

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

**DR. MORIN'S KIDNEY TONIC**  
A liquid remedy for all kidney and bladder affections—\$1.00 bottles for 35 cents.  
Taylor's 6 Cut-Rate Drug Stores

**GEORGE E. LOGAN**  
FUNERAL DIRECTOR  
AND EMBALMER  
415 RICHMOND ST., LONDON.  
Residence on Premises.  
Phone 1858. Personal Attention.

**SMITH, SON & CLARKE**  
UNDERTAKERS  
115 DUNDAS ST. PHONE 888.  
829 DUNDAS ST. PHONE 878.  
Residence on Premises.  
Private Ambulance Service.

**N. J. GRIFFITH**  
FUNERAL DIRECTOR AND EMBALMER  
104 Dundas Street, London.  
Residence on Premises. Phone 459.  
Private Ambulance Service.  
Delaware Branch, W. Acres, Mer.

**J. FERGUSON'S SONS**  
FUNERAL DIRECTORS  
OPEN DAY AND NIGHT.  
100 KING STREET, PHONES 343, 373, 2056.

**WE REPAIR**  
Hot Water Bottles Just as Satisfactorily as Tires.

**London Tire Repair Depot**  
A. WILKES.  
254 Wellington St. Opp. McClary's.  
PHONE 2334.

**Eye Talk**  
NO. 27.

**The Right Way**  
There are several ways to get a pair of glasses.  
There is just one way to get glasses with the least trouble and greatest safety. Go to a

**Registered Optometrist**  
Times who seek service par excellence always call on

**Carlyle TREBILCOCK OPTICIAN**  
PHONE 2351. 233 DUNDAS ST.

**DON'T WAIT UNTIL NEXT SUMMER, WHEN WE ARE RUSHED TO BRING IN YOUR TIRES.**

**LONDON'S RUBBER MAN**  
185 KING—REAR. PHONE 5124

**SHELL GLASSES**  
Are both stylish and comfortable. We have them in a variety of new shapes at very moderate prices.

**John S. Barnard**  
Optician,  
134 DUNDAS STREET. 71

Delaware, Lackawanna and Western Coal Company's

**Scranton Coal**  
The most satisfactory coal for furnace or range. Send in your order.

**JOHN M. DALY**  
PHONE 348. 19 YORK STREET.

**Office To Let**  
STEAM HEATED

**Only \$8 a Month**  
APPLY  
LONDON LOAN AND SAVINGS COMPANY

OTTAWA SCHOOLS CLOSE  
OTTAWA, Feb. 19.—Four of the city separate schools failed to open their doors this morning, and three more will close tonight owing to the failure of the coal supply.

**'Snowdrift' Bread**

**Creates Appetite**  
It's so deliciously nutritious. The memory of every slice lingers.  
**It's Our Banner**  
:: :: Loaf :: ::  
Try one today.

**PARNELL The Breadman**  
Phones 929-1390.

**Diamonds**

Many new rings, in the newest and latest settings, have been recently added to our collection, so that our stock up to date presents as fine a range as the most enthusiastic lover could wish to have. Our prices are very moderate.

**YOUNG'S**  
"A Good Place to Buy."  
TWO STORES:  
170 Dundas St. 674 Dundas St.

**FOR THE GOOD THERE'S IN IT.**  
Eat this good bread at every meal.

**JOHNSTON BROS. XXX BREAD**  
Delivered everywhere, or obtainable at large grocers.

**PATRIOTIC TAX NOT NEEDED IN LONDON**  
Council Rescinds Motion to Place Three Mills on Rate.

The city council last night rescinded the motion passed some time ago to place three mills on the tax rate for patriotic fund and Red Cross purposes.

It was introduced by Ald. Moorhead, who stated that the tax would not be necessary. He felt that it would be a matter of great joy to the citizens.

"If they need any money to make up any deficit, we will gladly vote it to the committee," said Councilor Little.

"It does not look as if it were necessary."

**PHOTOPLAY NEWS**  
AT THE PATRICIA.

Four vaudeville acts, the second episode of the Secret Kingdom and a vogue comedy comprise the first half of the week's bill at the Patricia Theatre.

The headline act of the vaudeville program is the Flying Le Merrer, sensational aerialists, whose work is exceptionally clever and who are entitled to be described as sensational.

On the evening program they perform feats at times that cause the audience to gasp.

The Yamauto Brothers, Japanese perch artists and slack-wire performers, present an act, replete with sensational features.

On the slack wire they leap in and out of loops and display wonderful feats of balancing.

The act closes with a series of acrobatic stunts, performed by one brother at the top of a long pole balanced on the shoulder of the other.

Madame Montel gives an exhibition in mental telepathy and thought transference, using for her work questions submitted by the audience written on slips of paper.

Hail and Chiff, comedians, introduce songs, dances and jokes.

The second episode of the Secret Kingdom is staged on an Arizona ranch.

**A CORRECTION.**  
Hugh Logan of Grove Mills, R. R. No. 1, Thamesville, writes The Advertiser that an item recently published stating that he was married to Miss Myrtle McKerracher is incorrect.

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**ROWAT'S COFFEE**

**PLAN INNOVATIONS IN TAX COLLECTING**  
Proposal May Work to Advantage of Workingmen.

The city council last night introduced and decided to adopt some innovations in the matter of collecting the taxes.

That the first installment, consisting of three and five cents on the dollar, be payable on or before the 21st day of July, 1917.

That the second installment, consisting of one-half of the general and city taxes, local improvement taxes and war and patriotic taxes, be payable on or before the 31st day of August, 1917.

That the third installment, consisting of the remaining half of the general and city taxes, local improvement taxes and war and patriotic taxes, be payable on or before the 31st day of October, 1917.

That ratepayers who desire to avail themselves of the principle of divisional payments, but prefer paying their taxes in bulk, on or before the 30th day of June, shall upon such payment in bulk, be entitled to reduction of one mill on assessment for general rate.

That ratepayers who, for some reason, fail to pay the first installment on the date appointed, shall, on payment of the first and second installments on or before the 20th day of July, be entitled to two-thirds of one mill on assessment for general rate.

That ratepayers who, for some reason, fail to pay the first installment on the date appointed, but who pay the second and third installments on or before the 20th day of September, shall be entitled to a discount of two-thirds of one mill on assessment for general rate.

The result of this legislation will be approximately a saving as follows:  
(a) Amount of discount allowed on 1917 taxes \$3,500,000.  
Less interest, \$6,000,000 ..... \$17,200,000  
(b) One mill being amount paid after the 31st of October, say 10 per cent ..... 4,000,000  
Total ..... \$21,200,000

This arrangement provides that there shall be no discount on war tax, nor local improvement taxes.

Controller Little thought it would be of advantage to get the big amounts in early, in order that the city would

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That ratepayers who, for some reason, fail to pay the first installment on the date appointed, shall, on payment of the first and second installments on or before the 20th day of July, be entitled to two-thirds of one mill on assessment for general rate.

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**COOK'S February Clearing Shoe Sale**

If you are not on the lookout for real bargains in shoes these days you are losing some great opportunities for fitting yourself and family with footwear at money saving prices.

How can you earn money easier than by saving it on the ordinary necessities of life? It matters not what your daily activities are, you must have boots and shoes to equip you for them.

When reliable houses offer bargains like these you can depend on the saving prices being just what they are represented to be. A house of the standing of Cook's Shoe Store is your guarantee of value.

Believe in the prices and come to the store and be fitted. You will have hundreds of pairs of high-grade shoes to choose from, ranging in price from

**98c to \$1.98, \$2.49, \$2.98, \$3.49, \$3.98 and \$4.98**

Look into the Richmond street window and you will be convinced of the values to be had. Don't imagine you are going to see a lot of undesirable shoes. This is a real sale to clear out a lot of odd sizes of many different lines. Some run up to \$9.00 values.

When you are saving as much as may be saved by buying at this sale, we feel sure you will not mind taking the shoes purchased with you.

**The Two-In-One Shoe Store COOK'S**  
Richmond and Dundas Streets.

**IT COSTS YOU NOTHING**  
To Have Your Foot Troubles Diagnosed

**FOOT TROUBLE IS THE FUNDAMENTAL CAUSE OF MANY OF THE PRESENT-DAY ILLS.**

R. J. Orr, D. C. O., formerly in charge of the Orthopedic Department of Blackford's, Toronto, but now of the Arrowsmith "First Aid" Foot-Relief Service, will be at our store three days beginning Monday, February 19, 1917, demonstrating the well-known Arrowsmith "First Aid" Foot Specialties, for the relief and cure of all foot ailments.

Mr. Orr is a specialist of broad experience and can diagnose and prescribe for any foot ailment. Come and have him examine your feet—it costs you nothing. Special attention given to children.

REMEMBER THE DATES, FEB. 19, 20, 21.

**Johnston & Murray**  
LONDON ST. THOMAS

**Last Day, Saturday**

AT 9 P.M. SATURDAY NEXT, FEBRUARY 24, THE GREAT EUREKA FIVE-DAY FREE TRIAL OFFER CLOSSES.

**Don't Wait Until the Last Day**

Try The **EUREKA** VACUUM CLEANER  
In Your Own Home Before You Buy

This great free trial and easy-payment offer expires sharply at 9 p.m. Saturday, February 24. DON'T DELAY UNTIL IT IS TOO LATE! TELEPHONE NUMBER 2800, OR WRITE US TODAY.

**Only \$4.50** IF YOU DECIDE TO BUY After the FREE TRIAL 5 Days' FREE TRIAL

THEN THE BALANCE ON EASY MONTHLY PAYMENTS.

If you decide to buy after the Five Days' Free Trial you can pay down as your first payment \$4.50 and the balance in small, easy, monthly payments—30 days between each small payment.

Our liberal easy-payment plan gives you the privilege of owning and using a Eureka and paying for it at your convenience.

**Purdom Hardware Company, Limited**  
124 Dundas St., London, Ont.

**OUT OF TOWN RESIDENTS.**  
We are extending this great special offer to residents in any part of Ontario. Should there be no Eureka dealer in your locality, please make application to our store.

**DAMAGE IS \$50.**  
Fire which started in the attic of an empty house at 236 Victoria street last night did \$50 damage before the firemen arrived. Some plumbers had been working in the house, and it is supposed the fire started in this way. The place is owned by W. Blackie.

**FROZEN TO DEATH IN MILL.**  
Cornwall, Ont., Feb. 15.—Mort. Laidrick, a well-known resident of St. Regis Falls, was found frozen to death this morning in a deserted mill near the falls. He had started to walk home from Santa Clara, and it is thought he went into the mill for shelter from the cold and fell asleep.

**Half-Price Jewelry Sale**

See north window and bargain tables, on main floor and in basement, for half-price goods.

- Diamonds Half Price**
- \$4.00 Genuine Diamond Baby Rings, mounted in 10-k. gold, each...\$2.00
  - \$10.00 Genuine Diamond Rings, mounted in 14-k. gold, each...\$5.00
  - \$14.00 Lady's Belcher Diamond Ring, 14k gold...\$7.00
  - \$20.00 Lady's 3-Stone Ring, 2 diamonds and 1 emerald...\$10.00
  - \$20.00 Lady's Modified Tiffany Ring...\$10.00
  - \$25.00 Lady's 3-Stone Ring, 2 diamonds and 1 sapphire...\$12.50
  - \$30.00 Lady's Onyx Pearl and Diamond Ring...\$15.00
  - \$30.00 Lady's 3-Stone Ring, 2 diamonds and 1 ruby...\$15.00
  - \$50.00 Opal and Diamond Cluster Scarf Pin...\$25.00
  - \$60.00 Three-Stone Diamond Rings, 14k setting...\$30.00
  - \$90.00 Four-Stone Diamond Ring \$45.00
  - \$100.00 Gents' Round Belcher Ring...\$50.00
  - \$120.00 Lady's Marquise Diamond Ring...\$60.00
  - \$120.00 Lady's Tiffany Ring, 1/2 and 1-32...\$60.00
  - \$160.00 Gent's Flat Belcher Ring, 14k setting, weight .75...\$80.00
  - \$200.00 Lady's Fancy Tiffany Ring, 15k gold, platinum head, weight .78...\$100.00
  - \$250.00 Lady's Marquise Diamond Ring...\$125.00

We will refund the money on any of the above diamonds within one year of the date of purchase, or exchange for full value at any time.

**Specials in Cuff Links**  
One tray of Cuff Links going at just one-half the regular prices.

Pearl-Handled Nail Files, Cuticle Knives, Corn Knives and Button-hooks; regular \$1.00. Special at, each... 50c

**Special Discount of 20% Off Everything in the Store**  
POSTOFFICE OR EXPRESS MONEY ORDER MUST ACCOMPANY ALL MAIL ORDERS. WE POSITIVELY WILL NOT SUPPLY THE JEWELRY TRADE AT ABOVE PRICES.

**C. H. WARD & CO.**  
DIAMOND MERCHANTS AND JEWELERS. PHONE 1084 386 RICHMOND ST.