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HOME EDITION

LONDON, CANADA—THE HOME OF UNBROKEN PROSPERITY. THE LONDON ADVERTISER, LONDON, ONTARIO, FRIDAY EVENING, JANUARY 4, 1918. 128 COLUMNS

PRICE, TWO CENTS.

TWO THOUSAND COSSACKS KILLED BY EXPLOSION

U. S. MUST MOBILIZE RESOURCES AT ONCE, PRESIDENT WILSON INFORMS CONGRESS

Taking Over of Vast Railway Systems Necessary To America Playing Her Proper Part In the War, Nation's Chief Executive Tells Representatives In Session.

Washington, D. C., Jan. 4.—President Wilson today laid before Congress, assembled in joint session, his recommendations for carrying out Government operation of railroads. Bills to carry out the president's ideas already have been prepared under the supervision of the department of justice, and were immediately introduced with plans for prompt consideration in both House and Senate.

The president said: "I have asked the privilege of addressing you in order to report to you on the 28th December last, during the recess of Congress, acting through the secretary of war and under the authority conferred upon me by the act of Congress approved August 29, 1916, I took possession and assumed control of the railway lines of the country and the systems of water transportation under their control. This step seemed to me immediately necessary in the interest of the public welfare, in the presence of the great tasks of war with which we are now dealing. As our experience develops difficulties and makes it clear what they are, I have deemed it my duty to remove those difficulties wherever I have the legal power to do so. To assume control of the vast railway systems of the country is to realize a very great responsibility, but to fail to do so in the existing circumstances would be a greater responsibility than I assumed the less responsibility than the weightier."

U. S. PIERS AND WAR FACTORIES THREATENED BY HOBOKEN BLAZE

Soldiers, Firemen and Civilians Combat Suspicious Conflagration.

New York, Jan. 4.—An urgent call for aid in fighting a fire in a building where army supplies are stored at West New York, N. J., on the Hudson, was received by the police department today from United States army authorities. A police fireboat was dispatched to West New York.

The scene of this blaze is several miles north of that of the fire which destroyed the Gatti-McQuade building at Hoboken today.

Hoboken, N. J., Jan. 4.—Firemen, United States soldiers and civilians, aided by New York fireboats and railroad trucks, brought a stubborn blaze under control after a fight of several hours in the heart of the industrial section paralleling the Government-controlled waterfront here today.

War Business First. "The present operation of the executive offices for all purposes of administration and while, of course, all private interests must for the present give way to the public necessity, it is, I am sure, you will agree with me, right and necessary that the owners and creditors of the railways, the holders of their stocks and bonds, should receive from the Government an unqualified guarantee that their properties will be maintained throughout the period of federal control in as good repair and as complete equipment as at present, and that the several roads will receive under federal management such compensation as is equitable and just alike to their owners and to the general public."

CENTRAL POWERS' PEACE AGENTS IN TWO CAMPS

Frequent Disputes Were the Rule at Brest-Litovsk Conference.

KAISER FOR MODERATION Gen. Von Hoffmann Heads the Delegates Who Are Out For Annexation.

London, Jan. 4.—There were two distinct tendencies noticeable in the enemy delegation at the Brest-Litovsk meeting, the Petrograd correspondent of the Daily News says. One was annexationist, and was represented by Gen. von Hoffmann. A more moderate view was upheld by Foreign Secretaries von Kuehmann and Czernin.

BURRIDGE ARRAIGNED ON DOUBLE CHARGE OF THEFT AND ARSON, PLEADS NOT GUILTY

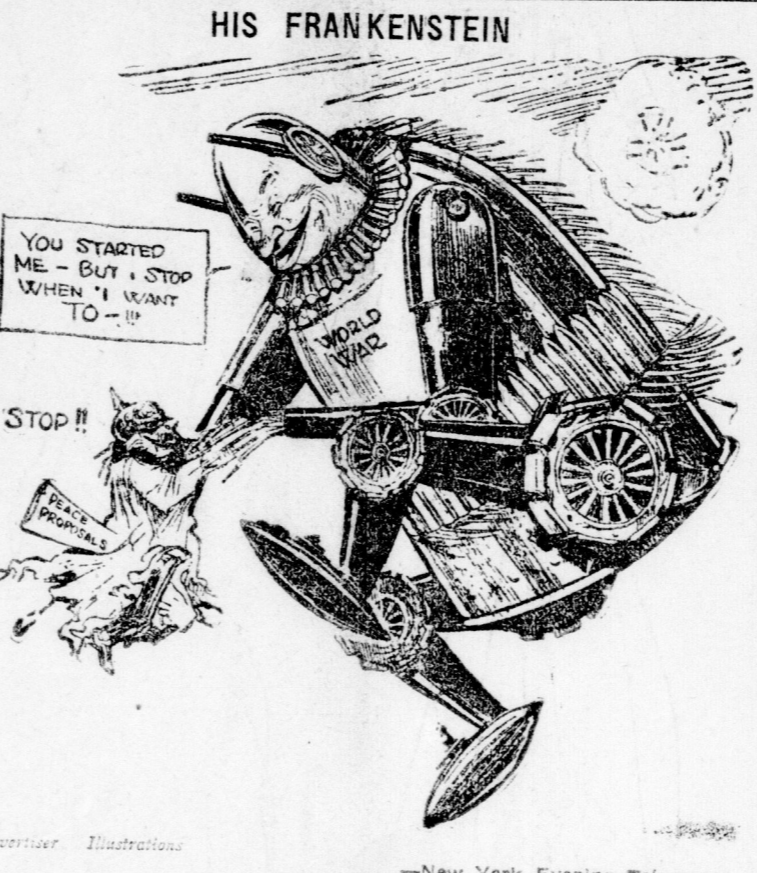
Sent to Trial in Connection With Burning and Burglary of Ingersoll Store.

[Special to The Advertiser.] Ingersoll, Jan. 4.—Walter Van Burridge, a London, Ontario, man, was arraigned today on a charge of burglary and arson in connection with the burning of the Ingersoll store.

South Africa Has Contributed Nobly To Allies' Campaign

Union Has Been Generous With Men and Populace With Money.

GOOD-BYE PEG-TOPS AND PINCH-BACKS



HIS FRANKENSTEIN

ONTARIO GOVT. WILL REQUEST EXTENSION OF LEGISLATURE; LIBERALS FAVOR ELECTIONS

BORDEN ADOPTS LIBERAL PLANS FOR THE OCEAN

SOUTH AFRICA HAS CONTRIBUTED NOBLY TO ALLIES' CAMPAIGN

KAISER'S CHANCELLOR NOT DISTURBED BY RUSSIA'S REJECTION

CONSTITUENT ASSEMBLY TO OPEN JANUARY 18

COMMISSION MAY TAKE OVER DISTRIBUTION OF FUEL HERE

Utilities Board Meets Today to Centralize Work.

DOCTORS FIND SUFFERING

THOUSANDS OF CARS ON AMERICAN ROADS FOUND SIDETRACKED

U. S. Government Is Rushing Repairs on Rolling Stock and Engines.

ARTILLERY HAMMERS THE FRENCH FRONTS

CARDINAL ASKS PRAYERS FOR ARMIES OF EMPIRE

THE WEATHER

EMERGENCY COAL SHIPMENTS ANNOUNCED BY CONTROLLER; PROMISES MORE FOR ONTARIO

McGrath's Representative Says There Will Be Quick Delivery of Fuel for Province's Cities and Towns in Distress. But Maintains That Drastic Measures Are Unnecessary.

HELP FOR ONTARIO. Speaking more particularly of conditions in Ontario, the assistant fuel controller said that a considerable quantity of premium coal for quick delivery to fill emergency calls had been placed at the disposal of Mr. Harris of Toronto, the representative of the fuel controller for Ontario.

MUNITIONS DEPOT EXPLOSION KILLS 2 THOUSAND COSSACKS

THE WAR SITUATION

HAIK ADVANCES BRITISH LINES SOUTH OF LENS

50,000 SLACKERS IN THE UNITED STATES

ARTILLERY HAMMERS THE FRENCH FRONTS

THE WEATHER

A Soldier's Executor

Head Offices of THE CANADA TRUST COMPANY 416 RICHMOND STREET

Next Huron & Erie Offices



If you contemplate service in any branch of Canada's army and find it advisable to arrange your affairs accordingly...

In case the worst should happen, you cannot better assure the careful and economical administration of your estate...

You are invited to call or write, without cost or obligation on your part, regarding this or any other trust or investment business.

CANADA TRUST COMPANY

LONDON (Two Branches) and ST THOMAS

Managed in connection with the Huron & Erie Mortgage Corporation

T. G. Meredith, K.C., President Hume Cronyn, General Manager

RED CROSS DRIVE FOR LONDON WILL BE HELD SHORTLY

Six Weeks Will See Campaign Under Way to Aid Local Work.

WAITING ON GOVERNMENT Question of Patriotic Fund Co-operation Being Held in Abeyance.

London will have another Red Cross campaign within the next month or six weeks to raise funds for the carrying on of the work locally during the coming year.

Concerning this Mr. Silverwood says: "We feel assured that the citizens will stand behind the Red Cross, just as they have done in the campaigns of the past two years."

"HOW IS YOUR LIVER?" No question is more important. As your liver is, so are you.

To the Electors of London Township I respectfully solicit your votes for Second Deputy Reeve 1918, after five years' experience as Councillor.

Edward Douglas

FUR REDUCTION. Our large stock of furs of all descriptions must be closed out.

B. SHAPIRO Successors Western Fur Company, 324 Dundas. Open Evenings. Opposite Armistice.

Reliance Garage

Service Station

HOUSEHOLDERS, SING PRAISES OF COAL DEALERS WHO MAKE GREAT EFFORTS TO SUPPLY FUEL

Appreciate Efforts Being Made to Make Scanty Shipments Go as Far as Possible in Relief of Possible Shortage.

Strange as it may seem one hears many persons singing the praises of a few of the coal dealers these days. These praises are sung to the retailers who are looking after their host of old customers in the best way they can, and are being sung up their shipments in small lots in an effort to make a saving in the streets.

It is not uncommon to hear a household state that he was just putting the last shovelful on the furnace when his dealer sent around a quarter of a ton. These are the dealers, and half-ton. These are the dealers, and half-ton.

SOME BRAVE GIRL HAS A CHANCE TO VOLUNTEER TO SERVE IN ARMY OF BENEDICTS IF SHE ANSWERS PLEA

Lockport, N. Y., Man Wants Wife, But She Must Be Canadian, and Brave.

Now girls, gather closer. Here's an earful for you. Today, Gordon Philip, commissioner of industries, received the following communication from City Clerk Sam Baker, who in turn received it from an American, Mr. Philip answers: "Mr. Baker is a joker to work this off on him, but that is not the story."

W. O. R. VOLUNTEERS GO TO ST. THOMAS BARRACKS TODAY

Company Takes Over 91st Barracks.

PREPARED ON THURSDAY Party of Thirty Left Then To Fit Up Quarters in the Railway City.

ONLY ONE "BROMO QUININE" To get the genuine call for full name LAXATIVE BROMO QUININE. Look for signature of E. W. Grove. Cures a cold in one day. 30c.

TRUSTEE LANGFORD TO BE CHAIRMAN OF SCHOOL BOARD Slated for Head of That Body This Year.

GRIP FOLLOWS THE SNOW. LAXATIVE BROMO QUININE Tablets taken in time will prevent Grip. E. W. GROVE'S signature on box. 30c. 12-v

BOLSHEVIKI SOUNDING PERSIAN GOVERNMENT FOR ARMY WITHDRAWAL London, Jan. 4.—The Bolsheviki foreign minister, Leon Trotsky, is said by the Petrograd correspondent of the Exchange Telegraph Company, to have sent a communication to the Persian Government offering to begin negotiations for the withdrawal of Russian troops from Persian territory provided Turkey will withdraw hers.

SMALLMAN & INGRAM

CORTESE ORCHESTRA—Saturday afternoon. Balcony and Tea Room.

SMALLMAN & INGRAM

Tomorrow---First Saturday's January Sale



To those who have waited for these great New Year sales, this announcement brings tidings of great joy, and to all who watch and read opportunities unusual to the most astonishing degree.

All Ladies', Misses' and Children's Winter Coats 1-4, 1-3 and 1-2 Off

Here are all the new winter coats of marked Russian influence, the fashionable fur-trimmed coats, exquisite materials, new collars, new sleeves and all that is new, all that is extremely good.

But, nevertheless, they must be sold. The white sale reminds us that our season is turning, and our efforts are now centred upon the selection of garments for spring, for which the racks must be cleared. Hence these radical reductions on all coats—velour, broad-cloth, seal plush, fur trimmings, bandings and large fur collars, also tweed coats with large collars, patch pockets, belts, etc. Every coat reduced one-quarter, one-third to one-half. Sale prices \$7.95, \$10.50, \$13.95 to \$50.00

Another Purchase of Sweater Coats On Sale Saturday at About Half-Price \$2.79

One table, about 165 Ladies' and Misses' Sweater Coats, same style as last sale lot, made by the same maker; another clearing of seconds, and are about half the price of regular stock; the defects, as you know, are slight and not noticeable; colors in this lot are grey, khaki, brown, maroon and cadet; sizes, ladies', 32 to 42; misses', 6 to 12 years. Sale Saturday morning \$2.79

Leather Goods Specials

- Ladies' Leather Hand Bags, Morocco grain, leather covered or gunmetal frames, nicely lined and fitted with coin purse and mirror. Special 98c Collapsible Wash Bowls for soldiers, etc., made of rubber and folds up into case, with soap box and wash cloth. Price \$2.75 Soldiers' Writing Outfits, pad, envelopes and French and English dictionary, in waterproof case. Special \$1.50 Men's Three-Fold Billfolds, place for bills, car tickets, passes, cards and change. From 75c to \$5.00 Playing Cards in leather case 38c and 75c each



At Notion Counter

- Cash's Woven Names, for marking linen, underwear, hosiery, handkerchiefs, etc., for soldiers, school girls, nurses and college students, etc. The value of articles lost through faded ink markings far exceeds the cost of woven tapes; colors are permanent and always readable. Full 1 name, three dozen for \$1.00, or six dozen for \$1.50, twelve dozen for \$2.25; two letters only, six dozen 30c, twelve dozen 50c Celluloid Rings for knitting bags, good heavy stock in shell only, oval or round 35c, 65c and 75c pair Celluloid Knitting Needles for knitting socks, shell, 7 or 9 inches long. Per set 20c and 25c Knitting Needles for knitting sweaters or scarfs 25c and 35c set Knitting Ball Holders 25c each Knitting Needle Shields 25c each

Ladies' Underwear

- Vest lengths for crocheted yokes, cotton and lisle. Each 35c and 60c Cotton combinations, light fleeced, high neck, long sleeves, drawers ankle length, open; sizes 34 to 38. Price \$1.75 suit SECONDS, 69c—Fine Cotton and Union Vests, low neck, short sleeves, manufacturer's seconds; sizes 34 to 44. Sale price 69c

Clearing of Underskirts, \$1.75

One table of Underskirts, an assortment of odd and broken lines in moereen, sateen and taffetine, in colors and black with floured flounce, also in all black. Special 98c to \$1.75 each

Infants' Wear

- Infants' Silk and Wool Vests, buttoned front, sizes infants to 2 years. Special 35c Children's Bloomers, elastic knee and top, white only, sizes 1 and 2 years. Special 29c

Saturday in the Basement

- BALANCE OF SLEIGHS TO CLEAR AT LESS THAN HALF PRICE. 23 Boys' and Girls' Sleighs to clear. Some at less than half price. 11 only Boys' Sleighs at 15c 12 only Boys' and Girls' Sleighs at 59c A ZINC-RUB WASHBOARD AND THREE DOZEN CLOTHES PEGS, FOR 39c. 50 only Best-Quality Washboards, with zinc rub, and 3 dozen Clothes Pegs, for 39c BANNER ASH SIFTERS, \$3.49. 6 only to clear Dustless Ash Sifters, best galvanized iron. Special at \$3.49

Late Shipment of Nut Crackers and Pick Sets, 29c

SPECIAL SALE SATURDAY MORNING. 144 only sets of Nut Crackers and Picks, one cracker and six picks in a box, heavily polished and plated. Special at 29c per set

SKIRTMAKING, \$1.89. See models in Dress Goods Section. Four styles, made to measure \$1.89



Boys' Overcoats, \$8.75

A very big bargain in Boys' Overcoats on Saturday, 25 only in the lot at a price that should clear them in an hour. This is the best value we have offered this season, as they are all the old materials and are worth more today wholesale than the price quoted here.



Men's Overcoats, \$14.95

The men also will find great value here Saturday in Overcoats. One lot of extra good quality at a very special price. These are tweeds and meltons with shawl, convertible or velvet collar, plain box back and belted back, good heavy winter-weight Overcoats, well made and proper in style; a clearing of broken lines previous to stock-taking. The sizes range from 34 to 46. It will pay you to see these coats on Saturday. Price \$14.95

Special Sale of Men's Underwear; Shirts and Drawers at 75c Each



Men's Shirts and Drawers, winter weight, cotton and cotton and wool mixtures. Previous to taking stock, we will clear out all odds and ends of these lines at above price. About 100 garments, very serviceable underwear, comfortable and well made, not every size represented, but there are plenty of small sizes, a few medium and plenty of large sizes, so come early for your choice. All one price Saturday 75c garment

LADIES' WINTER COATS. Every coat reduced one-quarter, one-third and one-half off. —Second Floor.—

SMALLMAN & INGRAM LIMITED

It's the 'Straight Up and Down' Proposition With the Values 'Up' and the Prices 'Down'

A Whirlwind of Bargains in Men's and Young Men's **Overcoats and Suits**

You men who know a good thing when you see it, here's your big opportunity. We have never seen, and you have never seen, such a colossal clearance of high-grade clothing as we now launch forth in this climax of value-giving.

Overcoats and Suits of distinguished worth and character have been ruthlessly reduced until sale prices cannot cover cost of materials and labor. As every man knows, the Grafton kind of clothing represents the best quality of fabrics plus the most skilled workmanship of the tailoring craft.

Just a glance at the list of remarkable prices below, compare them with the clothing you'll see here, then ask yourself whether you can really afford to miss these rare opportunities.



Boys' Overcoats	Overcoats	Suits
Now.		
\$5.00 Kiddies' O'coats, \$3.98	\$12 values now \$ 8.98	\$10 values now \$ 7.98
\$6.50 Kiddies' O'coats, \$4.98	\$14 values now \$10.98	\$13 values now \$ 9.98
\$7.50 Boys' Overcoats... \$5.98	\$16 values now \$12.98	\$16 values now \$11.98
\$8.50 Boys' Overcoats... \$6.98	\$18 values now \$13.98	\$18 values now \$13.98
\$10 Youths' Overcoats... \$7.98	\$20 values now \$14.98	\$20 values now \$14.98
\$12 Youths' Overcoats... \$8.98	\$22 values now \$15.98	\$22 values now \$16.98
\$15 Youths' Overcoats, \$10.98	\$25 values now \$18.98	
\$16 Youths' Overcoats, \$12.98		
\$18 Youths' Overcoats, \$14.98		

KNICKERS AND BLOOMERS Away Down in Price

Every boy knows, and mothers, too, that an extra pair of pants is equal to another suit. These garments are now rushed forward in time to create a stirring economy sale right at the time when boys need them most.

All the good fabrics are represented in these lots, and patterns and sizes are complete. Come and buy while the buying is extra good.

75c values now 68c	\$1.15 values now 98c	\$1.75 values now \$1.48
90c values now 78c	\$1.50 values now \$1.38	\$2.00 values now \$1.68
\$1.00 values now 88c		\$2.50 values now \$1.98

SPECIAL SALE OF KNICKERS AND BLOOMERS.

Men's Shirts

Out they must go to the tune of "clearance" prices.

Sir, it's a buying chance you'll probably never get again. The shirts are all of quality materials, sprightly patterns and perfect fitting.

\$1.00 Men's Soft-Front Shirts now..... 68c
\$1.25 Men's Soft-Front Shirts now..... 88c
\$1.50 Men's Soft-Front Shirts now..... \$1.00
\$1.75 Men's Soft-Front Shirts now..... \$1.25
75c Men's Work Shirts now..... 58c
\$1.00 Men's Work Shirts now..... 68c
\$1.25 Men's Work Shirts now..... 75c
\$1.50 Men's Work Shirts now..... \$1.00
75c Boys' Soft-Front Shirts now..... 50c
90c Boys' Soft-Front Shirts now..... 68c
\$1.00 Boys' Soft-Front Shirts now..... 75c
\$1.25 Boys' Soft-Front Shirts now..... 88c

Men's Mufflers

Here, again, prices have been "cut to the quick," and you are the lucky man to save. Mufflers that combine artistic designs and colors with long and serviceable wear.

\$1.00 Mufflers now 68c
\$1.50 Mufflers now 88c
\$2.00 Mufflers now \$1.48
\$3.00 Mufflers now \$1.98

MEN'S GLOVES

You'll need another pair, anyway, before the season's over, so why not get 'em now?

When these are gone there will be higher prices on the next shipment; prices are rising all the time, you know.
\$1.75 Men's Kid and Mocha Gloves now \$1.25
\$2.00 Men's Kid and Mocha Gloves now \$1.50
\$2.50 Men's Kid and Mocha Gloves now \$1.75
\$2.75 Men's Kid and Mocha Gloves now \$2.00
Wool Gloves 50c, 75c, \$1.00

Men's Pyjamas and Night Robes

Tell you what, these are bargains worth coming for. Did you ever see such quality ones as these selling at such unheard-of prices? Come, men, come to this great "value feast" and get your share, your full share.

\$1.00 Night Robes, etc., now 75c
\$1.50 Night Robes, etc., now 98c
\$2.00 Night Robes, etc., now \$1.48
\$3.00 Night Robes, etc., now \$1.98

Men's Hats

Never before were prices so overwhelmingly smashed.

It'll pay men to grab these "specials" whether they need a hat now or later. The hats are soft and stiff styles, and in all the newest shapes and shades.

\$2.00 Men's Hats now 98c
\$2.50 Men's Hats now \$1.48
\$3.00 Men's Hats now \$1.98
\$3.50 Men's Hats now \$2.48

Men's Sweater Coats

Are ticketed with most alluring sale prices.

These Sweaters were bought a twelvemonth ago, just before the wool market took the big jump. We could easily get three to five dollars more for them, but when we bought low we can afford to sell low.

Every man can find his particular style among them at the most extraordinary price saving the trade ever heard of.

\$2.00 values now \$1.25
\$3.00 values now \$1.98
\$4.00 values now \$2.98
\$5.00 values now \$3.98
\$6.00 values now \$4.98
\$8.00 values now \$6.98

Winter Caps

Every Cap in this vast collection is of the very latest shape and are made of pure, all-wool materials. A chance of a lifetime to buy a just-right cap.

75c Men's Fall and Winter Caps now..... 50c
\$1.00 Men's Fall and Winter Caps now..... 75c
\$1.50 Men's Fall and Winter Caps now..... \$1.00
50c Boys' Fall and Winter Caps now..... 25c
75c Boys' Fall and Winter Caps now..... 50c
\$1.00 Boys' Fall and Winter Caps now..... 75c

Men's Trousers

At unheard of low prices during this Sale.

Where are the men who want to buy new trousers? There must be hundreds of them. Let them come here and be fitted out with the best pants they've ever had and pay less than they have ever paid before.

Remember, these pants are expertly made of good-looking fabrics, and finished with or without cuffs, as you prefer.

\$2.00 Men's Trousers now \$1.48
\$2.50 Men's Trousers now \$1.98
\$3.50 Men's Trousers now \$2.48
\$4.00 Men's Trousers now \$2.98
\$5.00 Men's Trousers now \$3.98

Men's Neckties

At prices you would hardly believe possible

And you're all beautifully-fashioned ties, including the most favored designs for spring wear.

Four-in-Hands like these won't last long at these clear-away reductions:

39c Men's Neckwear now 25c
50c Men's Neckwear now 39c
75c Men's Neckwear now 50c
\$1.00 Men's Neckwear now 68c

Men's Socks

In heavy, medium and lightweight knits, all perfect fitting and wear-resisting. Socks that are marvels of value at the "zero" prices marked.

25c Men's Fine and Heavy Socks now..... 18c
35c Men's Fine and Heavy Socks now..... 25c
50c Men's Fine and Heavy Socks now..... 35c
75c Men's Fine and Heavy Socks now..... 50c

MEN'S UNDERWEAR AT "FINAL" REDUCTIONS

2-Piece Underwear

Why can we quote such ridiculously low prices? Simply because our stocks were bought one year ago, before the big "rise" in market price took effect. Oh, yes, it pays to be beforehand, as these clearance reductions indicate.

75c Men's Fleece-Lined Underwear now 50c, 59c
\$1.00 Men's Fleece-Lined Underwear now 68c
\$1.25 Men's Elastic-Ribbed Underwear now 88c
\$1.50 Men's Scotch Knit and Elastic Ribbed Underwear now..... \$1.00
\$2.00 Men's Scotch Knit and Elastic Ribbed Underwear now... \$1.50

Combination Underwear

Our prices are the wonder of the retail trade—they positively cannot be matched elsewhere at anywhere near these reductions. Don't you see how it works out to your economy, to buy now, and buy for years to come?

\$2.00 Men's Union Combination Underwear now \$1.50
\$3.00 Men's Combination Union Underwear now \$1.98
\$4.00 Men's Union Combination Underwear now \$2.98
\$5.00 Men's Union Combination Underwear now \$3.50

MEN'S RAINCOATS

Good ones, too, the kind that give the service demanded by men today, and keep their good shape at all times.

Prices cannot begin to purchase the makings alone, so greatly have they been reduced for this wonderful event.

\$8.50 Men's Tweed and Paramatta Raincoats now \$5.98
\$10.00 Men's Tweed and Paramatta Raincoats now \$7.98
\$12.00 Men's Tweed and Paramatta Raincoats now \$8.98
\$15.00 Men's Tweed and Paramatta Raincoats now \$11.98

GRAFTON'S

MANUFACTURERS OF
HIGH-GRADE CLOTHING

A PAGE OF GENERAL INTEREST TO WOMEN

SOCIAL AND PERSONAL

Mrs. McMullin of Gladstone avenue, St. Thomas, has returned home after spending a few days with friends here.

In honor of her daughter, Mildred, Mrs. Baker, Central avenue, entertained a number of young friends last Friday.

ADVERTISER PATTERNS



A SMART BUT SIMPLE STYLE. 2238—Dress with Bolero and with Sleeve in either of Two Lengths (for Misses and Small Women).

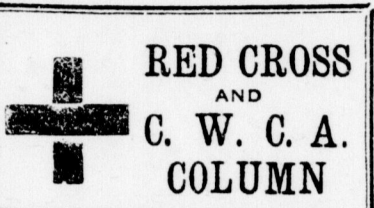
JIMMY COON STORIES

By Dr. Warren G. Partridge. Copyright 1917 by George Matthew Adams.

JIMMY COON HAS A BIG FIGHT. When Jimmy Coon frightened Mrs. Quail from her nest that dark night, he saw this beautiful sight. Twenty-two lovely white eggs lay in that pretty nest there on the ground, among the hazel bushes, under that fallen thorn bush.

Where Christmas Was Merry. Christmas is a joyous time for the most of us this year, with the shadow of the war hanging heavily over the land.

Central Military Hospital. The evening of December 1, with supper and concert at Central Military Hospital, was a very happy one.



RED CROSS AND C. W. C. A. COLUMN



Mr. Owl found he had struck a whirring of teeth and claws.

All Kinds FLOWERS For New Years WEST FLORAL CO. Phone 2187, 249 Dundas Street, 2xy

LIFEBUOY HEALTH SOAP Use Lifebuoy for the hands, the bath, the clothes, and the home.

VEGETABLES Brussels sprouts, box 20c Tomatoes, fine bush, per lb. 4c Celery, fine bunch, 10c Parsley, Watercress, Herbs, 5c

MAIN & COLLYER Telephone 2831, P. O. Box 275.



Link Economy with Production "Buy according to food values, save by purchasing economically, and to do this study food values"—National Service Board.

This illustrates the unusual amount of sediment of ordinary Cocoa unboiled, compared to the sediment of Cowan's Cocoa when boiled from 1 to 5 minutes.

These great fertile lands of Canada are playing and will play an enormous part in winning this world war. With their wonderful production and resources the Allies are dependent on them to a large extent for food supplies.



Sold also in attractive round 10-cent and half pound containers. Every can is filled with the same high grade Cocoa

COWAN'S COCOA— "Perfection Brand" Purest and Best

Gray's Limited Agents for the Ladies' Home Journal Patterns. 140 DUNDAS STREET. Phones 115, 116.

January Clearance Sale Items in the Ready-to-Wear Dept.

Women's Silk and Serge Dresses at Clearing Prices

A Taffeta Dress in a plain style, with sailor collar and over-collar of whiteorgette, two pockets, brown, green and navy in size 36 only, Copenhagen blue in sizes 34, 36, 40.

Sale price, \$7.75 Three Messaline Dresses in an attractive style; one dark brown, size 38; black in sizes 38 and 40. Regular \$18.50.

Sale price, \$12.50 Smart Serge Dresses in the new coat styles, sizes 16 and 18 only in navy, brown and black. Regular \$15.00.

Sale price, \$10.95 Fine Quality Serge Dresses, in a very attractive pleated style, pretty self collar, edged with braid, neat belt with large buckle, odd sizes to be had in brown, burgundy, green, navy and black. Regularly \$22.00.

Sale price, \$15.50 Ladies' Coats FORMERLY \$18.00 TO CLEAR AT \$9.95

Maribou Ruffs Reduced Maribou Ruffs in natural shade, good width; regular \$9.00. Reduced to... \$5.50

Ladies' and Children's Wool Hoods at Reduced Prices Snug Comfortable Hoods, to be had in navy, copen and cardinal, with wool ties; regularly 50c and 75c. To clear at... 39c and 49c

Flannelette Underskirts at 39c These are to be had in dark colored stripes; short lengths. Special sale price 39c

Small Children's Sweater Coats Reduced Navy and Cardinal Wool Sweater Coats for children from 1 to 3 years; regularly 75c. To clear at... 59c

White Habutai Silk Waists at a Special Price These are made of good quality silk, the kind that washes and wears well, new style with a double row of buttons in front, double stitched seams, sailor collar, and front neatly hemstitched, obtainable in sizes 34 to 46. Specially priced at... \$1.98

Gray's Limited Agents for the Ladies' Home Journal Patterns. 140 DUNDAS STREET. Phones 115, 116.

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McCAFFERY SENDS CIRCULAR LETTER TO CLUB MAGNATES
Asks Opinions on Advisability of Operating in 1918.

Toronto, Jan. 4.—President J. J. McCaffery of the Toronto International League Baseball Club, has sent out a circular letter to the clubowners of the league asking their opinions as to the advisability of operating next season. Replies are expected within the next few days. It is probable that an informal meeting of clubowners will be held before the gathering of the league set for February 12 at New York.

Mr. McCaffery rather favors the resumption of play next season. It can be done economically, but without resorting to measures which would alienate public interest and bring about further loss of prestige to the league.

It is practically certain that when the February meeting is held Richmond will be dropped from the circuit, but not without substantial opposition on the part of the Southern owners. When the Virginia metropolis was first admitted to the circuit certain of the other clubs were in financial difficulties and the Virginians were assessed somewhat heavily for the franchise, the sum thus derived being diverted to the uses of the needy clubs. Hence the anticipated opposition from Richmond.

The disadvantageous geographical location of the Southern city is also a factor not in its favor. Syracuse will likely get Richmond's berth, and it is expected that a syndicate of Buffalo clubmen will take over the Buffalo club, which finished \$15,000 "in the hole" last season.

Wanderers May Yet Drop Out of National
Resignation Has Been Refused by League, But

MONTREAL, Jan. 3.—The National Hockey League schedule will be played to the end, so President Frank Calder announced this evening, after the meeting of the league here to consider the situation with reference to the Wanderers club, following the destruction of the arena by fire yesterday, but the Wanderers may be out of it for the remainder of the season. President Sam Lichtenhein, after having asked for players from the other clubs to help out the Wanderers, and being informed that they were not so well manned that they could afford to release any of their players, formally tendered in writing the withdrawal of the Wanderers from the league. The resignation was not accepted, as the other representatives contended that the Wanderers should finish out the season as agreed upon at the beginning. President Lichtenhein stated that the Wanderers' English-speaking patrons would not follow the team to the Jubilee rink, where the arena is gone, as the public rink is in the east end of the city.

The Wanderers' final decision is looked for Saturday night, when they are scheduled to play Toronto. The Canadians have notified Ottawa that they will play their match Saturday night at the Jubilee rink here.

WITH THE BOWLERS

The Maroons took two games from the Nationals in the City League fixtures at the National alleys on Friday night. The opening round was a close one, the Maroons winning by one pin. They recovered and collected the second game by a good total, but dropped the final one by their scheduled game at the arena. The other scores, while not high, were good.

The scores follow:

Maroons		160	144	463
Catalano	158	175	171	504
Sansone	176	203	177	556
F. Mascari	174	181	187	542
P. Mascari	174	181	187	542
Totals		653	738	671-2082
Nationals		157	197	370-431
McCormick	171	146	181	498
Kearny	143	161	164	468
Crawford	181	169	180	530
Totals		652	567	678-1897

TORONTOS WILL SUE WANDERERS UNLESS THEY PLAY SATURDAY

Will Demand Holmes and Hyland or Macdonald Be Given to Them, Too.

Toronto, Jan. 4.—The Toronto Professional Club, which entered a writ against the Wanderers if the Montreal club does not put in an appearance tomorrow night, for their scheduled game at the arena. It is also announced that the local club will force the payment by President Lichtenhein of the \$500 forfeiture bond. In the division of the Wanderers' players, the Toronto will demand that Holmes and Hyland or Macdonald be turned over to them.

JIMMY SMITH TAKING CHANCE ON BASKETBALL

New York, Jan. 3.—If John McGraw desires to make use of the services of Jimmy Smith, the young second baseman, who was formerly with Toronto, he had better send Jimmy word to quit the Intercounty Basketball League, a professional organization in the Pittsburgh section.

Smith has signed to play for Lathrop. Major league managers have learned that basketball is not the best kind of an activity for a ball player. Hans Wagner was robust enough to handle himself in any kind of basketball company, but Smith had better quit the poor game. Jimmy stands little chance of being drafted, for he is the sole support of his mother and other dependents, his father having died last month. If Herzog goes Jimmy may be needed badly.

JOCKEY WALLS RECEIVES DANGEROUS INJURIES WHEN MOUNT STUMBLES

New Orleans, La., Jan. 4.—Jockey George Walls is in a critical condition at the Hotel Dieu today as a result of a fall sustained at a harness track yesterday. Walls is suffering from fractured skull, and doctors attending him hold out but little hope for his recovery.

Walls had the mount on Valerie West in the second race, in which a field of 14 starters faced the barrier. As the horses swerved around the turn and into the home stretch, Valerie West fell, and Jockey Johnson, with Stevens up, stumbled over her. Stevens escaped with a few minor cuts, but Walls was unconscious and was removed at once to the emergency hospital at the track.

Valerie West's foreleg was broken, and it was necessary to destroy her.



DOWLER'S Great Mid-Winter Sale



Will Be in Full Force Saturday Morning, January 5, 1918
WONDERFUL BUYING OPPORTUNITIES

Regardless of the unquestionable shortage of fabrics and the unprecedented sky-high prices staring every merchant in the face, in fact, quotations for next winter on scores of lines of men's and boys' apparel are from 20 to 50 per cent higher than for this season. Right in the teeth of these conditions we will inaugurate our greatest of all mid-winter sales.

To those who can spare the money, we advise **BUY YOUR WHOLE NEXT WINTER SUPPLY HERE AT THIS SALE.** There never was a time in your life when buying ahead saved you so much money.

Overcoats Overcoats Overcoats

Great Money-Saving Opportunities

\$7.65 REDUCED FROM \$10.50 and \$12.	\$11.85 REDUCED FROM \$15.00 \$16.50 and \$18.00.	\$14.85 REDUCED FROM \$18.00 \$20.00 and \$22.50.	\$18.95 REDUCED FROM \$23.50 \$25.00 and \$28.50.
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Heavy Driving Ulster at actually less than the present price of the cloth; these coats are all desirable styles, not old culls; sizes run from 35 to 42. Not all sizes of any one color; mostly double-breasted, with shawl or two-way storm collars.

Usters, Slip-ons, Chesterfields and a few belters, unusual offering of worth while overcoats, excellent fabrics and smart styles, well tailored, sizes for all, but no one range with all sizes. Come for real overcoat bargains.

Belters, Usters, Chesterfields, body fitters and loose boxy overcoats. You'd be tickled to get such bargains as these some years ago. Now with such advances staring you in the face, here is your opportunity to get new styles and reliable fabrics at great savings; sizes for all.

Supreme Overcoat offering of winter 1917-18, high grade fabrics, latest approved styles, overcoats for men of all sizes, styles for men of all builds, short men, tall men, stout men can all get the outer garment they desire in this great offering of wonderful overcoat bargains.

Such Fabrics as These Will Be Scarce Even at Any Price in the Coming Season

\$23.65 REDUCED FROM \$27.50 and \$32.00.	\$27.65 REDUCED FROM \$32.50, \$35, \$40.	\$10.85 REDUCED FROM \$14.65 and \$15.00.	WOMBAT FUR COATS \$28.50 and \$33.75 REDUCED FROM \$38.50 and \$42.50
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High Grade Overcoats of imported English and Scotch fabrics, better styles, double-breasted usters, classy chesters, body fitters and boxy coats, real style for little money, sizes here from 34 to 46.

It's a shame to put these overcoats in a sale, but it's our policy of merchandising. These are beautiful rich garments of unusual merit, elegantly styled and expertly tailored.

Here are great bargains, curl or quilted linings, good black shells, fur collars.

Other lines fur collar coats, \$18.00, \$22.50 and \$25.

MEN, BUY TROUSERS NOW

These are 1914 prices, and are far less than present wholesale quotations; every pair guaranteed to give satisfaction.

\$1.28—Reduced from \$1.68—\$1.28.
\$1.89—Reduced from \$2.50—\$1.89.

Not more than two pairs to any one customer.

REGULARS AND STOUTS.
\$2.39—Worth \$3.50—\$2.39.
\$2.89—Worth \$4.00—\$2.89.

These are real trouser bargains, other houses may quote prices, but they cannot compete with these values.

REGULARS AND STOUTS.
\$3.29—Worth \$4.50—\$3.29.
\$3.89—Worth \$5.00—\$3.89.

Men's \$1.65 Black and Blue and White Stripe Overalls, with bib and braces, smocks to match, made big and roomy, railroad style. Special per garment.....\$1.35

Canada's Best Union-made Overalls, all colors, per garment.....\$1.75

Men's Suits Young Men's Suits Suits for All Men

Here are some great Suit bargains grouped in the six following prices:

\$11.85 and \$14.85 Reduced From \$15.00, \$16.50 and \$18.00.	\$18.65 and \$23.65 Reduced From \$22.50, \$24.00 and \$26.00.	\$27.65 Reduced From \$27.50, \$28.00 and \$30.00.	\$32.50, \$35.00, \$36.00
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Great Snaps in Men's and Young Men's Suits, plain single-breasted, belt all around, belted back and body-fitting styles, dark and mid colors, neat patterns, also blue serges, sizes run from 32 to 44. Not all sizes in any one pattern, a great opportunity to save from one-quarter to one-third on a reliable well-tailored suit.

Here are Classy High Grade Suits, elegant fitters, well tailored, rich fabrics, fast colors, fancy weaves, and plain colors, checks, stripes, fancy patterns, plain greys, navy blue, black, green and plain brown, including suits from our best makers. Society and 20th Century Brands, sizes run from 34 to 46, regulars, belters, stubs, stouts and slims.

To the wearers of the best grade clothes this should appeal to your good sense of dress as well as the savings. These are suits that are all hand out, hand tailored, moulded to retain the shape. Some of these fabrics are off the market for next season. Don't wait too long, as the best ones will be picked up first. All correct styles, sizes 35 to 44.

CLEARING LINE MEN'S SUITS, \$7.89.
Reduced From \$10.50 and \$12.00.

About twenty suits in this lot, sizes 34 to 42. Not more than three suits to any one pattern.

We're going to turn our whole store into this sale. Very few lines will escape the cutting-down process. The year 1917 was our greatest of all. This and other branches by far exceeded the sales of previous years, and by far exceeded our expectations. Values count, and it's values that will make this store ring with business during the next few weeks.

Men's Sweater Coats 50 Per Cent Less Than Next Season's Prices

\$1.58 Buys a Good Union Sweater Coat with collar and pockets.	\$4.90 Buys pure wool Sweater Coats, full value today at \$6.00.	\$3.59 Buys a splendid Sweater Coat much below present value.
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Frieze Peajackets
Men's Frieze Pea Jackets, heavy wool lined, all sizes, double-breasted, storm collar.....\$9.00

MEN'S WORK COATS
Men's Heavy Canvas Work Coats with imitation sheepskin lining and corduroy collar, splendid line, each.....\$5.00

GREAT SAVINGS IN BOYS' CLOTHING

EXTRA! EXTRA!

Sale of Big Boys' Overcoats and Suits, regular \$8.50 to \$10.00. Fit ages 6 to 16. On sale at.....\$6.50

Boys' High-Grade Suits and Overcoats

Regular \$16.50 to \$14.00. In the Suits are fast dye blue serges, tweeds and fancy worsteds; in the Overcoats, elegant tweeds. All grouped at one price.....\$8.65

Children's Teddy Bear Knitted Wool Suits. Boys' extra heavy work shirts, each.....79c

\$3.50 Junior Suits, selling at.....\$2.39
\$5.00 Junior Suits, selling at.....\$3.78
\$4.00 Boys' Suits and Overcoats on sale, ages four to six.....\$2.89
\$6.00 and \$6.50 Children's Suits and Overcoats, on sale at.....\$4.19

Mothers! Here's a chance to save the price of a pair of bloomers. Three pairs for actually the present value of two pairs.

Splendid quality Tweed Bloomers, sizes 25 to 34, well made, lined throughout, worth fully \$1.50, any size, lots of patterns.....96c

Extra quality Boys' Bloomers, sizes 25 to 35, lined throughout; some have governor fasteners at knee; most of these lines are worth now \$2.50; a big lot grouped at one price.....\$1.19

Boys' Houses, 65c
Boys' Sweaters clearing at.....35c
Boys' 50c black Hose, on sale at.....29c pair

Boys' Sweaters, worth \$1.00, on sale at.....75c
Boys' 75c Shirts, assorted patterns, to clear at.....59c
Boys' Mitts and Gloves at special prices.

Boys' Sweater Coat Clearing Lines

\$1.19 Buys a Boy's Sweater Coat worth \$1.50.	\$2.39 Buys a Boy's Sweater Coat worth \$3.50.	\$3.99 Buys a Boy's Sweater Coat worth \$5.00.
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IN SEASONS TO COME YOU'LL BE SHOWING YOUR FRIENDS SOME OF THESE BARGAINS YOU PURCHASED AT Dowler's 1918 Great Mid-Winter Sale

SALE OF 1,000 MEN'S SHIRTS

Sale of men's neat stripe Dress Shirts; also plain white.....79c; 2 for \$1.50
Sale of men's soft and stiff, cuff Necktie Shirts.....\$1.15; 2 for \$2.25
Only twice each year can you get such shirt bargains and that only at Dowler Stores shirt sales.

SURPRISING BARGAINS IN MEN'S SOCKS

2,200 pairs Men's Heavy Rib Work Socks, brown and white, worth today 45c, on sale per pair.....29c
Twelve dozen Heavy Rib Work Socks, to clear at per pair.....22c
Forty dozen Black Cashmerette Socks, regular 35c, to clear.....25c
Men's Black Liama Cashmere Socks, scarce goods, per pair.....50c
Men's extra quality Black Worsted Socks, pure wool, 65c quality. Special.....50c

Men's Heavy Rib Socks, Penman's make, a real wearer, per pair.....50c
Fine Silk and Wool Socks, all sizes, 75c to \$1.00
Men's English Cashmere Socks, pure wool, all sizes, worth today 85c, special value.....29c
Men's Heather Rib Socks, worth 60c Special goods, per pair.....35c; 3 pairs \$1.00
Hanson's extra quality pure wool Trench Socks.....50c, 60c, 75c
Men's Oxford Grey Rib Worsted Socks, great wearers, per pair.....65c

BUY YOUR NEXT WINTER'S UNDERWEAR AT THIS GREAT SALE Extra For 96c

Men's heavy-ribbed Shirts and Drawers, all sizes, sale price.....69c
Men's heavy-ribbed Shirts and Drawers, regular \$1.25, on sale per garment.....96c
Men's flat-knit Mechanic Shirts and Drawers, per garment.....58c
Men's combinations, spring-needle knit, regular \$2.50 and \$3.50, on sale at per suit.....\$1.89
Full stocks sizes Stanfield's heavy unshrinkable Shirts and Drawers, sizes 32 to 50.

A big clean-up of several broken lines and odd garments, Men's Shirts and Drawers, regular \$1.25 to \$2.00 per garment; sizes run from 32 to 44; all grouped in one lot at one price.....96c

Men's heavy rib combinations, all sizes, to clear at.....\$1.20
Penman's natural wool, all sizes, per garment.....\$1.20
Men's Combinations, fine spring needle knit, regular \$1.50, on sale.....\$2.89
Men's Silk and Wool Combinations, to clear per suit.....\$4.38

Men's Heavy Lined Mitts

Men's Muleskin Mitts, with cotton back, heavy lining and wrists, to clear.....45c
Men's heavy mule, wool-lined, knit wrists, a bargain per pair.....79c
Men's Horsehide Mitts, well lined with knit wrists, per pair.....95c
Men's Buckskin Mitts, well lined, a great wearer, per pair.....\$1.25
Men's Cordovan Leather Mitts, well lined, knit wrist, per pair.....\$1.00
Men's Gammet Mitts, leather faced, regular \$2.50, to clear.....\$1.59

R. H. & J. DOWLER, LIMITED
London St. Thomas Windsor

DAILY MAGAZINE PAGE

R. J. YOUNG & CO.

ADELE GARRISON'S NEW REVELATIONS OF A WIFE

Why the Loneliness of the Country Troubles Madge. I was shaking all over with nervous fear when I finally found myself alone after Dicky's proposal to change the wrist watch he had given me for one with a luminous dial.

TOMORROW'S HOROSCOPE BY GENEVIEVE REMBLE. SATURDAY, JAN. 5

Excepting for a most fortunate aspect between the Moon and Saturn this promises to be a day on which negative influences may be expected to prevail.

WINIFRED BLACK Writes About SOME SENSIBLE GIRLS

The high school girls of a western city have started a chain of clubs. They call them "The Sensible Societies" and any girl who belongs to them must not rouge, powder, use lipstick on her hair, wear tight shoes, and never, never do her hair on the top of her head until after she has graduated from high school and gone right out into the great wide world.

SECRETS OF HEALTH AND HAPPINESS Laughter a Sign of Well-Being--Also Its Valuable Aid

Health has its symptoms, no less than disease. It may be that these symptoms sometimes seem to be unaccountable, but that is not because they are unaccountable, but that there is no adequate explanation of them.

How To Improve Your Beauty With the Right Coiffure

Women are at last developing sufficient independence to choose the style of dress that suits their particular type rather than slavishly to wear any style that happens to be approved by fashion for a season.

Answers to Health Questions

Health has its symptoms, no less than disease. It may be that these symptoms sometimes seem to be unaccountable, but that is not because they are unaccountable, but that there is no adequate explanation of them.

January, 1918, finds us ready for another busy year. Knowing the condition of the market and the future scarcity of wanted merchandise, with ready cash and an open market, we have always been alert, and ready to take advantage of any special offerings.

Headquarters For Linens

- Full Bleached Tabling, neat designs, pure linen. Very special, per yard\$1.00
Bleached and Half-Bleached Tabling, spot and floral designs, good quality. Per yard50c
12 only Pure Linen Full Bleached Table Cloths, bordered\$2.69
15 Loom Damask Full Bleached Table Cloths, 54 x 54, hemmed. Special, each. \$1.00
7 only Linen Sets, Cloth 66 x 100, and one dozen Napkins in spots, rose and fleur-de-lis, neatly boxed. Per set. \$6.75



Special Sale of Women's Walking Skirts

- 54 only Ladies' Serge Skirts, in navy, black and brown, all wool French serge, plain styles with pockets, also pleated and braid-trimmed, high waist line, with belt; regular \$5.50 to \$6.50. To clear\$3.95
27 only Ladies' Silk Walking Skirts, in navy, black, dark green and brown, high waists with girdle, gathered backs and pockets, splendid quality of French taffeta and messaline silk; regular \$7.50 and \$8.50. Only\$4.95
18 only Ladies' Dresses in silks and all-wool serges, colors of black, navy, opean and brown; regular \$8.50 and \$10.00. To clear\$5.50

Dress Goods Department

- Check Worsteds; heavy quality for suits or skirts; small check, in blue, brown, purple, burgundy, green and red, 50 inches. Special\$1.50
Special in fine serge, heavy quality, in brown and navy blue, 54 inches wide; only limited quantity. Special\$1.25
Silk Poplin, a good range of colors in this excellent weaving silk, 36 inches wide. Special, per yard, \$1.49
Black Taffeta Silk, rich chiffon finish, heavy quality, one yard wide. Our special\$1.50

R. J. YOUNG & CO.

Three-Minute Journeys

Where a Single Column Marks Site of a World-Famous Temple. Among the famous ruins of man's known world, the Temple of Hera--in the days when it was in the days when it towered in its beauty we have means of knowing.

KITCHEN ECONOMIES

- FIVE DELICIOUS WAYS TO SAVE POTATOES.
Frying Croquettes. 1/2 cup of farina, 2 cups of tomato juice, 1 cup of bread crumbs, 1/2 teaspoonful of salt, 1/2 teaspoonful of paprika, 1 teaspoonful of butter, 1 egg.
Fried Rice. 3 cups of boiled rice, 1 cupful of tomato juice, 1 teaspoonful of chopped parsley, 2 teaspoonful of fat, 1 onion.
Hominy Balls. 2 cups of cold boiled hominy, 2 tablespoonfuls of melted butter, 1 beaten egg, salt, pepper, grated cheese.
Chestnuts With Tomato Sauce. 1/2 cupfuls of chestnuts, 2/3 cupfuls of stewed strained tomatoes, 2 tablespoonfuls of butter, 1 teaspoonful of salt, 1/2 teaspoonful of chopped onion.
Potatoes do not have to be the inevitable starched food to serve with a meal of the other starches--some of them.

Advertisement for Polly Perkins featuring a cartoon illustration of a woman and a man, with text: 'SO THIS IS LONDON, ONT. GOODNESS KNOWS IN HOMEBLY BUT THANK HEAVENS I GOT MY HEALTH! WHATS THE IDEAR OF YOU WEARIN' YER SILK HAT ON WEEK DAYS DARL PERKINS?' 'I AIN'T GONNA LET NONE OF THESE LONDON PEOPLE HAVE NUTHIN' ON ME, MAW!' 'YOUR PAPER, MOST HON PA!' 'SOON AS I GETS ACCUMATED IN GOUNA SHOW THIS TOWN SOME SPEED!' 'TOMORROW, AND EVERY SATURDAY, I, POLLY PERKINS, WILL APPEAR IN ADVENTURES RARE AND STRANGE. I LIKE LONDON--SO DOES ALL MY FAMILY. THEY ALL THANK YOU. AU REVOIR UNTIL TOMORROW. AFFECTIONATELY, POLLY PERKINS.' 'AUNT MAGGIE, WHO DROPPED IN FOR A TWO WEEKS VISIT FIVE YEARS AGO.' 'COUSIN DELICIA, QUEEN OF THE OPTIMISTS.' 'AUNT MAGGIE, WHO DROPPED IN FOR A TWO WEEKS VISIT FIVE YEARS AGO.' 'COUSIN ASHUR ULR PERKINS WHO SPEAKS FOR HIMSELF.' 'MR. WALET TO THE HON. PA.'

THE JANUARY SALE OF Fashion-Craft Clothes

STARTS TOMORROW--SATURDAY

200 Suits and Overcoats, Regular \$18, \$20 and \$22, at

Latest Colors and Weaves. All Colors Guaranteed.

\$12.95

Up-to-the-Minute Models and Styles, Standard, English, Extreme, Belted and Trench Models.

Reg. \$22 Garments at **\$15.95**

Reg. \$25 Garments at **\$18.95**

Reg. \$30 Garments at **\$22.95**

Reg. \$33 and \$35 Garments at **\$24.95**

Extra Special 50 BLUE CHEVIOT SUITS . . \$15.95

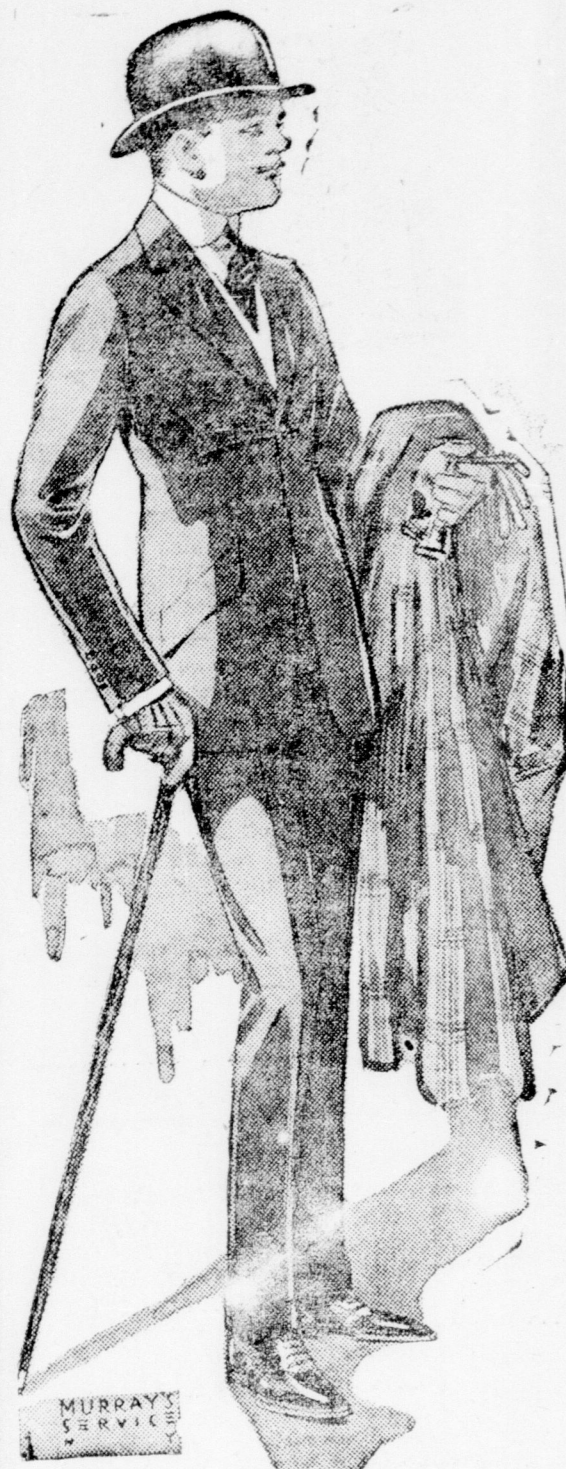
Colors Guaranteed. Regular Prices \$18.00 to \$20.00, at

We positively cannot now produce these lines at the factory at above prices. In view of anticipated shortage of woollens and continual rise in prices, a suit or overcoat in the famous Fashion-Craft quality, finish, style and fit, at these prices is an opportunity and investment you cannot afford to neglect.

Shop of Fashion-Craft

DUNDAS AND RICHMOND STREETS.

A. A. ALEXANDER, Manager.



At \$10.95

We will dispose of 50 Suits, Odds and Ends. Prices regular up to \$18.00.

10% Off

All Blue and Black Serges. Colors Guaranteed.

MAJORITY OF 750 FOR CONSCRIPTION AMONG AUSTRALIAN SOLDIERS

Majority Against Measure 170,000. Latest Figures.

MELBOURNE, Jan. 3.—(via Reuter's Ottawa Agency)—The latest returns of the referendum vote show a majority for conscription in the Australian forces of 750.

The totals of all classes of votes give a majority against conscription of 170,000.

CABINET OF SILVER FOR POPULAR TEACHER

GLENCOE, Jan. 3.—Miss Lillie McRobert, teacher in S. S. No. 2, Glencoe, having tendered her resignation, the pupils and parents met at the close of school and gave her a splendid send-off. A nicely-wrapped address was read to her on behalf of the pupils, expressing the esteem in which Miss McRobert was held in the section, and she was presented with a handsome cabinet of silver, containing 25 pieces of silver.

LORD RHONDDA WILL COMPEL RATIONING SOON FOR ENGLAND

No Alarm, But Must Tighten Belts.

LABOR HAS APPROVED

Congress of Workmen Has Pointed to Unfairness of Present System.

LONDON, Jan. 3.—Compulsory rationing is to be put into effect in England at an early date, according to Lord Rhondda, the food controller, speaking at Silvertown today. He prefaced his announcement by saying that he was afraid that compulsory rationing would have to come, and that it was on his way, and then declared that his department had completed a scheme, and that as soon as the sanction of the cabinet had been received it would be carried out. "There is nothing alarming in the situation," he said. "You have only to tighten your belts. The people of this country are undertaking like the privations in Germany. There have less than a pound of meat a week."

Going Strong for Oats. The food controller pointed out that the import of butter in November and December, 1917, amounted to only 3,000 tons, as compared with 30,000 tons in November and December, 1915. However, there has been an enormous increase in the production of margarine in England, and by June the expected production would be four times what it was in 1915.

Referring to the meat shortage Lord Rhondda said he did not want to commandeer cattle, but the machinery would be there to carry the cattle to market when the time came.

Shortage of Meat. There was going to be a great shortage of meat during the next couple of weeks, but after that he hoped the position would improve, considerably. Before the war 40 per cent of the meat consumed in this country was imported from abroad; today a large part of the imported meat went to the army and navy, and only 10 per cent for civilians. There was, however, no great shortage of meat at present, but the depletion in the country, it was feared, "would be a large supply."

"Food," said Lord Rhondda, "in my opinion should have priority of tonnage over all other goods. There has been an enormous increase in wages, aggregating over a hundred million pounds sterling a year, and this increases the difficulty of getting down the price of foodstuffs. The food controller strongly supported communal kitchens, and said that Government grants would be made where necessary to establish them. Incidentally, he disclosed the fact that Lady Rhondda got the Christmas dinner for her family from one of these communal kitchens, and that the food was quite good enough for anyone.

The director of meat supplies announced that Tuesday will be the meatless day in London and Wednesday in the provinces.

ACTUAL TURNOVER OF LAMBTON SOCIETY IS \$75,000 IN PAST YEAR

Splendid Reports Heard at Annual Meeting in Petrolia.

PETROLIA, Jan. 3.—The annual meeting of the Lambton County Co-operative Association was held in the council chamber today. About seventy-five delegates were present from all parts of the county representing the different clubs which are branches of the organization. Frank Hart of the co-operative branch of the department of agriculture, Toronto, gave an instructive address along co-operative lines. The association has made splendid progress in the last six months under the management of Anson Groh, and is in good financial condition and is doing extensive business with the farmers. The association has thirty-three charter clubs, with a total membership of 1,200, and a working capital of \$13,775. The business turnover amounted to \$75,000 in the last year.

MASONIC OFFICERS INSTALLED AT EXETER

EXETER, Jan. 3.—Officers of Lebanon Lodge, No. 132, were installed by Wor. Bro. H. S. Hurd, at the regular meeting at 7:30 p. m. at the Exeter Masonic Hall. The officers installed were: W. M., Bro. A. Hastings; S. W., Bro. W. W. Brown; J. W., Bro. R. N. Rowley; chaplain, Bro. James Beverley; secretary, Bro. R. N. Green; treasurer, Bro. W. W. Brown; C. H. Sanders, director of ceremonies; W. Bro. W. W. Tamm; S. D., Bro. N. Stanlake; E. Bro. E. J. Christie; J. S. Bro. R. Fowke; Tyler, Bro. S. Sweet; auditors, Wor. Bro. Joseph Davis and Bro. N. D. Hurd.

PATIENT KILLS DOCTOR

COLUMBUS, Ohio, Jan. 3.—Dr. Chas. Rauschko, 56 years old, was found murdered in his office early today. Henry Lyons, 30, declared by police to be violently insane, was arrested in the physician's office immediately after sounds of fighting were heard, and that he killed the physician because Dr. Rauschko had been treating him and "had him under his influence." The victim had been choked, beaten over the head with a chair and two large glass bottles, part of which were used to cut the physician's throat. When Lyons was taken into custody he was cutting his wrists with a piece of glass.

GUARDS FROZEN TO DEATH

NEWPORT NEWS, Va., Jan. 3.—Two soldiers, while doing guard duty here, are reported to have been frozen to death Saturday and Sunday night. Their death certificates say they died in discharge of duty. No official announcement is available.

RAILWAY PASSENGER SERVICE TO BE CUT ON ALL LINES JAN. 6

MONTREAL, Jan. 3.—Railway timetables and notices issued to the public on January 4 will announce the reduction in the passenger service, which will go into effect on Sunday. The curtailment of the passenger service is necessitated by the great volume of overseas and domestic traffic on the various roads in Canada, also because of the scarcity of labor and material for providing needed new equipment, and by the call for cars to haul coal supplies.

CANADIAN ADMIRAL AND OTHERS HONORED BY KING OF ITALY

OTTAWA, Jan. 3.—The following list of Canadian officers has been awarded decorations by the king of Italy: Admiral Sir C. E. Kingsmill, Grand Officer of the Order of the Crown of Italy; Captain George B. Bidwell, Officer of the Crown of Italy; Officer St. Maurice and St. Lazarus; Lieut.-Commander Charles J. Stuart, R.N.R., Officer of the Crown of Italy; Lieut. Alfred J. May, R.N.C.V.R., Cavalier of the Crown of Italy.

BRITAIN IS CAUTIOUS REGARDING SOUTH AFRICA

WASHINGTON, Jan. 3.—Ambassador Page at London today notified the state department that he had received information regarding the situation in South Africa, and that he was in communication with the British consul in the country of embarkation.

WILL SPEED UP BUILDING STEEL SHIPS IN CANADA

OTTAWA, Jan. 3.—That it is the purpose of the Government to speed up the construction of steel ships in Canada is the statement of Hon. C. B. Ballantyne, minister of marine and fisheries. During the continuance of the war and for some time thereafter the construction of steel ships in Canada for foreign registry will not be permitted.

GOVERNMENT WOULD NOT TAKE PACKING HOUSES

[Special to The Advertiser.] Ottawa, Jan. 3.—Inquiry as to the office of the food controller this morning elicited the information that there is no foundation for the statement made at Toronto by "Gideon Grant" that the government would take over the control of packing houses on March 1 next. Such action is not under consideration by the Government.

FOUR HUNDRED MEN GO TO ST. THOMAS FROM HERE TODAY

May Have To Stay There All Through Winter.

PTE. WILLIAMS GASED

Popular Young Soldier Is Reported To Be Dangerously Ill.

ST. THOMAS, Jan. 3.—It is understood about 400 soldiers will arrive in St. Thomas on Friday, and will be quartered at the barracks for the winter months. The troops are expected to arrive from London in the afternoon. Lieut. Chas. F. Stevenson, liaison and was wounded in all likelihood will be in command of the unit.

SCHOOL REPORTS

S. S. No. 23, LONDON. The following is the report of S. S. No. 23, London, for the year 1917: 111 and 112. Those names marked with an asterisk were absent for the Christmas examinations. 111—George Elliott, 53; Rhea Elliott, 53; Molly Feby, 50; Joseph Irons, 45; James McLaren, 42; Edith Rumble, 37. 112—John Sinclair, 55; Bert Pratt, 50; Allan Faunt, 37; Clifford Pearson, 30; Vera Terry, 27; Frank Bolman. 113—Betsy Irons, 41; Mary Mason, 41; Eva Pulham, 32; Hazel Stevenson, 35; Alec Feby, 35; Joe McLaren, 36; Agnes Watson, 35; Marion Faunt, 30; Thorold Neilson, 37; Victoria Kraul, 33; Betty Adam, 30; Laura Wilkins, 29. *Katie Sweeney. 114—Dora Bailey, 45; George Mason, 37; Jean Adam, 34; Thomas Wilkins, 33; Emelia Jensen, 32; Charles Frampton, 30; Wilfred Terry, 28.

A SURE FIG SEN

Laxative 10 and 25¢. Quality Stoves.

NUXATED IRON

Increases strength of delicate, nervous, run-down people 100 per cent in ten days in many instances; \$100 for full explanation in large article soon to appear in this paper.

100% ORFEL

Used and highly endorsed by former United States Senators and Members of Congress, well-known physicians and former Public Health officials. Ask your doctor or druggist about it.

CROWN BRAND CORN SYRUP

The most delicious of Table Syrups.

On bread, griddle cakes and biscuits. Fine for Candy-making.

In 2, 5, 10 and 20 pound tins—and "Perfect Seal" Quart Jars.

Write for free Cook Book.

THE CANADA STARCH CO. LIMITED, MONTREAL.

GET RID OF THOSE PIMPLES

Cuticura Soap and Cuticura Ointment will help you when all else fails. Nothing better for the skin. Sample of each free with 32-page skin book. Address Cuticura, Dept. S, Boston.

MOTHER OF NINE CHILDREN

Able to do Housework by Taking Lydia E. Pinkham's Vegetable Compound.

Do you ever have the "blues"?

That discouraged feeling often comes from a disordered stomach, or an inactive liver. Get your digestion in shape and the bile acting properly—then the "blues" will disappear. You will soon be cheerful, if you take

DEECHAM'S PILLS

the people's remedy for life's common ailments. They act thoroughly on the stomach, liver and bowels, and soon regulate and strengthen these important organs. Purely vegetable—contains no harmful drugs. Whenever you feel despondent a few doses will

Make Things look Brighter

Largest Sale of Any Medicine in the World. Sold everywhere. In boxes, 25¢.

HOTEL ST CHARLES

ATLANTIC CITY, N. J. (REPROOF) Entire Block on the Ocean Front. St. Charles Place to New Jersey Ave. Always open. Hot and cold sea water baths, sun parlors, Orchestra. Special fall and winter rates. NEWLIN HAINES CO.



FROZEN FOOT HEALED

Mr. William Jones, Trapper, of Oba, Ont., had a very badly frozen heel cured by Zam-Buk. Writing to the proprietors he says: "While on a long tramp I got one of my heels very badly frozen. By the time I got back to my shack the pain was intense. Fortunately I had some Zam-Buk on hand and applied it freely. The relief I felt was wonderful. I persevered until the pain and soreness and the swelling had disappeared. I am glad to say that I have had no trouble with it since."

If you suffer with that very painful ailment—chilblains—you will find nothing so good as Zam-Buk. Also for chapped hands, cold sores, cold cracks, eczema, old sores, blood-poisoning, piles, cuts, burns and scalds Zam-Buk cannot be equalled. All dealers or Zam-Buk Co., Toronto, 50c. box, 3 for \$1.25.



Save Food

If you cut down your food by one fifth, how can you still obtain the same amount of nourishment as before? The problem looks impossible, but it is not so in fact, for if you get more nourishment from the food you do eat you will solve it.

Take an instance. If there are 5 units of nourishment in bread when you buy it, you expect to get 5 units when you eat it. As a matter of fact you do not get that, because a good deal of the nourishment is lost, for it is not absorbed by the body.

There is a simple way to reduce this loss, a way tested and approved by the highest scientific authorities. It is to take Bovril.

The "Medical Times" says:

"The addition of a small teaspoonful of Bovril to the diet as a peptogenic before meals leads to more thorough digestion and assimilation and thus saves food."

"The diet may be then cut down from 5 to 4 and the body still be adequately nourished."

The above is an extract from the review by the "Medical Times" of the investigations on Food Economy conducted by Dr. J. Campbell, late Food Expert to the Metropolitan (London, England) Campaign for Food Economy.

Save the Nation's food and keep yourself well fed by taking a cup of Bovril as soup before meals, or by using a little Bovril in your cooking.

UNITED KINGDOM MAY BE FORCED TO FEED THE ARMY AND NAVY

Lloyd George Appeals for Increased Production.

CALL FOR MORE FIGHTERS

Minister of National Service Confers With Trades Unions.

LONDON, Jan. 3.—Premier Lloyd George has issued a strong appeal to the agricultural laborers of the kingdom to do their utmost to increase the production of foodstuffs.

The premier declared that the world shortage means that we may be compelled to feed the army and navy, as well as ourselves, on what we are able to grow at home.

Representatives of the Government and the trade unions met at Westminster today in what is considered a most important conference, to discuss the question of man power. George Nevill Barnes, member of the war cabinet, presided.

Sir Auckland Geddes, minister of national service, speaking in behalf of the Government, said that the position in the last six months had been completely altered by the Russian situation.

Ultimately the balance would be more than equalized by the American armies. During the intervening period, however, a great strain would be thrown on the country's resources.

After the closest scrutiny of the whole position, said the minister, the Government was convinced that it would be impossible to maintain the armies in the field unless a large number of men were recruited from the technical services, not merely for the technical units, but also for the fighting units.

The meeting was adjourned until tomorrow.

COAL SHORTAGE IS FELT AT THORNDALE

THORNDALE, Jan. 3.—There is considerable difficulty in securing coal in this district. The Farmers' Club has been expecting three carloads for some time, but it has failed to arrive.

The annual union of the East Middlesex Agricultural Society and the Women's Institute will be held in the hall of the Farmers' Club.

The A.Y.P.A. of St. George's Church was reorganized recently, with the following officers: President, Edwin Gumb; secretary, Miss Beatrice Palmer; treasurer, Miss Vera Woods; program committee, Mrs. Cumber, Miss Pearl Smith, Miss V. Woods, Lester Gumb and Miss M. Bryan.

KEEN INTEREST IN HENSALL ELECTION

HENSALL, Jan. 3.—The battle that is on here for the reeve ship is one of the keenest in years, and is arousing much interest locally.

The candidates, George C. Petty and John W. Orwin, are both men of long experience in municipal matters and popular.

The entertainment held in Carmel Presbyterian Church under the auspices of the Sunday school was largely attended and splendid success in every respect.

TO CUT OFF MANY TRAINS.

WASHINGTON, Jan. 3.—Hundreds of passenger trains on railroads east of the Mississippi River will be withdrawn from service under order soon to be issued by Director-General McAdoo, based upon specific recommendations made today by a committee of eastern passenger traffic officers.

JEWISH HOMELAND FUND.

NEW YORK, Jan. 3.—More than one-quarter of the first \$1,000,000 fund being raised for immediate needs in re-establishing a Jewish homeland in Palestine, has been subscribed, it was announced here tonight by Dr. Stephen S. Wise, chairman of the executive committee.



At the Majestic Today and Saturday Matinee Only.



At the Patricia Theatre today and Saturday. One of the latest productions in which Hart has starred.

W.M. HART

The Silent Man

William S. Hart, familiarly known as "Big Bill" Hart in "The Silent Man," is the screen attraction at the Patricia Theatre again today and Saturday.

"The Silent Man" is a synopsis of "The Silent Man." "The Silent Man" is a miner who for years has prospected the wastes of the vast Arizona desert.

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STRATFORD MEN ARE AWARDED TEMPORARY EXEMPTION BY JUDGE

Many Appeals Were Considered by Mr. Justice Clute.

STRATFORD, Jan. 3.—Mr. Justice Clute heard a number of appeals of local men this afternoon. The results are as follows: Norman Kaster, assistant superintendent Metropolitan Insurance Company, was refused exemption by the local tribunal, but later allowed until March 1. This was confirmed by Justice Clute, and he will report his service on March 1.

James A. Turcott, 189 Erie street, painter, allowed until Class 2 is called. He is the sole support of a widowed mother.

Peter F. J. Dolan, 75 Bay street, teller in the Bank of Nova Scotia, was the next applicant. Justice Clute announced that cases like this were enlarged until January 18 on instructions received by the deputy minister of justice pending a decision of the appellate court at Ottawa.

Henry C. Feehey, 119 Wellington street, collegiate teacher, allowed until May 1, 1918; Leo P. Walsh, 51 Dour street, woodworker, sole support of mother, allowed until class two was called; James A. Kane, 351 Brunswick street, woodworker, placed in category B on account of his eyesight.

Fred Kane, 401 Ontario street, was partly hurt at the McLagan furniture factory when a knife on a machine slipped. He received a deep laceration in his wrist.

Miss R. McQueen of the collegiate staff, is seriously ill in the hospital. Miss Clayton of Listowel is supplying temporarily.

Major J. W. Day, who returned some time ago from overseas, has resumed his duties as junior teacher.

GRAND TRUNK RAILWAY SYSTEM

Changes in Train Service

Effective Jan. 6, 1918, reductions and alterations will be made in the train service.

For particulars apply to ticket agents.

TRACTION COMPANY

SUNDAY CARS WILL BE DISCONTINUED ON AND AFTER SUNDAY, JANUARY 7, 1918, UNTIL FURTHER NOTICE.

LONDON AND PORT STANLEY RAILWAY

Timetable Effective Sept. 30.

TO ST. THOMAS—10:20 a.m., 12:20 p.m., 2:20 p.m., 4:20 p.m., 6:20 p.m., 8:20 p.m., 10:20 p.m.

TO PORT STANLEY—10:20 a.m., 12:20 p.m., 2:20 p.m., 4:20 p.m., 6:20 p.m., 8:20 p.m., 10:20 p.m.

Return except Sunday. *Limited train London to St. Thomas.

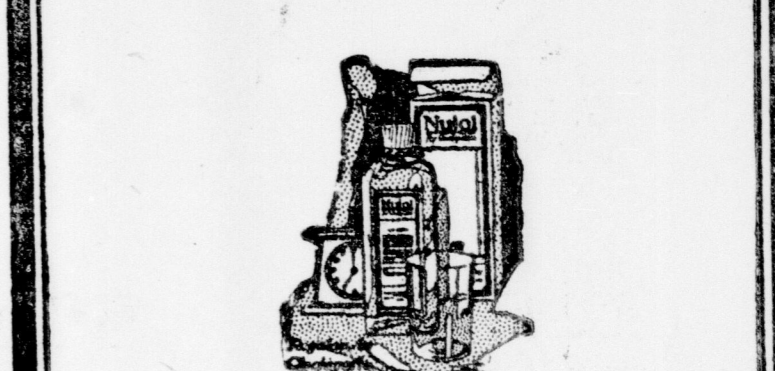
CUNARD LINE

PASSENGER SERVICE BETWEEN HALIFAX AND BRISTOL

For particulars of sailings and rates apply to Local Agents, or The Royal Reford Company, Limited, General Agents, 50 King Street East, Toronto.

MILLER-McCURDY.

EXETER, Jan. 3.—A pretty wedding took place at the home of Mr. and Mrs. Archie McCurdy, when their third daughter, Annie Mae, was united in marriage to Percy Miller of Hibbert. The wedding march was played by Miss Mary McCurdy, sister of the bride. The groom took his place under an arch of evergreens and flowers. Here he awaited the coming of the bride, who appeared leaning on the arm of her father. The ceremony was performed by Rev. D. Ritchie. The bride looked charming in a gown of ivory silk. She wore a bridal veil and carried a bouquet of carnations and roses. After congratulations a wedding dinner was served, and in the evening a reception was given. The guests numbered 130. The young couple will reside on the groom's fine farm in Hibbert.



Don't you hate to take a physic?

NUJOL will get you away from all of them!

It is absolutely harmless!

and will help you.

Try it.

Manufactured by STANDARD OIL COMPANY (NEW JERSEY)

NUJOL for constipation

NUJOL IS NEVER SOLD IN BULK. If your druggist hasn't Nujol, send \$1.00 for pint bottle to Canadian Selling Agents CHARLES GYDE & SON, P.O. Box 278, Montreal.

216 Dundas Street, Phone 880.

LIQUOR IMPORTERS ASKING GOVERNMENT FOR TIME EXTENSION

Prohibition of Manufacture To Be Considered by the Cabinet at Once.

OTTAWA, Jan. 3.—A delegation representing leading liquor importers in the Dominion waited on the Government shortly before 1 o'clock today to present their case in regard to the recent order-in-council prohibiting importation of foreign liquors. Under the order-in-council importation was prohibited on and after December 24. In the case of liquor already purchased, however, importation is permitted until January 31.

Liquor importers, it is understood, wish to have the latter time limit extended.

The delegation was introduced by Hon. C. C. Bellarskyne. Prohibition of the manufacture of liquor in Canada is to be considered by the war cabinet without delay, with special reference to the date on which such prohibition will come into effect.

W. J. HANNA ADVISES BIG STORAGE OF NATURAL ICE

Will Likely Be Shortage of Artificial Variety This Year.

OTTAWA, Jan. 3.—A statement issued from the office of Food Controller Hanna urges the importance of a large supply of natural ice being stored this winter, especially in small towns and country districts. An increased quantity of natural ice will probably be required, it is said by dairymen and other dealers in perishable food products, because the supply of artificial ice will be much reduced during the coming summer and next fall. Such reduction is anticipated in view of the greatly increased demand for ammonia, which is a by-product in connection with the production of illuminating gas and also on account of the coal shortage, which may reduce the supplies available for the operations of artificial ice plants.

Clearing Sale

Left-Overs of Christmas Stock

25 PER CENT OFF WOODEN TOYS.

25 PER CENT OFF BRASS GOODS.

20 PER CENT OFF HAND-SLEIGHTS.

NICKEL-PLATED KETTLES.

VACUUM BOTTLES.

Special Prices On Many Articles Not Mentioned.

Westman's Hardware

Clearing Sale

Left-Overs of Christmas Stock

25 PER CENT OFF WOODEN TOYS.

25 PER CENT OFF BRASS GOODS.

20 PER CENT OFF HAND-SLEIGHTS.

NICKEL-PLATED KETTLES.

VACUUM BOTTLES.

Special Prices On Many Articles Not Mentioned.

Westman's Hardware

BRUSSELS HORSE FAIR LARGELY ATTENDED BY BUYERS OF DISTRICT

Many Fine Animals Were Sold at Good Prices.

BRUSSELS, Jan. 3.—The monthly horse fair held here today was largely attended by buyers and others interested from all over the district. Some of the finest horses to be found in the Dominion are raised in this section and find ready buyers at good prices.

East Huron Board of Agriculture at its meeting here passed a resolution urging the district to engage a representative to promote agricultural interests. The matter has been considered by the council and has been voted down several times.

Owing to the shortage of fuel in this district the schooner will not receive until next Monday. Miss Kathleen Wilton, nee Mrs. Belle Henderson of Mrs. Nelson Cardiff had been caring for her brother-in-law, J. E. Presley, who was confined to a rocking chair near the fire by the nurse.

She had prepared a lunch for the nurse about midnight and apparently was stricken with heart failure soon after. She was 44 years old, and besides her husband leaves one son. The funeral will be held on Friday.

The proposal to reduce the train service of the London, Huron and Bruce line is anything but popular here. If the trains are cut off it will take two or three days to make the short trip to the John Bateman was called to Toronto to attend the funeral of his brother-in-law, J. E. Presley, who took a stroke of paralysis and expired a few hours after.

Pie Roy Thiel, who went overseas with one son doing duty overseas. Pie Roy Thiel, who went overseas with one son doing duty overseas.

Italian Birdman Has Airplane Which Will Travel Under Water.

NEW YORK, Jan. 3.—The Evening World published the following: NORFOLK, Va., Jan. 3.—Lieut. Renato, the Italian aviator, will endeavor shortly to add more items to his list of new kinds of a machine. Renato is preparing to fly his new Italian car which will dive under water as well as sail through the air. The machine is said to be the best of its kind in existence, and when submerged can go much faster than a submarine.

ITALIAN BIRDMAN HAS AIRPLANE WHICH WILL TRAVEL UNDER WATER

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Don't you hate to take a physic?

NUJOL will get you away from all of them!

It is absolutely harmless!

and will help you.

Try it.

Manufactured by STANDARD OIL COMPANY (NEW JERSEY)

NUJOL for constipation

NUJOL IS NEVER SOLD IN BULK. If your druggist hasn't Nujol, send \$1.00 for pint bottle to Canadian Selling Agents CHARLES GYDE & SON, P.O. Box 278, Montreal.

216 Dundas Street, Phone 880.

Two Phenomenal Week-End Specials

Don't hesitate! Don't delay! If you would get in on this wonderful week-end sale. Only a limited number of these Suites to be sold at these prices.

Solid Oak Dining-Room Suite Complete \$50

Bedroom Suite Complete \$24.50

SUITE COMPRISES

SOLID OAK EXTENSION TABLE, pedestal base, polished top, golden finish, extra well made\$14.75

SOLID OAK BUFFET, Colonial design, to match table\$20.00

SIX CHAIRS, 5 small and 1 arm, solid oak, genuine leather box seats\$13.75

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SIX CHAIRS, 5 small and 1 arm, solid oak, genuine leather box seats\$13.75

Juice of Lemons! How to Make Skin White and Beautiful

At the cost of a small jar of ordinary cold cream one can prepare a full quart pint of the most wonderful lemon skin softener and complexion beautifier. By squeezing the juice of two fresh lemons into a bottle containing three ounces of orchard white. Care should be taken to strain the juice through a fine cloth so no lemon pulp gets in. Then this lotion will keep fresh for months. Every woman knows that lemon juice is used to bleach and remove such blemishes as freckles, sallowness and tan, and is the ideal skin softener, smoother and beautifier.

Just try it! Get three ounces of orchard white at any pharmacy and two lemons from the grocer and make up a quart pint of this sweetly fragrant lemon lotion and massage it daily into the face, neck, arms and hands. It should naturally be white, soft, fresh and bring out the roses and beauty of any skin. It is truly marvelous to smoothen rough, red hands.

HEAD STUFFED FROM CATARRH OR A COLD

Says Cream Applied in Nostrils Opens Air Passages Right Up.

When the nostrils are clogged with mucus, the air passages of your head clear and you can breathe freely. No more yawning, snuffling, headache, dizziness. No struggling for breath at night; your cold or catarrh disappears.

Get a small bottle of Ely's Cream Balm from your druggist now. Apply liberally to the nostrils, antiseptic, heating cream in your nostrils. It penetrates through every air passage of the head, soothes the inflamed or swollen mucous membrane and relief comes instantly.

It's just fine. Don't stay stuffed-up with a cold or nasty catarrh—Adv.

Leftovers From the Christmas and New Year's Rush

WILL BE CLEARED OUT SATURDAY, MONDAY, TUESDAY

At Smashing Reductions

Don't fail to visit our store during this three-day sale if you want to save money on your footwear needs. Many lines of House Slippers, Shoes, Spats and Rubbers will be marked away down for quick clearance. See our windows. We list here only a few of the marvelous bargains.

Men's All-Felt Slippers, plain and pipe design on vamp; \$1.00 value. For 79c

Men's Wool Check Slippers, extra warm and comfortable; \$1.50 value. For \$1.19

37 pairs Men's Fine Black Kid Pullman Slippers, turn soles; \$3.00 value. They'll go quickly at.....\$2.23

Very special three-day sale of Men's Good Strong Boston Calf Shoes; wear like iron; neat styles; \$4.00 value. For\$2.98

Look, men! To get you acquainted with the comfort and wearing qualities of Neolin Sole Shoes we make you this special offer of a splendid line of high-grade Gummetal Lace Shoes with Neolin soles and rubber heels, full rounding toes; worth \$6.50. For ...\$4.98

Hurry for these; 50 pairs only.

Women's All-Felt Slippers, plain black and floral design on vamp; \$1.00 value. For quick sale79c

75 pairs of Women's Tweed Slippers with leather soles and heels. Go at.....49c

Don't miss this chance.

Look! Look! Step lively for these Women's High Fine Kid Lace Shoes, pointed toes, semi-Louis heels, very dainty, 2 1/2 to 7; \$5.00 value. Big special....\$2.95

Ladies Fine Quality Spats, the new colors, at Big Clearing Reductions.

Ladies' Fine Quality Comfy Slippers, padded soles and heels, in all the pretty colors; \$1.25 values. To clear97c

RUBBERS! RUBBERS!

Hurry! Hurry! Hurry!!! and get them now at these wonderful savings:

Men's good quality Rubbers, Saturday only79c

Ladies', Saturday only, 59c

Youths', 11, 12, 13.....59c

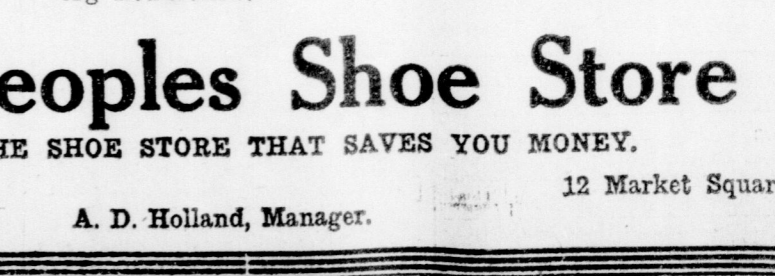
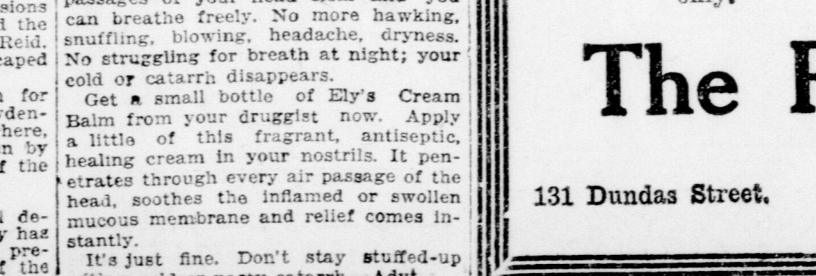
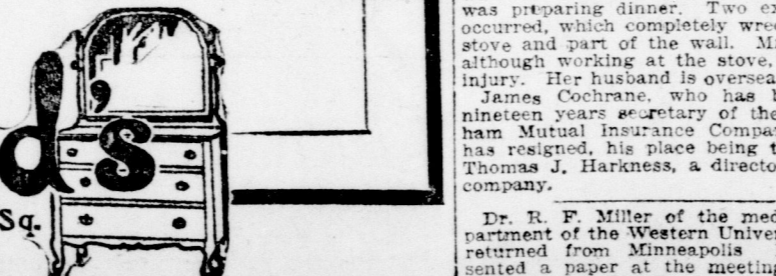
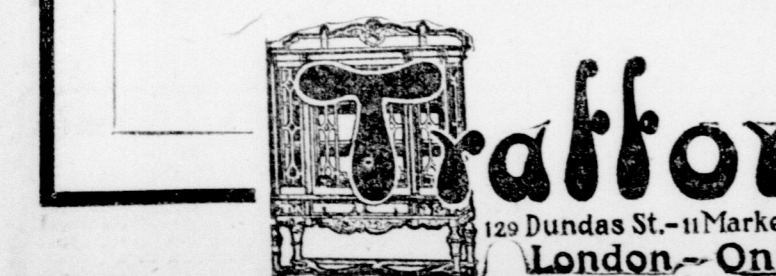
Children's Rubbers47c

Hundreds of other Big Bargains to choose from. Come and bring your friends. Cut this advt. out for reference.

The Peoples Shoe Store

THE SHOE STORE THAT SAVES YOU MONEY.

131 Dundas Street. A. D. Holland, Manager. 12 Market Square



LEADER PROUDFOOT HAS STRONG POLICY FOR ONT. LIBERALS HAY AND FODDER ONLY OFFERINGS

Progress Will Be Motto of the Newly Selected Party Head. FOR INCREASED WAGES

Wants the Chippewa Power Plans Placed Under Investigation.

Toronto, Jan. 3.—In accepting the leadership of the Ontario Liberals in the Legislature today, Mr. Proudfoot said that while he had no idea that he would be the choice of the meeting, he was prepared to take the reins of office.

While he was in accord with the present hydro-electric policy, he was of the opinion that the Government should have a more substantial policy as regards the distribution of power to the United States and the Government should be securing the largest amount of fall through the extension of the Chippewa scheme.

Advanced Legislation. "It is my intention to proceed along the lines advanced by the Government for the past six or seven years," said Mr. Proudfoot. "It is also my opportunity to go into the matter fully, bringing forward at least one or two bills of advanced legislation that will be of material benefit to the province."

Treatment of Returned Men. "They should be generously treated, in fact, no returned soldier should be allowed to go to the front without a diploma. That is a question which should be given the most serious consideration by the Government and the Opposition, and so far as the Opposition is concerned I am satisfied that the Government will do the right thing."

West Enjoys Chinooks. Quebec and Maritime Provinces Sweltering Under 22 and 16 Below Breezes.

Jack Frost continues to wage war on the ill-supplied coal bins of the country by keeping the mercury below the zero mark.

Lenine's Ambassador Makes Veiled Threat. London, Jan. 4.—Maxim Litvinoff, who has been appointed Bolshevik ambassador to Great Britain, and who is said to have returned to Petrograd, has decided to remain in London pending the receipt of his instructions.

Art. Sadlier Will Be Named Turnkey to Succeed McLeod. The Inspector of Prisons has announced that he has selected Mr. Arthur Sadlier to succeed Mr. McLeod as turnkey of the Ontario Reformatory for Men at Kingston.

Kemerer, Matthes & Company. Members New York Consolidated Exchange, Philadelphia Exchange, Standard Exchange, etc.

Weather Too Cold to Bring In Vegetables.

Continued inactivity marked trading on the local market today.

Live hogs are unchanged and in good demand. Dressed porkers are in demand, but the market is not active.

Butter is stationary. The market is not active, but there is a demand for large quantities.

Grain, Bushels. Oats, per bushel, 2 1/2 to 2 3/4. Corn, per bushel, 2 1/2 to 2 3/4.

Live Stock. Hogs, per cwt., 12.00 to 16.00. Cattle, per cwt., 12.00 to 16.00.

Patrolmen's New Year's Gift. Promised Bonus for Staying on Job Given 26.

Chicago, Jan. 4.—Receipts, 4,000; market steady. Receipts, 25,000; market steady.

London, Jan. 4.—Tallow—Australasian (in Tallow) 12s. 6d.

Cotton. Liverpool, Jan. 4.—Cotton—Futures closed steady. New York, Jan. 4.—Cotton—Futures closed steady.

Wall Street. New York, Jan. 4.—Wall Street, 1:30 a.m.—The usual sprinkling of gains and losses was shown at the opening of today's stock market.

FINANCIAL, MARKET AND COMMERCIAL SECTION

Minneapolis, Jan. 3.—Flour—Unchanged. Bran—\$22.50.

New York, Jan. 3.—Flour—Unsettled; Government basis, 35 per cent spring.

HAY. Toronto, Jan. 3.—Hay—Baled, track, Toronto, \$11.00; mixed, \$10.50.

UNCHANGED SPREADS FOR WINNIPEG OATS. Fair Demand for Them, With Light Offerings.

Winnipeg, Jan. 3.—There was a fairly good demand for cash oats today, with light offerings and unchanged spreads.

NEW YORK STOCK EXCHANGE. Thomson & McKinnon, Brokers, Royal Bank Bldg., New York.

STANDARD STOCK AND MINING EXCHANGE. (Special to The Advertiser.)

TORONTO STOCK EXCHANGE. (Reported by Edwards, Bid.)

LONDON STOCK EXCHANGE. London, Jan. 4.—Closing prices today.

THE DOMINION SAVINGS AND INVESTMENT SOCIETY. Dominion Savings Building, London, Ontario.

Thomson & McKinnon. Brokers. The Roebuck, Chicago.

Stocks Bonds. Grain Cotton. The Dominion Savings and Investment Society.

CLEANING UP ENDS OF WORK BEFORE VACATING OFFICE.

Mayor Stevenson was at the city hall this morning straightening out some city business.

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Special Saturday Sale News at THE ARTISTIC

For the first Saturday of the new year we take pleasure in announcing an extraordinary clearance in Ladies' High-Grade Wearing Apparel, including Plush Coats, Cloth Coats, Suits, Dresses and Millinery.

Ladies' Extra Fine Quality Plush Coats. Styled in fashion's latest modes, and specially reduced for the first Saturday of 1918, for quick selling.

Cloth Coats. Latest colors, styles and materials. Now is the time to procure the coat you have been wanting at a distinct saving.

Special in Ladies' Suits. Tomorrow will spell economy to the lucky purchasers of a Suit from this store.

Artistic Ladies Wear Co. (SHOP OF FASHION) 211 DUNDAS ST.

HIGHBROW SCHEMES SUGGESTED AS MEANS TO GET FARM HELP. Ontario Government Official Says Give Workers Homes.

EMPLOY MEN IN WINTER. They Will Then Be On Hand When Spring Work Is Started.

VETERAN ENGINEER AND OLD-TIME LONDONER HAS CROSSED GREAT DIVIDE. Michael J. Lenehan Died at His Home Yesterday.

GERMANS PUT EXPLOSIVE ON INTERNED VESSELS. San Francisco, Jan. 4.—Three interned German sailing ships in the port of Calcutta, Brazil, will blow up as soon as they are taken to sea.

CEETEE UNDERCLOTHING. Guaranteed Not to Shrink.

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'TIS COLD HERE, BUT TO EASTWARD 'TIS MUCH COLDER. WEST ENJOYS CHINOOKS

Quebec and Maritime Provinces Sweltering Under 22 and 16 Below Breezes.

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ROBINSON & GRAHAM. Quality Meat and Fish Shop.

SPECIALS FOR THE WEEK-END. Fresh Tenderloin, Sparrows, Calves' Liver, Lamb's Liver, Ox-tails.

RESORTS—ATLANTIC CITY, N. J. The Right Place for Everything!

ATLANTIC CITY HAS NO EQUAL. THE LEADING HOUSES ARE ALWAYS OPEN.

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