

**IF YOU RELISH COFFEE**  
With That Rich Flavor and Fragrant  
Aroma. Try  
**ROWAT'S COFFEE, 70c Pound**  
**T. A. Rowat & Co.**  
250 Dundas St. Phone 3051-3052



**DIAMONDS**  
A Diamond for an engagement  
ring. Beautiful Blue White Dia-  
monds set in Platinum, white, green  
and yellow gold.  
Rings from \$25 to \$1,250.  
**C. H. Ward & Co.**  
Diamond Merchants, Jewelers and  
Opticians.  
356 Richmond St. Phone 1084.

**STAMP COLLECTORS**  
Call and see our lines. Specials for  
beginners.

**Red Star News Co.**  
10 MARKET LANE.

**WEGNER'S**  
Wholesale and Retail Dealer in Over-  
alls, 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.**  
371 Talbot St. Phone 1849J.  
OPEN EVENINGS.

Our fitters are  
experts, \$1.00 to  
\$10.00. We have  
trusses to fit  
all needs.  
**ANDERSON  
& NELLES,**  
268 Dundas St.

**HOTEL STRAND**  
ATLANTIC CITY  
FIREPROOF AMERICAN PLAN  
ON THE OCEAN FRONT  
Open throughout the year  
Hot and Cold Sea Water in all Baths  
Orchestra of Soloists Golf Privileges  
OWNERSHIP MANAGEMENT

**GORDON L. FERGUSON**  
FUNERAL SERVICE.  
Private Funeral Apartments,  
350 William Street.  
Personal attendance; lady assistant.  
Phone 656J. Day or Night.

**COAL**  
Egg, Stove, Nut and Pea  
coal, the best obtainable.  
Prompt delivery to all  
parts of the city.

**Orchard's**  
45 York St. Phone 384

"Say it with Flowers"  
**DICKS**  
FLOWER SHOP

**LONDON OPTICAL**  
HAVE YOUR EYES EXAMINED.  
A. M. DAMBRA, Optometrist.  
Dominion Savings Building, Richmond  
Street, Phone 6180.

**COAL, COKE  
AND WOOD**  
All sizes.  
ANTHRACITE COAL,  
SCRANTON

EGG, STOVE, CHEST-  
NUT AND PEA  
Well screened.

POCAHONTAS SMOKE-  
LESS BITUMINOUS  
COAL  
Lump, Egg and Chestnut sizes.  
DOMESTIC COKE  
Egg and Chestnut sizes.  
WOOD BLOCKS  
12x16 lengths.

**Chantler Bros.**  
Phone 347. 263 Bathurst.

## PAVEMENT COST MIGHT ALL FALL ON RATEPAYERS

Question of Track Allowance  
Paving Cost If City Buys  
Street Railway.

### EDWARD STREET PROBLEM

Should the city ever purchase the  
London street railway corporation,  
the ratepayers may be held respon-  
sible for the cost of paving the track  
allowances on streets yet to be paved.  
This was the interesting information  
imparted last night at a meeting  
of Edward street residents in the  
Victoria school, when all who attend-  
ed voted in favor of a pavement as  
prescribed by the city council of 1923.  
The feeling was unanimous that the  
work should be undertaken this year.  
City Engineer W. P. Near outlined  
the proposal, the cost of the pave-  
ment and other details, while Mayor  
Wenize and Ald. Leonard Douglass,  
chairman of the board of works, also  
presented valuable information in this  
regard.

Numerous questions were asked by  
the ratepayers, and answers by the  
city's representatives were evidently  
satisfactory. During the discussion  
the city engineer was questioned as  
to the cost of paving track allowance  
in the event that the municipality  
purchased the road.  
"The recommendation was made in  
the Bunnell report," Engineer Near  
explained, "that if the road was  
bought and any streets subsequently  
paved, that the city proper would be  
relieved of the cost of the track al-  
lowance."  
"We don't know, of course, whether



FUNERAL YESTERDAY.

The Late R. D. Gilbert, manager  
of the Imperial Bank, St. Thomas,  
since 1911, who died on Sunday.

this course would be adopted by the  
local city council, but we do know  
that it is done in the city of Windsor,  
where the Hydro Electric Power Com-  
mission operates the street railway  
lines."

The city council proposes to pave  
Edward street from Elmwood to  
Briscoe street, a distance of about  
1,500 feet. The cost is estimated at  
\$3.78 per foot for the pavement if  
paid in cash (for a 40-foot frontage)  
with curb and gutters at 80 cents per  
foot, if paid in cash, bringing the  
total to \$186.80.

The ratepayers may extend the  
payments over ten years, however,  
meaning an annual expenditure of  
\$24.68 including financing. The first  
payment would not be due until July,  
1925.

## YOUR EYES

"The Light of Your Soul"

Do not neglect your most im-  
portant sense. Do you realize  
how helpless you would be with-  
out the sight of your eyes? We  
will be glad to advise you  
whether you require glasses or  
not.  
CALL TODAY!  
**BROWN  
OPTICAL CO.**  
Established 27 Years.  
223 DUNDAS ST. PHONE 1877  
Branches at Hamilton, Montreal  
and Windsor.

## O. O. H. P. DEGREE TEAM VISITS SARNIA TODAY

Will Assist At Installation of  
Officers in Sarnia  
Sanatorium.

The installing staff of the Oriental  
Order of Humility and Perfection will  
go to Sarnia today, where the mem-  
bers will conduct the installation of  
the new officers of Hebron Sanatorium.  
A large number from Thebes  
Lodge, No. 25, will make the trip  
also. The party will leave on the  
5:40 p.m. train.  
Installation will be under the di-  
rection of Deputy Supreme Mon-  
archist Dan Black.

# January Clearance

## A Sale Day For Each Dept<sup>mt</sup>



## All Hudson Seal and Persian Lamb Coats—Thursday 20 Per Cent Off

This announcement is significant to the woman who intends to have  
a new coat. There are manufacturers who make up fur coats  
specially for merchants who make a specialty of sales. We prefer  
to make a specialty of fur coats rather than sales, and our guarantee  
of satisfaction is sold with every coat. Tomorrow is the day set for  
pre-stocking or January clearance in the fur department and the  
opportunity will not be lost. We are not picking any particular  
models for this sale, but tomorrow will give you 20 per cent off the  
price of all Hudson Seal or Persian Lamb coats—our choice  
selected regular stock—not a sale-selected lot. Here they are, the  
lengths and sizes:

1 only Hudson Seal Coat, 45 inches  
long, mandarin sleeve, draped collar  
and cuffs of gray squirrel, lined with  
fawn canton crepe; less 20 per cent. Sale price ..... \$428.00

1 only Hudson Seal Coat, 42 inches  
long, shawl collar and cuffs of gray  
squirrel, pussy willow lined. Less 20  
per cent. Sale price ..... \$348.00

2 only Hudson Seal, shawl collar and  
cuffs of Alaska sable, 44 inches long,  
lined with black and gold brocade  
silk, outside pockets, made from  
selected skins. Less 20 per cent. Sale price ..... \$392.00

2 only Persian Lamb Coats with  
deep shawl collar and cuffs of  
Alaska Sable, lined with rich bro-  
cade silk. Less 20 per cent. Sale  
price ..... \$348.00

1 only Hudson Seal Coat, 44 inches  
long, all seal, shawl collar, flare cuff,  
lined with brocade silk. Less 20 per  
cent. Sale price ..... \$288.00

1 only Hudson Seal, Seal shawl col-  
lar and cuffs of Alaska Sable, lined  
with brocade satin in green and  
gold, 45 inches long, silk girdle, out-  
side pockets. Less 20 per cent. Sale  
price ..... \$332.00

1 only Persian Lamb Coat, with deep  
shawl collar and cuffs of Alaska  
Sable, silk girdle, lined with gray  
brocade. Less 20 per cent. Sale  
price ..... \$300.00

1 only Hudson Seal Coat, Alaska  
Sable collar and cuffs, shawl collar,  
mandarin sleeve, lined with brocade  
silk. Less 20 per cent. .... \$318.40  
Electric Seal Coats at reduced prices.

## To-day I saw

It may be true that "every day  
will be Sunday by and by." But  
there's no question about the fact  
that every day is *Sale Day* right  
now! And today I have had fas-  
cinating glimpses of the bargains  
which are waiting for you in every  
department.

Things for your home—harmonious  
wallpapers, soft-toned rugs, cheery  
draperies, household linens, china,  
silver and well-designed furniture.  
Things for yourself—hats and rib-  
bons and dresses and coats, corsets  
and neckwear. These are only part  
of the sale articles which will re-  
freshen London homes and ward-  
robes.

This is the time when the policy  
of "watchful waiting" reaps its  
reward. You are investing wisely  
for the future when you read our  
advertising pages, and follow the  
January sale from one department  
to the next.

Though I should advocate morn-  
ing shopping when that is con-  
venient, I have been glad to see  
that in these sales even the nine  
o'clock rush doesn't leave us with  
deserted counters for the rest of  
the day. It is well worth your  
while to come, even if you can't  
do your shopping in the early  
morning hours. And if you live  
out of town, just write or telephone  
me. I shall be glad to serve you  
on the morning of the sale.

"A penny saved is a penny earned."  
So you increase your earning  
capacity when you take advantage  
of the January Sales.

*Judith*

## Eversharp Pencils, 25% Off

OUR ENTIRE STOCK OF EVERSHARP PENCILS.  
We have a complete line of these pencils on hand and all will be  
cleared at 25 per cent off.

Eversharp in working togs, red, blue and black. Sale price ..... 56c  
Eversharp, red, blue and black, with clip. Sale price ..... 75c  
Eversharp Pencil No. 20, silver-  
plated. Sale Price ..... \$1.12  
Eversharp Pencil No. 20 M W, silver-  
plated, midget size. Sale price, \$1.12  
Eversharp Pencil No. 20 S W, silver-  
plated, ladies' size. Sale price, \$1.12  
Eversharp Pencil No. 31 (chased de-  
sign), silver-plated. Sale price, \$1.50  
Eversharp Pencil No. 31 S W  
(chased design), silver-plated, lad-  
ies' size. Sale price ..... \$1.50  
Eversharp Pencil No. 50, sterling sil-  
ver (plain). Sale price ..... \$2.62  
Eversharp Pencil No. 51, sterling  
silver (chased design). Sale price ..  
..... \$3.00  
Eversharp Pencil No. 60, gold-filled  
(plain). Sale price ..... \$2.62  
Eversharp Pencil No. 60 S W, gold-  
filled, ladies' size. Sale price, \$2.62  
Eversharp Pencil No. 61, gold-filled  
(chased design). Sale price...\$3.00  
Eversharp Pencil No. 61 S W, gold-  
filled (chased design), ladies' size.  
Sale price ..... \$3.00  
Eversharp Pencil No. 25, gold-filled  
(chased design). Sale price...\$3.75

## SILK AND WOOL HOSIERY THURSDAY CLEARANCE OF DEPLETED LINES

### About 1-3 Off Regular Price



Unusual values in Silk and Wool  
Hosiery of first quality are offered to  
Thursday shoppers. The season-  
able weight and attractive color  
range of the broken lines which we  
are clearing should insure a ready  
sale.  
This Hosiery is of fine, even texture,  
of comfortable weight and shapeli-

ness. The heels and toes are rein-  
forced, and the double garter top  
has just the right amount of elas-  
ticity. The colors are jasper, henna,  
brown, navy and sand, and the Hosi-  
ery are either clocked or unclocked. The  
price which we are quoting means a  
substantial saving for Thursday  
shoppers.

**66 PAIRS OF UNCLOCKED HOSE**  
Sizes ..... 8 1/2 9 9 1/2 10  
No. of Pairs... 35 22 5 4  
Sale price ..... \$1.19

**136 PAIRS OF CLOCKED HOSE**  
Sizes ..... 8 1/2 9 9 1/2 10  
No. of Pairs... 57 57 14 8  
Sale price ..... \$1.29

Main Aisle.

**NARCISSUS BULBS,**  
In pretty bowls  
with pebbles.  
1-3 off, 79c, 98c, \$1.39.

**SMALLMAN & INGRAM**  
LIMITED

**HIS MASTER'S VOICE**  
JANUARY RECORDS,  
Now In,  
Third Floor.

# BECAUSE YOU WANT THE BEST OF EVERYTHING

you should use Neal's Bread. You'll like it  
better and it is more nutritious and health-  
building.

Neal's Bread is best because it contains more  
quality ingredients—the best flour—more milk,  
butter and sugar.

# NEAL'S Good White Bread

A delicious snowy-white bread of even texture  
that fairly melts in your mouth, surrounded by  
a crunchy brown crust that greatly enhances its  
tastiness.

If you are not already a Neal Bread user, try  
a loaf (any one of our many varieties)—  
you'll like it.

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Bread Factories at Windsor, London, St. Thomas, Sarnia.