

Eye Talk

NO. 24.

As Usual

I am a little ahead of others in my equipment for eye-testing, having instruments of great accuracy for measuring all eye defects, which render results certain. Fair work is occasionally done with poor tools, but the best eye work demands first-class equipment.

YOUR EYES are worth the pains and skill employed at

Carlyle T. REBILCOCK
OPTICIAN
PHONE 2301. 233 DUNDAS ST. W.

D., L. and W. ANTHRACITE

The Coal That Satisfies

Best prepared. Highest efficiency. Lasts longer. No clinkers. Greatest economy.

HEAMAN & SON
YORK AND BURLWELL STREETS.
Phone 312. ywt

Your Child's Eyes

Need every care. They should be examined, and, if necessary, fitted with a pair of GOOD GLASSES at a very moderate cost.

John S. Barnard
Optician,
194 DUNDAS STREET, W.

Your rubber foot-

wear will last longer if properly repaired by

LONDON'S RUBBER MAN
156 KING—REAR. PHONE 5124

GEORGE E. LOGAN

FUNERAL DIRECTOR
AND EMBALMER

418 RICHMOND ST., LONDON.
Residence on Premises.
Phone 1982. Personal Attention.

SMITH, SON & CLARKE

UNDERTAKERS.
115 DUNDAS ST. W. PHONE 555
825 DUNDAS ST. W. PHONE 578.
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.
554 Wellington St. Opp. McClary's.
PHONE 2334. ywt

BROWN OPTICAL

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

Scranton Coal

The most satisfactory coal for furnace or range. Send in your order.

JOHN M. DALY

PHONE 348. 19 YORK STREET. ywt

Office To Let

STEAM-HEATED

Only \$8 a Month

APPLY

LONDON LOAN AND SAVINGS COMPANY

DIAMONDS

It requires years of education and constant practice to determine with accuracy the value of diamonds. The value depends not only on the size, color, shape and brilliancy, but also upon a combination of these qualities.

Our prices are very moderate.

Ladies' Solitaires, \$25, \$35, \$75 to \$500.

Ladies' Fancy Platinum Dinner Rings, in diamond combinations, with sapphires, emeralds, from \$25, \$65, \$75, to \$225.

YOUNG'S

TWO STORES.
170 DUNDAS ST. 675 DUNDAS ST.

FOR THE GOOD THERE'S IN IT.

Eat this good bread at every meal.

JOHNSTON BROS.

XXX BREAD

Delivered everywhere, or obtainable at best grocers.

HARDWARE ADVANCING

Continued High Prices Are Looked For for Another Year.

Hardware and Metals, February 10, will say:

Hardware prices continue to advance, and the trade generally looks for continued high prices for another year.

The demand for iron and steel is as insistent as ever. In metals have come big advances in price during the past two weeks. Antimony, for instance, has doubled in price, while lead, tin and copper have gone to higher levels. Freight embargoes placed by the railways on shipments east of Toronto have seriously affected the trade, both wholesalers and retailers being greatly inconvenienced.

One large hardware jobber reports an increase of 25 per cent in January business over the corresponding month of last year. All paint materials are firm in price, and linseed oil has advanced 10c per gallon during the week. Among the many lines on which advances in price have occurred during the week are: Washers, machines, jack chain, auger and car bits, padlocks, chain saws, steel game traps, coal oil, corn brooms, bolts and nuts. Hardware manufacturers are being handicapped by the scarcity of raw materials and efficient labor.

The fund for the Euron Sanatorium for returned soldiers will be carried by something like fifty soldiers as a result of the grand carnival held last night at the Victoria park rink, under the auspices of the Hamilton Gault Chapter, I.O.O.F., and through the courtesy of the various committees.

As a result of the unusually large number of skaters visited the rink, but though everyone was enjoying the ice skating, nobody seemed to have achieved the courage to defy Jack Frost and don a skating outfit.

Bundled to the teeth, came the crowds round the rink, and wondering if their nipping faces portended any bites. Through the kindness of Lieutenant J. M. O. M. of the band of the 14th Battalion provided a delicious music until their instruments went on strike with the cold.

A refreshment booth, conducted by members of the Hamilton Gault chapter, was besieged by hungry patrons all evening, demands being constant and insistent for steaming "Coney Island hot dogs."

The utilities had forgotten nothing in the way of helping the chapter to make a success of the carnival. An electric range was installed in the booth and heaters were placed beneath the skaters on which the dispensers of goodies stood behind the tables. The sight and odor of the big pot of wieners kept over the heater and ready at a moment's notice to be popped into the centre of rolls, was enough to give anyone an appetite. Ketchup, mustard, gum, etc., were donated by Mr. Anderson. Among members of the Hamilton Gault Chapter who were assisting were Mrs. Fraser, Mrs. Gray, Mrs. Jack Grant, Mrs. Jack Barnard, Misses Black, Hillwood, Kowena Gardener and Hilva Tine.

SUN LIFE LEADS CANADIAN COMPANIES

The Sun Life of Canada's published statement of 1916 results, which appears in this issue, is in every sense a satisfactory document. It shows assurances issued and paid for in cash during 1916 of a total of over \$42,750,000, the largest amount of new business ever written by any Canadian life company in any year. Assurances in force now total over \$280,000,000. Assets increased by over \$3,500,000 to practically \$53,000,000, the largest assets ever attained by a Canadian company. Cash income totalled nearly \$18,500,000, an increase of over \$2,500,000 over that of 1915. Payments to policyholders exceeded \$7,500,000, bringing total payments to policyholders since organization to over \$60,250,000. The record of the Sun Life of Canada for 1916 reflects the highest credit upon the directors and officers of the company, and should be equally satisfactory to the company's policyholders.

Making Other People

think as often and as well of your goods as you do yourself—is one aim of advertising. You can get efficient help at

Federal Advertising Service

Telephone 5482.
312 Dominion Savings
LONDON, ONT.

TEA PRICES JUMP OWING TO SHIPPING TROUBLES

Stocks in Canadian Warehouses Are Not Large.

The following comment on the market situation as regards foodstuffs will appear in Canadian Grocer this week:

The outstanding development in the grocery market during the week has been in the tea market. Advances were recorded in the primary market in London of 3 cents per pound, and the local market followed upward 2 to 3 cents per pound. There was eager competition for existing stocks. Tea importers bought back from wholesalers at higher prices than quotations were being made previously to the retail trade. Package teas have advanced. Stocks of teas are light in this country. Shipping facilities in getting teas from India and Ceylon is one of the biggest factors in sending prices up. Package teas are also in firm demand. Sugar held steady in an uncertain market. There is considerable speculation as to the effect the shipment of raw sugars from the island of Cuba. Business in sugar is on a hand-to-mouth basis. Flour remained unchanged during the week. Some fine samples of Canadian flour have reached the Toronto market. These are the first to be brought to this market. The whole wheat flour is in demand, and at once volunteered to go down town and bring the sick soldier to the hospital.

Emmanuel Charlton, who operates a night taxi, was passing at the time and at once volunteered to go down town and bring the sick soldier to the hospital.

The shock absorber snapped suddenly owing to the intense cold when the car was going at high speed and the driver was not in control of the car. He was traveling along the street railway tracks at the time and in an instant the auto had swerved to one side and crashed into a telegraph pole. The whole front was smashed in. The driver, while badly shaken up, escaped unhurt.

MEETS FEB. 14.

The monthly meeting of the Komoka Women's Institute will be held February 14th at the home of Mrs. J. Swales. The afternoon will be spent in sewing for Red Cross.

GRAND TRUNK RAILWAY SYSTEM

Effective Sunday February 11, 1917.

Train No. 3, leaving London 10:28 a.m. daily for Port Huron and Chicago, will be cancelled.

Train No. 4, leaving London 2:25 a.m. for Hamilton, Niagara Falls and Buffalo, will be cancelled.

Train No. 13, due London 11:05 a.m. from Toronto, will run via Hamilton.

Train No. 14, leaving London 5:45 a.m. for Toronto, will run via Hamilton.

Formerly running between Toronto and Hamilton, will operate between Toronto and London only.

Further particulars from Grand Trunk agents.

DR. MOULTON-COMING.

The annual course of lectures arranged by the Woman Teachers' Guild has become a tradition in the intellectual life of the city. This year Dr. Moulton, dean of extension lecturers on this continent, will give interpretations of Milton, Scott and Browning. The teachers feel confident that the distinguished lecturer will be a great success and the correspondence free, March 9, 10 and 12.

The Two-in-One Shoe Shop is the Place for Dressy Shoes

HERE'S A SUGGESTION.

Black Kid and Cinnamon Brown Buck, high cut tops, like illustration. Brown calf, with buck tops of contrasting color; also with castor buck tops.

\$7, \$7.50, \$8

FOR SHOES OF STYLE.

FOR SHOES OF SHAPE.

FOR SHOES OF SATISFACTION.

COOK'S

The Pace

"The Store That Serves You Best,"
Richmond and Dundas Streets.

TAYLOR'S THROAT AND LUNG BALM

is entirely different from ordinary cough syrups, mixtures, etc. it cures.

Taylor's 6 Cut-Rate Drug Stores

Parnell's Snowdrift Bread

A light and appetizing loaf that has no comparison. A really nourishing bread with a delightfully different flavor. "You can't forget it." A better bread that makes you want more.

Baked by the most skilled and experienced bakers, in a scrupulously clean factory, from the purest and best ingredients money can buy.

A bowl of milk and Snowdrift Bread makes an ideal after-four lunch for the kiddies. Give them lots of Snowdrift. Every delicious mouthful means a better, stronger body.

ASK FOR PARNELL'S SNOWDRIFT—THE BETTER BREAD

PARNELL, The Breadman

RED CROSS AUTO CRASHED INTO POLE

Ambulance Wrecked While Speeding for Sick Soldier.

While rushing from militia headquarters at 1:45 this morning down town to take a soldier who had been taken ill to the hospital, the Red Cross ambulance was wrecked at the corner of Adelaide street and Princess avenue. The driver, Pte. Wm. Cotter, escaped unhurt.

The shock absorber snapped suddenly owing to the intense cold when the car was going at high speed and the driver was not in control of the car. He was traveling along the street railway tracks at the time and in an instant the auto had swerved to one side and crashed into a telegraph pole. The whole front was smashed in. The driver, while badly shaken up, escaped unhurt.

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PARNELL, The Breadman

MISS FLORENCE PIPE LEADING IN BIG PHOTOPLAY CONTEST

All the Candidates Are Running Very Close and Interest Is Intense—Votes Pouring In in Thousands.

With votes pouring in by thousands, the big photoplay contest at the Majestic Theatre is nearing its close. The race is an exciting one all along the line. From the bottom of the list, Miss Florence Pipe has made a great gain. Like a thoroughbred on the home stretch, she has passed all others, and is now in the lead. Edith Nash Houd still retaining second place, and is closely followed by Marie Coughlin.

With the boys today we find quite a difference from yesterday. A. Allison Ward, who has been slowly but surely rising from the bottom, has made a gain, and is now holding down the lead. Right behind him, Jack Nopper is burning up the dust and holding down second place. Vincent Perry is right behind, and a close third.

With our little friends, the children, there seems to be a desire to rival the girls, as this part of the competition promises to become as exciting as the adult. Little Miss Mildred Kelly and Master Sam Munro are holding down the honors today, but are doing some lively stepping to do so.

Miss Florence Pipe, whose picture is shown, is acknowledged by many to be one of the prettiest girls in this city, and has a great following of friends. She is an excellent type for the movies, and states that she will not disappoint her friends if she is elected to take part in this big film.

As the competition nears the end the race is one that will be well worth following. The Advertiser will publish the list of candidates and their standings daily, so be sure and watch the race that your favorite is making a win.

Absolutely no professionals will take part in the photoplay. The caste will be comprised entirely of local people. The only experts having anything to do with the production will be the director and the camera man.

For Leading Lady.

Dorothy Anderson 2,200

Vera Blanchard 1,820

Mrs. J. W. Purdon 1,670

Frede Boyce 1,040

Isabel Cole 1,580

The Poets sing sweet songs of Love, the Artists represent it. St. Valentine's—the days of days, for Lovers to assent it.

"CHOCOLATES ARE ALWAYS ACCEPTABLE."

CANDY

The Most Popular Valentine

For Sweetheart, Mother, Sister or Friend They'll appreciate the little touch of sentiment so delightfully expressed in a box of Peters Valentine Gift Chocolates.

Peters—2—Shops

ROSS' Limited FURS

Reductions in all Mink Sets, Muffs, Stoles and Neckpieces.

Reductions in Natural Wolf Sets, Muffs and Stoles.

Reductions in Manchurian Wolf Sets, Muffs and Stoles.

Reductions in Natural Lynx Sets, Muffs and Stoles.

Natural Canadian Rat Coats, guaranteed best quality. Prices \$52.50, \$55.00, \$60.00, \$65.00

French Hudson Seal Coats to order at lowest market prices.

Sable Sets, Muffs and Stoles, all at moderate prices.

Persian Lamb Muffs and Stoles, all at moderate prices.

Natural Canadian Beaver Muffs and Stoles, all at moderate prices.

FUR PRICES

Are advancing with every indication of further increases as the time passes. Furs secured now will save many dollars, compared with next season's prices.

READY-TO-WEAR

Clearing of Coats, Skirts, Waists, Suits, Dresses, Neckwear.

SPRING SUITS WILL BE SHOWN IN A FEW DAYS.

PHONE 1319 196 DUNDAS STREET

ROWAT'S COFFEE

Plentiful People Who Are Particular.

50c per pound
T. ROWAT & CO.
250 DUNDAS ST.
Phones 3-51-3052.
ywt

Mildred Kelly 13,100

Sam Munro 14,600

Tootsie McAuley 4,750

James Smith 1,800

Gladyes Weston 1,230

Stephen Silverman 5,860

Benjamin Duffy 2,250

Harry Banks 4,850

Josephine Vice 1,500

Dorothy Cole 2,320

MR. LYON CANNOT SPEAK BEFORE LIBERAL CLUB

Owing to the fact that Stewart Lyon of Toronto is going overseas to represent the Canadian Press Association as war correspondent, the address which was to have been delivered by him in Hyman Hall February 13 before the Liberal Club, has been cancelled. Mr. Lyon was to have spoken on "The Canadian Railroad Problem."

DAMAGE IS LIGHT.

Fire which caught from a furnace pipe at the home of G. N. Kernohan, 352 William street, last night, destroyed part of the flooring. The damage will not be heavy.

DAUGHTERS OF EMPIRE ARE ALL VERY BUSY

Splendid Patriotic Work Being Done by All City Chapters.

At a meeting of the Municipal Chapter, I. O. E. held in Cronyn Hall yesterday afternoon, splendid reports of the work that is being carried on by the various city chapters were received. Every chapter will undertake its share of work in the campaign to raise \$300,000 for Red Cross and Patriotic work.

Mrs. Allan MacLean gave an interesting report of the work being done at the Soldiers' Club, and Mrs. Joseph told of the work that is being done in making supplies for the Ismail Hampton Chapter.

That so far this year more than thirty large boxes of supplies have been sent overseas. It was reported that a local man has such a high opinion of the good work the women are doing that he has agreed to donate \$20 every month during the war. Mrs. A. A. Campbell gave details of the work that is being carried on by the three recently organized chapters.

SWEDEN PROTECTS PRISONERS.

PETROGRAD, Feb. 9, via London.—David R. Francis, the American ambassador here, informed unofficially that Sweden is to take over the inspection of the German prisoners of war in Russia. The foreign office has not yet received any confirmation.

A Life Insurance Savings Account