DIAMONDS

Rings.... $8.00 to $1,000.00
Necklets...$30.00 to $800.00
Barpins....$5.00 to $100.00

C. H. Ward & Co.

Diamond Merchants and Jewelers.

386 Richmond Street.

SINCE 1868

TAYLOR'S Throat and Lung Balm

has been the favorite household remedy for coughs, colds and all bronchial affections. Sheer merit alone has made this medicine the standard cough remedy for over fifty years.

35c, 65c and $1.20.

Manufactured and sold only at

TAYLOR'S DRUG STORE

New address,
390 RICHMOND STREET

Phone 594. ..... 3 Graduate Druggists. tf-law-v

$5 DOWN ON WALTHAM OR ELGIN WATCHES

Balance Easy Terms.
GREEN, Jeweler. 374 RICHMOND STREET. zxv

BROWN'S EYEGLASSES AND SPECTACLES

Everybody wants his Glasses Right and wants them Promptly. The POWER of the lenses MUST be right. No care is too great; no trouble too much; no test too severe to insure the correctness of our lenses. We reject them for trifling errors.

THE BROWN OPTICAL CO

223 DUNDAS ST. PHONE 1877.
Largest Exclusive Optical House in Canada.
MONTREAL, LONDON, WINDSOR. zxv

Do You Make Marmalade the Easy Way?

Take half the bother out of Marmalade making this year by using Seville Oranges, imported in hermetically-sealed tins. Requires no slicing and only one hour's cooking.

$2.25 TIN

Each tin makes from 25 to 30 pounds of delicious marmalade. Order your supply today.

BITTER ORANGES

Extra fancy Messina Marmalade Oranges

75c Dozen

CLAM CHOWDER

Made from selected clams, chopped in their own juice, together with choice vegetables. Ready to serve after heating,

50c Per Tin

FISH FLAKES

Pure white flakes of fresh Haddock and Codfish, blended so as to produce a flavor that is tempting and wholesome.

25c and 40c Tin

TASTY SANDWICH FILLINGS

Choicest Fish Pastes, packed in England:

ANCHOVY
BLOATER
SHRIMP
SALMON & SHRIMP
SALMON AND ANCHOVY
} 35c to 50c Jar

ROWAT'S TEAS

Used in homes where dining is a fine art. Pound.. 65c to $2.00

TELEPHONE ORDERS

Receive Prompt, Careful Attention.

T. A. Rowat & Co.

250 Dundas St. Phones 3051-3052

LONDON OPTICAL CO

Richmond Street, Dom. Sav. Bldg. Phone 6180. zxv

Ladies' Shoes $1.25

Rubbers to Match, 45c

Good serviceable button boots in sizes 2½ to 3½ only. It will pay you to inspect these specials today. See Richmond street window.

Cook's Shoe Store

TO RUSH ROAD WORK.

CHATHAM, Feb. 17. — Information was given out today by Government Engineer Rogers that a tract of land has been secured by the department of highways on the Jordan farm near the city and that a railway spur and unloading platform will be installed there for the reception of building materials for the construction of the provincial highway, both east and west of Chatham. The construction of the spur will commence within the next few days.

SPECIAL Saturday Only

SIX-JEWEL LEVER WATCHES

Fitted in double-hinge nickel cases.

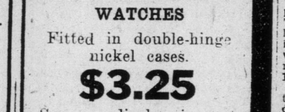
$3.25

See our display in east window.

W. J. Wray & Co., Ltd.

234 Dundas St., London. zxv

F. STEELE



OUR EXAMINATION of your eyes is made in a careful, scientific manner by means of latest instruments and methods, but without the use of drugs. Have the benefit of my fifteen years experience.

210 Dundas St. Phone 972. zxv

GUARANTEED SPARK PLUGS, 2 FOR $1.00

Vulcanizing and retreading the proper way.

CLINGER

LONDON'S RUBBER MAN,
346 Dundas street, near Waterloo. Phone 5124. zxv

ADVERTISER PUZZLE CONTEST PROVES A MENTAL DIVERSION

Pleasure, With a Chance of Winning Any of the Many Prizes.

ABOUT 4 WEEKS TO RUN

Four weeks should give you ample tiem to win one of the fifty cash prizes offered by The Advertiser for the best solutions of its figure puzzle. The largest of these prizes has a maximum value of $700, the next $450, while there are others ranging from $400 down to $200, and many more of sufficient value to invite you to engage in the entertaining task of solving the puzzle. Whether you win or not you will agree afterwards that every moment devoted to the puzzle was one of enjoyment.

As it only takes a few minutes to put a row of circles across your chart, a hurried effort might win you one of the prizes. One of the best solutions received so far, according to the contestant, was the result of a few minutes' work. The payment required with each solution of the puzle is applied in its entirety to subscription for The Advertiser, so there is no risk of loss with a whole lot to gain, by solving the puzzle and filing your solution with the contest department. This must be done not later than March 19.

With the start of cold weather, and the inclination it creates to remain indoors, working over The Advertiser's puzzle will furnish a very agreeable way to pass an evening or two. It will afford amusement for the entire family or for any number of friends who happen to be together. It is a game within itself and just as interesting as any game you have ever played with no other incentive than merely beating your opponents. Give the puzzle a chance to prove it.

"Now's the time," is an injunction which possesses great virtue. As it relates to The Advertiser puzzle, however, while it should apply to a determination to get into the running, it does not necessarily prompt you to hurry in a solution of the puzzle, because the time a solution is submitted has no bearing upon its winning a prize. Delays, though, are sometimes dangerous, so when you have your solution send it in, and, if later you wish to register another you may do so under the same conditions as the first.

If you haven't a supply of charts to work on get in touch with The Contest Office, London Advertiser, 110 Dundas street, and they will be given or sent you without delay. Make the interval between now and March 19th one in which to win one of The Advertiser's big cash prizes.

LAURIER MEMORIAL DESIGN IS ACCEPTED

Awards in Competition Announced — Montreal Firm Wins.

OTTAWA, Feb. 17.—Canadian Press. —Awards in the competition for the design of the memorial to the late Sir Wilfrid Laurier are announced. Five of the competitors were asked to submit slightly amended designs and the prize money, amounting to $1,000, was divided equally amongst the following: LaLiberte and Cote, Montreal, whose design was finally accepted; W. D. Cromarty, Ottawa; Messrs. George, Moorehouse and King, Toronto; Emanuel Hahn, Toronto, and B. A. Dore, Montreal.

THEATRES

AT THE ALLEN THEATRE.

Fun, brisk, breezy fun, lots of it, and clean from start to finish, features the bill at the Allen Theatre for the rest of the week. It is quite a while since a bill has been presented in London with more real laughs tucked away in it.

The headliner is Charles Ray in "Nineteen and Phyllis." Everybody it is said, loves a lover, but notwithstanding, everybody loves to laugh at the doings of a nineteen-year-old youth who has got the love bug so badly that he doesn't know what to do with himself. In addition to this, the youthful admirer of Phyllis has a passion for clothes. As he is only making $18 a week, it may be readily seen that his love affairs and his efforts to dress like Beau Brummel furnish all kinds of real comedy. Charles Ray is one of the most popular actors on the screen, and in "Nineteen and Phyllis" he has a vehicle that is delightfully suited to him. He is seen at his best in the film, and his portrayal of the ardent, youthful lover, head over ears in love with Phyllis, is a treat.

Next on the bill comes a Christie comedy that is a scream. "Seven Bald Pates," featuring the vivacious Bobby Vernon, is a skit that creates a real laugh every second. Bobby is about to be married, and with everything ready for the ceremony, a friend phones him to keep a sharp outlook for a bald-headed man, who is trying to find him to serve a court summons on him. Bobby loses his marriage license, and the man who finds it is bald-headed. He starts after Bobby to give the license back, and as soon as Bobby sees the bald head he makes himself scarce. This is only one of the seven similar spontaneously funny situations.

And the laughs are not ended yet, as the bill includes at Mutt and Jeff comedy that is as funny as only Mutt and Jeff can be. It was worth the price of admission to hear the kiddies shriek with laughter over the antics of the pair.

A delightful musical program was furnished by the Allen orchestra, and special attractions were numbers by Maurice Poure, a xylophone solo by Wilbur McKenna, and a solo by the mysterious masked lady singer. All were generously applauded.

The bill includes rather a novelty in the shape of really interesting views of the private life of some of the leading film stars of the day. In addition, there is the Weekly World News feature.

AT LOEW'S THEATRE.

Seldom has a better arranged program been shown at any theatre than the one which was presented for the first time Thursday at Loew's Theatre and which will be shown for the remainder of the week. The Maurice Tourneur production, "The White Circle," which is the chief feature is a masterpiece of motion picture craft. The vaudeville acts are all top-liners.

Skill and grace are combined in the Esther trio's act in a manner seldom seen on the vaudeville stage. The three members are all stars in their own way, and by cleverly combining their activities they present a continual whirl of entertainment. Clever tumbling stunts are interwoven with dance numbers.

Fatton and Lum present an original array of patter and repartee. Their costumes are original, as well as their entertainment. Both of them are good singers, and the vocal numbers are by no means the least pleasing part of their performance. Jane Allyn and company present a clever little skit of modern business life. There are several tense scenes in this, which call for much dramatic power on the part of the actors, but they meet all requirements in a decidedly satisfactory daw.

"The White Circle" is a thrilling drama of intrigue and mystery. It is based on a story by Robert Louis Stevenson, but many improvements have been made on the plot, and there is something doing every minute. The plot centres around Bernard Huddlestone, an aged English banker, who has misappropriated the funds of the Carbonari, a powerful Italian secret society, which was preparing in England for a revolution in their own country. They use a white circle as the secret sign of their organization. When Huddlestone receives a warning bearing this mark and telling him that the money is needed, he is thrown into a panic of fear.

Northmoour, an English adventurer, promises to save him on condition that he will give him his daughter Clara in marriage. Subsequent developments involve Frank Cassilis, with whom Northmour had quarrelled violently some years ago. How they form a strange alliance against the threatening Carbonari and yet are rivals for Clara's hand and how she ultimately is able to marry the man of her choice makes the climax extraordinarily thrilling.

NEW BROKERAGE FIRM OPENS PREMISES IN LONDON IN ROYAL BANK BUILDING

A new brokerage firm has opened premises in this city, and will be known as Sutherland & Smith. They will deal in real estate, loans, insurance, stocks, bonds, and debentures. Offices have been opened at 207 Royal Bank Building.

The Hon. William Charles Sutherland, B.A., was for several years a resident in Saskatchewan. He is an ex-speaker of the Saskatchewan Legislature, and was for some period a barrister and solicitor at Saskatoon. He was born at Embro, Oxford County, on June 7, 1865. He was educated in the public and high schools at Orangeville, Ontario, and obtained his degree at McGill University. He has had an exceptional career in the Northwest, going to Manitoba in 1895, where he studied law and was called to the Manitoba bar in 1900, later going to Saskatchewan, where he was admitted to the Northwest Territories bar in 1903. When Saskatoon was incorporated as a town in 1903 he was the first secretary-treasurer of that city. He made the first assessment which had previously contained but two foolscap sheets of names only. In the years 1904 and 1905 he was elected as an alderman for Saskatoon. In 1904 he took up farm land in the Goose Lake district, and was largely instrumental in colonizing that district. In the year 1905 he was elected to the Saskatchewan Legislature and appointed deputy speaker. In 1908 he was again elected and appointed speaker of the Legislature. He resigned as a member in 1912. He has had several prominent official positions, including that of vice-president of the Canadian National Fire Insurance Company, president of the Provincial Poultry and Pet Stock Association, chairman of the Saskatchewan royal livestock commission, chairman of the board of managers of the Presbyterian Theological College, Saskatoon, and president of the Saskatchewan Livestock Association. He owned a large wheat and stock farm near Saskatoon, and made a specialty of Yorkshire hogs, Clydesdale horses, Shorthorn cattle and Shropshire sheep. Owing to his prominence among the farming community he has been president of Saskatchewan Sheep Breeders' Association, vice-president of the Saskatchewan Horse Breeders' Association, and a director of the Saskatchewan Co-operative Elevator Company.

Outside of all these important positions that he has held, he has found time to enter into motoring, curling and golf as a recreation.

Connected with Mr. Sutherland is Col. Smith, another gentleman who has become well known in the Northwest, and who was formerly a resident of Western Ontario.

SCHOOL REPORTS

S. S. NO. 6 DELAWARE.

Senior IV.—Honors, Erie McGugan, 89; Blanch Baker 85.

Junior IV.—Honors, Ermine McGugan, 82.

Senior III.—Honors, Stewart McGugan, 76; passed, Herman Kennedy, 70.

Junior III.—Honors, Wilfred Pearn, 83; Gladys Gordon, 79; Mildred Prior, 77.

Senior II.—Honors, Bobbie McCloy, 82; Marjorie McGugan, 76.

Junior II.—Honors, Thomas Essery, 81; Harry Colfax, 75; passed, Jack Colfax, 74; Donald McGugan, 70.

I.—Honors, Delmar Prior, 75.

Primer—Honors, Archie McGugan, 76; passed Edward Pearn, 74.

BLAMES THE MOVIES.

WINDSOR, Feb. 17.—In a speech before the Border Chamber of Commerce at the regular meeting today, Magistrate Gundy said the great majority of the serious crimes in the border cities were committed by youths between the ages of 17 and 22 years. He expressed the opinion that moving pictures had a great deal to do with the present state of affairs. The magistrate said he did not believe that the poolrooms had anything to do with it, as if young men did not go to the poolrooms they would frequent worse places.

ELECT MR. IRWIN AS A DIRECTOR

Mr. Ed. Irwin, of London, Elected a Director of the Ontario Equitable Life and Accident Insurance Company of Waterloo.

At the annual meeting of the Ontario Equitable Life and Accident Insurance Company at the head office in Waterloo on Monday, February 14, Mr. Ed. Irwin, London manager of the company, was elected a director.

This company occupies a unique position in the life insurance world, in that practically every agent is a stockholder of the company, and the services of the agency force were recognized by the appointment of one of the district managers to a position on the board.

The Ontario Equitable has a strong organization in the London district, with Mr. Irwin as manager and Mr. L. A. Cromwell as general agent.

A high-class Shoe for men; tan or black calf. One of the many styles we are showing at

$7.50

THE SEASON'S LOWEST SHOE PRICES

Maybe you have been waiting for a chance to get some extra good values in shoes. This is the best chance you have had.

We're giving some of the grestest Shoe values we have been able to offer for a long time. Most of them are J. & M. Shoes. You can get them way below par.

Johnston & Murray

LONDON :: ST. THOMAS

124 DUNDAS STREET | **THE PURDOM HARDWARE** | 124 DUNDAS STREET

Annual February Sale Still In Progress

This sale includes everything in our well-assorted stock of Hardware and Household necessities. Just seven days left in this month to buy. Mail and Phone Orders get our prompt attention. Community Silverware on sale at a great reduction

Special Sale of Grey Enamelware

GREY DISHPANS
Regular $1.75. Sale .....$1.17 each
Regular $2.25 Sale .....$1.36 each

GREY STRAIGHT PAILS
Regular $1.60 Sale $1.02
Regular $1.80. Sale $1.15

GREY SINK STRAINERS.
Regular 50c. Sale at 29c
Regular 80c. Sale at 52c

GREY MILK AND RICE BOILERS.
Regular $1.75. Sale 98c
Regular $2.00. Sale $1.20
Regular $2.50. Sale $1.49

GREY WASH BASINS.
Regular 60c. Sale ..... 36c each
Regular 65c. Sale ..... 42c each
Regular 75c. Sale ..... 49c each

GREY PRESERVING KETTLES.
Regular 75c. Sale 49c
Regular 85c. Sale 54c
Regular 95c. Sale 62c
Regular $1.10. Sale 72c
Regular $1.35. Sale 91c
Regular $1.50. Sale 98c
Regular $1.80. Sale.....$1.21

GREY WATER PAILS.
Regular $1.75. Sale 95c

GREY CHAMBER PAILS.
Regular $2.50. Sale .....$1.58 each
Regular $2.75. Sale .....$1.83 each

GREY POTATO POTS.
Regular $1.75. Sale $1.05
Regular $2.00. Sale $1.27

GREY LIPPED SAUCEPANS.
Regular 55c. Sale ..... 34c each
Regular 60c. Sale 37c
Regular 70c. Sale 43c
Regular 75c. Sale 48c
Regular 80c. Sale 54c

GREY STRAIGHT SAUCEPANS.
Regular 85c. Sale 57c
Regular $1.15. Sale 73c
Regular $1.25. Sale 82c

GREY SIDE-LID TEA KETTLE
Regular $2.50. Sale.....$1.63
Regular $3.00. Sale $1.83

GREY TEA KETTLES.
Regular $1.60. Sale 95c
Regular $1.80. Sale $1.10
Regular $2.00. Sale $1.35
Regular $2.25. Sale $1.55
Regular $2.75. Sale $1.65

GREY TEAPOTS.
Regular $1.15. Sale 73c
Regular $1.25. Sale 83c
Regular $1.35. Sale 90c
Regular $1.60. Sale $1.02

O'CEDAR MOPS
Small size ..... $1.25 each
Large size ..... $1.75 each

FOOD CHOPPERS.
Regular $3.25. Sale $2.63
Regular $3.50. Sale $2.93

WEATHER KING ROOFING.
1 ply. Regular $3.50. Sale $2.85
2 ply. Regular $4.00. Sale $3.20
3 ply. Regular $4.50. Sale $3.75

CLIMAX WALLPAPER CLEANER
Regular 25c. Sale 18c

SILVA PUTZ—SILVER POLISH.
Regular 40c. At 25c

The Wonderful Case Clincher Tire Tool.
Regular $4.75. Sale $3.48

HAND VACUUM WASHER.
Regular $2.00. At $1.49

English Pearl-Handle Butter Knives, Pickle Forks, Jam Spoons, Fruit Knives.
Regular $1.25. At 73c

AUTO WHEEL COASTER WAGONS
Regular $7.50. Sale $6.35

COLD BLAST LANTERN.
Regular $1.75. Sale $1.13

KING CUTTER CROSS-CUT SAWS.
5½ feet. Regular $6.00. Sale .. $4.40
6 feet. Regular $6.50. Sale ... $4.80

BUCKSAWS.
Regular $2.00. Sale $1.23

HOCKEY AND SPRING SKATES. "STARR" MAKE.
Regular $1.... Sale ..... 98c pair
Regular $2.00. Sale $1.23
Regular $2.25. Sale $1.48
Regular $3.50. Sale $2.48

SOLID BRASS ENGLISH CANDLESTICKS.
Regular $3.00. Sale $1.98
Regular $4.00. Sale $3.00

HORSE BRUSHES.
Regular 75c. Sale 33c

OLD ENGLISH FLOOR WAXER.
Regular $4.50. At $3.92

ENGLISH CARVING SETS.
Two-Piece. Regular $5 set. Sale $3.75
Three-Piece Set. Reg. $12. Sale, $9.00
Regular $16.50. Sale $12.38
Regular $18.00. Sale $13.50
Regular $25.00. Sale $18.75

Special Sale of Blue and White Enamelware

PRESERVING KETTLES.
Regular $1.00. Sale 61c
Regular $1.15. Sale 69c
Regular $1.25. Sale 76c

BLUE AND WHITE RICE BOILER
Regular $2.25. Sale $1.39
Regular $2.75. Sale $1.66
Regular $3.50. Sale $2.07

BLUE AND WHITE DISHPANS.
Regular $1.85. Sale $1.14
Regular $2.15. Sale $1.33
Regular $2.55. Sale $1.63
Regular $3.00. Sale $1.86

BLUE AND WHITE CHAMBER PAILS.
Regular $3.50. Sale $1.68
Regular $4.00. Sale $2.13

BLUE AND WHITE PUDDING DISHES.
Regular 45c. Sale ..... 26c each
Regular 50c. Sale 28c
Regular 60c. Sale 30c
Regular 65c. Sale 31c
Regular 70c. Sale 34c
Regular 75c. Sale 46c
Regular $1.00. Sale 64c

BLUE AND WHITE SPOONS.
Regular 30c. Sale ..... 18c each
Regular 35c. Sale 21c
Regular 40c. Sale 23c

TEA KETTLES.
Regular $3.00. Sale $1.83
Regular $3.50. Sale $2.07
Regular $4.00. Sale $2.13

BLUE AND WHITE KITCHEN BOWLS.
Regular 50c. Sale ..... 28c each
Regular 60c. Sale 37c
Regular 75c. Sale 44c

BLUE AND WHITE TEAPOTS.
Regular $1.75. Sale .... $1.03 each
Regular $1.85. Sale $1.14
Regular $2.00. Sale $1.23
Regular $2.25. Sale ..... $1.

BLUE AND WHITE POTATO POT
Regular $2.50. Sale ..... $1.43 each
Regular $2.75. Sale $1.53
Regular $3.50. Sale $1.77

BLUE AND WHITE SAUCEPANS.
Regular $1.15. Sale ..... 61c each
Regular $1.25. Sale 71c
Regular $1.50. Sale 81c
Regular $2.00. Sale $1.01
Regular $2.25. Sale $1.23

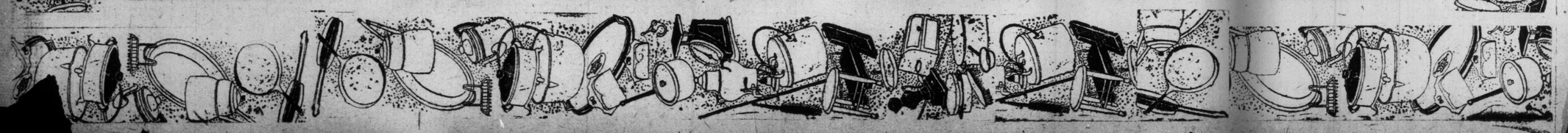
BLUE AND WHITE STRAIGHT-COVERED PAILS.
Regular $1.10. Sale ..... 69c each
Regular $1.50. Sale 93c
Regular $1.85. Sale $1.14

BLUE AND WHITE COFFEE POTS
Regular $1.80. Sale 98c
Regular $2.00. Sale $1.23
Regular $2.25. Sale $1.32

BLUE AND WHITE LONDON KETTLE.
Regular $1.75. Sale .... $1.03 each
Regular $2.25. Sale $1.33
Regular $2.75. Sale $1.72

SOLE AGENTS FOR CHI-NAMEL VARNISH.
124 DUNDAS STREET.

AGENTS FOR "BLUE BIRD" ELECTRIC WASHER.

The Purdom Hardware

ALSO AGENTS FOR BRANDRAM-HENDERSON PAINTS
PHONES 2800-2801