A Foot Specialist At Our Store Next Tuesday

We wish to announce to all persons who have any foot trouble at all—corns, callouses, bunions, sudden cramps in toes, weak ankles, fallen arches, tired, aching feet, etc.—to be sure and consult this great expert, trained by the famous Dr. William M. Scholl, the recognized foot authority.

Examination and Advice Absolutely Free

We will bring this specialist all the way from Chicago to help the people of Western Ontario, who suffer with their feet. We offer you this opportunity free of charge. Make use of it. He will be at our store next Tuesday, Wednesday and Thursday. Make arrangements now to be here.

Cook's Shoe Store
"The Store That Serves You Best."
LONDON, ONTARIO.

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

Gifts You Like to Receive,
SOMETHING ELECTRICAL.
Electric Irons, Toasters, Grills, Reading Lamps, Fixtures, Flashlights, etc.
Pay a Small Deposit Until Wanted.
WESTERN ONTARIO ELECTRIC CO.
Phone 4071. 237 Dundas Street.

ONLY the very best glasses obtainable are good enough for your eyes. Realizing this, we keep ourselves informed of every change and improvement in the optical profession. Each new idea is tested and its merits determined.

We were among the first to introduce Kryptok double vision lenses, Improved Toric Lenses, Shell Frames, Finger Piece Mountings, Etc.

For the Latest Eye Helps See Us First

Carlyle TREBILCOCK OPTICIAN
233 Dundas Street. Phone 2351.
Two Doors East of Majestic.

How Are Your Eyes?

BROWN OPTICAL CO.
EYE SPECIALISTS AND OPTICIANS
Dundas St. - Phone 1877

Pocket and Office
Diaries

Hay's Stationery

GET YOUR TIRES RETREADED. IT PAYS.

London's Rubber Man
346 DUNDAS STREET. BROCKMAN PHONE 5124. ywt

Our Retreading
IS QUALITY WORK, NOT THE AVERAGE
London Tire Repair Depot
154 Wellington Street. Phone 2334.
A. WILKES. Opp. McClary's. ywt

London Loan and Savings Co.
OF CANADA
MONEY TO LEND
Government Bonds Negotiated
Only $58.55 required for $100. Special Debenture.
M. J. KENT, Manager. ywt

It's Superior Bread

That is why it is in such demand today, and why the big majority of homes in London and Western Ontario serve it at each meal every day in the year.

Parnell's Breads

are made of Purity flour, Fleischmann's yeast, finest shortening and malt extract. Nothing but the best materials money can buy are used in each batch baked. That's why it is superior bread.

ORDER A TRIAL LOAF TODAY.

PARNELL
The Breadman
PHONES—929, 1390.

Our $15.00 WATCH----

For a gentleman who wants a Watch that is good in appearance and also good on the inside, for a reasonable price, our $15 Special is just the thing. The case is very thin, and made in a handy size. It is a Fortune gold-filled case, guaranteed for 20 years. Inside the case is a thoroughly reliable 15-jewel Swiss movement. This movement has proven to be an excellent timekeeper, and requires setting very seldom.

We carry a full line of material for these watches, and can replace parts for them any time.

These watches have our personal guarantee, of course.

Come in and see them.

YOUNG'S
ESTABLISHED 1895.
LONDON.

Johnston Bros. XXX Bread
Sweet as butter
Rich as a nut
Sold by grocers everywhere

Johnston Bros.
Bakers of Quality Bread.
Phone 944
License No. 5-263.

THREE PARTIES OF RETURNED MEN TO REACH HERE SUNDAY

Men and Dependents For Western Ontario Now On Way.

Three parties of returned men for Western Ontario towns are on their way to this city, and should arrive here some time Sunday.

The first party from the Scandinavian left St. John, N. B., at 5:30 p.m. Friday. Lieut. Schiebother is in charge, and there are seven men in the party in addition to eight on furlough, making sixteen in all.

The second party, also off the Scandinavian, left St. John on a civilian special train at 8 p.m. Friday. It consists of seven men and dependents.

The third party is composed entirely of hospital cases. It left Halifax on special ambulance train No. 1184, at 9:45 p.m. Friday, and consists of one officer, one nursing sister, and 49 other ranks, all for the London Convalescent Hospital.

This party is expected in London on Sunday at midnight, and as those from St. John started earlier and have a shorter distance to travel, they should arrive earlier. None are cot cases.

NEWSPAPERS are everybody's library. Put the ring of sincerity into your advertising, and your advertisement into good newspapers, and results are certain. "Sincerity" is a watchword in this agency.

Federal Advertising Agency
T. H. YULL
Dominion Savings Building.
LONDON, CANADA.

FUR SALE
This Week
Hudson Seal Coats

Beltz & Co.

DELEGATES OPPOSE INCREASED EXPRESS AND PHONE RATES

Go From Chamber of Commerce to Toronto.

ASK SOME EXTENSIONS

Want Parcels Delivered in Nightingale Avenue and South London.

Several delegates from the Chamber of Commerce will journey to Toronto on Monday to oppose the application of the Bell Telephone Company and the express companies for increases in rates, and also to urge that free delivery of express in London be extended beyond the present confines.

One extension asked for is on Nightingale avenue to Hunt Bros.' Mill and the London Art Woodwork Company, Limited. The companies deliver to the McCormick factory, but will not, at present, give free delivery on Nightingale avenue.

In South London, where the present free delivery is confined to the district north of Elmwood and Grand avenues, extensions are asked to cover all the paved streets south of this limit. This takes in Ridout to Garfield, Wortley road to the southern limits, also Windsor, Tecumseh, Duchess, Marley Place, and several other streets in that section.

TWO HUNDRED COUPLES AT WAR VETERANS' DANCE

Under the auspices of the Great War Veterans' Association, a most enjoyable dance was given in the Masonic Hall on Friday evening, the proceeds being devoted to the relief fund for soldiers' families in need during the winter. Two pearl rings and two gentleman's umbrellas were awarded to the best couples in waltz and two-step competitions. The G. W. V. A. Band provided excellent dance music and refreshments were served during the evening.

The two hundred couples spent an enjoyable evening, at the same time assisting in a good cause, that of helping families in need. The hall was attractively decorated with flags of the Allies and little red, white and blue lights.

IS "FLU" VICTIM

Advertiser Illustrations
JOHN P. LOUGHLIN, who died at his home, 295 Central avenue, after a short illness. He was secretary-treasurer of the London Shoe Company.

JOHN LOUGHLIN IS DEAD; WAS VICTIM OF "FLU" EPIDEMIC

Pneumonia Claims Well-Known Young Businessman.

John Patrick Loughlin, a well-known businessman, died yesterday afternoon from pneumonia, developed from influenza. He was ill but a short time.

Mr. Loughlin was taken ill on New Year's Day, but was up and about the house on Friday. Saturday he was again taken ill, and pneumonia rapidly developed and resulted in his untimely death.

Mr. Loughlin was secretary-treasurer and a director of the London Shoe Company, having been connected with that firm for about 25 years. He was an officer and enthusiastic worker for the Irish Benevolent Society, and was president of the London Catholic Club. The club's weekly social which was to have been held last night was cancelled, as are other such activities of the immediate future. Instead, the members of the club held a meeting in the club hall, and a resolution of condolence was passed, to be sent to the family, along with mass cards. Officers of the club last night expressed deep regret over his death. His loss will be severely felt, as his efforts and the work he accomplished was of an immense value to the club.

"His demise will prove a big loss to our firm," said President Philip Pocock of the London Shoe Company.

Mr. Loughlin was 46 years of age and is survived by his wife, Mrs. Teresa Loughlin and five children, Marie, Jerome, Philip, Kathleen and Moore; his father and mother, Mr. and Mrs. J. C. Loughlin, 757 Richmond street; four sisters, Minnie, Charlotte, Josephine and Gertrude; five brothers, William and Frank of Detroit; Edward, a student of the medical faculty of Western University; Gerald, a student at Assumption College, and Hubert of this city.

The funeral will be held on Monday morning from the family residence, 295 Central avenue at 8:30 o'clock to St. Peter's Cathedral, where requiem high mass will be sung at 9 o'clock. Interment will be at St. Peter's Cemetery.

No Housewife Knows the Full Meaning Of IDEAL COOKING Until She Has Used

An Electric Range

Perfect cooking requires a heat that is under perfect control.

It must also be an even, odorless, smokeless, absolutely clean heat.

The Electric Range meets this requirement EXACTLY.

Electric Cooking

Preserves the natural flavor and rich juices of food to a deliciousness; there's less shrinkage and loss from cooking away.

In the entire absence of dirt, soot, smoke and fumes, the food cannot become contaminated.

Under absolute control (to the fraction of a degree), favorite recipes can be followed, time after time, with entirely dependable results.

A comfortable kitchen, quick results, clean utensils and scores of other advantages must be learned from the actual happy experience of Cooking Electrically.

Consult any of our 700 satisfied range customers.

Electric Ranges of the most modern types—at prices well within your means—are on exhibition in our showrooms.

Let us show them to you.

The Hydro Shop
PHONE 6480.

PIONEER HENSALL WOMAN IS DEAD

HENSALL, Jan. 10.—A pioneer resident, Mrs. Ben. Kaiser, has passed away in her 74th year. Mrs. Kaiser had been in failing health for some time, and particularly so during the last two months. She took a great interest in knitting, making a large number of socks for the soldiers. The deceased leaves her sons, William in Los Angeles, Cal., Joseph in Carson, Sask., B. Kaiser in Clinton, John in Brucefield, and Albert in Vermillion, Alta., and her daughters, Mrs. Maddaugh in East Jordan, Mich., Mrs. J. Zuefle, Mrs. T. Sharp and Miss Lottie of Hensall. The funeral to Hensall Cemetery on Tuesday afternoon was a private one. Much sympathy is felt for the family.

John Paterson, south of this village, has sold his farm to his neighbor, John Rowcliffe.

The subject announced for the morning service in Carmel Church on Sunday is "Education." Special service of song by the choir will be put on.

The interior of the Molsons Bank here has this week been greatly improved by new modern office fittings and furniture of quarter oak.

There are quite a number of cases of "flu" in the village at the present time, and the ban is on all evening services and entertainments, and all places of business have to be closed by 7 o'clock in the evening as a prevention. The schools are also closed, but very fortunately all the cases thus far have been of a mild type.

The Rev. Mr. Garrett of St. Paul's Church had to cancel this week the entertainment he had advertised to be held in the town hall, on account of the ban on the "flu."

The sleighing is good in this locality, and the farmers are making good use of it.

Albert F. Glen has been engaged as rural courier on Hensall route No. 2.

ROWAT'S COFFEE
The best quality procurable. There is no better Coffee.
60c PER POUND.
T. A. ROWAT & CO.
250 Dundas St. Phones 3051-3052.
C. F. B. License No. 8-3422.

Canadian Bureau of Credits
MERCANTILE AGENCY—Credit information furnished. Collections made for merchants, manufacturers, physicians or others, on commission, anywhere. Dominion Bank Chambers, London. 8Stf-lawt

C. P. R. LOSES 2 AGENTS IN THIS DISTRICT WITHIN 2 DAYS BY INFLUENZA

One of Local Operating Staff Also Falls Victim.

The station department of the London division of the C. P. R. has been having troubles of its own in the recurrence of the influenza epidemic. Two of the agents have died this week at adjoining stations on the Goderich line, H. B. Churchill, agent at McGaw, whose death took place January 7, and F. W. Hotorn, agent at Auburn, the following day.

F. W. Nicholls, of the local operating staff, died some weeks ago.

The statement is made that at present about eight employees of the station department are ill with influenza, a much smaller number than during the first outbreak in October. In the first outbreak, however, there were no deaths.

Behind the Scenes With Natural Gas

WEATHER.
Lower Lakes and Georgian Bay: Strong northerly winds; local snowfalls, but partly fair; becoming decidedly colder.

It is so simple to turn on and light the gas, that many people imagine that everything connected with the production and distribution of natural gas is equally simple. It is this impression that probably results in so many complaints when the gas pressure fails temporarily. But if you knew the enormity of the pipe line company's task, and the difficulties that have to be overcome in getting the gas from the well to your home, you would sympathize with us, rather than complain to us, when trouble arises.

Although natural gas is cheap, do not waste it, the supply is not everlasting.

Southern Ontario Gas Co., Ltd.

ROSS'
LIMITED
MANUFACTURERS OF
Ladies' Cloaks and Suits and Fur Garments

DIRECT FROM MANUFACTURER TO WEARER IS OUR METHOD.
NO MIDDLE PROFITS ADDED.

Hudson Seal Coats, guaranteed best selected pelts, in all the newest styles, semi-fitted, box and belted models, all sizes. Prices $205, $210, $215, $225, $235, $255, $265 up to $350
Natural Canadian Northern Rat Coat ....$120 to $150
Large selection of Fur Sets.
Single Muffs, Stoles, Capes and Neckpieces in all the popular furs, such as mink, sable, lynx, wolf, beaver, ermine, Hudson seal, raccoon, muskrat, bear, fox, etc. All strictly down to manufacturer's price.

SPECIAL NOTICE
25% Reductions
In Our Tailoring Department

This semi-annual offer, in substantial reductions on Coats, Suits and Skirts, made to order.

FOR LIMITED TIME ONLY.

Satisfied patrons make the best advertisement. We guarantee satisfaction.

We invite you to inspect our range of styles and materials, and, by way of inducement, we might add that we have the most efficient designer and fitter in Western Ontario. He will be pleased to give you the benefit of his valuable experience.

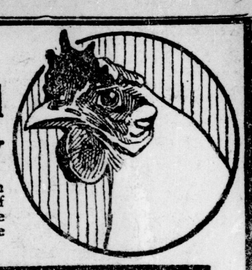
Ladies' Wear Department
Clearing Plush Coats at Big Reductions, $26.95, $27.95 $38.00, $43.50, $45.00

CLEARING SWEATERS

Travelers' samples, regular $12.50, for.....$8.50
Travelers' samples, regular $18.00, for $13.50

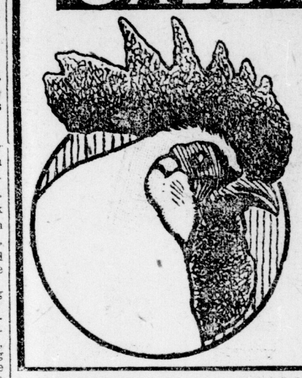
PHONE 1319. 196 DUNDAS STREET.

FEED Nature's Food to your Poultry



IT IS Nature's food; a balanced ration of meat, grains, etc.—with lots of exercise, that produces eggs. You give your flock Nature's food and exercise in Winter when you feed them.

CALDWELL'S



POULTRY FEEDS.
Make Your Poultry Pay

OUR SCRATCH FEED
is manufactured from selected wheat, oats, cracked corn, barley, kaffir corn, buckwheat and sunflower seed. It keeps them active and healthy.

OUR LAYING MEAL
is manufactured from chopped oats, beef scrap, corn, gluten feed, barley, dried grains, middlings, malt sprouts. It is a sure egg producer.

Contains no grit, shell or charcoal.

If your dealer does not handle these feeds, write us direct.

THE CALDWELL FEED AND CEREAL CO. LIMITED
Dundas, Ont.
Millers of over 30 kinds of stock feeds.
TRY Caldwell's Horse Feed, Chop Feeds, Dairy Meal, Chick Feed, Hog Feed, etc. 43

"Set out upon your breakfast tray
Some NEAL'S ALOAFA BREAD.
At noon your hunger to allay
Eat more ALOAFA BREAD.
And at the end of a Perfect Day
Eat NEAL'S on going to bed."

Bunn the Baker of Bara-Boo

Your Five Senses, and Neal's AloafA Bread

PEOPLE WHO DO NOT NOW TAKE OUR BREAD—WE INVITE YOU TO TEST IT FIVE WAYS.

SEEING LOOK at the tempting brown crust of ALOAFA BREAD. See how perfectly it has risen. Cut a slice and note the dazzling whiteness of its crumb, the perfect porousness and even texture.

FEELING FEEL the wondrous lightness of this bread, feel its remarkable melting quality as it is masticated, its long-retained, wholesome moistness and freshness.

SMELLING SMELL its clean "homelike" fragrance, like mother used to fill the kitchen with on those old-time baking days—the hungry, appetizing scent of good bread fresh from the oven.

TASTING TASTE its perfect flavor—that unforgettable combination of sweet, tender crumb and crisp, nutty, russet-brown crust. Only NEAL'S bread tastes like that!

HEARING HEAR what they say—your wise neighbors who take it. Better still, hear what **your own** folks will say the first time you serve it. Why wait for their praise? Get a loaf from your grocer or phone for our wagon, and enjoy the best bread in the world.

We Invite the Table Test

Neal Baking Co., Limited
Phones 1313 and 2173
Bread Factories at
Windsor, London, Sarnia, St. Thomas.

EAT

Food Board of Canada License No. 5-448.

"A Good Company to Work For."

HIRST'S PAIN EXTERMINATOR
DON'T SUFFER PAIN—BUY HIRST'S!
and be prepared against attacks of rheumatism, lumbago, neuralgia, toothache and earache. Equally effective for relieving swollen joints, sprains, sore throat and other painful ailments. For over 40 years a family friend. Don't experiment—buy Hirst's—always have a bottle in the house. *At dealers or write us.*

HIRST'S Family Salve, (50c). HIRST'S Pectoral Syrup of Horehound and Elecampane (35c).
HIRST REMEDY CO. Hamilton, Canada
35¢ BOTTLE