

WOODS' FAIR

Special Hair and Cloth Brush Sale on Monday

We have just imported direct from the manufacturer a large quantity of Hair and Cloth Brushes that we can positively guarantee that the values we offer cannot be equalled in the city, and are equal in style, appearance and finish to those sold by others at a much higher price.

10 dozen Oval Shaped Hair Brushes, 9 1/4 inches long, with one-piece hardwood back, ebony finish, white stiff bristles, and biggest value in London, at 25c each

3 1/2 dozen Ebony, Rosewood, or Walnut Back Hair Brushes, oval shape, long white bristles, extra value 35c

4 dozen 9 3/4 x 3 1/2, with 15 rows of pure stiff bristles, waterproof ebony backs. Special value Monday 50c each

Children's Windsor Ties, assorted colors, new goods and excellent value 25c

Snow Shovels

About five dozen extra quality galvanized Snow Shovels, full size and a bargain, for Monday at 25c

Lanterns, 49c

For one week more we will offer our best grade Cold Blast Lanterns at less than it would cost us to buy them now.

The best and safest lantern made. On sale Monday at 49c complete

Our three big Toilet Paper leaders cannot be beat. Here they are: Scotch 6 for 25c; Dixie 2 for 15c, and Hytone 3 for 25. Try them once.

Buttermilk Toilet Soap

Large hard milled perfumed cakes, Special price Monday 6 cakes for 25c

J. M. THOMSON, Proprietor.

AGAIN TALKED 'PHONE FRANCHISE; AND ONCE MORE DEFERRED ACTION

Independents Say They Would Like a Thirty-Year Franchise.

The finance committee of the city council met last night, and after considering the offers of the Bell Telephone Company and the Independent Long Distance Telephone Company of Ontario, for franchises, adjourned, without taking action. The matter is such an important one for the city that the committee hesitates to accept either offer without going thoroughly into the details of each.

The Bell people seek an exclusive, and the independents a competitive franchise.

Those present were Chas. J. Beattie, Ald. Stevenson, Stevely and Scarlett, Mayor Judd and Secretary Pope, District Manager Richmond and Local Manager Baird, of the Bell Telephone Company; Mr. Alex. Stuart, K. C., and Secretary Wilson, of Toronto, representing the Independent Long Distance Telephone Company of Ontario.

Nothing to Add to Bell Offer.

District Manager Richmond told the committee there was nothing to add to the offer made by the Bell Company some time ago, which included a bonus of \$4,000 to the city for an exclusive franchise, all phones, doctors', lawyers', nurses', etc., to be increased in the number of subscribers. Mr. Richmond said if the city so desired, it could hand back to the telephone subscribers the \$4,000 bonus the company would give. But the company prefers to maintain the schedule of rates and give the city a bonus, rather than a cut in rates to the subscribers. He added that the rates are governed by the railway commission, which will not allow discrimination.

To Ald. Stevenson, Mr. Richmond said that there are about 137 subscribers in London who are doctors, nurses, veterinarians and dentists. But all of them would not be affected by the increase in rates. From \$25 a year to \$45 a year—as a great many put in limited phones, and pay so much per call. Many of them pay not more than \$17 a year.

If we estimate the number of subscribers who will be affected by the increase at one hundred, you will make up the increase in bonus you say you are ready to give the city," Ald. Stevely said.

What Rate Increase Means.

Mr. Richmond then stated that his company now charges for unlimited service \$45 a year for business phones, and \$25 a year for residence phones, with long distance equipment. Two-party line phones cost \$30 per annum for business and \$20 for residence. Limited phones are \$15 a year, with 2 cents a call.

From a statement produced by Mr. Richmond, it was shown that the increase in the rates formerly charged the privileged classes mentioned would net the company exactly \$13,135.

Under the old agreement the company paid the city \$2,500 a year for the exclusive franchise, but now the company is offering \$1,000, or \$1,500 more.

To the committee it looked as though the company was simply taxing the subscribers to make up the extra amount of the bonus.

Mr. Richmond argued that many of the now privileged subscribers would take the limit instead of the unlimited service, but Ald. Stevenson said that not many doctors would have unlimited phones.

"It would cost me \$52 a year at 2 cents a call to get my horse during the year," he said.

Ald. Stevenson also showed by the list produced by Mr. Richmond that of the 76 doctors in London, only 19 have limited phones.

TRAVELERS, MINERS EXPOSED TO BAD WEATHER

When away from home and your doctor, always provide yourself with a bottle of Nervine to break up a cold, to relieve neuralgia, muscular soreness. Nothing compares with Nervine for instant relief and sure, lasting cures. Bruiises, cramps, rheumatism—call the pain any name you please—it has an antidote in Nervine which is an assured protection against all sickness. Good to rub in—excellent for internal use, the best all-round household remedy on earth—that's "Nervine." Sold everywhere in 25c bottles, and used by nine out of every ten families in Canada.

"Are you prepared to make an offer on the basis of the figures prepared by the city last fall?" the mayor asked.

"No," Mr. Richmond replied.

Best They Will Do.

"This is your very best offer?" Chairman Beattie inquired.

"Yes."

"The offer doesn't look like a very good one for the city," the chairman remarked.

"When you had only 1,600 subscribers you gave us \$2,500 a year," the mayor said. "Now you have 2,600 subscribers and you offer us only \$1,500 more."

"And you tax the doctors, veterinarians, dentists and nurses for it," said Ald. Beattie. "Your offer is no better than the old one."

The city's proposition last fall was that the Bell Company should charge \$35 for an unlimited business phone, and \$15 for residences, unlimited; business and residence, combined, \$48; two-party line phones, \$25. And 5 per cent off for payments in advance.

To Chairman Beattie, Mr. Richmond said that most of the company's wires in London are now underground, and it is the intention of the company to put them underground as far as possible. They are underground on all the paved streets now.

Mr. Richmond said the offer of \$4,000 is based on 5 per cent of the annual receipts.

"I can't believe that this is the company's offer," Ald. Stevely said. "They could not have figured on the increase in the number of subscribers."

Ald. Stevenson declared, "There are nearly 1,000 more phones now than when the last agreement was made."

The Independents' Offer.

The committee then took up the independent offer.

Secretary Wilson reiterated his offer made last fall. It did not name any bonus for the city, but quoted low phone rates as follows:

Business phones, \$32 50, with desk equipment.

Residence, \$17.

Business phones, 2 party lines, \$27.

Office and residence, \$47 50.

Extensions, \$6.

Twelve free phones for the city; any extra civic phones, half price.

Limited phones, \$15, and 2 cents a call.

Doctors, dentists, nurses and veterinarians, of office and residence together to be classed as residences; if office separate classed as business phone.

All rates quoted above are for cash.

Mr. Wilson stated that his company is prepared to put up a guarantee bond of \$5,000 to begin business in London by September—six months hence. The long distance line will be here by June, he said.

It is the policy of the Independents, Mr. Wilson said, to organized local companies every place a franchise can be secured. All phones installed by his company will have long distance equipment.

His company is also ready to put in a clause that the city may take over the company any time it chooses.

Mr. Alex. Stuart, K. C., pointed out that the Independents are not asking the city for an exclusive franchise. All his company wants is the common privilege of the British subject—to come in and do business in the city.

If the Independents are given a franchise, Mr. Stuart prophesied that within a few years almost every residence in London will have phone connection. In conclusion he asked the committee not to create a monopoly for any company.

Want Thirty-Year Franchise.

"How long do you want your franchise to run?" asked the mayor.

"It will cost \$200,000 to install a system," Mr. Wilson answered, "and we will have to have a franchise for at least 30 years in order to induce capitalists to invest their money in the scheme."

To Chairman Beattie, Mr. Wilson said that where there is competition there is generally a decrease in the Bell rates if the opposition is strong. Consequently the Bell subscribers do not leave them. In fact they increase their subscribers. But the Independents work up a new business for themselves. Competition always results in a better phone service.

Ald. Stevely pointed out that even though competition resulted in a cut of rates, every business man would have to have two phones in his office. Consequently he would be worse off than he is now.

Mr. Wilson said that using two

phones is like advertising in two papers. You get to more people and do more business.

Another Company to Apply.

Ald. Stevenson said that if the Independents were here London would have connection with all the rural communities of the district in addition to the places covered by the Bell company.

Manager Baird explained that a great many of the Independent rural phone companies have connection with the Bell company—for example, the Byron, St. Marys, Lobo and other companies.

Mr. Wilson said these companies are not independent they are sub-licensees. "They have to buy their equipment from the Bell company," Mr. Wilson declared, "or they cannot get the Bell connection."

Mr. Baird emphatically denied the statement.

The representatives of the rival companies were then asked to withdraw, and the committee considered the propositions of both.

Ald. Stevenson said that another company will shortly be seeking a franchise in London—the Northern Commercial Company—which is being pushed by the Pellatt syndicate of Toronto.

Finally as the hour was late, it was decided to adjourn without taking action until the next regular meeting night of the committee.

Advertiser Patterns

DESIGNED BY MARTHA DEAN.



6793—A PRETTY BLOUSE IN MOHAIR.

The girl or woman who is looking for a waist which she may fashion for herself and which is eminently suited for everyday wear, will be pleased with the accompanying sketch. The waist is developed in a checked mohair, which is serviceable for cold weather and retains its good looks as long as it lasts.

The blouse has two pleats at each side of the front, which ends at yoke depth and provides a modish fullness. The closing is effected at one side of the front in truly military manner, and may be fastened with buttons or frogs.

A collar of the same or linen may complete the neck, while the sleeves may be long or shorter. For the medium size, 3 1/2 yards of 27-inch material are needed.

6793—SIZES 32 to 42 inches, bust measure.

PATTERN DEPARTMENT OF THE ADVERTISER.

Please send the above-mentioned pattern, as per directions given below, to

Name

Street Address

Town

Province

Measurement: Bust..... Waist.....

Age (if child's or misses' pattern)

CAUTION.—Be careful to inclose above illustration and send size of pattern wanted. When the pattern is sent measure you need only mark, 32, 34, or whatever it may be. When in waist measure, 22, 24, 26, or whatever it may be. If a skirt, give waist and length measure. When misses' or child's pattern, write only the figure, representing the age. It is not necessary to write "inches" or "years." Patterns cannot reach you in less than one week from the date of order. The price of each pattern is 10 cents in cash or in postage stamps.

Address.....

PATTERN DEPARTMENT, ADVERTISER, LONDON, ONT.

DO NOT LET A COLD settle on your lungs. Resort to Bickel's Anti-Consumptive Syrup at the first intimation of irritation in the throat and prevent disease from lodging in the pulmonary organs. Neglected colds are the cause of untold suffering throughout the country, all of which could have been prevented by the application of this simple but powerful medicine. The price, 25 cents, brings it within the reach of all.

When a man is of our own opinion it is pretty good evidence to us that he is above the average.

Minard's Liniment Company, Limited.

Sir:—I have used your MINARD'S LINIMENT for the past 25 years, and whilst I have occasionally used other liniments, I can safely say that I have never used any equal to yours.

If rubbed between the hands and inhaled frequently, it will never fail to cure colds in the head in twenty-four hours.

It is also the best for bruises, sprains, etc.

Yours truly, J. G. LESLIE.

Pianos to Rent.

Pianos rented from \$2 per month upwards. Six months' rent allowed in case of purchase. Nordheimer Company, Limited, 188 Dundas street.

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Good manners are no certificate of

NEWBRO'S HERPICIDE

BENEFITED

Miss Clutter's Hair

Read Her Letter About It:

"I herewith inclose you one of my latest photographs, which will show you what Newbro's Herpicide has done for my hair. Since using your remedy my hair is much longer than it was, and it has that luster to it that one's hair always has when the scalp is in a healthy condition."

(Signed) MISS MADELINE CLUTTER.

3953 Michigan avenue, Flat 210, Chicago, Ill.

The immense popularity of Newbro's Herpicide, particularly among the better class, is due to the fact that it never disappoints. It does all and more than is claimed for it.

Its delightful fragrance, perfect clearness and freedom from grease or oil, appeal to the discriminating, and its cleansing, refreshing and health-giving effect upon the scalp is immediately apparent.

Herpicide makes the hair light and fluffy and gives it a silken gloss.

Extraordinarily long hair is a gift of nature that relatively few possess, but not many would complain if they could save nature's head covering in its original beauty and luxuriance.

The dandruff germ is the greatest enemy of abundant hair. This is on account of the highly contagious nature of dandruff, which makes it almost impossible to escape the disease without the occasional use of a germ destroying solution.

Newbro's Herpicide is the ORIGINAL remedy that "kills the dandruff germ." It promptly eradicates dandruff, stops falling hair and (except in chronic baldness) restores the hair to its former health and activity. Herpicide stops itching of the scalp almost instantly.

At Drug Stores. Send 10c in stamps to THE HERPICIDE CO., Dept. N, Windsor, Ont., for a sample.

SEE WINDOW DISPLAY AT

C. McCALLUM & CO.'S

SPECIAL AGENTS

GOOD PIANOS CHEAP

DON'T WAIT TILL SPRING--DO IT NOW.

Sale Started Today and Continues Until 9:30 o'Clock Thursday Evening, January 31

Or will stop sooner if the 30 fine pianos offered at second-hand prices go quickly. We know they will, for our prices will convince, our terms please and our pianos suit the most fastidious customers. THE ENTIRE MASON & RISCH



STOCK, combined with that large stock of NEWCOMBES, PALMERS and DOHERTYS at HEWERS' MUSIC STORE, must go before February 1. No poor ones. Every piano a winner and FULLY GUARANTEED. Competent pianists and accommodating salesmen in both stores. WHAT WE HAVE WE OFFER.



- 10 NEWCOMBE PIANOS, All New
- 4 MASON & RISCH PIANOS, Beauties
- 3 DOHERTY PIANOS, Extra Good Value
- 6 PALMER PIANOS, Good Tone and Fine Case
- 2 CLASSIC PIANOS, Extra Fancy Case
- 1 BREWSTER HIGH-GRADE NEW YORK PIANO, new
- 1 NORMANDIE HIGH-GRADE NEW YORK PIANO, new
- 1 ELECTRIC PIANO, Oak Case, Beautiful Tone
- 1 HENRY HERBERT PIANO, Special Design
- 1 STANLEY PIANO, Mahogany Case

Terms to suit all buyers. Go to either store and take a look through. EVERY PIANO HAS PRICE MARKED ON THE TICKET. WE SELL AT THAT PRICE.

J. R. Hewer, Son & Co. 226 & 211 Dundas Street, London.

Pianos to Rent.

Pianos rented from \$2 per month upwards. Six months' rent allowed in case of purchase. Nordheimer Company, Limited, 188 Dundas street.

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Good manners are no certificate of

character, but they are corroborative evidence.

\$10 Washington, D. C., and Return.

From Suspension Bridge, via Lehigh Valley Road, Friday, Feb. 1. Particulars, 64 King street east, Toronto.

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"You say that Faro Jim came to his end through contributory negligence?"

"Yes," answered Broncho Bob. "He showed down four aces in a poker game, and two of 'em was the ace of diamonds."

Minard's Liniment Lumberman's Friend.

THE EFFICACY of Bickel's Anti-Consumptive Syrup in curing coughs and colds and arresting inflammation of the lungs, can be established by hundreds of testimonials from all sorts and conditions of men. It is a standard remedy in these ailments, and all effects of the throat and lungs. It is highly recommended by medicine vendors, because they know and appreciate its value as a curative. Try it.