

NEW WALL PAPER
The spring Wall-papers are arriving—the best productions from world-known manufacturers.
O.B. GRAVES LIMITED,

Our Double-Vision Glasses
Are ground out of one solid piece of glass, AND HAVE NO LINES IN THE LENSES.
The Brown Optical Co.
Eyesight Specialists,
237 DUNDAS ST. PHONES 1877.

Use Connell's Coal
CHESTNUT, STOVE AND EGG, \$7.00 per ton.
LARGE SIZE PEACOCK, \$5.75 per ton.
We recommend our Pea Coal for the range and heater. It has the value of chestnut in these burners and saves you a difference in price, which is \$1.25 per ton.
Offices:
Dundas and Richmond Sts. Phone 770.
Colborne St. and C. P. R. Phone 1056.

LONDON'S LARGEST JEWELRY.
Wholesale, Retail and Manufacturing.
Our Motto: "One Price the Year Round."
234 Dundas Street.

London Conservatory of Music and School of Elocution, Ltd.
Write or phone for particulars regarding scholarships, prizes, etc. Lottie L. Armstrong, registrar, F. Linforth Willgoose, Mus. Bac., principal.

ED. WEST CHOICEST CUT FLOWERS AND PLANTS.
Phone 2187. 249 Dundas St.

MADE RIGHT --- IS RIGHT
There's a lightness and wholesomeness about our
"Hol-Sum" Wrapped Bread
A reliable loaf, with an attractive flavor. You'll enjoy it and be benefited at the same time.
RUDDY'S
Is made clean and delivered clean.
2 Carlton Ave.—Phones 2172, 2173

THE UTMOST IN CHOCOLATE DELIGHT.
Neilson's Chocolates
"The Chocolates that are Different."

KRYPTOK
Two Parts of Glasses in One
G. R. GRICE OPTICAL SPECIALIST.
180 Dundas Street, Upstairs.

WANTS EMPLOYMENT FOR ALL PRISONERS
W. C. T. U. Favors Remuneration to Provide for Families.

The members of the W. C. T. U. at their semi-monthly meeting yesterday afternoon, favored a plan to give to members of Canadian prisons remunerative employment. Besides his parents he is survived by two sisters, Mrs. Clarence Stewart, of Byron avenue, and Miss Tillie, of Winnipeg. The late Mr. Patton was a member of A. O. E. Court Robin Hood, No. 53. The funeral will be private, and will be held at three o'clock Thursday afternoon at Mount Pleasant Cemetery. Services will be conducted at 3:30 o'clock by Rev. Hugh McParlane.

"We Sell for Less" CASTORIA 19 Cents

Don't Be Weak or Weary
Your system needs a good tonic. The blood needs revitalizing. Our BEEF, IRON and WINE is a fine tonic for cleansing and stimulating the blood. Per bottle 50 cents. Good for growing children.
Cairncross & Lawrence
Chemists and Druggists.
216 Dundas Street, London, Ont.

Fine Furs Reduced BELTZ & CO. PRACTICAL FURRIERS

BOARD COMMENDS ANTI-CIGARETTE MOVE
Members of Board of Health Send Resolution to Borden. "IS WORSE THAN LIQUOR"

SKATERS GALORE AT PARK
Skates were king at Victoria Park last night. Enthusiasts to the number of 100 or more assembled to enjoy the fine sheet of ice on the park. The weather was blowing, apparently it caused little annoyance to the skaters, who skinned over the glistening surface with an ease and grace that bespoke long practice.
The park rink is becoming famous for its "ear marks" of professional skaters. It must not be supposed that the younger element of the city enjoy the privilege of skating on the city's rink. There are older people, too, and keen, invigorating, outdoor air is ample compensation for the lack of music. While

HAD TO CANCEL IT.
Borden, sounded the telephone in the advertising department of The Advertiser this morning, and when one of the employees of the department took down the receiver, a voice from the other end of the wire greeted him in this fashion:
"Hello, is that The Advertiser?"
"Yes," was the reply.
"Well, this is Mr. Wenige, of the Bicycle and Motor Sales Company, which I have an advertisement in your paper this morning for a smart and wide awake boy, with references."
"Have you had any replies?" asked the Advertiser man.
"Have I had any replies? Yes; for goodness sake take that ad. out right away or you'll have me crazy trying to handle the applicants."
"Then he rang off."
This is not a new story to the advertising department, merely an everyday occurrence, but we just print it to show what can be done by a small want ad.

For Your St. Valentine Party
Heart-shaped Sandwiches, Oyster Patties, Chicken Patties, Small Cakes, and many other good things.
Large Heart Cakes Decorated, each 45¢.
Chocolate Hearts, for favors or as a novelty to send your friend, each 15¢.
Mjat Cream Wafers, heart-shaped, a pound 30¢
Ice Cream, with a heart centre; each brick will make ten portions. A brick 60¢, delivered packed in ice.

-Peters

Bitter Oranges Best For Marmalade 30c a Dozen
T. A. Rowat & Co.
280 Dundas St. 3051-3052 Also South London.

there are those who are never happy unless doing the latest tango giddies on the "runners" there are many who prefer to leave out the frills and merely skate for the enjoyment afforded. The rink is open favorable to the public whenever the weather is
KOSHER SLAUGHTERING CONDEMNED AS CRUEL
Jewish Manner of Bleeding Animals Scored by Board. IS CALLED AN OUTRAGE
Chairman Dr. F. L. Burton Censures Prevailing Custom and Says It is Time Legislation Necessary

Dr. F. L. Burton, chairman of the board of health, declared at a meeting of the board yesterday that the Jewish method of slaughtering animals for human consumption was brutal and an outrage.
The chairman's statement came in the course of a discussion of the Jewish method of slaughtering animals for human consumption. He declared that it was time that the people of London took up the question of the Jewish slaughtering.
Dr. Charles Tamin, the board's inspector, agreed that the method of slaughtering the Jews of bleeding the beast to death was cruel to animals.
"It is an outrage," continued Dr. Burton, "and I have thought of taking matter up with the Humane Society."
Frank Spetteguy, who was present in the discussion, said that the Jewish method was sanctioned by the Bible. "It may have been all right in the days before Christ," he said, "but it is not now."
R. J. Haslett, another member of the board, was also of the opinion that the practice was brutal.
Dr. Burton then described the Jewish method of killing a cow by slashing its throat and allowing it to slowly bleed to death, the animal coming to the while, and suffering, he claimed, great pain. "That's the way they get the best meat," again interrupted Mr. Spetteguy, "they bleed them so nice."
"It is the height of cruelty," said Dr. T. V. Hutchinson, "but we can't stop without getting legislation."

CALL FOR BIDS ON TWO NEW SCHOOLS
Board of Education Committee To Go Ahead With Project. BOTH IN SOUTH LONDON
Will Be \$50,000 Structure and Built Off Same Plans—Competitive Plans Will Be Called for in Three Weeks.

Two new eight-room schools, costing \$50,000 each, will be erected in South London. The plan selected by the committee of the board of education yesterday the purchase of a plot of land on the corner of the intersection of the McCornick property on Grand avenue, was ratified. The cost of the land, owned by the Canada Trust Company, is \$1,500.
It was decided to ask for comparative architects' plans, to be submitted within three weeks. The plan selected will also be used for the new Riverview school at Riverview avenue, and Wharmellife road. There will be six classrooms, a domestic science room and a manual training room in each building, and provision will be made for the addition of extra rooms as they are required.
The Duchess avenue school is to take the place of the old Grand avenue school which is quite inadequate for the accommodation of the district, while the Riverview school will take care of the pupils now in the two-room White house school, and with the completion of the new Wharmellife road bridge, will relieve the overcrowded conditions in West London.
The work on both schools will be pushed ahead as rapidly as possible. The board decided some time ago to appropriate certain property owned by J. H. Back to accommodate the new Riverview school.
H. H. Angus, of Toronto, was engaged to make a report on the heating and sanitary arrangements of the old Princess avenue school. The committee has had a plan under way to purchase a plot of land for a new building to take the place of the old school, but the project has been dropped for the time being, and an effort will be made to make the old building do.

ANNUAL REPORT SHOWS BIG BUSINESS GAINS
Monarch Fire Insurance Company Has Two Hundred Agents—Splendid Growth is Evidenced.
The annual report of the Monarch Fire Insurance Company shows that in 1913, the company increased its receipts by \$1,254,226, its gross business revenue from all sources now amounting to \$77,816,966. There are 9,894 policies in force. During the year it paid \$41,721,220 in losses to its policyholders and members.
Since its organization, it has paid 1,776 losses amounting to \$448,177.83, has protected the public's property to the extent of \$9,447,096.06, and met every honest claim that has been made on it since its inception. Its splendid growth is an indication of the confidence of the public.
The company operates in the Province of Ontario only, is represented by 200 agents, and is now paying on an average of a fire loss to its policyholders every other day of the year.
During the month of January this year the Monarch increased its government deposit, thus affording additional security to its policyholders. The retiring directors were re-elected at the annual meeting.

Closed, heated carriages for every occasion. Phone Hueston's Liveries.

Card Prizes and Wedding Presents Are Plentiful at



C. H. Ward & Co.'s BIG HALF PRICE JEWELRY SALE



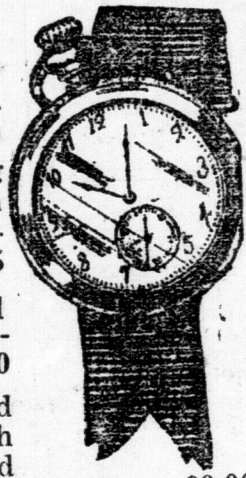
One dollar spent with us will go as far as two spent elsewhere. Don't miss seeing our Bargain Tables. They are covered with beautiful and useful articles. We are listing below a few of our bargains for this week:

20 Per Cent Discount On Everything In the Store

Royal Crown Derby at Half Price
Royal Crown Derby Cream, Sugar and Teapot, on Tray, Regular \$15.00, for \$7.50
Royal Crown Derby Vegetable Dish, Regular \$11.00, for \$5.50
Royal Crown Derby Tea Plates, Regular \$2.50, for \$1.25
Royal Crown Derby Tea Plates, Regular \$1.50, for .75c
Royal Crown Derby Ramekins, Regular \$2.75, for \$1.40
Royal Crown Derby Cream and Sugar, Regular \$6.50, for \$3.25
Royal Crown Derby Breakfast Set, Regular \$15.00, for \$7.50
Royal Crown Derby Cream and Sugar, Regular \$4.00, for \$2.00
Royal Crown Derby Egg Cups; rose design, Regular \$5.00 one-half doz., for \$2.50
Royal Crown Derby Cake Plate, Regular \$4.00, for \$2.00
Royal Crown Derby Gravey Boat, Regular \$6.00, for \$3.00
Royal Crown Derby Bread and Butter Plates; rose design, Regular \$1.00, for, each .50c
Tea Plates, Regular \$1.25, for, each .65c
Breakfast Plates, Regular \$1.50, for, each .75c
Cup and Saucer, Regular \$1.75, for .90c
Royal Crown Derby Coffee Cups, \$2.00, for \$1.00
Special—94-piece Set of Dishes, Winton design, \$20.00 complete.

Watches at 1/2 Price

1 only Lady's Silver Wristlet Watch, Regular \$7.00, for \$3.50
1 only Lady's Sterling Silver Expansion Wristlet Watch, Regular \$17.00, for \$8.75
3 only Ladies' Gold-Filled Wristlet Watches, Regular \$15.00, for \$7.50
3 only Ladies' Gold-filled Wristlet Watches with 17-jewel adjusted movement, Regular \$18.00 for \$9.00
1 only Stop Watch, Regular \$5, for \$2.50
1 only Nurse's Watch, with large sweep second hand, Regular \$20, for \$10.00
2 only Ladies' Size Stop Watches, Regular \$10.00, for \$5.00
Special—Gent's 17-jewel, 16 size Waltham movement, in gold-filled Fortune case, \$12.00
Special—17-jewel Waltham, 18 size, patent regulator, Brequet hairspring, nickel finish, in Fortune gold-filled case, for \$11.00



Umbrellas and Walking Sticks at Half Price

1 Walking Stick, with sterling silver mount, Regular \$3.75, for \$1.90
1 Walking Stick, with sterling silver mount, Regular \$5.75, for \$2.90
1 Walking Stick, with sterling silver mount, Regular \$3.00, for \$1.50
Gent's Umbrella, with sterling silver mount, Regular \$4.00, for \$2.00
Gent's Umbrella, with sterling silver mount, Regular \$6.00, for \$3.00
Gent's Umbrella, with sterling silver mount, Regular \$3.50, for \$1.75
Gent's Umbrella, with gold mount, Regular \$5.00 for \$2.50
Gent's Umbrella, with sterling handle, Regular \$14.00, for \$7.00
Lady's Umbrella, with blue cover and sterling mounted handle, Regular \$15.00, for \$7.50
Lady's Umbrella, with sterling mounted handle, Regular \$6.00, for \$3.00
Lady's Umbrella, with sterling mounted handle, Regular \$5.00, for \$2.50
Lady's Umbrella, with pearl and gold-mounted handle, Regular \$6.00, for \$3.00

Brass at 1/2 Price

1 Brass Tea Caddy, Regular \$3.50, for \$1.75
Copper Kettles, Regular \$1.00, for 50c
Large Brass Vase, Regular \$3.50, for \$1.75
1 Tea Caddy, Regular \$2.00, for \$1.00
Small Brass Kettle, Regular \$1.25, for 65c
Large Brass Basket, Regular \$2.50, for \$1.25
Large Brass Basket, Regular \$1.75, for 90c
Large Brass Smoking Set, \$7.00, for \$3.50
1 Smoking Set, Regular \$5.00, for \$2.50
Large Copper Kettle, Regular \$2.00, for \$1.00
Brass Bell, Regular \$1.75, for 90c
Oval Brass Tray, Regular \$2.25, for \$1.15

Cut Glass at 1/2 Price

Cut-Glass Salts and Peppers, with sterling tops, Regular \$2.00, for \$1.00
Salts and Peppers, Regular \$1.25, for 65c
Salt Dips, Regular 50c pair, for, pair .25c
Cut-Glass Comport, Regular \$3.00, for \$1.50
Cut-Glass Vinegar Bottle, Regular \$2.25, for \$1.15
Cut-Glass Pitcher, Regular \$5.00, for \$2.50
Large Cut-Glass Pitcher, Regular \$8.25, for \$4.15
Large Cut-Glass Pitcher, Regular \$20.00, for \$10.00
Large Vase, Regular \$6.25, for \$3.15
Large Decanter, Regular \$18.00, for \$9.00
Spoon Tray, Regular \$1.50, for .75c
Napkin Rings, Regular \$1.25, for .65c
Cut-Glass Cream and Sugar, Regular \$3.25, for \$1.65
Cut-Glass Bowl, Regular \$4.50, for \$2.25
Cut-Glass Lamp, Regular \$12.00, for \$6.00

Diamonds at 1/2 Price

Lady's Diamond Cluster, Regular \$100.00, for \$50.00
Lady's Diamond Marquise Ring, Regular \$125.00, for \$62.50
Lady's Diamond Marquise Ring, with sapphire centre, Regular \$100, for \$50.00
Lady's Tiffany Setting, Regular \$25.00, for \$12.50
Lady's Modified Tiffany Setting, Regular \$175, for \$87.50
Lady's 3-Stone Ring, Regular \$300.00, for \$150.00
Gent's Flat Belcher, Regular \$140.00, for \$70.00
Gent's Cluster Ring, Regular \$50.00, for \$25.00
Lady's Two Diamonds and One Ruby Ring, Regular \$80.00, for \$40.00
Single Stone Rings, Regular \$14.00, for \$7.00
Lady's Four-Stone Ring, Regular \$350.00, for \$175.00
Tie Pin, Regular \$28.00, for \$14.00
Gent's Flat Belcher, Regular \$25.00, for \$12.50
Lady's Five-Stone Ring, two diamonds and three pearls, Regular \$36, for \$18.00
Gent's Round Belcher, Regular \$60.00, for \$30.00
Silver Soap Boxes, Regular \$3.00, for \$1.50
1 Case Pearl Handled Fruit Knives, Regular \$5.75, for \$2.90
1 Shaving Mug and Brush, Regular \$5.00, for \$2.50
1 Large Cake Dish, Regular \$8.00, for \$4.00
1/2 dozen Spoons, Butter Knife, Sugar Tongs, Sugar Sifter and Marmalade Spoon, in case, Regular \$5.00, for \$2.50
1/2 dozen Spoons and Sugar Tongs, in case, Regular \$2.50, for \$1.25

CUFF LINKS.
50 pairs Gold-Filled Cuff Links, Sell regularly at 40c, for a pair .20c
50 pairs Gold-Filled Cuff Links, Sell regularly at \$1.00, for a pair .50c

MANTEL CLOCKS.
25 Eight-Day Mantel Clocks, marbelized wood, six pillars, half-hour strike, cathedral gong. Sell regularly at \$8.00, for, each \$4.00

Silver Plate at 1/2 Price

1 Large Casserole, with ebony handles, Regular \$12.00, for \$6.00
1 Cruet, with four bottles, Regular \$4.00, for \$2.00
Silver Soap Boxes, Regular \$3.00, for \$1.50
1 Case Pearl Handled Fruit Knives, Regular \$5.75, for \$2.90
1 Shaving Mug and Brush, Regular \$5.00, for \$2.50
1 Large Cake Dish, Regular \$8.00, for \$4.00
1/2 dozen Spoons, Butter Knife, Sugar Tongs, Sugar Sifter and Marmalade Spoon, in case, Regular \$5.00, for \$2.50
1/2 dozen Spoons and Sugar Tongs, in case, Regular \$2.50, for \$1.25

C. H. WARD & CO.
DIAMOND MERCHANTS AND JEWELERS. 374 RICHMOND STREET
PHONE 1084.