

Only 1½c per cup Bovril "Cordial"

Bovril "Cordial," which has been especially prepared for the beverage trade, is remarkably economical. A 5¢ bottle makes no less than 65 cups and is very strengthening. The basis of Bovril "Cordial" is Bovril, which is the only beef preparation which has been proved to possess

Body-building powers equal to from 10 to 20 times the amount of Bovril taken.

Bovril "Cordial" is most helpful to persons "run down," and being already liquid, is made in a moment. It is par excellence the beverage to take on sporting trips when physical endurance is put to the test. Ask for Bovril "Cordial" at your Grocer's and Druggist's and be sure you get

BOVRIL

CLEARING SALE

Oil Heaters, regular \$6.50, for \$4.99
Oil Heaters, regular \$5.00, for \$3.99
Oil Heaters, regular \$4.50, for \$3.69

These are "Barber" goods, and are without doubt the best goods on the market, giving more heat with less oil than any other heater made, and absolutely no odor.

Toboggans, 8-foot, regular \$5.00, for \$3.99
Toboggans, 7-foot, regular \$4.50, for \$3.69
Toboggans, 6-foot, regular \$4.00, for \$3.25
Toboggans, 5-foot, regular \$3.50, for \$2.50
Toboggans, 4-foot, regular \$3.00, for \$2.19
Snowshoes, regular \$3.00, for \$2.49
Snowshoes, regular \$3.50, for \$2.79
Snowshoe, regular \$4.50, for \$3.69

HOCKEY SKATES, ST. MARYS STICKS, SLEIGHS, ETC., at LOW PRICES.

Cowan's Colossal Hardware

125-127 Dundas Street.—Two Phones, 3461 and 3462.

20% OFF ALUMINUM WARE

For one week only we are offering 20 per cent. reduction on a large shipment of finest quality Aluminum Ware, which was delayed three months in shipment, and this added to the large stock that we already have, we find that our space allotted to these goods is not large enough to hold them. Consequently, what is our loss is your gain.

Tea Kettles: regular \$2.75 for \$2.20	Preserving Kettles: \$1.25 for \$1.00
Tea Kettles: regular \$3.50 for \$2.80	Preserving Kettles: \$1.50 for \$1.20
Teapots: regular \$1.75 for \$1.40	Preserving Kettles: \$2.00 for \$1.60
Teapots: regular \$2.25 for \$1.80	Rice Boilers: \$1.50 for \$1.20
Preserving Kettles: \$1.00 for 80c	Rice Boilers: \$2.00 for \$1.60

J. G. STEELE & CO

204 Dundas HARDWARE Phone 750

HAVE YOU CONSIDERED

That we sell the Choicest Meats in the city at the Lowest Cash Price? Make yourself acquainted by phoning us your order.

Best Rib Roasts Half Beef	17c pound
Choicest Porterhouse Roasts Beef	22c pound
Brisket of Heifer Beef	12½c pound
Shoulders of Young Mutton	15c pound
Breasts of Best Lamb	15c pound
Ham Roasts Fresh Pork	18c pound
Shoulder Pork Chops	18c pound
Fresh Side Bacon	18c pound
Pickled Shoulders Pork	15c pound
Choicest Rolled Bacon	17c pound
Premium Back Bacon	24c pound
Boneless Breakfast Bacon	22c pound
Sugar-Cured Cottage Rolls	20c pound
Shortening (original brand)	2 pounds for 25c
Single Pound Pure Lard	16c
20-Pound Pails Pure Lard	\$2.90
5-Pound Crocks Pure Lard	30c
Pork Lights, for chickens	2 for 5c

HEARTS, LIVERS, KIDNEYS, SPARE RIBS, HOCKS, OXTAILS, ETC.

ANDERSON'S

AUTO DELIVERY. PHONE 500. MARKET HOUSE.
LAST DELIVERY SATURDAY NIGHT AT 8:00 O'CLOCK.

THE DOMINION SAVINGS AND INVESTMENT SOCIETY

DOMINION SAVINGS BUILDING
LONDON, ONTARIO.

Paid-Up Capital\$934,730.50
Reserve Fund\$175,000.00
T. H. Purdom, K.C., President.
Nathaniel Mills, Managing Director.

WESTERN ONTARIO DAIRYMEN AT STRATFORD



By Allan Photo Company, Stratford.

DAIRYMEN HAVE ALWAYS MARKET AT THEIR DOORS

Experts Discuss the Situation
at Convention.

WELCOME NEW PRESIDENT

Prof. Doan Tells of Cheese
Business.

[Special to The Advertiser.]

Stratford, Jan. 15.—To the dairymen of Western Ontario who have believed that the crowning success of their industry is the securing and holding of a great foreign trade, Mr. T. W. Steinhoff, of Toronto, pressed the truth at today's session.

"Our best butter market is right at our own doors, in our towns and cities," he declared in addressing the convention on defects in Ontario butter when it goes into storage and when it comes out.

"The quality of Western Ontario butter compares favorably with any other when it comes from a six or seven months' stay in cold storage," he said. "Taste and taints come largely from the creameries themselves."

That butter from this part of Ontario has met with continual failure against that of Eastern Ontario and Alberta was a matter of regret to him.

"Poor flavor and coarseness of texture are the chief defects," said Mr. Steinhoff, and he advised that more attention be paid to the finish and uniformity in the weight of the boxes.

Tells About Cheese.

Mr. Robert Johnston, of Woodstock, who spoke on cheese, had, in his experience, noticed that this product was often in poor shape when it arrived at the storage plant, and that the boxes frequently were broken. Careless boxing and failure to indicate by marks on the boxes that there were defects in the cheese were other things to be remedied. Light salting, he stated, gives to the May and June butter a better taste.

Prof. Doan's Address.

In an address entitled, "Cheese Notes," Professor H. H. Doan, of the O. A. C., gave a large amount of very valuable information.

The subject was considered under four headings—Cheese: milk production, cheese manufacture, cheese selling and cheese consumption; under cheese: milk production, the need of larger herds of cows, milked by machinery, and having the milk delivered to the factory direct from the

farm or on large vans was considered necessary in order to reduce the cost of hauling, which is one of the greatest financial difficulties in the cheese business under present conditions.

The use of pure-bred dairy sires was advocated, these to be supplied through breeding associations, farmers' clubs or by the factory management. In the latter case, fees for same to be deducted from milk check, similar to charges for manufacturing cut cheese, etc.

Need Larger Factories.

Under cheese manufacture, larger factories and reduced cost for manufacturing were advised. The men making cheese in small factories at small profit would probably turn their attention to farming, as did the shoemakers, tailors and wagon-makers in country districts 25 years ago, when their business was taken over by the larger manufacturing concerns, with consequent cheapening of boots, clothing and wagons.

Cheese selling is too expensive under the present system, he said. The farmer received on the average during the season of 1912 not over 10 cents for the milk, and the consumer pays 20 cents. Some means must be adopted whereby the milk producer and manufacturer will receive more encouragement in the way of larger remuneration.

Good Cheese Scarce.

The cheese consumer finds difficulty in being able to buy good cheese in Canada, although he pays a much higher price as a rule, than does the British consumer. The reason for this is that most of the best cheese is exported, and the cull cheese are sold in many cases to Canadian consumers, who consequently do not buy very much cheese.

Another cause of lack of cheese consumption in Canada is the fact that Canadian consumers do not appear to realize the value of cheese as human food. Scientifically a pound of cheese is equal to a pound of beef for human consumption. Cheese has the advantage over meat in that it does not require cooking, but it is so desirable to eat in a variety of ways. It is more easily digested than meat and there is practically no waste on cheese.

Cheese at least once a day would give a variety on the tables of rich and poor at low cost, considering its nutritive value, and would stimulate the cheese industry of Canada, which is not in so flourishing a condition as might be expected, having its inception in 1884.

Valuable Statistics.

Mr. R. M. Ballantyne, of Montreal, gave some statistics. Our cheese exports are down to about 1,600,000 packages, a decline of 2,400,000 packages. The effect of the new United States tariff in the east of Canada has been at tremendous export of cattle, including many calves, so that it will be five years before the beef famine is over. "In 1914 we will export several thousands of packages less of cheese than in 1912, and the prices will be the highest ever paid for cheese in Canada. Butter prices will be regulated by the world market, as we are now on a butter importing basis," said Mr. Ballantyne.

Fair Prices.

Fair prices reigned at the hammering off of the products in the market station preceding the afternoon session. J. W. Scott, of Exeter, called for the bids, and a. Grimes, of Woodstock, did the bidding. Best: 1912, September, colored, 14 cents per pound; October, colored, 13½ cents per pound; Canada, white, 13½ cents per pound; Canada, still, 14½ cents per pound; Canada, still, 13½ cents per pound. Butter—Winter creamery, box, 27 cents per pound; prints, 29 cents per pound; October made, 27½ cents per pound.

Presented Trophies.

The presentation of trophies, some practical addresses and the introducing of the new president brought the convention of the Dairymen's Association of Western Ontario to a close. From every point of view the gathering was a splendid success.

The new president, J. B. Muir, of Ingersoll, in a brief, neat speech, thanked the association for his election and made a promise to be unsparring in his endeavor to push forward the progress of the dairy industry.

George A. Putnam, of Toronto, presented the trophies. "Co-operation," he said, "has been the salvation of farmers in European countries. Ontario farmers, too, can benefit from it."

Votes of Thanks.

Concluding the convention the association thanked the mayor, the city council, and the board of trade, as well as the citizens of Stratford for the assistance given. The press, those who had given special prizes and the Department of Agriculture, both Provincial and Federal, also were thanked for the aid they had given to the dairy industry.

The challenge cup, given by the "Cheese Buyers" for the highest score on cheese (except flat and still), for three times, or twice in succession, was won for 1914 by George Empey, of Newry. The silver cup, given by the Imperial Bank of Canada, under similar conditions, went to Mrs. C. Cuckow, of Mount Eggin, for this year.

The De Laval silver was won by John H. Scott, of Exeter.

NINE HUNDRED SEEK WORK

Unemployed File Their Names in the Hamilton Register.

Hamilton, Jan. 15.—At a late hour this afternoon nearly nine hundred unemployed had registered at the city hall employment bureau, and of these approximately \$20 were put to work in the new city stone quarry, and at filling in the coaloid inlet, also at odd jobs.

SEARCH WARRANT GETS MISSING DOCUMENTS

Crown Attorney Has Voluminous Papers in West Shore Railway Case.

[Canadian Press.]
Toronto, Jan. 15.—A search warrant sworn out by J. W. Moyes has been the means of landing two volumes full of papers into the keeping of J. Seymour Corley, K. C., city crown attorney.

Subpoenas from the Ontario Railway and Municipal Board were served this morning, and will insure the production of the unopened volumes in the presence of the board next Monday, the date fixed for Mr. Moyes' explanation of the affairs of the Ontario West Shore Railway.

Two volumes were brought into the custody of the officers at the initiative of Mr. Moyes.

THREATEN JEROME

Thaw's Sympathizers Resort To Anonymous Letters.

[Canadian Press.]
New York, Jan. 16.—A dozen anonymous letters threatening death to William Travers Jerome unless he discontinues to get Harry Thaw back in Matewan have been turned over to a detective agency. An argument against Thaw's admission to bail was completed by Mr. Jerome yesterday and sent to the printers. He will present it at a hearing to be held by Judge Adair on the question of bail.

CANNOT DISCOVER RAMPOLLA'S WILL

Searchers Found Money and
Valuables In Secret Drawers
—An Arrest Expected.

[Canadian Press.]

Rome, Jan. 15.—Those who have undertaken the task of searching the apartment of the late Cardinal Rampolla for a last testament bearing a later date than that of 1889 are beginning to fear that it will not be found. It is reported that the authorities are about to take more energetic measures which will include the arrest of one of the men employed in the Cardinal's household.

The examination of the apartment continued today, particular attention being given to the furniture of the bedroom, most of which was taken apart. The writing desk was found to contain secret drawers in which were found many valuables. In an envelope in the safe was found an envelope containing \$7,000 which was handed to the Cardinal by a foreign visitor to be distributed among the poor. Beginning Jan. 21, a complete inventory will be taken.

INCREASE IN PAY FOR BOSTON CARMEN

Nearly 10,000 Men Affected By
Decision of the Arbitration
Committee.

[Canadian Press.]

Boston, Jan. 16.—Increased wages for many of the 9,470 employees of the Boston Elevated Railway company are provided for in the report of the arbitration committee which had under consideration for six months the grievance presented by the carmen's union. The advance awarded varies from a fraction of a cent an hour to 11 per cent of the weekly wages. Both sides had agreed to abide by the decision for at least one year. The men at their meeting this morning expressed satisfaction with the award, with the exception of a provision that refused them free transportation.

TWO TURKS ARRESTED

Charged With Complicity In Attempted Assassination.

[Canadian Press.]

Paris, Jan. 16.—The police have arrested two persons charged with complicity in the attempt made on Brussels to assassinate General Mehmed Cherif Pasha, one of the chiefs of the radical Turkish party. They are, Sheikovsky Iskander Bey and Burhann Eddine Bey, brother of the Turkish minister at Brussels. Iskander Bey admitted that he knew both Cherif Pasha and his secretary, Pertev Bey. He was commissioned by the Turkish Government to watch them closely and report all their doings, but he denied any knowledge of the intended assassination. The police declare that they have considerable evidence of his consorting with those supposed to be interested in the assassination. Important documents have been seized at his apartment. Burhann Eddine Bey is an actor and has been a frequent visitor at Cherif Pasha's house. The police charge that he aided the assassin by giving him details of the situation of the rooms and the habits of Cherif Pasha.

WAS APPARENTLY OVER TWENTY-ONE YEARS

Aylmer Hotelmen Found Not Guilty Of Serving Minor.

[Special to The Advertiser.]
Aylmer, Jan. 16.—F. H. Trim, proprietor of the Brown House and E. L. Nichol, proprietor of the Central Hotel, were charged before County Police Magistrate Hunt today with unlawfully allowing liquor to be supplied to a minor, Herbert Davis of Fairview, on December 30th. W. H. Barnum appeared for Trim and County Crown Attorney McGrimmon prosecuted.

After considering the evidence the magistrate found that Davis was "apparently" twenty-one years of age, and dismissed the charges without costs. The magistrate asked the opinion of several prominent citizens as to the age the boy and his friends looked. One said he looked over 21 years, the others were doubtful.

The council chamber was crowded with those interested in the case.

HE WANTS TO KNOW.
Washington, Jan. 16.—The comptroller of the United States currency has issued a call for a statement of the condition of National Banks at the close of business January 13.

MAKES APPEAL FOR JAPAN

President Wilson Asks American People to Assist.

[Canadian Press.]

Washington, D. C., Jan. 15.—President Wilson today issued an appeal to the American people as president of the Red Cross, for funds to assist the people of Japan, who are suffering not only from the earthquake, but from the failure of crops.

READY TO REPORT IN PRAYER BOOK REVISION

Anglican Sub-committee Completes Its Task—Result Not Ready For the Public.

[Canadian Press.]

St. Catharines, Jan. 15.—After a week's deliberations with the idea of simplifying and enriching the prayer book used in the Anglican churches of Canada, the sub-committee appointed for that purpose completed its work today and adjourned.

The meetings were held in St. Parish Hall, three sessions being held each day, with Right Rev. Dr. Williams, bishop of Huron, presiding, and Ven. Archdeacon Armitage, of Halifax, as secretary. The report will recommend the addition of special services and special lessons for special purposes and occasions, with certain changes in the phraseology where it may have been considered antiquated.

DR. A. W. CHASE'S 25c CATARRH POWDER
It is sent direct to the diseased parts by the Improved Blower. Heals the ulcers, clears the air passages, stops drops, cures Catarrh and Hay Fever. No doctor's bill. No expense. Accept no substitutes. All Dealers or Edmanson, Rattee & Co., Limited, Toronto.

GIRLS' COAT SWEATERS, \$1.85
Here's a chance to buy Girls' Heavy Wool Sweater Coats in navy, white, cardinal and gray. Regular \$2.50. Value for \$1.85.
London East ARTHURS' Phone 321:

We are leaders in the growing and designing of
CUT FLOWERS
F. Dicks & Son
235 Dundas St., Phone 1297

Palace Livery
ROSS & BOSS.
Carriages for funerals and all other occasions. Automobile service.
519 DUNDAS STREET. PHONE 838.

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GURNEY OXFORD RANGES
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SALE OF SILK AND CLOTH DRESSES
FROM \$3.95 AND UPWARDS.
LONDON READY-TO-WEAR
256 DUNDAS ST.

DON'T OVERLOOK US
When you are buying Christmas Furniture, or you will miss the best bargains in town. Our stock is the choicest and prices the lowest. Come in and see. No trouble to show goods.
CUT-RATE FURNITURE STORE.
W. M. PATTEN
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BEST HARD WOOD
16-inch Blocks \$2.15 per ¼ cord
12-inch Blocks \$2.25 per ¼ cord
D. H. GILLIES & SON
Phone 1312

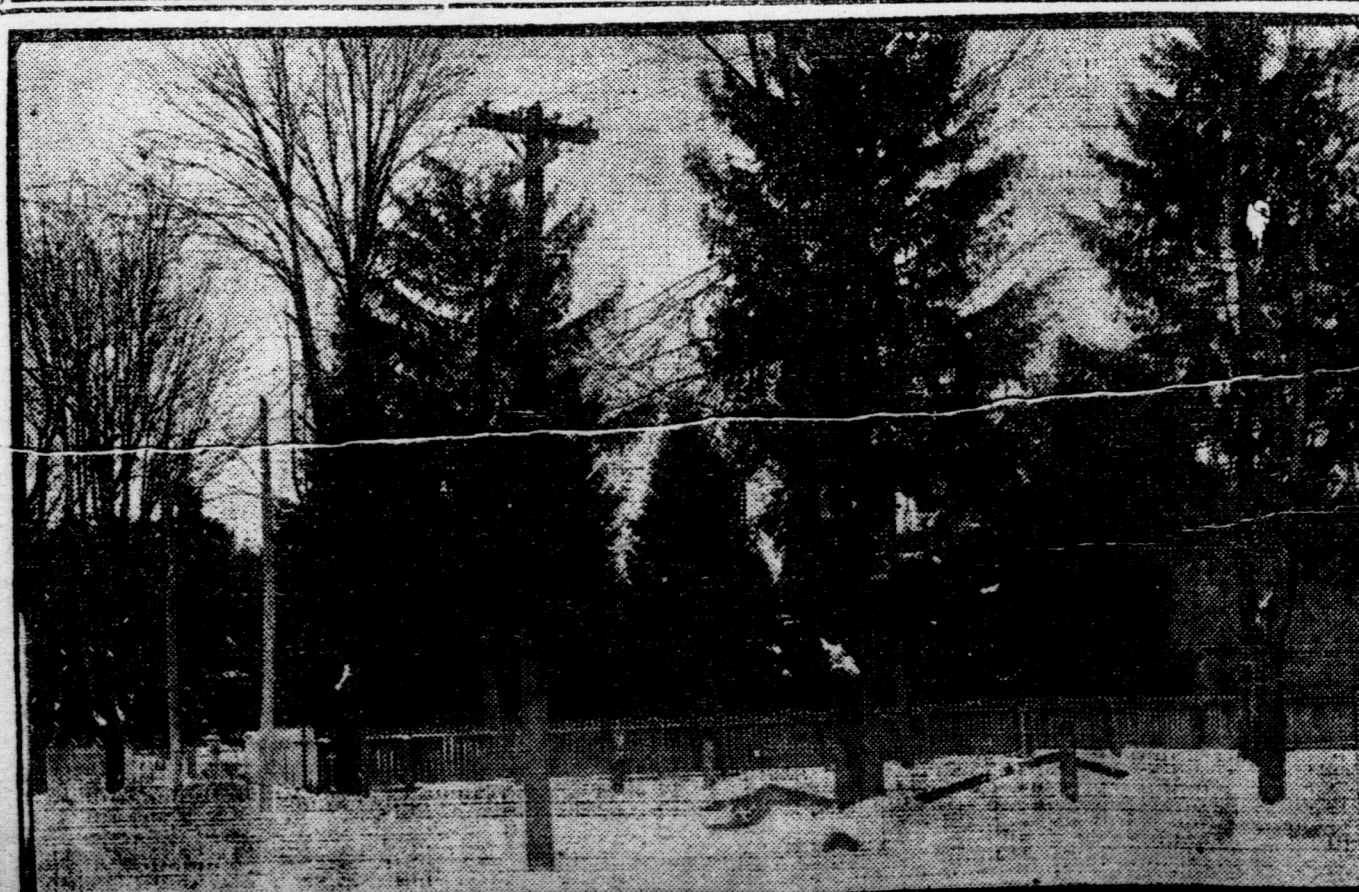
Peel's Offer For Saturday Selling

English Leadless Earthenware Mugs at 5c; Jumbo Cups and Saucers at 15c; Fancy Ewers at 69c; China Dinner Plates at 6c; Soup Bowls at 4c; Fruit Saucers, 3c; Large Glass Berry Bowls at 39c; 50 dozen only Children's Snow Shovels, bargain, at 10c each; 20 only \$1 Dressed Dolls, bargain at 49c each; 20 only Gunmetal Desk Clocks, bargain, at 39c; 139 only Nickel-Case Alarm Clocks, good timekeepers, with stop attachment, for 45c; 2 only \$6 Unbreakable Character Dolls for \$2.99; 19 only White 24-Inch Teddy Bears, bargain, \$1.39 each; Religious Motto Wall Texts, 10 dozen only, at 2 for 5c; 100 only 7d Cloth-bound Novels at 9c each; 50 only 5s Children's Story Books, about 400 pages, cloth bound, at 29c. Other bargains not advertised on sale at

PEEL'S
Richmond Street

Eat More Bread
It is the most nutritious and most economical of all foods. The best bread is made with
Fleischmann's Yeast

:: View of Site Proposed for University ::



Photograph by Hines. WEST SIDE OF THE MCCORMICK PROPERTY.