—EYES—
TESTED FREE

BY OUR EXPERT OPTICIAN.

Regular $3 Glasses For $1.50.

C.H. Ward & Co.
Diamond Merchants and Jewelers.
386 Richmond St. Phone 1084.

PALACE LIVERY
ROSS & BOSS
Carriages for funerals and all other occasions. Automobile service.
519 DUNDAS STREET. PHONE 838.

BROWN OPTICAL CO.
EYESIGHT SPECIALISTS.
Phone 1877.
LONDON, ONTARIO.

We mine our own Coal and sell direct to you.

LARGE PEA COAL $5.85 A TON

We guarantee this coal to have the value of nut in the range and heater; saves you $1.25 per ton.

London's Largest Jewelry
Wholesale and Retail.
234 DUNDAS STREET.

We mark our goods to sell at the price they are marked. They are not marked up to mark down. One price the year 'round, our motto.

W. J. WRAY & CO.

FREE
TWO CAKES PALMOLIVE SOAP
Friday and Saturday Only to Every Purchaser of
PALMOLIVE FACE CREAM

Palmolive Cream is a protector for the skin. Every lady who uses it retains that smooth skin so much sought after by ladies who want to appear "the best." Regular 15c value for 39c. Friday and Saturday only. Castile Soap, long bar, regular 25c, Friday and Saturday, 13c.

B. A. Mitchell Drug Store
114 Dundas St. Phone 623.
London's Oldest Established Druggists.

Perhaps if we had the same expense as the other furniture stores we would have to charge the same. Come in and learn our prices.

LONDON FURNITURE CO.
375 Clarence. Open Evenings.

COAL
Genuine Plymouth Anthracite, from individual mines. Prompt delivery. Prices on application.
Phone 3694.
JAS. H. HERRICK, AGENT.

Diamond Engagement Rings
Our specialty from $5 to $500.
Every stone guaranteed.
N. AGRANOVE,
Phone 1742. 650 Dundas Street.

MODERN PLUMBING
When asking for prices on all kinds of plumbing and heating see
Eggett & Co.
Phone 210. 392 Clarence St.

For New Year's Gift
we have a large assortment of fancy boxed chocolates, put up by Canada's finest chocolate makers, and these make acceptable and inexpensive gifts.
J. M. CHIVAS
117 DUNDAS STREET.

Fill Your Bin With Our Coal
THE BEST COAL MINED.
Heaman & Son
York and Burwell Sts. Phone 312.

The London Loan and Savings Co. of Canada
Allow 4 Per Cent On Deposits, 5 Per Cent On Debentures.
Deposit Boxes To Rent at Lowest Rates.
COR. CLARENCE AND DUNDAS STS.

YOUR MONEY'S WORTH

When you spend a dollar you expect to get a dollar's worth.
When you buy any kind of bread without knowing the ingredients you don't get full value.

Parnell's Bread

Is guaranteed to contain nothing but the purest and most health-giving ingredients. It is easy to get, being sold
AT ALL STORES
And from our wagons.
TRY A LOAF TODAY.
Phones 929-1390.

DIAMOND WEEK AT YOUNG'S

$5,000
Is the value of one tray in our window. We positively save you money, and can supply your precise demands.

$200
Extra nice Invisible Tiffany, very suitable for an engagement ring.

$138
Beautiful 3-Stone Ring; very showy, but only high-class quality.

YOUNG'S
"A Good Place to Buy."
TWO STORES:
LONDON, EAST LONDON

JOHNSTON BROS.' XXX BREAD
(Wrapped Loaf)

Our wrapped loaf comes to you clean and sweet. It is most wholesome bread, made of finest wheat flour and malt extract, mixed with milk.

Price, 5c

GOLDEN WEDDING

Ingersoll Citizens Present Purse of Gold to Dr. I. R. Walker.

INGERSOLL, Jan. 27.—The presentation of a substantial purse of gold was made by members of the Ingersoll Curling Club, the board of education and other friends to Dr. I. R. Walker in commemoration of his 50th wedding anniversary. The event took place at the Ingersoll curling rink, where about twenty-five of the doctor's friends assembled. Accompanying the presentation was an address which congratulated Dr. and Mrs. Walker on having attained their golden wedding day, and spoke appreciatively of the former's activity in days gone by in behalf of the curling club.

Dr. and Mrs. Walker have been residents of Ingersoll for over fifty years.

STEAMSHIP IS SAFE.

New York, Jan. 28.—The Italian steamship Angelo Parodi, which was lost from view of the revenue cutter Itasca yesterday in a fog and was believed to have gone down with her crew of 27 reached this port today in tow of the Greek steamer Crios. The rescue of the Parodi is the second one achieved by the Crios in successive voyages.

Let us finish your work. Films left here before 11 a.m. developed and printed by 6 p.m., by an expert.

Strong's DRUG STORE
184 Dundas St. London, Can.

Portrait Attachments
and Flash Sheets for indoor photography.
J. H. BACK & CO.
210 DUNDAS STREET.

BUY A TRUSS THAT IS GUARANTEED

All styles. Fit and comfort assured. Lowest prices. Consult our specialist. Hours: 9:30 to 11:30 a.m., 2:00 to 5:00 p.m.
CAIRNCROSS'
Dependable Druggists.
216 DUNDAS ST. PHONE 880.

GET READY FOR JACK FROST
HE'S SURE TO COME
OUR COAL GIVES HIM
A WARM RECEPTION.
JOHN MANN & SONS
Phone 476.
425 York St.

Hamilton's Ale and Porter
Cannot be excelled. It's a favorite drink with many, and will suit you if you try it.

CANADIAN TRADE EXPANSION SALE ON AT TAYLOR'S

Mr. Fred A. Taylor Carries Largest Advertisement That Has Ever Appeared in This District.

HAS LARGEST BUSINESS

First Store Was Opened in London Six Years Ago—Now Has Four Branches in Different Parts of City.

Mr. Fred. A. Taylor, of the Taylor Drug Company, this city, is a firm believer in the value of newspaper advertising. In proof of this statement Mr. Taylor has today in this paper the largest advertisement ever carried in any paper in London or Western Ontario. With this advertisement he hopes to reach the many hundreds of homes in London and district that The Advertiser goes into, and interest the people in his four stores, located at 399 Talbot street, the corner of Central avenue and Richmond street, the corner of Wellington and Horton streets, and 652 Dundas street.

Mr. Taylor, who is a graduate of the College of Pharmacy, Toronto, came to London six years ago and opened the first branch of the Taylor stores at 399 Talbot street. At that time the business was not very large, but under Mr. Taylor's able management it has grown to huge proportions. The first Taylor store was opened in Watford in 1868, 47 years ago, and is still doing business. A wonderful business has been built up by this progressive firm, which is noted for its integrity and its policy of giving a written guarantee with all its preparations.

He has always been a booster for Canadian-made goods, and to put before the people of this district the prominent Canadian firms with whom he does business, he hit upon the idea of a monster advertisement in The Advertiser. He deserves considerable credit for this enterprise, and no doubt will benefit by added patronage during his Canadian Trade Expansion Sale, which will continue during the month of February.

SPLENDID YEAR

Second Sederunt of St. Andrew's Church Annual Meeting Held Last Night.

The year 1914 closed one of the most succesful years financially in the history of St. Andrew's Presbyterian Church, as shown by the reports of the board of managers of the church presented at a continued session of the annual meeting last night in the church auditorium. Weekly contributions to the church were $845.59 in excess of 1913 contributions, and an increase of $2,015.38 over those of 1913; nearly 25 per cent.

The congregation increased the annual salary of the organist, C. E. Wheeler by $100 per annum by a unanimous vote.

While in 1913 the books of the board of managers were closed with a deficit of nearly $1,000, the church this year is able to wipe out this and provide in addition, the sum of $2,356 toward the reduction of the church debt and manse improvements. The mortgage on the church now stands at $9,000.

A special collection will be taken in May to raise $1,125, which is $900 less than the collections taken for the last five years.

The report of the board expressed the appreciation of the church in securing the Rev. D. C. McGregor as pastor of the church, and commended the efficient work of the choir and the leader, C. E. Wheeler.

Following are the six members of the board of managers elected to succeed the six members whose terms of two years have expired: W. F. Darch, J. C. Middleton, and Colin Currie, are new members, and T. A. Rowat, G. N. Anderson and A. G. Calder were reelected.

The 1915 budget calls for $11,450, while the congregation in 1914 provided over $12,000.

PERUVIAN MINISTER RESIGNS.

[Canadian Press.]

Lima, Peru, Jan. 28.—Fernando Gazzani, minister of foreign affairs in the Peruvian cabinet, has resigned, and another cabinet crisis is imminent. It is expected that the other members will resign at any moment now.

ROWAT'S COFFEE
Pleases people who are particular.
50 Cents Per Pound.
T. A. ROWAT & CO.,
250 Dundas St. Phones 3051-3052.

SUGGESTS CLINKERS FROM INCINERATOR IN BREAKWATER WORK

Mix With Cement For Foundation, Says Dodd—After New Wage Scale.

So many matters pertaining to garbage and garbage collection came up at the meeting of No. 3 committee last evening that in order that other business should not be delayed, the aldermen decided to hold a special "garbage night" to try and settle the various problems.

Superintendent Walter Dodd wants a bylaw passed forcing householders to provide proper receptacles for their garbage and ashes. If this were done, he said, the collection could be made much more easily and at far less cost. He cited many instances where the ashes are piled in the yards, and where garbage and ashes are not out for collection. When the matter is not taken away, complaints pour in, and in many cases, he claimed, after personal investigation, he found them entirely unjustified.

New Wage Schedule.

His proposal to establish a schedule of wages by which first-class collectors will receive $2.25 per day, second-rate men, $2 a day, and beginners, $1.75 a day, will be discussed at length later. At the present time all the men receive $2 per day.

Superintendent Dodd reported that, in his opinion, tons of clinker from the incinerator, now being used to strengthen the riverbank at places where washouts occur, could be used to the greatest advantage as a foundation, when mixed with cement for sidewalks and pavements and also for building breakwaters. He declared it would be better than gravel and far less expensive, and outlined a plan by which the garbage collectors after bringing a load of refuse to the incinerator, could load up with clinker on their return trip and take it to any part of the city where sidewalk or pavement work was going on. The proposition met with favor by the committee and will be gone into later.

Stop Erosion.

It was also suggested that a trestle bridge could be built across the river in the vicinity of Front street, and quantities of clinker deposited at points where the river has been steadily eating away the banks. This scheme has been tried most successfully on the north bank where the land had been eaten away almost to the foundations. The hospital authorities, the superintendent stated, have asked that clinker be thrown along the bank in the rear of the hospital where erosion is taking place.

Won't Take Trip.

Chairman Lerner stated that in Peterboro the ashes are put through a process by which muriate of potash, until recently imported in huge quantities from Germany, is extracted. He suggested that a delegation from London go to Peterboro, New York, Cleveland and Buffalo and learn what is being done along this line. Mayor Stevenson thought it would be better to write and get the details, and the city clerk will do so.

The matter of installing a blast furnace to melt up all the tin and scrap-iron collected in the garbage and mould it into window weights, for which an offer of $28 per ton has been received, will also be dealt with at the special meeting.

GET ESTIMATE ON COST OF HEATING MARKET HOUSE

Plans Under Way to Improve Accommodation on Square—Cross Stretches of Pavement.

At its regular meeting last evening, No. 3 committee decided to have estimates presented as soon as possible on the cost of heating the market building, improving the accommodation there and also of putting down cross-stretches of pavement to which the farmers can back their rigs up, while citizens walk along and purchase.

Some of the aldermen argued that it would be poor policy to make the market house too comfortable as its occupants would raise the prices of their offerings. Others, however, took exception to this and claimed that more women would come than ever and from longer distances and that as a result there would be more produce offered and prices reduced if anything.

It was finally decided to have the city engineer give an estimate.

Controller Rose stated, in answer to a question, as to what it would cost to have the entire market paved that the estimate was $35,000.

The market report submitted by City Treasurer Bell showed receipts of $348.50, and arrears of $88. This report was considered exceptionally favorable and was adopted.

An application from Charlie Lee, a Chinaman, who wants to purchase property on Wortley road for laundry purposes was dealt with favorably as people adjoining have no objection, according to Inspector McCallum's report.

LADY EILEEN ROBERTS IS HONORARY PATRONESS

Daughter of Lord Roberts, Sends Her Name to Local Chapter of Daughters.

At the monthly meeting of Lord Roberts Chapter, Daughters of the Empire, held yesterday at Cronyn Memorial Hall, official announcement was made of the fact that Lady Eileen Roberts had consented to become honorary patroness of the chapter, following in the footsteps of her father, Lord Roberts, of Kandahar. The announcement was received with much gratification by the chapter.

Great interest was taken in the meeting, at which much business was transacted, with the regent, Mrs. A. B. Smith, presiding. It was decided to send a subscription of $25 to the Red Cross for the motor ambulance to be donated by the city for service in Northern France. Announcement was also made of the musical concert to be given in Cronyn Hall on Saturday in aid of the Soldiers' Comfort Fund, under the auspices of the chapters of the Imperial Order. Every member is invited to attend and bring her knitting. The program will continue from 4 to 6 o'clock.

Many donations have been sent in for the comfort of soldiers, the report of work done since Christmas being most encouraging. Mrs. Norman Turcker entertained the members and visitors at tea at the conclusion of the meeting.

The annual meeting of the chapter will be held on February 22. Officers will be elected and plans made for the coming year.

Cut-Rate Drug Stores

Royal Vinolia VANISHING CREAM

Price, per tube or jar, 25 Cents

A Perfect Tonic for the Skin and Complexion

DELICATE, luxurious, soothing and refreshing, restoring elasticity, while vanishing quickly and completely through its rapid absorption by the pores.

It is especially welcome to those who dislike the feeling of anything heavy or oily. It is absolutely non-greasy, and will not cause growth of hair.

Soothes and refreshes the most delicate skin.

Used by gentlemen after shaving, it promptly allays the irritation from the razor.

Supplied in a convenient, patent, collapsible tube, having the advantage that the user cannot lose the cap.

Can also be had in glass jar with screw top.

Sold by all druggists and stores 136

This Is It!

Use It!

Royal Vinolia Toilet Articles. Made in England and in Canada. Sold in London at

Taylor's 4 Cut-Rate Drug Stores

Skin Sufferers--Read!

We want all skin sufferers who have suffered for many years the tortures of disease, and who have sought medical aid in vain, to read this.

We, as old-established druggists of this community, wish to recommend to you a product that has given many relief and may mean the end of your agony. The product is a mild, simple wash, not a patent medicine concocted of various worthless drugs, but a scientific compound made of well-known antiseptic ingredients. It is called the D. D. D. Prescription for Eczema.

This is a doctor's special prescription—one that has effected many wonderful cures.

The effect of D. D. D. is to soothe instantly, as soon as applied; then it penetrates the pores, destroys and throws off all disease germs, and leaves the skin clean and healthy. All druggists sell D. D. D., 25c, 50c and $1.

We are so confident of the marvellous power of D. D. D. that we have taken advantage of the manufacturers' guarantee, to offer you a full-size bottle on trial. You alone are to judge. If it doesn't help you, your money refunded.

D. D. D. Soap keeps your skin healthy. Ask us about it.

TAYLOR'S FOUR CUT-RATE DRUG STORES.

D.D.D. PRESCRIPTION FOR ECZEMA
—for 15 years the standard skin remedy—a liquid used externally—Instant relief from itch.

MADE IN CANADA at the D. D. D. Laboratories.

SOAP the mildest of cleansers—keeps tender and delicate skin always clean and healthy.

Question

? It has been asked us several times: How can you afford to give away that beautiful $500 Player-Piano, as you advertise you will do?" ?

Our Answer

We prefer to sell **100 articles** at a profit of ten cents each, rather than **10 articles** at a profit of **one dollar** each. It means just **ninety more people patronizing our stores.** The only reason for our being in business is **to do business.** This means that we **must** bring the people to **our stores. Low prices and good values** will **bring us customers** always. Our giving away this piano is simply to bring additional business to our stores and it is doing it, every day. It pays you and us. The Piano will be given away on **Friday, March 5,** to the one holding the largest number of votes.

Taylor's 4 Cut-Rate Drug Stores

PLAN A "LADIES' NIGHT"

The Liberal Club Wednesday evening euchre parties held in Hyman Hall will not be confined to "men only" affairs, but next Wednesday women are invited to attend the social gathering as guests of the club.

"Ladies' night" is expected to attract the largest gathering in attendance at the weekly euchres yet held in the hall, which has been recently decorated and brightened.

Prizes will be provided for the women winners at euchre as well as the gentlemen who prove most efficient at cards.

The second euchre and smoker held in the hall this year took place last night, attended by a large number, which increases each week. The winner last night was James A. Hair.

There are a good many reasons why you should trade here. One is, that we appreciate your patronage, and strive to give you our expert service in fitting shoes.

J.P.COOK CO
LIMITED
THE STORE THAT SERVES YOU BEST

Fruit-growers will find John Sharman, representative of E. D. Smith, nursery stock, etc., at Darch & Hunter Seed Company, Market entrance, Thursdays and Saturdays.

WEGNER CLOTHING CO.
Wholesale and Retail Dealers in Overalls, Sweater Coats, Gloves, Mittens and Raincoats.
London's Largest High-Class Workingmen's Outfitters.
Exclusive Manufacturers' Agents for the Best Canadian and American Makes of Overalls.
371 TALBOT ST., OPP. MARKET.
Open Evenings—Phone 1849.

CANCERS
Can be cured if treated in time by the late Henry Edwards' treatment, now given by J. Levitt. Write for particulars and testimonials.
588½ RIDOUT ST. PHONE 2666.

MATTRESSES AND FEATHERS
Renovated and remade by the latest improved methods. Goods called for and returned same day.
The Keystone Bedding Co.
Phone 2623.

Manufactured ICE

Few people have formed the habit of utilizing ice as they might.

Our Ice is pure and clean, and you may safely use it in any way.

TRY OUR ICE NEXT SEASON.

ARTIFICIAL ICE SUPPLY CO.
Distributors.
PHONE 141. OFFICE, 19 YORK STREET.

ROSS'
LIMITED

GREAT FUR CLEARING SALE
$35,000 STOCK

of the most Reliable and Up-to-Date Furs and Fur Garments in the market. Every article bears our guarantee and is manufactured in our own workrooms.

Not in many years have such bargains been shown, and many not again in a lifetime.

WAR CONDITIONS IN EUROPE IS THE CAUSE, AND ANOTHER WORLD'S WAR MAY NEVER AGAIN TAKE PLACE.

Mink Muffs	$20.00 and upwards
Mink Neckpieces	$4.00 and upwards
Mink Stoles	$20.00 and upwards
Persian Lamb Muffs	$13.50 and upwards
Persian Lamb Neckpieces	$7.50 and upwards
Persian Lamb Stoles	$20.00 and upwards
Hudson Seal Muffs	$13.50 and upwards
Hudson Seal Shawls	$12.75 and upwards
Alaska Sable Muffs	$10.00 and upwards
Alaska Sable Neckpieces	$13.50 and upwards
Natural Muskrat Muffs	$6.00 and upwards
Natural Muskrat Shawls	$6.50 and upwards
Persian Lamb Coats, 34 in. long,	$150.00 and upwards
Hudson Seal Coats, 44 in. long,	$95.00 and upwards
Natural Muskrat Coats, 45 in. long	$45.00 and upwards
Marmot Coats, 45 inches long	$45.00 and upwards
Special Sable Squirrel Coats, 52 inches long	$75.00 and upwards
Astrachan Coats, 48 inches long	$42.50 and upwards
Rat-Lined Broadcloth Shell Coats, 50 inches long	$32.50 and upwards
Quilted-Lined Coats, fur collars, 50 inches long	$14.75 and $19.75

PHONE 1319. 196 DUNDAS STREET