

**Shoe Talk No. 25**

NEVER LET PRICES BE YOUR SHOE-BUYING GUIDE.

Demand quality consistent with the price you are paying. Shoes are the same as automobiles; one you can buy for a low price, the others cost sometimes twice as much. Then why do you buy these shoes at the higher prices when you can get one for less money? Sure, you can, and all agree that there is no comparison between the cheap and more expensive cars. It's the same with shoes. There is just as much difference between bargain-counter and Good Shoes. This store is headquarters for the better line of footwear.

**Cook's Shoe Store****The Tecumseh**

Special arrangements can be made at any time for private dinners, afternoon teas and dancing.

**The Dansant**

EVERY SATURDAY 4 TO 6 P.M. ywt



Seeing two ways at once is easy with our curved lenses. We fit them to conform with the shape of your eyeball thus giving a wider range of vision and preventing unnecessary eyestrain.

If you think you need glasses you need our service to tell rightly the kind you need.

**Carlyle IRELLCOCK OPTICIAN**  
233 Dundas Street. Phone 2351.  
Two Doors East of Majestic.

GET YOUR TIRES RETREADED. IT PAYS.

**London's Rubber Man**  
346 DUNDAS STREET.



BROCKMAN PHONE 5124 ywt

**Our Retreading**

IS QUALITY WORK, NOT THE AVERAGE

London Tire Repair Depot

354 Wellington Street. Phone 2334.  
A. WILKES. Opp. McClary's. ywt**RAW FURS**

Highest prices paid for Skunk, Coon, Mink, Weasel, etc.

**ROSS, LTD.**196 Dundas Street.  
\*85-1f-1yw**How Are Your Eyes?**

**BROWN OPTICAL CO.**  
EYE SPECIALISTS AND OPTICIANS  
222 Dundas St. Phone 2307

**TAYLOR'S CREAM OF ROSES**

The best preparation for chapped hands, chafed skin or windburn.  
Taylor's 6 Cut-Rate Drug Stores

**Canadian Bureau of Credits**

MERCANTILE AGENCY—Credit information furnished. Collections made for merchants, manufacturers, physicians or others, on commission, anywhere.  
Dominion Bank Chambers, London.  
\*55-1f-1yw

**DON'T SWEAR**

when your battery gives out suddenly. Blame yourself for not sending it to our experts for inspection and repairs.

**Benson-Wilcox Electric Co.**  
264 DUNDAS ST. PHONE 2871.

**CALL 4071**

FOR ELECTRIC WORK AND SUPPLIES.  
WESTERN ONTARIO ELECTRIC CO.  
237 DUNDAS STREET.

**London Loan and Savings Co.**  
OF CANADA

**MONEY TO LEND**  
**Government Bonds**  
**Negotiated**

Only \$58.55 required for \$100.  
Special Debiture.

M. J. KENT, Manager. ywt

**Fur Sale**

DISCOUNTS ON ALL FUR.

**BELTZ & CO.**  
Practical Furriers.

**The Value of a DIAMOND**

Several things go to make up the value of a diamond. Its color, size, cutting and freedom from defects all alter the value of a stone.

If the stone is of a grey or brown tint it is dull and unattractive. If the cutting is not done symmetrically the stone lacks "life," meaning that it does not sparkle or give off that brilliancy that makes the diamond the peer of all precious stones.

More noticeable than either of these defects are what are called "carbon specks." These are little bits of black material throughout the stone that are very much more than the beauty, and hence the value, of the stone.

You are invited to look over our stock of stones and can rely on what we tell you about them—at least, hundreds of people in the last 25 years have, and have become our satisfied customers.

**YOUNG'S**

Diamond Merchants, London.

**Don't Delay!**

ORDER A LOAF TODAY.

Thousands of satisfied customers all over Western Ontario. Try it! Just a little better.

**Johnston Bros. XXX Bread**

is now recognized as the Bread with the "deliciously different" flavor. Rich as butter and sweet as a nut.

At All Progressive Grocers.

JOHNSTON BROS. PHONE 944.

**AGED SOUTH LONDON**

WOMAN DISAPPEARS;

FOUND NEAR KENNELS

Considerable anxiety was caused her relatives last night by the disappearance of Mrs. Trafford from her home, 125 Elmwood avenue. Mrs. Trafford, who is advanced in years, was missed about 7 o'clock, and the police were notified to look for her.

Shortly after midnight she was found near the kennels by Major Frank Spence, of the district military headquarters, and was brought to the police station, so that her home address might be learned. From there she was taken to her home.

**VOICE OF THE PEOPLE**

THE VIRGIN MARY.

To the Editor of The Advertiser:

I see Bishop Fallon has a long letter in The Advertiser of the 5th inst. on the Immaculate Conception. I do not see that it makes any difference to any person whether the Virgin Mary was tainted with original sin or not. Sufficient for us to know, she was the mother of Jesus Christ, the Son of God, and Saviour of mankind, and that she was a good woman, who would not have chosen her to be the mother of Jesus. But prayers to the Virgin Mary are of no avail; they will save no one. There is only one mediator between God and man, Jesus Christ. His is the only name given in heaven or on earth whereby we must be saved. When Jesus was told his mother was waiting to speak to him, he said, "Who is my mother? Those who do the will of my Father who is in heaven, the same is my mother and my sister and brother." So you will see, Jesus did not tell his mother before other women who did the will of his Father. The bishop tries to make the public believe the Roman Catholic Church was founded at the time of the apostles, for the name he mentions, who lived in the early centuries. But I think he should study his history a little better, and he will find Rome was pagan, but Paul, one of the apostles, preached Christianity in Rome and other places before he was put to death. As for Peter, on whom the Roman Catholic Church is built, I question very much if ever he was in Rome, as he was an apostle to the Jews, not to the Gentiles.

It was not until the time of Constantine that the Roman Catholic Church was founded, in the fourth century, and as there were great wars among his subjects, the early Christians and the pagans, he made a compromise religion, part Christian and part pagan, which has continued to be till this day. As the pagans were idolaters, I suppose in order to please them the Second Commandment of the Decalogue was expunged from the Douay Bible. Yours respectfully,  
R. B. SCOTT.

**SNUFFS OUT A COLD**

IN A FEW MOMENTS

Clears the Nostrils, Stops Sneezing, Heals the Throat Quickly.

**Catarrhozone Works Wonders**

Lots of people used to let their colds "work off"—they suffered a whole lot, sneezed around the house, till the whole family finally caught the infection.

Nowadays colds are cured by Catarrhozone before they really get a good start. This healing vapor, full of pure essences, gives instant relief. It fills the breathing organs with a healing, soothing vapor that relieves irritation at once. Ordinary colds are cured in ten minutes. Absolutely sure for Catarrhozone, and in throat trouble it works like a charm. Catarrhozone is a permanent cure for bronchitis and throat trouble. Not an experiment—but a cure that's guaranteed. Get "Catarrhozone" today, and beware of substitutes. The dollar outfit is guaranteed, and small size, 50c; trial size, 25c; at all dealers.

**A Great English**

soap concern stopped advertising for a year to "save" money. It cost them two years' profits to catch up. Persistence wins.

**Federal Advertising Agency**

T. H. YULL  
Dominion Savings Building,  
LONDON, CANADA.

**NO MORE NERVOUS HEADACHES**

Since She Tried "FRUIT-A-TIVES," the Famous Fruit Medicine.



MISS ANNIE WARD.

"112 Hazen St., St. John, N. B."

"It is with pleasure that I received from the use of your medicine, 'Fruit-a-tives,' I was a great sufferer for many years from Nervous Headaches and Constipation. I tried everything, consulted doctors; but nothing seemed to help me until I tried 'Fruit-a-tives'."

"After I had taken several boxes, I was completely relieved of these troubles and have been unusually well ever since."

"MISS ANNIE WARD."

"Fruit-a-tives" is fresh fruit juices, concentrated and increased in strength, combined with finest tonics, and is a positive and reliable remedy for Headaches and Constipation.

Fifty cents a box, 6 for \$2.50, trial size 25c. At all dealers or Fruit-a-tives, Limited, Ottawa.

**CANADA LIFE MEN**

REPORT PROSPECTS OF

COMING YEAR BRIGHT

Eighteen leading representatives of the Canada Life Assurance Company throughout Western Ontario met in conference in this city Friday and reports presented at the meeting indicated a bright outlook for business during the coming year.

A. G. Ramsay, assistant superintendent of the company, Toronto, addressed the meeting, dealing with the upbuilding of business and the wonderful opportunities before the insurance men today.

The conference terminated with a luncheon at the Tecumseh House, which proved most enjoyable.

**ENGINEERS' MINSTRELS**

SCORE SUCCESS AT CAMP

The Y. M. C. A. hut was crowded to capacity on Friday evening at Carling Heights, when the Engineers staged a concert in the form of a minstrel show.

This is the second of seven competitive concerts for a handsome shield to be awarded by the Y. M. C. A.

As the curtain went up, the troupe received a great ovation from the audience. About a dozen gentlemen, all Engineers, with real curly wigs, black lips and playing guitars, sang first, the famous "Swampy Upon the Swampy River." Each was in a dress suit with white gloves, and wore a huge red rose in his buttonhole.

Jokes of the "down south niggers" were told the audience in real nigger language, evoking screams of laughter. One of the colored gentlemen claimed to be Irish and said that he never felt homesick for Ireland while Gen. Shannon was around; it was as good to have a chat with him as to sit by the River Shannon.

"Ring Out Sweet Bells of Peace," sung by the entire chorus, was especially well rendered. A contralto, also member of the Engineers, delighted the audience with some clever tricks and added greatly to the variety of the program. For a closing number, with lights turned low, minstrels sang "Goodnight Ladies," and were compelled to respond to an encore.

The hut was prettily decorated with bunting and flags of the Allies for the occasion and the stage was attractively lighted with myriads of little colored lights. The judges of the various contests to be given are Miss Minnie Ramsay, Mrs. Alice Henderson and Col. Ramsay.

**H. D. S. A. STAGED FINE**

CONCERT LAST NIGHT

A grand benefit concert was staged by the Honourable Discharged Soldiers' Association in Duffield Hall last evening. Some excellent talent participated.

A selected song by Mrs. Frost (soprano), late of Guelph, was greatly applauded. The Scotch dancing, and singing by Miss Ruth Fitzgerald and Carl Barclay were the features of the evening. The audience seemed to enjoy the chairman requesting that they be called to the platform again. Carl Barclay is the son of Carl Barclay.

Sergeant Major Grant showed great ability in his piccolo solo. Miss Annie Barclay of Guelph, rendered a beautiful song called "Thoria." Pte. Walter Bellard, impersonator, amused with his comic songs and recitations. Mr. Carter's comic songs took well. Pte. S. H. Chapman, whistler, was also on the program and gave those present a taste of some real whistling. Ex-Cadet A. F. G. Stead rendered a violin solo, which was one of the musical features of the evening. Miss Draper, Miss Chelon and Miss Ruth Fitzgerald made up the piano solos. Other singers were James R. Haslett, Miss H. S. Esdall, Miss Conover, Miss Allen, Mrs. Ferguson and E. Crawford.

Those who acted as accompanists were Miss C. Udy and Mrs. Flint.

After the concert a dance was put on in the dance hall in the Duffield Block as a slight change after the long but most enjoyable program.

**POLICE HAVE NO RIGHT**

TO COMPEL PEOPLE TO

OPEN SUSPICIOUS BAGS

Toronto, Feb. 7.—Police officials here admit they have no authority to compel people suspected of carrying liquor to open bags or go to a police station.

**FAVORS GOLD EXCHANGE FUND.**

Washington, Feb. 8.—Willington to undertake development of an international gold exchange fund to facilitate financial transactions between nations without actual shipment of gold was expressed today by the federal reserve board in its report for 1918. This arrangement would be similar to that now maintained by the board to settle balances between banks with the United States.

**DON'T BUY A BICYCLE**

Between Now and Dollar Day

WAIT FOR OUR SPECIAL ANNOUNCEMENT.

We have a winner for you. We are noted for springing good ones, but this is a winner!

**WILEY AND MOTOR SALES CO.**  
425 WELLINGTON STREET.

**JEWELRY AND SOME CLOTHING STOLEN IN AFTERNOON HOURS**

Residence Entered While the Family Was Out.

Apparently all burglars have not large feet, for the person who entered the house of Fred Chambers, 151 Tecumseh avenue, while the occupants were out yesterday afternoon, chose a pair of 6½ brown shoes with needle soles as part of the spoils. A lady's gold watch on which was inscribed "Nellie Burnett," and a gold fob were also taken.

With a taste for jewelry, the intruder annexed a small diamond ring and a pair of cuff buttons, initialed F. W. C. A brown suit was also taken from the residence. Other small articles are missing.

While there is as yet no trace of the culprit, Detective Harry Down is working on the case and expects soon to capture the person or persons implicated.

**LONDON MINISTER**

ACCEPTS CALL TO

PETROLEA CHURCH

Rev. J. D. Richardson To Succeed Dr. R. W. Knowles in Methodist Pulpit.

Rev. J. D. Richardson, M.A., pastor of the Empress Avenue Methodist Church of this city, has accepted a call to the Petrolea Methodist Church, and will undertake his new duties there in July.

Mr. Richardson will succeed Rev. Dr. R. W. Knowles, who is going to take charge of the Devine Street Methodist Church, Sarnia.

Recently Rev. Mr. Richardson preached in Petrolea, and the call came to him unanimously as a result.

Before coming to London he held two important posts in the Montreal conference, having been four years at Cornwall and four years at Perth.

**THREE AUTO ACCIDENTS**

LEAD TO COURT CASES

Three auto accident cases were on the list of the first division court, which was held at the courthouse yesterday.

In the case of Norman J. Roberts and Mildred Roberts vs. J. C. Lamont, the jury gave a verdict for the defendant.

The case of the plaintiff alleged the defendant was to blame. The plaintiff's claim was for \$600. J. C. Lamont gave a judgment for the defendant, with costs.

In another auto accident case, that of A. E. Miller vs. William McDowell, was non-suited. Both parties were of the opinion that the other was to blame for the accident.

In the case of Higgins vs. Handysides, which was also the outcome of an auto accident, judgment was reserved.

The session of the court was a long one, continuing from 10 o'clock in the morning until 6 o'clock in the evening.

**AMERICAN COLONEL**

GIVES FREE ADVICE

TO RHEUMATICS

Says It's Sheer Folly For Anyone To Suffer These Days.

Rheumatism can't be cured so long as your system is weak and run down. You must first build up and get strength to fight the disease.

Ferrozone cures because it builds up, because it renews the blood and dissolves the Uric Acid and the poisons that cause rheumatism.

It is proved right here that Ferrozone does cure.

Col. H. M. Russ, of Edwards, St. Lawrence Co., one of the old soldiers of the civil war, was completely restored by Ferrozone. Read his statement:

"I couldn't get around without a cane, and then only with difficulty. Rheumatism took complete control of my limbs."

"Suffering was more intense than hardships on the battlefield."

"When my doctor had done his best I got Ferrozone."

"I got a quick change. Ferrozone was not only a cure at once, eased the pain and took the stiffness out of my muscles."

"I am well today. Ferrozone cured me completely. I can jump and run like I did forty years ago."

Be sensible about your case. If your present medicine is useless give it up.

Don't experiment again. Ferrozone is known on all sides to be a cure that does cure. Why not get a supply today? The quicker you'll get well. Price 50c per box or six for \$2.50, at all dealers, or direct by mail from The Carrhousen Company, Kingston, Ont.

**LET IT HELP YOU**

The Great Blood-Maker, Nerve Tonic and System-Building.

TONAL-IRON CAPSULES have cured others, and they will cure you, if suffering from any of the following: Anemia (thin or watery blood), Impure Blood, Nervousness, Nerve and Muscle Twitching, Weakness or Palpitation of the Heart, Shortness of Breath, Excitability, Indigestion, Dyspepsia, Liver Trouble, Pain in the Back, Kidney Troubles, Rheumatism, Vital Weakness in Men, Diseases Peculiar to Women, Mental Worry, Cold Extremities, Numbness, Poor Circulation, Lassitude, or any form of Physical Decline. Price, \$1 a box. Every box guaranteed.

Remember, these are capsules, and are easily absorbed in the stomach a few minutes after taking.

Sold at all first-class drug stores, or mailed where on receipt of price.

**TONAL-IRON COMPANY, Box 184, London.**

**INGERSOLL, GUELPH AND SARNIA FIRMS CHARTERED**

Ottawa, Feb. 7.—Incorporation has been granted to the following: Ingersoll File Company, Limited, Ingersoll, Ont., capital \$500,000; the Sarnia Paper Box, Limited, Sarnia, Ont., capital \$50,000; Shinn Manufacturing Company, Limited, Guelph, Ont., capital \$50,000.

**For Dollar Day**

Rowat's Grocery will announce money-saving bargains. Watch Wednesday's list.

**T. A. Rowat & Co.**  
50 Dundas St. Phone 3051-3052  
C. F. R. License No. 8-3422. 15c



Here's Some Good News For You, Madam!

**You Can Now Get "Snowdrift" Wrapped Loaf**

In all its original goodness and purity. Remember the days before the war when you got our delicious, light flakey "Snowdrift" loaf direct from the ovens in its wrapping of sanitary waxed paper? Well those days are back again. You can give your order in now and get "Snowdrift" any time.

The massive ovens which bake "Snowdrift" Bread to just the right touch of crispness, and the scientific mixing process this popular bread goes through make it a lighter, daintier and more wholesome loaf than the majority of breads.

Parnell's "Snowdrift" Wrapped Bread is more than mere bread—it is one of the most nutritious foods in the world, it is crisp, delicious, appetizing and represents the utmost in bread making. It is the kind the experienced housewife prepares—plus the effects of the scientific skill in mixing and baking of the modern bakery. It is a tasty, nourishing item in a meal, for it has all the quality made possible only by the use of the purest and best ingredients. And, yet, It Costs No More Than Ordinary Bread.

If you are not using "Snowdrift" Bread, try a loaf for your family's sake. At all grocers.

From our wagons or by phoning us.

SOLD FOR CASH OR BY THE WEEK OR MONTH.

**PARNELL BAKING CO.**

PHONES 929, 1390.

LONDON. TORONTO. WINNIPEG.

**NOTICE TO OUR COKE CUSTOMERS!**

We Now Have For Sale a Limited Quantity of Genuine

**GAS COKE**

DRY AND CLEAN

**CITY GAS COMPANY**

"To get the best Just think of NEAL: It rhymes with meal And with SQUARE DEAL."

*Bunn the Baker of Bana-Bos*

**Poached Eggs Are Nicer When You Use NEAL'S ALOAFA BREAD**

Many people do not eat poached eggs as often as they might because the toast becomes soggy and watery when the eggs are placed upon it. Try using NEAL'S ALOAFA BREAD and follow these easy directions:

Have a pan of water simmering and add a handful of salt. Break each egg into a cup, then turn out very carefully into the boiling water.

Have some crisply toasted NEAL'S ALOAFA BREAD ready, lightly buttered, on hot plates. Lift each egg out on a proper poached egg lifter pierced with holes to allow water to drain off. Place the egg in the centre of your slice of toast, garnish with parsley and serve. (To insure dryness of toast, some cooks press a clean cloth to the under side of the lifter to absorb all moisture before placing the egg on the toast.)

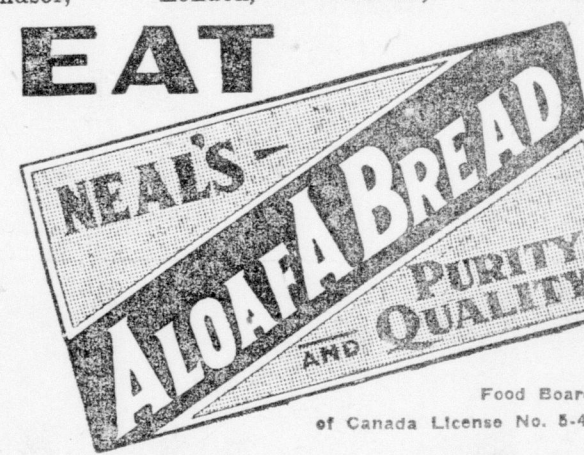
NEAL'S ALOAFA BREAD is particularly good for toast, as you'll discover the first time you try it. Eat and enjoy this DIFFERENT and BETTER bread. Your grocer will deliver it to you fresh daily, or you may phone for our wagon to call.

"WE INVITE THE TABLE TEST."

**Neal Baking Co., Limited**

Phones 1313 and 2173

Bread Factories at  
Windsor, London, Sarnia, St. Thomas.



Food Board of Canada License No. 5-445.

"A Good Company to Work For."

**ROSS' LIMITED FURS**

HOW TO SAVE MANY DOLLARS ON ONE PURCHASE BY BUYING NOW

**Ross' Limited Furs**

Money saved by purchasing now, as prices for the coming season will be considerably higher, as shown by the spring markets which indicate the standard for next winter.

Still a range of Hudson Seal Coats, Natural Northern Canadian Muskrat Coats, Lynx Stoles and Muffs, Hudson Seal Capes, Stoles and Muffs, Natural Canadian Mink Sets, Sable Sets, Raccoon Sets, Wolf Sets in black and natural, Beaver Sets, etc., all at 25 per cent below market prices.