

**SALE** Store Opens at 9 a. m. and Closes at 6 p. m.

---

*Fine Feathers For Those  
Who Will Fly South*

# For Southern Travel

quality in merchandise means true economy is manifested in every section of this store and in every item of merchandise.

Conjuring visions of green-foliaged, sunny climes, these clothes enable one to forget the dark, grey days without and meet all southern



*In the Ready-to-*



# Wear Section

MORNING SUITS, DANCE FROCKS, AFTER-

NOON DRESSES, SPORT COATS  
AND MILLINERY.

The suits possess particular charm with their fresh designs and chic details, affording a very varied and smart collection for the woman selecting her southern wardrobe.

*Black and White*

Shepherd checks, popular for dresses, separate skirts, also for girls' wear; six pieces in small, medium and large, also crowfoot, 42 inches wide. Price ..... **\$1.00 yard**

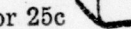
The debutante and her younger sister will want many pretty silk frocks, suits and coats, and of these there is a spring-like sprinkling in the section devoted to the requirements of the younger element.

In the Millinery Section, too—here we are prepared for every southern need. You would really think it was spring, but it isn't; just taking care of those who will southward fly.

THURSDAY, FRIDAY and SATURDAY  
Three Days Sale of  
**LAUNDRY SOAPS**

Now is the time to lay in your year's supply of laundry soaps for the whole year. We have very heavy stocks on hand, purchased long ago in carlots at prices much less than those which now prevail or will prevail for some time, as the predictions are for higher prices yet. We are in a position now to protect you, and in order to reduce our heavy stock of laundry soaps before stocklisting, January 31, we offer the following special prices, by the cake or by the case:

|                            |                                   |
|----------------------------|-----------------------------------|
| P. & G. White Naphtha Soap | 5 bars for 39c, case price \$7.25 |
| Brother Gamble (Gold Soap) | 5 bars for 39c, case price \$7.75 |

|                                                                                       |                                                                                                                                                                                                                                       |                                                                                       |                                                                                                                                                            |
|---------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------|
|  | <p>Procter-Gamble's Lenox Soap<br/>6 bars for 39c, case price \$6.50</p> <p>Procter-Gamble's Ivory Soap<br/>6 bars for 39c, case price \$6.40</p> <p>Sunlight Soap 3 for 25c, box price \$7.50</p> <p>Fels-Naptha ..... 3 for 25c</p> |  | <p>Finished Indian<br/>for nurses' white<br/>etc., 36 inches wide<br/>No. 3—About 50<br/>Twill, not too heavy<br/>cloth, 36 inches wide<br/>Wash Goods</p> |
|---------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------|

|                                      |                     |                  |
|--------------------------------------|---------------------|------------------|
| <i>Kitchen and Wash Day Supplies</i> |                     | <i>Buy Your</i>  |
| Old Dutch Cleanser. Extra special    | 9c                  | <i>Laundry</i>   |
| Pearline in three sizes              | 6c, 13c and 30c box | <i>Soaps in</i>  |
| Snowflake Ammonia Powder. Special    | 3 for 25c           | <i>Case Lots</i> |
| H. O. Ammonia Powder                 | 3 for 25c           | P. & G. White N. |
|                                      | 3 for 25c           |                  |

|                             |           |                   |                    |
|-----------------------------|-----------|-------------------|--------------------|
| Borax, Special              |           |                   | P. & G. Gold Soap  |
| Mack No-Rub Washing Tablets | 6 for 25c |                   | P. & G. Ivory Soap |
| Toro Tablets                | 6 for 25c |                   | P. & G. Lenox Soap |
| Cleannal No-Rub Soap        | 7 for 25c | N. P. Laundry Bar | 24c                |
| Lux, Special                | 11c box   | Rockett's Blue    | .5c and 6c box     |
| Sani-Flush                  | 29c can   | Bon-Ami           | 15c                |

**AFTERNOON TEA**

Fried Oysters, Buttered Rolls, Tea  
or Coffee ..... 40c

Whipped Cream Cake ..... 15c



**Smallman's Ingram**

Restaurant License No. 10-208.

Fruit Salad ..... 40c

Cake ..... 40c

Chicken Salad ..... 40c

Cup of Tea ..... 15c

Questions that have baffled the minds of many people are: Who is the man who does not know who I am. Does he refer to me?

**RAINBOW DECORATION**

the profoundest thoughts, it is necessary to rid oneself of the prejudices derived from religion, education, environment, the church, birth, etc.—a Herculean task.

"O'nookee says, 'You say that the questions I discuss have long ago been answered.' O'nookee must read Green's complete history.

"I can understand what Presbyterianism really is; and he should study it. I can get thousands for three to five

appearance? If the latter, I must say it's rather against me. I am not a feeble fellow. I don't notice, a loose-jointed, one-armed pup, with a long, thin, pointed feature and an expression of contentment."

"I am not a feeble fellow," I am, as Mr. Cottam says, a servant, of which I am a good deal more proud."

"I am not a feeble fellow," Mr. Cottam says I am an unselfish servant; possibly so, but I am not a feeble fellow. I can get thousands for three to five

**MEANS FEARED SERVED**  
**AT FRONT DURING 1915**

Some of the soldiers who have returned from the sands from the front will be observed to be wearing a ribbon on their lapels. This ribbon is shaded, giving a rainbow effect. These men served in one of the actual theatres of the war, and were there from December 31, 1915. The ribbon that is

The true solution of the council question is the fact that most of the bishops didn't care a tinker's darn about the matter. They were just there to get their own side (for political party) to

[illegible]

gentleman, having been married to his first wife, a daughter of his brother-in-law, and on his son Chrispus. He butchered his brother-in-law in cold blood, after having sworn by everything he held sacred that his life would be inviolate. All this was after and not before his conversion. Such was the man who, in order to bind the church to the state by forcing unity of doctrine, convened the council. This was the man whom one of the leading bishops in the Council of Nice described as a paragon of all the virtues. And this was the council that formulated the Nicene Creed, which is the creed not only of the Protestants, but also the Catholic and Greek Churches. "Omniocker" complains that he does not know the kind and size of business. JULIUS MADDI, SALES AGENT, The N. C. & R. Co. of Canada, Limited, 350 BURLINGTON ST. LONDON, ONT.

**RELIANCE Garage**  
Service Station

**FOR THEM ANYWAY, IF THEY WERE STRANGERS**

William South, popular barageman on the London, Huron and Bruce, more generally known as the "Post Bill," blew into The "Advertiser" office this morning with one of his interesting stories. It seems that the gentleman in question was walking along King street, when two tiny tots loomed into view, sobbing most copiously. Now Bill has a warm spot in his heart where children are concerned, and when these