

Quality in Cakes--

Now that the food restrictions have been removed, we are glad to tell our customers that we are permitted to resume our pre-war standards of quality in our cakes and pastry.

PETERS, London.

Shoe Talk No. 8---

LOOK OUT! When you are offered bargain-counter shoes there must be something wrong. Either out of date or of inferior make. Good leather and superior labor costs money, and with our immense buying power we can buy from the manufacturers at lower prices, so, summing it all up, you can see that we do sell shoes at lower price, quality considered. Remember, you get what you pay for when you buy footwear. Just the same as when you buy an automobile, a house, a horse, etc. We sell only shoes that come up to a certain standard that we know will give satisfaction. Buy here and be sure of the best.

Cook's Shoe Store

A Picture

carefully laid away and saved for another day, does not give you the pleasure one does that is carefully framed and hung in one of the rooms of your home.

Have yours framed now.

COLERICKS'

212 DUNDAS STREET, E. W.

CALL 4071

FOR ELECTRIC WORK AND SUPPLIES.
WESTERN ONTARIO ELECTRIC CO.
227 DUNDAS STREET, E.

Diamonds

Rings \$5.00 to \$600.00
Necklets... \$10.00 to \$275.00
Scarfpins... \$10.00 to \$200.00

C.H. Ward & Co.

Diamond Merchants and Jewelers
386 Richmond St. Phone 1084

QUALITY SHOES

OF SELECTED STYLES IN SUPERIOR LEATHER.

No matter what sort of footwear you have in mind, you will be safe in choosing your shoes here, in obtaining the highest standard of quality in style, selection and material, and at the very lowest prices for footwear of true quality.

Whether it is dancing slipper, or a house slipper, a walking shoe for dressy occasions, or a sturdy shoe for business or hard-working service, throughout our entire stock of shoes for the man, the woman, the boy, the girl, or the little child, we have maintained one inflexible standard of quality.

Quality pays in the long run, for the shoe of worth wears better, looks better, and, for the service given, costs less.

KAUFMAN'S

226 DUNDAS STREET, E.
"Good Shoes Cheap."

Take Her a Box of Chocolates

The next time you call on "her," take along a box of delicious Chocolates from the

Annis Candy Shop

393 RICHMOND STREET, E.
C. E. License No. 10-5253.

VENUS PENCILS, 10c.

Seventeen different degrees for every known purpose.

VELVET PENCILS

are Supreme among Five-Cent Pencils.

Four Grades.

HAY'S STATIONERY

We Carry Them All.

JOHN A. NASH

MY JEWELER.

Where You Will Eventually Buy PERFECT DIAMONDS, \$25. \$35. \$50 UP.

206 DUNDAS ST., OPP. CAMMAGES', "Where Particular People Buy."



Petite Marguerite Clark, appearing at the Majestic Theatre today and Tuesday with Eugene O'Brien in their screen triumph, "Little Miss Hoover." The story deals with the fortunes of Nancy Craddock, a beautiful society girl of Washington who is an enthusiastic food conservationist after she has heard a speech by President Wilson. She becomes a farmette, and after adopting the slogan, "eggs will win the war," she goes on a farm to raise chickens, and incidentally to improve the prospects of her impoverished family. She meets a gentleman farmer who is employed on her farm and an interesting love story develops. How she gets rid of one suitor and accepts another in dramatic circumstances, are charming developments which add attractiveness to a delightful story.

ST. RAILWAY MAY RENEW QUEST OF INCREASED FARES

Question Likely To Be Considered by the Council Soon.

Street railway service is one of the live questions that will be considered by the council at an early date. Rumors are current to the effect that the London Street Railway Company will make another request for the privilege of raising the fares. The council of last year refused the request, and the company reduced the service. It was the general opinion of the aldermen that the company weakened its case by this act. Several members of the board of control expressed themselves strongly on the matter when discussing the question. Members of last year's No. 1 committee were of the same opinion.

The question of the city taking over the road, which it is claimed it has the right to do under the bylaws on the grounds that the company has not met the conditions regarding service that the city demands, was mentioned by some of the aldermen. This, however, did not gain favor with the majority of the council.

Mayor C. R. Somerville repeatedly stated that the city does not wish to take over the road at the present time. He advises that as the franchise runs out in six years, that will be time enough to talk of the city operating it. The general opinion of the council is that the council will not seriously consider taking over the road at this time.

ARRANGEMENTS MADE FOR SELLING KNOLLWOOD PARK PRESBYTERIAN CH.

The congregation of Knollwood Park Presbyterian Church held its annual meeting on Thursday evening, Jan. 17, at the residence of the minister, Rev. J. Currie, Professor Patterson was asked to preside. Reports from the church treasury and various departments of the church were received, and found very satisfactory.

Arrangements for the sale of the present church building were made, as it was thought before long the new church would be completed.

The resignation of A. W. Jones, secretary-treasurer of the Sunday school was accepted. The matter of replacing C. T. Webster, who recently resigned as superintendent of the Sunday school, was discussed at some length. A committee was appointed to endeavor to fill these two vacancies.

The following officers were elected: Managers, Messrs. Bishop, H. Poole and Eldridge; auditors, Messrs. O. Tara and Bramall.

At the close of the meeting votes of thanks were expressed to the chairman and secretary of the meeting, and also the retiring officers of the church and Sunday school.

THE TREASURE OF TEARS

Following a series of sermons on the beatitudes, "The Treasure of Tears" was the subject dealt with by Rev. H. H. Bingham in Talbot Street Baptist Church, last morning's service. There is no word, he said, so widely known and understood in the universe as tears. The root of this word is found in every tongue because the conditions which produce tears are found everywhere. Whether there is an aching heart there will be tears. They are the natural expression and the natural relief of strong emotion—bodily pain, great sorrow, intense anxiety and great joy. We cannot always tell the nature of the person by the tears they shed.

Some Have No Value.

Some tears have no moral or spiritual conception. For a real spiritual study of tears go to the Bible. Linking together the meaning and results of the different beatitudes, Mr. Bingham dealt with his subject under the headings of: Tears of Repentance, Tears of Aspiration and Noble Achievement, and finally, the Triumph of Tears. One of the tragedies of this age is that souls have ceased to be sensitive to the sinfulness of sin, but perhaps of all tears shed, those shed in repentance of sin bring the greatest happiness in life. Every soul that seeks to scale the summit of spiritual heights must know the sense of sorrow and loneliness. The Lord Jesus Christ must have been one of the loneliest that ever walked this earth. No one could understand or sympathize with the great purpose of his soul. He knew the tragedy and treasure of tears.

Of Purest Quality.

There is an oriental idea that tears are of the purest quality of substance and to express their idea of purity they used the comparison of tears. All know the cleansing quality they possess and thus they cleanse and purify the spiritual understanding, the affections, emotions and the will. There are some people for whom the waters of sorrow never seem to spray into a rainbow of promise, but always to dash against the rocks of rebellion into the black waters of despair. There is a benediction in sorrow, and the Divine Chemist can see in human tears that which will produce broadness of sympathy, clearness of vision, a deepening of love, and consideration of others.

C. OF C. IS TAKING UP STREET RAILWAY QUESTION ON FRIDAY

Includes It in Consideration of Transportation Problems.

London Chamber of Commerce is about to launch into an investigation of highways and transportation problems confronting the city, and as a first measure, subjects relating to street railway service are to come under consideration at a general meeting of the C. of C. members on Friday evening, January 21.

The "thought survey," taken following reorganization of the chamber, indicated that many citizens are interested in securing better results than those at present achieved, and as a result the following clauses were incorporated in plank five of the C. of C. program of work:

"Secure co-operation between the city authorities and the London street railway, in order that improved service may be rendered to the public."

"Investigate the possibility of establishing a street railway connection with Lambeth."

Mayor Started It.

The subject was brought to immediate attention by Mayor R. S. Woodville, in his inaugural address, in which he laid special emphasis on the urgent need of better service to the citizens, and the claims of the London street railway for consideration of its financial status.

Secretary Gordon, chairman of the chamber of commerce, announced that arrangements have been made to launch the street railway discussion at the next Friday's meeting, when Ernest P. Fredericks of Toronto, director of the Association of Cities of Public Utility Securities, will be the principal speaker.

Lieut.-Col. Mulloy of the soldiers' civil re-establishment commission, who was blinded while serving in the South African war, will also be present to discuss the mental attitude of returned men.

Mr. Fredericks, an authority on street railway subjects, will treat of the situation in Canada broadly, pointing out the conditions which are responsible for the development of fare problems in practically every city in America. He will review the situation as it existed before the war, and during the conflict, and will estimate the situation as it well as in such cities as Cleveland, Montreal, Chicago, Toledo, O., Dallas, Texas, Des Moines, Iowa, and Cincinnati.

The adoption of the scheme in Winnipeg, Buffalo, and elsewhere is now under discussion. Within the past week it was adopted in Youngstown, O.

In Massachusetts, the scheme was commended, when improved service on Boston city and other lines was sorely needed, because, according to a public service commission report:

"It provides for immediate expenditures for improved service under the direction of the public service commission."

"It calls for closer supervision of street railway management and prevents extravagant expenditures."

"It provides for a rate of fare just sufficient to pay the actual cost of good service."

Massachusetts was the first state of the American Union to adopt the measure under state-wide legislation. Mr. Fredericks was closely associated with that campaign, while he has also participated in clearing up the local transportation problems of numerous American and Canadian cities.

Last summer he spent some time in Washington assisting the United States Government along the same lines. On the Canadian side of the line he participated in the reorganization of the Montreal railways, which had fallen into a condition most unsatisfactory to the people, while he also assisted at St. John, N. B., more recently. He served for three years on one of the most important street railway commissions in the United States, and he is now being considered as one of the public trustees to conduct the reorganization of the Montreal Railway of Massachusetts, the largest single system in the world.

It is probable that at the close of Friday night's meeting, the chamber of commerce will appoint a committee to investigate the street railway situation and to report back on proposals calculated to secure co-operation between the city and the street railway company in obtaining improved service. The committee will be made up of members who showed an interest in street railway matters when the thought survey was taken.

THREE LONDON GIRLS DRIVING AMBULANCES NEAR PARIS, FRANCE

Serving With French Red Cross Under Capt. Julia Henshaw.

Three well-known London girls, Miss Catherine, Miss Enid Fisher and Mary Brown, who went overseas early in December in response to urgent calls to serve with the French Red Cross, are at present engaged in driving ambulances near Paris.

Capt. Julia Henshaw, probably the first Canadian woman to be given this military rank early in the war, and who has many personal friends in this city, where she has frequently delivered lectures, is in charge of the French Red Cross headquarters in Knightswood, London, England. It was from Capt. Henshaw that the appeal first came to London girls in September last to go over and help the French Red Cross.

Delays occurred, with the result that when the armistice was signed, they gave up all idea of going. Though the war was practically ended, the signing of the armistice did not restore to health the sick and sorely wounded in French hospitals, so, in November, another urgent call came for the London young women.

They were arriving in England on December 7, but owing to a mistake, the cable sent to Capt. Henshaw read "December 17th." She was in France when they reached England, but, going on to report at the headquarters in London, they were met by her husband, who returned before they left for France, and they later saw her there.

The three girls were under the personal direction and care of Capt. Henshaw. The Canadian girls who are serving with the French Red Cross in a response to Capt. Henshaw's appeal give not only their time and services, but meet all their own expenses as well.

GNR. "JACK" HOY NOW IN GERMANY

Gunner Jack A. Hoy, who went overseas with a draft from the 63rd Battery, Canadian Field Artillery, about two years ago, is now with the Canadian army of occupation in Germany, according to word received by relatives here.

Gunner Hoy was well-known in amateur hockey and baseball circles here, and also took a prominent part in amateur theatrical work, both in this city and in Windsor. He speaks well of the treatment and living conditions of the Canadian boys in Hunland.

WORKERS SHOULDN'T WORRY OVER FRUITS OF THEIR LABORS

Years May Show Returns, Says Rev. C. M. Carew.

"Working in a factory at piece work, you are able at the end of the day to tell how much work you have accomplished, and how much you have been paid. Very different is the life of the minister. Each day he works among the souls of God, planting good seed, but he knows not whether it will grow now or years after or at all." So spoke Rev. C. M. Carew of Toronto in the Adelaide Street Baptist Church at the evening service Sunday.

You will hear Sunday school teachers and deacons and others connected with the work of the church say that after ten years of work among the people of God, they have seen no results," he said. "But they do not know. A hidden force is working within the souls of God, and no one knows the time that they may speak a word which will bring one of the 'lost' back to God. So long as the Christian worker strikes each day to do his or her part, they may always expect the clause, 'Be not weary in well doing.'"

"You may meet with all kinds of adversity and discouragement, and you may suffer, but until you have endured all these things you will not know the beauty and depth of this life," he added.

Rev. Mr. Carew cited several instances in which a simple passage of scripture forcibly brought before him like seed and grown in the heart of a most confirmed sinner.

TYPEWRITER SICK?

Call us up. We are professional doctors on all matters of machines. Work guaranteed. Typewriter Inspection Company, Room 4, London Loan Building, Phone 6613.

W. H. MUNDY HEAD OF FRUIT GROWERS' BRANCH

W. H. Mundy, of London Township, was elected president of the London branch of the Fruit Growers' Association at the meeting held in the offices of the Ontario Department of Agriculture on Thursday afternoon.

The other officers elected were: First vice-president, O. K. Sadler, Lambeth; second vice-president, Mr. Lawson, of Westminster; secretary, J. W. Waddell, of London Township; representative to the provincial association, J. K. Sadler, Chatham.

The next meeting will be held on Thursday, in the city state, at 2:30 p.m., when H. S. Fry of the Farmers' Advocate, will address the fruit men.

DODD'S KIDNEY PILLS

WILLING TO WALK TWENTY MILES TO TELL ABOUT TANLAC

Miss McKenzie Gains Twenty-Five Pounds On Tanlac And Health Is Restored.

"I'm so grateful for the wonderful relief I have gotten from taking Tanlac, that I would be willing to walk twenty miles to tell anyone who suffers like I did, what this medicine has done for me," said Miss Adeline McKenzie, 424 Sixth avenue south, Nashville, Tenn.

"I suffered for about eighteen months from nervous indigestion and kept getting worse in spite of all I could do. I had no appetite at all, and after eating my stomach would burn like I had swallowed a fire-coal. I would turn cold one minute, and hot the next at times, and I was so nervous I couldn't keep still. I could hardly sleep at all, and I fell off at least sixty pounds."

"After I tried several different medicines without getting any relief, my brother got me a bottle of Tanlac and I started taking it. By this time I had finished my second bottle, my appetite began to improve and the troubles were greatly relieved. The burning sensation in my stomach has disappeared, the nervousness is all gone, I sleep like a child at night, and besides gaining twenty-five pounds in weight, I am in splendid health again."

Tanlac is sold in London by Standard Drug, Limited, and by an established agency in every town.

EAT A TABLET! DYSPEPSIA GONE!

Pape's Diapepsin instantly relieves sour, gassy, or acid stomachs.

When meals hit back and your stomach is sour, acid, gassy, or you feel full and bloated. When you have heavy humors, pain or headache from indigestion. Here is instant relief!

Just as soon as you eat a tablet or two of Pape's Diapepsin all the dyspepsia, indigestion and stomach distress ends. These pleasant, harmless tablets of Pape's Diapepsin never fail to make upset stomachs feel fine at once, and they cost very little at drug stores.

For Pies that Excel

TRY RUDDY'S

THERE'S A STORE NEAR YOU. 733 RICHMOND STREET, 305 1/2 DUNDAS STREET, 874 DUNDAS STREET.

Taylor's Cream of Roses An Ideal Preparation for all skin irritations.

Taylor's 6 Cut-Rate Drug Stores.

Coal Is a Poor Substitute For Gas

THE WEATHER.
Lower Lakes and Georgian Bay—Light winds; fair and mild.

One ton of coal is about equal to 24,000 cubic feet of natural gas. That is in heat units only. In actual household use a large amount of the heat value of the coal is wasted, and this comparison does not take into consideration the dust, dirt and other inconveniences incident to using it.

Although Natural Gas Is Cheap, Do Not Waste It--The Supply Is Not Everlasting

Southern Ontario Gas Co., Ltd.



Keep Them Smiling

Soldiers Home Coming Campaign

The "Welcome" sign still hangs high on the doors of the Salvation Army Hostels. Help them to keep it there! While our soldiers have need of the comforts—spiritual as well as bodily—DON'T shut the doors in the boys' faces—Keep them smiling!

The Salvation Army appeals for a Million Dollars for the boys who won the Victory. This is the first time the Salvation Army has made a general appeal for its work. We urge you now, for the sake of the soldiers, and as a VITAL factor in the solution of Canada's Reconstruction problems, with the Homecoming of her boys, to give and to give liberally!

Our men in Khaki may not all be home for another year. While there is a company of Canadians in uniform over there or over HERE, there is work for the Salvation Army Lassie.

The weary waiting and the relaxed discipline spell dangers that MUST be guarded against. A happy smile and a comfortable body help to keep trouble at a distance. Do not let the Hostels shut for lack of funds!

The Salvation Army Million Dollar Fund

GENERAL CAMPAIGN - - - JANUARY 19 to 25

LONDON CITY CAMPAIGN - FEBRUARY 11 to 15

"FIRST TO SERVE—LAST TO APPEAL"

A WORD ABOUT THE HOSTELS! Have you ever been inside a Salvation Army Hostel? If not, ask a returned man about the Hostels in Paris, London, Toronto, Hamilton, or any others that he has stayed in over HERE.

Let HIM tell you about the REAL beds, the home cooking, the fried eggs, and hot coffee—and hot baths. If he knows you very well, he may give you a hint about the spiritual comfort the Salvation Army Lassies give these men far from home and all it means!

Keep them smiling! We will not turn the men adrift after they have won so glorious a Victory! We will redeem our PLEDGE—"We will keep the home fires burning, till the boys come home!"

Next week the Campaign will be on! Help twice! First, by your liberal contribution—"To whom much is given, of him much is required." Second, urge upon your friends and neighbors the pressing needs of the soldiers, right up to the time they are safely settled once more into civilian life.

THE SALVATION ARMY MILLION DOLLAR FUND COMMITTEE
Headquarters: 20 Albert St., Toronto

The sweetness of Grape-Nuts comes from the grains; no sugar is used in the making, nor required in the eating.