

Let Your Valentine
Gift Be Flowers from

DICKS The Florist

The choicest blooms and
fresh cut flowers in the city.
Be sure and see our window
display.

OUR SPECIAL VALEN-
TINE BOXES WILL
ADD TO THE APPEAR-
ANCE OF YOUR GIFT.

FOR CORSAJE BOUQUETS
WE HAVE

Violets, Roses, Sweet
Peas, Orchids and
Lilies of the Valley

Also choice assortment of
all seasonable flowers.

You may be sure you will
get only the freshest and
best of flowers from

DICKS

THE FLORIST,

235 DUNDAS ST. Phone 1297.



CALL AT OUR NEW STORE

AT

234 DUNDAS STREET

Opposite Majestic Theatre.
YOUR TIME WILL BE WELL
SPENT.

The Brown Optical Co.

OPTOMETRISTS AND OPTICIANS,
237 DUNDAS STREET. PHONE 1877.

R. K. COWAN

BARRISTER, SOLICITOR, ETC.,
County Bldgs., next Court House, London.

Farm For Sale

In Township of Westminster, six miles
from London, 100 acres; about 10 acres
worked. Good barn, silo, outbuildings.
House newly new, with nice lawn
in front. Price, \$7,000.

Five houses on Egerton street, rang-
ing from \$900 to \$1,700.

Also desirable locations in East End.

H. C. Tull

124 HYMAN STREET. PHONE 1888.
Feb. 23.

All Kinds of Electric Heating Appliances

Irons of any make, medical
batteries, etc., repaired by the
Ideal Electric Repair Dept.
348 Talbot St., London, Ont.

We Buy Old Gold and Silver

S. K. Milroy & Co.
Maker-to-Wearer Jewelry Shop,
260 DUNDAS STREET.

Roland D. Jarvis

DENTIST,
Corner Dundas and Clarence Streets.

Loan Loan and Savings Company of Canada

Would like to hear from the following
depositors who have unclaimed balances
at their credit: Claud R. Robinson, Ealing;
Samuel Part, Ealing; W. H. Traver, Lon-
don; Miss Annie McCurdy, Stratford;
Francis C. Perkins and Floyd Dwight,
Mount Brydges; Mrs. Ann Hough, Lon-
don; Miss Mary Sutherland, Dorchester
Station; Mrs. Martha Prudum, Harriets-
ville; Miss Ethel Lipsett, Iderton; An-
drew Ferguson, London; Miss Lulu Lip-
sett, Iderton; R. K. Cowan, in trust,
London (barrister).

EQUITY FIRE INSURANCE COM- PANY OF CANADA.

In another column will be found the
statement of the Equity Fire Insurance
Company of Canada. By it, it will be
seen that the total security to the pol-
icy-holders is \$202,500.44 in excess of the security
one year ago. The surplus security to
policy-holders is close upon \$500,000.

Hamilton's London Porter and Amber Ale

Always in first-class condition. Brewed
from finest foreign and Canadian hops
and malt.

Kent Brewery

LONDON, ONTARIO.



THE DIAMOND HALL

\$10 Watch

Gentleman's Open 12-size thin
model, best quality gold-filled case.
The movement is nickel, with 15
jewels, and finely adjusted.

**\$10 is the Special Price,
and it is special**

To sell you this watch at the price
we must order "one hundred at a
time," and the hundred sell very
quickly.

SEE THESE AT

DIAMOND HALL STORES

214 and 674 DUNDAS STREET.

W. G. YOUNG,
C. P. R. and G. T. R.
Official Watch Inspector.

JOHNSTON BROS' XXX BREAD

JUMB-O LOAF

For making dainty and
toothsome sandwiches, our
Jumb-O Loaf is unequalled.

Johnston Bros. Phone 944.

DUGALD M'BANE WAS STRICKEN SUDDENLY

Former Prominent Resident of
North Yarmouth Died of
Heart Failure.

Mr. J. K. McEane, a student at the
Medical School, received a telegram to-
day from his brother, Dr. B. McEane,
of Rainy River, informing him of the
sudden death of his father, Mr. Dugal-
d McEane, on Wednesday evening.
Death was due to heart failure.

Mr. McEane, prior to moving to
Rainy River last fall to reside with
his son, was a well-known farmer of
North Yarmouth Township, in the vi-
cinity of St. Thomas. He was in his
67th year and had lived for the greater
part of his life on the 12th concession
of North Yarmouth.

Mr. Duncen McEane, of the 8th con-
cession of Westminster, is a brother,
and Mrs. Angus McCallum, of Belmont,
a sister. One daughter, Miss Mary
Belle, of Rainy River, also survives.

Mr. McEane was a staunch Liberal
in politics and a Presbyterian in re-
ligion. His name is greatly respected
in the district around St. Thomas.

The funeral arrangements have not
been completed, pending the arrival of
the remains from the west. Interment
will be made in the St. Thomas ceme-
tery.

WILL LIKELY ISSUE SOME NEW STOCK

The reputation for reliability and
soundness held by the Huron and
Erie Loan and Savings Company of
London, Ontario, is known throughout
the entire Dominion as of the highest.
Its integrity and standing are such
that other financial institutions look up
to it as an example. Its stock is one
of the most sought after of loans.
The company's business is of a similar
nature on the North American con-
tinent is valued in so stringent a way.
Two-thirds of the whole business of
the company is valued on a 3 per cent.
interest basis.

By Flashlight

A Free Booklet on Night Photography.

ASK FOR IT.
J. H. BACK & CO., 210 Dundas St.

Send your school children
to order Coal and Wood at
John Mann & Sons, 401 Clar-
ence street.

We have a good foot rule
to give to each boy or girl
ordering Coal or Wood.

Come before they are all
gone.

IN FULL SWING TODAY

And Every Day This Month.

C. H. WARD & CO.'S

Seventh Annual Sale of
Jewelry and Diamonds.

See tomorrow's announcement

Parnell's Bread

Our motto: Purity, clean-
liness and quality.

Bakery always open for
inspection.

Phone 929 and
1390

Hazel-Rose

There's a good reason for
using it. It is antiseptic,
healing and absolutely the
most effective toilet prepara-
tion that you can use. It's
the all-year-round toilet cream.
It saves the day in summer
time for sunburn, tan and
freckles. It wards off winter
chills by healing chaps, cracked
lips, rough hands and wind-
roughened faces. It is soothing,
healing and pleasing. It
contains all the valuable prop-
erties of witch hazel, and
additional antiseptic value
besides. Per bottle, 25c.

Caincross & Lawrence

Chemists and Druggists,
216 Dundas St., London Ont.

LONDON LIFE HAD A SPLENDID YEAR

Every Feature Highly Favorable
—An Institution London
Should Be Proud Of.

It has come to be expected that the
annual statement of the London Life
insurance Company will present a
healthy condition of affairs, but the re-
port published yesterday is so
full of favorable features that it is
hard to select any limited number for
special notice. The increase in income
for 1912, bringing the total income to
\$1,134,000; the increase in assets
of nearly half a million, bringing the
total assets to over \$4,000,000; the
splendid rate of interest earned on in-
vestments, 6.74 per cent; the large vol-
ume of new business, and the splendid
addition of over \$3,000,000 to the busi-
ness in force—are all points of which
the management may well feel proud.
There are others, however, of still more
significance.

The reserve standard of the com-
pany has been still further strength-
ened, all 4 per cent. reserves having
been raised to 3 1/2 per cent. basis. No
other company's business of a similar
nature on the North American con-
tinent is valued in so stringent a way.
Two-thirds of the whole business of
the company is valued on a 3 per cent.
interest basis.

Still more remarkable is the state-
ment contained in the report that ac-
tual profit distributions for the year
exceed former estimates by 50 per cent.
Nothing further need be said as to the
integrity of any company that can make
such a statement. Although a natural
result of the improved rates of inter-
est obtainable during recent years, the
statement stands as a credit to the
directors and management of the com-
pany and is incontrovertible evidence
of honest representations to the public.
The home of the head office of so pro-
gressive a company, and one that
stands in the very forefront of the re-
sponsible financial institutions in the
country, is only what one might
expect of an institution controlled by
the guiding hand of Alderman Richter,
under whose careful management the
future prosperity of the company is
assured.

GOING TO BORNEO.

[Special to The Advertiser.]
W. J. Ball, 13, York St., Alfred
Brownlee accepted a position with the
British Petroleum Company, and left
to fill a two years' contract in North
Borneo. Mrs. Brownlee and family will
reside here during his absence.

Taxicabs and Carriages for every occasion.

Hueston's Livery.
Is your name on the London Loan
and Savings Company's list for un-
claimed deposits? See list on other
page.

ROWAT'S COFFEE

40c per lb.
T. A. ROWAT & CO
280 Dundas St. Also South London.
PHONES: 3051, 3052, 969.

NEW LIGHTS WILL BE INSTALLED AT ONCE

Two Hundred and Seventy-One
To Be Placed in New
Districts.

NO FURTHER REPORTS

Aldermen Ashplant and White Want-
ed the Matter To Lay
Over.

Acting on instructions from the fire
and light committee, City Engineer
Brazier submitted a plan of the streets
in the recently annexed district, to-
gether with the approximate number
of lights required to properly light the
streets, at a meeting held Wednesday
night.

He estimated that it would take 271
lights, one on every other post, where-
as there are any residences, to give
a proper illumination to the new dis-
trict.

Ald. White thought the question of
the installation of lights in the new
districts should be left over until some
definite decision was arrived at be-
tween the city and the hydro-electric
commission, but Ald. Stein and Rose
did not agree with him. It being their
contention that the lights should be
installed at once.

Wants Further Report.
After considerable argument, in
which Ald. Ashplant stated that the
engineer should go over the district
and find out whether a light was un-
necessary, and report back to the com-
mittee, a motion by Ald. Stein to the
effect that the lights be erected sub-
ject to the approval of the city en-
gineer, carried.

Following are the streets on which
the lights are to be erected and the
number of lights for each street:

Chelsea Green—Ada 2, Terrace 2,
Edna 2, Maude 3, Towns 2, Brookside 7,
Adelaide 8, Josephine 6, Jacqueline 7,
Knollwood Park—Grosvenor 4, St.
James 4, by Gammages 3, Oxford 14,
Sterling 5, Barker 10, Linwood 5, Tra-
versers 2.

Pottersburg—Quebec 9, Raithe 6,
Salsbury 8, Nightingale 8, Dundas 13,
Mary 13, Eleanor 1, Ashland 1, Oak-
land 2, Hale 5, Asylum Sideroad 18,
Wilcox 3, Brydges 13, Childers 2,
Ealing—Traffalgar 15, Hale 4, Home
2, East 4, Hamilton road 20, Madison
2, Delaware 3, Price 4, Elgin 3, Egerton
11, Muir 2, Norman 4, Dillabough 4,
Smith 6.

CITY TO LEASE TEMPLE TEMPLE FOR SESSIONS

Will Otherwise Assist in Entertainment
of Canadian Medical Association.

The city council will assist the med-
ical men of the city in entertaining the
delegates to the convention of the
Canadian Medical Association to be
held here in the first week of June.

At the meeting of the manufac-
turers' committee held on Wednesday
evening it was decided to lease the Ma-
sonic Temple on Queen's avenue for
the convention, and in other ways as-
sist in entertaining the delegates. It
is expected that from 600 to 700 medical
men will be present.

A representative of Lloyd's, an Eng-
lish firm, asked for an appropriation
for advertising in a set of books being
prepared by them on Canada. The
committee agreed to take space.

NEW MATERIAL FOR PAPER PRODUCTION

Would Do Away With Cutting Down of
the Forests.

New York, Feb. 13.—A London
cable says: A new material for the
production of paper was suggested at
the Royal Society of Arts last night.
It was stated that if a plant called
Hedychium coronarium, which is a native
of India, was cultivated over vast
tropical or semi-tropical spaces, man-
kind would have no need to cut down
the forests and make them into paper.

FUNERAL OF MRS. ANDERSON.

[Special to The Advertiser.]
Aylmer. The funeral of
Mrs. Anderson, held from her home in
Glencoe this afternoon at Trinity
Cemetery, was largely attended. She
was 37 years old, and besides her hus-
band leaves five small children.

Was a Victim of Bronchitis.

HAD TO BE PROPPED
UP IN BED.

Bronchitis is an acute inflammation of
the membranes lining the air tubes of the
lungs, and begins with a tightness across
the chest, and a difficulty of breathing
accompanied by a hard dry cough which
later develops into the raising of a green-
ish or yellowish phlegm.

On the first sign of bronchitis you
should check it immediately by using
Dr. Wood's Norway Pine Syrup, and
thereby preventing it becoming chronic
and perhaps turning into some serious
lung trouble. Mrs. John Fawcett, Salis-
bury, N.B., writes: "A year ago I was a
victim of Bronchitis. I was so bad I
could not lie down, and had to be propped
up in bed. As the doctor failed to do
me much good, a friend, who came to
visit me, advised me to try Dr. Wood's
Norway Pine Syrup. The first bottle
helped me so wonderfully I took five
bottles in all, and was cured. I have not
had an attack of it since."

Price, 25 and 50 cents a bottle.

See you get "Dr. Wood's" when you
ask for it. Manufactured only by The
J. C. Milburn Co., Limited, Toronto, Ont.

OVERHEAD WIRES MENACE TO FIREMEN

Underwriters' Inspector Urges
Their Removal in Down-
town Districts.

NEW MARKET WALKS

Will Be Put Down in the Spring —
Tractors To Be Purchased.

Inspector Minions, of the Fire Un-
derwriters' Association, appeared be-
fore the fire and light committee at
its regular meeting Tuesday night
and urged upon the members the ne-
cessity of making some move to clean
out the maze of overhead electric wires
on the downtown streets.

They are, he claims, not only a
great handicap to the firemen, but a
menace to life.

Some of the wires, he says, are put
up flimsily, particularly the ones used
by a telegraph company as a call
system. He has made a detailed re-
port of the condition of the wires be-
longing to the hydro-electric commis-
sion, the Helens Costume Company,
the London Electric Company, and the
C. P. R. Telegraph Company, and has
forwarded these reports to two of the
companies.

Both these companies have started
gangs to work on the repairing of the
system. Mr. Minions was advised by
Chairman Rose to send a communica-
tion to the council at its next meet-
ing, and assured him that something
would be done about it.

The Market Walks.
Market Clerk Maker and City En-
gineer Brazier made a report on the
cost of installing cement sidewalks in
one portion of the market square for
the market gardeners, who are anx-
ious to rent them. The former claim-
ed that there are 80 men who would
be willing to pay \$10 a year as rental
for a certain space, and the latter that
it would cost \$570 to construct the
walks. As the rental of one year will
more than pay for the walks the com-
mittee will recommend to the council
that the work be done.

A petition presented by McKillop,
Murphy & Gunn, complaining on be-
half of a number of residents of the
north end of the smoke from the chim-
neys of the Hyman tannery and the
Carling brewery was read, and the
city engineer instructed to make an
investigation and report.

Request Was Granted.

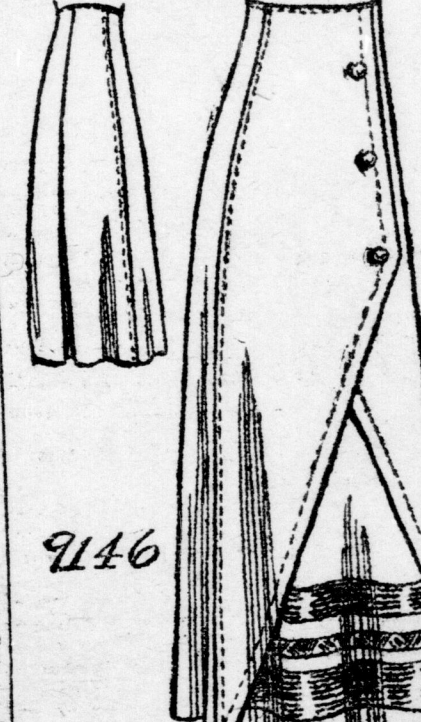
Chief Aitken asked permission to
purchase enough lumber to make
wheel-lucks for fire apparatus to be
used when the department receives a
call for aid outside the city. His re-
quest was granted. He also asked for
lights to be placed in front of each
of the fire halls. Two will be erected
in front of the central hall immedi-
ately, and the chief will report on the
cost of the erection of the others.

On motion of Ald. Stein it was de-
cided to call for tenders for a tractor
to haul the combination wagons of the
north, south and east end halls im-
mediately. It was estimated that the
cost and upkeep of horses in a year
amounted to more than a tractor would
and in all probability one or more
tractors or automobile apparatus will
be purchased.

Tenders for firemen's uniforms were
submitted by three firms, but they will
not be dealt with until the special
meeting which is to be called next
week.

Advertiser Patterns

Beauty Pattern Company.



No. 9146—A Stylish Skirt—Ladies'

Six-Gore Skirt, With Insert.

This design has the fronts arranged
to simulate a tunic. The back is fin-
ished with an inverted pleat. Serge,
panama, voile, wool mixtures, velvet,
and silk are all appropriate for the
model. The pattern is cut in five sizes,
22, 24, 26, 28 and 30 inches waist
measure. It requires 3 1/4 yards of 44-
inch material for the 24-inch size.

A pattern of this illustration mailed
to any address on receipt of 10 cents
in silver or stamps.

PATTERN DEPARTMENT OF THE ADVERTISER.

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

Name

Street Address

Town

Province

Measurement—Bust..... Waist.....

Age (if child's or miss's pattern).....

CAUTION.—Be careful to inclose above
illustration, and send size of pattern
wanted. When the pattern is bust mea-
sure, you need only mark 32, 34, or what-
ever it may be. When in waist measure,
22, 24, 26, or whatever it may be. If a
skirt, give waist and length measure.
When miss's or child's pattern, write
only the figure representing the age. It
is not necessary to write "aches" or
"years." Patterns cannot reach you if
sent less than one week from the date of order.
The price of each pattern is 10 cents in
cash or 15 postage stamps.

ROSS'

LONDON LIMITED. EDMONTON

BUILDING

Fur Sale

.....NOW ON.....

10 to 35% Off
Our Manufacturing Prices

CLEARING \$25,000 FUR STOCK

Hudson Seal Coats, regular \$200, now, \$145 to \$165

Natural Canadian Rat Coats, regular \$95, now, \$75

Alaska Sable Muffs, regular \$20, now, \$16.50

Mink Muffs, regular \$30, now, \$22.50

SEE WHAT REDUCTIONS MEAN
ON MANUFACTURERS' PRICES.

Clearing Ready-to- Wear Garments SUITS

Regular \$13.50 to \$15.00, now, \$9.75

Regular \$18.50 to \$23.00, now, \$13.50

Regular \$25.00 to \$27.50, now, \$15.00

New Spring Styles Just to Hand

IN SUITS AND DRESSES.

From the best makers. Guaranteed correct in design,
color and material.

Clearing Silk Waists

Regular \$5.00 to \$7.50, now, \$2.89

LADIES' MUFFLERS—All shades, regular 50c to 75c,
now, 39c

196 DUNDAS STREET

PHONE 1319.

ASKED TO REMAIN

Mount Brydges Quarterly Board In-
vites Rev. J. A. Agnew For An-
other Year.

[Special to The Advertiser.]
Mount Brydges, Feb. 13.—At the reg-
ular meeting of the quarterly board of
the