

"Seal Brand" means a certain, definite blend of high-grade coffee - uniform in quality and always delicious.

Don't take any chances—always insist on having "SEAL BRAND" COFFEE.

In 1/2, 1 and 2 pound tins. Whole—ground—pulverized—also fine ground for Percolators. Never sold in bulk.

CHASE & SANBORN, MONTREAL.

The Largest Stock of  
**Victrolas and Records**  
Backed by the "BEST SERVICE"

A PLEASURE TO PLAY THEM FOR YOU.

**HEINTZMAN & CO.**  
242 DUNDAS STREET



## "Listen to This"

You will not want to sit and listen to it, you will want to join in the dance. It is a Victor One-Step Record (1820) coupled with "Brown Skin"—Fox Trot. You will enjoy both. This month has an exceptionally fine list of popular songs, dance, vocal and instrumental selections. You will want these records:

Ten-inch, double-sided Victor Records—90 cents for the two selections:

Any Place is Heaven if You Are Near Me	Harrison	18201
When I Found the Way to Your Heart	Harrison	18201
Keep Your Eye on the Girlie You Love	Peerless Quartet	18204
I'm Coming Back to California	Peerless Quartet	18204
They're Wearing Them Higher in Hawaii	Collins and Harlan	18210
Buzzin' the Bee	Collins and Harlan	18210
Serenade—Good Night, Beloved	McKee Trio	18190
Bohemian Girl Melodist	McKee Trio	18190
Carry Me Back to Old Virginia	Orpheus Quartet	18195
Darling Nelly Gray	Peerless Quartet	18195

Twelve-inch, double-sided Victor Records—\$1.50 for the two selections:

Restaurant Scene	Avon Comedy Four	35602
Cohan's Wedding	Avon Comedy Four	35602
When the Sun Goes Down in Roman—	Victor Military Band	35604
Medley Fox Trot	Victor Military Band	35604
Witmark Medley—One-Step	Victor Military Band	35604

Two Charming Red Seals  
Janet's Choice (Contralto) Louise Homer 87262  
The Roary (Violin) Fritz Kreisler 64504

Hear them at any "His Master's Voice" dealers

Write for free copy of our 450-page Musical Encyclopedia listing over 6000 Victor Records.

**Berliner Gram-o-phone Company**  
LIMITED  
9 Lenoir Street, Montreal  
876-286

Made in Canada One Price from Coast to Coast Played Everywhere Dealers in Every Town and City

"His Master's Voice" London Dealers  
Mason & Risch, Limited,  
Heintzman & Co., Limited.

**MASON & RISCH LIMITED**  
THE HOME OF THE VICTROLA  
248 DUNDAS ST.

## Just Think

If you passed away without having made your Will, how would your wife and family be "fixed"?

Unless you draw your Will your Estate may go to those you do not wish to benefit. We will attend to it for you, if you will but call or write us.

**The London & Western Trusts Co.,**  
322 Richmond Street, London, Ont.  
Sir Geo. Gibbons, K.C., President. John S. Moore, Manager.

## FARMERS ORGANIZE.

APPEL, Feb. 8.—A meeting was successfully held at Longwood for the purpose of organizing a Farmers' Association. W. Kellistone acted as chairman. Mr. Archie Limon and Dan Crawford, both of the Strathroy Farmers' Club, also assisted.

The association here will be known as the Longwood Junior Farmers' Improvement Association. The officers

for the year are as follows:

Hon. president, Ernest Cawthorpe; president, Wm. Warren; vice-president, Dan Gallagher; secretary-treasurer, Roger Perry; directors, George Saburn, George Stockings, A. Hixon, George Cawthorpe, George Pettit, Roy McCracken.

The association purposes meeting twice a month. There will be connected with it a debating society.

## WANT REDMOND TO ASK FOR A "FREE IRELAND" AS AN AID TO ALLIES

LONDON, Feb. 8.—At a meeting of the Nationalist party held in the House of Commons today it was agreed that John Redmond, the Nationalist leader, should ask the Government leader in the House to grant an early day for discussion of the following motion:

"That with a view to strengthening the hands of the Allies and to achieving recognition of the equal rights of small nations, and of the principle of the Nationalists against the opposite German principle of military domination and government without the consent of the governed, it is essential without further delay to confer on Ireland the free institutions long promised her."

## SWEDEN CANNOT ACCEPT VIEWS OF MR. WILSON

U. S. Has Chosen Queer Means to Realize Peace, Is View Expressed.

STOCKHOLM, via London, Feb. 8.—The Swedish Government rejects President Wilson's suggestion that other neutral countries join with the United States in severing diplomatic relations with Germany, and declares its intention to follow the strictest neutrality so long as it is possible. Sweden's reply was delivered to the American minister today.

The Government of the United States has chosen as a means of arriving at the realization of peace a method absolutely contrary to the principles which have guided the policy of the Swedish Government up to the present hour.

So declares the Swedish note, which the minister of foreign affairs, K. A. Wallenberg, delivered to the American minister, Mr. Nelson Morris, in reply to President Wilson's invitation to Sweden to join with the United States, which Mr. Morris communicated to the Swedish Government on Monday. The text of the note follows:

"The policy followed by the Royal Government during the war has been one of strictly impartial neutrality. The Royal Government has done everything in its power faithfully to fulfill all the duties which this policy imposes upon it, and at the same time it has retained effective as far as possible the rights derived therefrom."

"With a view to obtaining a practical result in upholding the principles of international law the Royal Government has several times addressed the neutral powers in order to effect co-operation, with the avowed object in view. Above all, the Royal Government has not failed to submit to the Government of the United States a proposal to this effect."

FARM OF 80 ACRES, 10 ACRES CLEARED, IS SOLDIER'S BOON

Ontario Government Makes Known Settlers' Scheme.

TORONTO, Feb. 8.—In a memorandum to Sir Robert Borden with reference to facilities for settling returned soldiers on the land, G. Howard Ferguson explains Ontario's proposals, some of which may be mentioned.

Farms not containing more than 80 acres will be laid out in such manner as to bring the different farmhouses as close together as possible. The work of the men will be directed to clearing on the front of each farm an area of ten acres.

As soon as a soldier desires to go upon a farm and work for himself an 80-acre lot with a ten-acre clearing will be allotted to him.

The eighty acres with ten acres of clearing will be given the settler free of charge. For each day's work that is done from the time he enters the training school at Montserrat until he goes upon his clearing he will be paid a reasonable wage.

An advance up to \$500 will be made to cover the cost of stock, implements, equipment and any assistance in building that may be given, for which a lien will be taken against the settler's holding and chattels.

The lien will be repayable in twenty years at six per cent, but no payment on account of either principal or interest shall be required until after the expiration of three years.

At the expiration of five years from the settler locating upon his land and upon the due performance of certain conditions in the meantime, he will be entitled to receive a patent from the crown.

There are also facilities for co-operative marketing.

## MOBILIZATION BILL IS INTRODUCED IN SENATE OF FRANCE

All Able-Bodied Males To Do National Service.

PARIS, Feb. 8.—Etienne Clementel, minister of commerce and agriculture, today introduced in the Senate the Government measure respecting general civil mobilization. The salient feature of the bill is the giving to the Government of the right to mobilize all able-bodied males between the ages of sixteen and sixty not now serving in the army, who may be assigned to such work for the national defence as the fitness and domicile make most advantageous.

Farmers and other persons in occupations directly concerned with the national defence will be left where they are now working, under certain conditions, as will also be the public officials and government employees whose services are indispensable in their present pursuits.

Alphabetical indexes of persons subject to be called upon will be compiled in the offices of the mayors of every township. They will be made up of classes, professions and callings. Voluntary workers will be first taken for work in the category for which they are registered. Those not volunteering will be called upon when needed and assigned arbitrarily to work.

Young men will be called on first and older ones progressively, as needed. Under the proposed law factories or other private enterprises may be requisitioned by government decree.

WILL GO AS UNIT.

WALKERTON, Feb. 8.—Chables just received from England confirm rumors that the Bruce Battalion is to go to the front as a unit.

## DUTCH WILL NOT MAKE A BREAK, BUT WILL DEFY

Premier Says Energetic Protest Has Been Made to German.

WASHINGTON, Feb. 8.—The Netherlands Government, through the American legation at The Hague, has formally declined to accept President Wilson's suggestion that it follow the course of the United States and break off diplomatic relations with Germany. Information to this effect reached here today in confidential dispatches from Holland.

It was also said in the dispatches that the Netherlands Government had made protest against unrestricted submarine warfare, and that at the same time negotiations had been opened with Great Britain for the reduction of its mine field. The Dutch Government plans to have the British field and the German danger zone, which now overlaps each other, so contracted as to make a clear path through which its ships may pass.

PREMIER'S ATTITUDE.

LONDON, Feb. 8.—A Reuter dispatch from The Hague says: "In the second chamber of Parliament today Premier Vandenlinde made a statement on the submarine situation. He said the Government had no reason to change the attitude it had observed previously during the war through Germany's threat of intensification of submarine warfare. Holland up to the present had strictly conformed to international law, and it was her opinion that law remains law, even when violated by others."

Energetically Protests.

"Holland, the premier said, especially upheld the principle of freedom of the seas. Accordingly, while maintaining an impartial standpoint in the war she had energetically protested to Germany, both against obstruction to free navigation and against the deliberate employment of submarines as not being in accordance with international law. 'There is now,' said the premier, 'no more reason for the Government to change its international policy than on the occasion of previous violations of international law. The Government remains resolutely attached to the policy of strict impartiality, and maintains its resolve to offer armed resistance to any violation of our territory or sovereignty rights by any power whatsoever. The Government hopes by determination and tact to overcome the difficulties resulting from the international situation.'"

"The speech of the premier was loudly cheered."

## SOLVAY COMPANY TO START AT ONCE ON AMHERSTBURG WORK

Manager From Kansas Coming to Build Plant.

AMHERSTBURG, Feb. 8.—Amherstburg residents felt there was "something doing" when a short time ago it was given out that the residence on the river front belonging to the Solvay Company would not be rented, as the manager of the company would require it.

It now seems evident that the large stone-quarry here will soon be operated, as the following news item taken from the Hutchinson, Kansas, News will show: "Announcement was made today that G. S. Rutherford, who has been manager of the soda-ash works in Hutchinson since their works here, will leave within a month. Mr. Rutherford will go to Amherstburg, Ont., where he will take charge of a big new Canadian plant of the Solvay interests. This is to be built from the ground up under the direction of Mr. Rutherford. It will be built by the Brunner-Mond Company of Canada, under which name the Solvay Process Company's Canadian interests are known. Mr. Rutherford confirmed the report this afternoon that he is to leave here. He will go to Canada soon after the 1st of February. It is expected. He came to Hutchinson from Detroit when the Solvay Process Company leased the Hutchinson Chemical and Alkali Company's plant here, and under his direction the soda-ash plant has become probably the largest single industry in the city, and has been a heavy producer."

For several years past Amherstburg residents have looked forward to the time when the Solvay Company would commence operations, and now it seems their long-cherished hopes are about to be realized. The opening of this plant here will be a great boon to the town, as no doubt it will be carried on on an extensive scale. The immense quarries here will give Mr. Rutherford ample scope to develop the biggest single industry of this section as well as he did in Hutchinson. Mr. Rutherford formerly lived in Sarnia, and is a son-in-law of the late Mayor Thomas Doherty of that city.

## COMMANDING OFFICER OF SPORTSMEN'S BATTALION DROPS RANK TO FIGHT

TORONTO, Feb. 8.—The first commander of a Canadian battalion to revert in rank in order to go to the front is Lieut.-Col. Richard Greer of Toronto, says a Telegram from his special correspondent.

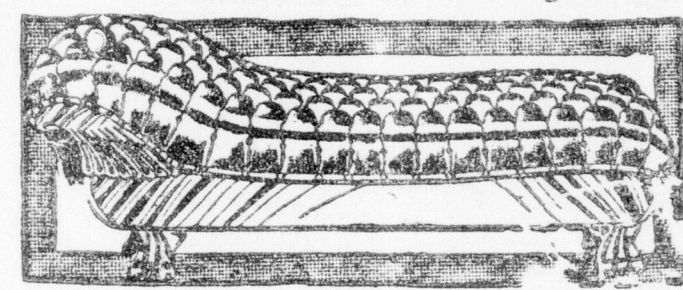
Lieut.-Col. Greer and Major John Bohan, both of the Toronto Sportsmen's Battalion, which was broken up for drafts, applied for and received permission from Canadian headquarters to accept lower ranks to take a company drafted from the Sportsmen's Battalion to go to France to join another Canadian Battalion.

Col. "Dick" Greer was county crown-attorney of York when he organized military service to an avocation.

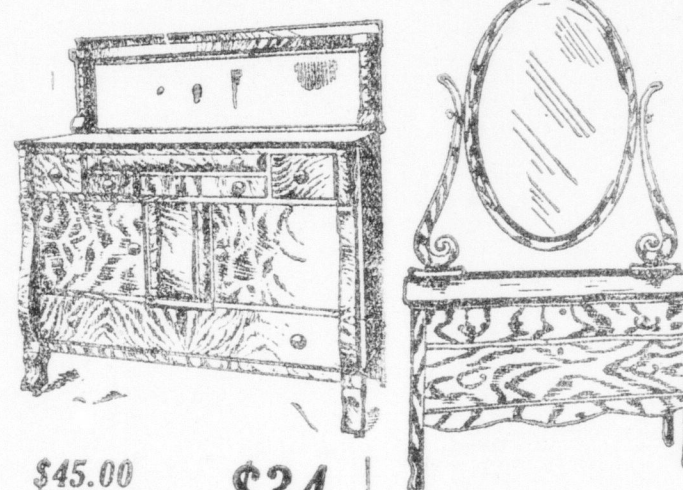
# February Furniture Sale

Home-makers are quick to show their confidence in this store as a homefurnishing centre. Right from the opening day of the February Sale it has been a time of high pressure for our salesmen and delivery service. Concerning selection, it is even better than ever just now, as new stocks are arriving every day.

So well have we prepared for this sale that months and months ago—before the days of advanced prices—we placed orders at the factories. The result is that three warehouses are required to accommodate the goods, and just as fast as they empty themselves there are carloads ready or on the way to London with furniture to take the place of that now being sold. In this way we insured the February Sale, abounding with new delights and interest, right up to the last day of the month.



**\$14.95** Large Comfortable Couch, upholstered in Bradley leather, all steel constructed, heavy oak frame. The couch sells regularly at \$20.00. Only a few left.



**\$45.00** BUFFET **\$34**

In Fumed or Golden Oak, 54-inch case. A handsome Colonial design, made by one of Canada's best factories. Four only left to be sold.

**\$28.00** DRESSER FOR **\$21.50**

In real Oak or Mahogany. Large British bevel mirror. Serpentine front. Oval or square glass. Well made and finished.

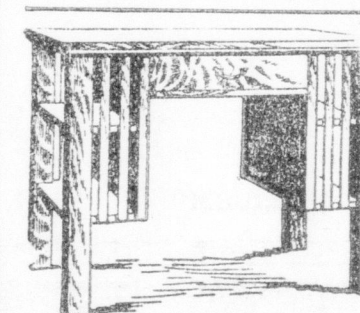


**\$59.00** Handsome Bungalow Dining-Room Suite, in fumed finish. One of the very latest designs. Well made and splendidly finished. Buffet and China Cabinet have inlaid cane panels. Try to match this suite for less than \$75.00.

## Buy Rugs Now and Save Money

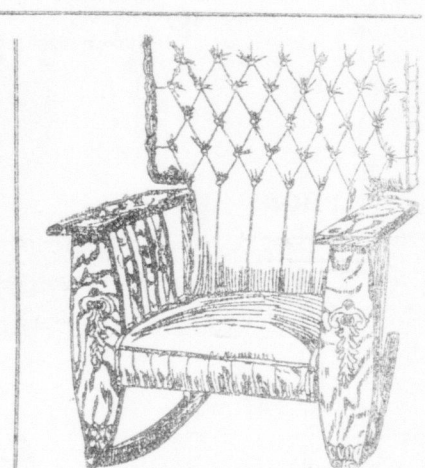
Our entire stock of Rugs is reduced in price. Discounts range from 20 to 35 per cent. Everyone knows how rugs have been increasing in price. We still have a large stock left, purchased two years ago, before the increase. We strongly advise anyone who needs a rug this spring to anticipate their wants and attend this sale. The sooner the better.

In Wilton and Axminster we have a splendid stock of English and Domestic Rugs in all the best designs. In Brussels and Tapestry our assortment is unsurpassed. Wool Rugs, Rag Rugs, Crex Rugs, and Congoleum Rugs in all sizes.



**\$13.50** HANDSOME BOOK-END LIBRARY TABLE.

It's just one of the many bargains in tables we have. This one is Solid Oak, Fumed or Golden finish. Worth \$18.50. We have others from \$7.50 to \$35.00.



**\$7.50** THIS BIG MAN-SIZED ROCKER. Upholstered in Wear-Ever Imitation Leather, in good solid oak frame. A rocker you need not be afraid to use.

## Dollar Day, Sat., Feb. 10

All over the store—in every department—are Special Dollar-Day Bargains. Come in and look around. You will be welcome and not asked to buy.

## Join the Davenport Club

A new club is just forming—50 members only will be taken. \$5.00 cash and \$1.00 weekly are the club terms. Any honest person may become a member. It costs nothing to join. Hand some \$5 & 10 Davenport Rugs in price from \$25.00 to \$50.00.

# The Ontario Furniture Co., Ltd.

226, 228, 230 Dundas Street, London WE PAY FREIGHT CHARGES WITHIN 100 MILES OF LONDON.

## WOULD AVERT WAR BETWEEN GERMANY AND UNITED STATES

Argentine Ambassador to the U. S. Takes Unpopular Initiative.

BUENOS AIRES, Feb. 8.—The newspaper La Prensa announces that a meeting of the pan-American Union has been called. It adds that Romulo S. Naon, the Argentine ambassador to the United States, has proposed that an international conference be held in Madrid with the idea of averting war between the United States and Germany.

The announcement has attracted much attention. El Diario says the initiative of Ambassador Naon is not in accord with the purpose of the Argentine Government, which probably was not consulted.

What's in a name?  
Ask the cooks who use

# PURITY FLOUR

MORE BREAD and BETTER BREAD

SCRATCH—GRANT.  
RIDGETOWN, Feb. 8.—A very quiet wedding took place at high noon yesterday at the home of Detective John B. and Mrs. Grant, when their only daughter, Miss Sadie, was united in marriage to Berlin Scratch, son of Mrs. Scratch and the late Archibald Scratch of Kingsville, the ceremony being performed by Rev. W. J. Bradon of St. George, uncle of the bride, in the presence of only a few of the immediate relatives. The young couple were unattended.

FUNERAL OF HARROW BOY.  
HARROW, Feb. 8.—The funeral services of Master Dwane Quick, who died on Sunday after two weeks' illness with pneumonia, were held Tuesday afternoon from the residence of Charles Little, Pot Lake road. A brief service was conducted at the house, and then at the Oxley Methodist Church. Interment was made in the Colchester Cemetery. Dr. Huxter had charge. The late Dwane Quick was 15 years old, and was working with Mr. Little, his mother living in Buffalo, and who was present at the funeral.

To Offer Rewards for Capture of Subs  
PARIS, Feb. 8.—The French Navy League has opened a subscription list to establish a fund for the reward of vessels capturing submarines. The Navy League has contributed 10,000 francs.