London, February, 1915.

### GERMAN ADMIRAL ADMITS BLOCKADE IS FINAL CARD

COPENHAGEN, Feb. 19 .- The first admission that the present blockade is rmany's last card in the great war comes from Vice-Admiral Kirchoff, o

Writing in the Hamburger Fremdenblatt, he declares that there is no ques on that the blockade must be made extremely effective. He admits that bermany has insufficient war materials and that her present great aim is to ing such a feeling of uneasiness and insecurity that no human nerve can long American Ministers See the the strain, and so bring directly home to the Allies the dangers that are now impending

Two Minds with

but a Single Thought-

#### STUDY NEW INFECTION INCIDENT TO TRENCHES

pital, established by the French Govern-

and

that

was

the institute announced tonight. It was announced also that the Rocke feller Foundation has voted an appropriation of \$20,000 to be used under the NEW YORK, Feb. 19 .- A new hos- direction of the institute in furthering medical research work under war conditions. The purpose of the institute ment at Complegne, at the supervision in equipping Dr. Carrel's hospital, it is car vessels and commerce growing out of Dr. Alexis Carrel, is being stated, is not only to make his research of the reiterated determination of the

# equipped by the Rockefeller Institute for Medical Research with complete apparatus for the study of the new forms work of the greatest effectiveness at the moment, but also to make it perparatus for the study of the new forms manently available to the world of o' submarines and mines on enemy of infection incident to trench warfare, science.

WASHINGTON, D.C., Feb. 19,-Presiden Wilson and his Cabinet discussed at length today the dangers to Amerivessels, disclaiming all responsibility for what might happen to neutral ves-

> sels venturing into the new sea zones of war. Canvass of Cabinet officers later dislosed that the administration regarded he developments of the last few days chandler, assistant general manager of the Los Angeles Times, and millionair the Cabinet declined to predict what land owner, was indicted today by the "It is true," added M. Poincare, "that would be the course of the United

AROUSES CABINET

Gravity of Situation—No

Decision Yet.

Officially, the United States Govern- with an alleged conspiracy, which had complete liberty to Your Majesty's Govment had not received from Ambassa- for its object a military occupation of

#### FRENCH CONFIDENCE IS NOT SHAKEN.

PARIS, Feb. 19 .- "The sinking by

intimidated by the German blockade, and Lower California. When the steamer Amiral Ganteaume, bearing women and children refugees was torpedoed and twenty lives were lost, great indignation was felt throughout the civilized world, but we now regard the sinking of merchant vessels with a certain calm. Germany didn't wait until February 18 to begin tor-

"With regard to Germany's alleged reason for her announced sea blockade," M. Augagneur said, "Germany evidently felt the great efficiency of the Allies' blockade of the German ports and attempt of a counter-block-We expect merade is the result. chant vessels to be sunk. Not, how-ever, as many as Germany expects. The torpedo is not an infallible weapon as is shown in the case of the steamer Dinorah which, after she was torpedoed, was towed into port.

Submarines Will Be Sunk, Submarines Will be sunk.

"Measures for protection will be taken, the nature of which I am not at liberty to disclose. Ultimately Ger
Taken, the nature of which I am not taken is not taken. many, as the right of an army to invest a town and starve it into surrender hitherto has been recognized as these returns. though largely exercised through pressure brought to bear on the civil population, shows no essential difference from the investment of a town."

Dealing with the right of merchant neutral flags. M. Augagneur said: "This practice has always been recognized as a legitimate ruse of war, and even has been resorted to by men of war, provided they hoisted their true colors before entering into action. The Germans have no cause for complaint on this score as they used it themselves when the cruiser Emden entered the belligerent port of Penang flying not ALL PENMAN'S PRODUCTS ARE MADE-IN-CANADA. only false colors but disguised with

#### BANK'S FIRST CHECK IS SUBSCRIPTION TO ADVERTISER

ESSEX, Feb. 19.-Essex no has two banks, the Union Bank of Canada opened a branch office here today, with G. H. Campbell of Ottawa, as acting manager, while his assistants are A. G. Stewart, of Hagersville, accountant, and H. J. Turner, West Lorne cashier

The first business transacted by the new bank was the putting through of a check for payment subscription to The Morning Advertiser.

federal grand jury here in connection military and naval arrangements leave

Boer commander in the war with the British in South Africa, and Baltazar Avilez, a former governor of Lower California, were indicted several weeks ago.

Last Chance.

"It is, I consider, on the language and action of the British Government henceforth that the last chances of a peaceforth that the last chance of the peaceforth that the la

## BRITAIN'S SHIP OUTPUT

LONDON, Feb. 19 .- (Correspondence.) crease of 248,600 tons over the record year of 1913, at the same time the pas year's building of 656 vessels of 1,683,553 HYDRO MASS MEETING tons will compare favorably with any

Of the vessels launched in 1914, says Lloyd's register in its summary, a fourth of the tonnage went to other countries, of which Holland was the largest held here today, it was decided to hold buyer. The Clyde district still remains the big mass meeting in Toronto on first in Great Britain in ship construction, followed by the Tyne, the Wear, gates are expected from all points in Belfast, Middlesborough and Hartle- Ontario

man stomarines themselves will be of 231,000 tons, as compared with 1913. sunk, perhaps even sooner than they expect. The Germans cannot justly 387,192 tons, the United States with complain of the Allies' blockade of Ger- 200,762 tons, Holland with 188,153 tons, Warship tonnage is not included in

# RULERS TRIED TO AVERT THE WAR

#### Letters Between King George and President Poincare Prove Statement.

LONDON, Feb. 19 .- 8:50 p.m.-Correspondence between President Poincare of France and King George of England just before the outbreak of the war was published here today. In a letter, dated July 31, President Poincare expressed the opinion that "war would be inevitable if Germany were convinced that the British Government would not intervene." On the other hand, he said, "there would be the LOS ANGELES, Feb. 19. - Harry greatest chance that peace would rehe developments of the last few days Chandler, assistant general manager o main unbroken if Germany were con-

ment had not received from Ambassador Gerard, up to late tonight, the text of the German reply to the American note and until it is received no decision will be reached as to the administration's policy.

FRENCH CONFIDENCE

for its object a military occupation of the Mexican territory of Lower California.

Walter Bowker, manager of the California-Mexican Land and Cattle Company, in which Chandler is heavily interested, General B. J. Viljoen, a former Boer commander in the war with the letter thus:

The charge is that Chandler and the others engaged in a conspiracy to violate convinced at the present moment that Germany of merchant ships is simply an extension to the sea of her war against non-combatants on land," said the neutrality of the United States by the more Great Britain, France and Victor Augagneur, the French minister recruiting men and gathering supplies Russia can give a deep impression that Victor Augagneur, the French minister of marine, to the Associated Press, to-day.

"The French Government has absolute confidence in the naval situation," and extensive ranch, which lies on both continued M. Augagneur, "and is not continued M. Au with which the latter had expressed himself, and added: "I am personally using my best endeavors with the Emperors of Russia and Germany toward DECREASED; STILL GOOD inding some solution by which military operations may at any rate be post boned, and time thus be given for calm -Great Britain's output of new mer- discussion between the efforts without tend to prosecute these efforts without chant ships during 1914 shows a de- intermission, so long as any hope remains for an amicable settlement.

### TO BE HELD AT TORONTO

TORONTO, Feb. 19 .- At a meeting of

is sent direct to the diseased parts by the Improved Blower. Heals the ulcers, clears the air passages, stops drop-pings in the throat and permanent y cures Catarrh and Hay Fever, ly cures Catarrn and may 25c. a box; blower free. Acceptatitutes. All dealers or Edme

## Mahaffy Brothers, Limited **BUILDING LANDS**

Mr. Reader:

Just a little personal talk with you and your family on the growth of London and the opportunities

Seven years ago the population of London was just over 40,000, and the total bank clearings were about \$60,000,000. Now London's population is over 60,000, and the bank clearings for the past year were nearly ninety million dollars.

During the past ten years, with all absence of booming, London has added in a most substantial manner, a population greater than the City of Niagara Falls, larger than the City of St. Catherines, or more than the towns of Goderich, Ingersoll and Sarnia together. Truly a central location is a great

London is well situated; and backed by Ontario's richest farming district, with cheap power, with several railroads now and others coming, and with all that has brought factories here in the past, this city will surely, with added facilities, attract more factories here in the future. Growth must continue; and if we want a home there is no better place we can make our home than in London.

You see the growth of the City reflected in the corresponding rise in land values. The fifteen per cent increase in last year's assessment being over five million dollars on land alone. To this can be added over a million and three-quarters worth of buildings erected during 1914. The milkmen and bakers will tell you that every year new streets are opened on which they do business. The growth of London is so evident that small children realize it, in being driven from their play fields by the erection of new

Last year more sewers were put down, more sidewalks were laid and more rirects were payed than was ever done before in one season in this city. Wortley road was payed to the city limits. This year will see many more improvements and real estate will be affected accordingly.

It is an old saying that the best investment in the land is the land itself, and at the present time, our opinion, there is no better investment anywhere than London real estate. Land values increase with the growth of a city, and London is the fastest growing city in Western Ontario; and as London IS growing and as THERE ARE signs that point to the fact that London WILL BE even larger than it is now, and as you know these facts and read these signs, then are you not to blame if you do not make use of the advantages and opportunities that are within your knowledge and within your means? Is it not your own fault if you receive none of those profits which somehow always seem to fall so easy

The available building land in South London is rapidly being bought up for homes. New roofs are to be seen in all directions. Many lots in this part of the city which were bought seven years ago for \$200.00 now command prices ranging from \$700 to over \$1,200.

Last year the old McArthur estate, now called MANOR PARK-on Tecumsel avenue and Wharncliffe road—was divided into lots at prices ranging from \$100 to \$265, and sold on easy terms of \$5.00 down and \$5.00 monthly.

Now over thirty families are living on this property, more houses are in course of erection, a nice Anglican church has been built and dedicated, and stores are to be built this spring.

The city water and electric light have been extended in for several blocks and scores of families have contracted for their homesites and will build as soon as circumstances will permit.

Already some lots in Manor Park, which were bought at opening prices on the easy payment system have been resold by their owners at advanced prices.

This year will see improvements on a much greater scale and lot values will advance correspond ingly. The reason is simple enough: Until last year Manor Park held back the city's growth in this direction, and for years a number of built-up streets have ended against this property. Now the land is open and the city streets continue through, this long held-off estate will rapidly fill up and round out the city. In distance Manor Park lots are actually nearer to the Grand Trunk Depot or the City Postoffice than are the exhibition grounds, and as the highest real estate values in this city are between the G. T. R. station and the postoffice, or within a block either way of this part of Richmond street, It is obvious that Manor Park lots will sell at much higher prices within the next few years.

The Wharneliffe road may be paved to the city limits this year. It was understood last year that the Wharneliffe road, the main thoroughfare running into London from the south, was to be paved this year to the city limits. Now, Manor Park adjoins the city, and Wharncliffe road is Manor Park's main street, and it is a busy street, being not only the main road the farmers come to market on, but is the direct highway to the cities of St. Thomas, Windsor, and Detroit. Can you see that the paving of this street means higher values for Manor Park lots? It surely does, and if you would make money out of this city's growth, you must anticipate these improvements and buy before they take place; then every advantage that comes along helps your investment. For gardens, raising chickens, or if you retend building a home, many will tell you the advantages of Manor Park. We live on the property and we think it is the nicest part of London.

Spring will soon be here and many lots will then be taken up. Buy yours now and have the best choice. To those who intend building this spring, we are making a special offer during this mouth of February of terms even better than our usual terms of \$5.00 monthly. Call at our office, 231 Dundas street, for particulars. Most of the cheaper lots will be advanced in price on April 1st next, Do not mind the weather. Do not let this opportunity slip by. Act today. Men of action win. We will show you the property and give you the fairest terms we know how to make

> Yours very truly, MAHAFFY BROS., LIMITED

231 Dundas street.

Phone 4459.

We Have Decided to Continue

PRICES FOR THE BALANCE OF THIS MONTH

Rug Sale

AXMINSTER RUGS.

3x21/2 yards, for .... \$16.00

3x3 yards, for .....\$17.50

3x31/2 yards, for ....\$20.00 3x4 yards, for .....\$22.00

15 only Heavy English Ax-

mortague makaj

THE STATE OF THE S

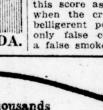
3 dozen only Tapestry Door Mats, size 18x32, and

2 dozen only Cushions, 18 inches square, art satin

These goods are absolutely new, having just arrived,

covers, satin floss filled, Regular 50c, for ..... 29¢

but we are selling them at the Smoke Sale Prices. See



'The Arab's Secret has made Thousands Beautiful."

He; "Well, well! No

more darning old socks, my

Sher "Oh Jack-Penmans hose!

And I just bought some for you

this afternoon. I was getting

some for myself, and thought I'd

surprise you with half a dozen

pairs. Just think, Jack! You

won't need any more hose for ever

and ever so long-Penmans wear

You sample the merits of

remans Missions

Hosiery

so well."

dear. See what I bought!"

## The Joy of a Perfect Complexion

HERE is no pleasure to compare with the joy of possessing a perfect complexion. Anyone who has suffered from wrinkles, from sagging skin, knows the delight it would be to once more appear with the fresh bloom of youth and health on the cheeks. Cleopatra, Helen of Troy—what visions of beauty these names conjure up. They complexion. They fed their skins.

The secret of their beauty has come down to us and is embodied in—

Wrinkle Chaser

Skin Food



75c

THE ingredients of Usit are the Oriental oils that have for centuries made famous the beauties of the East. They are the very essence of the luxury of the Oriental toilet. Try a bottle of Usit. Go to your druggist to-day. If he has not got it, send direct to our office. Put on the face some of this wonderful skin rejuvenator every night. In a week you will notice a marvelous difference. Guaranteed entirely free from hair growth.

34A Elder Avenue, Crouch End,
London, N., June 22nd, 1914,
"Mother has asked me to tell
you that she can see her
wrinkles disappearing, and
she's getting more beautiful
every hour—thanks to your
preparations. "Very sincerely yours, "BLANCH HALFORD," does the trick.

34 Elder Avenue, Crouch End, London, N., England, November, 21st, 1914. November 21st, 1914. If "Pleased to say the bottle of "Usit" left with me last May has completely cleared my face of the horrible wrinkles that were such an eyesore to my five daughters, and even the grand-children have their say about grandma's wrinkles. I look upon the preparation. 'Usit' as a Godsend to wrinkle- suffering humanity.

manity.
"Sincerely yours,
"EMILY HALFORD."

A BOON TO MEN January 14th, 1915. "If you want a nice, clean and easy shave on a most stubborn beard and sensitive Mail Orders not in-skin, then try 'USIT,' for it vited. If sent, must be accompanied by stubborn beard and sensitive

"For years I tried in vain to 20c for get something to make shaving less painful to me. Accidentally I struct apon 'Usit,' and have used it ever since .. It seems to possess .zc properties to soften the bears, to make the skin firm, smowth and less sensi-tive, and thus the task is made easy.

A Toronto Clergyman.

**Usit Manufacturing Company, Limited** 

444 Roncesvalles Avenue, Toronto.

TO DRUGGISTS-Ask your jobber for quotations or write us direct. Druggists in towns and cities can be supplied by wholesale jobbing houses.



TAGE OF THESE BARGAINS.

THIS SALE HAS BEEN BEYOND OUR EXPEC-

TATIONS, BUT WE STILL HAVE SEVERAL

THOUSAND DOLLARS OF STOCK TO BE

CLEARED AT THESE WONDERFULLY REDUCED

PRICES. BELOW ARE A FEW OF THESE PRICES

THAT WE HAVE PUT ON AS CLEAR-OUTS.

EARLY SHOPPERS WILL HAVE THE ADVAN-



EXTENSION TABLES. 12 only, Oak Extension Tables,

fumed or golden. Regular \$16.00

Smoke Sale Price .....\$10.00



# **Dressers**

12 only Three-Drawer Surface Quartered Oak Dressers, bevel plate mirror, 14x24. Regular \$9.00. Smoke Sale Price .... \$6.49 Stands to match, \$2.99



2 only Quartered Oak Hall



minster Rugs:

# Hall Racks

Racks, bevel plate mirror. Regular \$15, for \$11.50.



# 30 pairs Guaranteed All-

BEDS.

our window.

Feather Pillows, size 18x26. Regular \$1.35, Smoke Sale Price ...... 89c Also 20 pairs, size 18x26, floss filled. Regular \$1.00, Smoke Sale Price ......69c



BRASS BEDS. 4 only Brass Beds, 4 feet and

4 feet 6 inches. Regular \$12.00, Smoke Sale Price ......\$7.50 1 only Brass Bed. Regular \$16.00 for ..... \$10.00 1 only Brass Bed. Regular \$20.00 for ..... \$14.60 30 other different styles to select from.



BLANKETS.

Only 12 pairs of these Heavy Union Blankets left; size 60x80. Regular \$4.00, Smoke Sale Price

240 DUNDAS STREET

W. D. THOMAS PHONE 1755

See Our Window