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EYEGLASSES AND SPECTACLES

Right and wants them Promptly. The POWER of the lenses MUST be right. No care is \$2,500 are offered as rewards for your



Balance Easy Terms. GREEN, Jeweler. STREET. ZXV

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 5124.



ROWAT'S COFFEE. 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 Farliament 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 lifters-up and highly 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 to improve our morals, cohorts to revise the commandments, whole armies to forbid the use of tobacco the smoking of cigarettee of whose object is, in short, to dry up the face of the carth, to even stop the little rivulets that come trickling down from the mountainside, there is no one to oppose this iniquitous divorce bill.

Not Solitary Squeak.

"Now, all this makes me sick; it makes me more sick when I think that in the face of the great menace that now confronts us, there isn't a solitary squeak from the battalions of reformers, uplifters, newspaper, tobacco and cigarette fighters against the great evil with which we are faced.

"If the commandments of God cannot make us good, nothing that is enacted in Ir orong we are aealing with something that, if it is allowed to go on, will make this province much worse.

"There is a lot of nonsense inserted in the newspapers about the divorce tribunal at Ottawa, stating that it is a statement is falsified by the statistics; I can produce figures to prove that it is utterly wrong. I am exceedingly sorry to have to say so, but the fact of the laboring and artisan class constituted

CATHOLIC WOMEN

CATHOLIC WOMEN ORGANIZE LEAGUE BRANCH IN CITY

Local Societies Are Already Wonderful Record of New Established in Many Canadian Cities.

A branch of the Catholic Women's League of Canada has been formed in 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 Toronto, Ottawa, Peterboro and other places, and its functions include the safeguarding of children, the censuring of "movies," the meeting of friendless immigrant girls at stations and steamboats, 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, a vote of 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-Everybody wants his Glasses est route to success. The Advertiser

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 few weeks the contest runs insures you against delay in receiving your reward.

Nothing further is required by The Advertiser of those who participate in the contest except that they either exceiving your reward.

Nothing further is required by The Advertiser of those who participate in the contest except that they either exceiving your paper patif for. Coupled with this satisfaction is the opportunity to win up to \$700 through solving The 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 poffus they may be in doubt about. Now is the best time to begin work on solving the puzzle. You may submit your result as soon as you wish, and, if you later find you can 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 available to those who will call for them or send a self-addressed stamped envelope. Apply to Advertiser Contest office, 110 Dundas street.

MILK PRODUCERS MEET.

MILK PRODUCERS MEET.

At the annual meeting of the London branch of the Ontario Milk Producers' Association, held in the agricultural office on Saturday evening, the following officers were re-elected: President, J. C. Nicol, Wilton Grove; vice-president, W. J. Ellis, London Township; secretary-treasurer, Gordon Nicol, Wilton Grove. on Grove.
A committee was appointed to see if arrangements could be made for holding a banquet at an early date and to



LONDONER MAKES A BIG SUCCESS OF NEW COMPAN

Business for Companys Which S. C. Tweed Organizes.

as the result of a largely London has had during her many attended meeting held in St. Peter's years of gratifying business growth the Parish Hall yesterday afternoon. Bishop Fallon presided and introduced the or-

tent of \$1,053,300, and brought the company to the stage where its gross assets amounted to \$174,984.76; its gross surplus \$99,632.79, with a net surplus over all liabilities and capital stock of \$36,072.79.

One of the big reasons for Mr. Tweed's success is his knowledge of men. He knows them through and through, knows how to Landle them, and how to get the very best out of them, and this coupled with his practical knowledge of the insurance business, together with an apparent superabundance of initiative, executive ability and lots of energy, has had much to do with Mr. Tweed's success in the insurance world.

ity and lots of energy, has had much to do with Mr. Tweed's success in the insurance world.

Hundreds of Dondoners will remember Mr. Tweed when he was with the New York Equitable Company in this city. After he resigned from that company and took up his duties with the Mutual Life Insurance Company of Waterloo, Mr. Ed. Irwin took over the management, but upon Mr. Tweed organizing the new company, Mr. Irwin became district manager of the London district for him, and is now located at Room 201 Dominion Savings Building. With Mr. Tweed at the home office in the capacity of assistant manager and actuary is another insurance man of many years' experience in the person of Mr. M. P. Langstaff, A.I.A., F.A.S., who no doubt will have considerable influence upon the success of this new insurance company.

Mr. A. E. Silverwood, tof Silverwoods, and Mr. E. C. Mitchell, manager of the National Drug Company, this city, are also directors of the company.

LITTLE BUT BIG-THE LITTLE PIANO WITH THE BIG TONE. It is a smaller piano-the new minia-It is a smaller plano—the new miniature upright grand, manufactured by Ye Olde Firme Heintzman & Co., Limited, 242 Dundas street, London, than the average sized upright, but it combines within its dimensions all the charm of the beautiful tone and delicacy of touch that is a marked feature of every plano bearing the name of

TWELVE MOTHERS APPLY TO ALLOWANCE BOARD

Tweive applications were received and considered by the Middlesex Mothers' Allowance Board on Saturday Mothers' Allowance Board on Saturday afternoon. Some discussion as to preparing 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, Ailsa Craig: Allan Mc-Pherson, Glencee Mrs. Malcolm Gray, Komoka; Miss Mary Grant and John Stuart.

BOYS CONDUCT UNIQUE SERVICE IN CHURCH

SERVICE IN CHURCH

To Grove.

A committee was appointed to see if arrangements could be made for holding 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.

John Clark read the first passage from the scriptures, and Eric Bock, the second. Miss Doris Anundsen and Miss Jessie Robinson each sang a solo. Miss Irene Anundsen recited Van Dyke's "Legend of Service."

Edgar Kelly and Teddy Carpenter were the exhibits for an illustrated sermon by Rev. M. Kelly. "But it is a relic 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 habits were not good ones, however. Some boys had a habit of using crude slang and the guilf between that and blasphemy and swearing was not wide.

One of the boys was bound with several strands of thread. They represented a habit, the was able to break lose from it. The other boy had the same habit, but he was bound twice as securely as the first boy. He was unable 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 No Favorites

Advertiser's Great Puzzle Contest

\$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.

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 contest is open to men and women under the following terms:

Anyone in the Province of Ontario, upon making a subscription payment to The London Advertiser of not less than \$2.75, or more than \$10.00, may submit a solution of the puzzle. You may submit as any different solutions as you wish with a subscription, on payment 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 extending the subscription als directed. If you are already a subscriber, your subscription will be extended from the time last paid to, whether you receive the paper by mail or carrier. New subscribions will be started as soon after receipt of solutions as possible. So change will be made in any carrier service you are now receiving the paper through. All amounts paid will be credited on subscription at the regular rates, so you cannot lose, while standing an equal chance to win

FACTS TO REMEMBER

while the amount you pay with a solution of the puzzle does not have any effect on your winning a prize, it does affect the amount you will receive, should you win one of the first five prizes, as the value of these prizes is determined by what the winners pay. This is explained in the prize list, which you should study carefully before sending in your solution.

The value of the first five prizes may also be increased \$100 each by interesting four people who are not now subscribers to become subscribers. The sum of \$25 will be added for each new subscriber, not to exceed four, Each of the new subscribers must pay not less than \$2.75, and he has the privilege of entering the contest. If he wishes to do so, upon the same terms as any other contestant, the \$2.75 or more up to \$10.00 paid by him entitling him to submit a solution of the puzzle. Whether these new subscribers submit solutions of the puzzle or not, each one

puzzle. Whether these new subscribers 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 whom they were interested. If no solution is sent by a subscriber you interest, merely write across the face of the chart, "No solution submitted," and send it in attached to the blank. Any one or all of the names of any new subscribers may be sent in with your solution, or any time later you wish before the close of the contest.

Extra Charts Furnished

GET YOUR CHART READ PRIZE LIST CAREFULLY. TEST YOUR BRAIN This contest is wholly independent of, and is in no way connected with any other newspaper contest in London or elsewhere. The prizes are offered solely by this paper, and will be paid in accordance with the terms and conditions stated in this announcement.

The Advertiser offers these prizes for individual effort. While it is proper for members of one household to work together, or several friends, it is not permissible for more than one of those working in unison to send a solution of the puzzle. When in the judgment of the contest manager more than one member of the same family, or more than due of any number of persons he believes have worked together, send in a solution of the puzzle, he reserves the right to refund subscriptions and return the solutions he believes have been submitted contrary to the foregoing rule. The Advertiser also reserves the right to finally decide any other questions which may arise, and those entering the contest agree to abide by such decisions.

The spirit and intent of the contest is to reward those who work out the best solutions of the puzzle through their own independent efforts.

The time a solution is submitted as no effect upon its winning a prize. It is well, however, to send in vour solution as soon as you have it in shape to submit. Something might arise to prevent your solution, and later find you can improve upon your first effort, you have the privilege of submitting as many more solutions as you wish on the same terms as your first. Your solution blank must state correctly the sum totals of your odd and even numbers, as well as the difference, otherwise your solution will be considered as incorrect, and GENERAL RULES

PUZZLE CHART

2387452343256345432547854

452389476947232774-9832523 69674367278196749276347694 9896565296325858925656985 8963274965476349694723694 254585838587278385854587 4389836747234963476389836 5692347298569852927432925 76523476525256783652 6527458345294349438547294 9858347876567678787438587 458387636523838543832

Use of This Puzzle Authorized by James R. Colburn

8529274329256923472985694

This blank, properly filled out and attached to chart above, with your chain of circles across it, must be sour remittance. If you secure any new subscribers each one must submit a blank separate from yours. If the chart, "No Solution." ber 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. I herewith inclose \$..... for subscription, and submit the following as my solution of your Have you sent in any other solution prior to this one?..... itestant who interested you in subscribing * The name of the person who interested me is:

NOTE.—Contestants desiring the paper sent to somebody else should merely attach a note to this blank giving name and address of persons they wish the paper sent to. Any subscriber whose name or address is not correct 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

The problem is to draw a chain of circles once across the chart, from the first column on the left to the last column on the right, selecting the figures to encircle from which you can obtain the greatest difference between the sum total of the even and the sum total of the odd figures. The odd figures are 3, 5, 7 and 9, and the even, 2, 4, 6, 8. By "sum total" is meant the figures added together. That is, you are to take the odd figures you put circles around, and add them up; then the even figures, and the difference between the two totals is your solution. It makes no difference which of the two sum totals is the larger; the greatest difference you can obtain either way is what counts.

tain either way is what counts

The chain must be drawn in continuous sections of either three, four or five circles to a section. By "section" is meant three, four or five circles in a straight line. You may use either number of circles you wish in each section. The sections of the chain may go either up or down, or to the right, but not to the left. That is, start in the first column by drawing either three, four or five circles up or down, as you wish; then proceed to the right, then up or down again; then to the right, and so on until you reach the last column. The chain must end with either three, four or five circles in this column.

In determining the number of circles in each section count the last circle in one section as the first in the next. The figures in the corner circles, however, are to be counted but once when adding them up to get the totals of the odd and even figures. You may start at any figure you wish in the extreme left-hand column There must be one section running up or down in this column as well as in the last column.

Contestants should try all the combinations they can to see what is the greatest difference they can obtain between the sum total of the odd figures and the sum total of the even, or vice-versa. The prizes will be awarded for the greatest differences submitted, without regard to what the greatest possible difference that can be obtained may be. Only the figures you put circles around are to be considered. The following illustration will furnish a general idea for drawing your chain of circles. The illustration consists of double figures, such as 46, 69, 75, and so on, but the puzzle contains only single figures from 2 to 9. Hence the differences will be comparatively much smaller and the sum totals easier to obtain. Contestants should try all the combinations

ILLUSTRATION

The accompanying illustration explains what a chain of The first section, it will be noted, consists of four circles; the second, three; the third, three, and so on. The sum total of the even numbers, viz., 46, 58, 92, etc., is 750, and the sum total of the odd numbers, viz., 69, 75, 83, etc., 892. The difference between these totals is 142.

(46) 34 65 74 24 96 64 38 91 75 (69) 36 (28) (69) 73 36 (84) (29) (95) (2) (75) 86 (59) 93 (72) 52 (27) 93 29 (59) (58) (83) (92) 58 (95) 27 (49) 92 27 (85) (72) 25 39 92 (84) 58 (26) 72 (85) (28) (28) (72) 94 28 (60) (38) (72) 58 95 (25)

By Mail to Postoffices and
Rural Routes.
7.15
7.16
7.17
8 months ... \$ 2.75 24 months of the control of the cont

INFORMATION the event of ties on this

amount you wish to pay \$2.75 to \$10.00. It will all

be credited on one continuous subscription, and you will have the satisfaction of knowing your paper is paid for that far in advance. No one directly or indirectly connected with The Advertiser will be permitted to enter this contest.

Subscription Rates

MORNING.

67 weeks OUTSIDE OF LONDON AND SUBURBS. By Carrier.

Those desiring extra charts to work on will be supplied with what they require if they will either call at The Advertiser contest office in person, or send a self-addressed, stamped envelope for mailing them. The office is located at 110 Dundas street. Postoffice Box 578.

If the paper is already being sent to your residence, but in the name of some other member of the family, and you do not wish an additional copy, merely answer "Yes" to the inquiry if you are already a subscriber, and attach a note to the blank stating, in whose name the paper is being delivered to.

Contestants will find this puzzle offers unusual entertainment for a party of friends. If you want to pass a pleasant winter evening invite in a few friends, and give to each one a chart, and see who in a given length of time can work out the best result. It will prove to be a most interesting game. Extra charts may be secured for this purpose by calling upon the contest manager for whatever number is needed.

The best chart submitted in this contest will be reproduced in The Advertiser, so that every contestant may check it up and compare it with his or her own work. 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

\$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 allowing anything for new subscribers:

\$ 2.75 subscription payment would net \$237.50 subscription payment would net \$350.00 words. \$475.00 subscription payment would net \$475.00 would ne

SECOND CAPITAL PRIZE \$450.00 MAXIMUM AMOUNT OF \$100.00 in cash, to which will be added 25 times the smount 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 Prizes

MAXIMUM AMOUNT OF \$400.00

\$50.00 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; \$25.00 will be added to this prize if the winning solution is received by February 26. Contest closes on March 19.

FOURTH CAPITAL PRIZE MAXIMUM AMOUNT OF

\$50.00 in cash, to which will be added 15 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; \$25.00 will be added to this prize if the winning solution is received by February 26.

\$10.00 \$ 5.00 \$ 4.00 \$ 2.00

All prizes have an added value for the person who sends in from one to four new subscriptions. New subscribers are worth as high as \$25.00 each.

MAXIMUM AMOUNT OF \$200.00

\$50.00 in cash, to which will be added five 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; \$25.00 will be added to this prize if the winning solution is received by February 26. Contest closes on March 19.

PRIZES SIX TO FIFTY.

SPECIAL CONSOLATION PRIZES.

There are fifty prizes offered above. The persons who have registered the next fifty highest answers, that is. No. 51 to 100 on the list, as a consolation prize, will-be paid 20 per cent of the amount they have turned in on new sub-

The Contest Closes on March 19, 1921. Address All Solutions, Inquiries and Requests for Charts to

CONTEST MANAGER, THE LONDON ADVERTISER

110 DUNDAS STREET.

LONDON, ONT.

POSTOFFICE BOX 578.