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WITH good eyesight youth's chances loom big. If his vision is poor he is handicapped heavily unless he is furnished with the right glasses. Ours is an exact science.

"The child of whom you will be proud is the one you give the proper chance in life."
says Mr. Foresight

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233 DUNDAS STREET. TELEPHONE 2351.

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OPTOMETRIST.
EXPERT EYE EXAMINATION
Office in Johnston Bros. Jewelry Store, Next Calcross Drug Store.

Hotel BRIGHTON
ATLANTIC CITY, N.J.
ESTABLISHED 1875
In the centre of the exclusive beach from action. Spacious open and included sun decks. Hot and cold sea water in private bath rooms. New fireproof addition. Orchestras of soloists. Private garage on premises. American Plan.

Our fitters are experts, \$1.50 to \$10.00. We have trusses to fit all needs.
ANDERSON & NELLES
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\$16.50 Buys Any OVERCOAT
in the store worth up to \$35; sizes 35 to 44.
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271 Talbot St. Opp. Market.

DAY BOOKS, LEDGERS
Prices Reasonable.
Red Star News Co.
10 MARKET LANE.

Quality Vulcanizing Only.
ART WILKES
London Tire Repair Dept.
254 WELLINGTON STREET, Opposite McClary's.

CROSS WORD PUZZLE NO. 84

One of Canada's most ingenious cross-word fans submitted this novelty construction, consisting of five interlocking squares. When you begin to work it you will notice that in each square the horizontal and vertical words are the same. One thing to keep in mind is that every word in the puzzle consists of four letters. For instance, the vertical column starting with No. 4 contains three words. The first one ends on square 14, and the second one also starts there, ending on square 23, where the third one starts. Similarly the horizontal row starting with 13 consists of three words, the first ending on square 14, the second starting on that square and ending on 17, the third starting on 17. There are few unusual words in the puzzle. As a clue, No. 27 vertical and No. 33 horizontal are both *Smee*. Horizontal 28, *Erse*, should perhaps be given.

Each word reads from left to right (horizontal) or downward (vertical) according to position. Lettered in correctly, words that cross will interlock.

Each number in the white squares also refers to a definition in the accompanying table.

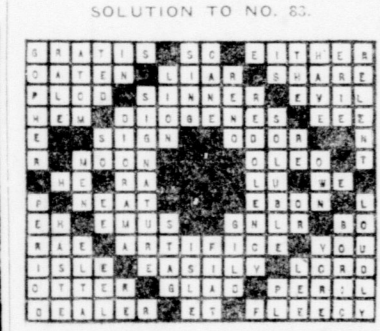
Each definition suggests a word possessing the exact number of letters to fit the white spaces allotted to it.

Each white space is to receive one letter only. Words start only in numbered squares.

THE ADVERTISER'S DAILY CROSS WORD PUZZLE.

1	2	3	4	5	6	7	8
9				10			
11				12			
13		14	15	16	17		
		18					
		19					
20	21	22	23	24	25	26	27
28				29			
30				31			
32				33			

- | | |
|---|---|
| HORIZONTAL | VERTICAL |
| 1 The symbol for nothing. | 1 The symbol for nothing. |
| 2 The aftermath of a sound. | 2 The first garden. |
| 3 The first garden. | 3 Angler's instrument for winding his line. |
| 4 Center of an apple. | 4 Sojly. |
| 5 Angler's instrument for winding his line. | 5 Aftermath of a wound. |
| 6 A space. | 6 Center of an apple. |
| 7 Sojly. | 7 A space. |
| 8 Thy. | 8 To peruse. |
| 9 To peruse. | 9 Thy. |
| 10 A bone. | 10 A bone. |
| 11 Dread. | 11 Dread. |
| 12 Surname of a notorious Canadian bank bandit. | 12 Surname of a notorious Canadian bank bandit. |
| 13 Pinches. | 13 Pinches. |
| 14 Irish. | 14 Irish. |
| 15 An individual entry. | 15 An individual entry. |
| 16 Father (French). | 16 Father (French). |
| 17 To relax. | 17 To relax. |
| 18 One of the pirates in Peter Pan. | 18 One of the pirates in Peter Pan. |
| 19 Sojly. | 19 Sojly. |
| 20 Sojly. | 20 Sojly. |
| 21 Sojly. | 21 Sojly. |
| 22 Sojly. | 22 Sojly. |
| 23 Sojly. | 23 Sojly. |
| 24 Sojly. | 24 Sojly. |
| 25 Sojly. | 25 Sojly. |
| 26 Sojly. | 26 Sojly. |
| 27 Sojly. | 27 Sojly. |
| 28 Sojly. | 28 Sojly. |
| 29 Sojly. | 29 Sojly. |
| 30 Sojly. | 30 Sojly. |
| 31 Sojly. | 31 Sojly. |
| 32 Sojly. | 32 Sojly. |
| 33 Sojly. | 33 Sojly. |



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R. F. FERGUSON, Manager.
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Funeral Directors and Embalmers.
Handsome Motor Hearse.
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PHONE 1963.

NEW LONG DISTANCE SERVICE IS PROVIDED
Manager Beard Announces Special Facilities Have Been Arranged.

Manager C. H. Beard of the Bell Telephone Company, in drawing attention to another recently provided facility for local subscribers, points out some of the advantages to be derived from the new long distance circuits connecting London with Owen Sound, Goderich and Listowel. Before its inception, he states that a call from London to anyone at these places required the services of three or more operators. The operator at London, for instance, instead of being able to call Owen Sound, Goderich or Listowel direct, would first call the operator at X, saying which place she wished to speak to. The operator at X would then call Owen Sound, Goderich or Listowel, acting in this way in much the same capacity as a local operator who connects two subscribers in the same exchange. All this, although necessary for the former circuit arrangements, took up a large percentage of the total time required to complete a call. Now it has been eliminated by the construction of lines to be used solely for conversations between the four communities. Instead of three or more long distance operators for each call, as was formerly necessary, only two, one in London, and the other in Owen Sound, Goderich or Listowel, whichever the case may be, will be necessary to complete the connection, thus saving valuable time for users of the service.

TEN OF SCHOONER CREW SAFE AFTER HARD FIGHT
Canadian Press Dispatch.
Victoria, B.C., Jan. 19.—Their craft, the French schooner *Raila*, wrecked on the shore of Vancouver Island with her lumber cargo adrift and scattered for miles along the coast, ten members of the crew were at the Carmanah lighthouse today suffering from exhaustion after a fight for their lives yesterday when they manœuvred an open boat through a storm from the scene of the wreck to the lighthouse.

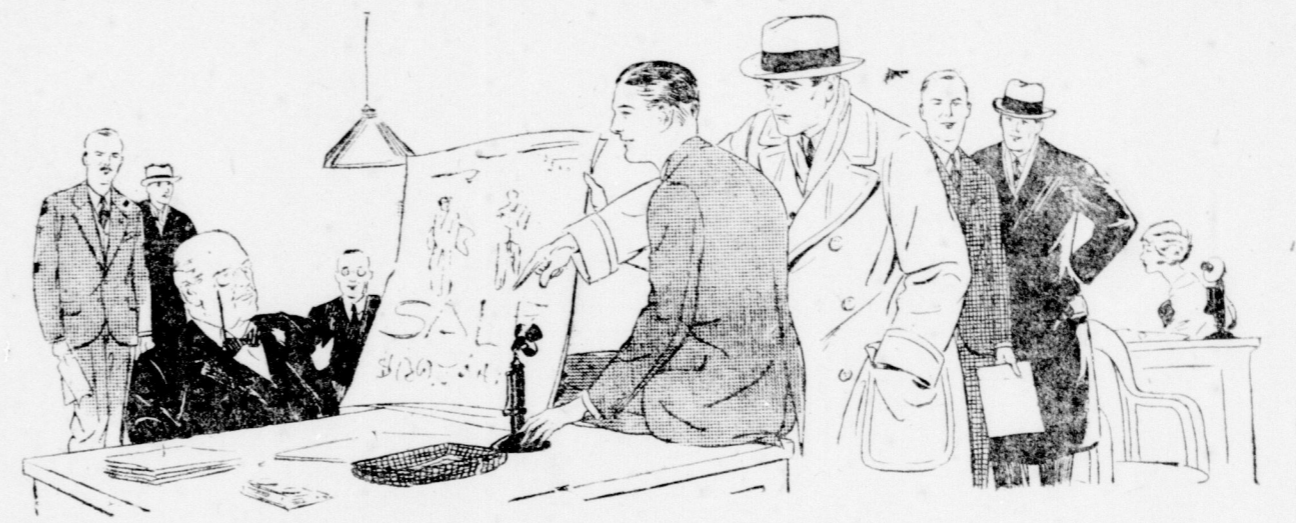
GILLIES Coal-Coke-Wood
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COR. ADELAIDE AND BATHURST
Lehigh Valley Anthracite
Solvay Coke \$12.00 ton
Pocahontas Egg \$12.00 ton
Grade Coal \$12.00 ton
GEO. R. KETTLE
PHONE 298.

HAWKEN-LANG COAL COMPANY
PHONE 522

N. J. GRIFFITH FUNERAL DIRECTOR AND EMBALMER
104 Dundas Street, London.
Residence on premises. Phone 453.

JANUARY CLEARANCE SALE of MEN'S and YOUNG MEN'S SUITS

One-Third To Less Than Half Former Prices



On Sale Wednesday (Tomorrow) 9 a.m. These Sale Suits Are In Our Windows Now.
Tomorrow is the day set for the clearance event of Men's and Young Men's Suits. The extraordinary values offered will create great activity among keen buyers, and those who seek will find economy of a most unusual order.

Rich Tweed Fabrics, Unfinished Worsteds and Blue Serges, \$19
Suits that offer wonderful values, at \$19.00. All are from regular stock and this extraordinary clearing price has been set to clear the lot. Sizes 35 to 42 (37 accepted; one-third to one-half off) **\$19.00**

Sale of Leishman and other High-Grade Hand-Tailored Suits
Hand-tailored Suits, taken from our regular high-grade lines, in finest imported tweeds and worsteds, rich English and Scotch tweeds, patterns that are exclusive, with high-grade fabrics; conservative young men's models; sizes 35 to 44. On sale tomorrow at 9 a.m., at one-third to one-half off **\$29.00**

TWO ONLY STUDENTS' SUITS
Size 33. Blue Irish Serge. Sale tomorrow. **\$9.95**

ALL WOOL SWEATERS
V neck and shirt collars. Reduced one-third to one-half price. **\$2.98**
Brown, navy, white mixtures; pure wool. An exceptional value at this clearing price.

Two Overcoats
(Sizes 35 and 36.)
Double-breasted flusters, with convertible collars. Tomorrow. **HALF PRICE. \$25.00**

CONGRATULATIONS To the London Life Insurance Co.

The celebrating of a fiftieth anniversary by one of our esteemed financial institutions marks too important an epoch in its history to be allowed to pass without a word of comment and congratulation.
The London Life is an organization to which we as Londoners refer with pride as one of the leading insurance companies of Canada.
Its growth and expansion, particularly during the past ten years, has been phenomenal, and the strong position held in the financial world today reflects great credit upon the management of the company.
We are proud today to join with the tens of thousands of policyholders in Western Ontario in wishing it still greater advancement and success in the fifty years to come.
Smallman & Ingram, Ltd.

Sale of House and Porch Dresses—110 To Clear From Odd and Broken Lines, \$2.95



A touch of color in your house dress is warmly against a winter grayness. Colored Gingham are practical, too, for they launder so nicely. Those on sale tomorrow are finished with linen collars and cuffs or applique work. The colors are gay—orange, blue, green, pink, red, yellow, black and white; sizes 16 to 12. Special sale price **\$2.95**

Kimonos and Bed Jackets, Slightly Soiled, On Sale Tomorrow at Half Price

Handling and examination have left some of the prettiest kimonos slightly soiled. On account they are offered tomorrow at half price. Crepe and flannellette, trimmed with embroideries or wirings of crepe or ribbon. Special at **Half Price**

Moccasins and Felt Slippers
98c, \$1.49, \$1.98

From this sale tomorrow you may purchase warm comfortable slippers at a splendid saving. For these are nearly all reduced to half price. Slippers are in gray, sand, red, rose and navy. Special price at **98c, \$1.49 and \$1.98**

JANUARY SALE
Linen, Cottons, Sheetings, Towels, Towelling, Rugs, Paints, Etc.

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YOUR MID-DAY LUNCHEON
Quick Service, 11:30 to 2:30.
Special Course Dinners, 40c and 65c.
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