

Your dollar is worth what you make it worth. The easiest way of making your dollar bring you a premium is to read and profit through the Advertiser Want Ads.

AMUSEMENTS, LECTURES

UNIQUE THEATRE

F. MYERS, Manager.

MONDAY AND TUESDAY,

No. 14 **Trey o' Hearts** No. 14
The Rock of Hope

TWO-REEL VICTOR.

WEDNESDAY AND THURSDAY,

The Master Key
—NO. 5—

Other Photo Plays and Special Comedies.

FRIDAY AND SATURDAY,

Turn of the Tide

Two-Reel Imp. featuring KING BAGGOT and ARLINE PRETTY, and other interesting pictures that will be sure to please you.

"The Rock of Hope" in two reels, introduces for the first time the notable players, Harry C. Myers, Brindley Shaw, and Rosemary Theby to the Universal patrons. This splendid trio of artists was recently secured by the Universal Company to head a new production company to make "Big U" features. With Mr. Myers directing, besides playing the lead male roles, Miss Rosemary Theby, one of the most beautiful girls upon the screen today, portraying the important female roles, the series of plays will undoubtedly disclose an individuality, an artistic perfection seldom seen upon the screen. The Universal has been rounding up the greatest talent to be had. The signing up of such artists as these is only one indication of its enterprise. It is the Universal exhibitor and patron who will benefit. Such plays as "The Rock of Hope"—such artists cannot be had by "U" competitors.

Empire Theatre
EAST LONDON

Today

ZUDORA

Many new and startling surprises in this eighth episode. Don't miss it.

NEXT MONDAY, TUESDAY, WEDNESDAY (Matinee only.)

MARY PICKFORD

In that modern fairy play of five parts, "A Good Little Devil." Hear Bert Ferte sing, "Mary Pickford, the Darling of Them All."

NEXT WEDNESDAY, THURSDAY

TREY O' HEARTS

Part 15. Last chapter of this great serial. We show it first in London.

Evening Admission, 10c.

Wed. and Sat. Matinee, 5c.

HOCKEY!!

O. H. A. Intermediate Series, UNIVERSITY ARENA.

MONDAY, JAN. 25, 8:30 p.m.

Ingersoll vs. Western.

Plan at Strong's Drug Store, 49c.

SCOTLAND FOREVER!

SONGS, RECITATIONS, DANCING.

First Congregational Church, Monday evening. Scottish pictures by Rev. Walter Moffat, of Millbank. Other excellent talent. Admission 10c.

The Scotch and Their Friends Invited.

ALL LINES

No or from the Old Country. Up-to-date information and rates. Call phone or write.

F. B. CLARKE

416 Richmond street, next Bank of Commerce, London, Ont. ywt

Annual Choir Concert

Dundas Church Methodist Church, TUESDAY, JANUARY 26.

Chorus (75 voices) and Philharmonic orchestra. Mrs. Leonora James-Kennedy, of Toronto, soloist.

—ADMISSION 25c.—40c-wty

LONDON HORTICULTURAL SOCIETY

A LECTURE

under the auspices of this society will be given by Mrs. R. B. Potts, of Hamilton, in the Normal School auditorium on Thursday night, January 28, at 8 o'clock. Subject, "Women as Horticulturists." Admission free. The public are cordially invited. Wm. Haydon, president; A. M. Hunt, secretary.

SIMCOE RINK—BAND TONIGHT—Skating every afternoon. Phone 1144.

RIDEOUT STREET SOUTH RINK—Afternoon and evening. Two blocks south Garfield avenue. Good ice. Ten cents.

PRINCE OF WALES RINK—MUSICAL SKATING matinee, 15c. afternoon, 25c. Private lessons by competent, experienced teachers at moderate rates. Phone 880.

MONDAY EVENING DANCE, PALACE Academy, January 25—Good program. Latest dances. Excellent floor. Private lessons by competent, experienced teachers at moderate rates. Phone 880.

MRS. ALICE HENDERSON, TEACHER of Scotch, Irish and fancy step-dancing. Concert talent supplied. Phone 880.

MUSIC FURNISHED FOR PARTIES, banquets, etc. 122 Queen's avenue.

CONDENSED ADS.

Amusements—Fifteen cents per line each insertion, or two cents per word if set sold.
Meetings—When no admission is charged, one cent per word each insertion.
Articles for Sale, To Let, Help Wanted, Situations Wanted, Board and Lodgings, Lost and Found, Rooms to Let, and all similar condensed advertisements—First insertion, one cent per word; each subsequent insertion, one-half cent a word. No advertisement less than fifteen words.

AMUSEMENTS, LECTURES

WESTMINSTER RINK—RUSSIAN! Band tonight and Monday night. Admission, 10c. Skating this afternoon.

FANCY COSTUMES, WIGS OF ALL kinds, to rent. Apply 57 Talbot street.

LONDON MINERAL BATHS—OPEN every afternoon, Sundays in forenoon. Phone 2184.

BORN, MARRIED, DIED.

BORN.

BOLES—At St. Joseph's Hospital, on Jan. 20, 1915, to Mr. and Mrs. John J. Boles, Ann street, a son, Joseph Vincent.

DIED.

BOLES—At St. Joseph's Hospital, on Friday, Jan. 22, 1915, Joseph Vincent Boles, infant son of John J. Boles, aged two days.

KNOWLES—At Victoria Hospital, on Saturday, January 23, 1915, Sarah Ann, dearly beloved wife of Walter Edward Knowles, aged 40 years.

FUNERAL from her late residence, 283 Hill street, on Tuesday at 2:30 p.m., service at 2 o'clock. Friends and acquaintances please accept this intimation. Interment at Mount Pleasant Cemetery.

McLEOD—At Victoria Hospital, on Friday, Jan. 22, 1915, Joseph McLeod, dearly beloved husband of Elizabeth McLeod, in his 62nd year.

FUNERAL from the family residence, No. 12 Market square, on Monday, Jan. 25, at 2:30 p.m. Services at 2 o'clock. Friends and acquaintances please accept this intimation. Interment at Mount Pleasant Cemetery.

WATTS—At the residence of her daughter, Mrs. H. R. Croxon, 779 Loraine avenue, on Saturday, January 23, 1915, Susanna, relict of the late William Watts, in her 86th year.

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POULTRY AND EGGS

SAY YOU SAW IT IN THE ADVERTISER.

SINGLE—COME RHODE ISLAND Red—Trio of Black Lehoras, three Silver-lays. Durable, hens, partridge, Cornish Indian Game. Bear of 194 Ceydenham street, 4 to 5 p.m.

BARRED ROCK COCKERELS, Gold's famous bred-to-day strain. Fine-looking birds, sure to please; satisfaction assured; \$2 each, if sold soon. 1. M. McGrath, Strathroy, 42-43.

BLACK ORPINGTONS FOR SALE, 20 pullets and 10 hens, a great bargain. 4 Dean street, city. 47c.

HOUSES, ROOMS, TO LET. Say you saw it in The Advertiser.

LARGE, WELL-HEATED, FURNISHED front room, with use of phone. Apply 68 Fullarton.

WARM, COMFORTABLE ROOM, ALL conveniences; use of phone. 145 Kent street.

LARGE, COMFORTABLE ROOM WITH board, to let. 222 Piccadilly, Phone 872.

LARGE ROOM, WITH GRATE, strictly modern, to let; use of phone. London East. Box 19, Advertiser.

HOUSE TO LET—14-15 STORY FRAME, north end, modern, moderate rent, 355 Cheapside street.

SIX-ROOMED MODERN HOUSE—75 St. George street, Apply 118 Maple, 47c.

TO LET—BIG HOUSE—EIGHT rooms, all conveniences. Apply R. Tremblay, 1305 Dundas street.

FURNISHED OR UNFURNISHED room to rent; use of phone; all modern conveniences. Apply 576 Dundas.

SEVEN-ROOMED MODERN APARTMENT, steam heated, \$30 per month. Apply 1014 Dundas street.

TO LET—TWO OR THREE nice unfurnished rooms for high housekeeping; all conveniences. Apply 470 King street.

TWO-STORY BRICK HOUSE, and barn, 112 Elmwood avenue, London South, with some furniture. This house is in splendid order, with extra conveniences. For particulars call at 235 Piccadilly, 47c.

TWO-STORY BRICK FOUR BED-ROOMS, central; rent moderate. Apply George Rowntree, 60 Stanley street.

TO LET—377 SIMCOE STREET, unfurnished, three bedrooms, 4 bedrooms. Apply at store next door.

SEVEN-ROOMED NEW BRICK COTTAGE, on Laura street, Apply 1184 Laura street.

MEETINGS.

SAY YOU SAW IT IN THE ADVERTISER.

AUDITORIUM

SUNDAY, 4 P.M.

Rev. D. C. McGregor

Subject, "Temptation."

Duet, Miss Hotham and Mr. Morren. Male chorus, directed by J. Alderson. ALL MEN INVITED. 48c.

A GREAT MEETING

First Methodist Church

TUESDAY, JANUARY 26, 3 P.M.

Annual meeting of Bible Society, address REV. W. A. CAMERON, of Toronto, "The Bible and the War." Music, Mrs. GEORGE WATSON, of Toronto, famous boy singer. Organ, 430 Dundas, 7:30 to 8. Come early.

WESTERN FAIR ASSOCIATION

The Annual Meeting

of this association will be held on Wednesday, February 3, at 2:30 p.m., in the city hall, Spencer block, London. All representatives kindly take notice. Receiving annual report. Election of directors, and all other business. W. J. Reid, president; A. M. Hunt, secretary. 49c-t.

NASSAU LOYAL ORANGE LODGE,

Meets in Orange hall, Market Lane, top flat, Monday, at 12:30 p.m., sharp. Dishes and contributions. Purple and blue degrees on brethren, who are leaving to defend the empire. R. A. W. Carr, instructor; Master, H. J. Bennett, Secretary.

ATTENTION—MEMBERS OF SEVENTH Fusiliers, Northwest Field Force, 1854—A meeting to arrange a day to celebrate the departure of the regiment on the thirtieth anniversary will be held at the Tecumseh House at 5 p.m. Monday, January 25, 1915. By order, George M. Reid, adjutant.

DOCTOR FIDLER, of INSTITUTE of Public Health, will address Askim street Men's League Sunday morning at 10 o'clock.

THE CANADIAN ORDER OF ODD-FELLOWS meet Monday at 8 p.m.

LONDON COUNCIL, NO. 233, ROYAL ARCADE, meet tonight at 8 p.m. for new members. Over Imperial Bank, corner King and Richmond streets. Samuel M. Jepson, secretary.

NOTICE IS HEREBY GIVEN THAT the general annual meeting of the shareholders of the London Street Railway Company will be held at the head office of the company, 203 Dundas street, in the City of London, Ontario, on Wednesday, the third day of January, 1915, at 10 o'clock. H. A. Everett, President, London, Ontario, January 7, 1915. Jan 23-39

TEACHERS WANTED.

SAY YOU SAW IT IN THE ADVERTISER.

TEACHER WANTED FOR S. S. NO. 1, Mossa. Duties to commence on Feb. 1. Salary paid, \$50 to \$55, according to experience and qualifications. Address C. C. McNaughton, secretary-treasurer, Newbury, Ont. 47c.

LOST AND FOUND.

SAY YOU SAW IT IN THE ADVERTISER.

LOST—GOLD WATCH, OPEN FACE, tortoise shell Masonic ring, set with diamonds. Reward at 437 Talbot street. Phone 4220.

LOST—A FOLDING-HANDLED UMBRELLA, exchanged in November. Please return to 209 King street. 7c.

LOST—BLACK PERSIAN LAMB hat, on Thursday evening. Return 314 Wolfe street. Reward. 48c.

BUSINESS CHANCES.

SAY YOU SAW IT IN THE ADVERTISER.

PRINTING PLANT IN LONDON, FOR sale or lease, with building. John A. Moody, London.

WANTED—STORE AND STOCK IN LONDON, for sale. Private notice.

FOR SALE—SHOP REPAIRING BUSINESS. Apply 4554 Talbot street. 7c.

ALL CLASSES OF BUSINESS FOR sale. Call or write, Sydney Smythe, 404 Talbot street.

ARTICLES FOR SALE.

SAY YOU SAW IT IN THE ADVERTISER.

GOOD FAMILY HORSE, RELIABLE and used to cars, etc.; will sell cheap, if it gets good home; also bologna, top over seat and bag. Apply H. Struthers, care R. C. Struthers & Co.