

FOURTEEN

A FACT WORTH KNOWING

All the regular 10-cent cigars sell for 5 cents, every day in the week, at any one of Taylor's 4 Cut-Rate Drug Stores.

HALT TEN MINUTES

Your Photo On POST CARDS. Finished in Ten Minutes. THREE FOR 25 CENTS.

B. and W. Studio

OPEN DAY AND NIGHT. OVER DOWLER'S. 176 DUNDAS ST.

W. J. WRAY & CO.

London's Largest Jewelry Wholesale and Retail.

Jewelry at Wholesale Prices

Smoke got into our store, so we will save you money on every article purchased here. Some wonderful bargains. Come in and see.

W. J. WRAY & CO.

234 DUNDAS STREET.

PALACE LIVERY

ROSS & BOSS

Carriages for funerals and all other occasions. Automobile service.

419 DUNDAS STREET. PHONE 138.

A Lesson to Learn

And one that would benefit many consumers, is that there is real PROFIT and SATISFACTION in buying and using the best which is

SCREENED SCRANTON COAL

WEBST R-HARVEY Limited

PHONE 1383.

B. A. MITCHELL

DRUG STORE

The oldest established drug store in London.

114 DUNDAS ST. PHONE 623.

CANCERS

Can be cured if treated in time by the late Henry Edwards' treatment, now given by J. Levitt. Write for particulars and testimonials.

533 1/2 RIDGOLT ST. PHONE 2656.

MODERN PLUMBING

When asking for prices on all kinds of plumbing and heating see

Eggett & Co.

Phone 210. 392 Clarence St.

Diamond Engagement Rings

Our specialty from \$5 to \$500. Every stone guaranteed.

N. AGRANOV, 659 DUNDAS STREET. Phone 1742.

COAL

Genuine Plymouth Anthracite from individual mines. Prompt delivery. Prices on application.

Phone 2694. JAS. H. HERRICK, AGENT.

Perhaps if we had the same expense as the other furniture stores we would have to charge the same. Come in and learn our prices.

LONDON FURNITURE CO.

573 Clarence. Open Evenings.

When You Want Good Bright Coal

Call 312

Heaman & Son

York and Burwell Sts. Phone 312.

The London Loan and Savings Co. of Canada

Yllow 4 Per Cent On Deposits, 5 Per Cent On Debentures.

Deposit Boxes To Rent at Lowest Rates.

COR. CLARENCE AND DUNDAS STS.

JOHNSTON BROS. XXX BREAD

Made of No. 1 Northern Hard Wheat Flour—pure and wholesome.

Price 5c—Order Today. From your grocer or delivered at your door.

PHONE 944.

More Business Than Usual

But There Is a Reason. We give values in diamonds that cannot possibly be duplicated. For instance:

Out of a package of diamonds we purchased at a very special price we mounted three stones in lovely beautiful invisible Tiffany rings at:

\$185.00
\$195.00
\$206.00

which are perfect. If you are interested you had better see these.

YOUNG'S

"A Good Place to Buy."

LONDON, EAST LONDON

PROVISIONAL LIEUTS. QUALIFYING FOR RANK

Training Class at Armories Quite Large at Present Moment.

The following provisional lieutenants are qualifying for the rank of lieutenant in the officers' training class at the armories: Prov.-Lieut. Burwell, Seventh Regiment; F. N. Cluff, 33rd; A. K. Fraser, 24th; A. S. C. Gordon, 24th; V. C. Brick, 22nd; L. Lord, 30th; C. W. MacQueen, 26th; H. M. Mills, 26th; J. Riddell, 24th; G. H. Stritell, 27th; R. Torrance, 30th; G. D. Brown, 27th; H. J. Hodgins, 23rd; E. Porter, 33rd; W. A. Williams, 27th; W. H. McAuley, 29th; R. McNally, 30th; K. C. M. Tarzwell, 30th; G. H. Tennant, 7th; G. Eldridge, 32nd; R. L. Weaver, 18th; O. A. Atkinson, 23rd; J. R. White, 27th; C. Sauve, 24th; A. C. McAuley, 29th.

FAREWELL PARTY.

Thursday evening a very pleasant time was spent when the boys of the Four Square Class, Memorial Methodist Church, gathered at the home of their teacher, R. S. Hall, Broughdale, to bid him farewell, as he is leaving for Florida in a short time. The pastor, Rev. S. A. Anderson, and his wife were also present. Games and music were indulged in. G. Milligan, violinist, favoring the company with several selections. Appropriate speeches, expressing deep regret at the departure of Mr. Hall and wishing him every success in his new field of labor, were made by the president, S. R. McCullough, and Vice-President W. Anderson.

OLD DETROIT PAPER TO SUSPEND PUBLICATION

Tribune to Merge With News and Appeal Only On Sunday.

DETROIT, Mich., Jan. 23.—Officers of the Evening News Association of this city announced tonight the merger of the Detroit Tribune, morning paper, into the Detroit News, afternoon paper, and the discontinuance of the morning publication, except on Sundays, when it will be known as the Detroit News-Tribune.

The Detroit Tribune was first established 73 years ago.

Fruit-growers will find John Sharnman, representative of E. D. Smith, nursery stock, etc., at Dorch & Hunter Seed Company, Market entrance, Thursdays and Saturdays.

COAL

Genuine Plymouth Anthracite from individual mines. Prompt delivery. Prices on application.

Phone 2694. JAS. H. HERRICK, AGENT.

Perhaps if we had the same expense as the other furniture stores we would have to charge the same. Come in and learn our prices.

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Yllow 4 Per Cent On Deposits, 5 Per Cent On Debentures.

Deposit Boxes To Rent at Lowest Rates.

COR. CLARENCE AND DUNDAS STS.

FRESH FROM THE "PINEY WOODS"

come the White Pine Bark and the Red Spruce Gum used in making

Penstar

White Pine and Spruce Balsam

The Cough Medicine you ought always to have in the house. Get it at

CAIRNCROSS'

Dependable Druggists, 216 Dundas Street. Phone 880.

GET READY FOR JACK FROST

HE'S SURE TO COME OUR COAL GIVES HIM A WARM RECEPTION.

JOHN HANN & SONS

Phone 475, 425 York St.

Hamilton's Ale and Porter

Cannot be excelled. It's a favorite drink with many, and will suit you if you try it.

Nearly Hundred Thousand Dollars Needed in County

Middlesex Finance Committee To Borrow \$95,000—Will Get After City.

On the recommendation of the finance committee, the Middlesex County Council Friday night decided to borrow \$95,000, on 24 notes of \$4,000 each, payable on January 15, 1915. Warden John Morgan, of Alisa Craig, and County Treasurer McEvoy were authorized to borrow the money. There was no discussion over the amount to be borrowed.

Get After City.

The council adjourned until next Thursday at 2 o'clock in the afternoon, when it is anticipated that the city council will come in for a raking over. It seems that the city still owes the county in the neighborhood of \$23,000 for the court house repairs and other expenditures that the city promised to share.

County Engineer Talbot was authorized to prepare plans and tender for the construction of a bridge over the Aux Sable River on concessions 4 and 5, Biddulph.

The second report of the educational committee was adopted. John V. Salmon was appointed trustee of West Nisourul continuation school, while Peter Lindsay was appointed to the Parkhill High School board.

The report of the House of Refuge committee, advocating the payment of accounts amounting to \$2,111, was adopted.

At the afternoon session, a communication from Mr. Heard, superintendent of Victoria Hospital, showed that 88 county patients had been treated at the institution at a cost of \$3,086, a balance of \$614 being yet to be paid.

Dr. Craig, of the Byron Sanatorium, spoke to the council on the work being done at that institution.

J. V. Laughton, president of the London and Middlesex Publicity Association, also addressed the council, stating that the usual grant would not be asked for. He spoke at length on the opportunities of Middlesex.

Grant to Children's Aid.

The first report of the finance committee was received and adopted. The county grant of \$75 to the Children's Aid Society, and the same amount to the C. W. Hawshaw, police magistrate of Lucan, for office work.

No action was taken re the request of Lieut.-Col. Robson, Twenty-sixth Regiment, for a grant.

W. B. Lane, treasurer of North Dorchester, will receive \$176.80, one-third of the doctor's bill for attending smallpox patients in that township.

The East Middlesex Farmers' and Teachers' Institutes will not receive any grant from the council this year. Other minor accounts were voted.

The first report of the board of road directors was received and adopted. County Engineer Charles Talbot will attend the Ontario Good Roads' Convention on behalf of the council.

The first report of the jail committee was received and adopted. The committee visited the jail Friday morning and was highly delighted at the efficient manner in which it was run.

The report of Dr. R. Bruce Smith, prison inspector, will be laid on the table for discussion. Dr. Smith advocates strongly a prison farm for the county. There are 35 prisoners in the jail at present.

Representatives to Fair.

D. Smith and Archie Blake were appointed as county representatives on the Western Fair Board.

The usual \$50 grant to Wardsville High School was given.

7th Mounted Rifles Want Major Reason

Anxiously Inquire as to Whether or Not He Is To Be Their Officer.

Members of the Seventh Mounted Rifles are anxiously inquiring if they are to have as their major a man whom it is reported is only a first-lieutenant and a Royal Military College student.

"If this is so, why was Major Reason appointed," said one man today.

The following letter is to the purpose: To the Editor: The Advertiser: Kindly insert this in your valuable columns and greatly oblige.

I, as one of the Seventh M. R., would very much like to know if it is true that we are to have a man as our major who is, as we believe, only a first lieutenant, a student of the R. M. C., and a personal friend of Col. Leonard. If so, why was Major Reason appointed in the first place as recruiting officer, when we were given to understand he was to be our officer.

We have tried very hard to keep our regiment as near as possible strictly Canadian, and have about 90. Of this we are very proud. As we are about to mobilize on Monday next, I, as one of the recruits, feel quite confident that if we are not given our major, the percentage will be lowered, as we stand to a man for Major Reason, and if Col. Leonard can get a new regiment to satisfy him and his M. C. friends, he will have lots of time after they mobilize. We want our major, or we don't go. That is the feeling of our bunch. We are not wanting anything but justice, and that we will have.

It appears very funny to us that our old friends, like Major Reason and Capt. should be sidetracked for personal friends.

We would be very much obliged if our said boy-colonel would answer this note if he should happen to read it.

Thanking you very much in advance, I remain, yours very truly,

ONE FOR FAIR PLAY.

THE MANOR INN

On and after February 1, will no longer serve regular meals. Afternoon tea will be served from 4 till 6, and arrangements may be made for luncheons, dinners or suppers. Phone or write Manor Inn, Molsons Bank Building. Phone No. 4429.

Safety and Income

The Directors of this Company are most conservative in the choice of its investments, the funds being almost wholly placed upon the security of high-class real estate.

First mortgages, covering productive Canadian farm lands, form the bulk of these securities. The surplus cash you have on hand should yield you an income that will be steady, sure and profitable.

Take advantage of the splendid security offered by this old Company.

During the month of January, 1915, the following rates may be obtained in our Debenture Department on sums of \$100 and over:

4 3/4% For a term of five years.
4 1/2% For a three-year period.
4 1/4% For one or two years

The Huron and Erie Loan and Savings Co.

Incorporated 1864.
Main Office: 442 Richmond Street, London.
Market Office: 4-5 Market Square, London.
T. G. MEREDITH, K. C., President. HUME CRONIN, General Manager.

ROSS' LIMITED

FUR SALE

NOW IS THE TIME FOR BARGAINS

MINK SETS AS LOW AS \$24.50.
PERSIAN LAMB SETS AS LOW AS \$23.00
MUSKRAT SETS AS LOW AS \$12.00

We Are Determined to Make Prices Clear Our Stock.

See our Muskrat Coats at \$ 40.00
See our Fur-Lined Coats at \$ 37.50
See our Persian Lamb Coats at \$150.00
Sable Muffs \$ 12.00
Hudson Seal Muffs \$ 13.50
Mink Muffs \$ 22.50

Never have guaranteed goods been shown at these prices for many years, and may never be shown again.

196 DUNDAS STREET. PHONE 1319.

MASON & RISCH LIMITED

248 DUNDAS ST.

Ever-increasing sales and sustained reputation are made possible only by two important essentials: regular and new customers.

For many years the Mason & Risch Victoria Service has embodied every feature that brings customers to our store and keeps them there!

Mason & Risch Victoria Service is PERFECT, and when we make this statement we know that the simple dignity of cold fact has been sufficient to entitle us to leadership as

"Canada's first and foremost Victoria House."

ROWAT'S COFFEE

Pleases people who are particular. 50 Cents Per Pound.

T. A. ROWAT & CO.

250 Dundas St. Phone 3051-3052.

You should hear Rev. R. W. Norwood speak on "Socialism and Christianity" at the Radical Club, Sunday, January 31, at 8:30 p.m. Questions and discussion. Admission free. Sherwood Hall, entrance Market Lane.

UPCOOK CO.

The Store that Serves You Best!

187 DUNDAS ST. near JERICO RD.

BROWN OPTICAL CO.

EYESIGHT SPECIALISTS. Phone 1877. LONDON, ONTARIO.

WEGNER CLOTHING CO.

Wholesale and Retail Dealers in Overalls, Sweater Coats, Gloves, Mittens and Raincoats.

London's Largest High-Class Workingmen's Outfitters.

Exclusive Manufacturers Agents for the Best Canadian and American Makes of Overalls.

371 TALBOT ST. OPP. MARKET. Open Evenings—Phone 189.

CONNELL'S COAL

We mine our own Coal and sell direct to you.

LARGE PEA COAL \$5.85 A TON

We guarantee this coal to have the value of nut in the shell and heater; saves you \$1.25 per ton.



C. H. WARD & CO. DIAMOND MERCHANTS : : AND JEWELERS : :

Half Price Jewellery Sale

Monday, February first, we will commence our GREAT ANNUAL HALF-PRICE JEWELRY SALE. This will be a grand opportunity to select your Wedding Presents, Card Prizes and Gifts for the coming season at just one-half the regular prices. We are also giving a special 20 per cent discount on every article in the store. Our North Windows and tables will be full of bargains during the whole month of February.

China at Half Price

Royal Crown Derby Tea Plates, regular \$2.50, for \$1.25
Royal Crown Derby Cream and Sugar, regular \$6.50, for \$3.25
Royal Crown Derby Cream and Sugar, regular \$4.00, for \$2.00
One only Hand-Painted Plate, regular \$5.00, for \$2.50

Two dozen assorted Cups and Saucers, ranging in prices from 75c to \$2.00, going at just one-half the regular prices.

One Dresden Fern Dish, regular \$5.50, for \$2.75
One small Fern Basket, regular \$4.00, for \$2.00
One Dresden Bon-Bon, regular \$2.50, for \$1.25
One Dresden Cake Dish, regular \$5.50, for \$2.75

Clocks at Half Price

25 Alarm Clocks selling regularly at \$1.00, for 50c. On sale Monday morning at 8 o'clock.

One large Hanging Clock, suitable for a hall or dining-room, regular \$14.00, for \$7.00
One large Hanging Clock, suitable for a hall or dining-room, regular \$11.00, for \$5.50

One Hanging Clock, suitable for an office, regular \$6.00, for \$3.00
One large Gilt Striking Clock, regular \$15.00, for \$7.50
One Gilt Bedroom Clock, regular \$2.50, for \$1.25

Silver Plate at Half Price

One Biscuit Jar, floral design, regular \$3.00, for \$1.50
Butter Dishes, regular \$1.25, for65c
Three-piece Cruet, regular \$2.00, for \$1.00
Marmalade Jar, regular \$2.50, for \$1.25
Small Pierced Silver Compot, regular \$1.75, for90c

Small Pierced Silver Compot, regular \$1.25, for65c
Small Pierced Silver Bon-Bon Basket, regular \$2.00, for \$1.00
Pierced Silver Bon-Bon, regular \$2.25, for \$1.15
One Round Tray, regular \$8.00, for \$4.00

WE ARE ALSO OFFERING SOME SPECIALS IN BROOCHES, SCARF PINS, CUFF LINKS, FOBS AND BRACELETS AT JUST ONE-HALF THE REGULAR PRICES.

Watches at Half Price

Gentleman's 16-size Gold-Filled Fortune case, 17-jewel, nickel finished movement, with patent regulator, Breguet hairspring, regular \$15.00, for \$7.50

Gentleman's 18-size Gold-filled Fortune case, 17-jewel, nickel-finished movement, with Breguet hairspring, patent regulator, regular \$15.00, for \$7.50

Lady's O-size, solid 14-karat gold case, set with five diamonds, 1-jewel movement, regular \$80.00, for \$40.00

Three only Sterling Watches, with leather wristlets, regular \$12.00, for \$6.00

We are also giving a special 20 per cent discount on all other Watches, including the Ball, Waltham, Howard, Elgin, and a full line of High-Grade Swiss Watches.

Cut Glass at Half Price

Cut Glass Celery Dish, regular \$2.50, for \$1.25
Cut Glass Salts and Peppers, with sterling silver tops, regular \$1.00, for pair 50c
Cut Glass Cologne Bottle, regular \$2.50, for \$1.25
Cut Glass Water Set, regular \$8.00, for \$4.00
Small Cut Glass Pitcher, regular \$2.00, for \$1.00
Small Cut Glass Cream and Sugar, regular \$2.00, for \$1.00

Cut Glass Berry Bowl, regular \$1.50, for75c
Small Cut Glass Vases, regular \$2.00, for \$1.00
Bon-Bon Dishes, floral designs, regular \$2.25, for \$1.15
Cut Glass Salt Dips, regular 50c, for pair 25c
Cut Glass Cream and Sugar, regular \$4.00, for \$2.00
Cut Glass Vinegar Bottles, regular \$3.00, for \$1.50

Diamonds at Half Price

Lady's Amethyst and Diamond Marquise Ring, regular \$100, for \$50.00

One Gentleman's Ring, round Belcher setting, stone weighs 3-8, 1-16, regular \$56.00, for \$28.00

One Gentleman's Ring, flat Belcher setting, stone weighs 5-8, 1-16, regular \$125, for \$62.50

One Gentleman's Flat Belcher Ring, stone weighs 3-4, 1-16, 1-32, regular \$140, for \$70.00

One Lady's Diamond Cluster Ring, regular \$25.00, for \$12.50

One Lady's Three-Stone Diamond Ring, regular \$350, for \$175.00

One Lady's Three-Stone Diamond Ring, regular \$60.00, for \$30.00

One Lady's Diamond Cluster Ring, regular \$50.00, for \$25.00

One Lady's Modified Tiffany, regular \$60.00, for \$30.00

One Lady's Modified Tiffany, regular \$110, for \$55.00

One Gentleman's Ring, round Belcher setting, regular \$95.00, for \$47.50

One Ring, regular \$10.00, for \$5.00

One Gentleman's Diamond Cluster Ring, regular \$50.00, for \$25.00

One Gentleman's Ring, regular \$80.00, for \$40.00

One Tiepin, cluster with cinnamon centre, regular \$50.00, for \$25.00

C. H. WARD & CO. Diamond Merchants and Jewelers

386 Richmond Street Phone 1084