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The best quality procurable. There is no better coffee.
60c PER POUND.
T. A. ROWAT & CO.
250 Dundas St. Phone 3551-3552
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SATISFACTION

THE WORD THAT MEANS SO MUCH.

The other day a lady bought a wrist watch. She paid \$16.00 for it. It gave her every satisfaction. She told a friend what a wonderful watch it was, and the friend bought one with the same result. It is just this SATISFACTION that has made my jewelry so successful with wrist watches. He only sells the good ones that tell the truth. His store is 206 Dundas street, John A. Nash, My Jeweler, "where you will eventually buy."

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FOR ELECTRIC WORK AND SUPPLIES.
WESTERN ONTARIO ELECTRIC CO.
237 DUNDAS STREET.

WHO PAYS THE DOCTOR?
You never know your luck. It might change any time, and ACCIDENTS may happen and SICKNESS come to stop your income. Then why have this worry of BILLS when an ACCIDENT AND ALL HEALTH POLICY will give you a weekly income?
The London and Lancashire Guarantee and Accident Company has the broadest contract on the market.
May I explain it to you?
HAROLD J. LAWSON
(RETURNED)
Life, Fire, Automobile, Accident.
205 Dominion Savings Building, Phone 550. ywt

The Tecumseh Sunday Dinner

SPECIAL MENU.
1 TO 2:30 P.M.
Beautiful music by Cortese Orchestra. ywt

GET YOUR TIRES RETREADED. IT PAYS.

London's Rubber Man
346 DUNDAS STREET.

RAW FURS
Highest prices paid for Skunk, Oon, Mink, Weasel, etc.

ROSS', LTD.
196 Dundas Street.
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BROWN OPTICAL CO.
HAVE YOUR EYES EXAMINED
223 DUNDAS ST. LONDON, ONT. PHONE 1817

Morin's Syr. of Hypophosphites
A Real Nerve and Tissue Food.
\$1.50 Bottles for 96c.
Taylor's 6 Cut-Rate Drug Stores

PHONE 2334
Don't run flat. Call our service car. Our Vulcanizing quality work, not average.
London Tire Repair Depot
354 Wellington Street. ywt

Canadian Bureau of Credits
COLLECTORS, ADJUSTERS, LIQUIDATORS, ASSIGNEES, CREDIT REPORTERS, ETC.
Associated agencies all points. Ask for terms.
Dominion Bank Chambers, London, Ont.
If law w

Carlyle Trebilcock OPTICIAN
PHONE 2351. 233 DUNDAS. Two Doors East of Majestic Theatre.

EFFECTIVITY
The watchword today, and efficiently working is the way your battery should be. If it is not, send it to our experts for inspection. You'll be pleased if you do.
BENSON-WILCOX ELECTRIC CO.
264 DUNDAS ST. PHONE 2871.

WHY SUFFER?
Step in and exchange footgear for a pair of Dr. Scholl's "Foot Easers" and be happy. They give comfort and prevent flat feet. Graduate foot specialist at this store ready to give advice free of charge.

COOK'S Shoe Store
London Loan and Savings Co. OF CANADA
MONEY TO LEND
Government Bonds Negotiated
Only \$58.55 required for \$100. Special Debenture.
M. J. KENT, Manager. ywt

LADIES' SPRING HAT REVUE
BELTZ & CO.

YOU HAVE HEARD SO MUCH ABOUT

Parnell's Snowdrift Bread

WHY DON'T YOU TRY A LOAF?

At your grocer's or by phoning 929 or 1390.

Have You Seen Those New Beads?

In Young's? They certainly are pretty, and out of the ordinary, and best of all, within the reach of everybody's pocketbook. They cost from \$1.00 to \$2.50. Also Amethyst, Topaz and Emerald Rosaries, from 75c to \$5.00.

You buy new collars and handkerchiefs and everything else while. Why not get a string of these new beads at say, \$1.50, which will last you for years, and will be a continual source of pleasure to you?

See them in our window. They're worth seeing.

YOUNG'S
Jewelers for Twenty-Five Years.
LONDON.

Have You Tried It?

Then, in justice to yourself and family, order a loaf today of this delicious, wholesome

Johnston Bros. XXX Bread

acknowledged by the shrewdest housewives as the best bread baked in London today. Your grocer sells it!

JOHNSTON BROS.
Phone 944.

VOICE OF THE PEOPLE

LAW OR JUSTICE?
To the Editor of The Advertiser: I would appreciate it if you will allow me a little space in your paper to comment on the Ontario Temperance Act. In your issue of Tuesday, the 25th, we read of a soldier who has been held in a breach of the O. T. A., and of the just indignation of the G. W. V. A. against one of the number being treated like a criminal. Whose fault is this? The magistrate says it is a calamity, and we all know it isn't his fault. Then, it must be the lawmakers' fault. In the same issue of the 25th, the Methodists of the London district passing a resolution asking Parliament to keep up the O. T. A. and such time as the country can vote it. Then, sir, this means that these Methodists are in favor of continuing this man—the man that stood between the Hun and the London Methodists. Can ingratitude go further than this? Practically all the workingmen of England would not stand for this tyranny, and I feel sure that the red-blooded sons of Canada will not. Hoping I have not taken up too much of your valuable space, I am thankful to be able to sign myself, NOT A METHODIST.

NEW IRON TONIC.

One of the latest discoveries in the drug world is the Iron Capsules. This formula is put up in French gelatin and is really the finest nerve and system food in the world today. Practically all nerve foods are put up in pills, but scientists have discovered that pills in the stomachs, causing small ulcers, and very frequently being evacuated whole. Tonic Iron Capsules are soluble. They dissolve a moment after being swallowed and their contents, being in liquid form, are quickly assimilated by affected parts of the system.

HOW TO KEEP WELL.

TONAL IRON CAPSULES. The Great Blood Maker, Nerve Tonic and System Builder, have cured others, and they will cure you, if suffering from any of the following: Anaemia (thin or watery blood), Impure Blood, Nervousness, Nerve and Muscle Twitching, Weakness or Palpitation of the Heart, Shortness of Breath, Excitability, Indigestion, Dyspepsia, Liver Trouble, Pain in the Back, Kidney Troubles, Rheumatism, Vital Weakness in Men, Diseases peculiar to Women, Mental Worry, Cold Extremities, Numbness, Poor Circulation, Lassitude, or form of Physical Decline. Price \$1.00 a box. If your druggist does not have them, send for them. Mail us \$1.00 and we will send a box to you.

TONAL IRON COMPANY,
Box 184, London, Ont. ywt

HONEST NEWSPAPERS
have given us a foundation of reliability to newspaper advertising by excluding all fakes and frauds, and the daily newspaper is the best and quickest-acting force in Advertising today.

Federal Advertising Agency
T. H. YULL
Dominion Savings Building
LONDON, CANADA.

REV. A. L. G. CLARKE OF GODERICH NAMED HURON RURAL DEAN

Rev. A. L. G. Clarke of Goderich has been appointed rural dean of the County of Huron by Bishop Williams of the diocese of Huron.

Rev. Mr. Clarke is well known in this city, having been here as assistant at St. James' Church, South London, for some time. He was also stationed here for some time as chaplain with the 15th Battalion.

Mrs. Clarke is also well known here. She was formerly Miss Monta Mills of this city.

GODERICH VETS ENJOY I. O. D. E. PROGRAM

GODERICH, Feb. 26.—A delightful card, musical and dancing evening was given by the Maple Leaf Chapter, Daughters of the Empire, in the Odd-fellows' hall, Monday evening to the returned war veterans of Goderich and surrounding country. The first prize for ladies was won by Mrs. J. W. Murray, the gentlemen's by Philip Carey, while Mr. Fry carried off the booby prize. Kiddie presided and gave a short address of welcome. G. Parsons sang two songs, Miss Grace Senger accompanied by Miss Lewis, played two or three selections. A fine reading was given by Miss Hume. The evening ended in dancing.

FATHER OF LONDONER DIES IN FLORIDA; LIVED IN AILSA CRAIG

AILSA CRAIG, Feb. 26.—Word has been received of the death of Samuel Gillies, sen., formerly of this place, but late of Hamilton. Death occurred while in Florida, and his body will be brought to London for burial. Besides his wife he leaves three sons, John of Flint, Mich.; Samuel of Hamilton, and David, M. of London. The deceased lived here a number of years and owned the sawmills. When he moved to Hamilton his son, Samuel, conducted the business here. Two years ago his son left here to help him at Hamilton, as his father's health was so poor, and while in Florida trying to regain it he passed away.

The death occurred on Tuesday of Betsy Ellwood, beloved wife of John Bradley, at her home in McGillivray, after a lingering illness. The deceased was in her 63rd year, and besides her husband leaves two daughters and four sons, William and Melvin of McGillivray; Roy of Toronto, and Pte. Wilbert Bradley in Germany with the C. E. P. Mrs. Wm. Easton of this place is a sister. The funeral will be held on Thursday, February 27, to St. Mary's Cemetery, Brinsley, with services conducted by Rev. T. H. Whelan of the Anglican Church.

A meeting of the Farmers' Club was held in the town hall on Tuesday when Professor Letch of the O. A. C. of Guelph, spoke. In the evening the professor addressed a similar meeting in the town hall, West McGillivray.

ROSS' LIMITED FURS

Clearing Hudson Seal Coats, guaranteed best selected skins, latest box styles, plain and belted. Prices..... \$197.50, \$225.00, \$235.00, \$250.00, \$260.00

Natural Northern Muskrat Coats \$120, \$140, \$150

Range of Hudson Seal Capes and Muffs, Black Lynx Stoles and Muffs, Alaska Sable Stoles, Capes and Muffs, Natural Canadian Mink Stoles, Capes, Muffs and Neckpieces.

BLACK WOLF SETS, NATURAL WOLF SETS, NATURAL MUSKRAT SETS, NATURAL RACCOON SETS—ALL AT MANUFACTURER'S PRICES.

Ladies' Wear Department

Special clearing of Suits, in fall and spring colors, no old styles in the lot, every garment high-class and made of guaranteed all-wool materials. Serges, velours, gabardines, tricotines, poplins and silvertones.

SUITS—Nos. 6908, 6907, 6921, 6945—Regular \$25.00 to \$45.00. Clearing at..... \$18.50

SUITS—Nos. 6943, 6929, 6939, 6917, 6944, 6993, 6915—Regular \$30.00 to \$36.00. Clearing at..... \$20.00

SUITS—Nos. 6955, 6991, 6911, 6989, 6992, 6928—Regular \$38.50 to \$45.00. Clearing at..... \$24.00

SUITS—Nos. 6961, 6942, 6967, 6138, 6994—Regular \$33.00 to \$36.00. Clearing at..... \$26.00

SUITS—Nos. 6911, 6914—Regular \$45.00 and \$60.00. Clearing at..... \$30.00

Clearing Plush Coats

Regular \$35.00 to \$40.00. Clearing at..... \$23.00, \$26.95, \$27.50, \$28.50 and up

NEW SPRING SUITS

Fashion has issued her mandate for the spring season, and her final approval has been liberal enough to accept both box and semi-fitting styles as correct.

Our designers, who are ever on the alert for authentic modes, lost no time in producing the very latest distinctive productions from the leading centres for women's dress.

The range of correct materials is comprehensive, comprising serges, poplins, velours, gabardines, tricotines and velvets. Some distinctly new shades are being introduced, such as henna, poiru blue, cadet blue, pekin, rookie, along with the ever-acceptable navys, browns, taupes and greens.

From this time a glance at our window displays will indicate the latest touches of the hour in design, trimming, etc.

PRICES WILL RANGE FROM \$22.00 to \$55.00

DRESSES

The success attained by our designers in the modiste's art in producing dresses and gowns for afternoon, evening and street wear has been most gratifying, winning unreserved and enthusiastic approval, so that we are encouraged in still further perfecting this department of our manufacturing plant.

The coming season we propose producing high-class, distinctive gowns and dresses at most moderate prices, in foulards, duchess, charmeuse, taffeta, heitine, poplin, kohaka silk, tricotlette, etc., in brown, navy, green, taupe, sand, black, rose, pekin, etc. Trimmings will be largely beaded, embroidered and fringed on new models.

PRICES \$13.50 to \$60.00

PHONE 1319. 196 DUNDAS STREET.

TAYLOR CUTS THE PRICE

On Everything--Every Day--To Everybody

It is not necessary to wait for a special sale at Taylor's. Taylor's everyday prices are lower than others' special sale prices. Compare Taylor's prices with any other drug prices in Canada, then use your own judgment. Taylor's service needs no apology—it is unexcelled anywhere where prompt, intelligent and courteous treatment is appreciated.



SAVINGS ON TOILET PREPARATIONS

50c Ingram's Milkweed Cream..... 24c
50c Morina Peroxide Vanishing Cream..... 24c
50c Palmolive Shampoo..... 28c
50c Palmolive Face Cream..... 28c
25c Mennen's Taleum Powder 2 for 28c
50c Peerless Hair Restorer..... 33c
\$1.00 Morina Complexion Powder..... 48c
50c Palmolive Face Powder..... 24c
35c Swansdown Face Powder..... 19c
25c Witch-Hazel and Cucumber Cream..... 15c

Adams' and Wrigley's Chewing Gum, all flavors..... 3 for 10c

\$1.10 Nuxated Iron..... 57c
\$1.50 Scott's Emulsion..... \$1.19
\$1.25 Morin's Hypophosphites..... 96c
75c Bisurated Magnesia..... 49c
\$1.00 Bitro Phosphate..... 69c
50c Fruit-a-tives..... 28c
25c Peroxide..... 2 for 25c
50c Peps..... 33c
50c Pinex..... 29c
50c Pink Pills..... 29c
50c Chase's Nerve Food..... 33c

20-oz. Bovril Cordial, regular \$1.25, for..... 97c

"SMOKE UP" BUT ECONOMIZE ON AN EXTRA-VAGANT HABIT.

Suns..... 10
Cubandas..... for
Gaste Stock Broker..... 50c
Tampa's Pride..... 50c
10c Santa Clara..... 8
10c Milinda..... for
10c 1432..... for
10c Rex..... 50c

Bachelors..... 3
Travelers..... for
Japs..... 25c
Simon's Conchas..... 25c

Full Line of Cigarettes in All 6 Stores

Melba Preparations

Melba Taleum..... 29c
Melbaline Face Powder..... 29c
Melba Face Powder..... 49c
Lov'ly Taleum..... 29c
Lov'ly Face Powder..... 73c

SPECIAL
Six Dozen Only.
\$1.25 Ever Ready Razors..... 98c

'A CLEAN TOOTH WON'T DECAY.'

35c Minty's Tooth Paste..... 15c
35c Minty's Tooth Powder..... 15c
35c Williams' Tooth Powder..... 18c
50c Pebecco Tooth Paste..... 38c
50c Peppermint Tooth Paste..... 38c

A few of Taylor's Prices for Thursday, Friday and Saturday at all 6 Red Drug Stores.

"CLEANLINESS IS NEXT TO GODLINESS."

"ECONOMY ALSO IS A VIRTUE."

Lux..... 9c
Lawson's Snowflake Ammonia..... 3 for 20c
Sunlight Soap..... 7 for 50c
Snap..... 3 for 40c
Top Notch Hand Cleaner..... 2 for 20c
Baby's Own Soap..... 3 for 25c
Simond's Celiste..... 3 for 25c
Gillette's Lye..... 3 for 30c
Long Bar Best Castile..... 25c

SPECIAL
\$2.00 Fountain Syringe, complete, for..... \$1.00
Sold with a guarantee, not an apology.

English Rheumatism Capsules

are absolutely guaranteed to relieve the worst rheumatic pains in six hours, and to cure permanently if given a fair trial. They act directly on the blood, eliminating the uric acid, which is the true cause of rheumatism. Contain nothing harmful and will not upset the digestive organs..... 50c per box

"BRIGHTEN UP!"

Rit Dyes, all shades..... 10c
Sunset Dyes..... 2 for 25c
Colorite Hat Dye, all shades..... 25c

35c Perry Davis Pain Killer..... 24c

15c Klovah Health Salts..... 2 for 25c

\$1.25 Pinkham's Compound..... 98c

\$3.75 Horlick's Malted Milk..... \$3.25

25c Mecca Ointment..... 14c

\$1.00 Burdock Blood Bitters..... 69c

50c Gin Pills..... 3 for \$1.00

TAYLOR'S THROAT AND LUNG BALM

This reliable old remedy has been sold under our guarantee ever since 1868. It will quickly cure the worst cough, cold or bronchial irritation.

It acts not only on the throat and lung passages, but also on the eliminating organs, and in this way enables the system to throw off the worst cough or cold. The dose is so small (half a teaspoonful) that it does not upset the most delicate stomach. Every 35c bottle is sold on our printed guarantee to cure or money refunded. Larger sizes, 65c and \$1.20.

TAYLOR DRUG CO.

6 Stores With But a Single Thought—To Serve You Right.

Nyal's Family Medicines.

There is a Taylor Drug Store Near You

LONDON'S FIRE DEPARTMENT WILL HAVE TWO PLATOON SYSTEM IN NEAR FUTURE

Finance Committee Will Recommend Matter to Council—Additional Cost Will Be Less Than \$10,000 For 1919.

London will inaugurate the two platoon system in its fire department this spring. This was approved by the members of No. 1 committee at the regular meeting yesterday afternoon. The committee again decided that the purchase of the traction bridge should be immediately closed regardless of the action of the city solicitor. The tenders for the uniforms for the firemen were recommended for acceptance on the report of Chief John Aiken.

Mayor C. R. Somerville objected to the minutes of the last meeting inasmuch as he was on record as suggesting that an investigation of the physical assets of the London Street Railway Company be made as well as an audit. He submitted that he suggested this only. The minutes were amended.

W. Fountain, 2, Bolton, Capt. J. Aiken and J. Hamilton attended the meeting on behalf of the firemen's union. They submitted figures showing that in the cities where the two platoon system is in force the number of men is not as large proportionately as the Underwriters' Association asks in London. Toronto, with a population of 187,900, has 491 men, Hamilton, with 110,000 citizens, has 125 fire-fighters; Montreal, 700,000, employs 805 firemen.

In Hamilton and Montreal the men have no telephones in their homes. The London men are installing telephones so that they can be called readily in case of large fires.

Chief Aiken recommended the two platoon system. He estimated that 60 men would be sufficient. The extra cost this year, if the system is inaugurated on May 1 will be under \$10,000.

Ald. O. I. Cunningham moved that sufficient funds be included in the estimates for the extra men required. The system will be commenced as soon as the details can be settled. All of the members of the committee were favorable to the system.

Will Push Purchase.

Ald. Cunningham reported that for the third time City Solicitor T. G. Meredith had held on the purchase of the traction bridge. Where the trouble was he could not discover. That there was something behind the delay he rather suspected.

The latest point raised by the solicitor, according to Ald. Cunningham, was that the company should get permission from the Federal Government before it sells its property. The solicitor had decided that the sale of other portions of the property had been perfectly legal. On his motion the committee recommended that the purchase be closed immediately.

Tenders for Uniforms.

On recommendation of Chief Aiken, the following tenders were approved for the fire department supplies: Rodmans & Brown, insurance; Smallman & Ingram, summer caps at \$2.75, winter caps at \$3.50, and summer shirts at \$2.25; Dunbar & Walsh, men's uniforms at \$39.95; suits for the chief and assistant chief at \$74.50, including an extra pair of trousers; Edmondson & Petch, waterproof coats at \$9.75; Consolidated Rubber Company, rubber boots at \$1.90 a pair.

Some tenders were received too late for consideration.

Has Not Authority.
After listening to an appeal from Max Lerner for a reduction of the junk peddlers' license fees and to a dialogue between Mr. Lerner and Ald. Cunningham on the question, the committee decided that it had no power to deal with the question, and referred it to the police commissioners.

The committee recommended on motion of Ald. G. B. Drake that the police commissioners allow the junk peddlers to wear the badges on their coats instead of their caps.

City Solicitor T. G. Meredith asked for instructions regarding the overhead bridge at the Eglinton street G. T. R. crossing and also on the proposal to ask the legislature in the city of London bill for authority to sell the federal square.

Lay Over Bridge.
It was decided to lay over the question of the Eglinton street crossing, and the communication regarding the sale of the federal square was filed. Ald. S. E. Monaghan thought the citizens should be consulted before anything is done with the square.

The committee recommended that the

special committee appointed some time ago, consisting of Mayor C. R. Somerville and Aldermen E. S. Little and L. S. Holmes, to take up with the Government the question of the federal square, be given authority to go to Ottawa, when an interview can be arranged by Major Hume Cronyn.

Mayor C. R. Somerville, Ald. Manneville, City Clerk S. Baker and City Solicitor T. G. Meredith were appointed a committee to go to Toronto in the interests of the city of London.

MANY MOVES IN HENSALL REAL ESTATE

HENSALL, Feb. 26.—With the cold weather of the past week our hotel conflict with an entertainment to be held in the Methodist Church on Monday evening.

Miss Spill, who has lived here for a number of years, has moved her dwelling on Richmond street to James W. Bonhron, has gone to Waterloo to reside with her sister, Mrs. G. F. Yungblutt.

The Progressive Farmers' Club meeting advertised for Monday evening, has been postponed to Tuesday evening, March 1, in order that it would not conflict with an entertainment to be held in the Methodist Church on Monday evening.

James W. Bonhron has sold the dwelling which he purchased from Miss Spill to Owen George, who has in turn sold it to William Hildebrand, which makes three changes in ownership during the past week or so.

Messrs. Joint and Caldwell expect to open their large departmental store on Saturday, March 1, and during the past couple of weeks have had a large force of carpenters, painters and hydro men at work changing the large block of three stores to answer the purposes of their new store, and while they will not be able to have all the equipment installed at that date, they will yet have an up-to-date establishment.

Changes of real estate have been the order here for a number of weeks. John Bonhron has sold one of his dwellings on King street to T. W. Parker.

Anniversary services are being arranged for to be held in Carmel Presbyterian Church on Sunday, March 16.

DRUGGIST DROPS DEAD AT KINCARDINE

KINCARDINE, Feb. 26.—Robert Thompson, well-known druggist, dropped dead about 1 o'clock this afternoon. He was born in this town and had been in business here for a number of years.

DORCHESTER TO GIVE PUBLIC RECEPTION

DORCHESTER, Feb. 26.—On Friday a public reception will be held in the town hall for the returned soldiers of the district, of whom there are quite a number. A concert will be given, and a speaker from London is expected.

Miss Margaret Campbell, who has been successful in the management of the London Conservatory of Music, will be honored.

The annual meeting of the Gladstone Chess Club, held on February 18. A large number of patrons were present. Frank Boyes, the proprietor, has the honor of being elected president. Dods was reappointed secretary-treasurer, and George Waterhouse, auditor. They report a successful year.