

DAY IN AND DAY OUT.  
Always the Same.  
Time does not change the uniform  
quality of ROWAT'S COFFEES.  
70c pound.  
T. A. ROWAT & CO.  
250 Dundas Street. Phone 3051-3052.

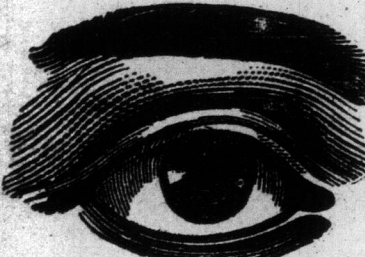


**DIAMONDS**  
Rings... \$8.00 to \$1,000.00  
Necklets... \$30.00 to \$800.00  
Bangles... \$5.00 to \$100.00

**C. H. Ward & Co.**

Diamond Merchants and  
Jewelers.

386 Richmond Street.



**The Importance**

Of wearing the proper glasses for protection purposes cannot be over-estimated.

When you use Sir William Crookes lenses as fitted by us you are sure of having your eyes properly protected.

**F. STEELE**

OPTICIAN AND OPTOMETRIST.

210 Dundas Street. Phone 712.

**GUARANTEED SPARK**

PLUGS, 2 FOR \$1.00

Vulcanizing and retreading the proper way.

**CLINGER**

LONDON'S RUBBER MAN.

246 Dundas street, near Waterloo. Phone 5124.

**For Bargains  
Special 20%  
Discount Sales**

All through the month of February on all lines of goods, also half price on many lines to lower stock.

Come early and avoid the rush.

**W. J. Wray  
& Co.**

234 DUNDAS STREET

**Taylor's Stomach and  
Liver Tonic**

Is composed entirely of vegetable ingredients. It acts as a powerful system tonic, as well as toning up the stomach and liver. Excellent for torpid liver and biliousness. 35c, 65c, and \$1.20.

**Taylor's Drug Store**

New Address

390 Richmond Street

Opposite Royal Bank.

Phone 594. Est. 1858.

Three Graduate Druggists.

**Sickness Insurance**

We can guarantee the best and cheapest and most liberal contract obtainable.

**THE DAVIS INSURANCE AGENCY, LIMITED.**

208 Royal Bank Bldg. Phone 776-2922

**Children Cry  
FOR FLETCHER'S  
CASTORIA**

**We Guarantee  
OUR  
Cannel Coal**

as the Best "Red-Ash" Cannel  
Procurable

**Anderson  
Coal Co.**

Phone 1391

**BROWN'S  
EYEGLASSES AND  
SPECTACLES**

Everybody wants his Glasses Right and wants them Promptly. The POWER of the lenses MUST be right. 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.

**Mid-Winter Examinations  
At London Conservatory**

The following are the results of the mid-winter examinations recently held by the London Conservatory of Music. Pass mark 65 per cent, honors 75 per cent, first-class honors 85 per cent.

**Pianoforte.**  
Grade 5—Pass—Ruth Shoenberg.  
Grade 4—Honors—Della Packham.  
Grade 3—First-Class Honors—Gwen Harding, Gordon Jackson, Honors—Helen Chapman, Ruby Pauls, Minnie Gardner, Harold Sowers, Nellie Telfer, Pass—Reba Crosson, Dorothy Dore, Ethel Henderson, Tilda Miller, Alice Spurgeon, Hymie Wilensky, Dorothy Young.

Grade 2—First-Class Honors—Marjorie Barnes, Annette Linton, Armand Man-ness, Edith Parkinson, Honors—Elizabeth Dewey, Alice Dobble, Marian Hodges, Wilhelmine Lind, Olivia Needham, Thelma Roberts, Alice Young, Pass—Clara Brown, Hope Cochran, Rita Dunham, Mabel Gleeson, Yerna Hall, Bessie Munroe, Gladys O'Neil.

Grade 1—First-Class Honors—Edith Bowie, Virginia Dyer, Helen Langford, Honors—Eva Adams, Olive Brumwell, Dorothy Buchanan, Frances Caverhill, Violet Davies, Pearl O'Dell, Grace Dunster, Sanford Granger, Harry Jones, Gladys McNair, Pass—Alice Jones, Laurene Milner.

**Singing.**  
Junior Singing—First-Class Honors—Irene Brown, Eva Sleith, Honors—Gertrude Clement, Laura Talbot, Elsie Teskey, Irene Walls.

**Theory of Music.**  
Grade 1—First-Class Honors—Jean Henderson, Honors—Nettie Jones, Pass—Agnes Harrison.  
Grade 4, History—First-Class Honors—Kathleen Collier, Dorothy Colyer, Nettie Jones, Winnifred Reeves, Mary Wales, Honors—Dorothea Coleman, Jean Henderson.

**RESOLUTION AGAINST  
PATRONAGE SYSTEM**

London Branch of Customs Officers' Association Elects Officers.

At a largely-attended meeting of the London branch of the Dominion Customs Officers' Association, held in the rooms of the chamber of commerce Monday night, the following officers were elected: Honorary president, O. H. Talbot; president, B. C. McCann; vice-president, John Farrell (St. Thomas); secretary-treasurer, H. W. Wooster; executive committee, P. C. Lewis, J. H. Kidner, R. Johnston, W. H. Down, Geo. W. Smyth, W. H. Murray (Strathroy), D. G. Gray (Parkhill), Geo. Marlett (Aylmer), G. P. Robinson (Galt), Wm. Jackson (Port Stanley).

Strong resolutions against the return to the patronage system were passed, and the secretary-treasurer will communicate the resolutions to members of parliament.

**T. M. A. DELEGATES.**

At a meeting of the Theatrical Mutual Association, held on Sunday afternoon for the purpose of appointing a delegation to attend the annual convention to be held at Toronto shortly, the following members were selected from nine nominated: Harry Floyd, Freddie Jackson, Harold Allister, Russell Courtney.

**CARUSO AT HOME.**

Caruso in your own home—at least as he sings to you from a Victrola record some of his choicest selections. "A Dream" as Caruso interprets it in his own splendid way, is one piece it is well worth possessing. You have it and many others in the Victrola Parlophone Ye Old Firm Heintzman & Co., Limited, 242 Dundas street, London.

**ALL ENJOYING  
THE ADVERTISER  
PUZZLE CONTEST**

\$2,500 Competition Appeals  
to Financier as Well as  
Other People.

**PROBLEMS ABSORBING**

The origin of the type of puzzle, which The Advertiser is presenting to its readers, furnished rather an interesting little chapter. Desiring to ascertain whether such a puzzle as is appearing in the present contest would excite interest, a problem was constructed and offered to the president of a well-known financial institution to solve. This man had also been a judge before engaging in the banking business, and he was asked to test out the proposition because he was regarded as a puzzle solver.

When one morning a number of years ago this man, who was known and generally addressed as "Judge," arrived at his office he found the representative who had been selected to present the puzzle to him waiting for him.

"Good morning," said the judge. "What can I do for you?"

"Count that," replied the representative, "and you can," and then hurriedly left the bank president's office. The representative knew the judge didn't believe in the word "if"; he was the kind of man who had prospered in spite of it.

In an hour or two the representative's telephone rang. "Say," the judge was talking, "I've counted that thing; what's the idea?"

"But you haven't figured it correctly," countered the representative; "try again."

Two hours later the representative's telephone rang a second time. "Well, I have gone over it several times again," it was the judge, "and sure enough I have got a different result."

"Better make another count," replied the representative, without the slightest idea himself what the correct solution was, and hung up his receiver.

Along late in the afternoon, and again at night, the judge called up the representative's office to say he had gone over his figures several times more, and was finally convinced he had the right number.

"I guess you are right, Judge. I really don't know what it is myself; I merely wanted to see if I was as full of business as you are would become interested in a little proposition of that character. Since you have shown so much interest I feel sure it's a good thing for the public generally. I thank you for your assistance."

The representative was gratified.

"But, you didn't put anything over on me, after all," the judge shot back.

Boys are crazy about "Mary's Ankles." —Advt. b

**Walking Oxfords  
of Exceptional  
Value**



**\$7.50 to \$9.00**

For walking and business wear. Comfort is a very essential thing, and you will find these Boots very easy on the feet—unusually restful.

These are dependably constructed of calfskin, tan or black. Very specially priced.

**JOHNSTON & MURRAY**

LONDON. ST. THOMAS.

I have had just as much fun figuring this story, which is literally true, may remind you that The Advertiser's puzzle is worth a little of your attention. Try it and see if it doesn't possess the same interest for you as the first puzzle did for the bank president. Also you may win one of the prizes in the \$2,500 contest.

Boys are crazy about "Mary's Ankles." —Advt. b

**R. A. M. EXECUTIVE  
SESSION HELD HERE**

Prominent Masonic Officers  
From Neighboring Juris-  
dictions in Attendance.

With Most Excellent Companion W. N. Ponton, Belleville, in the chair, the executive of the Grand Chapter of Royal Arch Masons of Ontario, met Tuesday evening in the local Masonic Hall. Reports submitted by Grand Treasurer George Moore and Right Excellent Companion Henry L. Smith showed that the royal craft was never so prosperous as at the present time.

Among those present from a distance were M. Ex. Comp. F. W. Harcourt, K.C., Toronto, M. Ex. Comp. Jerome L. Cheney, past grand high priest of the State of New York; Rt. Ex. Comp. Washington A. Russell, grand prior, journeyman, Grand Chapter, N. Y.; Rt. Ex. Comp. Henry W. Root, grand past rep. N. Y.; Most Ex. High Priest, Grand Chapter, N. Y. M. Ex. Comp. Charles J. Gray, grand high priest, Grand Chapter, Royal Arch Masons, Michigan; Rt. Ex. Comp. Charles A. Conover, grand secretary of Grand Chapter, and general grand secretary of General Grand Chapter of Ontario.



**LONDON  
OPTICAL CO.**

Richmond Street, Opp. Sav. Bldg. Phone 530.

# FIRE SALE

## PIANOS—PLAYERS—PHONOGRAPHS

SHEET MUSIC AND SMALL MUSICAL INSTRUMENTS

AT OUR NEW ADDRESS **121 DUNDAS STREET** Two Doors West of Cowan's Hardware.

Our stock of Pianos and Player-Pianos was completely destroyed in the disastrous fire which wrecked our building recently. Since then our piano business has been at a standstill, as we have been without a wareroom or stock. As March 1st is the end of our fiscal year we must have a record business to round out our last month. Therefore we are placing on sale Thursday, for the first time ever in London, one carload of new Mason & Risch Pianos and Player-Pianos at a reduction of from 15 to 25 per cent off regular prices. Sale ends Thursday, March 3.

Our Phonographs were more fortunate than the Pianos, and as a result we have to offer a limited number of machines of different makes, both table and cabinet models, at reductions of from 15 to 40 per cent. Easy terms, if desired, on both Pianos and Phonographs. Sale Positively Ends Thursday, March 3.

**Brass Musical Instrument  
Bargains  
TROMBONES**

Williams Slide Trombone, brass, regular \$45.00. Sale price .....\$28.00  
Boosey Valve Trombone, in brass, regular \$100.00. Sale price .....\$75.00  
Conn Slide Trombone, silver plated, regular \$100.00. Sale price .....\$75.00  
Cortois Slide Trombone, silver case, regular \$125.00. Sale price .....\$78.00  
Three only Leather Trombone Cases, regular \$30.00, for .....\$15.00

**CORNETS**

One only R. S. Williams Cornet, short model in brass, reg. \$50.00, for \$35.00  
One only R. S. Williams Cornet in brass, long model, regular \$50.00, for \$35.00  
**MILITARY BUGLES**, regular \$10.00, for .....\$5.00  
Two Altos, one Euphonium and one Circular Alto in brass, absolutely as good as new, 30 per cent off.

**FLUTES**

One only Haines Silver Flute, regular \$350.00, for .....\$219.00  
One only Haines Piccolo, regular \$175.00, for .....\$125.00  
One only Kohlert Flute, complete with case, regular \$45.00, for .....\$23.00

**SALE OF  
Player-Piano Music Rolls**  
All the Latest Hits While They Last  
**HALF PRICE**  
**MOUTH ORGANS**

Regular 75c to \$1.50. Sale price .....50c  
Regular \$2.25 to \$3.50. Sale price .....\$1.75  
Regular \$3.50 to \$7.00. Sale price .....\$2.50



**MASON & RISCH**

121 DUNDAS STREET

Two Doors West of Cowan's Hardware.

Store Open Evenings During Sale.

Our Piano Tuning Department is again prepared to accept Orders. Phone 1268.

**Small Musical Instrument  
Bargains**

One Violin, regular price \$18.00. Sale price .....\$9.00  
Two only Violins, regular price \$28.00. Sale price .....\$19.00  
One only Violin, regular price \$30.00. Sale price .....\$15.00  
One only Violin, regular price \$75.00. Sale price .....\$38.50

25 Violin Bows, reg. \$2.50, for \$1.25 10 Violin Bows, reg. \$7.50, for \$3.75  
25 Violin Bows, reg. \$3.50, for \$1.75 10 Violin Bows, reg. \$15.00, for \$7.50

**MUSIC CASES**, regular \$2.00, \$3.00, \$4.00 and \$7.00 ..... Half Price  
**METRONOMES**, regular \$6.50, for .....\$4.75  
**MUSIC STANDS** ..... Half Price

**MANDOLINS and UKELELES**

1 Martin Mandolin, reg. \$45.00, for \$22.50  
2 flat-back Mandolins, reg. \$45.00, for \$30.00  
1 flat-back Mandolin, reg. \$30.00, for \$20.00  
1 Banjo Mandolin, reg. \$35.00, for \$18.00  
1 Ukelele, regular \$14.00, for \$8.00  
1 Ukelele, regular \$22.00, for \$15.00  
1 Ukelele, regular \$12.00, for \$7.00

**SHEET MUSIC**

5,000 Copies Soiled Music, regular 45c, for .....10c  
All Standard and Operatic Music, as good as new ..... Half Price  
All Music Books ..... Half Price