Taylor's 4 Cut-Rate Drug Stores

sell at lower prices than smaller concerns can buy.

—EYES—
TESTED FREE
BY OUR EXPERT OPTICIAN.

Regular $3 Glasses For $1.50.

C. H. Ward & Co.
Diamond Merchants and Jewelers.
386 Richmond St. Phone 1084.

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

BROWN OPTICAL CO.
EYESIGHT SPECIALISTS.
Phone 1877.
LONDON, ONTARIO.

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 range and heater; saves you $1.25 per ton.

London's Largest Jewelry
Wholesale and Retail.
234 DUNDAS STREET.
We mark our goods to sell at the price they are marked. They are not marked up to mark down. One price the year 'round, our motto.
W. J. WRAY & CO.

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 1849.

CANCERS
Can be cured if treated in time by the late Henry Edwards' treatment, now given by J. Levitt. Write for particulars and testimonials.
588½ RIDOUT ST. PHONE 2686. ywt

Established 1846.
B. A. MITCHELL
DRUG STORE
The oldest established drug store in London.
114 DUNDAS ST. ty PHONE 623.

The best ad. is a satisfied customer. One ton will convince you
OUR COAL IS THE BEST
Heaman & Son
York and Burwell Sts. Phone 312. ywt

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.
375 Clarence. Open Evenings. ywt

Diamond Engagement Rings
Our specialty from $5 to $500.
Every stone guaranteed.
N. AGRANOVE,
Phone 1742. 650 Dundas Street. ywt

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Genuine Plymouth Anthracite, from individual mines. Prompt delivery. Prices on application.
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JAS. H. HERRICK, AGENT. ywt

MODERN PLUMBING
When asking for prices on all kinds of plumbing and heating see
Eggett & Co.
Phone 210. 392 Clarence St. ywt

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

The London Loan and Savings Co. of Canada
Allow 4 Per Cent On Deposits, 5 Per Cent On Debentures.
Deposit Boxes To Rent at Lowest Rates.
COR. CLARENCE AND DUNDAS STS.

YOUR MONEY'S WORTH
When you spend a dollar you expect to get a dollar's worth.
When you buy any kind of bread without knowing the ingredients you don't get full value.
Parnell's Bread
Is guaranteed to contain nothing but the purest and most health-giving ingredients. It is easy to get, being sold
AT ALL STORES
And from our wagons.
TRY A LOAF TODAY.
Phones 929-1390. ywt

About Our Diamonds!
PARTICULARLY ABOUT OUR ENGAGEMENT RINGS.
Nowhere on the continent will you find a finer selection to choose from than we have at our command. See our specials at $138, $225, $360, $525.
Years of specializing, buying direct, buying quantities for two stores, enables us to maintain our prestige as LEADERS in the diamond business, also in giving extraordinary VALUE.
YOUNG'S
"A Good Place to Buy."
TWO STORES:
LONDON, EAST LONDON
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JOHNSTON BROS.' XXX BREAD
(Wrapped Loaf)
Our wrapped loaf comes to you clean and sweet. It is most wholesome bread, made of finest wheat flour and malt extract, mixed with milk.
Price, 5c
ywt

30c STRONG'S BAKING POWDER
French Cream Tartar is now arriving in Canada at more frequent intervals and at a more favorable price. Therefore, we have reduced the price of this household necessity.
Strong's Baking Powder
—to—
30c PER POUND.
A "Strong's Cook Book" free on application.
STRONG'S Drug Store
184 DUNDAS ST., LONDON, ONT

NO BETTER WAY
to preserve your snapshots than in an album. Many styles to choose from.
J. H. BACK & CO.
210 DUNDAS STREET. ywt

PRESCRIPTIONS
No double pay for prescriptions at CAIRNCROSS'.
You get exactly what the doctor orders, careful service and prompt delivery.
You pay a reasonable price.
PROMPT FREE DELIVERY
PHONE 880.
CAIRNCROSS'
DEPENDABLE DRUGGISTS.
216 Dundas Street.

GET READY FOR JACK FROST
HE'S SURE TO COME
OUR COAL GIVES HIM A WARM RECEPTION.
JOHN MANN & SONS
Phone 470.
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.

LOCAL NEWS

WRIT ISSUED.—A writ has been issued by Gibbons, Harper & Gibbons, on behalf of Sterling Bros., against W. C. Wilson & Co., Thorold, for $178, for goods sold and delivered.

AT ST. LUKE'S.—Tomorrow evening a special service will be held in St. Luke's Church, Broughdale, and an offertory collection will be made in aid of the Soldiers' Comfort fund. Rev. R. T. Bowen will preach.

LECTURE ON TURKEY. — "The Rise and Fall of the Turkish Empire" will be the subject of a lecture by J. Howard in the Christadelphians' Hall Sunday evening. The lecture will be illustrated with lantern slides.

SERMON ON SOBRIETY.—On Sunday evening in the Dundas Centre Methodist Church, the pastor, Rev. A. J. Thomas, will preach the first of his series of sermons on the triangular life. His subject will be "Sobriety."

FIFTH OF SERIES.—Evangelist Belcher will preach his fifth sermon in the series of the Great Drama of Redemption. "The Ascension of Christ." Sunday night at the York Street Mission Hall.

FEDERATION MEETS. — Members of the Social Service Federation met yesterday afternoon to attend to routine business, and arrange for a meeting of the temperance committee of the association, to take place early next week.

STRIKES HEAD ON WALK. — A man giving his name to the police as Henry Dorner, slipped on the sidewalk at Richmond and Fullarton streets at 8 o'clock last night and struck his head. He was taken to St. Joseph's Hospital in the police motor ambulance.

BELGIAN RELIEF CONTRIBUTIONS.—Yesterday's contributions to the Belgian Relief Fund, which will go toward provisioning a fourth carload of necessities for Belgians, are acknowledged by Mrs. H. A. Boomer: William Ellis, $10; Miss Macbeth, $90; the proceeds of the sale of a watch and a personal check for $10.

DRIVING SNOW STORM.—A driving snow storm that visited London last night shortly before 6 o'clock continued for several hours, and hindered street railway and vehicular traffic considerably. Over three inches of snow fell, while the strong wind caused drifts to form in many places. The temperature remained low.

REPEAT "MESSIAH"—Next Sunday the First Methodist Church, Rev. Dr. Flanders continues in the morning his series on the character of Christ. At night the section of "The Messiah," expressing the Nativity and mission of Christ, will be repeated by the choir, considerably augmented by members of the "Messiah" chorus. Mrs. Wyatt and Miss Layman wil take the solos and Mr. Jordan will accompany the numbers with the special stops of the new organ.

HURON COLLEGE APPOINTMENTS—Huron College appointments are: Morpeth, H. B. Metcalf, B. A.; Glanworth, C. W. Foreman; Courtright, R. E. Charles; Teeswater, J. Cottam; Oil Springs, W. Jones; St. David's, W. B. Moulton; Yarmouth Heights, H. Payne; Middleton, R. Kalis; Beachville, W. F. D. Smith; Chelsea Green, E. Garrett; Melbourne, W. Davis; Church of the Epihany, F. Hardy, C. Mitchell; Aged Peoples' Home, G. Kelly.

SCOTCH CONCERT. — A real old-fashioned Scotch concert will be given in the First Congregational Church on Monday evening at 8 o'clock. Rev. Walter Moffat will give an illustrated lecture on Scotland, showing the Trossacks, and many other famous places. London's best talent will sing Scotch songs, while the skirl of the pipes will also be heard, when Peter Russell tunes up. By special request, Miss Mowat will sing Loch Lomond, while Miss Gladys Tullett will recite her special war selection.

A PATRIOTIC MAIL COURIER. — Among the subscriptions to the patriotic fund received by the Minister of Finance at Ottawa was one of $80, received from the patrons of Clifford rural mail route No. 3. Mr. Kelsey, the courier, who collected and forwarded the amount mentioned, has received from the deputy postmaster-general, through whom the contribution was sent, a communication acknowledging the receipt of this check and expressing the appreciation of the department to himself, and all whose names appear on the list of contributors.

K. OF. C. MINSTRELS. — The Knights of Columbus minstrels, which have been rehearsing for the past two months, are now in good shape, and have everything ready for their two big performances in St. Peter's Auditorium on next Thursday and Friday evenings. By the advance sale of tickets there promises to be two jumper houses. The end-men, Roy Nopper, Art Hayes, Joe Hickey, John Forristal, V. Colgan and Ed Ryan, are full of ragtime songs and jokes. Also Dave Walsh and Gordon Macdonald promise to "catch" the audience, and M. J. McKeough's song, "The Eighteenth Battalion on Parade," is sure to make a hit.

UNIQUE SERMONS. — A unique and attractive series of sermons by Rev. H. H. Bingham, of Talbot Street Baptist Church, is announced in the church calendar to commence tomorrow evening. The general theme is "The Tragic Words of the World's Great Struggle," and the subjects are: "The Superman—Culture," "The Day! The Day!" "Confidence," "The Allies—Companionship," "The Enemy—Conflict," "The Sorrow—Compassion," "To a Finish—Conquest," "A Lasting Peace—Coronation." At the Talbot Street Baptist Sunday school tomorrow about fifty rewards will be presented to the scholars who have been faithful in attendance during the past year.

AT "THE MOVIES"

ZUDORA.

The photo-play corresponding to this instalment will be shown at the Empire Theatre, East London, next Friday and Saturday.

Zudora (Episode nine—"Kidnapped; or the Mystery of the Missing Heiress")—Soon after Zudora's thrilling escape from the clutches of Chang, the Chinese hypnotist, in which John Storm and the mysterious Jim Baird played no small part, the sudden, strange disappearance of a child, destined to inherit millions, became the talk of the town. Zudora, like everyone else, became interested in the case and determined if possible to solve it, although hr uncle, Hassan Ali, busied himself with other things, often being mysteriously absent from the house for days at a time.

It was at this time that a certain Madame Duval, the beautiful, but somewhat mysterious woman, who was in the confidence of Chang in Episode Eight, was introduced to Zudora. Oddly enough, the girl, having been under Chang's hypnotic influence at the time, did not recall ever having seen her. Feeling a strange attraction for her new acquaintance, Zudora returned her call, although had Jim Baird known of it, the friendship of the two might have awakened some misgivings in his breast, for he evidently distrusts the charming fair one.

During Zudora's visit at Madame Duval's she was much puzzled at the coming and going of many strange guests, the mysterious conferences held and the frequency with which her hostess was called away. It was during one of these absences, that Zudora idly glanced at a newspaper on the table before her. An item in the personal column caught her eye, and her fertile brain did the rest. Hardly awaiting to say goodbye to Madame Duval she sets forth on what she believes is a clue to the whereabouts of the missing child. Nor is she far off the scent, for the hint she had received from the "personal" leads her to a deserted freight caboose in a little used railroad siding. Listening at the door she overhears the kidnappers discussing plans to get their victim to a safer place.

In the meantime Jim Baird has also been investigating certain clues which have come into his possession. John Storm, also, informed by Zudora in a hasty note, of what she has learned, begins an investigation on his own account. Thus all three are eagerly hunting for the missing heiress. But it is Zudora who first learns the whereabouts of the stolen child. Watching her opportunity, she is about to liberate the little one, when three members of the gang, returning suddenly and finding her, seize both Zudora and their captive and imprison them in the old caboose, where Zudora had first overheard their plans.

Meanwhile Madame Duval, who has some mysterious connection with the forces that are opposing Zudora, becomes worried at the delay in bringing her plans to a successful issue. Acting under instructions evidently, the gang are seen placing an infernal machine in a car filled with gunpowder, which is next to the old caboose in which Zudora and the kidnapped child are imprisoned. An engine hooks up with the freight and slowly moves off, hauling the caboose with it. In a few moments the explosion is certain to take place and it seems that nothing can save the kidnapper's victims, unable to get out, from being blown to atoms.

But it is not to be. Jim Baird, who by some psychological instinct or perhaps because he is never really out of touch with Zudora's doings, always seems to be on hand at the time of Zudora's direst need, appears on the scene, just as the train is starting. Instinctively, he seems to sense the danger. Running swiftly forward, he makes a flying leap upon the rods at the side of one of the freight cars, climbs upon the roof of the powder car and makes his way to the caboose. He sees Zudora's terrified face at the window. Clambering down between the cars he uncouples the caboose from the train. And not an instant too soon. For hardly has the train gone half a city block before there is a tremendous explosion and the powder car disappears in a great cloud of white smoke.

It is out the work of a moment for Baird to batter in the door of the caboose and assist the frightened Zudora and her helpless companion to the ground. He dashes into the caboose again, hoping to find some evidence against the kidnappers. He has hardly finished his hurried search, when there is a sudden explosion.

Down the track comes running John Storm, too late to aid his sweetheart and frantic with apprehension. He comes up just in time to see Zudora and her little charge descend from the caboose, and the next instant he holds her close in his arms. When they turn to thank Jim Baird, the man to whose heroism and resourcefulness they owed their rescue, it is to find him gone. He has vanished as utterly as the destroyed powder car.

WAR PICTURES AT THE STAR.

Manager Reid, of the Star Theatre, has secured a big war picture for Monday, Tuesday and Wednesday of next week. The picture, it is claimed, shows just exactly what happened from the assassination of the Crown Prince Ferdinand to recent battles in Belgium and France. It is produced by the Consolidated Film Company, of Toronto, and is one of the first pictures made by a Canadian Company to be shown in this city. The picture is in four parts, and is entitled "The War of the World."

There are 86 different scenes in the four parts, starting with the assassination of the Crown Prince Ferdinand and ending with the U. S. battleship Tennessee steaming for Europe with gold to rescue refugees in distress.

EXHIBITION ABANDONED.

WINNIPEG, Jan. 22.—The Canadian Industrial Exhibition board has decided to abandon the idea of holding an exhibition here this year as the result of the defeat [illegible] the ratepayers at a recent electi[illegible] by-law providing $40,000 for [illegible]

NO MORE CABINET CHANGES.

OTTAWA, Jan. 22.—It is understood that no further changes in the Federal Cabinet are in prospect for the immediate future. It had been rumored that E. L. Patenaude, M.P.P., would run in the Terrebonne by-election and succeed Hon. Louis Coderre, who would go to the bench. The nomination yesterday of Gideon Rochon for Hon. W. B. Nantel's old seat has given the quietus to the story.

LOW FARES TO THE CALIFORNIA EXPOSITIONS VIA CHICAGO AND NORTHWESTERN RAILWAY.

Four splendid daily trains from the New Passenger Terminal, Chicago to San Francisco, Los Angeles and San Diego. Choice of scenic and direct routes. Double track. Automatic electric safety signals all the way. Let us plan your trip and furnish folders and full particulars. B. H. Bennett, general agent, 46 Yonge street, Toronto, On. J16,23,30

GREY HAIR
Dr. Tremain's Natural Hair Restorative, used as directed, is guaranteed to restore grey hair to natural color, or money refunded. Positively not a dye, and non-injurious. On sale at Anderson & Nelles' drug store, 268 Dundas street, London. Price $1.00 (postpaid). Write Tremain Supply Company, Dept. T., Toronto. 35tf t

600 More Signs To Point Out Way To London City

London and Western Motor League Will Put District "On the Map."

It was decided last night by the executive of the London and Western Motor League, at a banquet given them in the Manor Inn by President George M. Reid, to erect 600 more direction signs during the ensuing year.

These signs will be distributed and placed on roads that are out of the way and those which have as yet failed to receive any of the Motor League's guide signs.

During the banquet, the membership committee announced that they were out this year to add 200 new members to the league in order to make the total membership 400.

The executive committee decided to provide each member of the league with one of the Ontario Motor League emblems gratis.

255 PATIENTS IN MONTH

That Number Admitted Into Victoria Hospital In December

The inaugural 1915 meeting of the hospital board of trustees in the city hall yesterday afternoon elected Col. William M. Gartshore chairman of the board for the ensuing year. The Provincial Government report received from Dr. R. W. Bruce Smith, inspector of hospitals, is worded:

"This hospital continues to be well conducted and is caring for a large number of patients in a manner that must be satisfactory, considering the large increase in the cost of hospital maintenance. Public ward patients are especially comfortable.

"The improvement in the heating system will shortly be completed and the plan of utilizing the garbage of the city is likely to effect a saving of 25 per cent in cost of fuel."

A communication from School Inspector G. B. Edwards regarding the equipment of the eye, ear, nose and throat department, established in the free dispensary department by the school nurse, was referred to the house committee.

Following is the superintendent's report for the month of December, 1914:

Number of patients admitted—Males, 71; females, 114; children, 69; total, 255.

Number of patients discharged—Males, 67; females, 114; children, 70; total, 251.

Number of deaths, 18.

Number of births, 17.

Number of patients receiving treatment, December 31, 1914, 178.

Number of patients receiving treatment in the free dispensary, 118.

Cash receipts for month, $3,417.75.

PUBLICITY BRINGING SETTLERS TO COUNTRY

Middlesex Association Is Forging Steadily Ahead.

The annual meeting of the London and Middlesex Publicity Association was held in the county buildings Friday afternoon, with a fair attendance. In reviewing the work of the past year, President S. F. Glass, M.P., stated that the work of the association was bearing fruit, declaring that one Englishman who had read one of the association's pamphlets had written, to him and stated his intention of coming to Middlesex, where he hoped to invest $100,000 in a dairy farm. The association has issued 15,000 pamphlets during the past year. Mr. Glass also referred to the fact that Australia and New Zealand were paying the way to those colonies, of desirable emigrants, and bonusing them as well. This made it difficult for Canada to secure that class of emigrant.

Favors Winter Fair.

I. B. Whale, district representative, spoke strongly in favor of a winter fair for the county. The association decided to ask the county council to provide Mr. Whale with an automobile, in order that he might cover more ground.

Ald. Haney spoke strongly in favor of establishing a stock yards in London. He stated that he had received enough pledges from a number of meat companies in the surrounding districts, that would warrant the shipping of ten carloads of cattle per week.

The association made the usual yearly grant of $200 to the Western and Strathroy fairs, for county exhibits.

The financial statement showed the association to be in satisfactory condition. The receipts amounted to $2,131.75; disbursements, $1,791.12, leaving a balance of $340 in the treasury.

Won't Ask for Grant.

Owing to the money shortage, it was decided not to ask the city and county for the usual grant to the association.

Following are the names of the officers elected for the ensuing year: Honorary president, S. F. Glass, M.P.; president, J. H. Laughton, formerly of Parkhill, but now of this city; first vice-president, J. Ramsay; secretary-treasurer, S. D. Dawson. Executive committee, J. H. Laughton, I. B. Whale, B.S.A.; M. E. Bilyea, W. C. Pack, R. Dengate, W. Trott, D. Anguish, James Murray, Thomas Benstead, Ald. Haney, T. H. Rickard and E. T. Caverhill.

Representatives to the London Industrial Bureau are J. H. Laughton and J. L. Robson.

COUNCIL COMMITTEE FAVORS STOCKYARD

But Will Make No Decision Until Further Information Is Obtained.

The special committee appointed by the city council to look into the advisability of the city entering into the stockyard business, or at least taking a few shares in a company, met in the board of control rooms on Friday night, and after a two hours' discussion decided to wait until more information on the subject was obtainable, before doing anything definite in the matter.

Every member of the committee present was very much in favor of establishing a stockyard here, and there is little doubt that the city will do something for the project, judging by the tenor of the meeting.

Ald. Haney was of the opinion that such a concern would make meat cheaper in London, declaring that the freights to and from Toronto would be cut off.

A prominent cattle buyer present at the meeting declared that it cost him $70 to send his steers to Toronto, and that in a few days, when he had a rush order on dressed meat, it cost him $40 to get them back again, besides being out all the freight.

Ald. Haney was of the opinion that the city could not invest $5,000 to better advantage than in a stockyards, and that it would pay for itself in a few years. This was also the opinion of Ald. Merryfield.

Controller W. W. Gammage presided at the meeting.

Where in London
are those rubbers for a woman with the patented leather inner heel that prevents slipping and splitting, for 85 cents, sold?
Why, at the most popular shoe store.
THE J. P. COOK CO. LIMITED
The Store that Serves You Best
167 DUNDAS ST. Annex 396 RICHMOND ST.

Absolutely Nothing But Bargains.
Ladies' genuine suede leather Handbags, new 4-inch polished silver frame, deep shape, colors black, tan, blue, grey, etc., sale price 39c.
PEEL'S Dominion Savings Building, RICHMOND STREET.

ROSS' LIMITED
Clearing $10,000 Stock
Entire Ready-to-Wear Stock Offered At Clearing Prices
These goods are strictly correct and up-to-date and selling at prices that will promptly effect a complete clean-out.
SUITS, latest style, all sizes, in navy and black. Regular $31.50, now..... $15.50
SUITS, latest style, all sizes, in navy and black. Regular $25.00, now..... $12.50
SUITS, latest style, all sizes, in navy and black. Regular $22.50, now..... $11.25
SUITS, latest style, all sizes, in navy and black, Regular $16.50, now..... $8.25
COATS, in the latest cloths and styles. Regular $10.75, $15.00, $18.75, $22.50, $25.00. ALL AT HALF PRICE.
Large and attractive showing in Serge Dresses, assorted colors and all sizes. Now selling at remarkably low prices.
SILK MESSALINE and CREPE DE CHINE DRESSES, in most becoming colors and modeled after the latest and most popular styles, at prices within the reach of all.
SKIRTS, in grey tweed. Regular $4.75, now... $2.19
SKIRTS, in navy and black serge. Regular $5.00, now $3.75
SKIRTS, in navy and black serge. Regular $6.75, now $4.98
SKIRTS, in navy and black serge. Regular $9.00, now $6.75
3 dozen Silk Waists, in all colors and sizes. Regular $5.00 to $5.75, now..... $2.98
2 dozen Silk Waists, in all colors and sizes. Regular $6.75 to $13.50, now..... $3.75
3 dozen Tailored Waists, in linene and pique. Regular $1.00 to $1.50, now..... 59¢
Specially Attractive and Up-to-Date Neckwear, All At Remarkably Low Prices.
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Pleases people who are particular.
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TO USE "WHITE PHOSPHOROUS" MATCHES.
IT IS NOW ILLEGAL TO MAKE "WHITE PHOSPHOROUS" MATCHES.
IN A YEAR'S TIME IT WILL BE UNLAWFUL TO SELL THEM.
IF YOU'RE STRONG FOR EFFICIENCY—FOR "MADE IN CANADA"—AND "SAFETY FIRST" YOU WILL USE
EDDY'S "SESQUI" NON-POISONOUS MATCHES.
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Free delivery to all parts of city.
STANDARD DRUG
BOTH STORES

YE OLDE FIRME
Perfection of construction, followed out in all details, marks every
Heintzman & Co. PIANO
Nothing is ever slighted. The tone is permanent and lasting, never decreasing in volume or losing in the slightest degree its irresistible charm.
—"The World's Best Piano" is a title won by this famous instrument, and that has stood enduring for over sixty years, on absolute merit.
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242 Dundas Street, London, Ont.

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YOUR INCOME SAFELY.
Thousands have done so. Why not you?
For that $100 or more now lying in your savings passbook, why not pocket more dollars each six months?
During the month of January, 1915, the following rates apply in our Debenture Department:
4¾%
For a term of five years.
4½% For a three-year period.
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We carry Victrolas in all styles and prices. The Mason & Risch Victrola Service is inaugurated with the view of making the possession of this wonderful instrument EASY, and WELL does it accomplish its purpose.
VISIT US IF YOU CAN, OR WRITE US TODAY, AND our Victrola Service Department will communicate with you.
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