

Mara's

Friday and Saturday Specials

\$3.50 Fownes Mocha
Gloves, for ladies, fur lined,
all sizes. Regular \$3.50,
on sale **\$1.98**

\$2.50 Head Scarfs, in
silks and fancy braids, in
all leading shades.

\$2.50 for **\$1.25**

\$2.00 for **\$1.00**

Men's Neck Scarfs,
clearing sale, all colors.

Regular 65c for **39c**

Regular 35c for **19c**

Caracul Cloth, or Pony
Cloth, 54 inches wide, col-
ors of brown, gray and
tans, Regular **\$1.50**

\$3, on sale **\$1.50**

\$1.00 Umbrella Shawls,
in colors of white, gray
and black. **50c**

Six only Ladies' Winter
Coats, reversible cloth,
made up in A1 style. Reg-
ular \$12.00. **\$5.95**

on sale **\$5.95**

We Sell Priestley's
Dress Goods

Priestley's

Rutland

Cord

The
Fashionable
Weave for
Next Season

In the
Leading
Shades



35c Pincushions, hand
crocheted, in colors of pale
blue, pink, mauve and yel-
low. Can be separated,
taken off and cleaned.
Regular 35c, on **23c**

100 DOZEN GLASS
TOWELS, red border,
hemmed and ready for
use. On sale, **3 for 25c**

\$3.00 PLUSH HATS;
lots of the very best styles
left; all color **\$1.00**

COTTON CREPE, for
dresses, nightgowns, ki-
monos and waists, all col-
ors plain and fancy. On
sale, per **121-2c**

40-inch Nainsook Cotton
for one-piece nightgowns.
Regular 18c, on sale per
yard **121-2c**

TOP SKIRTS, with large
size bands for stout people,
colors of black and navy
blue. Regular \$2.50, on
sale **\$1.48**

\$1.25 COMFORTABLES —
Those chilly nights; good clean
flannel and A1 covering. **89c**

On sale **\$1.75**

35c CUSHION TOPS, with
back in light and dark blue
shades, stamped. On
sale **19c**

New Ratine Wash Collars for
wearing with waist, in shades
of blue, tango, purple and cerise.
On sale **45c**

PENMAN'S 50c Cashmere
Hose for ladies, fast black and
seamless, sizes 8 1/2 to 10. On
sale, 3 pairs **\$1.00**

50c Cotton Elderdawn for
kimonos, in pink, pale blue, red,
tan and brown. Regular 25c,
on sale **20c**

\$2.00 Long Black Kid Gloves,
A1 quality, sizes 5 1/2 to 7. Regu-
lar \$2.00. **\$1.00**

Curtain Ends or Corners, 1 1/2
yards long. Curtain would cost
from \$2.50 to \$5.00 a pair. On
sale, for each end **19c**

Mara's

OPP. MARKET LANE.

\$70,000 DAMAGE
IN MIDLAND FIRE

Bank of British North America
in Ruins, but Vault Intact
—Other Losses.

[Canadian Press.]
Midland, Jan. 15.—Fire broke out at
1 o'clock this morning in the Ingram
Block, at the corner of King street
and Dominion avenue, which threat-
ened to wipe out a good portion of the
business centre of Midland. The fire-
men are still plying streams on the
smoking ruins at 10 o'clock this morn-
ing. The Bank of British North Amer-
ica is a mass of ruins, but the vault is
still intact. The cause of the fire is
unknown. The loss will amount to
about \$70,000, almost entirely covered
by insurance.

Individual sufferers are:
Ingram Block, \$15,000; B. McLeod,
\$5,000; Bank of British North America,
\$3,000; Dr. Harvie, dentist, \$2,000; W.
A. Finlayson, barrister, \$1,500; Long
Packing Association, \$1,000; Shooce
Power Company, \$5,000; town clerk's
office, \$3,000; Water and Light Com-
pany, \$2,000; Singer Sewing Machine
Company, \$2,000; Arthur W. Bell, \$2,
900; electricians and plumbers, \$2,
800; strong Bros., and Frank, \$3,000; Angus
C. McNabb, \$2,000; Canadian Express
Company; D. A. Fowle, jeweller, Miss
C. M. McLeod, \$500.

"ANTI-BLOKIES"
THREATEN C. T. R.

Say They Will Blow Up General
Offices If Good French Canadi-
ans Are Not Employed.

[Canadian Press.]
Montreal, Jan. 15.—The general offices
of the Grand Trunk on McGill street are
to be blown up in 30 days, according to
the terms of a notice served on the com-
pany. This notice was typewritten in
French by the "Anti-Blokie French-Can-
adian Association of Montreal."
It has been observed by this association
for some time past that the Grand Trunk
has been employing large numbers of
"blokies" to the exclusion of good French-
Canadians, of whom there are large num-
bers available in the city, without having
to go outside for others. This it deems
an injury to the French-Canadians who
are on the spot.

Presbytery to
Consider Calls

Special Meeting Will Be Held Tuesday
Morning For Their Presentation.

A special meeting of the London Pres-
bytery will be held in the First Pres-
byterian Church on Tuesday morning
next at 10:30. A call will be presented
to Rev. George Milne, of the Guelph
Presbytery, and will probably be ac-
cepted.

TO ORGANIZE SOCIETY

Biologists Will Meet in February to
Form Local Association.

The inaugural meeting of the London
Biological Society will be held in the
office of the Middlesex County Depart-
ment of Agriculture on Friday evening
Feb. 6. J. V. Nobles, B.S.A., organizer
of the club, has secured as prospective
members the names of a dozen or more
local biologists, geologists, botanists,
ornithologists, bacteriologists, and stu-
dents of evolution in London and vicin-
ity, who are enthusiastic regarding the
formation of the new club. Professors
and teachers of the scientific depart-
ments in the university, Normal School,
College Institute, and Institute of
Public Health, are giving their support
to the new organization.

ALASKAN COAL PROVES
VERY DISAPPOINTING

Report to United States Naval Com-
mittee Shows That Tested To Be
of No Value.

[Canadian Press.]
Washington, D. C., Jan. 15.—Prelim-
inary tests of Alaskan coal from the
Behring River districts have been very
discouraging to officials, who hoped
they might develop a new fuel supply
for the navy. Rear-Admiral Griffin, in
charge of the investigation, has re-
ported to the House naval affairs com-
mittee that the Behring River coal
tested has fallen so far under expecta-
tions in practice, use as to be of no
value, but from the Matanuska fields
and other sections of the Behring dis-
trict from which coal is yet to be test-
ed, the navy is hoping for better re-
sults.

Line was one of the earliest ma-
terials used to improve soil, being men-
tioned in the writings of Plato and
Pliny.

EVERYBODY IS BUYING
Dr. Chase's Medicines

It seems that way to us, anyway. Ever since the distribution
of Dr. Chase's Almanac was started in the city last Thursday, we have been
kept busy handing out Dr. Chase's Medicines.
Some are after cough medicine and ask for Dr. Chase's Syrup of
Linseed and Turpentine. Others want Kidney-Liver Pills, Nerve Food
Linctus, and Turpentine. It only needed the almanac to remind people of the de-
pendability of these well-known medicines, and now they are all after them.

For years we have always carried a big stock of Dr. Chase's
medicines because we have found them to be thoroughly satisfactory.
On account of our heavy cash buying, we can give you the following
special prices:

60c Dr. Chase's Ointment 43c
25c Dr. Chase's Kidney-Liver Pills 16c
25c Dr. Chase's Catarrh Powder 16c
50c Dr. Chase's Nerve Food 34c
25c Dr. Chase's Cough Syrup 16c

THE TAYLOR DRUG CO.

399 Talbot Street, Opp. Market

DECLARIN G WAR
ON HOG CHOLERA

U. S. Senators Urge Appropria-
tion By Congress of One Million
For Serum.

[Canadian Press.]
Columbus, Ohio, Jan. 15.—Two United
States senators, W. S. Kenyon of Iowa
and A. Pomeroy of Ohio, and Governor
Cox of Ohio, joined today in urging a na-
tion-wide campaign against hog cholera,
to be started by an appropriation by con-
gress of the United States of at least \$1,
000,000. Both the senators favor the ap-
propriation to be used in buying and using
serum. Cholera is estimated to cause the
loss of hogs annually to the value of more
than \$40,000,000.

MEXICAN FINANCE
MINISTER RESIGNS

As Protest Against Huerta's Re-
pudiation of Interest
Payments.

[Canadian Press.]
Paris, Jan. 15.—Adolfo de La Lanza,
the Mexican minister of finance, who
recently arrived in Paris on a mission
in connection with the finances of his
country, today called his resignation to
General Huerta as a protest against the
action of the provisional president in re-
pudiating the interest payments on the
internal and foreign debts of Mexico.
The finance minister said he was not
informed of the Mexican Government's
decision to default on the payments.

KING STREET CHURCH
HAS GOOD YEAR

Annual Reports Show Increased Re-
venue Over Last Year.

At the annual meeting of the con-
gregation of King Street Church held
last night, reports from all the so-
cieties showed an increase over last
year's records. The envelope which
showed a particular improvement, the
net proceeds of the year exceeding
those of last year by \$400. The in-
ception of an "every member canvass"
last year, was successful.
It was decided to raise the salaries
of the organist, Fred Fitzgerald, at
once. The old board was re-elected,
and three new members, Messrs. M.
Hutchinson, Hugh Wilson, and James
McNibbon, added. The congregation
also arranged for the election of five
elders by ballot to take office without
the preliminaries of nomination.
Charles Ross was elected auditor.

WOULD HAVE CHURCHES
PROVIDE GYMNASIUMS

Young People's Convention Decides To
Co-operate With Y. M. C. A.

Rev. W. R. McIntosh, of King
Street Presbyterian Church and Rev.
W. J. Knox of the First Free Church,
Church, have returned from the Sab-
bath School and Young People's con-
vention held Tuesday in Toronto.

Among other matters coming up for
consideration at the meeting was the
question of scientific education along
temperance lines, in anticipation of
the inception of a Dominion prohibi-
tory law. It was felt that the young
people of the country should be
taught to realize the evil influence of
the liquor traffic. Co-operation be-
tween the church and the Y.M.C.A.
was discussed, the delegates decid-
ing that the two were synonymous
and should work together for the
common good of the community.
There are many towns that are too
small to meet the necessary expense
of gymnasiums and in cases such as
these, it was suggested that the
church provide the necessary means
for recreation.

DR. ROY RIDDELL WAS
COMMITTED FOR TRIAL

Otterville Man Alleged to Have Per-
formed an Illegal Operation on
His Wife.

[Special to The Advertiser.]
Woodstock, Jan. 14.—Dr. Roy Rid-
dell, V. S., of Norwich, was this afternoon
committed for trial at Otterville on a
charge of performing an illegal opera-
tion upon his wife, Alice Rid-
dell.
Magistrate Ball, of Woodstock, and
Magistrate McFarlane, of Otterville,
heard the evidence of two witnesses
before deciding that the case should
go to a higher court, and Riddell will
likely elect to be tried at the spring
assizes.

Will Rush Theatre—Work on the
new Griffin vaudeville theatre on the
Bernard property, corner of Dundas
and Wellington streets, will be rus-
hed forward as soon as milder weather
conditions permit. C. E. Bernard,
owner of the site, stated to The Ad-
vertiser today, that the Griffin
Theatrical Syndicate had plans com-
pleted and that no time would be lost
in building the new theatre once the
work of construction was begun.

THE WEATHERMAN IS
A VERSATILE GUY

Mercury Kept Busy Running Up
and Down The Thermometer
These Days.

Drivers of various vehicles experi-
enced good deal of difficulty in the
downward parts of the streets in turn-
ing off street railway tracks. The snow
and ice in several places had become
heaped up beside rails, and at switch
points so that slight runners especially
were often caught, threatening upsets.
There is one truth that seems to hold
these days of high prices—when the weath-
er is mild, hens lay; when cold, they
don't; result, low-priced eggs or the al-
ternative, high-priced.

From the midst of zero weather to
a mildness that makes a long walk a
heating affair was the pranks the weath-
er man played upon Londoners to-
day. The milder temperature, in fact,
began to set in yesterday, so that the
intense coldness of the blizzard had be-
come a thing of the past.

If the mercury continues to soar and
a January thaw should appear, one
may look for the signs of the season in
spring poetry and early robins. At
present, however, the poets are more
likely coming their feet on fingers and
drumming the rhythm on the table,
while the robins, in the verdure of their
winter homes, only dream of old times
and mating days in the northern
woods.

DAM IS LEAKING;
ALARM AT DOBBIN

Fear That Barrier Holding In
Check Three Billion Gallons
of Water May Break.

Cumberland, Jan. 15.—Great alarm has
been created in the Stoney River Valley
below Dobbins, W. Va., owing to the con-
dition of the dam of the West Virginia
Pulp and Paper Company, which is leak-
ing badly at both ends.

The West Virginia public service com-
mission has been summoned to the place
as it is feared the dam may break at any
moment.

The breast of the dam is 1,076 feet long
and over three billion gallons of water
are held in check by it.

[Canadian Press.]
HAS GIVEN AWAY

Cumberland, Md., Jan. 15.—Information
was received at the office of the Western
Maryland Railway here at noon today that
the whole of the Stoney River dam of the
West Virginia Pulp and Paper Company,
near Dobbins, W. Va., had given way.

The employees of the company's mill at
Lake, W. Va., in the path of the water,
have been on loss of life.

The new hydro motor truck got into
the street car tracks on Dundas Street
this morning and the driver was unable
to get the wheels of the machine out
of the rut, with the result that he had
to proceed east until he came to a
smooth spot. In the meantime the
street cars followed along slowly be-
hind, while the crowd looked on.

Around the
City Hall

Hydro Tied Up Railway.
The new hydro motor truck got into
the street car tracks on Dundas Street
this morning and the driver was unable
to get the wheels of the machine out
of the rut, with the result that he had
to proceed east until he came to a
smooth spot. In the meantime the
street cars followed along slowly be-
hind, while the crowd looked on.

Committee Meeting Today.
No. 2 committee of the board of edu-
cation of which Trustee L. M. Martyn
is chairman, will have a meeting at
four o'clock this afternoon to consider
a number of matters including the pro-
posed purchase of the McCormick prop-
erty on Grand Ave. The suggestion
that the property be secured for the
University may hasten the efforts
of the school board to exercise its
option.

Did Boys Tonight.
The annual meeting of the London
O. Boys' Association will be held at
the city hall tonight when officers will
be elected and plans prepared for the
diamond jubilee reunion to be held here
next August. It is expected that Ed-
win Smith, the acting secretary ap-
pointed at a recent meeting of the ex-
ecutive, will be asked to take the position
permanently. The association will be
waited upon by the representatives of
an amusement company seeking
privileges for the reunion.

The Income Tax.
Assessment Commissioner Stephen
Grant and his assistants are still at
work sending out income tax notices.
Under the regulations, the personal
earnings of a householder are to give
him a deduction of \$1,000 and of a non-household-
er, up to \$600. Income from invest-
ments are exempted up to \$400, provid-
ing the parties can make a declaration
that their income from all sources do
not exceed that amount. If the in-
vestment income exceeds \$400 there is
no exemption.

The Social Workers to Meet.
The social workers committee of
which Lieut.-Col. W. M. Gartshore is
chairman, and Dr. W. H. Hill, secretary
will have a meeting at the city hall on
Friday, Jan. 16, at 7:30 in the afternoon,
when the basis of affiliation of the
Chartered Organization, Men's Federa-
tion and city authorities will be decided
upon.

WANTED IN OTTAWA.
[Canadian Press.]

Kingston, Ont., Jan. 15.—The police
here received a telegram from Ot-
tawa, asking them to arrest Peter
Folinka, aged 35 years, alleged hobo
and missionary, collecting funds for
the relief of the homeless foreigners
in Ottawa out of \$2,000.

LONDON WANTS FACTORY

Strathroy Will Make Every Effort To
Retain the Canadian Industries.

[Special to The Advertiser.]
Strathroy, Jan. 15.—There is much
speculation as to whether the Cana-
dian Handle Company will rebuild in
Strathroy. The council has offered
some inducements in the line of a
fixed assessment and free water.

It is understood that London is mak-
ing a strong effort to secure the plant
and also that several other places are
making offers.
Prospects are very bright along
the building lines for 1914, and last year's
total will be greatly exceeded. Plans
already for about twenty houses have
been drawn.

The Poor Man's University

JONES knows more about motor cars than any other man I know," said a man to his friend. "He has obtained his knowledge chiefly from motor car advertisements, and the catalogues and booklets circulated through them."

"All I know about photography," declared a well-known amateur, "I have learned from the men who advertise cameras, plates, papers and films."

Advertisements have been well called "The Poor Man's University," but other than poor men have been schooled thereby.

Much of what the average individual knows concerning personal and domestic hygiene, modern office methods, books and authors, electricity, precious stones, investments, and almost everything else, he has learned from advertisements.

Advertisements have stimulated our intelligence, added enormously to our knowledge, and given us aspirations which have raised us to higher levels of thinking and living. Advertising is indeed "The Poor Man's University."

If you are doing a local business talk over your advertising problems with the Advertising Department of this newspaper.

If you are doing a provincial or national business it would be well for you to have the counsel and assistance of a good advertising agency. A list of these will be furnished, without cost or obligation, by the Secretary of Canadian Press Association, Room 503, Lumsden Building, Toronto.

SHORTHORN BEST
DUAL PURPOSE COW

Declares Prof. Day, At Experi-
mental Union—Officers
Elected.

[Special to The Advertiser.]
Guelph, Jan. 14.—Prof. George E. Day at the experimental union today held to his contention that the dual purpose cow, the milking shorthorn, would yet be a factor in the dairy work of Canada. This is a point on which Wellington County stock men differ.

Prof. Day used as illustration the famous herds of shorthorns found in the old country, some of which had produced an immense amount of butter fat almost every day for ten years.

Prof. E. J. Zavitz, provincial forester, spoke of the results of co-operative work in forestry in Ontario. Two hundred thousand trees had been placed last year in 29 counties of the province. The department had a plantation in every county. They prove a big factor in the protection of the lands from the drifts and landslides.

There is only 9 per cent. of wood lands in Southern Ontario, less even than in the closely-populated Britain, the speaker stated. The quality of forests also is not improving, as the best trees are being cut down and not replaced.

The Secret of
Good Digestion

In perfect health with regular and healthful action of the liver and kidneys, you need not know there is such a thing as digestion or indigestion. Unfortunately, however, modern life is artificial, and not many people avoid suffering more or less from troubles of this nature.

The great secret lies in keeping the liver and kidneys in health and vigor, for then the food is passed quickly along the alimentary canal, the nutritive portions being assimilated in the blood stream and the poisoned waste materials are passed out of the body. When the liver and kidneys get wrong you will obtain relief most promptly and effectively by using Dr. Chase's Kidney-Liver Pills. If chronic indigestion is to be cured it must be by enlivening the action of these filtering and excretory organs. To persons who have thought only of the stomach as being the offending organ this may seem strange, but any competent physician will tell you this is correct.

John McGugan Who
Will Probably Be
Warden of MiddlesexEARL OF KINTORE
GUEST AT LUNCHEON

Spoke of Closer Relations Be-
tween English Speaking Peoples
—Special "Peace" Stamp
Or Coin Proposed.

[Canadian Press.]
New York, Jan. 14.—The Earl of Kintore was the guest of honor today at a luncheon given by the American committee for the celebration of the one hundredth anniversary of the Peace of Ghent. He spoke in behalf of the furtherance of closer relations between the English-speaking peoples and of the Anglo-American exposition to be held in London this summer.

Others who spoke were: Alvin E. Pope, one of the directors of the Panama-Pacific Exposition, and John A. Stewart, chairman of the executive committee of the peace anniversary committee in the United States. The luncheon was attended among others by Alton B. Parker, Oscar S. Straus, Jacob H. Schiff, Isaac N. Seligman, Dr. George F. Kunz and Calvin W. Rice. Dr. Kunz and Mr. Rice were appointed a committee to bring to the attention of President Wilson the advisability of issuing a specially designed postage stamp or coin commemorating the anniversary of the signing of the Treaty of Ghent.

Will See President.
Accompanied by the committee, the Earl of Kintore left this city late to-
day for Washington, where he will be received by the President and Secretary of State Bryan.

WEAKNESS AND
PALPITATION OF
THE HEART.

When the heart begins to beat irregu-
larly, palpitated and throbs, skips beats,
and sometimes seems to almost stop, it
causes great anxiety and alarm.

Many people become weak, worn and
miserable, and are unable to attend to
either social, business or household duties.
Milburn's Heart and Nerve Pills are
a specific for all weakness and heart
disorders, and are recommended by us
with the greatest of confidence that they
will do what we claim for them.

Mrs. George Burridge, Cobocok,
Ont., writes:—"Just a few lines to let
you know what Milburn's Heart and
Nerve Pills have done for me. I have
been troubled with weakness and pal-
pitation of the heart. I tried many
remedies but got none to answer my
case like your pills did. I can recom-
mend them highly to all with heart or
nerve trouble."

Milburn's Heart and Nerve Pills are
50 cents per box, or 3 boxes for \$1.25, at
all dealers, or mailed direct on receipt of
price by The T. Milburn Co., Limited,
Toronto, Ont.

Kings and Queens

are brought to a common level with or-
dinary mankind when gall stones begin
to form within them, and the pain and
misery is as acute as with the lowest
Gall stone formation is an ill that threat-
ens the whole of mankind. Sano!, the
great German remedy, will dissolve them
and prevent them re-forming. Surely
this is a boon to mankind. Sold by all
druggists. Manufactured by the Sano!
Manufacturing Company, Limited, Win-
nipeg, Canada.

Special selling agents, W. T. Strong,
Anderson & Nelles, Taylor Drug Com-
pany.

Shiloh

The family remedy for Coughs and Colds.
Small dose. Small bottle. Best since 1870.