

Furniture Dept., Third Floor.

BILTMORE, another new Johnson's design, in spring-like colorings, primrose, yellow, violet and green.

Cups and Saucers, complete85c
Bread and Butter Plates, each20c
Tea Plates, each25c
Breakfast Plates, each30c
Dinner Plates, each35c
Fruit Plates, each15c
Covered Casseroles, complete\$2.50

SOLID COLORS, BREAKFAST OR TEA SETS, in canary and mother-of-pearl colors; also a bird design with a solid yellow background.

Cups and Saucers50c
Bread and Butter Plates20c
Breakfast Plates40c
Casserole25c
Eggcups25c

BIRD DESIGN.

Cups and Saucers85c
Bread and Butter Plates40c
Breakfast Plates75c
Casserole50c

A large assortment of **PORTABLE TABLE LAMPS** in the popular panel effect and many beautiful hand-painted shades, ranging in prices\$13.50, \$16.50, \$19.50, \$22.50 up to \$35.00

TORCHERE, with substantial polychrome base, in many dainty colors, especially suited for the mantel. Complete\$11.50 pair



SEWING MONTH

All through January, energetic needles have been busily flashing in and out of table cloths and pillow slips and tea towels.

With the beginning of the next short but important month, these same industrious needles are ready to turn their attention from the replenished linen closet to the depleted wardrobe.

At first I thought that the fascinating new fashions were the most convincing arguments in favor of the Home Sewing with which February begins.

But when I saw the dainty new lingerie materials, of white, and a bewitching rainbow of pastel tints; the soft sheen and rich colorings of the spring silks, and the crisp, cheerful gingham, I realized that even a tired and rather discouraged old needle would regain its youthful enthusiasm!

Among the conveniences of the Notions Counter, and at the Silk and Wash Goods Department where the vanguard of the new materials are already displayed, you will find many attractive reminders that this is Sewing Month.

The gingham must have a column of their own—you can just SEE the attractive porch rocks, and children's dresses they will make.

Judith

Way Sagless Springs, made with hollow twisted cable and fitted on tubular steel frames. A Spring you may thoroughly depend upon. All standard sizes. Price\$12.00

Simmons Link Fabric Springs will not sag, fitted to strong tubular steel frames, all standard sizes. Price\$7.50



SILK AND WOOL HOSE IN COLORS.
Size 8 1/2 Only.
\$1.19 Pair.

SMALLMAN'S INGRAM

ELECTRIC APPLIANCES
Heaters, Toasters, Irons, Etc.
Basement.

Notice!

In order to introduce to our many satisfied customers our New System of Cleaning and Blocking Men's Felt Hats, we will clean and block any man's Felt Hat (pick out the worst one you have), next week for 75 cents.

We can also supply new ribbon bands and new leather sweats for a small amount.

Yours for service,

JACKSON CLEANER and DYER

—PHONE 4680—