### WE HAVE NEW HONEY

GUARANTEED PURE CLOVER. WILLIS & CO.

565 Richmond Street. Phone 3279.

BROWN OPTICAL COMPANY, LONDON EYES EXAMINED NO DRUGS USED QUALITY GLASSES GROUND AND FIFTED AT MODERATE COST

# SPATS

223 DUNDAS ST. Phone 1877

Are Great Comforts



# Only 98c

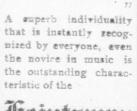
# At Cook's

RICHMOND AND DUNDAS.

TAYLOR CANNOT MAKE ALL THE COUGH SYRUPS, SO HE MAKES THE BEST.

Taylor's 6 Cut-Rate Drug Stores

### MAY CANCEL CONTRACTS WITH PAYING COMPANY



### **Wrintzman** & Co. Art Piano

No one can hear it without feeling that here, indeed, is the realization of tonal ideals - a masterpiece in which some inspired genius hasattained exaited heights of tone production far above the regulation piano standards of to day-heautiful beyond comparison.

Piano Warerooms, 242 Dundas St.. London, Ont.

# Quality Store NORTHERN LIFE HAS

OUR SPECIAL BLEND OF COFFEE BEST VALUE IN THE CITY FOR 45c PER POUND.

Phones 1024 and 3323. HARRY RANAHAN 815 RICHMOND STREET.

### IMPOSTORS POSING AS RETURNED MEN

City Police Will Be Asked to

### HEALTH BOARD WANTS \$8,000 FOR THIS YEAR

Nurse to Look After Infectious Diseases in City.

At a brief session of the board of works last evening, the committee decided to secure the advice of City Solicitor Meredith as to whether the city could, if it so decided, cancel the contracts for paving as entered into with the Standard Paving Company.

The council of 1916 decided to extend the contract heid by the company, which was unable to complete its work last year.

In view of the fact that the city may erect a municipal paving plant, the information is sought. Ald, Moorhead strongly advised such action as the only proper procedure.

A report was received showing that some celery seized some time ago, had some celery seized some time ago, had some celery seized some time ago, had some contract mixture for germs, and that no paris green was to be found.

Notice has been given to undertakers will the the proposite of the company, which was unable to complete its work last year.

In view of the fact that the city may erect a municipal paving plant, the information is sought. Ald, Moorhead strongly advised such action as the only proper procedure.

A report was received showing that some celery seized some time ago, had over the trouble about the stamp, and the the notive to get the trouble about the stamp, and the the oble to get the touble, about the special meeting of the council has been called for that purpose. The Touble about the special meeting of the council has ture for get the board had been provided.

The question of 1916 decided to ex

Funds To Be Loaned to Returned Men Who Have Not Received Pension.

The local branch of the Soldiers' Aid Commission has received a grant of OLD SAILOR WILL ACT money from Toronto which is to be AS RECRUITING OFFICER

WAS RE-ELECTED.

# St. Valentine's Supper

Wednesday Night FROM 5:30 TO 7 O'CLOCK

How shall I charm you, lady fair? With chewing-gum or cheese, Popcorn or pansies? I don't care if it takes all these.

MENU Oyster Stew.

Breaded Veal Cutlets. Sweetheart of Corn. Mashed Potatoes. United Hearts. Homemade Rings Lonely Heart Ice Cream. arts. Sweet Hearts. Tea or Coffee. Puffed Hearts.

40 Cents

# JUST ENDED YEAR OF SPLENDID PROGRESS

Volume of Insurance Written Competition Will Come to a Largest in Firm's History.

in War Loans and Municipal Bonds.

Look After Cases.

The twenty-first annual report of the Northern Life Assurance Company shows that the year just past has been one of splendid progress in every department. The volume of insurance in force is \$11,181,725.70, and the assets amount to \$2,823,784.03 on the basis of actual market values. This is an increase in assets during the year of \$301,408,91. The increase in insurance in force during the year massing votes with the end of the big photoplay race the candidates are amassing votes with a rapidity that is amazing. Try as they will it is almost impossible for one candidate among the girls to hold the lead for more than one day. Just as one reaches the top along comes one of the others, and before the leader is aware of the fact, she is second or think the end of the big photoplay race the candidates are amassing votes with a rapidity that is almost impossible for one candidate among the girls to hold the lead for more than one day. Just and the assets amount to \$2,823,784.03 on the basis of actual market values. This is an increase in assets during the year of \$301,408,91. The increase in insurance in force during the year ing certain articles for sale to the public.

Representatives of the association informed The Advertiser that every bona fide returned soldier is provided with a button or if in civilian attire should be able to produce his discharge papers upon request. It was decided at the meeting to immediately inform the local police upon the discovery of any impostors.

The association is indebted to Miss S. Lawrence, of this city, for the offer of all proceeds, resulting from the sales of a patriotic song entitled "Men Wanted." Miss Lawrence has dedicated her composition to J. Stuart Campbell, a young Canadian killed in action.

Two new members were received into the association, Pte. J. Gover, who left here with the 70th, now attached to the Princess Patricias, and Pte. E. White, who went overseas with the 53rd. The membership of the association now numbers about 180.

It was decided to grant Secretary Struad a salary of \$200 per year, as he is now employed at all times during the year of \$301,408,91. The increase in insurance in force during the year scales in totalled \$780,493,75. Last year no less than \$119,598.25 was paid to policy-holders. The excess of assets over liabilities, including capital stock, is \$101,-514,15. In addition to the reserve fund and an addition to the reserve fund and an additional security to the policyholders of the company. The actual business income during the year exceeded the expenditure by \$220,968.50. The actual business income during the year totalled \$780,493,75. Last year no less than \$119,598.25 was paid to policyholders. The excess of assets over liabilities, including capital stock, amounts to \$489,077.50. These sums jointly total \$490,077.50. The actual business income during the year exceeded the expenditure by \$220,968.50. The actual business income during the year exceeded the expenditure

Gordon Eldrid and Company, one of Miss Lena Snortt, shown above, is one delightful sketch, "Won by a Leg," the Patricia management consider themselves fortunate in securing this act, and recommend it to lovers of good, clean vaudeville. Other acts on the bill include, Hall and Wright, the "Act in White." Kurtiss' Educated Roosters and Mooney and McKeever, singing and deaning, "The Heart of the Hills."

A five-part Kleme Edison Photoplay starring Marks! The Heart of the Hills."

Inas taken part in quite a few amateur plays, and belongs to St. Mary's Dramatic Club, and is very popular.

With only three more days before the big contest ends, it will soon be time for all to know "Who Will Be Dot."

For Leading Lady.

Dorothy Anderson 3,046 few wasteur plays, and belongs to St. Mary's Dramatic Club, and is very popular.

With only three more days before the big contest ends, it will soon be time for all to know "Who Will Be Dot."

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A five-part Kleme Edison Photoplay starring Marks! (The Heart of the Hills.")

ISSUE NEW DEBENTURES

Council to Cover Any Possible Illegality of Former Issue.

of that there were 248 cases reported.

Of these 21 were chickenpox, 11 of diphtheria, 146 German measles, one of infectious jaundice, 4 of measles, 30 of scarlet fever and 35 of whooping cough. There were three deaths, one from diphtheria, and 2 from scarlet fever.

Measles Abating.

The every some years are. The depending of German measles in some years are. The depending are will assume that there is the some years are. The depending are will assume years are.

of the disease.

Death certificates are now malled daily by City Clerk Baker to the health department, in order that a close watch other municipalities were compated with in order to arrange a delegation to meet the premier at time of the good roads convention ronto.

of the disease.

Death certificates are now malled daily by City Clerk Baker to the health department, in order that a close watch may be kept on all diseases.

The city water was found to be perfectly pure.

SOLDIERS RECEIVE GRANT

Mizpah and Miss Ada Janes', rendered pleasing choruses. A reading by Miss Marjorie Winslade, a duet by Mr. and Mrs. Yule, a solo by Miss Myrtie (Corbin, and an address by Rev. A. C. Bingham were also among the entertaining numbers on the program. J. Gilmore was chairman, and the committees in charge were: Sunshine class,

## JEAN M'GREGOR IS NOW LEADING IN PHOTOPLAY RACE

Close in Three Days.

OUTLOOK NEVER BETTER VOTES STILL POUR IN

Big Increase in Investments Girls Are Changing Places With Rapidity That Is Amazing.



MISS LENA SHORTT.

# Your Last Chance to Volunteer

WE ARE LEAVING SOON. Come To France Now With the

# 256th Railway Construction Battalion

AND SERVE YOUR COUNTRY. YOUR FRIENDS NEED YOUR HELP. DON'T BE TOO LATE EASY MEDICAL TEST-YOU'LL GET THROUGH.

MECHANICS, TEAMSTERS, LABORERS WANTED

RECRUITING OFFICE-"C" Company Room, Armorles, 3741/2 Richmond St. LIEUT.-COL. W. A. McCONNFLL, O.C. MAJOR J. C. MURTON. Recruiting Officer, London

Rowat's QUALITY 40c, 45c, 55c, 65c and \$1.00 per pound. T.A.ROWAT & CO. 250 Dundas St. Phones 3051-3052.

## SHAW DISSECTED BY LITERARY CLUB, BUT IS UNSOLVED ENIGMA

Doctors Refute His Aspersions On the Profession.

LAYMEN GIVE SUPPORT

"Doctor's Dilemma" Subject of Animated Discussion at Lively Meeting.

# DIAMONO CURB MARKET AS A RESULT OF WAR

eet market. By general consent, the eet market. By general consent, the ers for transacting business are from Yh, dollars and cents, what is the

welry houses. Under the shadow of ese buildings will be found every day as same groups of traders, among them me of the world's finest jewelry exerts, although their outward appearance scarcely indicates it. These men, ic. know the secret of getting about urope in wartime, as much of their are comes from obscure corners of the ontinent.

Suppose you did something so foolish as to reduce your strength, vitality or judgment one half, and it were impossible to get them back—how much would you pay to regain the lost portion?

When you let yourself run down, you reduce your chances for success in life — if sleeplessness comes you score lower still—should appetite or

BOARD REORGANIZED.

STRATFORD, Feb. 13.—The organization meeting of the collegiate institute board was held in the board-room of the city hall this evening, and Fred G. Scrimgour was appointed chairmap for the coming year. He has served two terms on the collegiate board, but for ten years previous to that was on the public school board, one year filling the capacity of chairman.

Bipliaces Spring tiredness by energy and new iffe. Ferrozone rebuilds sick folks because it contains the strengthening elements that every rundown system requires.

Especially before the hot weather comes, everyone needs a purifying tonic—Ferrozone fills the bill exactly—nothing known that juvenates and uplifts so fast.

At once the appetite improves. You see the superior of the superior of the collegiate institute board new iffe. Ferrozone rebuilds sick folks because it contains the strengthening elements that every rundown system requires.

Especially before the hot weather comes, everyone needs a purifying tonic—Ferrozone fills the strengthening elements that every rundown system requires.

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Expecially before the hot weather comes, everyone needs a purifying tonic—Ferrozone fills the bill exactly—nothing known that juvenates and uplifts so fast.



# The Big Annual



# Half-Price Jewelry Sale

Will continue all this month. This is your opportunity to buy Card Prizes and Wedding Gifts, Diamonds, Watches, Jewelry, Cut Glass, China, Brass Goods, Silver-Plate, Pearl-Handled Case Goods, Umbrellas and Walking Sticks.

### Special Discount of 20% Off Everything in the Store

See north window and bargain tables, on main floor and in basement, for half-price goods.

Extra Specials

Silver-Plated Knives and Forks in the Louis, rose and plain designs; sell regularly at \$5.00. \$2.50

## Diamonds Half Price

\$4.00 Genuine Diamond Baby Rings, mounted in 10-k, gold, each ... \$2.00 \$10.00 Genuine Diamond Rings, mounted in 14-k, gold, each ......\$5.00 \$14.00 Lady's Belouer Diamond Ring, 14k gold ......\$7.00 \$20.00 Lady's 3-Stone Ring, 2 diamonds and 1 emerald ......\$10.00 \$20.00 Lady's Modified Tiffany Ring .. .....\$10.00 \$25.00 Lady's 3-Stone Ring, 2 diamonds and 1 sapphire ......\$12.50 \$30.00 Lady's 3-Stone Ring, 2 diamonds and 1 ruby ......\$15.00 \$30.00 Lady's Onyx, Pearl and Diamond Ring ......\$15.00 \$50.00 Opal and Diamond Cluster Scarf Pin .....\$25.00 \$60.00 Three-Stone Diamond Rings, 14k setting ......\$30.00 \$80.00 Four-Stone Diamond Ring \$40.00 \$90.00 Four-Stone Diamond Ring \$45.00 \$100.00 Gents' Round Belcher Ring ... .....\$50.00 \$120.00 Lady's Tiffany Ring, 1/2 and \$120.00 Lady's Marquise Diamond Ring ..... \$60.00 \$150.00 Lady's Ruby and Diamond Cluster Rings, for ......\$75.00 \$160.00 Gent's Flat Belcher Ring, 14k setting, weight .75 .....\$80.00 \$200.00 Lady's Fancy Tiffany Ring, 18k gold, platinum head, weight .78.. .....\$100.00 \$250.00 Lady's Marquise Diamond Ring ..... \$125.00

# Specials in Cuff Links

We will refund the money on any of the ove Diamonds within one year of the date purchase, or exchange for full value at any

One tray of Cuff Links going at just

Watches at Half Price \$5.00 Wrist Watch, for .....\$2.50 \$5.00 Lady's Silver Watch .....\$2.50 1 only, Ideal Wrist Watch, \$7.50, for, \$8.00 Wrist Watch, luminous dial, \$4.00 1 only, Standard Wrist Watch. Regular \$9.50, for ......\$4.75 1 only, Military Wrist Watch, 17-jewel movement. Regular \$10.00, for \$5.00 1 only, Overseas Military Wrist Watch. full luminous dial. Regular \$10.00 Watch. Regular \$10.00, for....\$5.00 1 only, 15-Jewel, Full Luminous Dial Wrist Watch. Regular \$10.00, for. \$10.00 Lady's Stop Watch .....\$5.00 17-Jewel Movement. Regular \$10.00, 

Spectacle Specials

Only a few pairs left. Sell regu-

larly for \$3.00 and \$1.50 \$3.50, going at, pair...\$1.50

Watch and time combined. Regular \$12.00, for ......\$6.00 1 only, Waltham Wrist Watch; \$12.00, 1 only Waltham Red Cross Wrist Watch. Regular \$15.00, for . \$7.50 1 only, New York Standard Stop Watch

and time combined. Regular \$10.00. Wrist Watch; \$20.00, for....\$10.00 1 only, 14k Solid Gold Case, set with large diamond, fitted with a 17-jewel commercial standard movement

\$50.00, for .....\$25.00 1 only, Gents' 12 size, 17-jewel, commercial standard movement, in 14k solid gold case. Regular \$50.00. for .....\$25.00

Pearl-Handled Nail Files, Cuticle Knives, Corn Knives and Buttonhooks; regular \$1.00. Special at, each ...... 50c

one-half the regular prices. POSTOFFICE OR EXPRESS MONEY ORDER MUST ACCOMPANY ALL MAIL ORDERS

DIAMOND MERCHANTS AND JEWELERS.

LEAMINGTON TO SEE

LONDONER'S LIBRETTO

### EVERY WAGE EARNER SKOULD ANSWER QUESTION HIMSELF OR HERSELF

What Does the Future Hold For You If Health Gives Way?

If a.m. to 3 p.m.

A Mysterious Lot.
Hatton Gardens is a short, narrow street, flanked on either side by the combre buildings of the big wholesale ewelry houses. Under the shadow of the staying power that permits continuous labor—what are they wort to you? Suppose you did something so fool-

urb, and one who loit-is regarded with susdigestion fail, you are stared in the many thousand dollars worth of our booty. The little paper packets wells are hurriedly consigned to owners' pockets if a passerby vento stop and crane his neck toward strength, makes muscles like steel, resource. places Spring tiredness by energy and new life. Ferrozone rebuilds sick

### Every Man Knows That he ought to save. Almost every man CAN save, but many of us lack the necessary will power and determination. Start NOW-open a savings account today -and then deposit regularly a part of your salary. Your account in the Huron & Erie will earn interest at the rate of 31/20/0 per annum.

# LONDON (Two Brenches) and ST. THOMAS

PLAYLET WELL RECEIVED

In "Grandpa's Birthday Party." "Grandpa's Birthday Party" was the McCullough and Miss title of a pleasing entertainment given sopranos, and Miss by the members of the Dundas Centre contralto, who sang in -mothing known that juvenates and the public school board, one year filling the capacity of chalrman.

MADE \$20 CLEAR.

The management of the official collegiate institute paper, "The Collegiate Outlook," cleared \$20 from its first issue last month. The money will go to the Red Cross. The staff of the paper consists of Howard White, consists of Howard Wh