

RECORD IN HOGS.
Canadian Press Despatch
Ottawa, Jan. 15.—Canada established a remarkable record in 1924 marketing in the number of hogs. An increase of 537,000 for the past year over 1923 occurred.

SPRING FLOWERS Are Here

You don't have to wait to enjoy the freshness and fragrance of Spring Flowers, Daffodils, Violets, Jonquils—in fact, all the beautiful Spring blossoms—are right here in our store for your choosing, and at prices remarkably low.

Gammage's

Phones, 636—637—6369



Father Says:

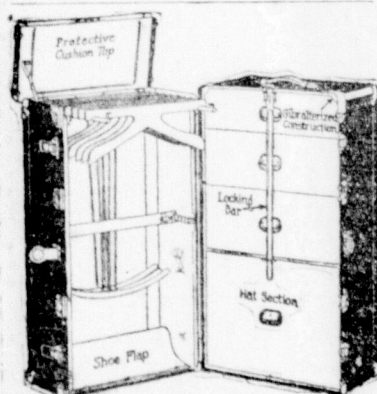
"I started you on the right road by opening a savings account on your first birthday. Periodically, I added a few dollars. Now I want you to take over your account and add to it each pay-day."

Father also deposits his own savings with The Huron & Erie because he receives higher interest than is ordinarily paid.

3½% per annum payable half-yearly
Huron & Erie officers strive to intelligently serve you.

Huron & Erie
MORTGAGE CORPORATION
"Older than the Dominion of Canada"

FOUR BRANCHES IN LONDON.
Richmond, opposite Postoffice.
Market Square.
Dundas, opposite Rectory.
Wortley and Elmwood.
T. G. Meredith, K.C., Hume Cronyn, President, General Manager



A HARTMANN
WARDROBE TRUNK

For That Trip South or Abroad

Vacationists and every one travelling for business or pleasure will appreciate the great garment-carrying service of the Langmuir-Hartmann Wardrobe Trunk.

The patented garment protection cushion makes it possible to carry apparel without a wrinkle to the journey's end.

We carry a complete stock of these wonderful trunks, and will be pleased to demonstrate them to you. Prices from \$25.00 to \$90.00

Whiplants
Leather and Luggage Dept.
SECOND FLOOR.

ELMIRA MAN IS ELECTED PRESIDENT OF DAIRYMEN

Officers Are Chosen at Closing Session of Annual Convention.

SPEECHES OF VALUE
Expert On Export Trades Tells How To Gain Markets.

ON CUTTING COSTS
O. A. C. Professor Tells Manufacturers How To Save On Collections.

F. R. Keyes of Elmira was elected yesterday head of the Dairymen's Association of Western Ontario in succession to H. Mannell of Woodstock. Vice-presidents for this year are F. A. Thompson, Embro, G. Bain, Lakeside, and A. E. Gracey, Simcoe. Frank Hems was re-elected secretary-treasurer.

The directors are: T. Ballantyne, Stratford; J. Newbrough, Listowel; H. York, Harriestown; C. A. Barber, Seaforth; C. J. Donnelly, London; W. MacDowell, Stratford; E. H. Nelles, London; and J. C. Hegler, Ingersoll, are auditors for the year. Representatives to the western fair, P. Hems, London, and Frank Boyes, Dorchester. Representatives to the Canadian national exhibition, F. Hems.

Interesting Addresses.
Yesterday, the second and last day of the 25th annual meeting of this association, was marked by several interesting addresses, by experts in dairy work, including W. A. Wilson, of the Dominion in London, England. Professor H. H. Dean of the O. A. C., Guelph. Professor R. D. Colquhoun of the O. A. C., and Dr. E. G. Hood, chief of the division of dairy research, Ottawa.

Throughout both days of the convention insistence has been laid by every speaker upon the necessity for quality and uniformity of standard in Canadian products, both for home markets and for the export trade. Each speaker who dealt with export trade emphasized strongly the keen competition to which Canadian cheese and butter are being now subjected in Great Britain, the activity of the various importing countries to improve their hold on the market by quality, uniformity, and method of the various marketing methods. The need for immediate action on the part of Canadian manufacturers to effect changes in their marketing methods if the market for the best grades was to be retained in the Old Land.

Speaks on Exports.
W. A. Wilson, the only overseas representative of the day, spoke quite plainly on the matter of export requirements. He did not hesitate to declare that the time was at hand when strenuous efforts would have to be put forth by Canadian manufacturers of butter and cheese to win the favor of the British public for their products.

"I think the real reason why conditions over there are as they are is that there is no adequate realization here of the export situation," he said. "It is as fact that I wish others could vouch for that Canada can produce butter and cheese equal to anything produced elsewhere. The trouble is that so large a percentage of the Canadian product falls below number one grade. There is too much poor quality butter and cheese shipped to the old country markets, and that destroys our reputation as a whole."

He specified mold in butter as one of the outstanding defects in Canadian export butter, and said he hoped the manufacturers would find a remedy for this, which was a serious detriment to export trade.

Dr. E. G. Hood of Ottawa, speaking in the afternoon, dealt very completely with this same problem of mold in butter. Summed up in two words, the cause of mold in butter, according to Dr. Hood, was "dirty equipment" in the creameries. He gave an exhaustive statement on the question, and illustrated it with diagrams.



WARNING To Eclipse Gazers

The advice given the public by Scientists and Astronomers during the eclipse is to "protect your eyes."

This important advice is given at all times by Optometrists, who attend to the everyday needs of the Execlipsing public. If your eyes give any sign of weakness or distress it is your duty to find out the trouble. This can only be done by having the eyes thoroughly examined by an experienced Optometrist. Mr. Steele has had 19 years' experience in examining and fitting of proper glasses. His advice is free at any time.

F. STEELE
LONDON'S LEADING
OPTOMETRIST
Opposite Loew's Theatre

AT THE THEATRES

THE GRAND

Harvey's Greater Minstrels

Harvey's Greater Minstrels, playing at the Grand Theatre for the balance of the week, with Saturday matinee, should go over big as a minstrel show. It contains plenty of snappy songs and high class step-dancing, sufficient to satisfy even the most critical minstrel fan.

Perhaps the biggest hit of the evening was scored by Edward Williams, who proved himself a regular wizard on the stage. He played in rapid succession modern jazz hits and old-time melodies, and closed with a tuneful parody on "I Ain't Got No More."

Following closely on the heels of Williams in the favor of last night's audience were Lawrence Baker, funniest of six funny end men, and Charlie Johnson, interlocutor, dandy and step-dancer de luxe. "Thousand Leagues North of Sea" in splendid bass voice and won hearty applause for his effort.

Bob Hamilton and Mary Barbee were encored seven times in their dialogue and musical hits. Miss Barbee wore some attractive clothes and sang well "I Can't Get What I Want" and "Doodle de Deo." Hamilton's fine tenor voice showed to advantage in "Rose in the Bud" and "Gamble in Love."

The choruses, "Roll Them Cotton Bales" and "Old Southland," led by Ed. Williams and Josie Austin, respectively, were picturesque southern pieces and were both well done.

Hugh Turner as a musical tramp proved himself very clever on a saw and later on the saxophone. Johnson, late of Johnson and Dean, showed the audience some of the best step-dancing seen by local audiences for several months. His costumes, the last word in dude styles, and he looked the part in every one of them.

The nine-piece orchestra under Bob Hamilton is a treat in itself and gives finishing touch to the company that cannot be denied.

AT LOEW'S

"Wife of the Centaur"

Three vaudeville acts, every one of them good, and a King Vidor screen production "Wife of the Centaur," both tend to make the show at Loew's this week extremely entertaining. The most sensational novel by Cyrille Hume, the picture tells, rather than the typical love story, the story of a man with many loves; a man who hates a woman and is faithful, but who cannot resist temptation.

That every man, like the centaur of mythology, is half man and half beast is the theory on which Hume based his story. The "centaur" played by John Gilbert is a romantic, picturesque figure in whom conflicting motions are always struggling. Eleanor Boardman, as the wife, has the sympathy of the audience from the beginning of the picture.

Lloyd Hamilton in "Crushed" is even funnier than usual. Aesop's Fables and Topics from the Press conclude the picture program.

Virginia Rucker and her four beaux present a variety of song and dance that constitutes one of the best acts of its type seen here for some time. Jack and Rita La Pear provide a whole lot of comedy, song and talk that is different from the usual run of acts.

Preston and Ysobel, with Master Ward, who is but 4 years old, have a family offering that was greatly appreciated. Daddy Preston is no mean tumbler. Ysobel, who plays the violin is heard at her best in "Roses of Picardy."

CAPITOL THEATRE

"King of Wild Horses"

In producing "The King of Wild Horses," Hal Rouch has given lovers of mountain life and mountain scenery a treat that is not often enjoyed. The film, which features a rather

SALES TAX PLAN SCORED BY C. M. A.

Manufacturers Also Blame Inadequate Tariff Protection For Business Depression.

Canadian Press Despatch.

Hamilton, Jan. 15. — Inadequate tariff protection for Canada and the operation of the sales tax were responsible for the present industrial depression throughout the country, according to the opinion expressed this afternoon at a meeting here of the executive division of the Canadian Manufacturers' Association.

About 200 delegates from all parts of the province attended. At the business session a report of the special committee stated that there was a gradual decline in employment since last August, with the exception of October, when a slight improvement was noted.

LIONS TO GIVE DANCE AT WINTER GARDENS

Second Welfare Dance Is Planned by London Club—Howard Cluff Speaks.

Sidelights on the law were given to the Lions club members at their weekly dinner last night by Cub Howard Cluff. Mr. Cluff spoke in place of Ernie Hines and Frank Barrett, who were scheduled to address the club but were both ill.

Several solos were given during the evening by Mr. Keller, who was accompanied by Cub Wilf Hodgins. Mr. Keller made a big hit with the Cubes.

Feb. 10 has been marked down on the Lions club calendar as the day for another big welfare dance at the Winter Gardens. The club held a successful dance last November, and it is hoped that the coming affair will be as big a success. The money made will go to the Lions club welfare fund.

ANECDOTES ON BUSINESS WILL FEATURE LECTURE

Stories of success and failure in business, a series of anecdotes surrounding the progress of many famous business firms will be one of the subjects treated by Professor E. H. Morrow of the university, who is to give several lectures on economy through the extension department at Western.

"The Growth of Modern Marketing Methods" will be the subject of a second lecture. It traces the growth of buying and selling from barter to the present complex system of buyers, dealers, brokers, middlemen, salesmen, agents, and all those who enter into the sale of one commodity.

A third lecture will take up co-operative marketing which will be a technical discussion of the principles of co-operation. It has been designed to appeal to rural groups.

ONE DEAD, ONE BADLY HURT IN WAR BETWEEN MINERS

Associated Press Despatch.
Fairmount, W. Va., Jan. 16.—One Canada—Adv.

To Stop a Cold In One Day
Take Laxative BROMO QUININE Tablets. (The First and Original Cold and Grip Tablet.) A Safe and Proven Remedy. The box bears signature of E. W. Grove, 30c. Made in U.S.A.

COMMUNITY SILVER

PRICE CUTTING HAS BEEN CALLED OFF

Oneida Community Silver Company

sent their representatives to London and purchased the complete stock of the offenders, and now prices have returned to normal by all reputable firms.

We congratulate them on their success and will govern ourselves accordingly.

JOHN A. NASH

MY JEWELER

"Where You Will Eventually Buy"

PERFECT DIAMONDS

A GREAT NEW STORY YOU MUST NOT MISS!

Rafael Sabatini

is acknowledged as today's greatest writer of vivid historical romances. You will remember "Captain Blood" and "The Seahawk"—two Sabatini stories which have appeared in The Advertiser during the past year. And now Sabatini has another—

"In the Shadow of the Guillotine"

—a tale of the French revolution, told as only a master of fiction like Sabatini can tell it. To read it is to hear the hoarse roar of the mob in Paris, to see torches gleaming on the pale faces of terrified aristocrats, to live yourself in the most gripping, heart-stirring days of the world's history. You must not miss Sabatini's story and the romance of Angele Vidal.

Watch for the First Daily Installment In The Advertiser on Monday