

NO MATTER WHERE YOU LIVE YOU
ARE NOT FAR FROM ONE OF
Taylor's 4 Cut Rate
Drug Stores

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

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

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.

We mine
our own
Coal and
sell direct
to you.

**LARGE PE
COAL** \$5.50
A TON.

We guarantee
this coal
to have the
value of nut in the range and nearer,
saves you \$1.25 per ton.

RUBBERS FOR WOMEN.—With a
patented leather heel, that prevents
slipping and splitting, 55 cents a pair.

J.P. COOK CO.
LIMITED
THE STORE THAT SERVES YOU BEST

CANCERS
Can be cured if treated in time by
the late Henry Edwards' treatment,
now given by J. Levitt. Write for
particulars and testimonials.
388 1/2 RIDOUT ST. PHONE 2666.

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.

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

Eggett & Co.
Phone 210. 392 Clarence St.

COAL
Genuine Plymouth Anthracite,
from individual mines. Prompt
delivery. Prices on application.
Phone 2684.
JAS. H. HERRICK, AGENT.

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

THE BEST COAL IS THE
CHEAPEST IN THE END.
TRY OUR
D., L. & W.
Scranton Coal
Heaman & Son
YORK AND BURWELL STS.
Phone 312.

**Perfect Food
Perfectly Packed
Krumbles**

Comes to you as crisp
and delicious as when it
left our ovens. The
WAXTITE package in-
sures perfect purity and
freshness for this new,
ready-to-eat food.
13 cents, 2 for 25 cents.

H. H. Kellogg
W. H. KELLOGG CEREAL CO.
TORONTO

**GODERICH MAN FINED
FOR SELLING LIQUOR**
Jack Swartz Alters Plea From Not
Guilty to Guilty.

[Special to The Advertiser.]
GODERICH, Feb. 5.—Jack Swartz,
son of the proprietor of the British
Exchange Hotel, appeared before Judge
P. M. Kelly on the charge of selling
liquor. At first he pleaded not guilty,
but later on changed it to guilty. He
was fined \$100 and costs, totalling \$116-
75. Wm. Fellow, the newly-appointed
county constable, laid the charge.

**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.

What - SAVE - Is It MONEY

that is cheaper
than any other
food you can
buy; that is
made clean and
delivered clean,
and that is good
for children and
"grown-ups"
alike? Why, it's

**Parnell's
Quality
Bread:**

Made in 21 varieties
by men who know how.

**Try a Loaf
TODAY**

PHONES 929, 1390.

**NOT A
LUXURY**

But a necessity, is the buy-
ing of good silverware—we
keep only the best, at a
very moderate price.

\$3.50—Large, Round Cas-
serole.
\$4.50—Large Oval Cas-
serole.
\$6.00—Silver Bake Dish.
\$10.25—Sheffield Entree
Dish.
\$8.50—Silver Cheese and
Cracker Dish.
\$7.00—Pierced Silver Fruit
Stand.
\$4.50—Large Salad Bowl,
with Servers.

YOUNG'S
A Good Place to Buy.
2 STORES.
LONDON, EAST LONDON.

**IN WAR TIME OR PEACE
BREAD IS THE STAFF OF
LIFE.**

Users of
**JOHNSTON BROS.'
XXX Bread**
are eating the best bread
that can be made—Pure
White Bread, made of No. 1
Northern Hard Wheat Flour
—thoroughly mixed and
evenly baked. At grocers or
delivered, price 5c.

**WANTS GOVERNMENT TO
PROVIDE SEED GRAIN**
Regina, Feb. 6.—A board of trade
deputation left for Ottawa last night.
It will act in conjunction with similar
deputations from other western points
in urging upon the Government the
necessity of adequately providing seed
grain for the western farmers.

**30c
STRONG'S
BAKING
POWDER**

French Cream Tartar is now ar-
riving in Canada at more frequent
intervals and at a more favorable
price. Therefore, we have reduced
the price of this household neces-
sary.

Strong's Baking Powder

**30c PER
POUND.**
A "Strong's Cook Book" free on
application.

**STRONG'S
Drug Store**
184 DUNDAS ST., LONDON, ONT.

Portrait Attachments
and Flash Sheets for indoor pho-
tography.

J. H. BACK & CO.
210 DUNDAS STREET, YWT.

County to Spend Forty Thousand On Its Railways

Council Maps Out "Good Roads" Pro-
gram for Year—Adjourn Session
Once More.

Although the county council did its
best to finish up the January session
Friday night, yet it was unable to do
so, and will meet again this morning
at 10 o'clock. A voluminous amount
of business was done yesterday.

The special committee, appointed to
look into the matter of debentures re-
ported that the debenture debt of the
county amounted to \$411,260. The county
itself holds \$122,050 of this amount. The
yearly interest amounts to \$16,450.40;
the sinking fund levy being \$14,253.37,
making a grand total for the year of
\$30,703.77.

The committee reported that the
county fell \$13,215.35 short of the sink-
ing fund levy in 1914, and \$11,670.72 in
1915. The county treasurer was given
authority to start a sinking fund for
the payment of debentures issued for
court house repairs.

Councillors E. Boyes, J. A. McIntyre
and L. L. McTaggart were appointed a
committee to interview the Legislature
re the debenture debt of the county, on
motion of John Stuart and D. A. Gram-
ham.

Spent on Roads.
The following amounts were appro-
priated to each township for expendi-
tures on county roads: Moss, \$1,533;
Metcalfe, \$1,449; Adelaide, \$1,247; Car-
adoc, \$3,931; Ekfrid, \$2,389; Delaware,
\$2,844; Westminster, \$2,587; North Dor-
chester, \$11,627; West Nisour, \$1,906;
London, \$5,719; Biddulph, \$2,244; Mc-
Gillivray, \$5,700; West Williams, \$6,600;
East Williams, \$3,266; Lobo, \$2,926; Alton,
Craig, \$97; Strathroy, \$787; Glenora,
\$212; Leno, \$198; Parkhill, \$248; New-
bury, \$50, and Wardville, \$40.

In order to carry out the county road
program, three bylaws were passed, one
being to provide payment for \$40,000.
Councillors Turnbull, Boyes, Curry and
Engineer Talbot will examine the ex-
penditure under the good road system.
The reeves and deputy reeves of each
township and the county engineer will
act as a committee to carry out the
county road work in the respective
townships.

The fourth report of the finance com-
mittee was received and adopted. No
action was taken on the motion of
E. Harrison and D. B. McVicar, for a
grant to the Middlesex Poultry Associa-
tion. The report included the payment
of a number of small accounts.

The motion of F. Barrett, seconded
by John A. McIntyre, that \$1,000 be
granted to the township of West Williams,
to be applied in reducing the overdrift,
caused by constructing a bridge over
the Aux Sable River, was referred to
the board of road directors.

Find Out What County Gets.
On motion of J. A. McIntyre and R.
T. Roycraft, County Auditor W. D.
Stanley and City Auditor Jewell, will
be instructed to audit the expenditures
made by the city and county for repairs
to the court house, and ascertain the
exact amount coming to the county.
The city owes the county of Middlesex
about \$23,000.

At the afternoon session a report
from County Engineer Talbot was re-
ceived and adopted. He advocated that
the following old wooden bridges might
require rebuilding during the year:
Over Mad Creek, between Stephen and
McGillivray; bridge between Ekfrid and
South Dorchester, east of Centre road;
bridge on flats of See Bee River, be-
tween West Williams and McGillivray;
and the bridge between Ekfrid and
Caradoc. The county engineer also
recommended that new floors be put in
several of the bridges, and a number
of the bridges be painted.

A bylaw was passed, whereby all
county rates become due and payable
on the second day of the year following
the year the rates were levied, and if
payment is deferred, a rate of 5 per
cent per annum be charged until it is
paid.

A five-horsepower electric motor will
be installed at the House of Refuge,
Strathroy, as the gasoline engine in use
at present is not giving satisfaction.
S. Oakes, chairman of the House of
Refuge committee, and the inspector
of the institution will make the pur-
chase. After some discussion it was
decided to wait until the next session
before going into the matter of build-
ing a silo at the House of Refuge.

J. W. Laidlaw was appointed inspec-
tor for the county for Strathroy and
St. Joseph's Hospital.

A committee composed of John Stuart
and P. Boyes, was appointed to in-
vestigate Oxford County for a grant to
the Centre road bridge in North Dor-
chester.

The third report of the finance com-
mittee was received and adopted. It
was made up almost entirely of small
accounts.

The matron of the jail and her as-
sistant had their salaries raised \$50 per
year, and now receive \$500 per year.

**NOT OFTEN EVEN TENOR
OF COUNCIL SMASHES**
But County Fathers Had Little "Run
In" Yesterday Over Toronto Trip.

The county council does not indulge
in the "hot shot" that its city brother
does. About once per day is the only
time that the peace of the council
chamber is disturbed.

The motion of L. L. McTaggart,
seconded by D. D. Graham, that Coun-
cillor Fitzgerald be sent to attend the
county conference in Toronto, in
company with the county engineer,
brought Councillor Oakes, Strathroy,
to his feet Friday afternoon.

"I do not think that there should
be any junketing at this time," de-
clared the councillor from Strathroy.
This is a time for economy. However,
maybe Mr. McTaggart, as mover of
this motion, would like to go.

"Not at all," shot back Mr. Mc-
Taggart. "I am perfectly willing to
have Mr. Oakes go in my place. When
economy was broached last week with
reference to the make-up of the house
of refuge committee, if I remember
correctly, Mr. Oakes was one of those
who voted against it, by voting for
councillors who lived at the other end
of the county, as representatives on
that committee."

"The reason I voted for them was
because they were on the old house
of refuge committee, and were famil-
iar with the situation," retorted Mr.
Oakes.

D. D. Graham spoke in favor of
sending Mr. Fitzgerald, who declared
that he was quite willing not to go.
"I want you to understand that
when I go away on trips in the interest
of the county, that I'm not out for a
few days, but I'm out for a long
time," said Mr. Fitzgerald, glancing
at Mr. Oakes. "Perhaps you think
that Mr. Talbot might get into bad
company."

Mr. Oakes replied that he thought
that County Engineer Talbot was per-
fectly trustworthy and would not get
into bad company by himself. The
motion was finally lost by a vote of
15 to 12.

Fruit-growers will find John Shan-
man, representative of E. D. Smith,
nursery stock, etc., at Darch & Hun-
ter Seed Company, Market entrance
Thursday and Saturday.

ROWAT'S COFFEE
Pleases people who are particular.
50 Cents Per Pound.
T. A. ROWAT & CO.
250 DUNDAS ST. PHONE 3051-3052.

**Public Schools
Disgrace to City**

Crowded, While Many Are Un-
healthy—Keep Children at
Home.

Educational conditions, as far as
public schools are concerned, are a dis-
grace to a city of the size of London.
A. M. Hunt declared last night at a
meeting of the chairmen of city boards
and city officials discussing methods
for relieving the city tax this year.
"There are now nearly 10,000 children
attending public schools in London, and
there are 1,000 more this year than
there were in 1913," he said.

"Parents are keeping their children
at home because they will not let them
go to some of our overcrowded schools,
many of which are unhealthy. I do not
blame them in the least. These are
children who attended Princess Avenue
School who have to wear glasses now,
due to sitting years in that school,
in cross-lights, far from the teacher
and blackboards. Their eyes would no
doubt have been perfect today had the
school been modern," Mr. Hunt said.

Begged Better Accommodation.
Within two weeks, two deputations
of citizens, one from the north and
one from the east end of the city,
needed in West London. The College
have begged the board of education to
have better accommodation made for
public schools in these sections. One
councilman has offered to build a school
and rent it to the city temporarily in order
to relieve conditions in East London.
St. George's School is accommodating
more pupils than it should. The
West London School is attended by 150
to 160 more children than is proper,
and the north end of the city has a
school beyond accommodation for its children,
Mr. Hunt stated.

Let Good Teachers Go.
He said that a four-room school was
needed in West London. The Collegiate
institute accommodates 200 more stu-
dents than it was built to do.
"As for the Industrial School, it
School, and it is too small.
"Because the city was unwilling to
pay a good salary to many of its best
teachers, the teachers have resigned
and are now in other cities, employed
at a much larger salary," Mr. Hunt
said.

LODGE ELECTIONS

HOPE OF THE WEST.
The Hope of the West Lodge, No.
218, International Order of Good Tem-
plars, met in Society Hall, 634 Dundas
street, Tuesday evening at 8:30 o'clock
and installed the following officers:
Chief Templar, Bro. E. Whittingham;
vice-Templar, Bro. E. Dix; chaplain,
Bro. Boyle; treasurer, Bro. E. Dix;
secretary, Bro. J. Whittingham; finan-
cial secretary, Bro. E. Robins; marshal,
Sis. J. Robins; deputy marshal, Sis.
Mrs. T. Foreman; guard, Bro. Swan;
sentinel, Sis. Walker; pianist, Sis. M.
Wheeler; reporter, Sis. J. Robins.
The meeting closed with prayer at
10:30 p.m.

SUNBEAM JUVENILE TEMPLE.
Sunbeam Juvenile Temple elected and
installed in office for the present term.
Past Chief Templar, Sis. Eleanor
Dray; chief templar, Bro. Raymond
Dray; vice-Templar, Bro. Roy Young;
chaplain, Sis. Rita Martin; marshal,
Sis. Mildred Martin; deputy marshal,
Bro. Fred Durdin; secretary, Bro. Roy
Mosley; assistant secretary, Bro. Tom
Martin; financial secretary, Bro. Gordon
Martin; treasurer, Bro. A. Robins; guard,
Sis. Myrtle Ziepe; sentinel, Bro. Bert
Black.

The Juvenile Templars is a temper-
ance society for boys and girls of five
years of age and over. Each member
takes a pledge against intoxicating
liquor, tobacco in any form, profane
language and gambling. Any person
who desires may join.

Progress as Usual
Annual Statement No. 51, of this Company,
has just been printed. It will appear in the
columns of this paper very shortly. Watch for it.
Solid progress in every department during
1914 marks the beginning of the second half-
century of the "Old Huron and Erie."

In time of war—or in time of peace—this
Company's investments are of the most stable
character—being almost wholly upon the security
of real estate mortgages and Provincial and
Municipal Bonds.

Total Assets over \$16,000,000.

**The Huron and Erie Loan
and Savings Co.**
Incorporated 1864.

Main Branch—442 Richmond Street, London,
Market Branch—4-5 Market Square, London.
T. G. MEREDITH, K. C.,
President.
HUME CRONIN,
General Manager.

ROSS' LIMITED

FURS

NEVER BEFORE HAVE SUCH VALUES BEEN
SEEN IN OUR SHOWROOMS.

REDUCTIONS

IN MINK SETS, PERSIAN LAMB SETS, WOLF
SETS, HUDSON SEAL SETS, MUSKRAT
SETS, FOX SETS, ERMINE SETS, ETC.

All the product of our own factory, and every
article guaranteed.

**Now is the Opportune
Moment for Bargains**

PHONE 1319. 196 DUNDAS STREET

DIAMONDS AT HALF PRICE



**An Extra
Guarantee**



We will refund your money on Diamonds listed below within one year of purchase,
providing goods are returned in first-class condition. We positively will not sell the
trade at these prices.

MAIL ORDERS WILL RECEIVE OUR PROMPT ATTENTION.

1 Lady's 5-Stone Ring, 3 pearls and 2 diamonds. Regular \$95.00, for \$47.50	1 Lady's 9-Diamond Cluster. Regular \$50.00, for \$25.00	1 Gent's Flat Belcher Ring. Regular \$125.00, for \$62.50
1 Lady's 3-Stone Diamond Cluster. Regular \$200.00 for \$100.00	1 Lady's 7-Diamond Cluster. Regular \$50.00, for \$25.00	1 Gent's Flat Belcher Ring. Regular \$50.00, for \$25.00
1 Lady's 3-Stone Ring, 2 diamonds and turquoise. Regular \$70.00, for \$35.00	1 Lady's Emerald and Dia- mond Ring. Regular \$25.00, for \$12.50	1 Gent's Flat Belcher Ring. Regular \$140.00, for \$70.00
Lady's Diamond Cluster, with pearl centre. Regu- lar \$100.00, for \$50.00	2 Ladies' 7-Diamond Clus- ter. Regular \$25.00, for \$12.50	1 Gent's Flat Belcher Ring. Regular \$100.00, for \$50.00
Lady's Emerald and Dia- mond Marquise Ring. Regular \$90.00, for \$45.00	1 Lady's Modified Tiffany Setting. Regular \$110.00, for \$55.00	1 Gent's Round Belcher Ring. Regular \$100.00, for \$50.00
Lady's Topaz and Diamond Marquise. Regular \$100.00, for \$50.00	1 Ladies' Modified Tiffany. Regular \$35.00, for \$17.50	1 Gent's Round Belcher Ring. Regular \$75.00, for \$37.50
1 Lady's 4-Stone Diamond Ring. Regular \$360.00, for \$180.00	2 Ladies' Modified Tiffany. Regular \$60.00, for \$30.00	1 Gent's Round Belcher Ring. Regular \$56.00, for \$28.00
2 Ladies' Topaz and Mar- quise Rings. Regular \$80, for \$40.00	1 Lady's Round Belcher Ring. Regular \$10.00, for \$5.00	1 Gent's Round Belcher Ring. Regular \$60.00, for \$30.00
1 Lady's Diamond Marquise, Regular \$100.00, for \$50.00	1 Lady's Round Belcher Ring. Regular \$16.00, for \$8.00	1 Gent's Round Belcher Ring. Regular \$95.00, for \$47.50
1 Lady's 3-Stone Diamond Ring. Regular \$350.00, for \$175.00	1 Gent's Flat Belcher Ring. Regular \$50.00, for \$25.00	1 Gent's Round Belcher Ring. Regular \$80.00, for \$40.00
	1 Gent's Flat Belcher Ring. Regular \$58.00, for \$29.00	1 Gent's Round Belcher Ring. Regular \$30.00, for \$15.00
		1 Gent's Cluster Ring. Regu- lar \$50.00, for \$25.00

C. H. WARD & CO.
Diamond Merchants and Jewelers.
386 RICHMOND STREET. PHONE 1084.

Specials
JEWELRY
THE STORE WITH STOCK
Special Bargain List
For Quick Sale

GOLD RINGS, 9, 10 AND 14 KARAT.

25 only 9-kt. Gold Rings, 3 and 5-stone set \$1.50
9 only 14-kt. Gold, set with 5 genuine good-sized pearls, .. \$6.50

50 only Ladies' 9-kt. Gold Signet Rings \$1.35
13 only Ladies' 14-kt. Gold, set with good-sized diamond, .. \$15.00

12 only Ladies' 14-kt. Gold, set with 5 good-sized diamonds \$25.00
25 only Ladies' 10-kt. Gold Gem Rings, set with assorted
stones \$1.00

The above are all extra good values, and if you are in
need of anything in this line it will pay you to investigate
while the opportunity presents itself.

NICKEL TRAYS.
Round designs, pierced, with fancy decorated porcelain bot-
tom and 6 small casters to match included. \$1.50
See our assortment of Fancy Brooches at .25c and 50c

CUT GLASS.
A few Cut Glass Berry Bowls at \$1.98; Bon-Bons, at
\$1.00, and Handled Nappies at \$1.25. We have many good
values in the Cut Glass line. Oak Trays, with handles and
decorated porcelain bottoms, \$1.00 to \$1.25.

STERLING SILVER SPECIAL.
1 Chester Cold Meat Fork \$1.75
1 Chester Butter Knife \$1.75
1 Chester Pie Server \$1.75
6 Chester Cocoa Spoons, in case \$2.50
1 Chester Sugar Shell \$1.25
1 Chester Cream Ladle \$1.25
1 Chester Berry Spoon \$3.25
12 Tea Spoons, 1 Sugar Shell, in plush case \$12.00
5 Chester Oyster Forks, each65c

CANDLE OR ELECTRIC GLOBE SHADES.
In six different colors, with or without fringe, from
Shade Holders, extra 25c to \$1.00 each
Candles, assorted colors 2 for 5c
Ladies' and Gents' Umbrellas, gold-filled mounts, with
pearl, silk and wool tops, extra good value, \$3.50 to \$6.50.
Sold regularly from \$5.00 to \$15.00 each.

FOUNTAIN PENS.
14-kt. point, regular feed 85c
14-kt. point, with lead pencil combination \$1.00
14-kt. Pen, fancy pierced gold-filled mounted handle, \$3.50
14-kt. point, with two gold bands on handle \$1.50

W. J. WRAY & CO.
LONDON'S LARGEST JEWELRY.