

ROWAT'S TEAS
From the Better Gardens,
650, 750, 850, 1.00 and 2.00 Pounds.
T. A. ROWAT & CO.
250 Dundas Street. Phone 3051-3052.

We have
Trusses to fit
all needs.
Our fitters
are experts.
1120 to 1100.
**ANDERSON
& NELLES**
315 Dundas St.

Cut shows one of our
many lines.

20% off all Stock
Wray's Jewelry, Ltd.
234 Dundas Street.

CANADIAN MONEY
Accepted at Par
FOR ACCOMMODATIONS AT
HOTEL STRAND
ATLANTIC CITY
FIREPROOF AMERICAN PLAN
ON THE OCEAN FRONT
With its 500 beautiful rooms, all with
private baths, each equipped with hot
and cold sea and fresh water, offers you every
detail of comfort and entertainment.
Orchestra of soloists. Golf Privileges.
COURTESY SERVICE—REFINEMENT
Ownership Management
17-Feb. 11

Genuine Platinum
Wrist Watch
AT SPECIAL REDUCED PRICES.
1. fancy shape, set with 52 fine
Diamonds, regular \$390, for \$600
2. fancy shape, set with 50 fine
Diamonds and 24 fine Sapphires,
regular \$500, for 600
3. square shape, set with 32 fine
Diamonds, regular \$250, for \$350
4. square, with cut-away corners,
set with 32 fine Diamonds,
regular \$190, for \$275
5. round, set with 32 fine Diamonds,
regular \$150, for \$225
These are Rare Watches and
Rare Bargains.
AGRANOVE'S
Jeweler and Optician,
644 DUNDAS STREET,
Open Evenings. Phone 1742W.
500-W-1

630 Maitland St. Phone 1089.
Bristol Essery

SPECIAL THIS WEEK ONLY.
Scranton and Pittston Coal
First quality Egg Coal, per ton, \$15.50
This size is not much larger than stove,
and will give as good results in the
furnace.
First Quality Pea Coal, per ton, \$12.75
Nut, per ton \$16.00
Stove \$16.50
PROMPT DELIVERY. ywt

COAL AND WOOD
CALL
D. H. GILLIES & SON
PHONE 1112
Corner Adelaide and Bathurst. ywt

Fishbein's
Ladies' Ready-to-Wear
London's Old Favorite Store,
324 DUNDAS STREET
(Near Wellington). ywt

For relief from dandruff
use
HAIRBITERS
Ask your
barber, druggist or hair dresser
ywt-11

Carlyle
TREBILCOCK
OPTICIAN
233 Dundas Street. Phone 2351.
Two Doors East of Majestic. ywt

DON'T WORRY OVER
YOUR TIRE TROUBLES
Double Mileage
PUNCTURE-PROOF SERVICE.
ASK
ART WILKES
London Tire Repair Dept.
354 Wellington St. Opp. McCleary's.
ywt

TIRE SALE
TIP-TOP SPECIAL.
20x35—4,000-Mile Guarantee.
Sole Price, \$14.50.
RELIABLE VULCANIZING SHOP,
1235 Dundas Street. Tel. 4255W.
ywt

English
Rheumatism
Capsules
for the quick, safe relief of
rheumatism, lumbago and sciatica.
They work quickly, and are
harmless. Will not upset the
stomach. 50c box. Sold in
London by

TAYLOR'S
DRUG STORE
380 RICHMOND STREET
Established 1865.
Mailed anywhere on receipt of
price.

TRUCK COVERS
CARTER & SON
TENTS, AWNINGS AND COAL BAGS
Phone 6197. 351 Gleda St.
ywt

The London Loan
Company of Canada
MORTGAGES AND REAL
ESTATE AGREEMENTS
PURCHASED.
M. J. KENT, Manager.

THE NEW COLOR,
CANNA
Ladies' Hats
BELTZ & CO.
ywt

Do You Hunger
for a piece of bread
that would be equal in
taste and quality to the
kind of boyhood days?

Parnell's
is the one kind you are
looking for. And every
loaf is labeled for your
protection.

Supplies the Home
With Just the Kind of Bread Most
Folks Like.
JOHNSTON
BROS' XXX
BREAD
A loaf of substance, fine, white,
light and sweet as a nut.
Fresh at Your Grocer's Today.
JOHNSTON BROS. Phone 944.
ywt

GEO. E. LOGAN
FUNERAL DIRECTOR AND
EMBALMER.
418 Richmond St. Phone 1968.
Finest Motor and Horse Equipment. ywt

A. L. OATMAN
Cor. King and Colborne Streets.
The Funeral Home.

J. FERGUSON'S SONS
178-178 KING STREET.
Funeral Directors and Embalmers.
Handsome Motor Car or Hearse
Equipment.
Day or Night Service.
PHONES:
Office 543. Residence 2055W-6561.
ywt

N. J. GRIFFITH
FUNERAL DIRECTOR AND
EMBALMER.
104 Dundas Street, London.
Residence on premises. Phone 459.
ywt

BUY YOUR GROCERIES AT
Clark's Economy Stores
—CASH AND CARRY—
And Save Those Extra Cents on Each Article That You Have to Pay
at Other Stores.

Laundry Starch, 2 lbs. for 19c
Silver Gloss Starch, 2 pkgs. for 25c
Celluloid Starch, 2 pkgs. for 25c

DATES—EXTRA SPECIAL
New season's stock, 2 1/2 lbs. for 25c
Excelsior Dates, pkgs., Each 10c

Rolls Oatmeal, 6 lbs. for 25c
Pineapple Cornmeal, 6 lbs. for 25c
Cream of Wheat, 4 lbs. for 25c
White Beans, 4 lbs. for 25c

COCOANUT AND SHELLED WALNUTS
Best quality Cocoanut, per lb., 30c
Finest Shelled Walnuts, lb., 75c

Dainty Lunch Salad Dressing, 25c
Pineapples, per tin, 15c
Marmalade Cherries, bottle, 25c
Gorton's Custard Powder, pkg., 10c

ORANGE SPECIAL
California Navel Oranges, Friday and Satur-
day, per dozen, 35c

Canned Tomatoes (No. 2 tins), 20c
Canned Corn, 2 tins for 25c
Canned Peas, standard quality,
per lb., 2 tins for 25c
Soda Biscuits, per lb., 16c

COCOA SPECIAL
Pure Unsweetened Cocoa, of fine quality, per
lb., 15c

COFFEE—Clark's Economy Blend,
a coffee of great strength and
exquisite flavor, per lb., 40c
TEA—Economy Blend, at the old
price, per lb., 43c
Chocolate Bars, 6 for 25c

OLEOMARGARINE SPECIAL.
Majestic Brand—a high-grade Margarine at a
reasonable price. Going this week at
23c per lb.

Sunlight Soap, 10 bars for 72c
Lux, 2 pkgs. for 25c
Mack's No-Rub, 6 for 25c

CREAMERY BUTTER
Choice quality, lb., 42c
Tipperary Brand, finest made, per lb., 44c

CLARK'S ECONOMY STORES
719 RICHMOND STREET. 574 ADELAIDE STREET.
754 DUNDAS STREET. 169 ADELAIDE STREET.

STRIKE SNAG IN DEFENCE UNITS CONSOLIDATION

Ottawa Officials Strive To
Merge Militia, Police, Air,
Army, Naval Forces.

SEEK WORKABLE BASIS

Economy With Efficiency To
Be Combined in Final So-
lution of Problem.

[Special To London Advertiser.]
OTTAWA, Feb. 8.—Among the
problems facing the new government
looking toward economy, none the
least is that of the consolidation of
those departments which relate to
defence.

On the creation of the new cabinet
it was stated by the prime minister
that militia, police, air force and
naval forces should be merged under
one minister. That minister is Hon.
Geo. P. Graham, and the problem on
his hands is one fraught with very
considerable difficulties.

It is estimated that an economy
approximating several million dollars
may be brought about by the merger.
The chief economy looked for is in
the cutting down of "overhead
charges," represented by the expense
of administration.

The four branches or departments
affected are militia and defence,
naval service, air force and Royal
Canadian Mounted Police.

Have Many General.
The war is over and the militia
today is not so popular as it was,
nevertheless the headquarters staff
here is still at fairly full strength
and there are over a score of generals
drawing full pay or more who have
no particular commands. In the days
when the Liberal government was
in power before there were only two.
Many of those now in existence, how-
ever, are in charge of military dis-
tricts and have splendid military
records.

It is not so much in the curtailing
of the operations of the militia de-
partment proper as in the consoli-
dation of all defence forces that the
anticipated economy will be effected.
The air force as at present con-
stituted has an administrative staff
of large proportions, which costs \$1-
600,000 per year to maintain. It is
divided into three branches, military,
civil and technical.

In the opinion of influential mili-
tary and air authorities its existence
in this shape is not justified by re-
sults. Commercial flying has not
proven a success in Canada so far.
It is therefore suggested that the
present staff be absorbed into the
militia department and that sev-
eral permanent flying units only be
maintained.

Would Work Together.
These, it is believed, will work in
conjunction with the other branches
of the permanent force, and there
will be an interchange of officers
from time to time. It is further
considered that for training purposes
these units can do any reconnaissance
work which may be required by other
government departments. The min-
ister of militia is chairman of the
air board. Other members thereof
include Gen. Watkin and Col. O. M.
Bigger.

Some difficulty will be encountered
with regard to the police. The

Chooses Exploration in Arctic Region As His Life Work!



Harold Noice, youngest Arctic ex-
plorer (centre), and photos taken by
him in the Arctic. Top, left to right:
Noice's schooner, the "Polar Bear";
a dog team ready to start; Eskimo
hut of hides. Below, an Eskimo
belie.

GIVES LIFE TO EXPLORATION IN FROZEN NORTH

Harold Noice, Who Rescued
Steffansson in Arctic, Ar-
rives in Vancouver.

CLAIMS THRILLS AROUND Announces Intention To Re- turn As Soon As Expedition Is Fitted Out.

[Special To London Advertiser.]

VANCOUVER, B. C., Feb. 8.—
After seven years amid the snow
and ice of the Far North, Harold
Noice, Canadian, 26, world's young-
est Arctic explorer, who recently
returned to civilization here, an-
nounces that he is going back to the
northland as soon as he can fit out
an expedition.

Exploration, he has decided, will
be his life work.

Why does Noice choose to spend
his youth in a desert of ice, with
polar bears, seals and an occasional
Eskimo as his only companions?

"Because," he'll tell you, "there are
thrills in it!"

Seven years ago, Noice, a youth
of 19, decided there was no more
romance in the world.

He boarded an Arctic schooner and
started on a motion picture trip
through the northern seas.

And now after having
Rescued Vilhjalmer Stefansson,
famous explorer, and having become
his aide—

Discovered new lands and peoples,
traced pre-historic races—

Suffered two shipwrecks—
Been condemned to death for vio-
lating the Eskimo law—

Carried on along ethnological,
geographic and archaeological re-
search of world importance—

Noice is satisfied there's plenty of
thrills and romance for the man who
sets out to find them.

Employer Failed Him.
When Noice returned to Nome,
after his first expedition north, his
employer failed to meet him.

So Noice decided to return on his
schooner Polar Bear, for a trading
expedition.

On his way back he sighted Stef-
ansson on a dreary, uninhabited
coast, sending out distress signals.

Stefansson bought the Polar Bear
and invited Noice to join him on his
trip north. Noice consented.

Then came two years of dashes
into the unknown with Stefansson.
Carried on along ethnological,
geographic and archaeological re-
search of world importance—

When the Stefansson party came
back to Canada in 1917, Noice, then
21, did not accompany him. He bought
a small schooner and started further
north.

His party wintered at Point Pearce,
on the northern coast of North
America. Noice spent the winter
excavating remains of a pre-historic
race he had found.

Pushed On Alone.
Spring found the crew unwilling
to proceed. Noice sold his schooner
and pushed on alone far beyond the
haunts of white men.

With a rifle as his only means of
food supply, he went into Victoria
land, finding new lakes and rivers,
and finally reached the Copper Eski-
mos.

He wintered with them, studied
their customs and tongues, and com-
piled the first dictionary of their
language.

It was among these Eskimos he
was sentenced to death for violating
some primitive taboo. He escaped.

"It's easy to live in the Arctic,"
Noice says. "The northland supplies
an ample living."

"There are seal, walrus and fish
in the water, and caribou and bear
on the land. In the summer there are
millions of ducks in the marshes."

"Any man with a knowledge of
hunting and traveling, and a supply
of ammunition can sustain himself
indefinitely."

More than 5,000,000 flashlights are
sold annually.

Paris plans to house a permanent
world's fair in a ten-story building
with a 35-story tower.

Western School
students obtain excellent positions
Winter Term.

WHEN COAL WAS SCARCE HOW MUCH DID YOU HAVE TO PAY?

Last year our customers never paid more than \$7.50 per ton, and were
never without a supply of the highest quality. Since April last year our
price has been \$16.50 per ton, and our sales are more than three hundred
and fifty per cent ahead of the previous year.

WILLIAM A. MARTIN COAL CO.
717 RICHMOND STREET. PHONE ONE-ONE-ONE ywt
No other office—no other phone number.

Agnes McPhail, M.P., To Sit Alone In Parliament To Avoid Jealousy!

OTTAWA, Feb. 8.—Party whips are busily engaged today in the
task of allocating seats and rooms in the Parliament Building.
In connection with the latter, it is stated that Mr. T. A. Cregar has
sent a request from Florida, where he is now holidaying, that his
party be given the fourth floor, occupied formerly by the Liberals,
and that to him be given the room formerly occupied by Hon. W.
L. Mackenzie King.

Mr. Cregar takes the ground that inasmuch as he is relinquishing
the official Opposition leader's salary, he should have some choice
of quarters.

The room formerly occupied by Mr. King has been panelled with
paintings symbolic of opposition. It is one of the handsomest rooms
in the buildings, and was furnished largely upon Mr. King's sug-
gestion.

It is suggested that Mr. Meighen take the quarters formerly oc-
cupied by Sir Robert Borden. Conservatives, however, want the
Opposition room for their leader.

In order to obviate any embarrassment, Miss Agnes McPhail of
East Grey, Canada's first lady M.P., will be accorded a seat to her-
self near down to the front. Otherwise, the problem of securing a
seatmate for the lady member might cause jealousies, not to men-
tion discomfort to herself.

The general average of prices for
January shows a drop of 33 per cent
from the level of January, 1921. Cer-
eals fell 40 per cent, meat and fish
25 per cent, iron and steel 53 per
cent, cotton 19 per cent, and other
textiles 23 per cent.

Prices are still falling, January
figures showing a decline of 24 per
cent from December prices.

FARMER BURNED TO DEATH IN BED

NORTH BAY, Ont., Feb. 8.—Word
reached here tonight of the tragic
death of Peter Shoemaker, a far-
mer of the Township of Himsforth,
whose charred bones were found this
morning in the midst of the ruins
of his home. The victim of the fire,
which is believed to have originated
from the kitchen stove, had taken
his wife and 7-year-old child to the
former's mother the night previous.

The blaze was discovered by Nich-
olas Aitman, a neighbor, who at-
tempted unsuccessfully to enter the
house. When the fire had burned
itself out the neighbors found Mr.
Shoemaker's remains, and they are
now lying at the undertaking rooms
at Powassan.

AFRICAN STRIKE
STILL UNBROKEN

LONDON, Feb. 8.—(By Canadian
Press Cable.)—The strike deadlock
in South Africa continues unbroken,
says a Reuter cable from Johannes-
burg.

A definite split has occurred be-
tween the Nationalists and the La-
borites of the striking miners. The
former, while favoring the obtain-
ing of a republic by constitutional
means, have declared against vio-
lence.

The Laborite extremists suggest
inciting the natives to demand more
wages, with the object of making
the strike more costly for the mine
owners.

The government has issued a
warning that concentrated move-
ments of strike commandoes amount
to incitement to violence, and that
drastic action will be taken in the
event of disorders breaking out.

While the Washington police were
awaiting a reply to their inquiry
wired late in the afternoon, Miss Nes-
bit, surrounded by a dozen friends,
was celebrating her "death" in her
apartment at 227 West Fifty-Second
street.

"This is a live wake," was her
greeting to a reporter. "If I decide
to commit suicide you can bet it will
be spectacular. No sir, no drowning
for me. I'm pretty much alive, as
you can see."

While the Washington police were
awaiting a reply to their inquiry
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apartment at 227 West Fifty-Second
street.

Blended Jam, high-grade, 4 1/2 lb. tins, 52c
Forest City Baking Powder, lb.
glass sealers, each 38c
Pure Orange Marmalade,
4-lb. tins, 65c

EVELYN NESBIT
HAS LIVE "WAKE"

NEW YORK, Feb. 8.—The body of
a woman resembling photographs of
Evelyn Nesbit Thaw, found floating
yesterday in the Potomac River near
Washington, caused the capital police
to communicate with the authorities
here to check up on their partial
identification. So marked was the
resemblance to the former wife of
Harry K. Thaw that newspapermen
at the capital who attended the trial
of Stanford White thought at first
glance it was her body. Closer ex-
amination revealed that it was not
the body of Miss Nesbit, as she is
now known.

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glass sealers, each 38c
Pure Orange Marmalade,
4-lb. tins, 65c

CREAMERY BUTTER
Choice quality, lb., 42c
Tipperary Brand, finest made, per lb., 44c

CLARK'S ECONOMY STORES
719 RICHMOND STREET. 574 ADELAIDE STREET.
754 DUNDAS STREET. 169 ADELAIDE STREET.

Special Bargains During Motor Show

HALF-PRICE JEWELRY SALE

We have made an extra effort in going through our immense stock
to select a number of special bargains for Motor Show visitors.
These go on sale for the balance of the week. Be sure to see our
North Window and Special Tables for Half Price Goods. Every
article guaranteed.

Diamonds At Half Price

GUARANTEE: Money
refunded on all Half
Price Diamonds within one
year of date of purchase, or
will exchange in goods for
purchase price at any time.

French Ivory At Half Price

\$75.00 Comb, Brush and Mirror
Set, in case \$37.50
\$18.50 Ivory Jewel Case \$9.25
\$16.99 Large Oval Mirror, long
handle \$8.00
\$15.99 Pair of Military Brushes
\$7.50
\$12.50 Jewel Case \$6.25
\$12.00 Large Photo Frame \$6.00
\$12.00 Pair of Military Brushes
\$6.00
\$12.00 Ivory Hairbrush \$6.00
\$10.00 Square Ivory Tray \$5.00
\$8.50 Ivory Mirror \$4.25
\$8.50 Jewel Case \$4.00
\$6.50 Three-Bottle Perfume Set
\$3.25
\$4.50 Jewel Case \$2.25
\$4.00 Ivory Buffer \$2.00
\$4.50 Ivory Buffer \$2.25
\$3.50 Bud Vase \$1.75
\$2.75 Cold Cream Boxes \$1.40
\$2.25 Talcum Powder Holder \$1.15
\$1.00 Hairpin Boxes \$50c
75c Small Tray 40c

Silver-Plated Ware At Half Price

\$22.00 Large Oblong Silver Tray,
with handles \$11.00
\$30.00 Round Sheffield Plated
Trays, engraved center, with
feet \$15.00
\$9.00 Sugar Sifter \$4.50
\$5.00 Vase, silver frame with
glass lining \$2.50
\$85.00—3-piece Tea Set, bedroom
plate \$42.50
\$125.00—4-piece Tea Set, Cream,
Sugar, Teapot and Coffeepot \$62.50
\$32.00 Entree Dish \$16.00
\$22.00 Round Casserole, with sil-
ver lid and ivory handles \$11.00
\$28.00 Oval Casserole, white
ovenproof lining, silver lid and
ivory handles \$14.00
\$8.50 Bonbon, pierced \$4.25
\$12.00 Oval Bonbon Basket \$6.00
\$9.00 Baby Bowl and Plate \$4.50
\$1.60 Tea Ball, with chains, 80c
\$7.50 Pierced Dish \$3.75
\$9.50 Pierced Silver Sandwich
Plate \$4.75
\$6.00 Small Cream and Sugar
\$3.00
\$8.00 Small Gravy Boat \$4.00
\$4.00 Baby Cups \$2.00
\$4.50 Baby Cups \$2.25
\$1.50 Tea Strainers 75c

Brass Smoking Sets At Half Price

IN BASEMENT. \$1.50 Ash Tray 75c
\$5.00 Brass Stand \$2.50 \$2.00 Ash Tray \$1.00

RINGS AT HALF PRICE

\$15.00—One tray 10k Solid Gold
Baby Rings, each 75c
\$3.00—One tray 10k Solid Gold
Signet and Stone-Set Rings \$1.50
\$4.00—One tray 10k Solid Gold
Birthdays Rings \$2.00
\$5.00—One tray Ladies' and
Gent's 10k and 14k Solid Gold
Rings \$2.50
\$6.00—Six only Ladies' Fancy
Set Rings, pearls and colored
stones \$3.00
\$7.00 Gent's Carbuncle, cut
stone set \$3.50
\$8.00 Gent's Signet Rings \$4.00
\$9.00 Gent's Signet Rings \$4.50
\$10.00—One tray of Rings, Si-
nets, Cameos, Emblem and
Fancy Rings \$5.00
\$12.00 Ladies' and Gent's Fancy
Rings \$6.00
\$15.00 Ladies' and Gent's Rings,
reconstructed, rubies, onyx
and pearls \$7.50
\$16.00 Ladies' Fancy Rings,
Marquise \$8.00
\$20.00 Ladies' and Gent's Ruby
Set Rings \$10.00
\$25.00 Gent's Ruby Ring \$12.50
\$30.00 Gent's Ring, barrel
band, reconstructed ruby \$15.00

\$8 Eyeglasses and Spectacles for \$4

Shell Rims with round toric
lenses. Price includes exam-
ination and fitting.
Optical Department.
20 per cent. off on all other
Optical Goods.