

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 40 cents, at
Taylor's 6 Out-Rate Drug Stores

GEORGE E. LOGAN
FUNERAL DIRECTOR
AND EMBALMER
415 RICHMOND ST., LONDON.
Residence on Premises.
Phone 1888. Personal Attention.

SMITH, SON & CLARKE
UNDERTAKERS.
115 DUNDAS ST. PHONE 888.
523 DUNDAS ST. PHONE 678.
Residence on Premises.
Private Ambulance Service.

N. J. GRIFFITH
FUNERAL DIRECTOR AND EMBALMER
104 Dundas Street, London.
Residence on premises. Phone 453.
Private Ambulance Service.
Delaware Branch, W. Acra, Mgr.

J. FERGUSON'S SONS
FUNERAL DIRECTORS.
OPEN DAY AND NIGHT.
180 KING STREET. PHONE 343, 573, 2056.

WE REPAIR
Not Water Bottles Just as Satisfactorily as Tires.
London Tire Repair Depot
A. WILKES.
354 Wellington St. Opp. McGary'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
Those who seek service pay excellence always call on
Carlyle TREBILCOCK OPTICIAN
PHONE 2351. 223 DUNDAS ST.

DON'T WAIT UNTIL NEXT SUMMER. WHEN WE ARE RUSHED, TO BRING IN YOUR TIRES.
LONDON'S RUBBER MAN
188 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.

Scranton Coal
The most satisfactory coal for furnace or range. Send in your order.
JOHN M. DALY
PHONE 342. 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.
Solitaires, \$25. \$50 up to \$800.
Complete clusters, sapphires, rubies, emeralds, in diamond combinations, \$40 and up.
We have a choice selection of uncut stones, which can easily be mounted.

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

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

JOHNSTON BROS. XXX BREAD
Delivered everywhere, or obtainable at best 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 at large.
"If they need any money to make up any deficit, we will gladly vote it to the committee," said Controller 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 vaudeville comedy comprise the first half of this week's bill at the Patricia Theatre.

The headline act of the vaudeville program is the Flying Le Mans, 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 Yamato 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 balance. 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.
Hail and Cliff, 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 it is item recently published stating that he was married to Miss Myrtle McKerscher is incorrect.

\$300,000 and over In 3 Days Federal Advertising Service
Telephone 5482.
312 Dominion Savings Building.
LONDON, ONT.

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Telephone 5482.
312 Dominion Savings Building.
LONDON, ONT.

ROWAT'S COFFEE
50c per pound
T.A. ROWAT & CO.
250 Dundas St.
Phone 343-3052.

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. It provided for new rules, the best explanation being the resolution as it was decided upon, which is as follows:
That an amount equal to one mill of taxes assessable for general rates be added to the tax roll to be used instead of the present system of discounts of three and five cents on the dollar. A discount of one mill on assessment for the general tax rate be made on prompt payment of taxes as demanded. The present practice of making an additional percentage, charge of five cents on each dollar unpaid by the taxpayer, shall be discontinued. That the first installment, consisting of the school tax, be payable on or before the 2nd 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

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. 18, 20, 21.

Johnston & Murray
LONDON
ST. THOMAS

and city taxes, local improvement taxes and war and patriotic taxes, be payable on or before the 1st day of October, 1917.
That ratepayers who desire to avail themselves of the principle of divisional payment, on payment of their taxes on the days appointed for such payment, shall be entitled to one-third of one mill for each installment.
That ratepayers who prefer not to avail themselves of the principle of the 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 30th 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 second installment on the date appointed, but who pay the second and third installments on or before the 30th 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 in 1915 equals \$23,280.15.
Less interest, \$6,000.00 \$17,280.15
Total \$17,280.15
This amount shall be paid after the 31st of October, say 10 per cent 1,728.02
Total \$15,552.13
This amount shall be paid on or before the 31st of October, say 10 per cent 1,555.21
Total \$14,000.00
This amount shall be paid on or before the 31st of October, say 10 per cent 1,400.00
Total \$12,600.00
Controller Shaw stood sponsor for the innovation, and declared that it would work out most advantageously for the small taxpayer, the workingman. It would work out no hardship for the big taxpayer.
Controller Little thought it would be of advantage to get the big amounts in early, in order that the city would

Last Day, Saturday
AT 9 P.M. SATURDAY NEXT, FEBRUARY 24, THE GREAT EUREKA FIVE-DAY FREE TRIAL OFFER CLOSES.
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'
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.

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

have plenty of money for all purposes. A small bonus, less than bank interest, might avail. However, the council could not see it that way.
The suggestion that the taxes be paid in six installments instead of three was laid over until later in the year, as it is impossible to put it into effect this year.
DAMAGE IS \$50.
Fire which started 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. 19.—Moses Laidrick, a well-known resident of the village, 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
\$35.00 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 Gents' Flat Belcher Ring, 14k setting, weight 75...\$80.00
\$200.00 Lady's Fancy Tiffany Ring, 18k 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

Spectacle Specials
Only a few pairs left. Sell regularly for \$3.00 and \$3.50, going at, pair...\$1.50
\$24.00 10k Solid Gold Lorgnette...21.00
\$10.00 Gunmetal Lorgnette...5.00
\$9.00 Sterling Silver Lorgnette, \$4.50

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.