

WE HAVE NEW HONEY
GUARANTEED PURE CLOVER.
Five-pound pail 75c
Ten-pound pail \$1.40
WILLIS & CO.
565 Richmond Street. Phone 32/8.

BROWN OPTICAL COMPANY LONDON
EYES EXAMINED
NO DRUGS USED
QUALITY GLASSES
GROUND AND FITTED
AT MODERATE COST
223 DUNDAS ST. Phone 1877

Leather Listings
Worthy of Thought
At Cook's
THE TWO-IN-ONE SHOE STORE.

In the metropolitan cities, the ladies are buying heavily of all kinds of leather requirements. Buying of the stock bought before the advance in prices which has already taken place and have been well advised of the great advance to come before lower prices will be possible.

Yesterday, we said it is sometimes good economy to buy in advance of your immediate needs, and if ever that time has come it is with us now.

If you are thinking of buying anything in leather, novelties, such as a handbag, a Chateaufort, a Photo Case, a Mirror Case, Military Brushes, a Manicure Set in folding case, a Secretaire, Ladies' Traveling Bags, Clubbags, come right away. Don't put it off another day. Our Richmond Street presents a good assortment of most useful things in leather. It will be a very long time before you will buy such things at present prices. Leather is worth up to \$1.50 per square foot now, and Ladies' shoes are selling in some of the American cities at as high as \$35.00 per pair. Such prices have not yet reached Canada, but we shall have prices approaching them sooner than many think. The manufacturers are governed by the price of hides and labor. These made the price of leather.

Don't forget our remarkable line of Spats at only 95c.

COOK'S
"The Store That Serves You Best."

WE REPAIR
Hot Water Bottles Just as Satisfactorily as Tires.

London Tire Repair Depot
A. WILKES.
354 Wellington St. Opp. McClary's.
PHONE 2334.

GEORGE E. LOGAN
FUNERAL DIRECTOR
AND EMBALMER
413 RICHMOND ST., LONDON.
Residence on Premises.
Phone 1953. Personal Attention.

SMITH, SON & CLARKE
UNDERTAKERS.
113 DUNDAS ST. PHONE 358.
129 DUNDAS ST. PHONE 373.
Residence on Premises.
Private Ambulance Service.

N. J. GRIFFITH
FUNERAL DIRECTOR AND EMBALMER.
104 DUNDAS STREET, LONDON.
Residence on Premises. Phone 600.
Private Ambulance Service.
Delaware Branch, W. Acres, Mgr.

J. FERGUSON'S SONS
FUNERAL DIRECTORS.
OPEN DAY AND NIGHT.
180 KING STREET.
PHONES 543, 373, 2056.

DR. MORIN'S KIDNEY TONIC
A liquid remedy for all Kidney and Bladder Affections — \$1.00 bottles for 19 cents.
Taylor's 6 Cut-Rate Drug Stores

Scranton Coal
The most satisfactory coal for furnaces or range. Send in your order.

JOHN M. DALY
PHONE 348. 19 YORK STREET.

Office To Let
STEAM-HEATED
Only \$8 a Month
APPLY
LONDON LOAN AND SAVINGS COMPANY

CHEAP, PURE
WHOLESALE.

PARNELL'S
'Snowdrift'
BREAD

Twenty tickets for \$1.00.
At your grocers, from our wagons, or by phoning us.

PARNELL
The Breadman
PHONES 929, 1390

Umbrellas
We are now in a position to show you the very latest and newest designs in Umbrellas, both for ladies and gents, made from the very best material.

Ladies' Umbrellas, fancy handles, \$2.50 to \$3.00.
Ladies' Umbrellas, gold and solid gold handles, \$10.00 to \$20.00.
Gents' Umbrellas, plain handles, \$3.50 to \$5.00.
Gents' Umbrellas, solid gold handles, \$8.00 to \$18.00.
Gents' Canes, from \$2.00 and up.

YOUNG'S
TWO STORES.
170 DUNDAS ST. 674 DUNDAS ST.

FOR THE GOOD
THERE'S IN IT.
Eat this good bread at every meal.

JOHNSTON BROS.
XXX BREAD
Delivered everywhere, or obtainable at best grocers.

EVERYTHING READY FOR BIG CANVASS

Plans Are Discussed at Big Patriotic Meeting in Cronyn Hall.

At an enthusiastic and well-attended meeting in Cronyn Hall yesterday afternoon, A. E. Silverwood explained the plans for the work to be undertaken by the women's canvassers who will visit the homes of the city, according to plans adopted. This system was used in Toronto with excellent results some weeks ago.

Out of 77 subdivisions in the city about 25 will be covered by the men in the downtown section. This will leave about 52 subdivisions for the women canvassers. It is planned to divide this area into nineteen districts, with two or three subdivisions in each, and to allot nineteen teams of women to visit them.

Each team will be composed of about twenty women. The presidents of the various women's societies will co-operate in the executive and assist in dividing the volunteers into teams, and in allotting territories to the various teams. A meeting will be held on Wednesday at 4 o'clock, when this part of the organization will be completed.

About 170 women have already volunteered for the work and it is expected that this number will be doubled.

Monthly payments, with the option of quarterly payments, was the better plan, in the opinion of the meeting.

LONDONER MAY BE JUDGE.
SARNIA, Feb. 12.—The return debate with Strathroy Collegiate will be held in the assembly hall of this city here on March 7. Sturdy Henderson, Harold Fuller and Robert McDougall will represent the local school, while the debaters for the visitors have not been announced. Efforts are being made to secure the services of Principal Rogers of London as judge for the contest.

Confidence Employed
When you are thinking of buying anything in footwear, just think over where you have bought before, and deal with those whose dealings have inspired you with confidence. It is a pretty safe way to buy anything. Our customers of ten years ago still come to us for Boots, Shoes, Slippers, Rubbers and Spats. Casselman Bros., the Shoe Shop of Quality, Value, Service, 121 Dundas Street.

NOT EVERYONE
can write a letter that is out-of-the-ordinary, attention-arresting, yet full of selling quality. We have done it for people you know.

Federal Advertising Service
Telephone 5462.
312 Dominion Savings Building.
LONDON, ONT.

ROWAT'S COFFEE
Please People Who Are Particular.
50c per pound
T.A. ROWAT & CO.
250 DUNDAS ST.
Phone 3551-3552.

PROSPEROUS YEAR FOR LONDON LIFE
Increase in All Departments Largest in History.

ANNUAL REPORT MADE
Nearly Seven Million Dollars Gain Made in Business in Force.

The annual report of the London Life Insurance Company, which appears on another page, shows a year of progress that must prove exceedingly gratifying to all interested in the company. Probably the most noticeable feature in the report is the exceptional gain in business in force of nearly \$7,000,000, which shows, for a company conducting industrial business, a larger percentage of gain to business written than that recorded by any other similar company.

The net amount of insurance in force at the end of 1916 had doubled in the short period of five years, and was four times the amount in force ten years ago.

The other departments of the business show corresponding gains. The income for the year was almost \$2,000,000, and showed a gain over the previous year of over \$300,000. The assets of the company were, in round figures, \$7,000,000, and the report of the executive committee indicated such a remarkably healthy condition that, notwithstanding the low present market value of bonds and debentures, the total of these securities was carried on the company's books at \$8,000,000.

The company paid during the year, \$100,000 on account of war claims, the bulk of these being under policies in connection with which the restriction as to active service was voluntarily waived. Notwithstanding the strain due to this generous action, the profits apportioned to policyholders continue to be generous, and for the year 1917 will amount to 45 per cent more than the original estimates.

The whole statement is one reflecting the utmost credit on the directors and management of the company, and places the London Life in the very forefront of financial institutions of Canada.

A vote of thanks was tendered the agents of the company for the excellent work done during the year, and was responded to on their behalf by Mr. George McBrown, inspector, ordinary branch, and Mr. J. P. Mainie, supervisor, industrial branch.

The following directors were re-elected for the current year: John McClary, Dr. A. O. Jeffery, K.C., W. W. Bullen, Sir George Gibbons, Thomas H. Smallman, T. W. Baker, W. M. Spencer, W. J. Christie (Winnipeg). At a subsequent meeting Mr. Joseph McClary was re-elected president, and Dr. A. O. Jeffery, K.C., vice-president.

RATING OF WESTERN MEDICAL SCHOOL IS RAISED TO CLASS B
Improvements Approved by Educational Council.

More Changes to Better London's Big College Now in Progress.

In recognition of improvements made within the last three years, and after an inspection made on November 11, 1916, the council on medical education of the American Medical Association has increased the rating of the Western University Medical School from class C to class B. The news of this improved rating has been received with great pleasure by the graduates and friends of the medical school.

The placing of the school in class C resulted from the criticisms contained in the Carnegie report, which was made several years ago, and the improved rating is in recognition of progress due in large measure to the efforts of the last three years.

While recognition by the American Medical Association is more essential to medical schools in the United States than it is to those in Canada, still all Canadian schools are anxious to secure good ratings.

Further improvements are in progress, and with the sound advance, which is now recognized, as a basis, continued development along the right lines is assured, and a bright future for the school may be confidently expected.

The University of Minnesota has recently placed Victoria Hospital in the approved list of hospitals in which medical students of the University of Minnesota may spend a year as interns; this hospital intern year is now required by the University of Minnesota following the completion of the regular medical course before the degree in medicine is conferred.

PASSENGERS FREEZING, CAR STOPS WHILE MEN IN CHARGE HUNT HANDLE
The Oxford line of the street rail-roads was retained in the ice-bay Sunday night amid much blowing of fingers and heated language on the part of some dozen commuters who were jammed into car No. 124 about 8 p.m. As the palatial ice-box swung with a jerk into the station at the corner of Oxford and Richmond streets, it was stopped with a jerk that almost threw the passengers from their seats.

"What has happened?" queried one anxious-looking female.

"The damper handle of the stove has dropped off, and is somewhere on the track," came back the voice of the motorman as he "geared" gingerly from his sanctum. "We will just have to let 'er go and burn 'er out for a while, and then we can find it," he continued, then beat a hasty exit from the car with the conductor to hunt for the piece of iron that would bring more misery to the already half-frozen passengers.

The deed was done; the handle was recovered and the car rushed on to the C. P. R. crossing only to wait until a slow freight came slowly down the line in thunder over the crossing. The passengers had nothing to say of this new blessing. They were frozen into silence.

POST-NUPTIAL RECEPTION.
Mrs. J. W. Purdon (Mrs. Macdonald) will receive for the first time since her marriage on Thursday, Feb. 12, at her apartments—24 Hayman Court.

MISS LENA SHORTT
IS NOW LEADING IN
BIG PHOTOPLAY RACE

Vincent Perry Again in First Place for Men.

VOTES ARE POURING IN
Leaders Are All Within a Few Votes of One Another.

Intense excitement prevails all over the city as the time draws near for the big photoplay contest to end. The candidates are running neck and neck, and it will be a hard job to determine the winner until the last vote has been cast.

Among the men, Vincent Perry has reached the top again after having resigned this position the last few days. He will have to hustle to retain it, for closely following him is Allison Ward, and he has better look out for Miss Irene Anderson and Master George Banks, as they are hot for the lead, and trying real hard to get the lead.

With the little ones, we find that Mildred Kelly and Sam Munro have succeeded in holding down the lead, but they are better look out for Miss Irene Anderson and Master George Banks, as they are hot for the lead, and trying real hard to get the lead.

Practice at Home.
Candidates that expect to win will greatly improve their work before the camera by practicing at home some of the expressions the following are used in moving picture work. This can be easily done by getting in front of a mirror and rehearsing the following expressions: Laughter, fear, sorrow, joy, hate, anxiety, expectation, astonishment, etc.

Don't forget to get tomorrow's Advertiser and see how the race is coming along, as there will only be four more days, and the finish will be an exciting one.

For Leading Lady.
Dorothy Anderson 2,350
Vera Blanchard 2,120
Freda Boyce 1,840
Isabel Cole 1,700
Marla Coughlin 2,190
Dorothy Cole 2,470
Christina Cochran 1,050
Violet Crowley 1,330
Helen Cleary 1,200
Ethel Houlston 2,120
Bessie Knight 1,940
Pearl Lewis 1,840
Emma Lyle 1,450
Alma Larsen 1,120
John McGregor 2,500
Alice MacLennan 1,450
Florence Pike 2,120
Jessie Rae 2,870
Gladya Smith 2,360
Mervia Tury 2,250
Hilda Turner 1,600
Gladya Wright 2,270
Pearl Langley 2,010
Willie Rice 1,630
Elva Offord 1,450
Isabel Hing 1,450
Mrs. W. G. Hughes 1,500

For Leading Man.
Bert Hanson 2,130
Henry Green 1,130
Frank Johnson 1,940
Frank Kennedy 1,940
Roy Lyons 5,520
Wilbur Marsh 6,920
Stanley Meredith 9,000
Jack Nopper 11,410
Vincent Perry 12,940
W. A. Pestill 4,400
W. A. Pestill 4,380
A. Allister Ward 12,940
William Richardson 1,250
Harold Thompson 2,520
Charles Brown 4,380
H. O. Gibson 9,710

For Leading Kid.
Irene Anderson 12,700
Hilton Gilbert 2,090
Mildred Kelly 11,120
Sam Munro 2,520
Tootsie McVey 8,240
Gladya Weston 1,220
Stephen Silverman 1,120
Benjamin Duff 1,480
Harry Banks 1,480
Josephine 2,750
Dorothy Cole 2,750

CAN DRAW PAY NOW AS SOON AS ENROLLED
Provision Made Which Will Save Men Much Inconvenience.

Provision has been made by the military authorities which enables a recruiting officer to fill out an enlistment form for prospective recruits, in cases where the attestation or medical forms cannot be immediately filled out. If this enlistment form states the reasons why the attestation and medical papers cannot be filled out, and is certified by the recruiting officer, it enables the man enlisting to draw pay from the date of enlistment, and saves him the inconvenience of waiting until he is finally attested and passed.

To avoid any hardship in the case of men with dependents, \$5 may be retained the first month and the remainder retained in the succeeding month, instead of the \$10 usually withheld from the first month's pay.

This amount is to provide for the cost of civilian clothes to men desiring to proceed overseas, and is charged before proceeding overseas, and is to be refunded to the man, and the civilian clothing, or allowance in lieu, may be given in addition, according to circumstances.

St. Valentine's Supper
Wednesday Night
FROM 5:30 TO 7 O'CLOCK

How shall I charm you, lady fair?
With chewing-gum or cheese?
Popcorn or panicles?
I don't care if it takes all these.

MENU
Oyster Stew.
Breaded Veal Cutlets.
Sweetheart of Corn. Mashed Potatoes.
United Hearts. Homemade Rings.
Love Salad.
Lonely Heart Ice Cream.
Puffed Hearts.
Tea or Coffee.

40 Cents
Peters Tearoom
PHONE 2351. 233 DUNDAS ST.

Blind
WITH
ECZEMA

For three years the little son of G. Romanuk, of Edenbridge, suffered with a bad attack of eczema, which everything failed to cure until they used Zam-Buk. The father, writing to the Zam-Buk Co., says:

"For three years my little son suffered with a severe attack of eczema, which many doctors pronounced incurable. For two years the sores on his eyes and forehead were so bad that he was unable to see. We tried everything, but without any benefit and he was in a shocking condition when Rabbi Shalit recommended Zam-Buk. This wonderful ointment has entirely cured my boy, and I cannot express my gratitude for his marvellous recovery."

Zam-Buk is also unequalled for ringworm, head sores, salt rheum, old wounds, blood-poisoning, piles, burns, cuts, scalds, and all skin injuries. 50c. box, 3 for \$1.25. All druggists and stores, or Zam-Buk Co., Toronto. Send 1c. stamp for postage on FREE trial box.

ZAM-BUK
to provision published in today's military camp on p. 672.

LONDON TOWNSHIP GIRL WRITES ON V. A. D. WORK
Miss Emily Guest Tells How Much Canadiana Presents Were Appreciated.

In a recent issue of The Variety, Toronto, appears the following letter from Miss Emily Guest, M. A., on V. A. D. work in England. Miss Guest is a London township girl, daughter of a late John Guest.

"As I happened to be the nurse who opened the very beautifully packed box of Christmas stockings for the wounded Canadians, I am writing you as I have arrived quite safely and intact, and wish to thank all those who took part in the stockings, and the men who were filled with good things by the kind English people of this country, and the Canadian people who had been sent to the front."

"It would so your heart, and I am sure the men almost child-like delight in their stockings, and the men who were filled with good things by the kind English people of this country, and the Canadian people who had been sent to the front."

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CH. WARD & CO.
DIAMOND MERCHANTS

The Big Annual

CH. WARD & CO.
DIAMOND MERCHANTS

Half-Price Jewelry Sale

Will continue all this month. This is your opportunity to buy Card Prizes and Wedding Gifts, Diamonds, Watches, Jewelry, Cut Glass, China, Brass Goods, Silver-Plate, Pearl-Handled Case Goods, Umbrellas and Walking Sticks.

Special Discount of 20% Off Everything in the Store
See north window and bargain tables, on main floor and in basement, for half-price goods.

Extra Specials
Silver-Plated Knives and Forks in the Louis, rose and plain designs; sell regularly at \$5.00. **\$2.50**
For \$2.50

Spectacle Specials
Only a few pairs left. Sell regularly for \$3.00 and \$3.50, going at pair.... **\$1.50**

Diamonds Half Price
\$4.00 Genuine Diamond Baby Rings, mounted in 10-k, gold, each..... \$2.00
\$10.00 Genuine Diamond Rings, mounted in 14-k, gold, each..... \$5.00
\$110.00 Lady's Genuine Diamond Ring, Tiffany 14k setting, weight 53..... \$55.00
\$60.00 Three-Stone Diamond Rings, 14k setting..... \$30.00
\$80.00 Four-Stone Diamond Ring \$40.00
\$90.00 Four-Stone Diamond Ring \$45.00
\$160.00 Gent's Flat Belcher Ring, 14k setting, weight 75..... \$80.00
\$150.00 Lady's Ruby and Diamond Cluster Rings, for..... \$75.00
\$120.00 Lady's Marquise Diamond Ring..... \$60.00
\$30.00 Lady's Onyx, Pearl and Diamond Ring..... \$15.00
\$250.00 Lady's Marquise Diamond Ring..... \$125.00
\$14.00 Lady's Belcher Diamond Ring, 14k gold..... \$7.00
\$120.00 Lady's Tiffany Ring, 1/2 and 1-32..... \$60.00
\$200.00 Lady's Fancy Tiffany Ring, 18k gold, platinum head, weight 78..... \$100.00
\$50.00 Opal and Diamond Cluster Scarf Pin..... \$25.00
\$25.00 Lady's 3-Stone Ring, 2 diamonds and 1 sapphire..... \$12.50
\$100.00 Gent's Round Belcher Ring..... \$50.00
\$20.00 Lady's 3-Stone Ring, 2 diamonds and 1 emerald..... \$10.00
\$20.00 Lady's Modified Tiffany Ring..... \$10.00
\$30.00 Lady's 3-Stone Ring, 2 diamonds and 1 ruby..... \$15.00

We will refund the money on any of the above Diamonds within one year of the date of purchase, or exchange for full value at any time.

Specials in Cuff Links
One tray of Cuff Links going at just one-half the regular prices.

POSTOFFICE OR EXPRESS MONEY ORDER MUST ACCOMPANY ALL MAIL ORDERS.
WE POSITIVELY WILL NOT SUPPLY THE JEWELRY TRADE AT ABOVE PRICES.

C. H. WARD & CO.
DIAMOND MERCHANTS AND JEWELERS. PHONE 1084 386 RICHMOND ST.

Johnston & Murray
JUST ARRIVED

Women's Black Calf English Walking Shoes, with white kid tops; the very newest. **\$6.00**
Women's Black Kid, champagne top, with high Louis heel. "It's a beauty." **\$7.00**

COME IN AND SEE THESE LINES.

MEN'S MAHOGANY ENGLISH BALMORALS, ALL WIDTHS..... \$7.00

Eye Talk
NO. 23.
CAN'T AFFORD IT
Many people postpone the wearing of glasses on account of the real or fancied strain on their pocketbook. Yet they would indignantly resent the suggestion that they cannot afford good clothes.

VALUE OF VISION.
You possess nothing of greater value than your sight. So safeguard it at Any Cost, and, after all, the cost will not be excessive at all.

LOXON'S RUBBER MAN
186 KING—REAR. PHONE 5124

CONCERT OPENS WEEK OF ANNIVERSARY SERVICES
The first of the exercises which mark the week of the 26th anniversary of the South London Baptist Church under the pastorate of Rev. William M. Walker, was held last night in the form of a concert presented by the Junior and Senior B. Y. P. U.

The chairman for the evening was T. H. Jones, and the speaker Rev. Jas. H. Boyd.

The members of the committees in charge were: Junior B. Y. P. U., Mrs. Southcott, Miss Ruth Shoenberg, Miss Edith Southcott; Senior B. Y. P. U., J. Gilmore, Jun., Floie Moore, Ed. Langley.

—Harry T. Bell, for many years connected with Scandrett Bros., left yesterday afternoon for Winnipeg over the Grand Trunk. He will join the staff of Hickey-Mason's in that city. Mrs. Bell will join her husband later.