ROWAT'S COFFEE
never fails to please. It is always as good as you expect it to be—or better. Try a pound today, 70c.
T. A. ROWAT & CO.
250 Dundas Street. Phone 3051-3052. z

DIAMONDS
Rings.... $8.00 to $1,000.00
Necklets...$30.00 to $800.00
Barpins....$5.00 to $100.00
C. H. Ward & Co.
Diamond Merchants and Jewelers.
386 Richmond Street.

Ladies' $16 Shoes
$3.95
Samples and small sizes, 2½ to 4, laced. Let everything go. Get here early tomorrow. See Dundas street windows.
COOK'S SHOE STORE

$1.50 to $10.00. We have Trusses to fit all needs. Our fitters are experts.
Cut shows one of our many lines.
ANDERSON & NELLES, 268 Dundas St.

TIME TO RETIRE!
Yours For Tires
GLINGER
LONDON'S RUBBER MAN,
346 Dundas street, east of Waterloo. Phone 5124. zxv

For Bargains
Special 20% Discount Sales
All through the month of February on all lines of goods, also half price on many lines to lower stock.
Come early and avoid the rush.
W. J. Wray & Co.
234 DUNDAS STREET zxv

LONDON OPTICAL Co.
Richmond Street, Dom. Sav. Bldg. Phone 6180. zxv

London and Port Stanley Railway
Timetable Effective Sunday, January 16, 1921.
TO ST. THOMAS—†5:00, †*6:10, 7:15, *8:15, 9:20, *10:20, 11:20 a.m., *12:20, *1:20, 2:30, *3:20, 4:20, *5:20, 6:20, *7:20, 8:20, 9:20, *10:20, *11:20 p.m.
TO PORT STANLEY—†*6:10, *8:15, *10:20 a.m., *1:20, *3:20, *5:20, *7:20, *10:20 p.m.
*Limited London to St. Thomas.
†Daily except Sunday.
All trains stop at Glanworth.

If You Require Glasses
you need them now. To put it off simply aggravates the condition, and frequently sets up eye strain, which lasts for a long time.
F. STEELE
OPTICIAN AND OPTOMETRIST.
210 Dundas Street. Phone 972. zxv

MRS. W. F. BAKER of Milwaukee, Oregon, who says she has been restored to perfect health by Tanlac after having suffered for twenty years. Her statement is remarkable.

"For the last twenty years I have suffered from stomach trouble in its worst form. I was in misery all the time. If I took a drink of coffee or milk or even water, it would cause belching and gas. In fact, absolutely nothing would digest in my stomach. I always had an awful burning sensation in the pit of my stomach. I believe I have taken almost a wagonload of soda for stomach trouble. I would have to take it night and day. Gas would bloat me up so badly I couldn't fasten my clothes. At times my heart would palpitate and flutter so badly I would nearly smother and I would have to gasp for breath. In fact, I thought I had heart trouble.

"I was very fond of cheese, and the least bite would throw me right into spasms. I was also very fond of onions, but they would upset me terribly.

"My whole system was out of shape, and I was also bothered with rheumatism and neuritis. Pains in my arms and other joints were almost unbearable. I had to carry one of my arms in a sling and couldn't raise it up to my head. My hands would swell up and for a long time I was in just an awful condition.

"I told my husband I guessed I would have to give up and die, as the doctors' medicines and other things I took didn't do me any good. Then he got me some Tanlac and said I had to take it. Well, before I finished one bottle, I found the things I would eat did not bother me so much. I kept gradually getting better and finally after taking five bottles, my trouble was entirely relieved. I can now eat onions, cheese or anything I want. In fact, I am in perfect health in every way. My neuritis and rheumatism have also left me. I know that five dollars' worth of Tanlac has done me more good than a hundred dollars' worth of other medicines. I will sing the praise of Tanlac as long as I live."

The above remarkable statement was made by Mrs. W. F. Baker, whose address is Milwaukee, Oregon, R. F. N. 2.

Tanlac is sold in London by Standard Drug, Limited, and by an established agency in every town.

ESCAPES DEATH WHEN TRACTOR RAN OVER HEAD

Frank Snider of Essex County Seed Farms Only Bruised.

ESSEX, Feb. 27.—Frank Snider, son of R. P. Snider of Essex County Seed Farms, had a remarkable escape from death when a heavy farm tractor ran over his head. Snider was backing the tractor when the wheel of the steering gear came off, causing him to fall backwards directly in the track of the moving machine. His head fell under one of the big wheels, which passed completely over him. The only thing that prevented decapitation was that his head came between two of the large flanges on the wheels which striking on the solid ground eased the weight of the machine. He escaped with only some bruises and cuts on the face and head.

WILL PURCHASE HOGS.

BLENHEIM, Feb. 26.—Kent Farmers' Produce Company directors have decided to enter into the hog-buying business, and it is expected that about April 1 they will be in a position to purchase at the shipping points of Mull, Blenheim, Cedar Springs and Charing Cross. It is said that arrangements have been made to send the purchased animals to the Chatham abattoir.

STORM SPOILED SALE.

ST. MARYS, Feb. 27.—Owing to the blizzard which raged all day yesterday, the annual "Dollar Day" sale of local merchants was not a success. The storm kept farmers at home, and citizens generally remained indoors. The merchants had made elaborate preparations for a big day, and may yet put on their sale at a later date.

MAY BE INVESTIGATED.

BLENHEIM, Feb. 27.—The fire which completely destroyed the large frame barns of the Sheldon Hotel may be investigated. There are many rumors regarding the blaze. This is the second good sized fire here in a short time, the planing mills of Robert Nichol being destroyed in an early morning blaze.

HIGHWAY ROBBERIES INCREASE IN TORONTO

Toronto, Feb. 25.—An increase of 51 highway robberies in Toronto last year, compared with the number in 1919, was reported to the police commissioners here this afternoon by Chief of Police Dickson, who placed the total number of robberies in 1920 at 155.

Fewer automobiles were stolen last year than in 1919, the difference being 511, with a total of 1,149 for 1920.

Chief Dickson in his annual report recommends spanking for automobile thieves who take machines for the purpose of joy-riding. He suggested that all owners of automobiles be compelled to lock their machines when leaving them unattended on the street.

$5 DOWN ON WALTHAM OR ELGIN WATCHES
Balance Easy Terms.
GREEN, Jeweler. 374 RICHMOND STREET. zxv

ADVERTISER PUZZLE CONTEST TO RUN THREE MORE WEEKS

Plenty of Time to Enter the $2,500 Competition.

SEE ANNOUNCEMENTS

This is the third week of The Advertiser's big $2,500 puzzle contest, and with three more weeks still to run. So, from today on you have as much time to join in the competition as ever before. If you are interested in a proposition that may enable you to win $700, you should not delay reading all about the contest in the announcement elsewhere in this issue.

You have one of a hundred prizes to work for, and the task, if it please your fancy to call it such, will be found to be a genuine pleasure, equally as much so as the anticipation of being able materially to increase your bank account. If you have no such account now, this contest opens the way for you to start one. Any one of the larger prizes would help you make a substantial first payment on a home, if your ambition is to own one. This being the case, do you not owe it to yourself to make a determined effort to obtain one of these large cash awards?

Everyone has a chance to win on their own endeavor. The Advertiser Contest is absolutely fair to all, and is nothing more than a test of your patience and accuracy. The puzzle is not hard—nor is it easy. It may appear simple to some, but they will be advised not to underestimate it. Others may consider it difficult. The ones who will win, though, are they who take nothing for granted, and who check their problems and solutions carefully.

No soliciting of subscriptions is asked or required. A payment on your own subscription is all that is demanded. This you would be compelled to do anyway, even if you made no effort to obtain a prize. If you already receive The Advertiser through any regular source, the paper will continue to reach you through exactly the same channel. If you are not a subscriber you may enter the contest merely by becoming one on precisely the same terms as those who are.

The conditions, prizes, puzzle and all information relative to the contest are fully set forth in the announcements. Read one over carefully, and you will readily see it is not a case of not being able to go in, but one you can't afford to stay out of. Address Contest Manager at 110 Dundas street, for working charts on puzzle.

TABLES TURNED ON BANDIT BY BANK MANAGER

Fires Two Shots When Robber Was Busy Grabbing Money.

DETROIT, Feb. 27.—Adam Janiszewski, an armed bandit, who attempted to hold up a west side branch of the Dime Savings Bank here at noon, was shot and probably fatally wounded by Harvey Rheaume, manager of the bank. He had fired four shots over the heads of the clerks and begun to scoop up money lying on the counter when Rheaume fired at him.

At receiving hospital he was identified by fingerprints as Adam Janiszewski, 24 years old, 2244 West Grand boulevard, who, on March 29, 1915, shot the manager of the branch of the Federal State Bank at Chene street and Medbury avenue. For this crime he was sentenced to serve from seven and one-half to fifteen years in Jackson state prison.

Other Robbery Charged.

Janiszewski was also identified by his tan shoes and clothing as the bandit who held up the branch of the Dime Savings Bank at 9647 Grand River avenue, January 25 and stole $82, the police say. The fingerprint identification was made by Detective Sergeant Earl Stevens of the police identification bureau.

Janiszewski entered the branch bank at Dix and Artillery avenues shortly after 11 o'clock Saturday, looked around the bank and told manager Rheaume he would return later with a check.

Rounded Them Up.

The next time Rheaume saw him the bandit had a revolver, and ordered everyone in the place to throw up their hands. He punctuated the command by firing four shots from his revolver.

Rheaume, Edna Giese, 731 Navy avenue, and John Joeton, 3782 Twenty-fifth street, all employees of the bank, threw up their hands. Janiszewski placed the revolver in his pocket and jumped over the railing behind the cage and was about to gather up the money lying around on the desks, when Rheume picked up his own revolver Rheaume picked up his own revolver from his desk.

Recovery in Doubt.

"The tables are now turned. You throw up your hands," Rheaume shouted, and fired two shots.

Janiszewski dropped on the floor with two bullet wounds in his abdomen. He was taken to the receiving hospital and placed on the operation table. The surgeons at the hospital say blood transfusion will be necessary if Janiszewski recovers.

At police headquarters Saturday afternoon the officers stated they have a record as to how Janiszewski got out of prison. They consulted Parole Agent William Venn, and are unable to find out any records to show he was paroled or pardoned for his first bank job.

PAYING LOW PRICES FOR TOBACCO CROPS

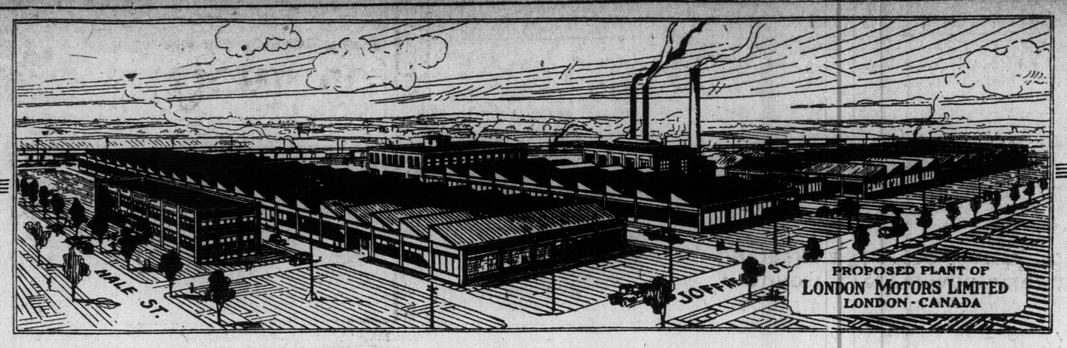
BLENHEIM, Feb. 26. — Reports brought to town today state that tobacco buyers in the north part of Harwich are buying tobacco at the rate of from 5 to 10 cents per pound and getting a lot of the crop at these prices.

STRATFORD AND SIMCOE COMPLAINTS DISMISSED

OTTAWA, Feb. 26. — (Canadian Press.)—The Canadian Board of Railway Commissioners has dismissed the complaint of the town of Simcoe, Ont., that railway companies are not giving Simcoe as favorable freights as they accord other towns. The hearing took place in Hamilton on October 7 last.

The board rules that the Grand Trunk Railway crossing at Erie street, Stratford, Ont., is sufficiently protected at present, and dismissed the application for increased protection heard at Toronto on September 3 last.

GOOD MASONS ARE DISCRIMINATING.
In their selections of rings and emblem pins. It reflects their individuality. Emblem rings are characterized by simplicity and strength of design. These are outstanding features of the emblem rings sold by John A. Nash, My Jeweler. His new store is at 182 Dundas street, "where you will eventually buy." b



THE FUTURE HOME OF

LONDON MOTORS, LIMITED

Which Will Be Situated **ON HALE STREET** On the Main Line of the G. T. R.

Construction of this plant will be started in the course of the next few months. Our building site consists of ten acres on the east side of Hale street, with over 1,200 feet of frontage on the main line of the Grand Trunk Railway. In addition to this site, we have an adjoining reservation of twelve acres, which we are holding for factory expansion.

Plans for this new plant are being carefully prepared. When completed it will be a model of efficiency—a factory airy, light, pleasant to work in—a fitting setting for the "London Six," Canada's quality car. As soon as this new plant is sufficiently advanced for production our downtown property on King street and Ridout street will be used for our Sales and Service Station.

Our Organization Is Complete and Working Overtime!

"London Motors, Limited, is going to be the biggest thing in Canada."
A. R. Stanwell
President

MAKE PLANS TO FORCE GERMANY

Dramatic Warning Seen in the Conference of Military Heads.

LONDON, Feb. 27. — On the virtual eve of the Allied conference with the Germans on the reparations and disarmament questions the two principal Allied military chiefs, Marshal Foch of France and Field Marshal Sir Henry Hughes Wilson, the British chief of staff, spent the week-end by invitation with Mr. Lloyd George and M. Briand, premier of France, in their seclusion at Chequers Court, the new country home of the prime minister of England.

The purpose of the consultation was to reduce to definite form the various proposals for the application of military and economic pressure sufficient to change the mind of Germany, should her Government refuse the reparations terms of the Allies. This subject has been meditated on deeply by both the French and British general staffs and especially in Paris, for several months past and the present was by no means the first exchange of views between the two military chieftains as to what action could be taken and effectively continued for months or even years, to compel Germany to meet what are considered her obligations.

Dramatic Warning.

While one aspect of the conference is a dramatic warning to Germany that the invasion of some parts of her territory may follow refusal of compliance on her part, another is that the French Government, which would have to supply most of the troops, desires to be in a position to act suddenly should the moment requiring action arrive.

The general plan considered, of which many collateral features require examination, is understood to provide for a northward movement by the Belgian troops, which would occupy Dortmund, while the French would reoccupy Frankfort and penetrate the country beyond to a considerable depth, possibly as far as Munich, while a fleet would blockade the port of Hamburg. The declared object of these movements would be to enforce the military clauses of the treaty and secure the disarmament of the Bavarian Einwohnerwehr.

Economic Demands.

The action taken would thus be based not upon the disputed economic demands, but upon the violated armament sections of the treaty. In these circumstances the Allies, it is pointed out, would not have to wait until May 1, the date before which the Allies must inform Germany how much she must pay in reparations, and after which Germany, under the treaty, may argue her case before the reparations commission. By basing their case upon the disarmament demand they could act immediately under the authority of the treaty, the sponsors of the plan argue.

The German Government has been notified that the principal points of the program to be discussed at the London conference during the coming week will be disarmament, the punishment of war criminals, and reparations. Disarmament may be the first subject to be taken up, and Major-Gen. von Seecht, the German chief of staff and a member of the official delegation is coming to London to answer the representations made under this head.

Among the forms of economic pressure which might be applied to Germany now under discussion is the setting up of a new customs frontier to separate occupied Germany from the remainder of the empire.

DRAGGING BACKACHE RELIEVED QUICKLY AND PERMANENTLY

Painful back trouble indicates diseased kidneys.
Don't neglect the first symptoms.
When you can't stoop or bend without suffering pain—
When you notice urinary disorders, dizzy spells and constant headaches—
When your back aches, morning, noon and night, when languor and restlessness oppress you—
Then will the telling merit of Dr. Hamilton's Pills make you feel better in one day.
Dr. Hamilton's Pills exert a wonderful influence on the diseased tissues of the kidneys. They heal and soothe, give vitality and tone, put new life into the kidneys, and thus prevent a return of the trouble.
Kidney sufferer, health awaits you and happy cure is right at hand in Dr. Hamilton's Pills. Note carefully the above symptoms, if they fit your case, don't delay, but go at once to your dealer and procure the unfailing Dr. Hamilton's Pills of Mandrake and Butternut, sold in yellow boxes, 25c each. b

The Marvelous Eye

John Burroughs writes in expressions of awe about the eye "with all its marvelous powers and adaptations." And yet those who know less about nature than "the dean of naturalists" often intrust their eyes to untrained examiners. To be sure, consult our specialists.

BROWN OPTICAL CO.
Optometrists. Spectacle and Eyeglass Makers.
223 Dundas Street—Phone 1877. b

Time for a "forced march"

"A man he seems of cheerful Yesterdays, and confident Tomorrows—"

And—there you are! Selling goods or advice is a matter of complete understanding of two things: conveyance of information as to nature and quality to buyers; and the creation of a desire to buy, *in their minds.*

It is simple.

Like all things essentially simple and apparently easy, it is, however, full of pitfalls for the unwary.

One mistake most readily made by the advertiser who is not a deep student of the subject is to curtail or omit his customary expenditure for advertising in periods of uncertainty.

* * *

Whereas that is the time for a Forced March.

The keener the competition among producers and sellers, and the less eager or more diffident the consumers, the greater is the need for additional activity and intensity by the advertiser.

This is the Time of Times for using Daily Newspaper Advertising.

The Daily Newspaper is the medium of the moment—the axis of opportunity; flexible, powerful and *instantaneous* in its ability to create sales.

The Daily Newspapers of Canada welcome the challenge of present business conditions. They can be used to overcome them by almost every manufacturer and merchant prepared to make a "Forced March" with his advertising.

Advice as to the best ways and means of doing this will be given to those who inquire of us; or consult any recognized advertising agency—a list supplied on request.

Issued by the Canadian Daily Newspapers Association.
Head Office—Toronto.