A Walk Into Stocks In the Two-In-One Shoe Store

If you are thinking of buying anything in the line of BOOTS, SHOES, SLIPPERS, SPATS, RUBBERS or TRUNKS, in wardrobe, steamer, fibre or wood makes, also Club Bags, Suitcases, Handbags or leather novelties, come and take a walk around a stock that includes a most comprehensive variety of all lines, at prices you can pay, and get the best that can be had for the money. Even if you do not want to buy today, it will be worth your while to look around and see what your money will buy in things you'll have to buy soon. You will not buy boots and shoes any cheaper for many moons. There's real economy in buying now at

COOK'S

THE TWO-IN-ONE SHOE STORE. Richmond and Dundas Streets.

BROWN OPTICAL COMPANY, LONDON
EYES EXAMINED
NO DRUGS USED
QUALITY GLASSES
GROUND AND FITTED
AT MODERATE COST
223 DUNDAS ST. Phone 1877

GEORGE E. LOGAN
FUNERAL DIRECTOR AND EMBALMER
413 RICHMOND ST., LONDON.
Residence on Premises.
Phone 1963 Personal Attention.

SMITH, SON & CLARKE
UNDERTAKERS.
118 DUNDAS ST. PHONE 588
629 DUNDAS ST. PHONE 678.
Residence on Premises.
Private Ambulance Service.

N. J. GRIFFITH
FUNERAL DIRECTOR AND EMBALMER,
104 Dundas Street, London.
Residence on premises. Phone 459.
Private Ambulance Service.
Delaware Branch, W. Acres, Mgr.

J. FERGUSON'S SONS
FUNERAL DIRECTORS.
OPEN DAY AND NIGHT.
180 KING STREET.
PHONES 543, 373, 2056.

WE REPAIR
Hot Water Bottles Just as Satisfactorily as Tires.
LONDON Tire Repair Depot
A. WILKES.
354 Wellington St. Opp. McClary's.
PHONE 2334. ywt

Carlyle TREBILCOCK OPTICIAN
NE 2351. 233 DUNDAS
TCH FOR
nal eye talks on Tuesdays d Saturdays. w

R, S
MAN
NE 5124 ywt
L

OR'S THROAT AND LUNG BALM,
Guaranteed Remedy for Colds and Bronchial Irritations.
ut-Rate Drug Stores w

IT TOUCHES THE SPOT
Once you try a slice of
Parnell's "Snowdrift"
you'll never be satisfied with another kind. There's an individuality about it that some imitate but never equal.
Order a trial loaf today.
Parnell The Breadman
PHONES 929, 1390.

WHAT IS YOUR Birthstone?
SAVE THIS.
Below is a complete list of the birthstones for every month of the year, and the symbol that goes with each:
January—Garnet. Constancy and fidelity.
February—Amethyst. Sincerity.
March—Bloodstone. Courage, presence of mind.
April—Diamond. Innocence.
May—Emerald. Success in love.
June—Agate or pearl. Health and long life.
July—Ruby or cornelian. Contented mind.
August—Sardonyx. Conjugal felicity.
September — Sapphire. Antidote against madness.
October—Opal. Hope.
November—Topaz. Fidelity.
December—Turquoise. Prosperity.
We carry a large assortment of these stones, made up in every description, all the time.
YOUNG'S
TWO STORES:
East End—Corner Elizabeth.
Downtown—Main Corner.

JOHNSTON BROS.
XXX BREAD

CANADIAN ORDER OF FORESTERS WILL READJUST RATES

The Canadian Order of Foresters have for years occupied a prominent position as one of the leading Fraternal Insurance Societies operating in Canada.

It was instituted in 1879 by 488 members who seceded from the American Order of Foresters. Today it has a membership of over 90,000 which is the largest purely Canadian membership of any of the fraternal insurance societies doing business in the Dominion.

The Society has had a most successful record, and has accumulated funds, which, at the present time, amount to between five and a half and six million dollars. Last year was apparently one of the most successful years in the history of the institution. The amount added to the insurance funds for 1916 was between four and five hundred thousand dollars. Notwithstanding this success the management decided to ascertain what the actuarial standing of the society was, and secured the services of one of the most competent actuaries on the continent. Acting on the advice of the actuary, the Society decided to readjust its rates and place itself upon a basis which will give it at least 100 per cent. actuarial solvency.

By taking this course, while its funds are still piling up, it has been able to give its members much more favorable than many of the societies which have readjusted their businesses during recent years.

COMMITTEES NAMED TO ARRANGE PLANS FOR RAISING $300,000

Big Campaign Will Open on Monday, February 19.

VOLUNTARY SUBSCRIPTION

Money Will Go to Patriotic and Red Cross Funds.

At a meeting of the London branch of the Canadian Patriotic Fund Association, held in the Tecumseh House yesterday afternoon, committees were appointed who will in turn at an early date formulate plans for the big campaign to open on Monday, February 19, to raise $300,000.

Sir Herbert Ames will speak at a public meeting to be held in the Masonic Temple on Friday, February 16.

The campaign will be carried on in a vigorous manner and by systematic methods, similar to those adopted in Toronto, and it is hoped to secure the entire amount by voluntary subscriptions.

Of the amount aimed at $225,000 will be devoted to Canadian patriotic work and $75,000 to the Red Cross.

Campaign Committee.

The plan of the campaign committee consists of men noted for their efficiency in the formulation of systematic schemes, and the members of this community will submit their ideas at an early date.

Those appointed yesterday as members of this committee were A. E. Silderwood, chairman; George H. Belton, of the board of trade; Charles McGuire, of the Travelers' Club; Joseph Dean, of the trades and labor council; Ensign Martin, of the Salvation Army; Col. A. A. Campbell, Canadian Club; T. E. Elliott, Advertising Club; A. E. Miller, Frank Jewell, J. K. H. Pope, Major Hume Cronyn, Wm. Turnbull, Fred Lancon, and representatives from the Builders' Exchange, I. O. D. E. chapters, Masons, Red Cross, Foresters and Oddfellows.

The following executive committee was appointed: Col. W. M. Gartshore, Hon. C. S. Hyman, Sir Adam Beck, Mayor Stevenson, Col. T. S. Hobbs, T. H. Smallman, George Robinson, J. C. Duffield, Frank E. Leonard, Philip Pocock, R. C. Struthers, Col. A. M. Smith, Arthur Little, D. H. Howden, George M. Reid, T. G. Meredith, K.C., Major Hume Cronyn, T. P. McCormick, John Pringle, T. A. Stevens, T. H. Purdom, K.C., A. M. Smart, W. M. Spencer, C. R. Somerville, J. F. White.

Advertising Work.

The advertising committee appointed was: M. M. Fergusson, chairman; J. Harry Fowler, E. J. Carty and Alfred Talbot.

The printing and distribution committee: E. S. Little, chairman; Arch. McPherson, Ray Lawson, William Martin, John J. Foote and H. J. Jones.

Women to Help.

On the committee appointed to secure the co-operation of the women of the city are: Col. A. M. Smith, chairman; Arch. McLean, George Gunn, Charles R. Hunt, A. H. M. Graydon, Dr. E. E. Braithwaite, Arch. McMahen and Dr. Harry T. Reason.

Major Gordon Ingram was appointed chairman of a committee to arrange for halls for public gatherings during the campaign.

J. C. Beemer was made the chairman of a motor committee to provide autos for canvassers. Associated with him will be Arthur Keene, Walter Gunn, Charles Abbott, William H. Smith, Harry Heaman, A. J. Hayes and John Greer.

Manager A. D. McLean of the Canadian Bank of Commerce, volunteered to handle all the funds and work connected therewith in connection with the campaign. His offer was accepted.

Those present at the meeting, all of whom volunteered to act as convassers during the campaign are, Sir George Gibbons, chairman of the meeting, R. J. Fisher, A. E. Silverwood, George S. Gibbons, J. C. Gunn, Charles Talbot, Gordon Hunt, W. N. Manning, John J. Foote, Allan McLean, Charles R. Hunt, A. D. McLean, A. P. McMahen, Philip Pocock, Bruce Wanless, J. C. Beemer, Dr. H. J. Reason, Principal Waller, J. C. Butler, Thomas Baker, Ensign Martin, A. E. Miller, William Wyatta, J. K. H. Pope, George C. Gunn, A. M. Smart, W. T. Strong, C. B. Edwards, J. Harley Brown, R. W. Travers, George M. Brown, John Bridge, W. A. Martin, I. H. Scandrett, Fred Landon, Dr. E. E. Braithwaite, J. K. McDermid, William Turnbull, Gordon Ingram, A. J. Little, John S. Moore, Marshall Graydon and Frank Jewell.

STORY OF ORCHESTRA TOLD AT MUSIC CLUB

Special Program at Fortnightly Recital Much Enjoyed.

One of the most valuable educative features in the history of the London Women's Music Club had a place on the fortnightly recital program arranged for yesterday afternoon by Miss Agnes Burwell, a paper on "The Orchestra and Its Instruments" presented by Clarence E. Gilmour, organist and choirmaster of the Church of St. John the Evangelist.

The fact that London music lovers within the next few months are to have the privilege of hearing two great orchestras right in the city suggested to the program committee when arranging the plan of work for the latter half of the season, the advisability of having suggestions offered to enable the average individual to listen intelligently and appreciatively to orchestral music.

Orchestral Composition.

In his treatment of the subject, Mr. Gilmour first took up the composition of the orchestra with its four sections of "choirs," namely strings, woodwinds, brasses and instruments of percussion.

Following this, a description was given of the various instruments in each section, their characteristics and special functions. No one present at yesterday's recital will any longer have an excuse to mistake a big bass fiddle for a viola, a basoon for a piccolo or a French horn for a trombone.

In his introductory remarks, Mr. Gilmour referred to the ignorance existing even among cultured people in regard to the most practiced art, that of music; the confusing of musical terms and the fantastic generalizations which with the uninitiated pass for musical criticism. By way of conclusion, an analysis was given of the Symphony No. 12, in C. Minor (Tschaikovsky), to be performed by the New Symphony Orchestra on February 8, at the third concert of the Art Society series. A short analysis was also given of each of the numbers appearing on this program.

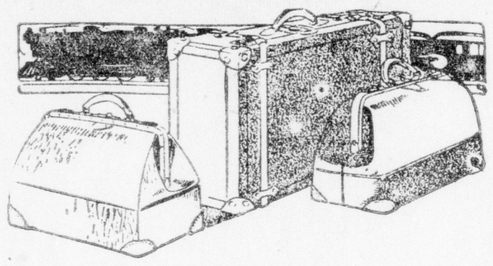
Modern Composers.

Apart from the paper, the program of yesterday's recital was confined to the works of modern composers. Under the direction of Miss Minnie Raymond, a delightful three-part song was given, "Let the Fiddles, Flutes and Brasses" (Sinding), by a sextette, Mrs. Dochstader ably taking the solo part.

Miss Grigg, who has an unusually sweet and pleasing voice, sang two charming numbers, "A Smile" (Landon Ronald), and "Sing Song" (Denza). Mrs. Walter Hungerford gave a most dignified interpretation of Sidney Homer's "Requiem," which suited her voice admirably. A contrasting number followed. "My Laddie" (Thayer), also most enjoyable. A gem of artistic finish and style was the piano duo, a suite by Arensky including five movements, theme, waltz, scherzo, dialogue and gavotte, played by Mrs. Harris Elliott and Miss Ruth Flanders. Miss Burwell and Mr. Jordan acted as accompanists.

ROWAT'S COFFEE
Pleases People Who Are Particular.
50c per pound
T.A.ROWAT & CO.
250 Dundas St.
Phones 3051-3052.
ywt

Johnston & Murray



For the Travelling Public

For a short business trip or a long pleasure jaunt, we have articles for your convenience and comfort

Trunks — $3.50 to $40, including Steamers and Wardrobes.

Bags — $2.50 to $25, with a Special Leather Bag at $5.00.

Suitcases — $1.00 to $15.00. Special Cowhide Case at $5.00.

See our complete line on first floor.

Johnston & Murray

ROSS' Limited

FURS

Clearing Mink at Half Price

Stoles, Muffs and Neckpieces

CLEARING NATURAL WOLF SETS. Regular $24.00 to $32.00, now .....$18.00 to $24.00

NATURAL CANADIAN MUSKRAT COATS, 42 to 45 inches long. Only ....$52.50, $55.00 and $60.00

BLACK LYNX SETS, $65 to $80.

These goods are now advancing in price and at these prices are only just about half their regular value.

STILL A FEW HUDSON SEAL COATS LEFT

At the lowest prices quoted in the market.

Ladies' Ready-to Wear

CLEARING SUITS, $18, now $12.75; $21.00, now $14.75; $34.00 and $35.00, now ....$14.75 and $19.75

CLEARING COAT LOTS. Regular $18.50, now $5.75 and $6.75; regular $16.00 to $25.00, now $8.75

SILK DRESSES. Special values .... $15.75, $19.50 and $20.00

BLOUSES

White Habutai Silk Blouses. Special values....$2.98 to $3.50
Voile Blouses. Special values .....$2.98 and $3.50
Voile Blouses. Special value 98c
Pique Blouses. Special value 98c

PHONE 1319. 196 DUNDAS STREET.

C. H. Ward & Co.'s

ELEVENTH ANNUAL
Half-Price Jewelry Sale

DIAMONDS, WATCHES, JEWELRY, CLOCKS, CUT GLASS, CHINA, BRASS GOODS, SILVER PLATE, PEARL-HANDLED CASE GOODS, ETC.

See Bargain Tables and North Window for Half-Price Articles.

Special Discount of 20% Off Everything in the Store

Diamonds at Half Price
$4.00 Genuine Diamond Baby Rings, mounted in 10-k. gold, each.....$2.00
$10.00 Genuine Diamond Rings, mounted in 14-k. gold, each.....$5.00
$75.00 Lady's Genuine Diamond Ring, Tiffany setting, weight .35.....$37.50
$80.00 Lady's Genuine Diamond Ring, Tiffany setting, weight .37.....$40.00
$100.00 Lady's Genuine Diamond Ring, Tiffany setting, weight .50.....$50.00
$110.00 Lady's Genuine Diamond Ring Tiffany 14-k. setting, weight .53..$55.00
$140.00 Lady's Genuine Diamond Ring, Tiffany 14-k. setting, weight .53, $70.00
$60.00 Three-Stone Diamond Rings, 14-k. setting $30.00
$80.00 Three Stone Diamond Ring; weight .45 .....$40.00
$65.00 Four-Stone Diamond Ring..$32.50
$80.00 Four-Stone Diamond Ring..$40.00
$90.00 Four-Stone Diamond Ring..$45.00
$160.00 Gentleman's Flat Belcher Ring, 14-k. setting, weight .75.....$80.00
$120.00 Lady's Marquise Diamond Ring.....$60.00
$250.00 Lady's Marquise Diamond Ring.....$125.00
$150.00 Lady's Large Diamond and Ruby Cluster $75.00
$50.00 Lady's 5-Stone Diamond Ring, with platinum top $25.00
We will refund the money on any of the above Diamonds within one year of the date of purchase, or exchange for full value at any time.

Cut Glass at Half Price
$1.50 Low Comport, floral 75c
$5.00 Sweet Pea Holder, floral.....$2.50
$17.00 Whisky Set, floral design....$8.50
$5.00 Large Bowl, floral $2.50
$3.50 Cream and Sugar, floral.....$1.75
$7.00 Bonbon, Hawke's cut, floral design $3.50
$1.00 Cut Glass Salts and Peppers, with Sterling tops, pair 50c
$7.00 Large Vase, square shape, floral design $3.50
$3.50 Vase, floral design $1.75

Specials in China
2 only complete Set of China, blue and gold band. Regular $68.00, for $40.00
Cups and Saucers, regular 50c, for...25c
Cups and Saucers, regular 60c, for...30c
Cups and Saucers, regular 75c, for ...40c
1 only Royal Crown Derby Platter, in rose design; $4.00, for $2.00
$3.50 Minton Cream and Sugar $1.75
$1.50 Limoges Salad Bowls, two designs.....75c each
$3.00 Aynsley Plate, blue band, with rose design $1.50
1 only Tea Set, with fancy gold band; regular $50.00, for $35.00
1 only Tea Set, 1 dozen Bread and Butter Plates, 1 dozen Tea Plates, ½ dozen Cups and Saucers; regular $40.00, for.....$28.00
Aynsley Cups and Saucers, many designs, 75c, for 40c
Aynsley Cups and Saucers, in many designs, $1.00, for 50c

Specials in Cuff Links
1 Tray of Cuff Links going at just one-half the regular prices.

Extra Specials
Silver-plated Knives and Forks in the Louis, Rose and plain designs. Sells regularly at $5.00. For $2.50

Watches at Half Price
One only 18 size New York Standard Stop Watch, nickel case. Regular $12.00, for $6.00
One only 16 size New York Standard Stop Watch, nickel case. Regular $10.00, for $5.00
One only 17-Jewel Commercial Standard Movement, in solid gold 14-k. case. Regular $50.00, for $25.00
Two only Gents' Wrist Watches, lever movement. Regular $7.50, for $3.75
One only Gents' Wrist Watch, luminous dial. Regular $8.00, for $4.00
One only Gents' Wrist Watch, luminous dial. Regular $9.50, for $4.75
One only Gents' Wrist Watch, luminous dial. Regular $10.00, for $5.00
One only Lady's Solid 10-k. Gold Octagon Shape Wrist Watch. Regular $50.00, for $25.00
One only Lady's Solid 14-k. Gold. Regular $50.00, for $25.00
One only Lady's Wrist Watch, solid 9-k. gold. Regular $30.00, for $15.00
One only Lady's Wrist Watch, Octagon. Regular $23.00, for $11.50

Pearl and Ivory Handle Goods at Half Price
60c Pearl Handle Jam Spoons, each ..30c
75c Pearl and Ivory Handle Jam Spoons and Bread Forks, each.....40c
$3.50 ½ dozen Pearl Handle Nut Picks.....$1.75
$5.50 ½ dozen Pearl Handle Fruit Knives $2.75
$14.00 ½ dozen Large Pearl Handle Forks, ½ dozen $7.00
$20.00 1 roll ½ dozen Knives, and Forks, pearl handle $10.00
$15.00, 4 Cases Pearl Handle, ½ dozen Knives and Forks $7.50
$16.00 1 Case Pearl Handle, ½ dozen Knives and Forks $8.00
$28.00 ½ dozen Pearl Handle Knives and Forks in Case $14.00
$30.00 ½ dozen Pearl Handle Knives and Forks $15.00
$2.50 1 Two-Piece Game Carvers....$1.25
(In Basement)

Brass at Half Price
$2.75 4-Piece Brass Smoking Set....$1.40
$4.00 4-Piece Copper Smoking Set..$2.00
$1.50 Brass Fern Dish 75c
$2.00 Brass Fern Dish $1.00
$3.00 Brass Flower Basket $1.50
$4.50 Large Brass Tray, with handle. $2.25
$3.00 Large Brass Tray, with handle. $1.50
$2.00 Round Brass Tray, with handle. $1.00
$2.00 Solid Brass Cuspidors, each ..$1.00
$1.00 Round Brass Trays, each.....50c
$1.50 Round Brass Trays, each.....75c
$5.00 Large Copper Vase $2.50
(In Basement)

Spectacle Specials
Three dozen pairs of Spectacles and Eyeglasses, gold filled. Sells regularly for $3.00 and $3.50. Going at, pair...$1.50
Pearl-Handled Nail Files, Cuticle Knives, Corn Knives and Button Hooks. Regular $1.00. Special at, each.....50c

EXTRA SPECIALS IN JEWELRY
We are offering a show case of Solid 10-k. and 14-k. Brooches and Gold-Filled Brooches, Fobs, Cuff Links, Tiepins and other novelties at half the regular prices.

POSTOFFICE OR EXPRESS MONEY ORDER MUST ACCOMPANY ALL MAIL ORDERS.
WE POSITIVELY WILL NOT SUPPLY THE JEWELRY TRADE AT ABOVE PRICES.

C. H. WARD & CO.
DIAMOND MERCHANTS AND JEWELERS. PHONE 1084 386 RICHMOND ST.