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The finest procurable. It pleases most particular people.
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We have **Trusses** to fit all sizes. Our fitters are experts. **\$1.50 to \$10.00.**
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EGG STOVE NUT **\$16.50 a Ton**
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TAYLOR'S THROAT AND LUNG BALM
Has been the favorite household remedy for coughs, colds and all bronchial affections. Silver merit alone has made this medicine the standard cough remedy for over 50 years.

35c, 65c and \$1.20
Manufactured and Sold Only at
TAYLOR'S DRUG STORE
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LADIES' FINE APPAREL AT LOW PRICES

All the garments in our stock are new. They are all well made, of materials which for quality cannot be equalled at the prices we ask. An investigation will confirm this.

FISHBEIN'S
"READY TO WEAR."
254 Dundas Street. z

20% off all Stock
Wray's Jewelry, Ltd.
234 Dundas Street.

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

Half Price Jewelry Sale
Watches, Diamond Rings, Jewelry and Silverware will be sold at half price.
A. GREEN JEWELER.
374 Richmond Street. zxy

LONDON OPTICAL
HAVE YOUR EYES EXAMINED.
Dominion Savings Building, Richmond Street. Phone 6180. zxy

You can't make a mistake when you buy Edison Mazda Lamps.
J. H. POLLOCK
237 Clarence. zxy

CANADIAN MONEY Accepted at Par
FOR ACCOMMODATIONS AT **HOTEL STRAND**
ATLANTIC CITY
FIRE-PROOF AMERICAN PLAN ON THE OCEAN FRONT
With its 200 delightful rooms (all outside) with private baths, each equipped with hot and cold sea and fresh water, offers you every detail of comfort and entertainment.
Orchestra of soloists. Golf Privileges.
COURTESY—SERVICE—REFINEMENT
Ownership Management
11-Feb.11

TO SAVE EUROPE AIM OF GENOA'S BIG GATHERING

First Concerted Effort To This End Since the War Ended.

BASIS OF EQUALITY

Former Enemy Nations To Be Received in Attempt To Mend Financial Status.

BY J. W. T. MASON.
Expert on International Relations.

WASHINGTON, Feb. 5.—The summing-up of the Genoa conference, the first move since the war to bring friends and enemies together in a concerted effort to save Europe.

The Genoa conference, as originally planned called for invitations to Germany, Austria, Bulgaria and Russia to send delegates to meet the allies' representatives on a basis of equality.

If this arrangement is carried out, Genoa, birthplace of Christopher Columbus, who discovered a new world, will mark the birthplace of a new Europe.

There can be no recovery for Europe while divergent policies prevail among the trans-Atlantic nations. The statesmen across the ocean are just discovering that fact. All desire peace, however, and are convinced of its truth, and for that reason the Genoa conference is being threatened with failure before it begins.

France Blocks Path.

France is blocking the way to peace at Genoa. Peace was not really signed at Versailles, according to the belief in France. Only an extended armistice was forced on the Germans, who were waiting their time to resume the war.

Therefore, France wants no questions discussed at Genoa which in any way will strengthen Germany economically or financially. France believes as soon as the Germans get their strength back they will begin a war of revenge.

France also insists that the Russians be allowed to attend the Genoa meeting only as invaders, and not as confederates. France demands that the Russians pay their foreign debts before being admitted to any equality with other nations.

High Hopes Fade.

With France in this obstinate mood, the high hopes that the Genoa gathering would start Europe on the path of accelerated recovery are fading.

The nations of Europe which want the Genoa conference to be held for the purpose of co-operation all around the globe are disappointed. Instead of Germany is preparing for a new war in order to get permanent possession of the Rhine.

They also say France cannot legitimately demand that Russia's foreign debts be paid until France pays her own. France covets more money to foreign nations on which she is paying no interest whatever than Russia.

The Genoa conference may end in failure; but it will have marked a beginning. The original program of the Genoa conference eventually will have to be taken up by another conference. There is no other way of saving Europe as a whole.

Four Problems On Slate.

At Genoa or at a subsequent conference the following problems will have to be faced, for until they are solved, chaos in Europe will continue:

ONE—Revision of the indemnity demands on Germany so that the German people will have an incentive to reform their currency and resume their normal economic life by being allowed to keep some of the profits of their labor.

TWO—Stimulation of Russian trade so that Europe can increase its food supplies from Russia and sell its manufactures to Russia in return.

THREE—Stabilization of exchange so that future prices can be reasonably estimated, by making an end to government borrowings and increasing taxation to meet government expenses.

FOUR—Reduction of land armaments, so that the nations can get their minds away from thoughts of war and can concentrate on peaceful development.

FORD WILL OPEN LINCOLN PLANT

DETROIT, Mich., Feb. 5.—The big whistle at the Lincoln Motor Co.'s plant here will blow loud and shrill tomorrow morning.

In answer to its voice, long silent, 600 men, now idle, will go back to work.

But they will not go back as Leland employees—they will go as Ford employees, at Ford standard wages, working in a new Ford unit.

For, shortly before noon yesterday, Edsel Ford, acting for the Ford Motor Co., purchased the Lincoln Motor Co. at a receiver's sale held on the front steps of the plant.

He bought it for \$3,000,000.

The deed to the property will be delivered to the Ford Co. early in the week.

MILLER SHOOTS SELF TO ESCAPE SUFFERING

OWEN SOUND, Ont., Feb. 5.—Suffering from a protracted and probably fatal disease, John Inglis, a well-known miller at Inglisfalls, two miles south of Owen Sound, secured a shotgun, and placing the muzzle just below his heart, pulled the trigger.

The late John Inglis was a member of one of the pioneer families of this district, and was always highly respected. He was about 68 years old. A widow and family survive. Coroner Dr. A. B. Rutherford was called, and decided that an inquest would not be necessary.

Police Now Declare Delorme Was Slain in House Cellar

MONTREAL, Feb. 5.—Public interest in the Raoul Delorme murder case, the most sensational crime Montreal has known for half a century, was sustained and intensified today by the police announcement that the dead youth was murdered in the cellar of some house, presumably in the city or its environs.

This dramatic announcement, of which not a whisper had been heard since the murder was discovered, is based on the fact that the police, in making a search of the dead man's clothes, found ashes adhering to them.

The case has long since ceased to be one of local importance. Intense activity is being displayed by the provincial authorities, and yesterday Premier Taschereau arrived in Montreal, where for the greater part of the morning he was in secret conference with D. D. Lorrain, chief of the provincial police. Later today, it is expected, Father Delorme, brother of the murdered youth, will see the premier, and, according to the local and provincial police, sensational developments will occur Monday.

CIVIC EMPLOYEES 110 LIVES LOST IN STRIKE IN BERLIN JAPANESE WRECK

BERLIN, Feb. 5.—Tramway service and the gas, water and electricity supply in Berlin were completely paralyzed when the municipal employees struck this morning. Even hospitals are without water and light.

The strike of railroad men has extended to all of Baden, where the workers went out last night. Nothing has come of the negotiations, begun yesterday for settling the railway strike, which has now been in progress since Wednesday midnight.

TOKYO, Feb. 5.—One hundred and ten persons were killed and numbers of others injured, when a railway train was buried by an avalanche at Itogawa station yesterday, according to a dispatch from Nagano.

The victims were for the most part farmers, workmen and railway employees who were engaged in clearing snow from the railway tracks.

PEOPLE AND PINS—READ THIS ONE

People and pins are useless things when they lose their heads. But my, what a difference when you lose your head to the best girl in the world by giving her a perfect blue white diamond from John A. Nash, My Jeweler's Success Jewelry Sale, 182 Dundas street. "Where you will eventually buy."

DUKE OF LEINSTER HAS PASSED AWAY

EDINBURGH, Feb. 5.—Announcement was made yesterday of the death of the Duke of Leinster (Maurice Fitzgerald), sixth of his line, and premier peer of Ireland. He was born in 1887, and succeeded to the title in 1932.

The duke was unmarried, and his heir is his brother, Lord Edward Fitzgerald.

ELECTRIC SALE.

Guaranteed Electric Irons \$5.00
Moffatt Hot Plates \$10.00
Majestic Heaters \$10.00
Electric Toaster Stoves \$3.00
Tungsten Lamps at Special Prices.

ARCHER ELECTRIC.
221 Dundas Street. zxy

OUR BOARDING HOUSE. BY AHERN.



TO BE BURIED MONDAY.
The funeral of the late James Constable, who died in Toronto Thursday evening, will be held Monday morning from the G. T. R. depot on the arrival of the 11 o'clock train from Toronto, to the Matlandbank Cemetery. Mr. Constable lived in Senforth for a number of years, having later removed to London.

BERNHARDT TO ACT FOR MOVIES.
London, England, Feb. 4.—Sarah Bernhardt has accepted an offer of United States moving picture interests to act for a series of photoplays, according to the London Times.

BARGAINS GALORE!

During Our Great February Discount Sale

Remember that this reduction of one-fourth is taken from prices that were already moderate to an extreme; and that the furniture in this sale is good, reliable merchandise, measuring up to the exacting standards of quality that this store has always held. The selection is practically unlimited, but it is best to choose what is needed as soon as possible in order to avoid disappointment.

Silk Lamp Shades \$13.95

Nine only beautiful Piano Lamp Shades ranging in price from \$20 to \$29, will be cleared out at this low price. They come in the very latest shades and the newest color combinations.

Sale of Exhibition Suites at 1-3 Off.

At the Furniture Exhibitions held last month, with our large buying power we were able to purchase many beautiful sample suites at wonderfully low prices. Every day new suites are arriving at prices so low that they are gone again in a few days. If you need a suite, now is your chance. Tapestry and Molair suites at

\$149, \$195, \$235 and \$289

White Enamel Bed, All-Felt Mattress and Link Fabric Spring \$29

We consider this one of the most remarkable values of the sale. A white enamel bed, well-tufted felt mattress and a comfortable link fabric spring, have cost as much as the present. The very low price of these outfits is the price of the entire outfit. These are high-grade articles at a special as early as possible price.

Bargains From the New Drapery Department

Colored Scrim 20 pieces of COLORED SCRIMS. Regular 25c. 15c To clear, at yard	Cretonne CRETONNE in nice quality, good patterns, 66c and 75c qualities, at 39c	New Cretonnes NEW CRETONNES, just arrived, formerly sold at \$1.25, at 75c
Comforters Sateen covered, largest size, worth \$6.00. \$2.99	Window Shades, Half Prices. Outside paper covering slightly soiled on these combination colors: 41 1/2-in. reg. \$2.25, for 99c 45-in. reg. \$2.75, for 1.25 47-in. reg. \$3.25, for 1.50 52-in. reg. \$3.50, for 1.50 60-in. reg. \$5.00, for 1.95	Plaid Blankets Finest quality, largest size, regular price \$7.50. \$4.95
Scrim Curtains With neat lace edge, fine quality, regular \$5.00, for \$2.95	Madras All colorings, finest quality, regular \$2.00 and \$2.25, for, yard \$1.49	Pair Feather Pillows, \$1.99 How housewives will rush down here tomorrow for a pair of these Pillows. They come in plain and fancy striped ticking, and are extraordinary values at \$1.99 per pair. No phone orders—No lay-aways!

Walnut Dining-Room Suites, 1/4 Off
The finest stock of real Walnut Furniture in Western Ontario, at one-quarter off our regular low prices.

Walnut Bedroom Suites, 1/4 Off
Take one-quarter off the already low prices on all our genuine Walnut Bedroom Furniture. Over 30 different period suites to select from.

228-230 DUNDAS STREET. **The Ontario Furniture Co., Limited** LONDON'S LARGEST HOME FURNISHERS.

HALF-PRICE Jewelry Sale

The success of our annual sale is due to the fact that all goods are fully guaranteed, whether bought at 20 per cent off or at half price. See our north window and tables on Main Floor and in Basement for sale specials. New bargains are added every day. Visit our store every time you are out town.

- Diamonds at Half-Price**
- GUARANTEE: Money refunded on all Half-price Diamonds within one year of date of purchase, or will exchange in goods for purchase price at any time.
- \$250.00 Ladies' Tiffany Ring \$125.00
 - \$12.00 Lady's Modified Tiffany, in 14k solid setting \$6.00
 - \$15.00 Lady's Onyx Ring, with diamond center, \$7.50
 - \$20.00 Lady's Modified Tiffany Ring, in 14k solid gold setting \$10.00
 - \$25.00 Lady's Modified Tiffany Ring, in 14k solid gold setting \$12.50
 - \$50.00 Gent's Round Belcher Ring \$25.00
 - \$50.00 Lady's Modified Tiffany Ring, in 14k solid gold set \$25.00
 - \$50.00 Gent's Flat Belcher Ring \$25.00
 - \$60.00 Gent's Onyx and Diamond Ring \$30.00
 - \$65.00 Lady's Marquis Dinner Ring, in white gold, five diamonds \$32.50
 - \$75.00 Lady's Dinner Ring, 7-diamond, fancy white gold setting \$37.50
 - \$80.00 Lady's Tiffany Ring, white gold \$40.00
 - \$75.00 Lady's Fancy Ring, with diamond center \$37.50
 - \$100.00 Fancy White Gold Ring, basket setting, with diamond center \$50.00
 - \$140.00 Gent's Flat Belcher Ring \$70.00
 - \$200.00 Lady's Diamond Cluster, with ruby center \$100.00
 - \$200.00 Lady's Cluster Diamond, barrel bent, ruby center \$100.00
 - \$200.00 Lady's 3-Stone Diamond \$100.00
 - \$200.00 Lady's Cluster Ring, sapphire center \$100.00
 - \$200.00 Solid Platinum Dinner Ring, set with nine diamonds \$100.00
 - \$20.00 Stop and Time Watch combined, in gold case \$10.00
 - \$25.00 Lady's Fancy Green Gold Tiffany, with engraved shank \$12.50
 - \$250.00 Lady's Tiffany Ring \$125.00
 - \$300.00 Lady's Cluster, with emerald center \$150.00
 - \$400.00 Gent's Ring, tooth setting, white gold \$200.00
 - \$600.00 Gent's Ring, modified Tiffany \$300.00
 - \$12.00 Single Diamond Tiepin \$6.00
 - \$25.00 Fancy White Gold Tiepin, diamond center \$12.50
 - \$25.00 Hecagon-shape Tiepin, diamond center \$12.50
 - \$30.00 Diamond and Pearl Tiepin \$15.00
 - \$65.00 Single Diamond Tiepin (blue white) \$32.50
 - \$50.00 White Gold Barpin, oval setting, with diamond center \$25.00
 - \$60.00 White Barpin, two pearls and one diamond \$30.00
 - \$75.00 Three-stone Fancy Brooch, set with one diamond and two genuine emeralds \$37.50
 - \$75.00 White Gold Barpin, diamond center \$37.50
 - \$90.00 White Gold Barpin, set with one diamond and four pearls \$45.00
 - \$90.00 White Gold Barpin, diamond center and two pearls \$45.00
 - \$80.00 Platinum and 18k Gold Lavalliere, set with pearls, cluster center and diamonds \$400.00
 - \$85.00 White Gold Pendant, set with three pearls and diamonds \$42.50
 - \$80.00 White Gold Pendant, onyx drop, set with diamond and onyx \$40.00
 - \$80.00 White Gold Pendant, set with two diamonds \$40.00
 - \$7.00 Diamond Glass Cutters \$3.50
 - \$32.00 Gent's 12-size Majestic 15-jewel movement, gold dial, in Fortune case \$16.00
- 20 PER CENT DISCOUNT OFF ALL OTHER GOODS.

C.H. Ward & Co.
Diamond Merchants, Jewelers and Opticians.
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