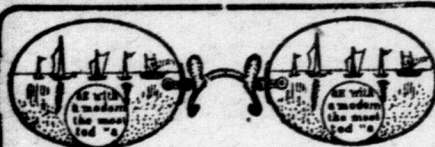


Picture Framing
We not only do the most artistic work, but our facilities are such as enable us to turn out the greatest amount of work.
O.B. GRAVES
LIMITED.
ART STORE, 203 DUNDAS ST.



Our Double-Vision Glasses

Are ground out of one solid piece of glass, and have no lines in the lenses.

The Brown Optical Co.
Eyesight Specialists,
237 DUNDAS ST. Phone 1877.

USE CONNELL'S COAL
\$7.00 PER TON.
CHESTNUT, STOVE AND EGG,
\$5.75 PER TON.

Large, Clean Pea Coal,
Phonics 770 and 1096.
Dundas and Richmond Sts. Phone 770
Colborne St. a. C. P. H. Phone 1096



LONDON'S LARGEST JEWELRY.

Wholesale, Retail and Manufacturing.

Our Motto: "One Price the Year Round."

234 Dundas Street.

Make-Man Tablets
MEAN PURE BLOOD.
50c each; 6 for \$2.50.

Geo. A. McLachlan
390 RICHMOND STREET.

BEST HARD WOOD
12-inch Blocks \$2.15 per 1/4 cord
14-inch Blocks \$2.25 per 1/4 cord

D. H. GILLIES & SON
Phone 1312

SAME CUT PRICES ALWAYS
AT BOTH STORES.
252 Dundas Street
347 Richmond Street
STANDARD DRUG, LIMITED.

THE UTMOST IN CHOCOLATE DELIGHT.

Neilson's Chocolates
"The Chocolates that are Different."

ED. WEST
CHOICEST CUT FLOWERS
AND PLANTS.

Phone 2187. 249 Dundas St.

DEATHS AND FUNERALS

Death of Mrs. Whitaker.
Mrs. Susan Whitaker, widow of John E. Whitaker, died Thursday afternoon at the residence of her daughter, Mrs. Lucy MacArthur, 150 St. James street. Mrs. Whitaker was 84 years of age and had been a resident of this city for seven years. Four daughters and one son survive. They are: Mrs. Aiken, head of Maryland; Mrs. Olivia Soper, of Windsor; Mrs. Richard Dutton, of Kingston, Mich.; Mrs. Lucy MacArthur, of this city. The funeral will be private and held on Saturday at 1:30 o'clock from Mrs. MacArthur's residence. Services will be conducted at 1 o'clock by Rev. Thomas Mitchell. The remains will be forwarded to Delhi for interment on the 2:05 P.M. train by Griffith & Willis, undertakers.

Death of Mrs. Jamieson.
Mrs. A. Jamieson, mother of Dr. Alice Jamieson, of this city, died at her home in Grafton, Ont., yesterday. She had been ill for several weeks and her death was not unexpected. Dr. Jamieson was with her mother when she died.

An Epoch in Central British Columbia.
On Tuesday, Jan. 13, the laying of steel on the Grand Trunk Pacific Railway reached Prince George, the coming city of Central British Columbia, situated at the junction of the Fraser and the Nechako Rivers. This was a momentous event, as it gives Prince George the first rail connection it has had with the outside world.

It is interesting to note that up to date the Grand Trunk Pacific Townsite and Development Company have sold in their town of Prince George, 3,171 lots. Total value of same being \$2,322,003.23.

Owing to the large area of agricultural lands in the district surrounding Prince George and the vast territory of unknown possibilities that are in the immediate vicinity, will make this an important city, and as a great distributing point for the entire Central British Columbia region.

TO FLY ACROSS ATLANTIC.
[Canadian Press.]
New York, Jan. 22.—A cable to the Tribune from London says: Claude Graham White said yesterday that plans had been laid for a trans-Atlantic flight in the summer of 1915. A special aeroplane is being built, but there is no possibility of a flight this year, as it would take a year to get ready.

QUALITY STORE

You are sure of good Coffee when you buy your Coffee at this store. Our special blend of Coffee is of the finest quality. Price, 40 Cents Per Pound.

Cresca

Cresca Figs, 2-lb. baskets. Regular 60c, for 50c each
Cresca Figs, in glass jars. Regular 50c, for 40c each
Stuffed Dates, in glass jars. Regular 55c, for 45c each

Knorr

Ready-made Pea Soup, with fine flavor, 10c, 15c, 25c per package
Brand's India Chutney, 25c bottle
French Peas (special), 2 tins for 25c

California Asparagus, 12c per tin
French Beans 17c per tin
Finest Selected Deep Sea Crab Meat 60c per tin

We offer the best value in TEAS in London.

PHONES: 1024-3323.

Harry Ranahan

515 RICHMOND STREET.



CHWARD & CO
DIAMOND MERCHANTS

SAISFACTION GUARANTEED OR MONEY BACK.

374 RICHMOND ST. PHONE 1084.

WE SELL FOR LESS

The "Cairncross" Hot Water Bottle (absolutely guaranteed), regular \$1.60. Special price, 98c

Quality Rubber

Enumerating prices is not enough to tell you. The prices tell nothing till you buy and use and see the long life of our rubber goods. Our rubber goods are actually of the best quality, material and construction. We guarantee this. Here's where you get wear, life, usage, at a price consistent with value. You must not be misled by the fact that our goods—buy here and you will get a far better satisfaction than usually had.

Cairncross & Lawrence

Chemists and Druggists.
216 Dundas St. London, Ont. 36u

Fine Furs Reduced

BELTZ & CO.
PRACTICAL FURRIERS

237

IMPORTANT CHANGE IN CANADIAN PACIFIC TORONTO-WINNIPEG TRAIN SERVICE.

Effective at once, and until further notice, train No. 7, leaving Toronto 2:30 p.m., arriving Winnipeg, 8:00 a.m. and Train No. 8, leaving Winnipeg 1:30 p.m., arriving Toronto 9 a.m. will be operated daily, except Sunday, instead of daily, as heretofore. 34k

TORONTO EXCURSION, C. P. R.

St. Andrew's Church choir has arranged an excursion to Toronto via Canadian Pacific on Thursday, Feb. 5. Rate \$2.95, good for two days. Tickets good only going on regular train leaving London at 12:40 p.m., Feb. 5, returning on any regular train Feb. 5 or 6. For those who wish to return same night, special train will leave Toronto immediately after Mendelssohn concert is over. 34c

Closed, heated carriages for every occasion. Phone Hueston's Liveries.

Special Saturday

Nut Glace

We use only the finest nuts in this sweet, Brazil, Almonds, Filberts, Walnuts, and Pecans covered with a crisp glaze of pure sugar. Regular 40c a pound. Saturday, a pound for 33c

CHARLOTTE RUSSE.—Light moist cake, with a filling of deliciously flavored whipped cream, each 5c

After the matinee or skating drop into The Shop 'Round the Corner for Afternoon Tea or a cup of Hot Chocolate, Beef Tea, Coffee or some other beverage. We serve many things at moderate prices.

--Peters

HORTON ST. WELLS THREE FEET HIGHER

London's Supply of Water Unfailing. According To Annual Report.

The Horton street wells are justifying the faith that was placed in them by the citizens. General Manager H. J. Glaubitz reporting at a meeting of the water commissioner yesterday afternoon that the water in the wells is three feet higher than a year or so ago, showing that the capacity is being kept up.

Commissioner J. H. Chapman proposed that the city should supply free electricity to churches, whose congregations were willing to expend money in ornamental exterior lights. General Manager Glaubitz will consult the controllers on this point.

More Street Lights.

"Although 300 more lights were furnished the city, the charges for street lighting this year are less by \$1,000 than for the previous year," said Manager Glaubitz.

Manager Glaubitz will also confer with the controllers with reference to the proposal to place a light on every street pole in the city, thus adding materially to the illumination.

On Industrial Bureau.

Commissioners William Wyatt, J. H. Chapman and Dr. H. A. Stevenson were appointed as representatives to the Industrial Bureau.

Messrs. Emery Hamilton, W. W. Gammage, John Marr and Commissioner William Wyatt were re-appointed to the parks commission. W. E. Saunders, another member of the body, notified the commissioners that he would be unable to give further service, and someone else will be appointed in his stead.

The annual report of General Manager Glaubitz was presented and showed an encouraging state of affairs. The accounts of the waterworks department for the year 1913, said the report, "show that after making allowance for a decrease in revenue of \$18,000 through reduced rates to consumers, and a loss on the sales of debentures of \$11,596.30, the surplus revenue for the year would be \$1,800 more than for 1912. Moreover, nearly \$4,400 of extraordinary expenditures were made out of revenue."

6,406 Hyro Customers.

The report showed the total number of electrical consumers to be 6,406, a net gain for the year of 1,605, and a net surplus of \$36,411.64, showing a total accumulated surplus for the three years amounting to the sum of about \$60,000, or nearly 17 per cent of the average capital investment during that time. For the past year the profit after allowing 3 1/2 per cent depreciation, amounted to \$21,700, which is more than 5 per cent on the capital investment. The saving to citizens from the reduction of the old rates is estimated in the report to be \$164,000.

The Mendelssohn Choir of Toronto, as in previous years, is again proving a real sensation in musical circles, not only on account of the great variety and general excellence of their programs, but also on account of the rare opportunity offered the lovers of good music, of hearing such noted artists as Mr. Reed Miller, one of the foremost tenors of the world, and Horatio Connell, a baritone with an enviable reputation both in Europe and America. Miss Mildred Potter, a contralto who occupies a leading position among concert singers of the United States, and Miss Florence Hinkle, soprano, who, on account of her great success in Toronto on previous occasions needs no introduction. In order to give its patrons the privilege of an opportunity, the Canadian Pacific Railway will have a special rate of \$2.95 in effect, good going on the Toronto express, leaving London at 12:40 noon, and good returning on any regular train the following day. There will, however, be a special train leave Toronto immediately after the choir concert, making fast time to London, in order that business people will not lose any more time than necessary on the trip. Tickets and information at the city ticket office, corner Dundas and Richmond streets. W. Fulton, agent. 36-u

WE SELL FOR LESS

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Quality Rubber

Enumerating prices is not enough to tell you. The prices tell nothing till you buy and use and see the long life of our rubber goods. Our rubber goods are actually of the best quality, material and construction. We guarantee this. Here's where you get wear, life, usage, at a price consistent with value. You must not be misled by the fact that our goods—buy here and you will get a far better satisfaction than usually had.

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--Peters

Best quality, most modern stores, courteous clerks, up-to-date systems and always the best for the lowest reasonable price.

GRAPEFRUIT SPECIAL

GOOD SOLID FRUIT.
Friday and Saturday 49c Per Doz. Only

DUERR'S JAM The jam with the real fruit flavor. Surpasses all others in excellence of quality and flavor.

BLACKBERRY STRAWBERRY CHERRY BLACK CURRANT

STONELESS DAMSON PEACH

STONELESS GREENGAGE.

All 35c each per jar.

Strawberry de Luxe 40c per jar

CANDLES AND SHADES.

Beautiful your home for party, tea or reception by using Candles. Both the Candles and Shades come in all colors, and will blend with your color scheme.

Candles 20c to 75c per set.
Shades From 10c to \$1.

ROWAT'S COFFEE. Whatever other Coffee you may be using, we believe our special Coffee will give you better satisfaction. Try it and see. 45c per pound.

FRESH BISCUITS. A Biscuit for every taste. Whatever you find it here. 20c to \$1.00 a pound.

CHOICE OLIVES. We have an extra large assortment of specially good Olives. From 10c to \$1.25.

FINNAN HADDIE. Good thick fish, with the backbones removed. Their flavor is most delicious. 15c per pound.

SOLID OYSTERS. No contamination. Kept free from water ice or preservatives. Quarts, 75c; Pints, 38c; Half-pints, 19c.

T.A. ROWAT & CO

TWO STORES
250 Dundas St. W. (at Richmond St.)
THREE PHONES
South London 367-Dundas 5051-5052

MILK INSPECTION IS MOST IMPORTANT

Director of Institute of Health declares it is Most Vital Necessity.

That milk inspection is of far greater importance than meat inspection is the belief of H. W. Hill, director of the Institute of Public Health. Dr. Hill has nothing against meat inspection, but does not consider that it has a tendency to stamp out tuberculosis in the human.

This week Dr. Hill, M. H. O. Dr. T. V. Hutchinson, Controller G. E. Rose and W. H. Abbott, of the local board of health, paid a visit to the plant of the Dominion Abattoir, and were shown the evidences of tuberculosis in a number of freshly-killed animals.

Dr. Hill was impressed with the evidence, but it did not change his previous expressed opinion that the inspection of meat does not tend to reduce the number of cases of human tuberculosis.

"My contention," said Dr. Hill to the Advertiser, "is that it is not an adequate means of getting rid of tuberculosis in the human. Milk inspection is the big

feature, and the only absolute way of removing the tuberculosis danger for persons in this way is through the tuberculin test of dairy herds.

"Tuberculosis is more largely prevalent in hogs than other animals, but we have no regulation to say that skinned milk fed to these animals should be tested. In some places such a regulation does exist. Consider the amount of hogs that are fed milk and that wallow around in barn manure. Yet farm hands who are in proximity to these conditions do not get the disease, as bovine tuberculosis among adults is practically unknown."

BETTER TO SCRUB THAN TO BE IDLE

Rev. J. W. Knox Lauds Woman Who Really Serves World, in Address To Mothers.

That the essential element of Christian citizenship lies in living for the nation, and not on the nation, in contributing some personal effort, mental or physical towards the national welfare, and that the four factors which affect the development of the young life of the country are the home, the church, the school, and the community, were facts set forth last night by Rev. W. J. Knox, M. A., pastor of the First Presbyterian Church, of this city, in an address delivered before the Union Mothers' Clubs of London.

Mr. Knox condemned the man who was a consumer but not a producer in any sense of the word, and emphasized the need that honor should be paid to the man who works rather than the man of leisure.

Those Who Serve.

"The man who makes our bread, who builds our houses, the woman who teaches, or who attends to her household, these are all giving service to the country, and in our young Canada, we should give our admiration only to the man or woman who works in some manner," said Mr. Knox.

"The man who digs trenches in our city, or the woman who works in our kitchen, or scrubs in offices, is more worthy of honor than the millionaire who acquired his wealth by no effort of his own, or the rich woman who spends her mornings in adorning herself, her afternoons at teas, and her evenings at the theatre," said Mr. Knox.

Leaving Quiet Homes.

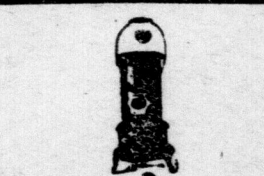
In regard to the home element in the fashioning of Christian citizenship, Mr. Knox deplored the fact that there was need of regeneration. Real dangers were threatening our home life, he said. Young people were seeking amusement no longer in the home, but were going out to the five-cent theatres, and to the streets. This was worse on the American side of the border, but the tendency for amusement was growing in Canada, and young folks were no longer content with the quiet and seclusion of the home. Industrial conditions were also affecting the ordinary home. Often the father labored for anything but an adequate wage, the mother was forced to earn to supplement the family income, and children, often before the age of 14, were sent out into the world to earn for themselves. Divorce was also a most blighting influence on home life.

The function of the church, Mr. Knox believed, was to assist the people

Annual Stock-Taking Sale at Purdom's Hardware

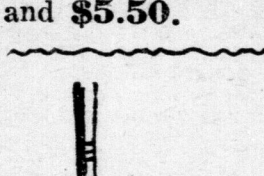
Prompt attention to Mail and Phone Orders.

The Chi-Namel Store.



OIL HEATERS.

"Perfection" does not smoke or smell. Price \$4.50, \$5 and \$5.50.



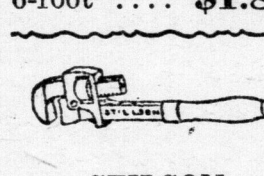
X-CUT SAWS.

"King Cutter" X-Cut Saws are sold complete, with handles and guaranteed

5-foot \$1.65

5 1/2-foot \$1.75

6-foot \$1.85



STILSON WRENCHES.

14-inch Wood-Handle Stilson Wrenches, only \$1.23.

SPECIALS

Mill Saw Files, 3 for 25c

240-lb. Scales, regular \$6.50, for \$5.83

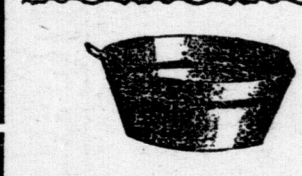
25c Liquid Veneer 19c

50c Liquid Veneer 39c



RAZORS.

Twenty dozen Razors, same as sample, reg. \$1.50, for 98c.



GALVANIZED TUBS.

All made of heavy galvanized iron, and will not rust, 60c, 65c, 75c, 85c.



SAD IRONS.

Fifty dozen No. 90 Dover Sad Irons, regular \$1.50, for \$1.23.

Preserving Kettles, regular 75c, for 48c and 33c.

COBBLER SETS.

A complete Cobbler's Outfit, only 55c.

SKATES.

Hockey, 50c to \$5

Spring, 50c to \$1

Straps 10c to 20c

SPECIALS

Family Scales, weighing 24 lbs. \$1.63

Lantern Globes, regular 10c, for 5c

Liquid Veneer Floor Polishes, regular \$1.50, for \$1.15

Cotton Gloves, 3 pairs for 25c



SHOVELS.

Snow Shovels, wood, 50c, 60c

Steel, special, 19c



GRANITWARE SPECIALS.

Enamel Foot Baths, regular \$2.50, for \$1.98

Saucepans, regular \$1.50, for 98c

Teapots, regular 75c, for 58c



FOOD CHOPPERS.

Twenty dozen No. 60 Climax Food Chopper, regular \$1.50, for \$1.20

SKATES.

Hockey, 50c to \$5

Spring, 50c to