

Weather Forecast:
Snow; Colder

53rd YEAR. No. 22666

LONDON, CANADA—THE HOME OF UNBROKEN PROSPERITY.

THE LONDON, ONTARIO, ADVERTISER, FRIDAY EVENING, JANUARY 12, 1917. FOURTEEN PAGES.

HOME
EDITION

PRICE, TWO CENTS.

TEXT

GERMANS WILL RECEIVE NOTE IN SPIRIT OF REAL WELCOME

London Globe Declares It Settles Extermination Dream. BRITISH PRESS ENTHUSED Proclamation Will Give Fresh Enthusiasm To Troops. SATISFIES WILSON REQUEST

Boldly Conceived Statement Is Manchester Guardian's Comment On Note.

London, Jan. 12.—Comment on the Allied reply to Wilson, the Fall Mail Gazette says: "The note should be a broom to sweep away many cobwebs. The passages which outline the re-assertion of Europe are of the most surprising interest. There has been no more momentous announcement for a hundred years. It is a proclamation that will put the world's pulse beat faster, and will give fresh enthusiasm into the soldiers of freedom."

Germany Will Welcome It. The above says: We are sure the German people will receive the note in a spirit of welcome, and that now the (Entente) allies objects are known their longing for peace will be more than ever manifest. The Germans now know that none of the Allies' demands that extermination which they have been taught to expect. What has the individual German to lose by acceptance of the Allies' terms? Such reorganization will enable him to continue with the rest of Europe to live in security and peace.

Illustrates True Nature. The Evening Standard says: "The note for the first time impresses on the public mind the true nature of the Allies' task. After all, the main obstacle to peace at this moment is the possibility of reaching an agreement with unfettered Germany for the Allies avowed terms cannot possibly be accepted by the enemy so long as he is able to resist. The terms imply defeat of long cherished ambitions which can only be accepted at the point of the sword."

WILL GO LONG WAY. The Manchester Guardian says the reply of the Allies to President Wilson for extended comment, but that the Allied statement is a boldly conceived statement which goes a long way towards satisfying Wilson's request for specific

HOLLAND CALLS BLUFF OF GERMANY; WILLING TO CARE FOR BELGIANS Will Care For Those Who Were Departed Governor's Promise. The Hague, Jan. 11.—Via London, Jan. 12.—A parliamentary paper issued today gives the text of Germany's reply to the Dutch protest note regarding the deportation of Belgians. The reply, which is a lengthy one, brings forth arguments to justify the German measures regarding those able to work, but unwilling to do so. Incidentally it declares that in the opinion of the German Government the American Relief Commission in Belgium may be regarded as an institution of public character, dispensing public charity.

THAW NOW SUSPECTED OF TAKING POISON TOO Refuses to Admit Second Suicide Attempt, and Doctors Cannot Tell. Philadelphia, Jan. 12.—Harry E. Thaw, who slashed his throat with a razor and cut an artery in his wrist in an attempt to commit suicide here yesterday, will be able to leave the hospital today unless he is given a slow death by poison, according to statements of his physicians early today. Thaw's case has become a sensation because of the fact that he is a prominent member of the New York bar and a member of the New York Stock Exchange.

COULD NOT SING IN A PATRIOTIC NUMBER, SO ENGAGEMENT CANCELLED American Prima Donna Summarily Dismissed by Hamilton Choir. Hamilton, Jan. 12.—For a second time Marcella Craft, the American prima donna, who was engaged to sing here with the Elgar Choir, will not appear. Two years ago, on account of indisposition she cancelled her engagement. This year the Elgar Choir did the cancelling. In explanation C. A. P. Towns, president of Elgar, said: "Miss Craft was sent the score and requested to take the solo part in our patriotic number, 'For the Fallen,' she returned the manuscript stating she would not have time to prepare this, although it is a piece of music which any artist could take at sight. We promptly cancelled the engagement."

Must Evacuate Belgium

London, Jan. 12.—Professor Hans Delbrueck of the University of Berlin says that nobody in Germany wishes to annex Belgium. He is quoted as saying: "It would be impossible to put German garrisons in Belgium in peace time since the troops would not be able to move in the streets safely unless the police and administration of justice were also taken over."

MUST ATTAIN AIMS OR GERMAN MENACE WILL YET CONTINUE

This is Parisian Comment on Entente Reply. FRENCH ENTHUSIASTIC Press Says Answer to Wilson Will Show Americans Where Allies Stand.

Paris, Jan. 12.—The morning papers are unanimous in their approval of the reply of the Allies to President Wilson's note, the only difference being in the terms of expression. Alfred Capus, editor of the Figaro, says: "The principal value of the note is the clear and solemn declaration of the Allies as to their objects in pursuing the war. It is the first time they have been thus grouped and their full moral weight, given to them by their simple enumeration, forces upon the mind the conviction of their necessity. Either they will be fully attained or Germany will be a continual menace to Europe and, upon the first opportunity, will be ready to recommence the struggle. Our enemies are now in possession of our true aims. They can compare them with their own and deduce therefrom the degree of our resistance and our implacable resolve to vanquish them."

Stephen Pichon, writing in the Petit Journal, says: "Germany refuses to recognize the Allies' aims except in so far as where she would work her usual treachery and divide in turn against each of the Allies. She desires to see the United States of America which will distinguish between the two conceptions, the two methods, and present will, upon justice, but also advocates of humane ideas, will also have difficulty in making up his mind."

Have Nothing to Hide. The Petit Parisien, for the Entente, says the note is a bold and definite one, and also for neutrals. President Wilson, whose sense of justice is known, cannot be deceived by the German promises to meet his views, and by the promises we have accumulated of Germany. The special note addressed to him by Belgium, so dignified and so calm, will confirm the usual Allied policy of disclosure, thus already pronounced. It is now plainly shown that the Entente has nothing to hide. Will our adversaries be equally frank?

THE MATIN calls the note a new charter, whereby a stable and definite regime under which all people, great and small, can prosper in peace. "Neither boasting nor misrepresenting of the present military situation, the note is frank and open, and it is a certain, founded on a knowledge of their power and the losses of their adversaries, that the objects they set themselves to gain will be attained."

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CANADIAN WAR REVENUE JUMPS BY \$44,828,538

\$166,856,349 Received in Nine Months Ending With December 31. DEBT IS \$200,000,000

Ottawa, Jan. 12.—The financial statement of Canada for the nine months of the fiscal year ending with December 31 shows a total revenue of \$166,856,349 compared with \$122,027,811 in the corresponding period. In the month of December alone the revenue amounted to \$21,943,775, an increase of over \$4,000,000. Expenditures on the war in the nine months aggregated \$170,220,745, a growth of \$86,000,000. In the same period domestic expenditures on consolidated accounts totalled \$81,508,506, an increase of \$7,000,000. On the present basis of capital and consolidated outlay compared with the revenues there will be a surplus, apart from the war expenditure, of about \$60,000,000.

The customs department is the principal contributor to the aggregate revenue, furnishing \$97,322,210 in the nine months, an augmentation of \$18,000,000. Excess brought in \$18,000,000, public works amounting to \$20,000,000 and postoffice \$20,000,000. At the end of December, stocks had increased by interest charges, stood at \$722,111,449, a growth of about \$200,000,000 in the year.

THROUGH RAIN, MIST, FOG AND MUD BRITISH ARMY CONTINUES POUNDING AWAY AT WESTERN GERMAN LINES

Constant Raids Yield Inflow of Prisoners—Yesterday's Operations Drive Enemy From Commanding Position Held for Some Time, and Bring in Dejected Prisoners.

With the British Armies in France, Jan. 11.—Via London, Jan. 12.—Through rain, mist, fog and deep mud, the British army is continuing day by day to pound the German line. Although there has been no distinctly spectacular action recently, daily and nightly trench raids, and the constant use of the gas, according to the stories told by the prisoners, the British tactics have harassed the German troops almost beyond endurance. The last week has witnessed some typical trench operations, culminating with an attack before dawn today north of Beaumont-Hamel. This area, in the last three days to 300 and placed in British hands some important trench positions. On Tuesday night, the British attacked a delectable section of the German lines which had been held for some time. The operations this morning drove the Germans from a position which they had held for some time, and from which they could observe the rest of the line. The attack was preceded by the usual preliminary preparation which, as a matter of fact, had been going on for nearly a week, but had grown particularly severe in the last 48 hours.

NO MORE APPOINTMENTS GO TO THOSE WITH PULL

Khalil Masqueraders Not Wanted—No More Battalions To Recruit. Ottawa, Jan. 12.—The Ottawa Journal, official conservative organ of the capital, makes the following semi-official announcement of the abandonment of battalion recruiting in Canada: "As far as I understand the policy of the military department, there will be no more battalions formed in Canada," said a leading official of the military department to the Journal today. "That is the use of paying out the people's money to colonels and majors, who will do nothing but guard duty in Canada? We want men and not those slacker who masquerade in khaki," he said. This official went on to say that it was the intention of asking militia units to raise drafts to feed battalions already at the front. The policy of raising battalions is a bad one, it creates a lot of high-salaried officials who are not desirous of getting to the front. To reward service. The militia department, according to this official, intends to give honor where honor is due and in place of putting men in high official places in military life, rather give commissions to corporals and sergeants, who are worthy, instead of to men who have never earned them. The militia department is a bad one, it creates a lot of high-salaried officials who are not desirous of getting to the front. To reward service. The militia department, according to this official, intends to give honor where honor is due and in place of putting men in high official places in military life, rather give commissions to corporals and sergeants, who are worthy, instead of to men who have never earned them. The militia department is a bad one, it creates a lot of high-salaried officials who are not desirous of getting to the front. To reward service. The militia department, according to this official, intends to give honor where honor is due and in place of putting men in high official places in military life, rather give commissions to corporals and sergeants, who are worthy, instead of to men who have never earned them.

GOVERNMENT PURCHASES INTERNATIONAL ROAD

Said by Tory Organ To Have Spent \$2,000,000 in Buying Lines. St. John, N. B., Jan. 12.—The Government organ, the Standard, says the International Railway, which runs from Campbellton, N. B. to St. Leonard and the Matawa border. It hints at the purchase of the line between two and three million dollars.

BROKEN TROLLEY WIRE

A broken trolley wire at the corner of Roubert and Horton streets caused an interruption in the street car service about 8 o'clock today. The power was off about ten minutes. The cars were delayed the longest, as additional time was required to repair the break. The Riders were forced to get at the corner and come back along Dundas street instead of going over to South London.

\$4,000,000 LOSS WHEN MUNITIONS PLANT IN NEW JERSEY IS BURNED

HOUSES SHELL-RIDDLED Terror-Stricken Residents Return to Their Desolated Village. CAUSE SEEMS ACCIDENTAL. New York, Jan. 12.—Investigation today by New Jersey and New York police authorities of the explosion and fire in the Kingsland, N. J., plant of the Canadian Car and Foundry Company disclosed nothing to indicate that the origin was other than accidental. It was announced.

NEW YORK WORLD.—"The diplomacy of the Allies x x x has shown that decent respect to the opinions of mankind, which was held in the declaration of independence to be vital, x x x DAIRE GERMANY DO LESS!"

PHILADELPHIA INQUIRER.—"x x x Nevertheless the door is not absolutely closed."

BOSTON JOURNAL.—"This note is not of the kind that can be moderated tomorrow and forgotten next week. It is a debt to the enemy. The shaft of Germany's boast is turned by the Allies' shield of pride."

BALTIMORE SUN.—"x x x—some such reparations as is asked and some such guarantees for the future are essential."

ST. LOUIS GLOBE-DEMOCRAT.—"x x x a public declaration as to the conditions upon which the war should be terminated and x x x set forth in grim terms."

RUMANIANS DRIVE ENEMY BACK FOR MILE NEAR KOSINO

Offensive There Nets Success To Allies. PRESSED BACK AT OITUZ Official Petrograd Statement Says Teutons Force the Russians Back.

Petrograd, Jan. 12.—Via London.—In a Oltuz Valley, on the northern Rumanian front, the Russians have been pressed back further by the Teutonic forces, the war office announced. In the region near the Kasino River the Rumanians took the offensive and drove back their opponents more than one mile.

CAPTURE TABURTA. BERLIN, JAN. 12.—VIA SYLVIA.—THE RUMANIAN TOWN OF TABURTA WAS CAPTURED YESTERDAY BY THE TEUTONIC TROOPS, THE WAR OFFICE ANNOUNCED TODAY.

The text of the official statement follows: "Eastern Front: Front of Prince Leopold—On the Dvina and in the lake sector south of Dvinsk the fighting actively increased considerably yesterday."

BIG FIRE IN QUEBEC IN 18 BELOW WEATHER

\$500,000 Stock Threatened—Many Cattle Repaired Registering 18 Below Zero, the fire started shortly after 3 this morning, in St. Malo Ward, where the stock stables of Arthur Tardif, dealer, took fire, communicating the flames to the stores of the Eug. Julien Company, large dealers in farm and home necessities and automobiles. When discovered the flames were shooting through every opening in the Tardif place, and a general alarm was sounded. The plant of the Eug. Julien Company contains nearly \$500,000 worth of stock, and the goods, where a number of Overland and Winton cars are stored. There were some 15 head of cattle in the Tardif stables when the fire broke out, and only half of them were rescued. Tardif does an extensive trade with Toronto and other Ontario towns. At 9:30 the flames spread to the rear of the store, and the goods were also to the general offices, where the staff has been ordered out, taking out all the goods. While hoisting an aerial ladder a number of narrow escapes were reported. The fire was extinguished by 11:30 and the goods sustained only minor injuries.

BRITAIN'S CONSERVATION OF FOODSTUFFS ENLARGED

Chocolate, Sweetmeats, Sugar and Wheat Consumption Cut Down. London, Jan. 11.—Baron Devonport, the food controller, has issued further orders designed to check needless consumption of foodstuffs. It becomes effective on February 1.

\$60,000,000 DEAL IN BONDS MADE

New York, Jan. 12.—Announcement was made here today that Rubin, Loeb & Co. had concluded negotiations to purchase \$60,000,000 first and refunding 5 per cent bonds of the United States Rubber Company. It is understood that the American International Corporation is interested with the banking firm in the transaction. The proceeds are to be used for funding the rubber company's current indebtedness, and providing additional working capital.

NO CHANCE FOR PRESIDENT TO ACT UNLESS TEUTONIC POWERS FURNISH GROUNDS

AMERICAN VIEWPOINT ON ALLIES' PEACE TERMS AS REFLECTED BY U.S. PRESS

NEW YORK HERALD.—"The Allies have written a new declaration of independence in behalf of civilization."

NEW YORK WORLD.—"The diplomacy of the Allies x x x has shown that decent respect to the opinions of mankind, which was held in the declaration of independence to be vital, x x x DAIRE GERMANY DO LESS!"

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MORE DEFINITE GRECIAN MOVE NOW DEMANDED Allies Want Acquiescence To Demands Met By Better Response. NO TIME IS STIPULATED Release of Venetist Prisoners One of Questions Not Settled Yet.

London, Jan. 12.—The reply of Greece to the Entente ultimatum not being entirely satisfactory, the Greek Government will be informed that although its response is gratifying as far as it goes a more definite acquiescence is necessary. For example, the immediate release of Venetist prisoners was demanded. The Greek reply agreed to the release, but did not stipulate when it should take place. There is no question of a 15 days' delay regarding the carrying out of the demands, as has been reported in some quarters, and there is no intention to press the ultimatum if the demands are conceded in full. It is declared.

WILSON BEGINS REPLY EXAMINATION

New York, Jan. 12.—An Associated Press dispatch from Washington today says President Wilson is today beginning a careful and deliberate examination of the Entente's reply to his peace note. The president is expected to be in what way one may be accomplished. The Entente's reply was read at the regular meeting of the cabinet and Secretary Lansing.

GERMANS SAY TERMS CANNOT BE ACCEPTED

The German diplomats here were outspoken in their denunciation of the Allied note and their unwillingness to accept terms never would be accepted. Admittedly the note was more severe than even that had been led to expect, and they declared the Germans allies were prepared to fight on.

THE WEATHER

LOCAL TEMPERATURES. Following were the highest and lowest temperatures recorded in London during the 24 hours previous to 8 o'clock last night: Highest, 8; lowest, 11 below.

TOMORROW—SNOW, COLDER.

Today—Easterly winds; becoming milder; snow late tonight. Tomorrow—Snow, followed by high northwest winds, and turning colder again. Temperatures. The following were the highest and lowest temperatures during the 24 hours previous to 8 a.m. today: Stations. High. Low. Weather. Victoria..... 44 36 Clear. Winnipeg..... 32 20 Snow. Port Arthur..... 2 20 Clear. Derry Sound..... 2 20 Clear. Toronto..... 2 20 Clear. Ottawa..... 2 18 Fair. Montreal..... 2 18 Clear. Quebec..... 2 18 Clear. Father Point..... 2 18 Clear. Minas (—)..... 2 18 Clear.

SLIGHT HYDRO BREAK.—A two-minute break in the hydro-electric power and light supply occurred at 6:53 last night. The hydro department reports that the break was due to high-pressure trouble, and was not caused locally.

Confidential Information From Germans Will Be Crucial of Situation.

TURKS PROVE CHIEF BLOCK Expected To Be Chief Bone of Contention.

READY TO PAY BELGIUM

Demand For Colonies' Restoration Certain—Enemy Diplomats Denounce Reply.

[Special To The Advertiser.] BY ROBERT J. BERNDER.

Washington, Jan. 12.—President Wilson's next move in the international peace game depends upon what confidential information he has or will receive from Germany as to terms upon which she would consider peace.

Officials here today believed the Entente reply leaves practically no loophole for further advances by the president. Wilson's must furnish Belgium grounds for the next move.

It is understood the president has information indicating Germany would agree to the following concessions: Evacuation and indemnifying of Belgium, evacuation of France, Poland, Serbia and Rumania.

Germany would demand return of her colonies, a point not touched upon in the Entente reply. Constantinople and the Turkish rule in Europe may turn out to be the chief bone of contention in any peace manoeuvre.

Germany is willing to indemnify Belgium because she admits violation of a treaty "through military necessity."

Ultra secrecy is promised now until the president has decided on his next step.

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New York, Jan. 12.—An Associated Press dispatch from Washington today says President Wilson is today beginning a careful and deliberate examination of the Entente's reply to his peace note. The president is expected to be in what way one may be accomplished. The Entente's reply was read at the regular meeting of the cabinet and Secretary Lansing.

All quarters agreed that while the Entente's reply is a complete reply to the president's request for a statement of terms, the note seemed to offer but little hope for the war but fortunately still did not close the door upon further effort on the president's part.

THE BANK OF TORONTO

REPORT OF THE SIXTY-FIRST ANNUAL GENERAL MEETING

The Sixty-First Annual General Meeting of the Stockholders of The Bank of Toronto was held at the Head Office in Toronto on Wednesday, 10th January, 1917.

The chair was taken by the President, Mr. W. G. Gooderham. The General Manager, Mr. Thomas F. How, was elected Secretary of the Meeting, and Messrs. George R. Hargrave and J. K. Niven were appointed Scrutineers.

PROFIT AND LOSS ACCOUNT.

The Balance at credit of Profit and Loss, on November 30th, 1916	\$ 439,392 84
The Net Profit for the year, after making full provision for all bad and doubtful debts, and deducting expenses, interest accrued on deposits, and rebate on current discounts, amounted to the sum of	780,564 04
	\$1,170,336 68
This sum has been appropriated as follows:	
Dividends at eleven per cent	\$ 550,000 00
War Tax on Circulation	35,000 00
Transferred to Officers' Pension Fund	25,000 00
Patriotic Fund and other War Subscriptions	36,250 00
Toronto General Hospital	2,000 00
Carried forward to next year	112,346 51
	\$ 1,170,336 68

The year has been one of increased activity, largely owing to the abundant harvest of 1916, and the extent to which Canada has been engaged in the manufacture of munitions and other war supplies.

The Head Office and branches of the Bank have been regularly inspected by the Inspection Staff, and at the Head Office the usual inspection of cash and securities has been made.

Mr. G. T. Clarkson, C.A., the auditor appointed by the Shareholders, has made the usual examinations at the principal offices of the Bank, and his report is appended to the general statement presented herewith. Mr. Clarkson's name will be submitted to the Shareholders at the annual meeting for reappointment as auditor.

Branches of the Bank have been opened at Chaplin, Sask., and Sibbald, Alta.

It is with the deepest regret that your Directors record the loss sustained by the Bank through the death of their late Director, Mr. Duncan Coulson, which took place on February 19th last. His connection with the Bank extended over 50 years, during which time he served the Bank with great ability and unwavering devotion to its best interests.

Mr. W. G. Gooderham was elected to succeed him as President, and the vacancy on the Board was filled by the election of Mr. Archibald H. Campbell, who has for many years been a Shareholder of the Bank.

All of which is respectfully submitted.

W. G. GOODERHAM, President.

GENERAL STATEMENT

30TH NOVEMBER, 1916.

LIABILITIES.

Notes in Circulation	\$ 8,930,192 00
Deposits bearing interest, including interest accrued to date of statement	\$ 41,775,725 13
Deposits not bearing interest	\$ 12,717,715 12
	\$ 63,423,632 25
Balance due to other Banks in Canada	\$ 898,825 15
Balance due to Banks and banking correspondents in the United Kingdom and Foreign Countries	\$ 115,364 17
	\$ 1,014,189 32
Quarterly Dividend, payable 1st December, 1916	\$ 137,500 00
Dividends unpaid	\$ 145 00
	\$ 137,645 00
Acceptances under Letters of Credit	\$ 326,976 71
	\$ 61,988,594 92
Capital paid up	\$ 8,000,000 00
Reserve	\$ 6,000,000 00
Balance of Profit and Loss Account—carried forward	\$ 507,939 87
	\$ 14,507,939 87
	\$ 76,496,534 79

ASSETS.

Gold and Silver coin current	\$ 322,004 52
Domestic Notes held	\$ 3,337,332 90
Deposit in the central gold reserves	\$ 1,100,000 00
	\$ 4,759,337 42
Deposit with the Minister for the purposes of the Circulation Fund	\$ 254,834 25
Notes of other Banks	\$ 249,973 60
Cheques on other Banks in Canada	\$ 7,539 49
Balance due by Banks and banking correspondents elsewhere than in Canada	\$ 1,747,076 95
Dominion and Provincial Government Securities not exceeding market value	\$ 1,411,377 97
Canadian Municipal Securities and British, Foreign and colonial public Securities other than Canadian Railway and other Bonds, Debentures, and Stocks, not exceeding market value	\$ 1,908,573 44
Call and Short (not exceeding thirty days) Loans in Canada, on Bonds, Debentures, and Stocks	\$ 3,261,276 96
	\$ 26,967,700 96
Other Current Loans and Discounts in Canada (less rebate of interest, \$164,890,000)	\$ 42,127,316 44
Overdue Debts (estimated loss provided for)	\$ 93,071 42
	\$ 42,220,245 02
Liabilities of Customers under Letters of Credit, as per contract	\$ 355,573 74
Bank Charges, not more than cash, less amounts written off	\$ 3,534,892 14
	\$ 3,538,425 88
	\$ 73,114,554 69

W. G. GOODERHAM, President.

THOMAS F. HOW, General Manager.

Toronto, 30th November, 1916.

AUDITOR'S REPORT TO THE SHAREHOLDERS.

To the Shareholders of The Bank of Toronto: I have compared the above Balance Sheet with the books and accounts at the chief office of The Bank of Toronto, and with certified returns received from its branches, and after checking the cash and verifying the securities at the chief office and certain of the principal branches on November 30, 1916, I certify that in my opinion such Balance Sheet exhibits a true and correct view of the state of the Bank's affairs according to the best of my information, the explanations given to me, and as shown by the books of the Bank.

In addition to the examination mentioned, the cash and securities at the chief office and certain of the principal branches were checked and verified by me during the year, and found to be in accord with the books of the Bank. All information and explanations required have been given to me, and all transactions of the Bank which have come under my notice have, in my opinion, been within the powers of the Bank.

G. T. CLARKSON, Chartered Accountant.

Toronto, December 13th, 1916.

After the report had been read, the President and General Manager addressed the meeting. It was then moved by the President, seconded by the Vice-President, and resolved:

That the Report and Statement now presented be adopted, and that printed copies thereof be distributed to the Stockholders.

Resolutions were also adopted approving the action of the Directors in subscribing to Patriotic Fund and other War subscriptions, appointing Mr. Geoffrey T. Clarkson as Auditor for the ensuing year, and tendering the thanks of the Stockholders to the President, Vice-President and Directors for their efficient attention to the affairs of the Bank during the year.

The following Directors were elected for the ensuing year: W. G. Gooderham, William Stone, John Macdonald, Lieut.-Col. A. E. Gooderham, Joseph Henderson, Brig.-Gen. F. S. Meighen, J. L. Englehart, William I. West, Paul J. Myler, and Archibald H. Campbell.

At a subsequent meeting of the new Board, Mr. W. G. Gooderham was unanimously re-elected President, and Joseph Henderson, Vice-President.

doorways throughout the morning, obtaining huge bundles of prospectuses for distribution among clients and friends. The first man in line was an east side costermonger with a push cart, which he loaded with prospectuses and then trudged it eastward, where he distributed the documents among the prosperous push cart merchants of the east side streets. The first actual subscription to the loan was from an insurance company, enclosing a check for \$100,000. A large number of smaller subscriptions flowed in during the morning.

All the banks in London and throughout the kingdom had an ample supply of prospectuses for their clients when they opened their doors, while all the postoffices acted similarly as distribution centres.

Long Line Eagerly Waits Distribution of Prospectuses.

London, Jan. 12.—The Bank of England opened its new loan annex at 8:30 o'clock this morning. The building, which is a five-story structure, a stone's throw from the Bank of England, has been leased at an annual rental of £50,000. It will be entirely devoted to carrying for war loan business. A long line of bank clerks and businessmen pushed through the ample

ALLIES HAVE ACCEPTED SUGGESTION OF WILSON IN PROFESSION OF AIMS

London Telegraph Contrasts Answer With That Given by Germany—Allies Have Closed No Door, Says Daily News.

LONDON, Jan. 12.—The Daily Telegraph contends that the Allies' reply is in complete contrast with Germany's differing from it fundamentally and gravely, to the latter's disadvantage. It says that the German answer contained a hint of terms, as suggested by President Wilson, and was nothing less than a refusal to entertain the American suggestion; while the Allies' response accepts President Wilson's suggestion and acts upon it.

The Allies have made as full a profession of their aims in this war as was ever made in history by any nation exercising the right of belligerency," continues the Daily Telegraph. "There is not among their objects one of which they have not reason to be proud, and in that assurance they challenge the judgment of the American people and the neutral world."

No Door Closed. The Daily News, approving of the Allies' stating their terms, and emphasizing the contrast between their reply and that of Germany in this respect, says: "The note embodies just such a statement as was needed. Whether peace is yet obtainable on these terms is for Germany to indicate. The present note suggests that the time has not yet come. But at least the Allies have closed no door. Their position is clear and unassailable, and we believe that nowhere will the justice of their contentions be more fully recognized than in the United States."

The reply is bold, and thoroughly uncompromising. . . . There is no hope that the enemy will accept the terms until they have received a decisive military setback. Therefore it is impossible at this moment even to ap-

proach negotiations. The war must go on."

Must Command Approval. The Times believes that the Allies' reply to President Wilson must command the assent and approbation of the great nation across the Atlantic, who have inherited, assimilated and developed the best principles and traditions of western civilization.

The Daily Graphic, referring to the restoration of territory, as mentioned in the Entente reply, says that this means restoration of Alsace Lorraine to France, and of Trentino and Trieste to Italy, the constitution of the Slavonic provinces of Austria into a separate state, the transformation of Transylvania from Hungary to Rumania, the restoration of the ancient kingdom of Bohemia, the creating of a united Poland under a Russian protectorate, and in addition to the expulsion of the Turks from Europe, the liberation of the Armenians, Arabs and Syrians from Turkish rule.

Demands Justified. "There is not one of these demands," says the Graphic, "that can not be justified on the broad principles of international justice, and until we have peace there can be no talk of peace."

The Daily Chronicle commends in the Entente reply the expression of the Allies' moral claims to be the victors of right and the defenders of civilization, "for," adds the paper, "the appearance of wilfully ignoring it was perhaps the most unacceptable feature in the note to which they are replying."

The Chronicle remarks that the reply contains by far the fullest statement on territorial questions yet offered by any belligerent, says: "Its avowed incompleteness is illustrated by the fact that it says nothing about the German colonies."

It is alleged incompleteness is illustrated by the fact that it says nothing about the German colonies."

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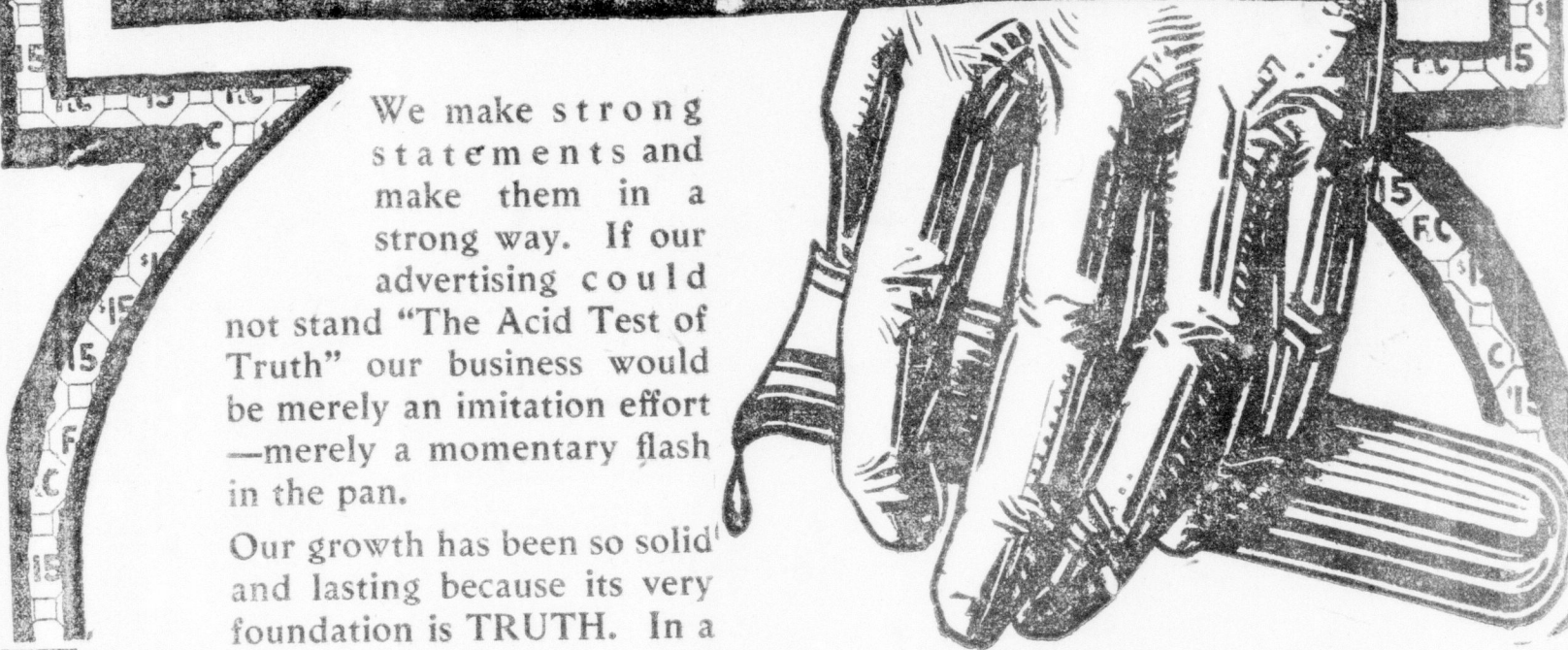
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THE ACID TEST OF TRUTH



We make strong statements and make them in a strong way. If our advertising could not stand "The Acid Test of Truth" our business would be merely an imitation effort—merely a momentary flash in the pan.

Our growth has been so solid and lasting because its very foundation is TRUTH. In a few years we have grown from a little store to where we are today—the Largest Exclusive \$15 Made-to-Measure Clothiers in the Dominion.

Everlastingly advertising the Truth has made us grow. We preach, promise AND PRACTICE truthful, legitimate advertising. Among the straight and true statements we make is our claim that ours are real, genuine \$25.00 garments, according to every fair and unbiased principle of business.

Our Clothing as Well as Our Guarantee Will Stand the Acid Test of Truth.

We guarantee the materials in these Suits and Overcoats to be absolutely and dependably pure wool. We guarantee the colors are fast and will not change or fade. We guarantee that we will fit you to your entire satisfaction. Also, that the garments will wear right and give you the sort of service you have every right to expect.

Our business is based on Simplicity—on Truth—on Fact. It is based on just this one everlasting, unchangeable, honest Price:

Always \$15 To Measure

Men's and Young Men's Real \$25.00 Suits and Overcoats at Only \$15

MADE-TO-MEASURE

There's \$25.00 material and workmanship, \$25.00 tailoring and finish in these garments, and you get with them the sort of fitting, care, attention and service that you would have a right to expect with a \$25.00 purchase

THE LARGEST EXCLUSIVE \$15 TAILORS IN CANADA

TIP TOP TAILORS

A CHAIN OF STORES FROM COAST TO COAST

205 DUNDAS STREET, LONDON

OPEN EVENINGS

Every Garment Made to Measure

RAISE PASSENGER RATES ON GREAT LAKES VESSELS

Water Lines Association Meets—Historic Memento for Retiring President.

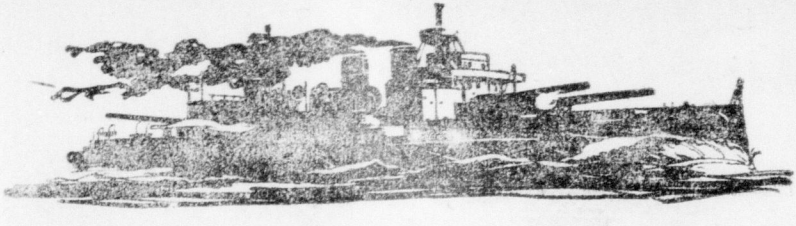
QUEBEC, Jan. 11.—The International Water Lines Passenger Association held its convention here yesterday evening with a vast attendance, over two-thirds of the members being present, some having come from Chicago. This association has as its members the passenger organizers of all water transportation companies in Canada and the United States, and works together with the Interstate Commerce Commission of the United States.

The most important decision arrived at was a raise of the passenger traffic rates on the Great Lakes, and certain rivers in the United States as well as in Canada, but the Canada Steamship Lines, Limited, announced it will not raise rates on the St. Lawrence, as concerns the famous panoramic tour to the Saguenay River.

F. B. Hibbard, who resigned the presidency of the association, was presented with a gavel made of wood coming from the Royal Savage, the flagship of Admiral Benbow, which sank on the south end of the Vancouver Islands in the Lake Champlain on the 11th of October, 1776.

BURIED AT KITCHENER

KITCHENER, Jan. 11.—The funeral of Ward H. Bowley, K.C., took place this afternoon, and although announced as private, was quite largely attended. Rev. J. W. J. Andrew of St. Thomas assisted. Rev. Langford of the city, county Judge C. R. Hanning and W. M. Reade, Alex. Miller, K.C., County Judge J. Cook, county jail, Sheriff Lockwood and Mr. Fred Rohleder.



Home Defence! Men Wanted for the NAVY

R. N. C. V. R. Atlantic Division
The increased German submarine activities in the North Atlantic call for increased cruiser protection for the shores of Canada and the trade routes. Men up to 45 years of age of previous sea-faring experience will be enrolled at once for the

NORTH ATLANTIC PATROL SERVICE

PAY: Seamen \$1.10 Stokers \$1.20
Separation Allowance \$20

Applicants must be of good physique and character and not over 45 years of age.
Also a limited number of boys from 15 to 18 years old will be enrolled for the home defence service, receiving pay at the rate of 50c. per day.

BOYS TOO
Apply to
COMMODORE EMILIUS JARVIS
Naval Recruiting Officer for Ontario
Jarvis Building
TORONTO

ALLIES' PEACE TERMS REORGANIZATION OF EUROPE UNDER MORE STABLE REGIME

Restoration of Violated Belgium and Smaller States, Expulsion of Turks From Europe, Set Forth as Entente Aims — Reparation Demands Will Be Made Known When Negotiations Actually Commence.

Washington, Jan. 11.—The translation of the French text of the Entente note as called by Ambassador Sharp at Paris, follows:
"The Allied Governments have received the note which was delivered to them in the name of the Government of the United States on the 19th of December, 1916. They have studied it with the care imposed upon them, both by the exact realization which they have of the gravity of the hour and by the sincere friendship which attaches them to the American people.

"In a general way they desire to declare their respect for the just sentiments inspiring the American note and their desire to reach a league of nations, which shall assure peace and justice throughout the world. They recognize all the advantages for the cause of humanity and civilization which the institution of international agreements, destined to avoid violent conflicts between nations, would create; agreements which imply the sanctions necessary to prevent an apparent security from only facilitating new aggressions.

"But a discussion of future arrangements for assuring a durable peace presupposes a satisfactory settlement of the present conflict. The Allies have expressed a desire as the Government of the United States to terminate as soon as possible a war for which the central empires are responsible and which inflicts such cruel sufferings upon humanity. But in their judgment it is impossible to obtain at this moment such a peace as will not only secure the safety of the reparations, the restitution and the guarantees justly due them, by reason of the act of aggression, but also the principle from which it springs was governing the safety of Europe; and at the same time such a peace as will enable European nations to be established upon a sure foundation. The Allied nations are conscious that they are not fighting for selfish interests, but also for the maintenance of the independence of peoples, of right and of humanity.

"The Allies are fully aware of the losses and suffering which the war causes and they desire that they do not hold themselves responsible for them, having in no way either willed or professed this war, and that they reduce these damages in the measure compatible with the inexorable exigencies of their defence against the violence and the will of the enemy.

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towns, the destruction by submarines of passenger steamers and of merchantmen even under neutral flags, the cruel treatment inflicted upon prisoners of war, the judicial murders of Miss Cavell, of Capt. Fryatt, the deportation and the reduction to slavery of civil populations, etc.? The execution of such a series of crimes perpetrated without any regard for universal reputation fully explains to President Wilson the extent of the Allies' indignation.

"They consider that the note which they sent to the United States in reply to the German note will be a response to the questions put by the American Government, and according to the exact words of the latter, constitute a public declaration as to the conditions upon which the war could be terminated.

"Entente Objects Are Outlined.
"President Wilson desires more; he desires that the belligerent powers openly affirm the objects which they seek by continuing the war. The Allies experience no difficulty in replying to this request. Their objects in the war are well known. They have been formulated on many occasions by the chiefs of their diverse governments. Their objects in the war will not be made known in detail with all the equitable compensations and indemnities for damages suffered until the hour of negotiations.

"But the civilized world knows that they imply in all necessities and in the first instance, the restoration of Belgium, of Serbia, and of Montenegro and the indemnities which are due them; the evacuation of the invaded territories of France, of Russia, and of Rumania, with just reparations; the reorganization of Europe guaranteed by a stable settlement based alike upon the principle of nationalities, on the right which all peoples, whether small or great, have to the enjoyment of self-government and free economic development; and also upon territorial arrangements and international agreements so framed as to guarantee land and sea frontiers against unjust attacks; the restitution of provinces or territories wrested in the past from the Allies by force, or against the will of the occupiers; the liberation of Italians, of Slavs, of Rumanians and of Teleso Slavians from foreign domination; the enfranchisement of populations subjected to the bloody tyranny of the Ottoman Empire, which has proved itself so radically alien to western civilization.

"Deny Extermination Aims.
"The intentions of His Majesty the Emperor of Russia regarding Poland have been clearly indicated in the proclamation which he has just addressed to his subjects. It goes without saying that if the Allies wish to liberate Europe from the brutal covetousness of France, no military alliance can be their design, as has been alleged, to encompass the extermination of the German people and their political disappearance. That which they desire above all is to insure a peace upon principles of liberty and justice, upon the inviolable fidelity to international obligation with which the Government of the United States has never ceased to be inspired.

"United in the pursuit of this supreme object the Allies are determined individually and collectively, to act with securities, joining to a victorious cause not only their own safety and prosperity depends, but also the future of civilization itself.

"INSTALL NEW OFFICERS.
FOREST, Jan. 11.—The following officers are installed in Royal Oak, No. 108, I. O. O. F., for the ensuing year: I. P. G., O. W. DeJersy; N. G. John Kay; V. J. Gordon; H. B. S. C. Stuart; F. S. L. P. McKindley; treasurer, D. A. Buchanan; R. S. N. G. Williams; L. S. N. G. John Shipley; R. S. V. G. J. W. Coffey; L. S. V. G. W. W. Hamilton; warden, R. R. McFarlane; son, Fred Mason; R. S. S. Frank Freese; L. S. S. John Scouler; L. G. Dr. C. A. Patterson; O. G. Harold Lindsay.

"FRENCH FRONT QUIET.
Paris, Jan. 12.—There were no events of importance on the French front last night, says today's report from the war office.

PRESS OF STATES ALMOST UNITED IN COMMENDATION OF ALLIES' PEACE TERMS

"New Declaration of Independence in Behalf of Civilization," Says New York Herald — "Dare Germany Do Less," Asks World.

New York, Jan. 12.—Following are extracts from American newspapers of this morning on the Entente reply to President Wilson:
The Herald says: "In a document that will rank as one of the most notable in history, the Entente nations present an outline of the objects for which these nations are fighting, and, broadly, the terms upon which alone peace can be made. There is in it not a trace of the 'bluff and bluster' which has been the reply to President Wilson. Realizing to the full their responsibility to the peoples they represent, and the righteous cause to which those peoples have dedicated themselves, as well as to humanity, the official spokesmen for the Allies have written a new declaration of independence in behalf of civilization.

"Dare Germany Do Less?
The World: Can Germany now refuse to follow the Allies in explaining both the aims and objects of the war and the terms of peace? Unless the imperial government is willing to go as far as its enemies have gone, it can have no standing before the great tribunal of popular opinion. It has asked for peace as a victor, but even as a victor it has declined to disclose the terms upon which it would consider peace.

"The diplomacy of the Allies in the recent past has shown that 'mankind,' which was held in a deification of independence to be vital, can Germany do less? In the circumstances dare Germany do less?
Cannot Say Terms Unjust.
The Times: Will the Central Powers, will Germany, have the effrontery to say that these are not just terms, every one of them? To that opinion she would have the judgment of the whole world against her, as now she has the part of it in arms against her.

New York Herald, a German language newspaper, says the note of the Allies will receive an answer from Germany. "This answer will be moderate, for Germany is conducting a paper," it declares. "Apparently, then, there will come an answer from the Entente; and so it will go, we hope, with address

and counter address until a basis is found on which the restoration of Europe will be possible."
Door Still Open.
The Philadelphia Inquirer says: Not much hope for peace is held forth in the reply of the Entente Allies to the note of President Wilson, inviting terms upon which negotiations could be entered into. Nevertheless the door is not absolutely closed.

"The Boston Globe says: The terms proposed by the Allies are not broken down, and Germany is not in a position to dictate an advantageous peace, which would be sure of rejection.

"Germany's Boast Turned.
The Boston Journal says: Customarily allowances are made for diplomatic jockeying. The Allies' note has no such tone. Its statements need not have been held, its promises need not have been so precise to this note is not of the kind that can be moderated tomorrow and forgotten next week. It is a declaration of war. The shaft of Germany's boast is turned by the Allies' shield of pride.

"The Washington Post says some emphasis may be laid upon the statement by the Allies that it has never been their design to encompass the extermination of the German people and their political destruction. But the context reveals that this is anything but an idle boast.

"Reparation Essential.
The Baltimore Sun says: After all, in spite of the note of the Entente, the average American will not hold the terms laid down by the Allies to be unreasonable. If the statements as to the responsibility for the war and the nature of Prussian militarism be correct—and most Americans believe it to be—then some such reparation as is asked and some such guarantee for the future are essential.

"The St. Louis Globe-Democrat says: There is no vacillancy in the Entente note to President Wilson. The German note spoke of guarantee and penalties, but defined nothing. The communication to the American Government constitutes, it is stated in the words of the president, 'a public declaration as to the conditions upon which the war should be terminated, and they are set forth in grim terms.'



Oak Hall's Great Twice-a-Year Reduction Sale

Offers More and Greater Bargains Than Ever Before

It isn't a question of whether just now you need an overcoat or suit, for when you consider the present market conditions, warranting future advances, you take our word for it you ought to anticipate your clothing needs for seasons to come, and buy now at our "Reduction Sale" prices. This is certainly the "day of opportunity" for those who know and appreciate big values.

Men's Suits and Overcoats

\$11.95 **\$14.95** **\$17.95**

At this special price of \$11.95 you can secure splendid suits and overcoats in many styles and fabrics.
In this group there are suits of fine tweeds and worsteds in young and conservative styles; plain and close-fitting overcoats also.
This lot comprises some of our very best suits and overcoats, broken lots, but every normal size in stock.

MEN'S PANTS AT LESS THAN OLD PRICES

ALL \$2.00 PANTS.	Reduction sale price	\$1.50
ALL \$2.50 PANTS.	Reduction sale price	\$1.95
ALL \$3.50 PANTS.	Reduction sale price	\$2.85
ALL \$5.00 PANTS.	Reduction sale price	\$3.95

Boys' Overcoat and Suit Sale

20 per cent off on all lines of Boys' Winter Overcoats for boys of all ages and
Fancy Overcoats for ages 3 to 5 years \$2.95
Big range of Overcoats for boys all the way from 8 to 16 years.
20 per cent reduction on our regular low prices.
This sale comprises all our Boys' Winter Suits, in blues, tweeds and fancy materials, from the chic fancy suits to the fancy Norfolk styles for the bigger boys. You can get any size and at any price from \$2.95 up to \$11.95

Oak Hall

Chapman's January Clearing and Stock-Taking Sale

Flannelette Blankets

Another lot of those Flannelette Blankets, which we sold out so quickly a short time ago. 200 pairs have just arrived—the last of the mill's over-production; 146 pairs grey, 39 pairs white, and 15 pairs of tan, made in the largest size. Worth \$2.00. Stock-taking sale, per pair \$1.50

Flannelette Bargains

500 yards Striped Flannelette, in grey, blue and pink stripes, 29 inches wide. At 12 1/2c per yard; 8 yards for \$1.00
250 yards Heavy Twilled Outing Flannel, suitable for pyjamas, heavy make; a good selection of patterns, stripes, etc. Worth 35c. At, per yard 25c

Elsie Books

The complete series of these popular books for girls has arrived **25c**

A Waist Bargain

25 dozen Ladies' Waists, consisting of Lawns, Voiles and Silk, latest styles, with deep collar and lace trimmed jabot fronts; all white and white with black, striped or embroidered. Silk in all black or all white. Sizes 36 to 44. A big line to clear before stock-taking, and one of the biggest waist bargains offered in London in many months. Worth \$1.50, at 98c

Petticoats at 98c

January sale of newly-made Black Moire and Colored Sateen Petticoats, deep flounce and 4-inch pleating frills. Worth \$1.25, at 98c
Black Sateen Petticoats, with Jersey knit top, for cold weather. Were \$1.25, at 98c

Sale of Neckwear

About one hundred pieces of fresh and dainty Neckwear, bought specially at a sale price. The lot includes the latest styles in Georgette Crepe, Organdy and Pique. Worth 39c, 50c and 65c, on sale Saturday, choice 25c

Saturday Hosiery

Women's Fleece-Lined Black Cotton Hose, sizes 8 1/2 to 10. Present day value 35c. Our price Saturday, per pair, 25c
WOMEN'S CASHMERE HOSE.
Finished like cashmere, black, fast dye, sizes 8 1/2 to 10. Saturday special 35c per pair, or 3 pairs, \$1.00

IN THE CENTRE OF LONDON.

Velvet Hats, 50c

Still many desirable shapes left. Untrimmed and Ready-to-wear Velvet Hats, in black and colors; also smart hats for children. Formerly up to \$3.00. Choice 50c

Egyptine Taffeta Petticoats

Handsome made Black Egyptine Taffeta Cloth Petticoats, deep flounce, fluted and frilled. Large sizes for stout women, as well as ordinary sizes. Worth \$2.00, on sale, at \$1.35

LOOK OUT FOR BAKER LINEN SALE AND WHITE GOODS SALE NEXT WEEK.

Dress Goods Specials

Shepherd Check Dress Goods.—Clear black and white check; width, 40 inches. Regular 40c. January sale price, per yard 25c
Tweeds.—Dark grey and black mixed, 38 inches wide. Special, per yard 35c
Tartan Plaids.—For school dresses, 36 and 40 inches wide. At, per yard 65c and 75c
Poplins and Serges.—Navy blue and black; also 40-inch Tweeds. Regular 65c. At, per yard 50c

27-Inch Cord Velvets

This same quality can't be bought now for less than a dollar; 27 inches wide, and it comes in navy, brown, green, dark red, etc. Extra special, per yard 75c

Sweater Coats

Every Sweater Coat in stock bears a reduced price ticket during January clearing sale. Men's, Women's and Children's in wanted colors.
Women's and Men's Sweater Coats. Sale price \$2.19, \$2.95 and \$3.98
Children's Sweater Coats, sale prices 69c, \$1.29 and \$2.98

Nightshirts

Boys' Nightshirts, made of heavy striped flannelette, generous cut. Sizes 12 to 14 neck bands. On sale at 59c

Berlin Wools

Single Berlin Wools, in three shades of green, two of brown and tan, also black. About 50 pounds, 12c per skein. On sale Saturday, skein 6c

J. H. Chapman & Co.

239, 241, 243 DUNDAS STREET

The Largest Stock of Victrolas and Records

Backed by the "BEST SERVICE"

A PLEASURE TO PLAY THEM FOR YOU.

HEINTZMAN & CO.

242 DUNDAS STREET

His Master's Voice
Victor
Cembalom Solo (Also Called "Cembalom" and "Pulsator")
Argentine Dance
Joseph Moskowitz
Pianoforte of Max Yasulin
18155-B
(71)-90c

Cembalom Solo

Do you know what a Cembalom is? Listen to Victor Record 18155.

This is only one of the captivating records on the January list and it will delight you.

Here are some of the outstanding ten-inch, double-sided records at 90 cents for the two selections:

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|--|--|-------|
| Come Along to Caroline
Don't Leave Me, Daddy | Collins and Harlan
Marion Harris | 18185 |
| Song to Hawaii
My Honolulu Hula Girl | Wright and Dietrich | 18159 |
| Inspiration—Spanish Waltz
Argentine Dance | Joseph Moskowitz
Joseph Moskowitz | 18155 |
| Night Hymn at Sea
Dreams | Elsie Baker-Frederick Wheeler
Frederick Wheeler | 18178 |
| Twelve-inch, double-sided Dance Records | | |
| Miss Springtime—Medley One-Step | Victor Military Band | 35598 |
| Chinese Fox Trot—Medley | Victor Military Band | |
| The Two Dance
Broken Doll—Fox Trot or London Taps | Victor Military Band | 35599 |
| Two Splendid Red Seals | | |
| Rigoletto—Canto some | Ameilia Galli-Curci | 74499 |
| A Perfect Day | Alma Gluck | 64607 |

Hear them at any "His Master's Voice" dealers
Write for free copy of our 450 page Musical Encyclopedia listing over 6000 Victor Records.

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Lenoir Street
DEALERS IN EVERY TOWN AND CITY ONE PRICE FROM COAST TO COAST VICTOR RECORDS—MADE IN CANADA LOOK FOR "HIS MASTER'S VOICE" TRADE MARK

MASON & RISCH LIMITED

THE HOME OF THE VICTROLA
248 DUNDAS ST.

London Advertiser

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THE LONDON ADVERTISER COMPANY, LIMITED. London, Ont., Friday, Jan. 12.

PREMIER LLOYD GEORGE.

THE man of the hour has given us a heartening message. Lloyd George's speech in London yesterday may be regarded as the first run of the 1917 Armageddon. He predicts that Germany will this year be crushed. The new premier has shown already that he is not merely a civilian orator and a man of words. His prediction in regard to the war carries more conviction, as it comes at the very moment of the quickening. The press muddle, swept to the Serbian front, that has been paralyzing allied endeavors in the eastern area, is cleared and a half, is now swiftly cleared.

It seems. It may be true that the regime of Asquith and Gray was altogether responsible for the lackluster in handling Greece, that premier bureaucracy until quite lately powerful at Petrograd, was blocking the procedure, but it is clear that not a moment has been lost by the new British premier in seizing and developing a more favorable conjunction of circumstances. Lloyd George has shown himself at the Rome conference a statesman and a strategist of high order.

It may be interesting to compare the career of the new premier with that of the Roman Julius Caesar. Caesar had the initial advantage of high social rank and all early opportunities, though he ran through more than what property he had at an early date. For years Caesar was a local politician, and then he held a series of local offices. Not until he was over 40 years of age did he launch himself upon a military career and world politics. Similarly, Lloyd George has been all his life a lawyer and parliamentarian, and now suddenly he blossoms out as a master of foreign affairs, international diplomacy and warcraft. He has the grace, tact, the lightning wit and activity, the versatility, the pleasantness covering an insatiable will, an intense ambition, a far-sighted purpose and a perception of the true interests of his country, which characterized the ancient Roman soldier, orator and statesman. He has come to dominate the destinies of Britain as Caesar did those of Rome.

It is the cosmos that both breathe a wider world than Caesar's. And the great advantage of his character in the comparison is that he is moral, self-sacrificing and a true democrat. He will be no dictator when the strife is done, we know very well. He loves war, but peace, as he said yesterday at Goutball. He is in this more like Lincoln, who would certainly have resigned his high powers without a backward glance and become a simple citizen again.

For some years it has seemed that sooner or later all must be in the Wellesman's hands. He has been the man of destiny since he braved the Birmingham mob in the time of the Boer war, since he fought and beat the House of Lords, since he organized the munitions of Great Britain. This organizer of victory has the right to be its prophet, and we believe every word he says, because back of every word and ahead of it is an act, a reigning blow at the enemy. He will deliver the "knockout," as he has foretold.

VICTORIA HOSPITAL.

A VISIT TO VICTORIA HOSPITAL reveals the fact that London has one of the best hospitals to be found anywhere. Several forces have been attributed to this result. When the Hospital Trust was formed it was of a distinct change for the better. One of the first trustees was Mr. C. F. Compain, who gave his time without stint, just as Col. Garsbore does now, for several years. Under Mr. Compain the grounds were laid out, trees planted and many improvements introduced. The late Thomas McCormick and the late Col. Lewis deserve special mention. Col. Lewis donated the Queen Victoria memorial window. Mr. McCormick, after him, was chairman for some years. The hospital and its work during the latter years of his life, was one of his benevolent concerns. The late James Waterman, had death not claimed him too soon, would have been a valuable member of the board of trustees. He was beginning to take a genuine interest in the work before his death. The county has contributed its share of good men. The late James Gilmore, of Dorchester, was a splendid example of the public man Middlesex has produced. The late Simon McLeod was another. The county council of Middlesex under the old council system produced a chain of splendid men.

Coming down to the present, among those who know how diligently Col. Garsbore, the chairman, applies himself to the work, his praise is unstinted. The county member, Mr. John Laidlaw, is equal to those of the past. Of course without good executive officials the work of the board could accomplish but little use. No hospital ever had better superintendents than Mr. Thomas Beard and Miss Stanley. The building itself is scrupulously clean in every part. The air has no offensive

odors. Patients say the attention and food is all they could wish for. Mr. Beard meets the public and all visitors in the kindest of manner. In this he is well supported by Miss Stanley. Perhaps none of these very desirable results would have been accomplished if London had not been the home of a medical school, now the Western University. We should not overlook the good done by the doctors of over twenty years ago who established the medical school. We should not forget Dr. Beales and Dr. Moorhouse, Dr. Arnott and Dr. Meak, Dr. McCallum, Dr. Waugh, Dr. Moore, Dr. Wiliart, Dr. Balfour and many others. It worked for good in every way. It made London a medical center and made of many of the doctors specialists, whose practice now extends over all Western Ontario. It made the hospital better than it would possibly have been otherwise. The fact that the medical men were professors and necessarily required to be well up in their work in order to teach, benefited not only the student, but all who came under their treatment.

When the war is over, and there are signs of coming peace, a new and adequate medical department of the Western University will be built convenient to the hospital, and from it in the future will come many graduates who will take a creditable place in the medical world, such as that taken by students of the past, like Dr. Rowntree. London is the natural center for Western Ontario. Victoria Hospital would be a credit to a much larger city than London, but London's field is becoming more and more Western Ontario, and in nothing more clearly is this shown than in its medical men and its institutions of learning.

The foundation of it all, Victoria Hospital, has been well and surely laid. Its management could not be in better hands.

TIME TO SAVE. HIS annual address to the shareholders, General Manager Aird of the Canadian Bank of Commerce suggests that "economy should be enforced in Canada, in many directions, if it is not voluntarily adopted by our people." He is for penalizing or forbidding the importation of all luxuries, the curtailment of public expenditures, and even restraint on food consumption.

There is no doubt a need for economy in this country in case of victory. Germany is conserving every resource to hold out through 1917. Great Britain has got down to solid, serious business. If it is a fight to a finish, we have to trim our fat off and make every ounce count.

BOOKS OF WAR SKETCHES. TWO OF THE snappiest and sketchiest of the year come to hand from the Macmillan Book Company of Toronto. One is "Phillip in Particular," by W. Douglas Newton, and the other, "Pie, Pinkerton, Millenaria," by Harold Ashton. No more thrilling and delightful bits of war literature has been read, by one writer, anyway. Each has his happy character, the unflinching and ever-smiling young Britisher, to whom the conflict opened a great book of adventure, but a book on which he was to write the story.

Countess "Pickles" and "Phillip" have carried the debonair manner of the British schoolboy, one degree removed, to glorious feats of sacrifice. In "Phillip" there is a fair heart-clutter in the story of the young lieutenant, who after a raid on the German lines, got into a sap which led under his own trenches. How he let the roof of the tunnel fall upon himself in a story concluded with this sentence: "The earth mudd, no sound as it fell in—, at least, none that the men in the sap ever heard."

"Pickerton," a young owner of a vast estate, goes in with the ranks and plays the game, without fear or favor. He is surrounded by a rare Scot, a former burglar and a staunch sergeant-major. Such are the adventures as are indulged in always against a stern background—the fun of both those little stouthearts, that seem to come hot from the trenches, is rare fun, but it always is fatal fun. Canadians who wish to know the young Britisher at his best should pocket this pair of little war glimpses and read them in spare moments, that is, if they do not hold him to the end with their spicy flavor and glory of youth.

EDITORIAL NOTES. Greece is like a spoiled child which kicks stubbornly until it realizes that it has to give in.

Sweden might just as well have entered the war. Her marine power is being depleted just the same.

When the Chicago chief of police and other police officials are arrested on a charge of graft, what can you expect from the rest of the citizens?

Harry K. Thaw's millions have rescued him from prison and an asylum, yet his adventurous career goes on. Fleeing from the charge of assault, he attempts suicide, and yet it would seem as if even death yielded to cheat this oulunt disturber.

What right have neutrals to suggest peace? What right have the "stay-at-homes" to talk about a cessation of war? We have a better right to voice his opinion regarding the matter than the soldier at the front? And who will have a better right to be consulted when it comes to a reconstruction of the nation after the war than the man who fought for the preservation of all that goes to make that nation great?

It is said that certain districts in France are rapidly becoming Canadianized. The streets and shops all go by English names and English and Canadian brands of goods are sold there. The newspapers found lying around are chiefly Canadian. Indeed, the Canadian soldier has so permeated some parts of France with his personality that it is doubtful whether they will ever be so French again. Thus the new world atmosphere is creeping into the old.



—Scene in the Seattle Post Intelligence

The Advertiser's Daily Short Story

(Copyright, 1916, by the McClure Newspaper Syndicate.)

Georgian Silver

BY LOUISE OLIVER.

Alex looked down at the little girl beside him with a calm, quiet scrutiny which might have conveyed a diversity of impressions upon any who noticed. But for the enlightenment of the few who knew not Alex, it shall explain that he was content when most delighted, and he was indeed thankful to his hostess for putting him beside this sweet little violet of humanity.

He drew a long breath and waited for her to speak. The hostess, Susy, with a hundred guests, had considered her roof an introduction. He didn't know the girl and he hoped she didn't know him. Otherwise—he shuddered when he thought of it—she might be like the others; overtalkative, unnatural, and apt to overdo. He was too modest to appreciate the fact that, as the best catch in the matrimonial sea, he was apt to be thought of as a generous and a kind man, and a man of taste. As yet, none had been to his liking. He liked things wholesome and sweet and plain. Dorothy looked around the dining room with wide eyes then up at him with a smile. "I can't believe I'm awake," she said.

"No?" It was an invitation to go on. "No. They say that sometimes a wish is granted. Maybe I've just wished for something like this so often that now I think it's true. Maybe I'm not here at all—only thinking I am."

"What does it matter? Maybe I'm thinking this, a dear," ventured Alex. She laughed, then said frankly: "But I really am hungry. I hope the food isn't just air-painted to look real. I don't mind a bit about all these gorgeous flowers and silk lanterns and candles and things being brain children, but, twiggling your pardon, I'm starved to death and hope they'll hurry up and bring me some real bread and butter soon."

"Your wish is granted," said Alex as the waiter brought the toast and caviar. "I was just thinking," she remarked in the interval before the soup, "that it's a shame Bob couldn't be here. He'd love it so. But Aunt Jane said he couldn't come, that's all there was to it. Aunt Jane said it was kind of Mrs. Dearest's idea to have the party. Virginia relations without ringing in the three of us. You see, there's Robert, Stonewall and myself. The boys are dear, you ought to know them. Bob's my twin."

"He must be a dear," ventured Alex. She laughed, but colored nevertheless. "You'll quite turn my silly head if you say things like that. You see I'm apt to believe all I hear. I'm not—what is the word?—a 'silly'—silly—silly—silly. I think it was."

Alex frowned. Aunt Jane had no business saying things like that. Wood violets were so much lovelier than the housewife ones.

He changed the subject. "Are you fond of old silver?" he asked. "I've been admiring those Georgian candlesticks. The pattern very nice." Dorothy gave him an odd little sidelong look before she answered. "Yes, they are beautiful."

"I've been collecting bits here and there," he went on. "No doubt you can tell me some wonderful things about old silver. Most southerners can. But one thing I have discovered for myself, that southerners may part with their homes, their clothes, and even their souls for their silver—never. I know where there are some splendid collections in the south, but you can't get them."

Dorothy's appetite for food suddenly disappeared. She laid down her fork and looked so distressed that Alex wondered what dreadful thing he had said. "I want to—tell you," said the girl finally. "I've been thinking of you."

"I've been thinking of you?" she cried. "I'd love to know you. The boys are going to college next week, though you'll have to come soon." Again a shadow stole over her face, but was gone in an instant. "I was just thinking how Bob would love this dinner. I'm trying hard to remember all the courses, so I can tell him. Poor Bob!"

"Why poor?" "Why poor? Well, but I really mean it literally, you know. We are poor, very. You see that's why I'm—" She stopped. Virginia pride was uppermost. "Nothing," she answered his eager inquiry. "I thought I could tell you, but I can't."

A painful flush had spread over her face and Alex had an uncomfortable feeling that tears were near. Something about this little girl a great deal of sympathy, he had discovered, and suddenly he had a desire to chase the clouds away from the serious dark eyes and to see the simple come and go in her lovely, smooth cheeks. A feeling of tenderness entirely foretold to his existing heart was giving him an unusual thrill and it pleased him to give it its way.

"I want to tell you something funny I read today," he began, and soon Dorothy's dark eyes were brimming with excitement and her mouth curving with laughter. "That's better," he thought with satisfaction, beginning on another

would ask them to suggest what sort of punishment he due him now. A loon is a loon all the way through the piece.

Sir Sam Hughes breaks into print occasionally, even if it is only to dine with Raymond Hitchcock.

Turkey is said to be 45 cents a pound, but we should worry. We are strong for pigs' knuckles.

One of the committees of the city has done business in a business way. However, getting gabby does not get much as yet.

Cold weather is all right, and we like it, but when a guy walks up to you and says that it looks as if there will be a frost when the thermometer is out of sight, wouldn't it make you mad?

Out old friend has collected some little things, which he asks us to print: GENTLE HITS.

Re Eggs—Bolt an egg long enough, and you've put the egg out of business. An old saying used to be, 'A diamond as big as a pigeon's egg.' Now it's an egg as big as a diamond.

Some men are born great, some achieve greatness, and others corner the egg market.

Re Money—Ordinarily money talks, and many car-eggs creep in what it says, but in this era of high prices it merely emits a faint squeak. Money talks, but in these days when a dollar goes in a spacy store it merely whispers.

Under the head of joyful news comes the Houston Post's observation that many men are buying talking machines, but more are marrying them.

A man is well off in whose home necessities are not wanting, and superfluities not required. He ought to be happy.

One can never buy a satisfactory brand of popularity at cut rates.

Some candidates ought to take the test runs of their governing politics. Some women are self-made, but most of them are remodeled by dressmakers.

It's difficult for a newly-married man to generate much enthusiasm over his wife's beautiful hair after he has seen her pile it on the bureau for the night.

Extra Special! Blue Serge Suits at Same Prices

Three wonderful values in Blue Serge Suits that would be cleaned up in a morning's selling, did you know just what savings they represented.

NO. 1.—Men's and Young Men's Pure All-Wool British Serge Suits, indigo fast color dyed. These cloths were purchased 28 months ago, and are worth today by the yard two and one-half times what we paid for them. Specially well made in smart two and three-button coat styles. Extra good linings. Worth today at least \$23.50. On sale at \$19.75

NO. 2.—Men's and Young Men's Fine West of England Serges in fine twill finish, splendid making and linings. Smart 3-button coat style, with plain or cuff trousers. All sizes 35 to 42. Absolute value today \$20.00. On sale at \$15.75

NO. 3.—Men's Union (Cotton and Wool) Blue Serge Suits, fine twill finish, will wear like iron. Smart 3-button coat style. Well and strongly made, and with first-class linings. Value today \$14.00. On sale at \$9.75

NOTE.—These prices on Blues are positively for one week only.

EXTRA 20 Dozen Men's Fine Soft Front Shirts, in old fast color cloths. (Purchased 12 months ago). Splendid clean-cut neat patterns, full size bodies. All sizes. Value today \$1.25. On sale \$1.00

EXTRA Men's and Young Men's Extra Heavy Pure Wool Coat Sweaters in light colors and combinations. Perfect fitting shawl collar. Price at the mill today is \$5. On sale \$4.75

EXTRA Men's splendid Winter Caps, with inside band for ears; nice brown plaid. Regular \$1.00. On sale \$0.79c

EXTRA Clearance of all Silk Mufflers, bandanna and fringed styles. Worth up to \$2.25. For \$1.99c

EXTRA Clean up of Men's Fine Soft Hats in sizes only from 7 to 7 3/8. Regular \$2. \$2.50, \$3.00. On sale \$1.99c

EXTRA Men's Grey Coat Sweaters with collar and pockets. Full sizes. Regular \$1.50. On Sale \$1.19c

EXTRA Men's and Young Men's Fine Suits of English Worsted, in many splendid patterns and colors that have been selling this year at from \$20 to \$25. Mostly odd lines, but sizes 34 to 42 in the lot. Extra bargain, \$14.75

EXTRA Men's and Young Men's Swager Winter Overcoats in splendid imported tweeds, in the season's smartest patterns. Values to \$22.00, for \$14.75

EXTRA Clearance of Boys' Shawl Collar Overcoats and Two-Way Ulsters, in splendid warm tweed coatings, in sizes 27 to 34, at less than wholesale prices \$3.98 and \$5.95

SAVE MONEY!

Make 35% to 60% on Your Purchases Now

Wholesale and mill prices for next fall wearables promise to be the highest the country has ever known. Today on odd lines you can buy here many lines at actually from 20 to 30 per cent under the closest wholesale prices, meaning tremendous savings, even if you didn't use them until next winter.

Note particularly the offerings in Blue Serge Suits, Winter Overcoats, Wool Underwear, Wool Socks, Coat Sweaters, Clearance of Men's Winter Overcoats, in Tweeds, Chinchillas, Witneys, etc. Browns, greys, tans, etc., in many styles. Values to \$16.50, for \$9.75

Clearance of all Men's and Young Men's Wool Mackinaw Sport Coats, in greys, browns, reds, etc. Norfolk and other styles. Values to \$10.00 \$6.75

EXTRA 48 men's splendid winter-weight Tweed Suits, in handsome new browns and dark greys. Neat checks and herring-bone patterns. Smart 3-button sack coat styles. Sizes 36 to 42. At less than today's wholesale price, \$11.75

Clearance of Men's and Young Men's Swager Winter Overcoats in splendid imported tweeds, in the season's smartest patterns. Values to \$22.00, for \$14.75

Clearance of Boys' Shawl Collar Overcoats and Two-Way Ulsters, in splendid warm tweed coatings, in sizes 27 to 34, at less than wholesale prices \$3.98 and \$5.95

EXTRA Clearance of 78 Men's and Young Men's Fine Suits of English Worsted, in many splendid patterns and colors that have been selling this year at from \$20 to \$25. Mostly odd lines, but sizes 34 to 42 in the lot. Extra bargain, \$14.75

EXTRA Men's and Young Men's Extra Heavy Pure Wool Coat Sweaters in light colors and combinations. Perfect fitting shawl collar. Price at the mill today is \$5. On sale \$4.75

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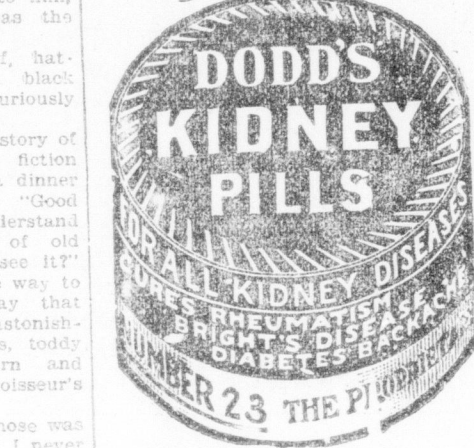
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A Transient Executor

is the individual. Is it not absurd to appoint a man who may die to-morrow as the Executor of an Estate which may require years of management? This Company goes on forever, doing just one thing—caring for Estates.

Write, or come to us about your affairs.

The London & Western Trusts Co. Limited

381 RICHMOND STREET, LONDON, ONT.

Sir George Gibbons, K.C., President. John S. Moore, Manager.

Wait a Minute!

By J. H. F.

Winter has come in earnest. We have dug up our fuzzy hat.

A change in the date of municipal elections is advocated. It would have a sorry day for the aspiring candidate that had not summer. Most everybody was wild then, and they would have enjoyed offering up a few candidates on the altar of sacrifice.

Every resident of Berlin can have one egg between January 12 and 31. First thing you know the Germans are going to get something to eat.

As a liberty-loving nation, the United States do not love it enough to get a spat in the eye over it. Note the Belgians.

There is one thing about that German who told the folks that they would not have much to eat for many a year—he told the truth, and then some.

New York is said to be over-run with folks who want to spend money. Well, they hit rather a good spot to spend it.

The Greeks have accepted the Allies' terms, we read, but we still insist that folks should beware of the Greeks when they come bearing raisin pie.

We don't want you to tell everybody, as a lot of folks would envy us, and maybe say mean things, but we had an egg for breakfast yesterday.

CUNARD LINE

CANADIAN SERVICE. LONDON TO HALIFAX Via Plymouth.

HALIFAX TO LONDON. Calling Falmouth to land passengers.

For particulars of sailings and rates apply to local agents or to The Royal Reford Company, Limited, General Agents, 50 King Street East, Toronto, Jan. 11.

Security First

EXCELSIOR INSURANCE LIFE COMPANY

1916—A Record Year—1916 Increase in New Business Over 50 Per Cent. J. S. HOWELL, Inspector, Merchants Bank, London.

Advertisement for R. J. Young & Co. featuring 'SAVE MONEY!', 'Furnishing Snaps', 'EXTRA TAILORING OFFER', 'Week-End Pre-Inventory Specials', 'Staple Specials', and 'Dress Goods'. The ad includes detailed descriptions of clothing items and their sale prices.

A PAGE OF GENERAL INTEREST TO WOMEN READERS

"Seal Brand" means a certain, definite blend of high-grade coffee - uniform in quality and always delicious.

Don't take any chances—always insist on having "SEAL BRAND" COFFEE.

In 1/2, 1 and 2 pound tins. Whole-ground-pulverized—also fine ground for Percolators. Never sold in bulk.

CHASE & SANBORN, MONTREAL.

Advertiser Patterns



A Suitable, Practical Design. 1475—Ladies' House Dress or Home Dress, with Sleeve in Either of Two Lengths.

Percale, lawn, gingham, linen, drill, poplin, repp, chambray, serge or cashmere are all suitable for this style.

ADVERTISER PATTERN DEPT. Please send above-mentioned pattern, as per directions given below, to:

Name: _____ Town: _____ Province: _____ Age (if child's or miss's pattern): _____

Send a Stamp. Dear Miss Grey.—This is my first time of writing, and I want to ask you some favors.

January White Sale Special Clearance Sale of Heavy Winter Coatings

ODD PIECES AND SHORT ENDS OF TWEEDS, DIAGONALS, ZIBELINES and BLANKET CLOTHS, regularly \$2.00 and \$2.25 values. To clear at 98c

Special Values in the Hosiery and Glove Section

LADIES' FINE CASHMERE HOSE, seamless and full fashioned, sizes 8 1/2 to 10. Price .60c pair

Fine Val. Insertions and Hercules Wool Braids Clearing at 1c Per Yard

One table of Fine French Val. Insertions, white and black, worth from 3c to 7c yard (insertions only). Sale price 1c yard

Crepe de Chine and Voile Waists at White Sale Prices

SILK CREPE DE CHINE WAISTS, REGULARLY \$2.95, SALE PRICE, \$2.39.

We are placing these waists on sale because we have not every color in each style nor every size in each color, but in the collection are to be found sizes from 34 to 44; in colors we have maize, flesh, white and black; there are three pretty styles, two with convertible collars, the other with deep sailor collar that may be worn high or low; regular \$2.95. Special clearing price Saturday \$2.39

FINE VOILE WAISTS AT 70c EACH. Two pretty styles in White Voile Waists, with neatly embroidered fronts, neat lace on collars, one low, other may be worn high or low, all sizes; regular \$1.00 value. Sale price 70c

Cynthia Grey's Mail-Box

Correspondents are requested to make their inquiries as brief as possible, and to write on one side of the paper only. It is impossible to give replies within a stated time, as all letters have to be answered in turn. No letter can be answered privately.

Address, Please, Ellis. Dear Miss Grey.—Please forward the enclosed note to "Ellis," when you get her address. She made an appeal for some mother's help in the matter of worming in her children's hair, and as I have so recently had a similar experience, I wish to help her. BIRTH.

At What Age? Dear Miss Grey.—Just a line to you, and I will be ever so pleased if you give me your help. I am writing you a recipe for caramel pudding.

Ans.—This is a nice recipe: Caramel Pudding.—Three-quarters cup of brown sugar, half-pint milk, one egg, one tablespoonful of cornstarch. Put sugar in pan, melt and brown, then stir in heated milk till all is dissolved.

Ans.—This is all Miss Grey, and may I wish you a happy 1917 and happiness to those whose happiness depends on you? MERNIE.

Ans.—I have a nice recipe: Caramel Pudding.—Three-quarters cup of brown sugar, half-pint milk, one egg, one tablespoonful of cornstarch.

DAILY BIBLE QUESTION CLUB

By Rev. T. S. Lisacott, D.D. (All Rights Reserved.) The six daily studies for this week constitute the International S. S. Lesson for next Sunday. Read the Bible Story on which this study is based, as you ponder the following questions:

September's Gem. Dear Cynthia.—Just a few questions. 1. What is the birthstone for September, and what color?

Ans.—Chrysolite, a greenish-colored stone, is the September birthstone, and morning glory, the flower.

Ans.—I have a nice recipe: Caramel Pudding.—Three-quarters cup of brown sugar, half-pint milk, one egg, one tablespoonful of cornstarch.

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First January Special

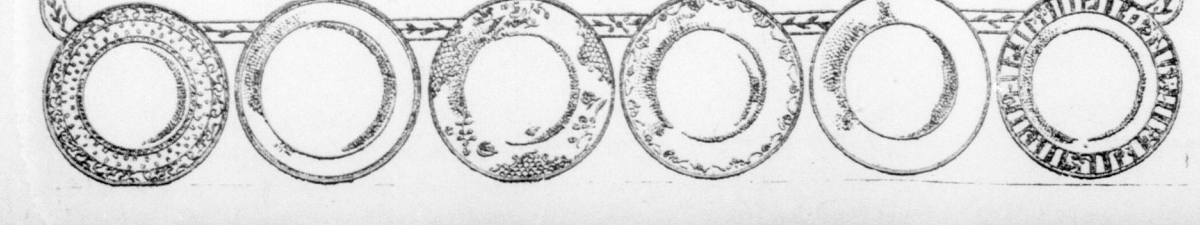
Twenty-five Sets of Dinner Ware just arrived, which was purchased over one year ago before the advance in prices.

97—PIECE DINNER SET—97 White Porcelain, gold band decoration, oval and round Vegetable Dishes. \$14.95—ON SALE WHILE THEY LAST—\$14.95

\$1.00 DOWN AND \$1.00 WEEK. These will not last long at the above price and easy terms. See our window.

Peoples Outfitting Co.

240 DUNDAS STREET. W. D. THOMAS & SONS. PHONE 5615.



RED CROSS AND C.W.C.A.

"SOCKS GETTING LOWER." The following letter from headquarters reached here this week. The possibility it suggests is alarming.

"Mrs. Plumbe has asked us to repeat to you the following cable, which has been received from Mr. Colmer: 'Stock socks getting lower. Distributed one hundred thousand pairs since beginning November.'

"Please give this cable as wide publicity as possible." We have had many warnings from those who know the facts, that we must speed up our sock production if our boys are not to go barefoot but none so imperative as this. Already the want has begun to be felt at headquarters.

Only the greatest united effort will keep our soldiers from feeling it. It is unbearable to think that in a few weeks some of them may be in dire need of socks, and there will be none at headquarters to send them. Something must be done, and done right away.

There are thousands of women knitting at top speed, and for them any greater effort is impossible. But for every knitter there are several women who do not knit at all, or do so in a perfunctory way. Knitting should be the prime business of every woman in Canada, unless she is so busy at some other branch of war work that her time is fully occupied.

Now, if every knitter would start out at once on the trail of a non-knitter, and give her no rest or peace until she becomes a first-rank knitter, our problem would be solved. Won't you, please, go out after your prospective convert right away? She may be your next-door neighbor, or she may be unknown to you. But don't give up till you have hunted her down. She is a slacker, and you, the recruiter, must not rest until you have shown her her duty to her country.

And having shown her her duty, the next thing is to show her how to knit. And in a short time you will have doubled your output. This seems to be the way in which we can meet the ever-growing demands and insure our boys against needless suffering at the front.

Then there is another way in which the knitters can swell the stores of socks at headquarters. The following excellent letter, recently received at Hyman Hall from a busy war worker in a place not far from London, will explain it.

I am sorry to see that the supply of socks falls so far short of the demand. But perhaps some are like myself, guilty of knitting for their very own. I have been sending a pair occasionally to my son in France, as well as to my mother. The other day my son wrote: 'Mother, never mind knitting for me, as I have eight pairs in reserve, and am giving to others who are without. Use your time and strength knitting for the boys who haven't any.'

A hard cough

What tears you every time it comes, yet persists in coming, usually disappears under the healing power of Robert's Syrup of Cod Liver Oil and Tar.

Robert's Syrup of Cod Liver Oil & Tar

35¢ A Bottle. Cut Flowers Plants That Bloom That's All. West Floral Co. 247 Dundas St. Phone 2187.

Vegetables

DIRECT TO CONSUMER. Spinach, peck 30c Brussels Sprouts, box 15c Celery, 'Hearts', 4 in bunch 15c Celery, fine, bunch 5c 10c Tomatoes, choice hot-house, lb 30c Endive, excellent in salads 20c Lettuce, 'Head' 20c Salsify, Veg. Cyster, 10c, 2 for 15c Green Onions, Lecture, 1 pint Parsley, Radish, Watercress, Herbs, each 10c Cabbage, per lb. Savoy, each 10c

COMPASS OIL

MAIN & COLLYER Telephone 3251. P. C. Box 276.

GRAY'S LIMITED

AGENTS FOR THE LADIES' HOME JOURNAL PATTERNS. 140 DUNDAS STREET. Phones 115, 116.

GRAY'S LIMITED

When Tongue is Coated. Your liver is torpid and is affecting your stomach and bowels. To rouse your liver, take the little, purely vegetable and in-all-ways satisfactory 'KIDNEY PILLS.' They relieve biliousness, constipation, all liver ills. Do not irritate nor grip. Price 25c, of druggists or C. I. Wood Co., Lowell, Mass.

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COMPASS OIL

MAIN & COLLYER Telephone 3251. P. C. Box 276.

LOOK!

If you were told of a new discovery for the treatment of coughs, colds and bronchitis, as certain in its action on all chest troubles as anti-toxin is on diphtheria, or vaccination on small-pox, wouldn't you feel like giving it a trial?

Peps is the discovery! Peps are little tablets, containing certain medicinal ingredients, which, when placed upon the tongue, immediately turn into vapour, and are at once breathed down the air passages to the lungs. On their journey, they soothe the inflamed and irritated membranes of the bronchial tubes, the delicate walls of the air passages, and finally enter and carry relief and healing to the lungs. In a word, while no liquid or solid can get to the lungs and air passages, these Peps fumes get there direct, and at once commence their work of healing.

FREE TRIAL Cut out this article, write across it the name and date of this paper, and mail it (with 10c stamp to pay return postage) to Peps Co., Toronto. A free trial packet will then be sent you. All druggists and stores sell Peps, 50c. box.

Peps

MACAULAY IS INDICTED.
ST. LOUIS, Mo., Jan. 11.—Alex. P. Macaulay of Toronto, under bond here as a fugitive from justice from New York, was indicted by the county grand jury today on the charge of forgery. Macaulay had been identified as the man who had given to a local drygoods store, in payment for merchandise, a check which was returned as a forgery from the Toronto branch of the Canadian Bank of Commerce, on which the check was drawn.

MAKE FARMERS OF RETURNED SOLDIERS

Many Plans for Looking After Men Are Under Consideration.

[Special to The Advertiser.]
OTTAWA, Jan. 11.—Federal and provincial authorities have finished a conference upon the problem of the returned soldiers. The result is a better understanding of the problem, but no solution. That is left for another day. The conference was called as a result of a dispatch from the British Government intimating that the close of the war would probably see a considerable exodus of discharged soldiers from England, and stating it was desired to keep as many as possible within the British Empire. To this end the Dominion Government was asked to co-operate, particularly with plans to settle the soldiers upon the land.

It was proposed to form a central body in England, with representatives of the overseas dominions upon it, to deal with the question. An announcement from the prime minister's office states that a tentative plan by the Canadian Government for land settlement with provincial plans which are in effect or are suggested.

The discussions ranged to proposals of co-operation of the Federal and Provincial Governments looking to land settlement, to settlement on private lands not now producing, to the need in Canada for increased production, to providing facilities for loans to farmers, to technical education and employment for soldiers apart from agriculture. It was decided that Ottawa should send to Ottawa statements of what it has done or desires to do for returning soldiers, with a view of preparing a comprehensive plan for discussion at a later date.

SENT TO LONDON.
ST. MARYS, Jan. 11.—Two alleged deserters from the 119th (Central) Battalion, Hills and Jones, who were arrested here, were taken in charge by officers and sent to London today.

German Casualties 4,010,160 Since War

LONDON, Jan. 11.—The total German casualties since the beginning of the war were placed at 4,010,160 in an official summary issued by the British Government today, which reads: "A summary of the German casualties reported in official German casualty lists published during December, gives a total of 88,291, which, added to those previously reported, brings the total German casualties to 4,010,160. The total and colonial casualties exceeded."

HOMELY, EVERYDAY PATRIOTISM BADLY NEEDED IN CANADA

Major-General Hodgins Says Feeling Too Spasmodic.

DUTIES OF CITIZENSHIP

These Should Be Inculcated Into Boys in All Schools.

OTTAWA, Jan. 11.—"I believe in military training for every male citizen," declared Major-General E. Hodgins, in an address on "Patriotism" before the Women's Canadian Club, in Collegiate Hall. "Such training, according to the theory of General Hodgins, would foster real patriotism, a social consciousness, and provide the discipline which tends to raise citizenship to its highest efficiency, and greatest strength. "Citizenship is in reality a homely, every-day patriotism," continued the speaker. "She must raise the standard of her citizenry till private interests are submerged in the common welfare."

Canadians Spasmodic.
Patriotism today is spasmodic. Sometimes it is latent, again the fiercest of human passions. As a people we are devoid of historical conscience. We are behind the French, the Germans and the Americans in our appreciation of the meaning of the Empire and the State.

"We must follow their lead and inculcate in our boys in school the duties of citizenship, the working of Government and their relation to the Schools and Citizenship."

"Patriotism, that spirit in a people which gives obedience to its country's laws, and protection to its institutions, is a sentiment which, unalloyed with pride and vain glory, is the greatest strength of a nation. The glory, pride and hope of this country is its free press, religion and schools. But we must do more to teach morals and patriotism in these schools to our institutions of learning and a better defence than the fleets and armies. The first business of the schools is to make good citizens, whatever else they do."

"Patriotism is built upon reason and supported by education. It is not confined to affairs of national interest, but to be found even in the narrow limits of the home. Anyone who submerges his personal interests for the common good is truly patriotic."

Indorses National Service.
General Hodgins indorses the national service movement and urged everyone to use his or her influence to see that the cards were filled out and returned. The outcome of concentrated strength would be a mighty factor in winning the war and bringing peace.

GERMANY TRIES TO OFFSET REPLY OF ALLIES BY NOTE

Issues New Statement of "Self-Defence."

BERLIN, Jan. 11.—Via Sayville.—Germany today handed neutral governments a note concerning the reply of the Entente to the German peace proposals, the Overseas News Agency announces. It is first stated, continues the news agency, that the German Government had received the reply of the Entente to the German note of December 12. The note then continues: "Our adversaries declined this proposition, giving as the reason that it is a proposition without sincerity and without importance. The form in which they clothe their communication excludes an answer to them, but the Imperial Government considers it important to point out to the governments of the neutral powers its opinion regarding the situation. "The central powers have no reason to enter into any discussion regarding the origin of the world war. History will judge upon whom the immense guilt of this war shall fall. History's verdict will be little perturbed over the prevailing policy of England, the revolutionary policy of France, and the endeavor of Russia to gain Constantinople, as over the instigation of the Serbian executioner to Sarajevo and the complete mobilization of Russia, which meant war against Germany."

In Defence of Existence.
"Germany and her allies, who had to take up arms for the defence of the liberty and their existence, consider this their aim of war, as obtained. "On the other hand, the hostile powers always went further away from the realization of their plans which, according to the declaration of their responsible statesmen, were, among others, directed towards the conquest of Alsace-Lorraine and several Russian provinces, the humiliation and diminution of the Austro-Hungarian monarchy, the partition of Turkey, and the mutilation of Bulgaria."

"In the face of such war aims, the demand for restitution, reparation and cessation in the month of August, 1914, spoken for by our adversaries produces a surprising effect. "Not War Manoeuvre. "Our adversaries call the proposal of the four allied (Entente) powers a war manoeuvre. Germany and her allies must protest in the most energetic fashion against such a characterization of their motives, which were frankly explained. They were not negotiators of peace which was just and acceptable to all the belligerents was possible, but that it could be brought about by an end to the exchange of views, and that, therefore, the responsibility for further bloodshed could not be taken."

"Their readiness was affirmed with reserve conditions, when negotiations were entered into, which refutes every claim as to their sincerity. "Hands to examine, who had it in their contents, neither attempted an extradition, nor made counter-proposals impossible so long as the re-establishment of violated rights and liberties, and the recognition of the principles of nationalities and the free existence of small states were not guaranteed."

Play Up Irish Question.
"The sincerity which our adversary denies to the proposals of the four allied powers, the destruction of the Irish people, the destruction of the Boer Republic, the subjugation of Northern Africa by England, France and Italy, the suppression of Russian alien nations, and also the violation of Greece, which is without precedent in history."

"Against the pretended violations of the laws of nations by the four allied (Entente) powers, which from the beginning of the war trampled on justice and tore to pieces the treaties upon which it is built. England already during the first weeks of the war repudiated the London declaration, the contents of which had been recognized by its own delegates as a valid law of nations, and in the further course of the war violated in the most severe fashion also the Paris declaration; so that, by her arbitrary measures for warfare, a condition of lawlessness has been created."

Pressure Against Neutrals.
"The war of starvation against Germany and the pressure exercised in England's interest against neutrals are no less scandalously conflicting with the rules of the laws of nations as with the commands of humanity. "Likewise, contrary to the laws of nations and incompatible with the concepts of civilization, are the use of colored troops in Europe and the extension of the war into Africa, which was done by a breach of existing treaties and which undermines the prestige of the white race on that continent. The barbarous treatment of prisoners, especially in Africa and Russia, and the deportation of the civilian population from Eastern Prussia, Alsace-Lorraine, Galicia, and Bukovina, are further proof of how our adversaries respect justice and civilization."

"At the end of their note of December 30, our adversaries point out the special situation of Belgium. The im-

MID-WINTER SALE

WHERE WAR PRICES DO NOT PREVAIL

THE BIG SALE IS ON!

20% to 40% and in Many Cases 50% Reductions

The orders to vacate have been tacked on every garment, every article in this Big Busy Store. Conspicuous is the watchword, and not a single garment is exempt. Thousands of customers from outside towns and districts for a hundred miles will save their expenses and big day's pay by an early visit to Dowler Stores in London and St. Thomas. Overcoats, Fur Collar and Fur Coats by the hundreds. Suits, in Blue and Black Pure Wools in Scotch, Irish and English Tweeds for men and boys by the thousand. Trousers by the wagonload. Underwear, Fine Furnishings, Hats and Caps, Work Goods, Fine Cashmere and Heavy Wool Socks, Work Shirts and Overalls. Never in the history of Canadian merchandising has such a magnificent array of high-grade men's and boys' outfitting been offered at such extraordinary value prices in the face of a rising market. Come early.

SUITS SUITS



The bugle call has sounded and the marching orders have gone through every rack and table of our magnificent suit stock. We have made a reputation all over Ontario for the most perfect and satisfactory wearing clothing turned out. This will be a double opportunity to save money and protect your purse against any possibility of rising prices.

BUSINESSMEN'S SUITS \$13.50
In Solid British Cloths, all wool Serges, Tweeds, Fancy Checks, Overchecks and Quiet Stripes. Suits worth up to \$20.00. Also young men's fancies.

BENCH TAILORED, HAND MADE \$16.20

Including 20th Century and W. R. Johnston makes, Canada's master tailors. Pinch-Backs and Form-Fitting for the dressy young fellows, standard styles for the men of quieter tastes. Extraordinary values for all suits as high as \$24.00.

SUIT BARGAINS AT \$9.60.
Odd lines of extraordinary value all crowded together and marked for a quick rush at \$9.60.

SUIT BARGAINS AT \$6.90
Tough wearing, strong serviceable Suits. Lines that are bargains at some stores today at double.

OVERCOATS

68 HANDSOME WARM WOOL HEAVY OVERCOATS.

Not a single coat in the lot has been selling at less than \$14.00. These will be specially priced for a quick clearance at \$9.80. The very latest models by Canada's master tailors, 20th Century, W. R. Johnston, Society Brand and many others. Heavy driving Ulsters, Shawl and Two-Way Collars, Fur Collar Coats, Swagger Slip-Ons, Pinch-Backs, Form-Fitting, Box Backs and Standard Chesterfields.

WARM COMFORTABLE COATS \$13.50.
Swagger Snappy Coats, Loose Slip-Ons and Big Driving Ulsters. This is a big opportunity. Overcoats worth up to \$20.00. **\$24.00 BRITISH DRESS MELTON COATS \$17.60.**

Cloth and wear absolutely guaranteed, fit and tailoring that will win the most fastidious. A big bargain for the early buyer.

FUR-COLLAR COAT BARGAINS

\$14.00 Black Beaver Fur Collar Coats \$10.50
\$18.00 Black Melton Overcoats, Fur Collar, Rubber Interlined, Curl Lined, guaranteed wear \$13.50
\$20.00 British Melton Fur Collar Coat, Rubber Interlined, Curl Lined \$15.50
Canada's Best and Dowler's Pride, British Melton Overcoats, \$28.00 quality, Fur Collar Coats; shell equal to most \$65.00 fur lined coats; tailormade \$22.50



OUR WORK GOODS DEPARTMENT
Is constantly saving the buyers of Work Shirts, Overalls, Work Trousers, Storm Coats, Sheep Lined Coats, Waterproof Smocks, Mitts and Gloves, Heavy, Warm Wool Socks and Underwear from 10 per cent to 40 per cent. "I saved a dollar and a half on these three pairs of overalls," remarked a customer a few days ago as he was handed his parcel.
Peabody's \$1.75 Union-Made Overalls. Special \$1.25
About 10 dozen Overalls at \$1.00. Special 75c
15 dozen Standard Neckwear. Special 25c

Prices Have Dropped Down! Down! Down!

You cannot afford to miss this great sale, if you need anything in ladies' wearing apparel. Prices have dropped to their lowest figure. We sell at prices other merchants cannot attempt to touch.

COATS REDUCED

\$12.50 TWEED COATS, REDUCED TO \$ 7.45
\$18.00 PRESS PLUSH COATS, AT \$11.95
\$35.00 SALT'S PLUSH COATS, AT \$25.00

Eight \$12 All-Wool Serge Suits \$2.95

ON SALE SATURDAY MORNING AT 9 O'CLOCK.
The latest styles, tailor-made, different colors.
In Small Women's Sizes Only.
All other Suits half-price.

B'g Clearance of Waists

\$1.25 WHITE VOILE WAISTS, FOR 69c
\$4.50 SILK WAISTS, 12 ONLY, FOR \$1.98

MILLINERY AT LESS THAN COST

SPECIAL \$3.00 Kimonos, for \$1.95
For \$13.00 Silk Dresses \$7.45

METROPOLITAN SUIT & SKIRT MFG. CO.

232 DUNDAS STREET.

New Year's Bargain Sale

Last week of our sale. This is your opportunity to get some real bargains.

Base Burners
1 Jewel, regular \$56.50, for \$49.00
1 Magic, regular \$36.00, for \$32.50
1 Jewel with oven, regular \$42.00, for \$37.75
Steel Ranges and Oak Heaters specially priced.

Purity Kitchen Cabinet
1 only left to sell at less than manufacturer's price, regular \$25.00, for \$14.75

Electric Domes
One 24-inch Dome with pearl fringe, regular \$28.00, for \$21.00
One 21-inch Dome with green tube fringe, regular \$18.00, for \$14.50
All Brass Goods, Cut Glass, Trays, etc., at Rock-Bottom Prices.

Westman Hardware Limited
PHONES 360, 3420. 121 DUNDAS STREET.

special German Government is unable to acknowledge the Belgian Government has always observed the duties of neutrality under England's influence, under England's military support in England and France, and thus herself sought and secured the spirit of the treaty of peace and neutrality. "Twice the Imperial German Government declared to the Belgian Government that it did not come as an enemy to Belgium, and asked it to open up the country to the terrors of war. Germany offered to guarantee the integrity and independence of the Kingdom for all damages which might be caused by the passage of the German troops. It is known that the Royal British Government in 1871 was resolved not to oppose the use of the right-of-way through Belgium under those conditions. "Belgium Made Own Fate. "The Belgian Government declined the repeated offer of the Imperial Government, which insisted that the responsibility for the fate which befell Belgium. "The accusations against the German Empire there in the interest of military safety have been repeatedly refuted by the Imperial Government as untrue, Germany's small offences against the law against these countries. "Germany and her allies have made an honest attempt to terminate the war and open the road for a understanding among the belligerents. The decision of our adversaries whether the decision of the law of nations should be entered upon or not, is left to the decision of the belligerents. "Our allied powers, however, shall continue the struggle in quiet confidence and will turn their backs to their right, until peace is gained which guarantees to their nations honor, existence and liberty of development, and which to all the nations of the European continent gives the blessing of civilization. The Imperial

SHIPBUILDERS MUST PREPARE TO MAKE UP LOSS, SAYS JELICOE

Submarine Menace Strain on Merchant Service.
LONDON, Jan. 11.—"The submarine menace to the merchant service is far greater now than at any period of the war, and it requires all of our energy to combat it," said Admiral Sir John Jellicoe, first sea lord, in a speech at a luncheon given in his honor in London today. "Admiral Jellicoe said the menace must and would be dealt with. Of that he was confident, but the British would have to make good their inevitable losses, and in order to do so were dependent upon the shipping industry of the country, to which he appealed to put forth its best efforts continuously and ungrudgingly in order to maintain the strength of the mercantile marine. "Referring to Germany's boasts concerning the work of the German fleet searched the North Sea for the British, Admiral Jellicoe said: "Our enemies only on one occasion have ventured sufficiently far with their main fleet to give us an opportunity of engaging them. No vessels, neutrals or British, have sighted the

SHIPBUILDERS MUST PREPARE TO MAKE UP LOSS, SAYS JELICOE

German fleet far from its ports on any other occasion. "After expatiating on the extraordinary difficulties with which the navy had to contend, owing to mines, submarines, torpedo craft and other menaces, Admiral Jellicoe said: "The approximate number of vessels of all classes comprising the British navy today is nearly 4,000. It includes battleships, little cruisers, light cruisers, destroyers, submarines, mine sweepers, patrol and many other miscellaneous craft, all of which are necessary for the effective conduct of the war of today. "Our activities range from the White Sea, where we are doing our best to assist our gallant Russian allies, past the North and South Atlantic, where the cruiser squadrons are at work, on to the far Pacific, where we are co-operating with our Japanese allies. In fact, there is no part of the world where the navy has not duties and responsibilities in connection with the war."

MORE RAILWAY BUILDERS ARE NEEDED OVERSEAS

Four Construction Battalions Are Asked From Canadian West.
[Special to The Advertiser.]
OTTAWA, Jan. 11.—Another call has been made on Canada for men to build war railroads to the front-line trenches. A call has been made upon Western Canada for four more Railway Construction Corps. The western provinces, Manitoba, Saskatchewan, Alberta and British Columbia, are each asked to supply one. Canada has had so much railway building experience in recent years that much skill has been developed and the European military authorities say that the rush construction methods of the new world have been found exceedingly satisfactory in the construction of military lines to convey supplies to the front.

GIRL-SLAYER SENTENCED TO YEAR

SASKATOON, Jan. 11.—Manila Freeston, who was found guilty yesterday of the death of W. J. Brown, was today sentenced to one year in prison.

THE HIGH COST OF LIVING MAY BE REDUCED BY FOLLOWING THE HOUSEKEEPERS' BUYING GUIDE

GAS

Maximum Heat at Little Cost

The daily use of thousands of GAS STEAM RADIATORS and GAS HEATERS and their increasing use is a testimonial of their efficient and economical operation.

GAS HEATERS, \$3.50 and up, suitable for home, office, store or factory use. GAS STEAM RADIATORS are being extensively used to the exclusion of other heating apparatus. The heat radiation is extensive and perfect. Once the steam is generated, the supply of gas is automatically reduced. Costs one cent an hour to operate a four-section radiator and a proportionate price for larger sizes.

ORDER A GAS-HEATING STOVE TODAY

The Gas Appliance Co.

PHONE 922.

213 DUNDAS STREET.

THE RIGHT WAY IS THE GAS WAY.

YOUR BEST FRIEND

Is the manufacturer of Good Creamery Butter. Substitutes, such as butter compounds, oleomargarine, etc., are all right in their place, but their place is not on your table. Use at all times only the purest butter obtainable. It is more palatable, more health-producing and really more satisfactory all round than a cheaper grade would be. It never pays to economize on a necessity. Eliminate, if you will, the luxuries, but insist on the very best when it comes to a necessity, such as butter. See that your grocer sends you THE BEST CREAMERY BUTTER THAT'S MADE. That is, as you know,

SILVERWOOD'S

Try Leaven's Ideal Loaf of Home-Made Bread

There is no better bread made in London. It is home-made. It does please the people. It is worthy of a trial. Try it and you'll like it. Ask your grocer for it or have our wagon call. Phone 2795.

LEAVEN'S IDEAL BAKERY, South London

Reduce the High Cost of Living

By Using Fancy Storage Eggs in Place of New Laid Ones.

Your grocer can secure these from us. Every egg guaranteed. Also Fancy Dressed Poultry, Potatoes, Honey, Dairy Butter.

C. A. MANN & CO., 78 King St. Phone 1577



FISH SPECIALS FOR FRIDAY AND SATURDAY
5,000
Pounds of fish of all kinds to be sold at CUT PRICES. Come and share in the savings.
ONN'S Fish Market
143 KING STREET. PHONE 1295.

Ladies of London

Are you in earnest about your housekeeping on economical lines? If so, please consider this business as one offering an opportunity for you to economize. Why? BECAUSE, we are in the low-rent district. BECAUSE, we do our own baking and know how. BECAUSE, we do not keep delivery vans at a cost of \$1,000 per van per annum. You save in prices what we save in expenses. That's it.

Everything in Fancy Baking at Moderate Prices.

J. M. CHIVAS, Confectioner

117 DUNDAS ST. PHONE 443.

THERE'S SAFETY IN

Pure Milk and Pure Cream

It is an Old Country saying, "Where there's a cow, there's a home." Which simply means that milk is one of the most important requisites in the diet of a family. It is the natural food for young and old. Be sure you get pure milk. Our customers are being served with that quality every day from the old reliable milk depot.

London Pure Milk Co., Ltd.

561 DUNDAS ST. PHONE FOR OUR WAGON TO CALL. PHONE 4338

FRANK SMITH'S Money-Saving Prices

Tomatoes, per tin	17c	Seeded Raisins, 2 pkgs.	25c	Midways, 1/2-lb.	20c
1 Peas, 3 Cans	25c	Prunes, 2 lbs.	25c	Oranges, per dozen	15c to 50c
Maple Leaf Salmon	28c	Figs, 1 lb.	10c	Redpath's Sugar, 100 lbs.	\$7.95
Pure Lard, 5-lb. tin	63c	Dromedary Dates, 2 pkgs.	25c	Redpath's Sugar, 50 lbs.	\$4.00
Crisco, tin	38c	Lipton's Tea, 1/2-lb.	18c	Redpath's Sugar, 25 lbs.	\$2.00
Shrimps, tin	18c	Grand Marnet, 1/2-lb.	18c	Redpath's Sugar, 5 lbs.	45c

MARKET SQUARE. PHONE 1730.

HOUSEKEEPING IS A BUSINESS. ECONOMICAL COOKING IS A SCIENCE.

Our Consumers' League

Owing to the illness of its conductor, the Consumers' League column is given into the hands of its very loyal following of readers this week. Several letters of a practical character have been received and serve to "carry on" while the commander-in-chief is wrestling successfully with his gripe, who is no respecter of persons, no even newspaper persons, who have a weekly assignment to fill. Valuable hints from businesslike matrons are the order for the week, and will be found interesting by all who are facing domestic economy problems with more or less misgivings.

SCHOOL GARDENS, HOUSEHOLD ACCOUNTS, ETC.

Dear Miss Armstrong,—I never read your column that I do not find something useful, interesting or entertaining in it—usually all three. I liked the ladies on household accounts. Of course, any person is just foolish who tries to run a business without books. It soon follows that the business becomes neither a business, nor a pleasure.

The only reason women don't like keeping accounts is that they don't know how. My advice to every woman is: Get somebody else's husband to teach you. Home bookkeeping is very simple. But it's almost impossible to learn it from your own husband. Husbands have an innate dread of teaching their wives to draw checks; yet it isn't hard to learn. Mr. Wiggins taught me very quickly. But one day when we were checking over stubs together he said, "How oddly you arrange when you are overdrawn at the bank."

Now, really, it's quite simple. If on the 27th I have 72 cents between us and starvation, I draw a check for \$5.00. But not wishing to lose track of that \$5.00 later, I do it this way, on the stub:

Forward (January 27)	72
Amount received, (February 1)	\$100 00
(Household allowance)	
Total	\$100 72
Amount this check (January 27)	5 00
Balance	\$95 72

Perfectly simple, isn't it?

But Henry Wiggins just smirked: "Don't you know how to make out a stub when it's going to overdraw your account?"

I don't know who he thought had taught me. But I said on the tones of a Georgiana Washington, that I did not, but I'd be pleased to learn.

"Well," he said, kindly, "I'll show you next time you want to do it."

So when "next time" came I trustingly trotted out my check book, and what do you think Henry Wiggins said?

He said: "No—don't overdraw—do without it!"

Now, I thought it better to borrow from the bank than from the milkman. So I did, and made out my stub in my own satisfactory, comfortable way. But that was the time I made up my mind to learn from other people's husbands. Mind, no woman should blame a personal husband for this. He just can't bear to think that his wife isn't gifted with second sight; that's really at the bottom of it. And, then, the wife hates to admit that she doesn't know all about it by intention, so they're both irritable and nervous to start with. I don't mind Mr. Wiggins knowing that I have no superhumanly inspiration about bookkeeping. And it doesn't hurt his personal property pride in me a mite to know that I haven't. He tells Mrs. Moggins that I have a mind of childlike stupidity, but great receptivity. She told me. I told her about the overdrawn check-stub game. She got Henry to teach her. Henry told me that Elizabeth Moggins had the simplicity of a child, and the same desire to know things, and that he thought it was funny that William hadn't taught her more, when she was so receptive. I agreed, and said that there was something in the marriage service. Henry agreed, too. And there really is something in the marriage service. And if you are stupid, why let your husband know it?

Perhaps this doesn't seem very "Consuming." But look here, Miss Armstrong, I think "The Consumers' League" is a most unpatriotic name for anything so fine as this page. What we should all be doing is reducing consumption and increasing production. That's what those "in the know" say is about the chief national service we can do.

That's what this column is aiming at, isn't it? But when you call it the Consumers' League you sound as if we were a "Band of Good," but bent on gobbling all we could.

Why not call it "Producers' and Consumers' League"? All producers are consumers, and all consumers should be producers. If they're not, L'ARN 'EM! I like that talk about the Gardening Association. They are on the right track. I mean to patronize the community store. I hope all the women in town will help. It's a fine idea.

I liked the piece in Saturday's paper about the little Girl Guides who did so well on their plots.

What are the schools doing with gardens for the children in this town? Please tell us. School gardens, if universal, should help solve the food problem.

I don't blame you if you make mince-meat of this letter. It's the season for mince-meat! But let me advise you not to use all butter in the pastry. Try using half clarified dripping. Costs next to nothing, and tastes just as good. Hoping to hear more about the gardens. Yours, for Producing Production,
JANE WIGGINS.

BELIEVES KEEPING HENS PAYS.

Dear Miss Armstrong,—I was much interested in a letter over the signature of "Ordinary Person," which appeared in your column two weeks ago. I agree with the writer that it would be much more interesting and immensely more helpful if lecturers on such important topics as poultry-raising and gardening, would give their actual experience. The actual figures, as "Ordinary Person" says, are somewhat practical and less theoretical, would help us more. Theory alone never raised a brood of chicks, nor planted a garden. We have to get right down to the hard facts to make things go. With regard to raising fowl, until within the last two years we have always had our own fowl. We were not practical enough to keep a strictly accurate account, but I do not think we were ever out of poultry. When the hens were laying we certainly thought that the pleasure of eating strictly fresh eggs repaid us, or rather my husband, for his trouble. He experimented with several different kinds of fowl, but found that for an all-round purpose hen the Barred Rock is best. The Brown Leghorns are good layers, but we had to buy them out on account of their "drying process." They are veritable "drying plants." The Buff Orpingtons, on the other hand, are terrible "soilers." They set and set, and continue to set. 'Tis true, they lay well in the winter, but farewell to eggs the minute the warm weather comes. The Barred Rocks lay well, and are fine table birds, but like "Ordinary Person" I hate slaughtering time—it is a far from interesting process. I, too, feel that I should like to try again. In fact, so convinced am I that I could make it a paying business that I have threatened—much to the disgust of other members of the family—to start an incubator in an unused room of the basement. Why not? Would not that be thrifty?

With regard to gardening, I know that I pay. To say nothing of the monetary value, there is nothing more ennobling than the study of the growth of plants, be they flowers or vegetables. When we look at the tiny seed and then at the wonderful results, how can we help being reminded of the power that directs the wonderful processes of nature. With apologies,
FRATERNAL WOMAN.

P.S.—I trust the "Consumers' League" will tell us where to buy strictly fresh, fertile eggs for stock purposes, as suggested by "Ordinary Person."

Miss Lillian Nicholson, the poultry expert, whose deep interest in the welfare of our Consumers' League Department is manifested by frequent contributions, has sent the following New Year's greeting to her readers, and also timely advice for feeding of poultry in cold weather:

It is a pleasure to have this opportunity of wishing a happy New Year to my readers in London. Again we have closed the door of the old and stepped into a new year. May our hearts have peace, and a consciousness of duty done. But after all, what has this to do with hens? Quite a lot. Believe me, the birds that are this winter being badly housed, badly fed and cared for, are not the parent stock of strong healthy chicks, or heavy producers for next winter. Remember when feeding your flock that they need food for life, food for heat, and food for egg production. Many people fail because they feed too much, and yet not enough. Most likely you will say, "That's Pat's way of putting it." But it's true just the same. If you feed your flock enough to keep them alive and warm, and a little over, the little over will go to make fat, and soon your birds will be so fat they will hardly be able to move. A nice hot mash is good until quite crumbly. The mash mixtures I described when in London should be fed in dishes or troughs, which can be made very much like a drain spout, with two pieces of wood nailed sideways. This is best fed at night, with a good feed of grain fed in the litter after. Do not forget green feed—anything but cabbage. We do not like cabbage in the cold weather. A little grain should be on the floor for the fowls to get first thing each morning.

OUR BIG FRESH PORK SALE

Starts Saturday morning at 6 a.m. Be on hand. Pork has advanced \$5.00 a hundred the last three weeks, and this will be your last chance to get in at old prices.

Ham Roast, fresh pork, centre cut, any size. Pound.....27c
Ham Roast, fresh pork, first cut, any size. Pound.....25c
Loin Roast, fresh pork, any cut, any size. Pound.....27c
Shoulder Roast, fresh pork, nice and lean, any size. Pound, 22c
Chuck Roast, fresh pork, very chunky, any size. Pound..25c

BEEF

Prime Rib Roast, nothing finer, pound.....22c
Rump Roast, any cut, pound.....22c
Boneless Rolled Roasts, pound.....20c
Brisket, to boil, pound.....16c
Best Sirloin Steak, pound.....25c
Cheapest Round Steak, pound.....25c

VEAL

Loin of Veal, pound.....25c
Shoulder of Veal, pound.....20c
Breast of Veal, pound.....15c
Stewing Veal, pound.....14c
Veal Chop, any cut, pound.....28c
Veal Shank, pound.....10c

WE ARE NOW HANDLING AT ALL TIMES NO. 1 PRIZE BEEF, THE SAME QUALITY AS WE HAVE AT CHRISTMAS TIME. CALL IN AND INSPECT OUR STOCK.

FRESH MEATS, CURED MEATS, SMOKED MEATS, COOKED MEATS,
BUTTER, EGGS, FISH, POULTRY, ETC.

ANDERSONS

THE BIG STORE.

THREE PHONES—4520, 455, 500.

Six Big Auto Deliveries Saturday.
8 a.m., 9 a.m., 11 a.m., 2:30 p.m., 4:30 p.m., 8 p.m.
STORE OPEN SATURDAY 8 a.m. TILL 10 p.m.

QUALITY STORE

Buy your Groceries at this store—quality ever the highest, prices ever the lowest. Our service is good.

Our Special Blend of Coffee is good coffee. Try it, and you will be pleased. 45c per pound.
JAM—Four-pound pails: 50c each.
Good Dairy Butter, 44c per lb.
TEA—Why pay the advanced price of package tea, when we can give you better value at the old price? 35c, 40c, 50c, 60c, 75c and \$1.00 per pound.
Boned Haddis, 20c per pound.
20-pound bag Sugar, \$1.65 each.
French Peas, 20c per can.
Tollner's Peas, 20c per can.
Babi's Corn, 25c per can.

HARRY RANAHAH

615 RICHMOND STREET.
PHONES 1024 and 3323

"GET THE HABIT"

OF ASKING YOUR GROCER FOR

MEADOW GOLD BRAND BUTTER.

IT'S FRESH, IT'S PURE, IT'S SWEET. It Pays to Buy the Best.

THE ONTARIO CREAMERIES, LTD.

PHONE 752. OPPOSITE MARKET HALL. 125-131 KING STREET.

Choice Crisp Sodas for Your Table

McCormick's Sodas are made in such a manner that they possess a distinct flavor all their own. They always reach your table crisp and seldom need warming. Serve them often with cheese, soup or broth. Your family will enjoy them.



Sold fresh everywhere in different-sized packages.
The McCormick Mfg. Co., Limited, London, Ontario

HUNT'S DIAMOND FLOUR

"ALWAYS THE SAME"

No matter what the price of wheat may be, Hunt's Flour is made up to a special formula and never allowed to vary. Hence the ladies always rely on it.

SOLD BY BEST GROCERS.

EARNERS AND SAVERS

Keep your savings in the Bank of Toronto and watch your balance grow through your regular deposits and the interest added by the bank. The financial strength of this long established institution insures safety for your money.

Assets.....\$66,000,000

THE BANK OF TORONTO

Cor. King and Richmond Streets J. Pringle, Manager
Cor. Dundas and Adelaide Streets F. D. Copeland, Manager
Cor. Richmond and John Streets S. C. Houston, Manager
Cor. Dundas and Talbot Streets J. C. McDonald, Manager

TWELVE AMUSEMENTS. LECTURES.

ALL NEXT WEEK. Phone 12. THEATRE. ALL NEXT WEEK. Phone 12.

DR. ZELL HUNT

Direct from a run of three weeks at the Park Theatre, Toronto—a sensation. Positively the limit for laughs and thrills.

Monday, Tuesday, Wednesday. Thursday, Friday, Saturday. A Man's Making. Phantom For one.

CONDENSED ADS. Amusements—Fifteen cents per line each insertion, or two cents per word if set solid.

You May Cry! You Should Cry! BUT ALL THE SAME SEE "Idle Wives"

AT THE THEATRE TODAY. Matinee, 2:30. Evening, 7:00-9:00.

WINTER GARDEN TONIGHT! WHERE LOVERS OF GOOD MUSIC LOVE TO GO. Dancing, 8:30 to 11:30.

Social Evening. Friday Evening. JANUARY 12. TICKETS 50 CENTS.

EXHIBITION H. GREY SARNIA. Intermediate Champions, O. H. A., vs. LONDON.

Change of Time Sunday, January 14. Canadian Northern Railway—Eastern Lines.

WANTED. GOOD FAIR IN EXCHANGE FOR good attractive house, central and modern, in city. John Rhind, 661-662.

WANTED. WANTED—DEAD HORSES AND CATTLE will pay \$5 to \$7 for live animals. London Fertilizer Company.

WANTED. MONEY TO LOAN AT LOWEST rates—Thomas C. Knott, real estate broker, 121 Dundas street.

WANTED. MONEY TO LOAN. PRIVATE FUNDS TO LOAN—lowest rates. U. A. Buchner, corner Talbot and Carling.

WANTED. TAXI SERVICE. MARLEY TAXI SERVICE—OPEN on closed cars, day or night. Phone 2852.

WANTED. GARMET CUTTING. LEARN GARMET CUTTING AND secure a first-class position.

REAL ESTATE FOR SALE. \$1,800—Dresden avenue, brick cottage, electric light, gas, water, chicken coop. Terms, \$200.

MODERN COTTAGE, CHICKEN house, two very large lots, 600 sq. ft. fruit and shade trees, low price for quick sale. Patterson, Imperial Bank Chambers.

HOUSES, ROOMS TO LET. APARTMENT—6 ROOMS AND BATH; steam heated, hot and cold water, light, central heating, etc.

TEACHERS WANTED. TEACHER WANTED—DUTIES TO commence March 1, for S. No. 20, London Township, 1 1/2 miles west of city.

AGENTS WANTED. LADY BOOKKEEPER WANTED TO take orders for corsets made to order. Very liberal commission.

AGENTS WANTED. GENERAL STORE, ALSO RESTAURANT, for sale. Easy terms. Sydney Smith, insurance agent, Talbot street.

Musical Art Society. ORCHESTRAL REHEARSAL. Y. M. C. A., Sunday Evening at 8. Chorus rehearsal, Normal School.

London Conservatory of Music. Splendid staff, teaching music and elocution in all their branches.

Live Stock of All Kinds. Also Dressed Hogs and Veal. ANDERSON BROS. Market House. 3517.

WANTED. MONEY TO LOAN. PRIVATE FUNDS TO LOAN—lowest rates. U. A. Buchner, corner Talbot and Carling.

ARTICLES FOR SALE. SECOND-HAND FURNACES AND pure-air, 28-inch high, 100 lbs. capacity, 200 cubic feet.

ARTICLES FOR SALE. BELTING, REPAIRING AND LEATHER SUPPLIES. Phone 1001, Mills, their supplies, Phone 1001, Mills, their supplies, Phone 1001, Mills.

ARTICLES FOR SALE. MOTOR CAR ACCESSORIES. 121-123 Queen's Avenue. BEEMER & CO.

Wishing You All a Happy and Prosperous New Year. SUMNER, THE JEWELER. 380 RICHMOND STREET.

STOVE SALE. We have a number of stoves to clear from \$20 to \$50. Buy yours this week on our club plan.

CLEVELAND BICYCLES. Made in Canada for 25 Years. Buy the Best. GURD'S, 185 DUNDAS ST.

TO OUR CUSTOMERS. You have tried our cakes, ice cream and mince pies and know their quality.

6-FOOT BATH TUBS. REGULAR \$10 FOR \$6. SITZ BATHS, REGULAR \$6 FOR \$3. J. A. BROWNLEE. 385-7 TALBOT STREET.

MASSAGE. DR. H. V. CATON, GRADUATE OSTEOPATH—Fifteen years practice. Lady attendant. 645 Richmond street.

OSTEOPATHY. DR. H. V. CATON, GRADUATE OSTEOPATH—Fifteen years practice. Lady attendant. 645 Richmond street.

BUSINESS CARDS. FOR GENUINE PLUMBING REPAIRS, phone 578, S. H. Hammond, 26 Rathear street.

ROOFING. SLATE, GRAVEL AND CEMENT ROOFING—OUR SPECIALTY. F. W. FARMCOCK, CIVIL ENGINEER.

MEDICAL CARDS. DR. G. S. DEWILBYER, GENERAL PRACTICE, with special attention to spinal curvature. 171 Colborne, Phone 353.

LEGAL CARDS. JARVIS & VINING, BARRISTERS, etc., 101 Dundas street, West.

CONSERVATIVES RUSH FOR PLACE IN SENATE. Ottawa, Jan. 11.—There are fifty vacancies in the Senate. It is expected that within a few days the Government will appoint staunch Conservatives.

MARRIAGE LICENSES. MARRIAGE LICENSES ISSUED BY W. G. B. BARRON, 53 Dundas.

WANTED—ANYTHING YOU DON'T WANT. Clothing, shoes, bicycles, tools—anything. Highest prices paid. Call or phone 5288, Silverman, 211 King street.

Puzzle—Where Did the Baby Put That Piece of Pencil Rubber? He Had a Minute Ago? BY FONTAINE FOX—Copyright, 1916, by the Dominion News Bureau, Ltd.

Mason & Risch, Limited. Piano and Organ Bargains. 243 Dundas Street, London.

LISTEN!

We have just received a shipment of those Sweet, Juicy,
PINEAPPLE ORANGES
The kind you liked so well last year. Special for Saturday
Per Dozen - 29 Cents

ALS. CHOICE DAIRY BUTTER, 45c A LB.
WILLIS & CO.
PHONE 3279. 565 RICHMOND STREET.

QUALITY STORE
BUY YOUR GROCERIES AT THIS STORE
Quality over the highest—
Prices ever the lowest.
Our Service is Good.

Our special blend of Coffee is good
Coffee, try it, and you will be
pleased. 45c per lb.

TEA.
Why pay the advanced price of
particular teas, when we can give you
better values at the old price.
... 35c, 40c, 50c, 60c, 75c \$1.00 per lb.

BONED HADDIE 20c per lb.
20-LB. BAG SUGAR \$1.65 each
4-LB. PAILS 50c each
GOOD DAIRY BUTTER 44c per lb.
FRENCH PEAS 20c per can
FAULTLESS PEAS 20c per can
BABIE CORN 25c per can

PHONES 1024-3323.
Harry Ranahan
515 RICHMOND STREET.

BROWN OPTICAL CO.
223 DUNDAS ST. PHONE 1877.
Eyes Examined
No drugs used.
Glasses Ground
and Fitted
At very moderate cost.

English Rheumatism Capsules
Cure the Cause of Rheumatism.
Taylor's 6 Cut-Rate Drug Stores

Order Forms
Inventory Forms
Delivery Books
Ask us about Printing.

STATIONERY
73 Dundas Street. Phone 104 or 53.

These Beautiful Winter Days
Call for Good Seasonable Footwear
and, it is to be found right here in
this store, with its stock sufficiently
varied and complete to meet every
possible want.

To enjoy this weather and the de-
lightfully exhilarating air, suggests
the necessity for having good,
strong, comfortable winter shoes
and rubbers fitted to make walking
easy, safe and inviting.

For ladies who find the low shoe
and spat accompaniment desirable,
we have them in shades and quality
that add much to appearance and
comfort. Many prefer wearing low
shoes, spats and rubbers, to the
high laced shoes, and claim they are
quite as comfortable and equally
warm.

The prices of Spats run from 75c
to \$2.50, according to cloth, quality
and height.

**COOK'S FOR SHOES,
COOK'S FOR SPATS,
COOK'S FOR RUBBERS.**

COOK'S
The Two-in-One Shoe Store
DUNDAS AND RICHMOND STS.

LOBO W. I.
The Lobo branch of Women's In-
stitute will hold its next meeting in
the Masonic Hall, Lobo Village, on
Wednesday afternoon, January 17, at
3:30 o'clock. A representative of each
family is asked for a donation of five
cents each month to go towards mak-
ing up the sum of \$2.50 each month
for the prisoners' fund.

CANADIAN PACIFIC RAILWAY
CHANGE OF TIME TO TAKE
EFFECT JAN. 14, 1917.
Effective Sunday, Jan. 14, the follow-
ing changes will be made on the Cana-
dian Pacific Railway, in and out of
London.

Train No. 636, "The Queen City Spe-
cial," now leaving London at 9:00 a.m.
for Toronto, will be cancelled.

Train No. 635, now leaving London at
4:10 a.m. for Detroit, will be can-
celled.

Train No. 635, now arriving from To-
ronto at 4:50 a.m. daily, except Sun-
day, will be cancelled.

Train No. 634 (mixed), now arriving
from Detroit at 11:55 p.m., will be can-
celled.

Train No. 630 (local), now leaving
London at 6:30 a.m., daily, except Sun-
day, will leave London at 7:40 a.m., ar-
riving Toronto at 11:50 a.m., daily, ex-
cept Sunday.

Train No. 671 (local), now leaving
London at 8:00 a.m., daily, except Sun-
day, for Chatham and intermediate sta-
tions, will leave London at 8:10 a.m.,
due Chatham 10:45 a.m., and run
through to Windsor, 12:50 p.m., daily,
except Sunday.

Train No. 672 (local), now leaving
Chatham 5:00 p.m. daily, except Sun-
day, and arriving London at 8:30 p.m.,
will run through from Windsor, leav-
ing Windsor at 3:15 p.m., and arrive
London at 7:25 p.m. daily, except Sun-
day.

The Canadian Pacific is continuing its
Toronto to Chicago service, which
leaves London at 11:20 a.m. and 10 p.m.
for Detroit and Chicago. 660

**PHILIP POCOCK IS
AGAIN CHAIRMAN OF
THE UTILITIES BOARD**

Elected Yesterday for Sixth
Consecutive Time.

INSPECTION OF WELLS
Commissioners Busy With
Plans for Increasing the
Water Supply.

At the inaugural meeting of the utilities commission held yesterday afternoon Philip Pocock was elected chairman for the sixth consecutive time. His name was proposed by Commissioner F. G. Mitchell, who stated that it gave him the greatest pleasure to propose Mr. Pocock. It was a good thing to have had plenty of time and was willing to devote himself to the work. There was no precedent as to chairmanships on the board. There was no far as the majority was concerned, but the commissioners generally satisfied themselves as to their chairman. He thought his suggestion should be unanimously received. Commissioners McFarlane and Dennis supported Mr. Pocock, and when Mayor Stevenson voted in his favor his election was declared to be unanimous.

Many Improvements.
Mr. Pocock accepted. He appreciated the honor of having Mr. Mitchell nominate him. There had been differences of opinion in the past, but no friction. He accepted the position, as he was anxious to see the new hydro shop constructed. It was thought of in his term, and he was anxious to see it completed before he retired. He had no desire to monopolize the position. There were some problems to be solved. One was the water supply. More water was needed. Ultimately the city would have to go to Komoka, but in the meantime some supply should be found near the hand. There should be more harmony and co-operation between the various boards and he would help to solve that question.

Will Not Accept.
Mayor Stevenson nominated Mr. Mitchell as chairman of the parks commission, but the latter declined, as he was too busy. Mr. McFarlane, who has been chairman for two years, was also sug- gested, but he could not spare the time. Mr. Dennis was chosen unanimously. He will select the advisory committee, and report at the next meeting of the commission.

It was decided to set aside \$5,000 as the nucleus of a fund to protect the employees from accidents. The insurance premiums have increased from 6 to 7 1/2 per cent, and the commissioners thought the rate excessive. As a re- sult they will set aside a sum equal to the premiums, and finance the ac- cidents under the workman's compen- sation act. It is thought that this will be sufficient for the commission. An- drew Dale and Arch Sreaton were elected auditors for the commission. At the request of the finance committee of the city council, the commission will meet the committee to discuss the prop- osition to pay the salaries of the au- ditors to be paid by the commission. This information was wanted at once by the council, but it will be given at the conference.

Asst. Asst. Wanted to Know
Mr. Sreaton and Mr. Dale were of- ficials of the commission, and the salaries paid, and the secretary was instructed to forward that informa- tion immediately. The resolution passed by the council in Victoria school last December relative to the audit depart- ment was filed for reference. It asked that the commission co-operate with the city council in placing the auditor in full charge of all departments.

The commissioners will visit the various wells sunk by the general manager during the fall, and will get into and out of London.

Train No. 80—now leaving London for Toronto at 9:00 a.m.—will be CAN- CELLED.

Train No. 175—now leaving London for Detroit at 4:25 a.m.—will be CAN- CELLED.

Train No. 161—now leaving London at 8:30 a.m. for Wingham—will be CAN- CELLED.

Train No. 115—now leaving London for Detroit at 11:35 a.m.—will be CAN- CELLED.

Train No. 11—now leaving London for Windsor at 6:35 p.m.—will leave at 2:30 p.m.

Train No. 198—now leaving London for Stratford at 7:20 a.m.—will be CAN- CELLED.

Train No. 184—now arriving London from Wingham at 6:15 p.m.—will be CANCELLED.

Train No. 114—now arriving London from Detroit at 4:00 p.m.—will be CANCELLED.

Train No. 171—now arriving London from Stratford at 1:45 p.m.—will be CANCELLED.

Train No. 37—now arriving London from Toronto and Stratford at 11:05 p.m.—will arrive at 11:25 p.m. Jan. 13

Sheet Music Sale

All Carrie Jacobs Bond music, in- cluding: "A PERFECT DAY," "A HUNDRED YEARS FROM NOW," "JUST A WEARING FOR YOU," etc. ON SALE.

Friday and Saturday ONLY 29c COPY

MASON & RISCH
Limited.
248 DUNDAS STREET.

SHORT WEIGHT WILL NOT BE TOLERATED ON MARKET ANY LONGER

All Found Guilty of Breaking Law Will Be Summoned.

SCALES TO BE INSTALLED

Change To Be Made in the Date of Election Day.

Many suggestions for the improve- ment of the market were discussed by the committee last evening, and it is expected that they will be adopted. The market clerk will report on the feasibility of them.

The basement of the market house will be converted into a butter, egg and poultry market, and the sellers will be charged five cents a basket for the privilege of doing business. If the idea is carried out, as suggested, Con- troller Shaw would prohibit all pur- chasers for other commodities than London from the privileges of the mar- ket until after 11 o'clock. It is also proposed to convert the present butter and egg pavilion into a covered stand for market goods, making the pub- licity about the market, and saving the city \$500 a year.

Will Not Accept.
Mayor Stevenson announced that he would not accept the nomination of the board of governors of the Western University for a seat on the board. He claimed that the governors had no power to make such an appointment. The board will be inquired into, and if the governors have not the power, legis- lation will be secured to make the ap- pointment an ex-officio member of the board of governors.

The question of purchasing shares of stock in the City Gas Company, and the London Street Railway, was brought up, but no action was taken. It was about the matter, the price would be exorbitant.

The board of education will be asked to allow voting to take place in the schools. City Clerk Baker, on the suggestion of Controller Laidlaw, will prepare a report on the question, showing how the polling subdivisions could be grouped in schools, making the work easier for all concerned, and saving the city \$500 a year.

Ward Day Changed.
The committee was unanimous in asking for a change in the day of the election. City Clerk Baker suggested the last Friday in the month of De- cember, but the board decided to de- fer the day to Friday. However, the Commercial Travellers Association will be consulted as to the better date, be- fore a definite decision is reached.

A committee composed of Ald. Dyer, Controller Shaw and Ald. Mearns, will confer with the utilities commission relative to the work of the auditors, and the salaries to be paid. It was the opinion of some of the aldermen that much of the work now done by the

APPETIZING ITEMS TO APPEAL TO YOUR APPETITE

We can only list very few, but we have hundreds—all of superior quality. We invite trial orders.

CORN ON THE COB
Many have tried our celebrated "Golden Bantam" Richelieu Brand Corn on the Cob. They liked it, and ordered again. You try once. . . 40c per tin.

FINNAN HADDIE
Shipped us direct. The backbones are removed. They are delicious. Order early. . . 20c per pound.

DELICIOUS BOVRIL
Just the thing to have in the house these cold days. It's strength- ening, too. . . 25c, 45c, 50c, 85c and \$1.40 bottle.

CHOICE OYSTERS
Good solid meat Oysters that you will enjoy. . . Quarts 80c. Pints 40c. Half-pint 20c.

CALIFORNIA WALNUTS
Large size, good meaty nuts. They are certainly superior. Be sure and try some. . . 60c per pound.

MANY OLIVES
Our assortment of Olives is very complete. We have a kind that will please you. . . From 15c to \$1.25.

FRESH BISCUITS
Both English and Continental. You will find them just what you need. . . 25c to 50c—and.

PHONE ORDERS
Have you enjoyed the lessened labor of phoning your order? Do it early.
T. A. ROWAT & CO.
Phone 3051-3052-250 Dundas St.

PROFESSOR FARMER HERE

Addressed Large Audience in Talbot Street Church Last Night.

Professor J. H. Farmer, of McMaster University, Toronto, addressed a large audience at the Talbot Street Church last evening.

Speaking on "The Death of Christ," he stated that two views were advanced regarding it. The first that Christ was a great ethical teacher, and an ideal to be followed, but who died as a martyr—the second that Christ's death was an atonement for the world's sins.

"Back to Christ" is something that must be accomplished, not by "going around" Paul, but by going right through the New Testament, Dr. Farmer stated.

"Mark says not a word about the first thirty years of his life," he added. The major portions of the gospel deal with the death of Christ, directly or indirectly.

His death was more than the death of the body. It was no ordinary death, for as He died the sun refused to shine.

Unitarians never accept Paul's doctrine of atonement. They had no room for it in their view of God.

"But let me say in conclusion," said Dr. Farmer, "that the death of Christ is the Truism God taking the penalty of broken law into His bosom."

Temporary reduction, passenger train service to facilitate freight movements, effective Sunday, January 14, 1917. Particulars from ticket agent, Canadian Pa- cific Railway, or W. H. Howard, district passenger agent, Toronto. Jan. 15

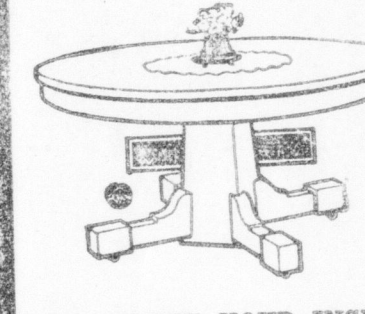
HELD MILITARY EUCHRE

Women's Catholic Club Hostesses at Enjoyable Party Last Night.

The members of the Women's Catholic Club of London were hostesses at a military euchre in St. Peter's auditorium last night. Flags of the Allies were conspicuous in the decorations. The euchre games were keenly contested, and furnished much enjoyment for the large crowd. France's table proved to be the winner, and those seated at it were Dr. Tillmann, Miss A. Tillmann, Miss C. Phillips and Miss M. Tillmann to whom the prizes were awarded.

Following the euchre games refresh- ments were served, and a musical pro- gram completed a very pleasant even- ing.

TRAFFORD'S DINING-ROOM SPECIALS



Solid Oak Set, consisting of pedestal extension table, 6 leather-seated diners, strongly built, with full box seat, and buffet with plate-glass mirror. Special at
\$53.00

One beautiful period set, William and Mary buffet, table and chairs in oak,
\$99.00

WE INVITE YOUR INSPECTION OF OUR LINE OF SOLID WALNUT DINING-ROOM SETS IN THE LATEST DESIGNS.

BRASS AND IRON BEDS

We have at present on display the largest assortment of beds that we have ever shown. These goods were bought before the advance in prices. A large portion of the stock brought in last month. A full clean new stock at right prices to select from.

RUGS Bedroom Furniture
Owing to constant advances in prices we have put in the heaviest stock that we ever carried to protect our customers' interests.

In oak, mahogany and walnut. See the beautiful bedroom set in ivory on display in our show window.

TRAFFORD Furniture Company
129 Dundas St. London, Ont.

Photo-play News

"IDLE WIVES."
"Idle Wives" now showing at the Lyric Theatre is said to be the photo-play which made New York gasp. Probably it would better express the truth to say it made New York, or that part of the population which saw the picture, think and, thinking, grower sadder.

Too often in pictures teaching a great social and moral lesson only one class of people is portrayed, and others can, with a shrug of the shoulders, dismiss the lesson as not applying to them.

"Idle Wives" does not make this mistake, but forcibly and personally in- poses its moral on all classes. The danger of drifting apart in married life, of young people yearning of home re- straints and grasping at a chance for "one life" the whimsy of the youths who prey upon young girls, all are vividly screened and the points driven home to the consciousness of young and old. Yet, there is nothing to offend and nothing to soil the cleanness of the young people who witness the photo-play. London may well emulate New York—turn out to see this film and pay heed to its lessons.

The program also included last night an episode in that stirring picture, "The Iron Claw." Tonight and Saturday other pictures will accompany "Idle Wives."

HYPNOTIST HUNT COMING TO THE LYRIC.
Dr. Zell Hunt opens his engagement at the Lyric next Monday afternoon. Dr. Hunt is born deaf, and is still totally deaf, yet he reads speech by the lips and articulates in three languages, plays the piano and gives demonstrations of the science of hypnotism. He changes his program daily and gives free out- side exhibitions.

BROCHITIS SUFFERER

Cured by a Simple Remedy.
Columbus, Ga.—"I am telling every- body what Vinol has done for my husband. He had a bronchial cough, his system was run down, and I felt sure he would die. His father insisted on his trying Vinol, and am so thankful he did, because it cured his cough and built him up. My doctor highly recom- mends it and said he could not take any- thing better." Mrs. Thomas Monk.

Vinol, you know, contains the real cod liver curative extract, together with peptonates of iron, and beef- peptone, it switches and revitalizes the vital elements necessary to strengthen the body and throw off the disease. That is the reason it was so successful in Mr. Monk's case.

Anyone in London who has bronchitis, a chronic cough, or needs building up, may try a bottle of Vinol, with the understanding that his money will be re- turned if he is not satisfied.

Taylor Drug Company, London, also at the best drugstores in all Ontario towns.

Saxol Salve

CURES SKIN AFFECTIONS
One package proves it. Sold and guaranteed by above Vinol druggist.

MT. BYRDGES OFFICERS AT LOCAL INSTALLATION

One of the most enthusiastic Odd-fellows' gatherings of the season was held last night in connection with the installation of the officers of Harmony Encampment, No. 3.

The ceremony was performed by District Deputy Grand Patriarch James Peters of Mount Brydges, assisted by D. D. G. H. P. M. Dingman, D. D. G. S. W. R. C. Thomas, D. D. G. S. H. Player, and D. D. J. W. A. Lamont, all of Mount Brydges.

The officers installed were: C. P. W. G. R. Bartram; S. W. Roy Swartz; H. P. W. A. Walker; J. W. W. K. Richmond; R. S. J. Kirkpatrick; F. S. T. Howard; treasurer, R. Wonnocott; 2nd W. A. McRobert; 2nd W. R. Pearce; 3rd W. Henry Pearce; 4th W. P. Pawley; 1st G. of T. W. E. Shaw; 2nd G. of T. G. Hickman; guide, G. E. Shaw; J. S. W. Garfoot; O. S. W. Richardson.

Following the installation, a banquet was held, at which a number of fraternal addresses were given.

Keep busy, keep smiling, and be sure and keep a box of PETERS SWEETS on hand.

ORDER EARLY.

ODDS AND ENDS SALES

Last week we advertised "ODDS and ENDS" in MEN'S OVERCOATS and SUITS, which brought a big response. The people of London and district know where to get the big bargains.

"ODDS and ENDS" FOR TOMORROW.
Any Soft or Stiff Hat in our stores worth up to \$3.50, for \$2.00
Sweater Coats, in a number of different colors. Worth up to \$3.25, for \$1.95

WEGNER'S

Giant Clothing House
120 DUNDAS STREET.
West of King's Mills.
OPEN EVENINGS.
DANISH LANGUAGE SPOKEN HERE.

The Heart of London
371 TALBOT STREET.
OPPOSITE MARKET.
Out of the High-Rent District.

It's On NOW! OUR Semi-Annual Clearance Sale

Is in full swing, and we assure you of splendid values in every line. Every Suit, Coat, Dress, Skirt, Waist, Neckpiece, Muff, Hat, etc., is cut down. Some less than manufacturer's cost.

SUITS
Navy and blacks, comprising French and English serges, gabardines, poplins, etc. Some exclusive styles not obtainable elsewhere. A splendid variety to choose from. All sizes from 16 to 42. Regular from \$13.50 to \$35.00. On sale at \$6.95, \$9.75, \$13.45, \$15.75, etc. Now is your best chance to get a good suit at a bargain.

COATS
One rack of Ladies' Coats, in many shades and styles, splendid qualities, hardly two alike. Values to \$12.00. Very special at \$3.95
COATS—Black Wool Velour Coats, sizes 34 to 42, large collars, new style pockets, half lined, button trimmed; a good warm serviceable coat. Regular \$20.00. One sale! \$9.95
Many other Coats in Chinchillas, Tweeds, Beavers, Cut Plushes, etc. All new shades. Many just passed into stock. Full flaring styles. Some with front belts, etc. Prices..... \$8.95, \$10.50, \$13.95, etc.

DRESSES
One lot of Silk Dresses, different shades and styles, good qualities, but not all sizes. If your size is here, you can secure a bargain. Values to \$9.50. Clearing price \$5.95

Many other Silk Dresses, in greys, browns, tans, blues, blacks, open, etc. All this season's newest styles. Prices from \$7.45, \$8.95, \$10.45, etc.

MILLINERY
TRIMMED HATS, all colors, all styles and trimmings, to be cleared out regardless of cost or loss. You are sure of a bargain here if you are looking for a hat.
On Table Trimmed Hats. Values to \$3.50. On sale 98c
Untrimmed Shapes on sale at 49c



Peters - Shops

Peters - Shops

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