VOICE OF THE PEOPLE

ONE-MAN STREET CARS.

To the Editor of The Advertiser:

Re increased costs in the operation of the London street railway, I would suggest "one-man cars" to remedy the situation. These have been given a good test in several western cities, and have proven a success.

Take Calgary for example; there they have seventy cars in daily operation, run by one man each, and on the same schedule time as when operated by two men. If this were introduced here it would release about 80 men for more necessary work, and would reduce the operating costs about seventy thousand dollars a year, which in turn would increase the profits by the same amount, and they should then be large enough to satisfy the shareholders.

Wouldn't this be a real practical wartime measure, and more satisfactory than an increased fare?

SUBSCRIBER.

Surely Rubbers Are Wanted Now!

Get them today and walk with comfort anywhere.
GET THE BEST—IT PAYS.
Get them at
COOK'S SHOE STORE

COMPLY WITH THE NEW REGULATIONS.
Purchase a Pair of MACBETH AUTOMOBILE LENSES.
Western Ontario Electric Co.
Phone 4071. 237 Dundas Street

"Ducking" and "peering" over the rims of glasses make many men of forty look fifty. Wearing the right glasses—our invisible double vision glasses—makes men of fifty look forty and gives them the keen sight of young men.

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

TENNENT—In St. Joseph's Hospital, on Feb. 18, to Mr. and Mrs. E. Harlie Tennent, a daughter. b

Fish Specials for Wednesday

Fresh Lake Herring	10c lb.
Fresh Winter-Caught Whitefish	18c lb.
Fresh Cod Steaks	15c lb.
Fresh Halibut Steaks	25c lb.

Also Sea Salmon, Haddies, Fillets, Ciscoes, Solid Meat Oysters.
WILSON'S Phones 5600-5601.

USING WHISKEY to extinguish a fire is like trying to get efficient service out of a sick battery. You cannot make it well, and some day you'll have to send it to us for expert attention. Why not today?
BENSON-WILCOX ELECTRIC CO., 264 Dundas St. Phone 2671. ywt

IT WILL PAY YOU TO BUY PARTRIDGE AUTO ACCESSORIES TIRES WHOLESALE AND RETAIL
THE CANADA AUTO DEVICES CO. 350 DUNDAS ST. PHONE 3876 OPPOSITE ARMORIES
J. A. McLAREN MANAGER. ywt

We Are Now
Retreading, double-treading and rebuilding tires.
GET IN EARLY.
London's Rubber Man
346-8 Dundas St. Phone 5124.

BROCKMAN.

Piano Tuning
and Repairing is my specialty.
S. Boardman
Formerly six years with Heintzman & Co. Phone 3311. ywt

DON'T THROW AWAY
good miles, when your tires can be made like new at
London Tire Repair Depot
354 Wellington Street. Phone 2334.
A. WILKES. Opp. McClary's. ywt

Give Us One Trial
on that pair of shoes you need repaired. Will call for them and guarantee satisfaction.
MODERN SHOE REPAIR COMPANY, PHONE 2310.

Becoming Eyeglasses
We carry many styles of very becoming eyeglass mounts, and are experts in the art of proper fitting. Prices moderate.
JOHN S. BARNARD
Optician,
194 DUNDAS STREET. 5t

English Rheumatism Capsules
are guaranteed to relieve the worst rheumatic pains in six hours; 50c.
Taylor's 6 Cut-Rate Drug Stores

The London Loan and Savings Company of Canada

INTEREST RATES ALLOWED
In Savings Bank 4 Per Cent
Debentures 5 to 5½ Per Cent
M. J. KENT, Manager.

'Jewels'

Children are mother's jewels as well as dad's. But the children are almost entirely mother's responsibility. Mother watches over their feeding most carefully.

THE WISE MOTHER SPECIFIES
Parnell's Bread

The bread that has stood the test—the bread that is responsible for thousands of healthy fathers and mothers—who realized the quality and pureness of Parnell's breads—and who do still.

"GOOD FOR CHILDREN—GOOD FOR YOU."

At all Grocers who know, or PHONES 929, 1390.
PARNELL
The Breadman

THE PLACE TO BUY
DIAMONDS, WATCHES, RINGS, JEWELRY, CLOCKS, SILVERWARE.
We stock nothing but the best. The quality is the best to be had and the price is right.
YOUNG'S
TWO STORES.
Official Watch Inspectors For C. P. R. and G. T. R.
170 Dundas. 674 Dundas. ywt

I'm Married Now!!
Mother made good bread. I thought it couldn't be beat until wifey served me with
Johnston Bros.' X X X BREAD
Its delicious flavor is the same, day in and day out.
Wholesome! Delicious! Pure!
Your grocer sells it.
Johnston Bros. Phone 944.

SMALL ADVERTISERS
interest us. They have futures. We are helping to develop some right now.
Federal Advertising Agency
Dominion Savings Building, LONDON, CANADA.

Have your
FURS
remodelled now at the lower charge.
BELTZ & CO. ywt

ANOTHER COMPANY COMMANDER NAMED FOR 1ST W.O.R. DEPOT

Major Massie, Late of 71st, Is Appointed—Other Changes.

Major J. Clinton Massie, recently of the 71st Battalion, is to command a company in the 1st Depot Battalion, W. O. Regiment, his appointment with the rank of major being published in camp orders.

Lieut. Gilbert Smithson Reid, late 12th Reserve Battalion, C. E. F., is detailed for duty as adjutant on a conducting staff.

Capt. Thomas Donald Campbell, C. A. D. C., is detailed for duty in connection with dental services, Military District No. 1, with effect from January 11, 1918.

The undermentioned officers are taken on the strength of the C. E. F. in Canada (Military District No. 1), having been returned from overseas, for disposal by the adjutant-general: Nursing Sister F. N. Anderson, C. A. M. C.; Capt. G. T. Bailey, C. A. M. C.; Lieut. H. T. Dickinson, 99th Battalion; Lieut. J. G. Doherty, 142nd Battery; Lieut. D. E. Douglas, 1st Battalion; Lieut. F. E. Gray, 58th Battalion; Nursing Sister D. Grier, C. A. M. C.; Lieut. D. E. Holmes, 161st Battalion; Lieut. E. C. Hessel, 33rd Battalion; Lieut. F. E. James, 160th Battalion; Lieut. B. Jones-Bateman, 33rd Battalion; Lieut. K. Lett, C. F. A.; Capt. P. S. Robinson, 18th Battalion; Lieut. T. Todd, 111th Battalion; Lieut. W. H. Wright, 153rd Battalion; Capt. E. H. A. Watson, 198 Battalion; effective January 31, 1918.

The undermentioned officers are struck off the strength of the C. E. F. in Canada as shown and return to the Active Militia unit to which they formerly belonged: Major George Stacey, 34th Battalion (surplus in rank); Lieut. Harold Pinkerton, 32nd Regiment (on appointment to Royal Flying Corps); Lieut. Wilfred Robert Bauer, late Forestry and Railway Construction Depot, Military District No. 1 (permitted to resign).

The undermentioned officers, O. M. F. C., have been granted leave of absence to visit Canada by authority of the Canadian Overseas headquarters: Lieut. Joseph Henry Warburton, 18th Battalion, to 31st of March.

Lieut. Ross Waller Moir, 1st C. M. R., to 30th April, 1918.

PRESBYTERIANS OF DISTRICT CONSIDER UNION MEASURE

Consolidation Proposed as a Wartime Economy Measure.

The London Presbytery proposes to take steps this week towards the consolidation of weaker charges, at least as a wartime measure. On Wednesday evening a proposition will be laid before the congregation of St. Paul's Presbyterian Church, West London, to link up with the Hyde Park congregation. A vacancy exists in the Hyde Park charge at present, owing to the recent resignation of the minister, Rev. Mr. Irwin, to accept a call to Bracebridge. This leaves the field open for union with St. Paul's under the charge of the minister of St. Paul's, Rev. W. S. Wright.

Two elders will represent the London Presbytery in taking up the proposition with the St. Paul's people, A. S. MacGregor of St. Andrew's Church and W. J. Snelgrove of King Street Presbyterian Church.

Cannot Pay Salary.

Recently a canvass has been made of the congregations of the presbytery which up to the present have not been meeting the minimum stipend for ministers, $1,200, fixed at the last meeting of the General Assembly. Some of the congregations felt that they were not in a position to pledge increase of givings to this extent during the war. In these cases, linking up with an adjacent charge is considered the best solution, or union with a neighboring Methodist congregation, which is not in a strong position. The union of Presbyterian and Methodist churches in Newbury and in Port Stanley is under consideration.

SALVATION ARMY TO LOOK AFTER BURIAL

The body of Robert W. Turner, aged 37, which was in Ferguson's undertaking parlors for three days unclaimed by anyone, has been taken over by the Salvation Army. The Salvation Army will hold the funeral this afternoon.

Mr. Turner died in Victoria Hospital on Saturday after being ill for two years. His parents are believed to be in England. If the body had not been claimed by this evening it would have been handed over to the Western Medical School.

100 TONS OF COAL TAKEN BY CHILDREN

Coal to the extent of over one hundred tons has been taken away from the Grand Trunk's supply in the East End by children during this winter it is estimated. Residents of the vicinity not being able to secure fuel from any other source have sent their children to gather a supply from the coal chutes. As many as sixty children have been seen at one time picking up the coal. This has happened in broad daylight, and it is stated that the company has been lenient in so far as no prosecutions have followed the disappearance of the fuel.

EACH PRISONER COST CANADIANS $6,000, SAYS REV. DR. CHOWN

War's Expense Tersely Expressed to Rotary Club.

TROOPS IN FINE SPIRIT

Canadians May Be Blown to Pieces, But Never Utter Groan.

Rev. Dr. S. D. Chown, superintendent of the Methodist Church of Canada, reviewed experiences at the front at the luncheon of the Rotary Club on Monday. Solos were given in fine voice by Ed. Webster, and there were quartets by members.

Dr. Chown, in his opening remarks, stated that a thousand men could go to the front and all come back with a different story, so great was the panorama presented.

The speaker referred to being present at a "show" at Vimy Ridge, when the 116th Battalion, under Lieut.-Col. Sam Sharpe, made a raid, bringing back 53 German prisoners. The total loss was 8 Canadians taken prisoner. More than 6,000 shells had been fired at the Germans at a cost of $15 each. The Germans cost $6,000 a man to capture, said Dr. Chown, in showing how expensive was modern warfare. He made a plea for recruits, declaring that 10 per cent of the infantry and machine gun battalions were wasted monthly.

Hun Trenches Permanent.

"The German trenches are permanent affairs," he said. "The Germans intended to stay. The Canadian trenches are not permanent. They mean to go on. They do not stay."

At Ypres, Dr. Chown was at the dressing station, and saw 1,800 "walking" cases, and 1,000 men brought in on stretchers, the result of this battle.

"It is only pretence for the Germans to say that orchards were destroyed for military reasons," he declared. "They were destroyed to keep the French from obtaining any nourishment or comfort

Rushed To Be Taken.

"The German prisoners are fat, sleek, well favored, fresh colored, altogether the healthiest looking men in France. They rushed to be captured at Vimy.

"I never heard a groan from a Canadian soldier who was wounded. You can blow their bodies to atoms, but you cannot conquer their spirits.

"Formalism in religion is on the scrap heap. The men have the core of religion. They are living the life of self-sacrifice, which is the soul of religion. There is not much theology in their old kit bags, but they say that God is a good sport and will give them fair play. If we lived the life in Canada that the soldiers live there, we would have no profiteering here, nor would there be any base partisanship.

"War for liberty does not harden men—it sweetens them. The Canadian boys are living on the level. There is not a case of selfishness among them. The Canadian soldier will not be a good hater after the war. It's not in him."

At the Majestic Theatre Today Only.

At the Patricia Theatre Today, Wednesday and Thursday.

PATRICIA

Thackeray called his greatest story "Vanity Fair." "a novel without a hero." "The Manxman," George Loane Tucker's film version of Hall Caine's greatest story, which will be shown at the Patricia today, Wednesday and Thursday, may well be called a gripping, human tale without a villain. This does not mean that there is any lack of that interest that springs from contrasting characters, but merely that the play is so truly human that it does not portray anyone being so altogether bad that the inner light has never a chance to shine. "The Manxman" is said to be a picture that is so far ahead of the usual run of films that they are lost in the dust, and its run of a month at the Criterion Theatre made a veritable sensation in New York in the realms of the screen drama.

MAJESTIC

Charles Ray at the Majestic Today.

Charles Ray, well-loved screen star of "The Pinch-Hitter," "The Clodhopper," "The Son of His Father," and "His Mother's Boy," is appearing in his very newest picture, "The Hired Man," at the Majestic today. "The Hired Man" is from an original story by Jullen Josephson, and was directed by Victor Schertzinger, under the personal supervision of Thomas H. Ince himself. A novel episode in "The Hired Man" is a county fair, in which Ray wins a hurdle race against overwhelming odds. There is also a delightful love story running through the production; in fact, it is for the beautiful daughter of his employer that Ray makes the big sacrifice which forms the basis of the story.

Miss Frances Daugherty, Character Impersonator, at the Majestic.

Miss Frances Daugherty, character impersonator, will appear at the Majestic Theatre all this week. Miss Daugherty provides an excellent program, her act being regarded as one of the big features on the largest vaudeville circuit. A Sidney Drew comedy, "Mr. Hero," a News Weekly, and Charles Ray in "The Hired Man," complete an excellent program for today.

CARD OF THANKS.

Mr. and Mrs. S. Hambly and family wish to thank the many friends for their kindness and sympathy during their recent bereavement. b

Rowat's COFFEE Pleases People Who Are Particular. 50c per pound T. A. ROWAT & CO. 250 Dundas St. Phones 3051-3052. zxv

CHILDREN'S AID WORK IS BEING REORGANIZED

The chief business before the board of the Children's Aid Society at the first meeting after the annual held yesterday in the Y. M. C. A. building was reorganization of the work, and in connection with this, reorganization of the committees. D. H. McDermid, first vice-president; C. F. Complin and Major T. J. Murphy were appointed a finance committee. Owing to the size of the shelter home committee, which makes it difficult to get the members together on short notice, it was decided to name a sub-committee to act for the whole committee in business requiring prompt attention, the sub-committee to be named by the whole shelter home committee, which will meet in the near future for the purpose.

Appointment of the foster home, visiting and general committees was left over until the next meeting of the board. Inspector Joseph Sanders reported that 43 children have been cared for in the shelter during the past month, expenses for maintenance of the work amounting to $417. He added that the quarantine for chickenpox has been lifted after a period of six or seven weeks, in which the little inmates have been shut off from the outside world. It is once more possible to receive children at the shelter and to send them out to foster homes. In this connection, Mr. Sanders stated a number of good foster homes have been awaiting young wards during the term of quarantine.

FORMER LONDONER DIES IN SASKATCHEWAN

Charles Case of 147 Elmwood avenue, received word yesterday of the sudden death at Wellwin, Sask., of his brother, Joseph Case, a former well-known member of the London police force. Death followed an attack of heart weakness. Mr. Case was planning to go and visit his brother shortly, but word came of his death. He was 61 years old, and went to the west about fifteen years ago. Besides his wife he leaves two sons and one daughter, and the following brothers and sisters, Charles of this city, Robert of Detroit, Frank in Denver, Mrs. Fullin of Avon, Mrs. Plewes in Winnipeg and Mrs. Whitchurch of Minneapolis.

Last Week of THE Big Half Price JEWELRY SALE

C. H. WARD & CO. DIAMOND MERCHANTS

Watch our announcements every day this week; they will be full of interest. Here's a new list or half-price goods. Don't wait another day, because the very article you wish may be sold. See our north window and bargain tables on main floor and in basement for half-price goods.

One Tray Earrings
SEE THESE EARLY.
HALF PRICE.

DIAMONDS AT HALF PRICE

$10.00 Lady's Modified Tiffany Ring, 14k gold	$5.00
$14.00 Lady's Modified Tiffany Ring, 14k gold	$7.00
$30.00 Lady's Onyx Ring, 4 pearls, diamond centre	$15.00
$40.00 Lady's Knife-Edge Tiffany Ring, 14k gold	$20.00
$40.00 Lady's Modified Tiffany Ring, 14k gold	$20.00
$50.00 Lady's 3-Stone Ring, 14k gold	$25.00
$50.00 Lady's 7-Stone Cluster Ring, 14k gold	$25.00
$60.00 Lady's Modified Tiffany Ring	$30.00
$80.00 Lady's 4-Stone Ring, 14k gold	$40.00
$100.00 Lady's Tiffany Ring, 14k gold	$50.00
$100.00 Lady's Cluster Ring, 14k gold	$50.00
$100.00 Lady's 3-Stone, 2 diamonds and genuine emerald	$50.00
$120.00 Lady's Marquise Ring, 14k gold	$60.00
$6.25 Barpin, set with one diamond	$3.25
$40.00 Platinum Barpin, set with large diamond and 2 peridots	$20.00
$140.00 Lady's Platinum Lavallier, set with diamonds	$70.00
$150.00 Lady's Platinum Lavallier, set with diamonds	$75.00
$10.00 Gent's Tiepin, 1 diamond, 1 pearl	$5.00
$50.00 Gent's Cluster Tiepin, with sapphire centre	$25.00
$50.00 Gent's Cluster Tiepin, with opal centre	$25.00
$130.00 Gent's Cluster Tiepin, with fancy diamond centre	$65.00

We will refund the money paid on the above list of diamonds within one year of date of purchase or exchange for purchase price at any time.

Special Bargain Tables
On Main Floor and Basement, loaded With half-price articles.

One Tray Bracelets
AT HALF PRICE.

Cut Glass at Half Price

$8.00 Large Flower Basket, floral design	$4.00
$2.25 Small Flower Basket, floral design	$1.15
$3.50 Bud Vase, bridal wreath design	$1.75
$2.50 Bud Vase, bridal wreath design	$1.25
$1.75 Bud Vase, floral design	90c
$3.25 Bud Vase, floral design	$1.65
$1.25 Bud Vase, floral design	65c
$8.00 Vase, bridal wreath design	$4.00
$6.50 Vase, bridal wreath design	$3.25
$15.00 Decanter and 6 Glasses	$7.50
$10.00 Water Pitcher and 6 Tumblers	$5.00
$10.00 Tobacco Jar, cut glass	$5.00
$3.50 Biscuit Trough	$1.75
$1.00 Cream and Sugar	50c
$1.25 Mayonnaise Ladle	65c
$1.25 Custard Cups	65c

Electric Toaster
Special—Regular $4.50. While they last, only $3.50

China at Half Price

75c Pin Trays, in rose, yellow, green and mauve	40c each
$1.25 Comport, in rose, yellow, green and mauve	65c each
$1.50 Comport, in rose, yellow green and mauve	75c each
60c Minton Bread and Butter Plates	30c each
$1.00 Minton Tea Plates	50c each
$1.25 Minton Tea Plates	65c each
1 dozen Japanese Flower Gardens, many shades, ranging in prices from $2.00 to $5.00, going at	Half-Price
$2.00 Ash Tray	$1.00
$2.50 Fancy Oblong Fern Pot	$1.25
$1.50 Fancy Fern Pot	75c
$3.00 Small Pedestal Fern Pot	$1.50
$7.50 Salad Bowl, black stripe, with rose design	$3.75
$9.00 Salad Bowl, black stripe, with violet design	$4.50
$15.00 Large Salad Bowl, black stripe, with rose design	$7.50
Clearing out of Black Stripe China, with combination of rose and carnation design, at	Half-Price
1 table of Odd Cups and Saucers, in many designs, ranging from 60c to $2.50, going at just one half the regular prices.	

One Tray Opera Glasses
HALF PRICE.

PENDANTS AT HALF PRICE

$10.00 Pendant, with chain, set with 1 diamond and seed pearls	$5.00
$12.00 Pendant, with chain, set with 1 diamond and pearl drop	$6.00
$8.00 Pendant, set with amethyst and pearls	$4.00
$2.00 Gold-Filled Pendant, set with sapphire	$1.00
$3.00 Gold-Filled Pendant, set with sapphire	$1.50
$2.50 Gold-Filled Pendant, set with pearls and emeralds	$1.25
$3.00 Gold-Filled Pendant, set with emerald	$1.50
$5.00 Solid 10k Gold Pendant, with chain, set with ruby	$2.50
$10.00 Brown Cameo, set with pearls	$5.00
$9.00 Solid 10k Pendant, set with topaz and pearls	$4.50
$20.00 Pendant, with chain, set with pearls and amethysts	$10.00

One Tray Lockets
AT HALF PRICE.

Umbrellas and Walking Sticks at Half Price

$5.00 Lady's Umbrella, sterling mounted handle	$2.50
$7.00 Lady's Umbrella, sterling mounted handle, Fifth avenue roll	$3.50
$7.50 Lady's Umbrella, sterling mounted handle, Fifth avenue roll	$3.75
$7.50 Lady's Umbrella, pearl and gold mounted handle, Fifth avenue roll	$3.75
$20.00 Lady's Umbrella, with sterling silver handle, Fifth avenue roll	$10
$6.00, one only Umbrella, sterling mounted handle, with ring	$3.00
$5.00 Gent's Umbrella, sterling mounted handle	$2.50
$7.00 Gent's Umbrella, gold-filled, mounted handle	$3.50
$10.00 Gent's Umbrella, sterling mounted handle	$5.00
$14.00 Gent's Umbrella, sterling mounted handle	$7.00
75c Walking Stick	40c
$1.25 Military Cane	65c
$3.00 Walking Stick, sterling mounted	$1.50
$5.00 Walking Stick, sterling mounted	$2.50
$6.00 Walking Stick, gold-mounted, bone handle	$3.00

Brass Goods at Half-Price
Candle Sticks, Cuspidors, Smoking Sets and other articles.

20 PER CENT OFF EVERYTHING IN THE STORE NOT LISTED HERE.

C. H. WARD & CO. DIAMOND MERCHANTS

C. H. Ward & Co.
Diamond Merchants and Jewelers
386 Richmond St. Phone 1084

"S. O. S.!"

SELLING-OUT-SALE

$40,000 Worth of Men's Clothing, Furnishings, Hats, Caps, Etc., Thrown On the Market.

Entire Stock Must Be Sold at Once

SEE TOMORROW'S PAPER FOR FURTHER NOTICE.