

You may want to change your automobile, or your piano, or even your home—but you will never want to change the COFFEE, when once you taste the delectable flavour of Chase & Sanborn's "SEAL BRAND" COFFEE.

See 1 and 2 pound tins. Whole—ground—pulverized—also fine ground for Percolators. Never sold in bulk.

Our Consumers' League

Continued From Page Ten.

Denmark a very small amount of color is allowed, but it must not resemble butter in color. Not only is coloring prohibited, but most countries require all manufacturers and dealers to display large signs, stating that oleo is manufactured or sold there. Most European countries have had to enact laws prohibiting the sale of oleo in the same store where butter is sold. Belgium requires that oleo be sold in packages of a different shape from packages in which butter is sold. Signs must be displayed, wagons conveying oleo must be branded, retailers must display signs and cannot sell butter on the same premises. In Belgium, Portugal and Sweden, one-half per cent of potato starch and sesame oil must be used in the manufacture for test purposes.

It is well known that the fraudulent sale of oleomargarine is quite common throughout all parts of Great Britain. One of the chief reasons why frauds are so prevalent there is, they have no laws preventing the coloring of oleo in imitation for butter. Considerable quantities of palm oil are used in the manufacture in Great Britain.

The dairy production of Canada, which is one of the chief agricultural industries, amounts to over one hundred million dollars per year, and for the sake of a temporary possible relief to a few consumers, some people want this butter substitute introduced. The introduction of oleo might assist the packing and advertising interests, but it is doubtful if consumers would benefit.

In the Canadian dairy industry, in which millions of dollars have been invested, to be penalized because more butter has been exported than could be afforded by Canada, and have the price remain normal? The production of dairy products has greatly increased in Canada during the past few years, and when normal times come the price of butter will decrease, especially when butter-producing countries, such as Denmark, Norway, Sweden, Holland, New Zealand, Australia, Russia, Argentina and United States are under former shipping conditions.

Are Canadian dairymen to be censured and their market injured for exporting to our soldiers a share of our excellent butter? Feed of all kinds used in the production of butter has nearly doubled in price, the capital invested in dairy herds is nearly doubled, the cost of labor has advanced, the farmer is not receiving an unfair price for his dairy products under present conditions.

Canada is at war, and war conditions control the price of butter everywhere. Butter is not the only article that has risen in value. The present price will increase dairy herds and greater production. On the other hand if oleomargarine is allowed to come into Canada, the production of butter will decrease, which will mean that the price will again advance, and with the advance in the price of butter would the price of oleomargarine advance, therefore in the last analysis, Canadian consumers would eventually pay a higher price for an imitation than they would have to pay for genuine butter under normal conditions.

If oleo is allowed in Canada, it will mean that along with the other disadvantages a numerous staff of Government inspectors will have to be employed to prevent, so far as possible, the imitation article from being sold as butter, either wholesale or retail; the cost of enforcing legislation intended to control the sale of oleo, together with the injury to the Canadian dairy industry (which means soil exhaustion and therefore less production of other farm products), will be more by thousands of dollars in indirect taxation than any assumed direct gain to the consumer.

Keep this stuff out of Canada. Do not heed irresponsible writers, or astute agitators, behind many of whom, it is alleged, are the would-be oleomargarine importers, the packing and advertising interests, the former "silently using their influence" to get the privilege to manufacture and sell oleomargarine, and the latter to advertise this imitation article in Canada.

DAIRYMAN.

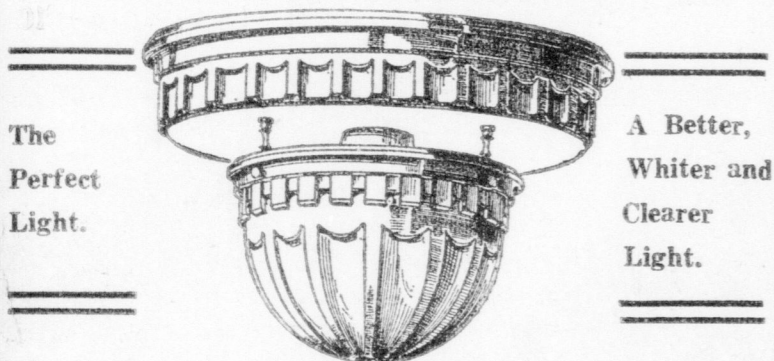
VILLA VANQUISHED AND AGGRESSIVE ALL AT ONCE

Washington is Certainly Puzzled by Conflicting Reports.

WASHINGTON, Jan. 18.—Inadequate and even contradictory reports concerning Villa's operations in Mexico have bewildered administration officials and it is believed resulted in the delay in ordering the withdrawal of General Pershing's forces. One report received at the state department today said the Carranza forces had dispersed the Villa bands in the Parral district. Another said Villa has begun an attack on Chihuahua City. Both reports were from state department agents.

The war department was without any special reports from General Funston, who compelled yesterday an inspection of the punitive expedition. News dispatches that quoted him as saying that no raids on the American border appeared probable, and that in the event of the withdrawal of General Pershing's force there would be available sufficient regular troops to forestall any hostile movements from Mexico, were taken as an indication that the general might recommend the recommendation that the troops be brought out of Mexico.

Brascolite Illumination



The Perfect Light.

A Better, Whiter and Clearer Light.

We Have Moved

On and after Saturday, January 20, we will be located in our new store.

221 Dundas Street

OPPOSITE UNIQUE THEATRE.

A New and Complete Stock of ELECTRIC FIXTURES Will Be ON EXHIBITION

GENERAL WIRING AND CONTRACT WORK.

Archer Electric Co.

221 DUNDAS STREET.

CIRCULAR PURPORTING TO BE FROM COMMITTEE OF ONE HUNDRED IS FLASHED

Used in Northwest Toronto in Interests of Mr. McPherson.

[Special to The Advertiser.] TORONTO, Jan. 18.—This is a by-election, and the sitting member, who has been appointed to the cabinet is seeking re-election in order to finish out his term of office; that is why some of us members of the committee of One Hundred urge temperance Conservatives and Liberals to vote for the Hon. W. D. McPherson in Northwest Toronto.

No motions were adopted calling for a vote on the above-suggested circular. The introduction of oleo might assist the packing and advertising interests, but it is doubtful if consumers would benefit.

The remarks of James Hales of the committee of One Hundred were applauded with more or less unanimity. Alderman W. R. Plewman, chairman of ward five prohibition committee, who was asked by G. A. Warburton to preside, stated that the Committee of One Hundred, as an organization, was in no way responsible for the meeting, and accepted no official responsibility for what was done, but speaking for himself, he declared that "Friends of Messrs. Hearst and Rowell would vote for the Hon. W. D. McPherson, K.C. M.P., in Northwest Toronto in order that the liquor forces in Toronto should get their quietus."

He stated that the liquor interests have no party, and "that they are endeavoring to get rid of the Hearst and Rowell leaderships."

AMERICAN JUDGE IS AGAINST INTERFERENCE

Opposes U. S. Intervention To Bring Peace To Head.

PITTSBURGH, Jan. 18.—Judge Joseph Burdick of the United States Court of Appeals for the third district, declared against American interference to bring peace in the European war, when he introduced William Howard Taft at a dinner of the league to enforce peace here tonight.

Judge Burdick said the function of the league was to prepare for peace after the war, and not to interfere during the war, and continued: "I know of no plainer way of stating the league's position of American non-interference in the peace-making of the peace-deferring of warring European nations than by her putting in the record its adherence in letter and spirit to the words Mr. Lincoln used in defining the American attitude toward European peace mediators during the civil war when he held down his instructions to the American ambassador to England."

Lincoln's Attitude. "Listen while I read you what Lincoln wrote: 'If the British Government in any way approach you directly or indirectly with propositions which assume or contemplate an appeal to the president on the subject of our internal affairs, whether it seems to imply a purpose to dictate or mediate or to advise, or even to solicit, or persuade, you will answer that you are forbidden to debate, to hear, or in any way to receive, entertain, or transmit any communication of the kind.'"

Jap Minister's Approval. A message from Viscount Motono, the Japanese minister for foreign affairs transmitted through the Japanese ambassador at Washington to the league, was as follows:

"I have noted with interest your unrelenting efforts to secure the world against a repetition of the present convulsion. All proposals directed to effect so desirable an end must be welcomed and carefully studied by every one to whom peace and good-will are not empty names, and who has any regard for humanity."

COUNSEL NAMED TO PROBE STOCK LEAK

Further Public Hearings Will Be Resumed On Monday.

WASHINGTON, Jan. 18.—Sherman L. Whipple of Boston, a Democrat, and a noted trial lawyer, was invited tonight by the rules committee of the house to act as counsel in the peace note leak investigation, which, it now appears, will extend deeply into Wall Street stock manipulations.

Further public hearings in the inquiry were postponed until Monday morning, in order to give counsel and committee time to complete arrangements for the future proceedings along lines which the attorney may suggest.

Mrs. Visconti First. The plan is to call as the first witness Mrs. Thompson Visconti, the woman who Thomas W. Lawson said told him Secretary Tamm and W. W. Price, a Washington newspaperman, were beneficiaries of the alleged leak. She will be followed by a score or more of other witnesses, including the men whose names have been brought into the inquiry, and a number of prominent New York financiers.

Burdick Makes Entrance. Entrance of Postmaster-General Burdick and Solicitor-General Davis in conferences today of Democratic members of the rules committee discussing the conduct of the inquiry, and the selection of counsel for the committee, caused a stir at the capital.

Mr. Burdick, who frequently conveys to congressional leaders personal messages and the wishes of President Wilson regarding legislation, appeared unexpectedly at the committee-rooms shortly after the Democrats went into session. He was at once taken into the conference.

Chairman Henry declined to say what feature of the discussion brought forth Burdick or Davis into the conference.

SEARCH IS KEPT UP FOR MISSING U. S. AVIATORS

Five Military Airplanes and Horsemen Scour California.

CALIFORNIA, Cal., Jan. 18.—Five military airplanes today continued the search for Lieut.-Col. Harry G. Bishop and Lieut. A. Johnston, army fliers, who have been missing since January 10, when they attempted a flight from San Diego, California, to this city.

The search is also being continued by parties on horseback and in automobiles. "I have not given up hope of finding the two aviators," Major Frank Barton, commanding the camp here, said today. "They may be where they cannot communicate with us, and alive and well. Nothing is being left undone."

NEW LABOR PRESIDENT. TORONTO, Jan. 18.—James Richards, the president of the Toronto District Labor Council for the last four terms, was defeated by Walter Brown at the semi-annual elections here tonight.

READY TO SLAY BABES OF CANADA, BUT FEARS MIXING OF HIS OWN

Convicted Bomb Plotter of 'Frisco Takes Frenzied Precautions.

SAN FRANCISCO, Jan. 18.—His coat of arms blazoned in indelible ink on the wrist of his baby daughter, gives assurance to Lieut. G. W. von Brincken, military attache of the German consulate here, that his young wife will carry away no other couple's child when she leaves the hospital, where their first-born came into the world yesterday.

In a panic at the idea that numerous other infants in the hospital nursery, von Brincken, lately convicted of complicity in the munitions plots in Canada and the United States involving the German consulate here, catechized the nurses on their methods of identification. Not satisfied with their system he called for ink and pen.

STATES DESIRES MORE HYDRO POWER AT FALLS

Temporary Measure of Relief Authorized by Congress.

WASHINGTON, D. C., Jan. 18.—The temporary diversion of 4,400 more cubic feet of water per second from the Niagara River at the falls, until July 1, was authorized in a conference report on the Cline Niagara Falls bill, adopted by the House yesterday. The bill is designed to relieve a water-power famine at Niagara Falls pending permanent legislation to regulate water power.

Wilson is Interested. President Wilson went to the Capitol today and conferred in his room there with senators on the water power legislation, which he is anxious to have passed at this session of Congress.

Yesterday he conferred with House leaders and indicated he would call a conference of senators and representatives interested in the legislation. There are some radical differences to be adjusted in the water power legislation now being framed.

The Senate later adopted the conference report. The bill now goes to the president.

135TH BAND INSTRUMENTS ARRIVED FROM ENGLAND

Many of the Players Are Likely in Trenches.

[Special to The Advertiser.] ST. LOUIS, Mo., Jan. 18.—Rev. C. M. Farney of Parkhill has received word that the band instruments purchased by the Parkhill council for the band of C Company of the 135th Central Postal Directory, arrived from England and are in a trustworthy bond at the customs office.

The report of the hydro board shows a net surplus of \$2,173.09. The water works department shows a good surplus.

CHIEF TORY WHIP IN COMMONS RESIGNS

Stanfield Incurred Ill-Will of Party Members.

[Special to The Advertiser.] OTTAWA, Jan. 18.—The chief Government whip, John Stanfield, member for Colchester, N. S., has resigned that position. His action is traced back to a difference over a question of patronage with Hon. Mr. Cochrane and the general manager of the Intercolonial.

Mr. Stanfield demanded that a man from Truro, N. S., be appointed superintendent of railway terminals at Halifax, and when the minister of railways appointed a Grand Trunk man from Ontario, Mr. Stanfield threatened to resign from Parliament and placed the resignation of his seat in the hands of his executive for action.

The position he took did not meet with the approval of the government, and did not receive sympathetic consideration from the Conservative members of the House. It was not forwarded. Therefore Mr. Stanfield still retains his seat in the House, but his relationship with the Conservative membership has become such that he has given up the position which calls for the support of the Conservative majority in Parliament, especially in divisions.

Richard Blain of Peel and Donald Sutherland of Oxford are spoken of as possible successors.

"DEWEY ISLANDS"

This Is Suggestion for Latest U. S. Territorial Acquisition.

WASHINGTON, Jan. 18.—Change of name of the Danish West Indies to the "Dewey Islands" in honor of Admiral Dewey, was proposed in a joint resolution introduced today by Representative Allen of Ohio, which announced that he was submitting letters to President Wilson and to the foreign affairs committee of Congress urging the change.

"ANURIC!" THE NEWEST DISCOVERY IN CHEMISTRY

This is a recent discovery of Doctor Pierce, who is head of the Invalids' Hotel and Surgical Institute at Buffalo, N. Y. Experiments at Doctor Pierce's Hospital for several years proved that there is no other eliminator of uric acid than the kidneys, and that the disease is easily recognized symptoms of inflammation — as backache, scalding urine and frequent urination, as well as sediment in the urine, or if uric acid in the blood has caused rheumatism. It is simply wonderful how surely "Anuric" acts. The best of results are always obtained in cases of acute rheumatism in the joints, in gravel and gout, and invariably the pains and stiffness which so frequently and persistently accompany the disease rapidly disappear.

Go to your nearest drug store and simply ask for a 50-cent package of "Anuric," manufactured by Dr. Pierce, or send 50 cents to Dr. Pierce for a large trial package. If you suspect kidney or bladder trouble, send him a sample of your water and describe symptoms. Doctor Pierce's chemist will examine it, and then Dr. Pierce will report to you, without fee or charge.

Note—French scientists affirm that "Anuric" is thirty-seven times more active than lithia in eliminating uric acid, and is a harmless but reliable chemical compound that may safely be given to children, but should be used only by grown-ups who actually wish to restore their kidneys to perfect health, by conscientiously using one box—or more in extreme cases—"Anuric" (thanks to Doctor Pierce's achievement) is by far the most perfect kidney and bladder corrector obtainable.

Dr. Pierce's Pellets are the original Little Liver Pills. One Little Pellet for a laxative—three for a cathartic.

URGE U. S. CONGRESS TO RETALIATE ON CANADA

Prohibition of Export of Spruce Logs Is Protested.

NEW YORK, Jan. 18.—A resolution passed at the annual meeting of the New York Protective League urges Congress to adopt measures of reciprocal restrictions and prohibitions against Canada because of the action of the Dominion Government in prohibiting the export of spruce logs to the United States.

The various industries identified with the league were asked to appoint committees to prepare data which might be used "as a basis for an adequate protective tariff."

PROHIBITIONISTS MAY JOIN PROGRESSIVES

CHICAGO, Jan. 18.—A possible working agreement between the Progressive

party and the Prohibition party was seen today in the events of the last session of the three-day conference of the national committee of the Prohibition party.

Letters were read from Matthew Hale of Boston acting national chairman of the Progressive party, and from J. A. H. Hopkins of New York, its national secretary, inviting the prohibitionists to a joint conference in St. Louis in April.

No action was taken at the conference on the invitation, as it was decided that a formal offer should be awaited.

After much debate a resolution was adopted approving the suggestion of the Inter-Collegiate Prohibition Association that all organizations opposed to the traffic in liquor be asked to form a federation. The plan of the college organization, which included men and women in more than 700 colleges, is to call a conference in Washington next April.

Oak Hall's Great Reduction Sale



Twice a year we do it! The Discount Season—the Cut-Price Season—is an event—like the Holidays. The dates comes in red figures on our business calendar. Our Reduction Sale enables you now TO PAY US less for "Clothes," "Hats" and "Furnishings" than WE would have to pay the makers today for the same quality of goods. However, it's our fixed policy never to carry goods bought for one season over to the next, and owing to existing circumstances you never had the same opportunity of saving money. OUR ADVICE is to buy now, buy all you need or can afford to buy. You will feel grateful towards us in the future.

Overcoats and Suits At Stirring Savings

That were \$15 and \$16 That were \$18.00. That were \$22.00
\$10.95 \$14.95 \$17.95
You're sure to find just what you want included in these three great groupings at \$10.95, \$14.95 and \$17.95.

\$1.25 BOYS' SWEATERS.
Reliable makes in Boys' 89c
Sweaters, with shawl collars, in all the popular shades, for boys 8 to 12 years, at 89c

MEN'S DRESS SHIRTS.
Made in coat style, and guaranteed fast colors. These shirts are the \$1.00 values now. Special Saturday 69c

MEN'S FINE DRESS SHIRTS
These come from one of our very best makers, and are absolutely guaranteed. Worth today \$1.25. Special 89c

Buy Men's Blue and Black Serge Pants Now!
LOT 1, Special at \$2.50 LOT 2, Special at \$2.95
Other big values in Tweed and Fancy Worsted Pants, ranging from \$1.50 to \$3.95

OVERCOATS

\$2.49
That Were \$3.50

BOYS' SUITS AND OVERCOATS

You sure will do well to bring up your boy tomorrow, and take advantage of the great bargains that are now being offered by this Reduction Sale.
\$6.50 Clothes, now \$4.95. \$8.50 Clothes, now \$6.95. \$10 Clothes, now \$7.95

OVERCOATS

\$2.89
That Were \$4.00

OAK HALL

Chapman's January Sale

3-Ply Factory Yarn

Five spindles Mid-Grey Factory Yarn, 3-ply. A limited quantity only at this price, at per pound 79c
20 cents per skein. No more at this price when quantity on hand is sold.

Hosiery for Saturday

12 dozen Women's Seamless Cashmerette Hose, soft cashmere finish, perfect in appearance and wear. Fast black. Sizes 8½ to 10. Old value 35c pair. On sale Saturday, per pair 29c
Women's Ribbed Cashmerette Hose, fleece lined, very fine goods. Sizes 8½ to 10. Special Saturday, per pair 36c

Gloves

About 6 dozen pairs Women's Black Cashmerette Gloves, also White Cashmerette, natural chamois, wool and odd pairs of colored wool gloves. Regular 49c, 50c, and 59c. To clear, per pair 35c

Infant's Wear

Infants' Crochet and Knit Jackets of fine wool, white with colored trimming; also Crochet Wool Bonnets, White Bearcloth Bonnets and Wool Caps. Worth up to \$1.00. Choice Saturday, 39c

Finest Combinations of Cashmere Wool, \$2.39

Women's Combination Suits of finest cashmere wool, short sleeves and round-neck style. Slightly imperfect. Regular \$3.50. January sale, per garment \$2.39
Women's Ribbed Fleece Vests, heavy weight; grey color. 15 dozen Saturday, per garment 29c

Best Corset Bargain

The best corset bargain we have offered for some time.
A SPECIAL JANUARY OPPORTUNITY.
10 dozen Corsets, made by the best Canadian maker, in a thoroughly up-to-date model. White coutil, steel filled, four hose supports attached. Sizes 18 to 29. Regular \$1.50. January sale price \$1.19

Continued Today and Saturday Linen Sale

Sale of "Seconds" in Table Cloths, Sets, Napkins and Mill Ends at from 50 per cent to about half the present-day values. Buy linens now and you will be something ahead for the future.

Table Cloths of Pure Linen at \$2.50, \$3.25, \$3.75, \$3.69, \$4.00, \$5.00, \$6.00, \$7.50, \$12.50. Worth almost double these prices.

Mill ends of Table Linen from an Irish manufacturer at 50c to \$2.00 for the end; lengths are from 3-4 yard to 3 yards.

Mill Ends of Saxony Flannelette at 15c Per Yard

Over a thousand yards of Saxony Flannelette in mill ends of 2 to 10-yard lengths. These come in beautiful stripes, soft finish for underwear of all kinds, 36 inches wide. Present-day value 25c per yard. On sale at 15c per yard

New Serge Skirts

All Wool Serge Skirts, new style, 3-piece with pockets. Choice of blue or black. All sizes, at \$5.00

Dress Goods Specials

500 yards Tweeds, Plaids and Shepherd Checks, also Poplins and Serges, 36 to 40 inches wide. Regular value 50c. At 35c yard
400 yards Blue and Black Poplins and Serges, also Shepherd Checks and Tweeds, 40 and 42 inches wide. 75c value. At 50c yard

WAISTS! WAISTS!

Black and White Silk, White Voile and White and Black Striped Voile. New and pretty waists, with jabot fronts. \$1.50 regular. 98c
Sale of House Dresses at 98c continued all week. Sale of Petticoats continued.

J. H. Chapman & Co., 239, 241, 243 Dundas St.