

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

**Fallen Arches, Corns
Etc., Relieved**

If you suffer from any foot trouble
whatever come to our store and let a
graduate foot specialist give you a free
consultation. We are agents for the
famous Dr. Scholl's foot appliances.

Cook's Shoe Store



DIAMONDS
Rings... \$8.00 to \$1,000.00
Necklets... \$30.00 to \$800.00
B. H. Ward & Co.
Diamond Merchants and
Jewelers.
386 Richmond Street.

LONDON OPTICAL CO.

Richmond Street, East, Bldg. 10.
Phone 6180.



**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.

**BROWN'S
EYEGLASSES AND
SPECTACLES**

Everybody wants his Glasses
Right and wants them Promptly.
The POWER of the lenses
MUST be right. No care is
too great; no trouble too
much; no test too severe to
insure the correctness of our
lenses. We reject them for
trifling errors.

**THE BROWN
OPTICAL CO.**

123 DUNDAS ST. PHONE 1877.
Largest Exclusive Optical House
in Canada.

MONTREAL, LONDON, WINDSOR.

**\$5
DOWN ON
WALTHAM OR
ELGIN WATCHES**

Balance Easy Terms.
GREEN, Jeweler, 374 RICHMOND
STREET. EBY

**GUARANTEED SPARK
PLUGS, 2 FOR \$1.00**

Vulcanizing and retreading the
proper way.

CLINGER

LONDON'S RUBBER MAN,
346 Dundas street, near Water-
loo. Phone 6124. EBY

F. STEELE

OUR EXAMINATION of your
eyes is made in a careful, scientific
manner by means of latest in-
struments and methods, but with-
out the use of drugs. Have the
benefit of my fifteen years ex-
perience.

210 Dundas St. Phone 972. EBY

Whole Battalion of Uplifters Silent Before Divorce Menace, Bishop of London Complains

"Not a Solitary Squeak From Reformers, Sunday Paper
and Tobacco Fighters—It Makes Me Sick," Says
Rt. Rev. M. F. Fallon.

At the conclusion of the presentation
to Rev. Father Young in St. Peter's
Parish Hall yesterday forenoon, Bishop
Fallon had a few words to say to the
men of the Holy Name Society on the
subject of the divorce bill which it is
reported, will be presented to Parlia-
ment during the ensuing session. The
hall was crowded.

"It has been a surprise to me," said
the bishop, "that in a province where
there are so many up-and-coming and
moral people, where there are so many
people wanting to force things down
our throats which we do not want,
while trying to prevent us enjoying
things which we do want, battalions of
the commandments, whole armies to
tackle the use of tobacco and the smok-
ing of cigarettes on the reading of
Sunday papers, and whose object is,
in short, to dry up the face of the
earth, to even stop the little rivulets
which trickle down from the moun-
tain, there is no one to oppose
this iniquitous divorce bill."

"Now, all this makes me sick; it
makes me more sick when I think that
in the face of the great menace to
our province, there isn't a solitary
protest, no protest by the reformers,
uplifters, newspaper, tobacco and
cigarette fighters against the great evil
with which we are faced."

"There is a lot of nonsense inserted
in the newspapers about the divorce
tribunal at Ottawa, stating that it is a
sham, that it exists for the benefit of
the rich and not for the poor. That
statement is falsified by the statistics;
it can produce figures to prove this
is utterly wrong. I am exceedingly
sorry to have to say so, but the fact of
the matter is that members of the
laboring and artisan class constituted

90 per cent of those who applied for
divorces during the last session. The
argument that the present divorce
tribunal is for the benefit of the rich
is, therefore, false; it has no founda-
tion, on the contrary, the Senate re-
mits the fees to those unable to pay them.
"We believe that Christ said there
is no power on earth that can break the
marriage bond. We invite our non-
Catholic friends to come in with us
and stop this menace of legalized immor-
ality."

Keep Fifth Quarantined.
"We don't want the dirty thing. Let
us keep this fifth quarantined in the
Senate Chamber at Ottawa."

Bishop Fallon then called upon the
Holy Name Society to oppose this
iniquitous measure, for which there was
no reason that would stand the test of
reason, not merely by signing the petition
against it but by telling their neighbors
the truth about it. He also advised
them to read Father Mahoney's pam-
phlet and to compare it with their
Bibles.

"The divorce tribunal at Ottawa is a
judicial body, and ought to be allowed
to handle the matter," concluded the
bishop. "About three-quarters of those
who apply for divorces come from To-
ronto. We object that the rest of the
province should be victimized by the
immorality just because Toronto won't
behave itself."

Hundreds Sign Petition.
At the 3:30 morning mass in St.
Peter's Cathedral the members of the
society received Holy Communion in a
body. The cathedral was filled, and
Rev. Father Forriston, who preached,
exhorted the men to exert their in-
fluence against the proposed bill. This
sermon was based on the divorce of
scripture regarding divorce, and he
quoted the words of the Holy Bible.
Paul to prove that nowhere in the New
Testament did Christ permit it.

Hundreds of Catholic electors
throughout the city signed the petition
to the government against the proposed
bill, copies of the document being placed
at the doors of all the churches.

**CATHOLIC WOMEN
ORGANIZE LEAGUE
BRANCH IN CITY**

Local Societies Are Already
Established in Many Can-
adian Cities.

A branch of the Catholic Women's
League of Canada has been formed in
London as the result of a largely
attended meeting held in St. Peter's
Parish Hall yesterday afternoon. Bishop
Fallon presided and introduced the
organizer of the league from Toronto,
who explained its aims. These are
along social welfare lines. There are
branches of the organization in To-
ronto, Ottawa, Peterborough and other
places, and its functions include the
safeguarding of children, the holding
of "movies," the meeting of friendless
immigrant girls at stations and steam-
boats, and similar objects. A nominating
committee was appointed, and the
election of officers will take place at a
future meeting.

On the motion of Miss Mary Manley,
seconded by Mrs. Joseph J. Wray, a
thanks was awarded to the organizer
for her interesting address.

**ADVERTISER CONTEST
A WONDERFUL OPPOR-
TUNITY TO WIN \$700**

Rich Prizes To Be Awarded
Winners Who Solve
Problem.

A straight line is the shortest
distance between two points. Likewise,
a straight, continuous effort is the short-
est route to success. The Advertiser
is placing before you now one of the
few opportunities you will likely ever
have to achieve success in record time.
Prizes which can aggregate as high as
\$700 are offered as rewards for your
efforts.

No matter what your vocation may
be, no training you have received, or
if you have worked at it conscientiously,
equips you to waste in and analyze
success. The Advertiser is offering you
the opportunity to win \$700 through
solving this Advertiser's interesting
puzzle. There are many other rich prizes also to be
distributed.

The contest manager will be glad to
furnish all information to those who
want it on any prize or problem. You
may submit your result as soon as you
wish, and you later find you wish to
improve upon your first effort you will
have the privilege of sending in other
solutions upon exactly the same terms
as the first. Working charts are avail-
able to those who wish them, or send a
self-addressed stamped en-
velope, apply to Advertiser Contest
Office, 110 Dundas street.

MILK PRODUCERS MEET.
At the annual meeting of the London
branch of the Ontario Milk Producers'
Association held in agricultural
office on Saturday evening, the follow-
ing officers were re-elected: President,
J. C. Nicol, Wilton Grove; vice-presi-
dent, W. J. Ellis, London Township;
secretary-treasurer, Gordon Nicol, Wil-
ton Grove.

A committee was appointed to see if
arrangements could be made for hold-
ing a banquet at an early date and to
engage speakers.
Gordon Nicol and W. J. Ellis, who
were delegates to the milk producers'
convention, recently held in Toronto,
gave an interesting account of the
proceedings.

CUBES
A daily cupful of hot
OXO gives warmth,
energy, vitality and
fortifies against illness.

Give Strength

**LONDONER MAKES
A BIG SUCCESS
OF NEW COMPANY**

Wonderful Record of New
Business for Company
Which S. C. Tweed
Organizes.

London has had during her many
years of gratifying business growth the
sponsoring of a number of men who
have gone forth and "made good" in
a big way in other fields of endeavor.
One such man is Sydney C. Tweed, a
member of the New York Equitable
Life Insurance Company for this
district, and now president and man-
aging director of the Ontario Equitable
Life and Accident Insurance Company
of Waterloo, Ont.

Sydney C. Tweed has had a wonder-
ful career in the insurance business.
His tenure in this line could easily be
likened to that of King Midas, for he
has been successful in every business
company with whom he has been
connected, and his latest accomplish-
ment, the marvelous success of the
Ontario Equitable Life and Accident In-
surance Company, is a further proof
of his ability as a business man.

One of the big reasons for Mr.
Tweed's success is his knowledge of
men. He knows them through and
through, and how to best use them,
and this coupled with his practical
knowledge of the insurance business,
together with an apparent super-
abundance of initiative, energy, en-
durance and ability, has made much
of his success in the insurance world.

Hundreds of Londoners will remem-
ber Mr. Tweed when he was president
of the New York Equitable Life Insur-
ance Company in this city. After he
resigned from that company and took
up his duties as president of the
Mutual Life Insurance Company of
New York, Mr. Tweed continued his
management, but upon Mr. Tweed's
return to London, he became district
manager of the London district for
him, and is now located at
Room 21, Dominion Savings Bank
Building, 210 Dundas street, west.

With Mr. Tweed at the home office in
the capacity of assistant manager, the
actuary is another insurance man of
many years' experience. Mr. M. P.
Langstaff, A.L.A., F.A.S., who has
no doubt will have considerable in-
fluence upon the success of this new
insurance company.

Mr. E. C. Mitchell, manager of the
Canadian Trust Company, Ltd., who is
also directors of the company.

**LITTLE BUT BIG—THE LITTLE
PIANO WITH THE BIG TONE.**

It is a smaller piano—the new mini-
ature upright grand, manufactured by
a Old Firm Heintzman & Co., Ltd.,
102, 242 Dundas street, London, that
the average sized upright, but it com-
bines within its compact frame all the
charm of the beautiful tone and deli-
cacy of touch that is a marked feature
of every piano bearing the name of
this old-established 70-year firm.

**TWELVE MOTHERS APPLY
TO ALLOWANCE BOARD**

Twelve applications were received
and considered by the Middlesex
Mothers' Allowance Board on Saturday
afternoon. Some discussion as to pre-
paring a budget, on which to base the
rate to be paid to mothers, was held.
Each member was asked to prepare a
budget and present it at a meeting to
be held shortly. The members of the
board present at the meeting were: John
Drummond, Alisa Craig, Allan Mc-
Pherson, Glenice Mrs. Malcolm Gray,
Kumoka, Miss Mary Grant and John
Stuart.

**BOYS CONDUCT UNIQUE
SERVICE IN CHURCH**

Four boys of the First Congregational
Church helped to conduct the morning
service on Sunday, Father-and-Son
Sunday was the occasion.

John Clark read the first passage
from the Bible, and Eric Brown, sec-
ond. Miss Doris Anundsen and Miss
Jessie Robinson sang a solo. Miss
Irene Anundsen recited Van Dyke's
"Legend of Service."

Edgar Kelly and Teddy Carpenter
were the exhibitors for an illustrated
sermon by Rev. M. Kelly.

"This is rather a unique service,"
said Mr. Kelly. "But it is a relief of
Romanism to think that only a paid
minister can lead a service to God."
There was no law more conspicuous
than the law of habit. All had been
not good ones, however. Some boys had
a habit of using crude slang and the
gulf between that and blasphemy and
swearing was not wide.

One of the boys was bound with
several strands of thread. They repre-
sented a habit. He was able to
break these from it. The other boys had
the same habit, but he was bound twice
as securely as the first boy. He was un-
able to get free, but with the aid of a
pair of scissors, which represented the
grace of God, he was freed.

EVERYONE HAS CHANCE

Fifty Big Awards In The Advertiser's Great Puzzle Contest

No Favorites

\$2,500 Offered Winners

Forming a Chain of Circles Around the Figures in the Puzzle Chart So as To Obtain the Greatest Difference
Between the Sum Totals of the Odd and Even Numbers You Encircle, Will Earn You a Rich Cash Reward.
GOLDEN OPPORTUNITY TO SOLVE FASCINATING PUZZLE.

GET YOUR CHART READ PRIZE LIST CAREFULLY. TEST YOUR BRAIN

TO PARTICIPATE IN
CONTEST

This contest is open to all
residents of the Province of
Ontario. Solutions of
the puzzle will not be accepted
from outside of this territory.
While addresses for delivery of
the paper may be changed as
desired, all communications and
matter relating to the con-
test must pass back and forth
between the Province of
Ontario, upon making a sub-
scription payment to The
Advertiser of not less than
\$2.75, or more than \$10.00, may
submit a solution of the puzzle.
You may submit as many dif-
ferent solutions as you wish
with a subscription, on pay-
ment of not less than \$2.75 or
more than \$10.00 with each one.
If you submit more than one
solution, the payment with
each one will be applied to ex-
tending the subscription.
If you are already a sub-
scriber, your subscription will
be extended from the time
last paid to, whether you re-
ceive the paper by mail or
script, and new subscribers will
be started as soon after receipt
of solution as possible. No change
will be made in any car-
rier's route, and no change
will be made in any car-
rier's route, and no change
will be made in any car-
rier's route. All amounts paid will be credited
to the subscriber at the same
rate, so you cannot lose, while
standing an equal chance to win
a valuable cash prize.

FACTS TO REMEMBER

While the amount you pay
with a solution of the puzzle
does not have an effect on
your winning a prize, it does
affect the amount you will re-
ceive. The prize list, which you
will find on page 10, should
be read carefully before sending
your solution.

The value of the first five
prizes will be increased
\$100 each by interesting four
people who are not sub-
scribers to become subscribers.
The sum of \$25 will be added
for each new subscriber not to
exceed four. Each of the new
prizes will be increased by
\$2.75, and he has the privi-
lege of entering the contest
with a solution of the puzzle.
Whether these new sub-
scribers submit solutions of
the puzzle or not, each one
must sign a separate blank, so
that the records may be kept
in such a way as to show by
what means the prize was won.
If no solution is sent by a sub-
scriber, his name will be
written across the face of the
chart. No solution submit-
ted by a subscriber who does not
sign a separate blank, or who
does not sign the name of the
person who interested him in sub-
scribing, will not be accepted.
The name of the person who interested him is:
Name _____
Address _____
(Street and Number)

Extra Charts Furnished

Those desiring extra charts
to work on, may obtain them
with what they require if they
send a self-addressed, stamped
envelope for mailing them.
The office is located at
110 Dundas street, Postoffice
Box 578.

The puzzle is already being
sent to the person's residence, but
in the name of some other member
of the family, and you do not
wish an additional copy, mere-
ly stamp the envelope and mail it.
If you are already a subscriber,
and wish to receive the puzzle,
note the name of the person who
interested him in subscribing, and
the puzzle will be sent to him.
If you wish before the close
of the contest.

The amount of the first five prizes depends on how
much you pay on your subscription. You may pay as
low as \$2.75, or as high as \$10.00.

**FIRST CAPITAL PRIZE
MAXIMUM AMOUNT OF \$700.00**

\$100.00 in cash, to which will be added 50 times the
amount paid by the subscriber with the winning solution;
also \$25.00 for each new subscriber, not to exceed four, sent
in with the winning solution.

The following table shows what the prize would be worth
according to various subscription payments, without allow-
ing anything for new subscribers.

\$2.75 subscription payment would net \$237.50
\$5.00 subscription payment would net \$350.00
\$7.50 subscription payment would net \$475.00
\$10.00 subscription payment would net \$600.00

Then add to each of these \$100.00 offered for four new
subscriptions, and you will see you can win \$700.00 in
all by paying \$10.00 on your subscription, not to exceed four,
sent in with the winning solution. The new subscriber may pay
any amount from \$2.75 to \$10.00.

**SECOND CAPITAL PRIZE
MAXIMUM AMOUNT OF \$450.00**

\$100.00 in cash, to which will be added 25 times the
amount paid by the subscriber with the winning solution;
also \$25.00 for each new subscriber, not to exceed four, sent
in with the winning solution.

PUZZLE CHART

This Chart with chain drawn across it and blank beneath attached must be returned as your solution.

2	3	8	7	4	5	2	3	4	3	2	5	6	3	4	5	4	3	2	5	4	7	8	5	4
7	4	5	2	3	8	9	4	7	6	9	4	7	2	3	7	4	9	8	3	2	5	2	3	4
6	9	6	7	4	3	6	7	2	1	8	9	6	7	4	9	2	7	6	3	4	7	6	9	4
9	8	9	6	5	6	5	2	9	6	3	2	5	8	5	8	9	2	5	6	5	6	9	8	5
8	9	6	3	2	7	4	9	6	5	4	7	6	3	4	9	6	9	4	7	2	3	6	9	4
7	2	5	4	5	8	5	3	8	5	8	7	2	7	8	3	8	5	8	5	4	5	8	7	4
4	3	8	9	8	3	6	7	4	7	2	3	4	9	6	3	4	7	6	3	8	9	8	3	6
5	6	9	2	3	4	7	2	9	8	5	6	9	8	5	2	9	7	4	3	2	9	2	5	4
8	9	6	3	8	7	6	5	2	3	4	7	6	5	2	5	2	5	6	7	8	3	6	5	2
7	4	7	6	9	2	9	6	7	8	9	8	5	6	7	6	9	2	9	6	7	6	5	4	3
6	5	2	7	4	5	8	3	4	5	2	9	4	3	4	9	4	3	8	5	4	7	2	9	4
9	8	5	8	3	4	7	8	7	6	5	6	7	6	7	8	7	8	7	4	3	8	5	8	7
8	3	6	9	6	3	2	5	2	3	8	7	8	9	2	3	2	5	2	3	6	9	6	3	2
7	2	5	2	9	2	9	2	9	4	3	4	5	6	9	2	9	2	9	2	5	6	5	4	3
6	3	8	3	4	5	8	3	8	7	6	3	6	5	2	3	8	8	5	4	3	8	3	2	5
7	4	9	2	7	6	5	4	5	2	3	2	9	8	7	4	5	4	5	6	7	2	9	4	7
8	5	2	9	2	7	4	3	2	9	2	5	6	9	2	3	4	7	2	9	8	5	6	9	4

Use of This Puzzle Authorized by James R. Colburn.

This blank, properly filled out and attached to chart above, with your chain of circles across it, must be sent in
with your remittance. If you secure any new subscribers each one must submit a blank separate from yours. If a new
subscriber does not wish to participate in the contest he may note across the face of the chart, "No Solution."

BLANK FOR SOLUTION DATA AND SUBSCRIPTION.

TO THE LONDON ADVERTISER: Date Submitted, 1921.

I herewith inclose \$..... for subscription, and submit the following as my solution of your
puzzle: Total of Odd Numbers Total of Even Numbers Difference

Name _____

Address _____

(Street and Number)

Are you already a subscriber? (Yes or No) Do you wish paper by carrier or by mail? (Yes or No)

Have you sent in any other solution prior to this one? (Yes or No)

If this blank is used by a subscriber who has been interested by a contest, write in the name and
address of the contest manager who has interested you. Any subscriber whose name or address is
not given on the label of his paper will please fill in this blank as it should be and attach note to blank,
giving name and address as it is now printed on his label.

Name _____

Address _____

(Street and Number)

NOTE.—Contestants desiring the paper sent to somebody else should merely attach a note to this blank
giving name and address of person to whom the paper sent to. Any subscriber whose name or address is
not given on the label of his paper will please fill in this blank as it should be and attach note to blank,
giving name and address as it is now printed on his label.

THE PROBLEM