



Gigantic \$35,000.00 Mid-Winter Shoe Sale

The Sale That All London and Vicinity Have Been Waiting for Starts With An Avalanche of Bargains, Thursday Morning, January 15, at 9 o'clock.

This will be one of the greatest, cleanest, low-priced sales that has ever been handed out in London. Our big \$35,000 stock of all new, clean, up-to-date footwear must be cleared out regardless of cost. Right now in the prime of the winter, when you need the goods, we offer them to you at prices that are in many, many instances far less than present manufacturers' prices. There will be a whirlwind of bargains from beginning to end. Be sure and be here when the doors open Thursday morning at 9 a.m. and participate in the biggest footwear bargains ever offered in London. Remember, the place, time and date. Let nothing keep you away.

BIG SALE SPECIAL FOR BOYS

Boys' Medium Weight Shoes, sizes 4 and 5 only. To **\$2.48**
Boys' Tan Calf, Laced and Button Shoes, nothing better for wear. Worth \$6.00. Sale price **\$3.49**
Boys' One Buckle Overshoes, \$3 value. For **\$2.00**
Boys' Good Strong Serviceable Every Day Shoes, strongly made, a most serviceable school shoe. Sale price **\$3.98**
Boys' Oil Tan Packs, waterproof. Reg. \$3.50. Sale price **\$2.00**
Youths' Oil Tan Packs **\$1.75**
Boys' Gummetal Button Shoes, \$4.50 value. A big snap at **\$2.98**
Youths' sizes for **\$2.79**

Special Notice

We will allow 10 per cent off the regular price on all Ladies' and Gents' Fine Footwear that are not marked at special sale prices.

MEN'S FOOTWEAR BARGAINS

Look! Look! Men's Serviceable Hockey Shoes. Big sale special **\$2.50**
Hockey Shoes for boys, girls and little lads. They go at **\$1.75**
A splendid lot of Men's Gummetal Calf Laced Shoes. Values up to \$7.50. Sale price **\$3.98**
Men's Dark Brown Calf Laced Shoes, English style, Acme soles, rubber heels. Our regular price, \$7.50. Opening day special for **\$4.99**
Button Shoes for men will be in vogue this spring. We have some pretty snappy lines \$9 and \$10 value, on sale at **\$4.95**
Men's Work Shoe Special. Strong and serviceable. Sale price **\$3.69**
Men's Black Grain and Smooth Leather Leggings, \$3 values. Sale price **\$1.75**
Men's Brown Duck Leggings, \$2.25 values, for **\$1.39**

FELT SLIPPERS.

All our Felt House Slippers for men, women and children are priced so low for this sale that the first day or two will clear them out. Get here early for first choice.

LADIES' FOOTWEAR BARGAINS

Look at this wonderful snap in Ladies' Fine Shoes. Sizes 2½ to 3½. Values up to \$6.00. Sale **\$1.29**
Ladies' Dark Brown Calf Laced Shoes, Acme soles and rubber heels; also with leather soles and heels, \$9.00 values. Sale price **\$6.00**
Ladies' Fine Black Kid Leather Shoes, High laced. Very nifty, \$8 values. Sale price **\$5.95**
Misses' Corduroy Leggings. Sale price **\$1.75**
Children's sizes **\$1.49**
Ladies' Grey Kid High Laced Shoes, also brown leather, with buff leather tops. Broken sizes, \$8.00 values. Sale price **\$3.98**
Ladies' Patent Leather and Black Kid Shoes, with white fabric tops, plain pointed toes, Louis heels. Regular \$7.00 value. Sale **\$1.98**
Ladies' Beautiful Fine Kid Leather Shoes, with Louis and military heels, pointed toes, welted soles, white buck tops (Classic make), worth \$12 a pair. Big sale special **\$4.97**

MISSSES' AND CHILDREN'S SHOES

Misses' Patent Button and Lace Shoes, cushion soles, worth today \$6.00. Now on sale at **\$3.48**
Misses' Brown Calf Shoes, leather soles and heels, plain pointed toes and toe caps, regular \$6.00. Sale **\$4.50**
Big lot of Infants' Soft-Sole Shoes, \$1.00 value. To clear at, a pair **49c**
25 pairs of Misses' Brown Calf and Kid Leather Shoes, cushion soles, worth \$6.00. The lot to clear at only, a pair **\$2.98**
A big lot of Children's Kid and Calf Leather Shoes. To clear at **\$1.98**
18 pairs of Little Lads' Tan Calf Laced Shoes. To clear at, a pair **\$1.98**

MEN'S AND BOYS' MITTS.

Men's Broncho Leather Mitts, wool lined, great value. Sale **75c, \$1**
Men's Imitation Persian Lamb Driving Gauntlets, \$1.75 value. Sale **\$1.25**

A Sale Sensation for the Opening Hours of This Sale

A big lot of Ladies' Fine Quality Rubbers, in black and brown. (For one hour only, from 9 to 10 a.m.) For **69c**
About 75 pairs of Men's Fine Quality Rubbers, black and brown, (From 10 to 11 a.m.) For **\$1.00**
About 85 pairs of Kiddies' Rubbers, sizes 3 to 4½. (11 a.m. to 12, to go at **39c**

IN OUR RUBBER DEPARTMENT

It will pay you to buy a good supply of Rubbers at this sale, as the prices are away below cost prices, but we are bound to make a clean sweep. Come in and see these wonderful bargains.
Men's Lumbermen's One-Buckle Rubbers, strong and serviceable, regular \$3.00. For **\$2.19**
Men's Eureka Two-Buckle Stubproof Rubbers, red soles and heels **\$3.00**
Men's Leather-Top Stubproof Rubbers, \$6.00 and \$7.00 values. To clear at **\$3.98**
Men's Plain Gum Two-Buckle Rubbers, \$3.50 value. For **\$2.69**
Men's One-Buckle Overshoes, serviceable and warm, \$3.50 value. Sale price **\$2.50**
Men's Extra Heavy Two-Buckle Overshoes, waterproof tops, \$4.00 value. Big extra at **\$2.00**
Men's Fine Quality Two, Three and Four Buckle Overshoes, \$4.00 and \$5.00 quality. Sale price **\$3.50**
Women's Button and Buckle Overshoes, \$3.50 values. To clear at **\$2.00**
Ladies' Fine Quality Rubbers, to fit any style of shoe. Sale price **\$1.00**
Men's Finest Quality Rubbers **\$1.45**
Men's Hip and Half-Hip Rubber Boots, No. 1 quality, \$6.50 to \$9.00 values. Sale price **\$4.50**
These Boots can be converted into knee boots.
Men's Rubber Boots, size 11 only. A big snap at **\$2.50**
Ladies' Fleece-Lined Rubber Boots. Sale price **\$3.29**
Misses' Fleece-Lined Rubber Boots **\$2.69**
Children's sizes **\$2.29**

SPECIAL ATTENTION

We have just received a big shipment of Misses' Children's and Infants' "Classic" Shoes, in all the newest styles, which we will sell during this big midwinter clearance sale at the old retail prices, which are considerably less than present manufacturer's prices. Don't miss seeing these.

Look for the Big Sign Over the Door

The Peoples Shoe Store

131 DUNDAS STREET

A. D. HOLLAND, Manager

12 MARKET SQUARE

Big Reductions on Trunks, Suit Cases and Club Bags

CAUGHT BY FALLING TREE, MAN ESCAPES DEATH BY MIRACLE

Ross Sadler, of Lambeth, Wedged Between Branches Till They Are Cut Off.

LAMBETH, Jan. 13.—With his head wedged between the branches of a tree, which was blown by the wind in an unexpected direction when being felled, Ross Sadler was held so that he could not move until the surrounding branches had been cut off.
He was assisting his father, Huron Sadler, to fell the tree, and it was planned that it should fall in a certain direction, but a strong wind caught it, causing it to fall in the direction of the young man, who was caught by the branches before he could get away. That he suffered no serious injury is considered little less than a miracle, before the flames reached and destroyed the snowdrifts on the

Wharfedale road, the Lambeth motor bus has been unable to make the trip to the city for a week. Manager E. Baird, however, arranged for passengers to travel in a lighter truck on Friday last, and on Monday resource was had to a sleigh. Efforts are being made to cut through the drifts, so that the full service may be renewed.
The Lambeth Farmers' Club held their annual banquet in their club rooms tonight. A delightful and interesting evening was spent.
The site of the Lake Erie Traction depot has been purchased by the Royal Bank, and the old building is being removed for the erection of a bank.
The friends of Rev. Walter Rigby will be sorry to hear of his severe illness at his home.

HOUSE AND CONTENTS BURNED AT MAPLETON
MAPLETON, Jan. 13.—Fire destroyed the house and contents of John A. Charlton about midnight Sunday. Mr. and Mrs. Charlton were asleep when the fire, which is believed to have started in the chimney, awoke them, and caused them to heat a hurried retreat in their night clothes. Neighbors came to their assistance, and a piano was saved from the flames. An auto in the garage was also saved, but the flames reached and destroyed the snowdrifts on the

NOT ONLY TO BUILD, BUT TO KEEP ROADS UP, IS BIGGS' AIM

Wants Statute Labor Done Away With As Costly.

NEEDS SECTION MEN
Hopes To Have Ottawa- Prescott Road Constructed Before Snow Flies.

(Canadian Press.)
OTTAWA, Jan. 12.—"The Ottawa- Prescott road will be constructed before the snow flies next fall," When Hon. F. C. Biggs, minister of highways, announced this tonight before several hundred representative citizens in the city council chamber, the audience broke out into cheers and applause.
A later announcement by the minister in question would be that the road part, possibly a gravel one in part, and a "more permanent structure where ever," was not announced directly as regards the Ottawa- Prescott road, but of the policy of the Ontario Government for all trunk lines in the province.
The meeting was warmly favorable to Hon. Mr. Biggs, and he received many congratulations on his promise. He added that it was the policy of the Government to build more permanent roads as soon as the traffic or other conditions rendered the upkeep of macadam or gravel roads more costly than the interest upon a new and more durable road.
Policy for Province.
Mr. Biggs also announced a very comprehensive road policy for the province. For one thing, roads in future must be not only built, but kept up. Provincial county roads, in future, will be put on roads with stone and gravel, crushed, crushed, and gravel will be placed at intervals. As soon as the district develops, the sectionmen will fill the hole up and thus roads that at present last three years or so will last, it is hoped, for a generation.
Dominion road grant hopes to get the cost applied to the 1,600 miles of provincial county roads, and the sectionmen will be put on roads with stone and gravel, crushed, crushed, and gravel will be placed at intervals. As soon as the district develops, the sectionmen will fill the hole up and thus roads that at present last three years or so will last, it is hoped, for a generation.

1,100,000 statute or labor days worked. To Pay Townships.
In future the Government will pay townships 10 per cent of the cost of building township roads. The present rate is 25 per cent. Moreover, while at present the Government pays 25 per cent of the salary of a township road engineer, up to a salary of \$600, per cent of such engineer's salary up to any sum the township council may desire. "The higher the salary the better the road," stated Hon. Mr. Biggs.
All county road engineers in Ontario are ordered to report to Toronto about March 1, and when there it will be necessary for them to keep their roads in good repair. Mr. Biggs stated that there were enormous losses in Ontario through roads being built and then practically abandoned, so far as any take over roads.
The Government would take over as many country roads and turn them into provincial county roads as was decided upon, and this would leave the counties more money to develop other county roads.
The minister announced that the policy of any man working in his department would not be to "I shall treat as one hundred per cent men will not last two minutes."
The money to be spent on highways, the Dominion grants, the motor vehicles and large sums from the consolidated revenue of the province would be spent so as to reduce the cost of living by bringing the farmer and the consumer closer together.
"Let me tell you," the minister added, "that Drury has been misquoted on this road question. What I say here tonight is his policy and the policy of Ontario highways."
The minister received an excellent reception, at one time the audience rising to its feet and giving him three hearty cheers and a tiger.

HYDRO COMMISSION TO CONTROL WINDSOR STREET RAILWAY

Agreement Will Become Effective Sixty Days After It Is Signed.

WINDSOR, Jan. 13.—Although rumors have been current as to the proposed action of the hydro commission in taking over the control of the Windsor street railway system, the first announcement was made tonight following the visit today of T. U. Farley, engineer of the Ontario commission, when it was learned the system will be taken over in 60 days.
New cars are to be introduced, some of the "one-man" type, extensions

made which are now under contemplation, and a re-routing of the system undertaken.
In the preliminary arrangement made prior to the vote taken in January, Sir Adam Beck agreed with the Detroit United Railway to take over the system which has yet to be consummated, but which will be completed within the next few days. A complete survey has been made by hydro engineers of the system, and Mr. Doherty said the matter of other means of a large portion of the equipment now in service.

DOHERTY RECEIVES BRITTON'S RESIGNATION

(Canadian Press.)
OTTAWA, Jan. 13.—Hon. C. J. Doherty, minister of justice, said tonight that he had been informed that the resignation of Hon. Byron B. Britton of the supreme court of Ontario, had reached his department, but that it had not yet come before the cabinet council. It may be dealt with when the council meets tomorrow. Asked as to a possible successor to Judge Britton, Hon. Mr. Doherty said the matter had not yet progressed that far.

STOMACH AND LIVER TROUBLE

Once the liver fails to filter the poisonous bile from the blood, there is a clogging up and poisoning of the whole system which causes many troubles to arise. Therefore, upon the liver, more than any other organ of the body, depends the general health.

Carelessness and neglect, and oftentimes wilful disregard of nature's laws will put the system out of sorts. The bowels become constipated, the liver inactive and the stomach upset. To bring the system back to its normal state, you should take Milburn's Laxative Pills. They live on the liver, condition and tone up the stomach.

Mrs. G. L. Cackett, Enchant, Alta., writes: "I have used Milburn's Laxative Pills and have found them good for both stomach and liver troubles. I have told others about your valuable medicine and they have used them with good results."

"They are also good for headache." Milburn's Laxative Pills are 25¢ a vial at all dealers or mailed direct on receipt of price by the T. Milburn Co., Limited, Toronto, Ont.

WESTERN ONTARIO CORN SHOW BETTER THAN EVER BEFORE

Growers Have Kicked Out Scrub Corn, Declares Prof. R. A. Moore, Wisconsin.

SPLENDID POULTRY SHOW

President Gregory Looks Forward To Annual Winter Fair.

(By Staff Reporter.)
CHATHAM, Jan. 13.—Corn may have been plentiful in Egypt in the Biblical days of old, but it was not more plentiful nor such high quality as that shown in the big Ontario corn exhibition, which opened here today in the armories. Judges, growers and visitors were unanimous in the opinion that the show was the best ever seen in the present corn show, the twelfth of its kind, was far ahead of any other, and this probably accounted for the beam- ing smile President Lester Gregory wore all day long.
Better Than Ever.
"The entries are a little smaller this year," Mr. Gregory told The Advertiser, "but this is made up in the greatly improved quality. I am more than pleased with the exhibits that the growers have entered in the show." Touching on the subject of a winter fair to be held in Chatham, Mr. Gregory was most enthusiastic. The fact that the poultry show is being held this year in connection with the corn show, as well as the meritorious seed exhibit, he considered another step in the right direction. He also expressed the hope that there would soon be a livestock show as well. "There are," he said, "some good herds of cattle in the country at the present time, and the livestock industry in Kent County would receive a wonderful impetus through an annual winter show."

Scrub Corn Kicked Out.
P. L. Fancher, the energetic secretary of the corn show, stated that the show never had better entries. He was delighted with it.
Professor R. A. Moore of the Madison, Wisconsin, Agricultural College, who is judging "Dent" corn at the show, told The Advertiser it was one of the best shows he had ever attended and that the type of corn was superior to any that he had judged this season. "It is away up in quality and no poor samples," he said. "It shows a

wise selection from pure bred strains, and proves that Ontario corn growers have kicked out scrub corn and replaced it with something worth while. The show is much better than it was a year ago.
As usual, the Kent County Farmers' Club exhibit is the centre of interest, and as usual is most impressive. A high pyramid of corn with 36 varieties of grains all grown in the county in the centre tend to make it the most admired of the exhibits.
Another unique display is the Indian flour corn grown by Indians on the farm of Mr. H. H. Abraham, who has done much to advance agricultural work on the reserves, makes the first display of Indian corn ever held at the show

and it was greatly admired today.
Mayor P. H. Brice will give the official opening address tomorrow, at the official opening of the show, while Hon. Manning Doherty, minister of agriculture in the Drury Government, will officially open the exhibition. Professor Moore will also speak.
President E. Turwell of the Chatham Poultry and Pet Stock Association, was delighted at the manner in which poultrymen have over 600 entries, and rallied to the first show to be held in different reserves. R. H. Abraham, poultryman have over 600 entries, and the classes are close. Wm. Carter of London is judging the poultry, while Lou Sage of London is judging other classes.

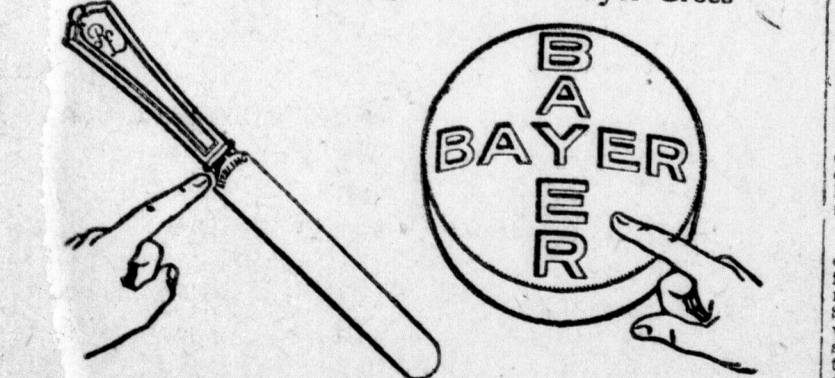
You Won't Need Sugar on your breakfast cereal, if it is Grape-Nuts

For this ready-to-eat food unlike many cereals, requires no added sugar to make it pleasing. Grape-Nuts contains its own sugar developed from wheat and malted barley. Its rich, nutlike flavor pleases. Grape-Nuts is economical in more ways than one. At grocers.

Made by Canadian Postum Cereal Co. Ltd. Windsor, Ontario.

ONLY TABLETS MARKED "BAYER" ARE ASPIRIN

Not Aspirin at All without the "Bayer Cross"



The name "Bayer" on Aspirin is like Sterling on silver. It positively identifies the only genuine Aspirin—the Aspirin prescribed by physicians for over nineteen years and now made in Canada. Always buy an unbroken package of Aspirin. You must say "Bayer." Aspirin is the trade mark (registered in Canada) of Bayer Manufacture of Mono-acetic acid of Salicylic acid. While it is well known that Aspirin means Bayer will be stamped with their general trade mark, the "Bayer Cross."