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1,000 YARDS OF CAMBRIC EMBROIDERY AND INSERTION On Sale Thursday Morning 5c Yd.

One lot of nice fine Cambric Embroidery and Insertion, all widths from 2 1/2 to 6 inch. Worth up to 12 1/2c yard, lengths 6 to 10 yards. Special for Thursday morning at 5c a yard by the piece

White Saxony Flannel-ette 10c Yard

Excellent quality White Saxony Flannel-ette, 35 inches wide. Worth regularly 12 1/2c, special for tomorrow.....10c yard

10c English White Cotton for 8 1/2c Yard

Good quality of English White Cotton, full 36 inches wide. Good value at the old price, 10c yard, special while it lasts at 8 1/2c yard, 12 yards for.....\$1.00

Satin Stripe Delaines, 50c Yard

Just received a special shipment of Satin Stripe Delaines; they come in colors of rose, reseda, champagne, navy, cream and helio. Special, the yard.....50c

We Carry a full line of Crompton's Corsets.

R. J. YOUNG & CO.

We Carry a full line of Crompton's Corsets.

Stripe Flannelette Drawers 19c

Ladies' Flannelette Drawers, made of good quality stripe flannelette. Special Thursday at.....19c

Ladies' Flannelette Gowns 89c

Ladies' Flannelette Gowns, in white only, made with round yoke, trimmed with wash ribbon. Regular \$1.25, special Thursday at.....89c each

INVESTIGATING COST OF FARM PRODUCTS

The Dominion Department of Agriculture Looking Into the Problem.

Ottawa, Jan. 25.—The Minister of Agriculture is having an investigation made by officials of the department into the abnormal increase in the cost of the consumer of various farm products during the past few years. As intimated in Hon. Mr. Fisher's speech before the Canadian Club on Saturday last, though the prices of bacon, butter, milk, eggs and other staple household commodities have increased, the farm, are now considerably higher than they were some years ago, and are comparatively dearer in Canada than in Great Britain, it does not appear that the farmer is getting any considerable share of the enhanced price.

Whether the increased cost of living is due to the influence of any combination, or whether the middlemen are getting an undue percentage, is a matter for future investigation. The department of agriculture is simply investigating an inquiry as to the main factors relative to the cost of the situation, which may afterwards be of use in connection with the operation of the combines bill now before Parliament, and on which action may be taken if it is deemed necessary. The data will be placed at the disposal of the Minister of Labor, under whose administration the combines act will be.

A similar investigation into the cost of living, with a view to getting comparative figures as to the wholesale and retail prices, wages, cost of raw material and of the finished product on a large line of commodities now in daily use, has also been undertaken by the Minister of Labor, and is now well advanced. The investigation will be a most complete and thorough one. The general problem will be looked into from every side, and comparisons drawn between conditions in the United States and other countries with respect to the cost of living, remuneration of labor, and other phases of the subject, covering the last two decades. The results of the investigation will be published in the Labor Gazette, and will prove a most illuminative compendium of information on the trend of modern social and industrial conditions.

These investigations already undertaken by Hon. Mr. King and Hon. Mr. Fisher are of special interest in view of a paragraph in the speech from the throne at the opening of the Ontario Legislature, today, advising that just such action be taken.

EAST LONDON

ANOTHER GOOD YEAR FOR EAST END CHURCH

Adelaide Street Baptist Church Reduce Their Debt \$2,000—Give More to Missions.

A marked feature of the annual business meeting of Adelaide Street Baptist Church, held last night, was the treasurer's report, which was the most encouraging ever presented to the membership.

After devotional exercises Pastor Shields, who presided, called for the Sunday school report. This showed an average attendance of 100 scholars. During the year the school has received from a member of the church the handsome gift of 350 books for its library. The officers are: superintendent, D. H. Gillies; assistant superintendent, F. J. Reed; grading superintendent, J. K. McDermid; secretary-treasurer, F. Pierce; assistant secretary-treasurer, J. K. McDermid; librarians, R. Reed, F. Field; pianist, E. Johnson; assistant pianist, Miss Pearl Maynard; leader of singing, Clifford Reed.

Mr. W. L. Baldwin read the report of the Women's Mission Circle, showing that interest in the work had been well sustained. Outside of included expenses of nearly \$200, raised by the circle for missions. The officers are: President, Mrs. T. Woodburne; secretary, Mrs. J. W. L. Baldwin; home mission treasurer, Mrs. D. L. Shaw; foreign mission secretary, Mrs. T. Shields; librarians, Misses Margaret Moran and Velma Hayes.

The Young People's Mission Band presented a pleasing report. Miss Moran is the president, Mr. Howard Field treasurer, and Miss Aileen Reed secretary.

The officers of the Junior Mission Band are: president, Miss Maude Angus; vice-president, Miss M. Moran; secretary, Annie Reid; treasurer, Mabel Adkins. Their report was deferred.

The Adelaide Street Baptist Young People's Society, which has been in existence for some time, has given promise of good success. Its officers are: A. E. Brown, president; Horace Field, vice-president; Miss Hope McMichael, secretary.

The Ladies' Aid has put in another year of wonderful work that cannot be entirely represented in figures—such as sewing, entertaining delegates, and cleaning. Besides this, however, they have finished paying \$700 for carpet and have a balance on hand.

This busy band is offered by Mrs. D. H. Gillies, president, Mrs. E. Pierce, first vice-president; Mrs. S. Reed, second vice-president; Mrs. (Dr.) Cline, secretary; Mrs. J. E. Adkins, treasurer, and Mrs. McInnes, organist.

Mr. F. J. Reed (for Adelaide Street Church) reported having received in the past six months \$87.50 in small sums to aid the Horton Street (Colored) Baptist Church.

Mr. Wm. Curvey, membership clerk, reported 424 resident members on the roll.

The report of Treasurer J. K. McDermid was most encouraging, and following so soon after the season of general depression it was a surprise to many members. Besides meeting all current expenses, paying interest, and wiping out a last year's deficit, the total debited to the church in round numbers by \$2,000. The past year's receipts (\$7,128.79) were the largest in the church's history. At the same time the contributions to missions were \$217.50 more than any previous year, totalling \$892.94—or \$328 more than last year.

The report of the deacons' board expressed gratification at the encouraging character of the elements presented, and appreciation of the faithful work of the pastor and Mrs. Shields.

The pastor, in his fifth annual review, commented on the various reports, and paid a well-merited tribute

BALM-ZOIN

An elegant preparation for the prevention and cure of chapped hands and face, cracked lips and roughness of skin. 25c per bottle at

Strong's Drug Store

184 DUNDAS STREET.

NOT HOW CHEAP BUT HOW GOOD

A Baking Powder whose only merit is that it can be sold cheap is not one that is calculated to inspire confidence. If you use STRONG'S BAKING POWDER you may rely on results.

to the retiring treasurer, Mr. J. K. McDermid, for his efficient and self-sacrificing services, and expressed his thankfulness that they would still have the advantage of Mr. McDermid's invaluable advice on the finance committee. While gratified with the financial standing of the church, the pastor pointed out the necessity for still greater effort on the part of people as well as pastors, to bring wanderers into the fold of "the Good Shepherd," who gave his life for the sheep.

The last business of the evening—election of officers—resulted as follows: Church clerk, Roy V. Freeland; membership clerk, Wm. Curvey; treasurer, C. W. A. Woodburne; financial secretary, J. DeWolf; assistant secretary, J. Y. L. Baldwin; coupon secretary, S. B. Taylor; assistant coupon secretary, F. Pierce; coupon clerks, H. Lee and H. Field; mortgage reduction coupons, E. Noel; week evening plan, Miss Aileen Gillies.

Finance Committee—Messrs. T. Shaw, R. Angus, S. F. Edgar, J. W. L. Baldwin and W. J. Tate.

Missionary Committee—Messrs. C. W. Woodburne, A. E. Brown and S. F. Edgar.

Ushers—Messrs. Taylor, Earl Gray, McInnes, James Young, Noel, Hayes, Leach, T. Shaw, A. E. Brown, D. McLean, H. L. Field, J. White, E. Saleh, Sheppard, H. Field, G. F. Wilson, Alan White, Woodburne and Spencer.

Building Steward—Robert Angus.

RAILWAY EMPLOYEES DISCUSSED SITUATION

But Are Keeping Very Quiet in Regard to the Conference.

Conductors and brakemen on the G. T. R., who have sent delegates to Montreal with the committee, asking for an increase in wages, continue to keep absolutely quiet on the matter.

A meeting was held Sunday in the Foresters' Hall on Richmond street, and it is said that matters were discussed from all sides, and very hopeful as far as the increase is concerned, and they claim that the company's officials have issued a statement that they will have to be greatly modified.

In fact, one story says that the Grand Trunk will not meet the men half-way.

The brotherhood officers, although hopeful that a settlement will be arrived at peacefully, will not be taken unawares if a strike is called. "We will be ready to take the matter any way it comes," is one man today.

Messrs. Cripps and Dinkin, the London delegates, are not expected back in the city for some days.

EAST END MERCHANTS WANT A FIRE ENGINE

Will Petition the City Council to Place One in No. 2 Hall.

One of the most prominent merchants in the East End is advocating a steam fire engine for No. 2 hall, and as a result of a movement in that direction, a committee of businessmen will probably lay the matter before the council shortly.

East Enders claim to have had sufficient proof that the firemen are powerless with a big blaze in the summer months, and when a fire gets a start, as in the cases of the street railway barns a couple of years ago, and the Globe casket works last winter, it must burn itself out.

"We pay a big percentage of the taxes, and as our industrial and business interests must be protected, we consider that the protection insured by an additional fire engine would warrant the necessary expenditure. No. 2 hall is plenty large enough to accommodate a steamer, and the only expense would be the engine and horses and the required number of men."

DEATH OF W. F. CONNOR

Well-Known Carpenter of Queen's Avenue.

Mr. William F. Connor, of 847 Queen's avenue, a well-known carpenter, died rather unexpectedly at his home last evening. Although Mr. Connor had been ill for some time, his case was not considered serious.

He was an elder of King Street Presbyterian Church.

The deceased is survived by his wife, a sister, Miss Connor, who has resided with him for some time, and a daughter, Mrs. Howe, of Chicago.

He was in his 58th year.

The funeral will probably be held Friday afternoon.

NEW HAMILTON PLANT.

Hamilton, Jan. 25.—The important announcement was made this morning that the Otis Fensom Elevator Company had set aside an appropriation of \$25,000 for its new plant in Hamilton. The statement, made by Mr. Fensom, to Mayor McLaren, caused considerable surprise, as it was understood that the company intended to spend only \$10,000 on the new plant. A building permit issued to it some weeks ago was for \$40,000. The company has evidently determined to make its plant one of the largest in Hamilton. Three new additions, of steel and brick, are being built, and the citizens generally have no conception of the proportions of the plant when it is completed.

THE STEADIEST PLODDER

In the world is a Bank Account. It knows no Sunday, holiday or vacation. It never sleeps. Its life is one long round of earning and growing. Why don't you get one to plod for you? Let this good Bank be the cradle of your fortune.

THE BANK OF TORONTO

THREE OFFICES IN LONDON.

REEVE AULT ELECTED WARDEN OF LAMBTON

Inaugural Meeting of Council—Pastor's Salary Raised—New Summer Resort.

Samia, Jan. 25.—The first sitting of the January session of the Lambton county council for 1910 was held here yesterday afternoon. All the members were present, and presented their credentials to the clerk, except Reeve McGugan and Deputy Reeve Roebuck, of Sombra, the clerk of Sombra having neglected to forward the necessary declaration. Mr. McGugan stated on behalf of himself and Mr. Roebuck that he could satisfy the members present that they had been duly elected, and on the strength of the invoice they had received from Dr. Henderson, Messrs. McGugan and Roebuck were given their seats.

The most important item of business transacted at the sitting was the election of the warden for 1910. There was a four-cornered fight. The Conservative candidates were Messrs. Darvil and Anderson, and the Liberal candidates Messrs. Milne, Reeve of Samia, and Robert Ault, warden of the county council is equally divided politically, and on the first ballot the vote stood as follows: Ault 11, Anderson 10, Darvil 7 and Milne 4. When the result of the first ballot was announced Mr. Milne retired.

A second vote was then taken, which resulted in a gain of five votes for Ault and one for Anderson, thus giving Mr. Ault one-half the total vote, as follows: Ault 16, Anderson 11, Darvil 5, and Milne 4. A third ballot resulted as follows: Ault 17, Anderson 12 and Darvil 3. Mr. Ault was accordingly elected and was escorted to the chair and sworn into office.

Warden Ault's Address.

In his inaugural address the newly-elected warden thanked the members of the council and the people of the county, and asked for their co-operation in the discharge of his duties.

He also spoke for the several items of important business coming up, and then declared the session opened.

Mr. Ault has had an honorable municipal career, having served his constituency for two years as councillor, and is now serving his fourth year as Reeve. In electing him to the warden's chair his colleagues have found a man who has been, and no doubt always will be, a most efficient and willing to promote any scheme or legislation that will be for the best interests of the county.

Mayor A. J. Johnston, of Samia, who, together with Mr. Warden R. C. Bailey and Reeve McGugan, of Sombra, was appointed to interview the Provincial and Dominion Governments with a view to having the law enforced, especially the liquor law, and at the close of the meeting the officers were called in and instructed accordingly.

Summer Resort Association.

A move is on foot to form Samia as a summer resort. Some of the best fishermen of Port Huron are organizing the Port Huron Summer Resort Association, and every effort will be made to secure resorters during the coming summer. Samia has as fine a beach as there is on Lake Huron, and a place which cannot be rivalled anywhere, and some of the merchants think that a stellar site on the part of the city would be a good move.

It is suggested that the board of trade, out after excursions from all parts of the Western Ontario district, and induce people to pay a visit to Lake Huron Park, and advertise the cottages on the river and lake shore.

FATAL COASTING ACCIDENT.

Syracuse, Jan. 25.—John Houghton, 15, was fatally hurt and Marie Houghton, 14, had her leg broken, last night. A party of 11 persons, including a very young child, were on a sled when it went down a very steep hill, and the sled was going at terrific speed when it struck a tree, and the child was killed, and the girl was badly hurt.

The entire party was thrown violently into the air. None escaped without bruises.

Heating, a Chinese physician, who in the third century, gave his patients a preparation of leeches, whereby they were rendered insensible during surgical operations. The specific effects of this drake are mentioned in Shakespeare.

Mrs. W. W. W. Soothing Syrup has been used for over THIRTY YEARS by MILLIONS OF MOTHERS FOR CHILDREN WHILE TEething, WITH PERFECT SUCCESS. IT SOOTHES THE CHILD, SOFTENS THE GUMS, ALLEVIATES ALL PAIN, CURES WIND COLIC, and is the best remedy for diarrhoea. Sold all over the world.

Police Regulations.

The police committee of the town council which is composed of Mayor Johnston and Aldermen Clark and Dr.

The Dominion Savings and Investment Society

MASONIC TEMPLE, LONDON.

Two Offices With Vault for Rent—Masonic Temple.

Apply to N. MILLS

LONDON ADVERTISER'S SPECIAL MUSIC OFFER

Today's Coupon Entitles You to a Copy of a Very Popular Song at Ten Cents.

The song offered today is a comic song. It is negro dialect, and is entitled "I'm Feelin' Blue." This song is now being sung and featured by the best known public entertainers. Words and music are very catchy, and it is one of those comic songs that everyone likes to sing.



THE LONDON ADVERTISER MUSIC COUPON DATE I'M FEELIN' BLUE

Name
Street and Number
City or Town
Province

To obtain the sheet music above, fill out the coupon and inclose ten cents in stamps or coin. Address Music Dept. London Advertiser.

THE W. C. T. U.

Address by Rev. Mr. Rollins on "Modern Pitfalls"—The Duties of Mothers.

The Women's Christian Temperance Union met in the usual place, the president, Mrs. Hubert Ashplant, in the chair. Rev. James Rollins of the King Street Presbyterian Church, gave a very interesting address on "Modern Pitfalls." A discussion ensued, in which it seemed to be the prevailing opinion that mothers were largely responsible for the guidance of the young, and if these are careless from any cause, love of pleasure, ignorance of their duties, or mere indifference, the child is most apt to go astray.

A message was read from the W. C. T. U., Toronto, asking the ladies not to neglect to save and send to the Union Surprise soap wrappers, as the bonus given was a material help in raising funds for the suppression of the white slave traffic. Ladies and members of the union, please note, and kindly lend your aid if you use that soap.

The writer deplores forgetfulness which prevented the presentation of the leaflet from the Dominion W. C. T. U. Sunday School Quarterlies, Feb. 20 is the next Temperance Sunday, and all desiring them should do so directly, lest postal privileges expire, and they will then have to pay postage. Address, Mrs. Blanche Johnstone, Bay View Villa, Barrie, Ont. Mailing days, Feb. 1 and 8.

Sympathy was expressed for the family of Mrs. John Dunkin in their recent severe bereavement.

Next meeting, Feb. 8, will be devoted to "Our White Ribbon Messenger," and

a very interesting programme has been prepared. There is also in view a very pleasant interview with the various advertisers in the White Ribbon Tidings.

Best attend, all members who live a good time.

STUDENTS' AT HOME A BRILLIANT SUCCESS

Annual Dance of Medical College Held at the Townshend.

The annual "At Home" of the Western Medical College, which was held in the city hall last night, was a success in every particular. The pleasing decorations of purple and black in the dining-hall and the bunting and Union Jacks throughout the hall, added to the pleasure greatly.

The music, which was supplied by Tony Cortese, was all that could be desired. "The Medical Triumph" meriting special mention.

Many out-of-town guests were present, and together with those from the city enjoyed the hospitality of the students to the full.

The extension of prohibition throughout the United States has caused a largely increased demand for "soda pop," as indicated by the great demand for bottles, works have been made at the Alton (Ill.) glass night and day manufacturing soda pop caused a big increase in orders for all kinds of large bottles.

The great tidal waves observed at Mar-selles, France, June 15, 1909, appear to have been caused by the unusually high electric charge of the atmosphere which is known to have existed during the period of the earthquakes which devastated the south of France.

NEW YORK BANKER AT CANADIAN CLUB

Told the Members That Protection Would Save Great Britain.

Mr. Grant Hugh Brown, a prominent banker of New York City, was the guest of honor at the Canadian Club luncheon today. There was a fair attendance, and the members were well pleased with Mr. Brown's address. Inspector Edwards presided.

This was the first audience he had ever addressed in Canada, declared Mr. Brown. He had spoken in England and Scotland, and in most of the principal cities of the United States, but had never addressed a gathering in Canada. He was particularly pleased with his first address in London. His father was born near Hamilton, but at 14 he had had a dispute with his father, and had run away to London, where he learned the carpenter trade. Then he went to Ohio and worked himself through college, later becoming a Presbyterian minister. "So much for Canadian industry," declared Mr. Brown amid cheers.

Capital in the United States.

Mr. Brown then dealt with the organization of capital in the United States, and explained the origin of the trusts. He declared that the trust eventually worked out for the benefit of the masses of the people. Organization was necessary, and it was forced about by the demands of bankers for adequate protection of the money they invested in the enterprises.

The United States steel corporation was the first trust. It conceived the idea, but he failed to obtain the financial backing necessary to purchase the Carnegie plant for \$100,000,000. When the scheme failed Morgan took up the idea and paid Carnegie \$200,000,000 for the plant.

The Trusts.

While the trust had been decried, nevertheless the price of steel had been reduced greatly. The Guggenheims had also cornered about 95 per cent of the lead produced in America, but they had resisted the temptation to raise the price and they were uniformly lower. The wickedness of the trusts as mentioned in the newspapers was somewhat exaggerated.

Mr. Grant took the ground that a trust that was organized for the purpose of robbing the people of their money, because of the alertness of the press, and the weight of its own industry.

Protection for England.

He took the stand that protection was the policy that would save England, as it would the colonies. Many a vast encroaching on England's business, and it was due to the English to improve their methods in order to hold the trade.

A hearty vote of thanks was tendered the speaker.

WILL EXPERIMENT IN BUENOS AYRES

Horsemen Intend to Send Jumpers There for Trial Racing.

New York, Jan. 25.—Samuel Doggett, a Jockey who has been out of the saddle for several seasons, will ride again this summer. He will do his riding in Buenos Ayres, and the announcement of his intention to go to Argentina has attracted attention to racing condition there. It is said that S. C. Hildreth and perhaps two or three other American owners will send strings to the southern republic as an experiment.

SOX LAND SMITH REDS GET LOBERT

Two Magnates Leave Pittsburgh Satisfied With Themselves.

Pittsburgh, Jan. 25.—Two baseball men who have been in the city during the conferences of the major league committees this week, left for home after accomplishing what they came here for. Charles A. Comiskey, of the Chicago Americans, were an engaging smile as he boarded his train, for he had signed Frank Smith for his pitching squad. Smith had rejected all overtures the day before Comiskey's smile. Clark Griffith landed Hans Lobert, who had agreed to play third base for Cincinnati this year.