

WILL ACT IN JUNE FOR EQUALIZATION

County Council Delays Move—Committee Will Be Named Today.

WHARTON IS BACKED

Councillor William Boler was very late, and Thomas Elliott did not show up at all at the evening session of the Middlesex council last night, and the promised "reading" of High Constable Wharton's salary failed to materialize.

Moera, Boler and Elliott were not satisfied with the report of the finance committee which dealt with the salary question at the afternoon session and sent it back for salary pruning.

The same report was read last night and passed without a murmur, owing to the absence of Mr. Boler. Spectators, who had expected flights of oratory, were doomed to disappointment as far as the salary question was concerned, but Mr. Boler had considerable to say about taxation in Westminster township and was finally brought to order by Warden McPherson.

Delay Equalization.

Equalization of the county assessment will not take place until the June session of the council.

On motion of Councillors Bevercraft and Pike, the equalization committee members were asked to name a committee of five to equalize the assessment of the entire county and to base it on the assessed values as shown by the different assessors' rolls of the municipalities, or other assistance they might deem necessary to make a fair valuation of every individual municipality and report at the June session.

The council also passed a resolution asking the government to withdraw the demand upon a mother's strength are many and severe; her own health trials and her children's welfare exact heavy tolls, while broken rest and much indoor living tend to weaken her constitution. No wonder that the woman at home is often indisposed through sick headache, backache, and nervous troubles. But varied as her health troubles are, the cause is simple, and relief near at hand. When well, it is good blood that keeps a woman well; when ill, she must make her blood rich to renew her health; and the nursing mother—more than any other—needs rich blood and plenty of it.

Say Others Menace.

Mr. Comfort stated that he had seen the demand upon a mother's strength are many and severe; her own health trials and her children's welfare exact heavy tolls, while broken rest and much indoor living tend to weaken her constitution. No wonder that the woman at home is often indisposed through sick headache, backache, and nervous troubles. But varied as her health troubles are, the cause is simple, and relief near at hand. When well, it is good blood that keeps a woman well; when ill, she must make her blood rich to renew her health; and the nursing mother—more than any other—needs rich blood and plenty of it.

Work and Worry Weaken Many Women

NEW HEALTH CAN BE HAD THROUGH

Dr. Williams' Pink Pills

They Give New Vitality—and more.

An Advertisement should be

1—Seen
2—Read
3—Believed
4—Understood.

OUTDOOR ADVERTISING

in this test gets **100%**

If your campaign for 1925 does not include this medium, we would be glad to present a definite plan.

C.E. MARLEY—LIMITED

HEAD OFFICE LONDON BRANCH WINDSOR

PAINTED DISPLAYS ELECTRIC SIGNS POSTERS

Outdoor Advertising Anywhere in Canada

Man Follows Wife In Death As Premonition Proves True

Canadian Press Despatch
Edinra, Jan. 29.—Preparations are being made here for the funeral of Adam Zilling and his wife, who died within a day of each other. Brooding over the death of his wife yesterday, Mr. Zilling this morning had a premonition that he, too, was to die soon, and he sent for a lawyer to draw up his will. At noon he suddenly succumbed to an attack of heart disease. The parents of Mr. Zilling died in the same manner. He was 62 years of age and his wife 55 years.

out the gravel strip on the East Delaware hill and to provide for such a strip either in the center or side of the proposed pavement on the West Delaware hill.

The council commended the department of highways for the abolition of the Lambeth-Delaware road opposite the dangerous deep open ditches through the drainage arrangements.

A. C. Hodgins, J. S. Cousins and County Clerk John Stuart were appointed a committee to audit high school accounts for the year.

Oust "Peanut King."
Byron village trustees won out in their fight to have "Peter the Peanut King" legislated off the road opposite the Amusement Park. The trustees lost two lawsuits against Peter, who sold gobbers on the north side of the Pipe Line road. The vendors on the south side of the road were paying fees to Byron for the privilege of selling, and it is said they refused to keep on paying unless Peter was removed.

The trustees came before the county council earlier in the week and declared that it was dangerous to children to allow hawkers on the road, and asked a bylaw prohibiting them from operating.

Councillors McDougall and Comfort championed the lowly Peter. Mr. McDougall thought that if the goober emperor was stopped from selling on the road, on account of the danger to the children, it was equally dangerous for the children to stand on the other side of the road and buy from the park peanut experts.

Winter Defends.
Austin Winter was the first to oppose Boler. He informed the deputy reeve of Westminster, that High Constable Wharton had only actually cost the county a little over \$400 last year, the balance being saved in fines and constabulary fees, which had been paid into the county treasurer.

"Mr. Wharton has given us good service. He has tried to help the people out of trouble and I can't support a motion for a \$1,000 cut."

as many as fifty people in front of these booths and declared he would be in favor of making the owners move the booths back off the road. The matter was put to a vote. The children will be protected for Peter lost out. William Boler led the forces opposed to Peter's activities.

The request of Councillor Tom Elliott for a grant of \$1,000 to fix up a bad road, a connecting link between London and Grand Bend in West Williams was defeated by the council. Those in favor of the grant when it came to a vote were J. M. Ross, William Ross, Tom Elliott, McNeil and Belding. William Ross declared that the road wasn't fit for cattle to be driven on. However, the rest of the council took the view that if the county helped one township with grants, all townships would be looking for them.

William Boler was all for reducing the high constable's salary, and moved that it be \$2,000 instead of \$3,000. He met with considerable opposition. The matter was sent back to the finance committee for consideration.

don't think he's any too well paid at the present time," declared Mr. Winter.

Councillor Cousins wanted to know how much had been collected in fines the year before. Mr. Wharton was appointed County clerk Stuart reported that the fines in 1923 amounted to but \$50. Under Mr. Wharton's regime, they had advanced to \$177.

"The high constable's salary is \$1,800 a year and not \$2,000," said A. C. Hodgins. "Mr. Wharton was allowed \$1,200 for travelling expenses. Nothing was said about a car. He could get one if he wanted to."

Service Given by FRANK M'LACHLIN

Guy Moore in Charge, and New Car Now Handled.

Service will now be given on Willys-Overland motor cars at the showroom and service garage of Frank M'Lachlin, 86 King street. Mr. M'Lachlin has been appointed dealer for this "most talked of motor car."

The service and will be under the management of Mr. Guy Moore, who hardly requires an introduction to motor owners in Western Ontario. Guy Moore and motor service are

S. S. S. STRONG'S SPRUCE SPECIFIC

A reliable remedy for coughs and colds—keep a 35c bottle at home.

STRONG'S DRUG STORE
184 DUNDAS STREET.

For Headache

BAYER

ASPIRIN

Proved safe by millions and prescribed by physicians for

Headache Colds
Pain Neuralgia
Toothache Lumbago
Neuritis Rheumatism

Safe Accept only "Bayer" package which contains proven directions. Handy "Bayer" boxes of 12 tablets. Also bottles of 24 and 100—Druggists.

Aspirin is the trade mark (registered in Canada) of Bayer Manufacture of Monacian-achester of Salicylicacid (Acetyl Salicylic Acid, "A. S. A."). While it is well known that Aspirin means Bayer manufacture, to assist the public against imitations, the Tablets of Bayer Company will be stamped with their general trade mark, the "Bayer Cross."

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MR. GUY MOORE Service Manager at Frank M'Lachlin's.

synonymous terms to many—he has been overhauling cars for ten years and his advice has been sought by many, in addition to lecturing to technical pupils.

Mr. Moore has just returned from Willys-Overland factory, where he has been posted upon the improvements recently made in the cars. See the new Willys-Overland at the Frank M'Lachlin Garage.

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Gala engagement at the Capitol theatre all next week of Douglas Fairbanks in "The Thief of Bagdad." Never before has this mammoth attraction been shown at such low prices. Matinee, adults 27 cents; children, 25 cents. Evening, adults, 50 cents; children, 25 cents war tax included. On Saturday morning a special matinee will be held at 10:30 for the children; admission 16 cents.

AMAZING CARNIVAL IS GIVEN BY LORD ROBERTS SCHOOL

Miniature Musical Comedy Presented By Children In Central Collegiate.

HUGE SPECTACLE

King Winter's Carnival, presented last night at the Central collegiate institute under the auspices of the Lord Roberts Mothers' club was one of the most amazing spectacles of its kind ever produced in the city. In reality, a miniature musical comedy, with choruses, dancing and singing, it was an ambitious undertaking for children of public school age. Yet the result would have done credit to any stage. The costumes were brilliant and colorful, the stage setting attractive, and solos and choruses well rendered.

Although the children have been in training but three weeks, they entered into their parts with assurance, and the result was exceptionally fine. The success of the carnival, which was presented under the patronage of Dr. Frank Bryant and the teachers of the school, was due to the excellent direction the children received from Mrs. H. E. Reason, president of the Lord Roberts Mothers' club, and Mrs. D. C. McNaughton, who convoked the costumes.

Gigantic Ocale.
The carnival is on such a gigantic scale and so elaborately presented, that the suggestion was continually being made by members of the audience last night, that it should be repeated on a larger stage and in a larger auditorium. Two hundred and fifty children took part during the evening and often the Collegiate stage was inadequate to give the numbers a proper setting.

King Winter's Carnival a fascinating musical extravaganza, brought the evening to a close. In this the undoubted stars were Harold Hunter as Jack Frost and Aileen Reason as Twinkle. There was a joyous sense of humor in Harold Hunter's interpretation of Jack Frost, the blustering winter sprite. He played the role with abandon and a true sense of the dramatic. His voice is pure and silver-toned.

Aileen Reason was a merry little Twinkle, graceful in every movement and dramatic in her acting. Her solo dance was one of the prettiest of the evening, and her singing voice is sweet and true.

Huge Pageant.
King Winter's Carnival, however, was but the closing number of the evening. The first part of the program took the form of a huge pageant, in which the characters of the nursery rhymes, the flowers, the fairies and animals all played their parts. For the most part the children were smaller. A remarkable thing about the whole production was the fact that every the tiniest child could be heard distinctly throughout the house, so perfectly did they speak their lines.

For form and beauty of presentation, the soldiers' chorus and sailors' chorus and the march of the Chinese lanterns stood out from the rest. Perhaps the prettiest scene of all was

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between acts, Mrs. Reason and Mrs. McNaughton were presented with flowers from the mothers' club and from the school children.

REFORE YOU SELL YOUR EGGS AND POULTRY GET OUR PRICES. C. A. MANN & CO. LONDON ONTARIO

THE CANADIAN Radio Receiver

—Is built in Canada with an understanding of Canadian conditions.
—It is capable of tuning out unwanted programs.
—Several London owners have listened to European concerts.
—Has tremendous volume, always under a smooth control.
—There is no uncertainty about tuning. Stations come in at the same place on the dial every time.
—It is the mechanism inside the cabinet that counts and not the polish on the case.

RADIO DEALERS, Merchants and Representatives wanted in every town in Ontario. Write, phone or call for demonstration or particulars.

REMEMBER you can trade in your old set on "The Canadian."

C. H. LANGFORD
258 CHEAPSIDE ST. PHONE 5653-J.

STORM SASH

SAVE FUEL—Keep out draughts and cold air, equip your house with the closest-fitting sash on the market.

Sizes up to 3 ft. 6 in. by 7 ft., delivered, fitted and painted, \$3.50 each; erected, 50c each extra. (We furnish glass if desired). These Sash will last as long as the building itself.

AGENTS WANTED
Phone 5374

STEEL SASH, LIMITED
583 BATHURST ST. LONDON, ONT.

Genuine GAS COKE

\$11.50 PER TON DELIVERED

\$10.50 Per Ton At Works

City Gas Co.

Phone 835 or 821W.

Mother!

Give Bilious, Constipated Child "California Fig Syrup"

Hurry Mother! A teaspoonful of "California Fig Syrup" now will sweeten the stomach and thoroughly clean the little bowels and in a few hours you have a well, playful child again. Even if cross, feverish, bilious, constipated or full of cold, children love the pleasant taste of this gentle, harmless laxative. It never cramps or overacts, contains no harsh, irritating or soothing drugs. Tell your druggist you want only the genuine "California Fig Syrup" which has directions for babies and children of all ages printed on bottles. Mother, you must say "California." Refuse any imitation.—Adv't.

Marlborough-Blenheim ATLANTIC CITY

The Leading Resort House of the World

It is particularly attractive, with its two blocks of ocean frontage, facing south on the sunny Boardwalk, during ATLANTIC'S FAMOUS SPRING SEASON, extending from JANUARY to MAY inclusive.

It has 600 private baths, each with sea water, and its exquisite music every night throughout the year, with special solo songs and features, is justly celebrated. White service in both American and a la carte dining rooms. Tennis, Rolling chairs, Golf, Horseback riding and other amusements in full swing. Weekly winter rates until end February.

Ownership management. JOSHUA KENYON & SONS CO.
Radio through W. P. G.

GRATTAN O'LEARY SPEAKS ON IRISH

Ottawa Man Declares Unity in Ireland Will Soon Be Accomplished.

Grattan O'Leary of Ottawa, speaking last night here on the Irish free state...

Of that controversial subject Sinn Fein, Mr. O'Leary said: "I hold no brief for the movement. I recognize that on the brow of some of the members rests the mark of Cain..."

AFTERNOON TEA HABIT PROVES PRICE BOOST

Judicious Advertising of Foreign Firms Is Boon to Trade.

Tea prices went up another notch in London recently and a steady rise during the forthcoming year is predicted by local wholesale grocers...

FISH THROUGH ICE. Fishing through the ice on another winter pastime was started at Port Stanley by many of the boys and men of the village...

Can You Solve An Easy Word Puzzle? \$2,000 CASH AWAY 90 Cash Prizes are offered FREE in the big VEROX popularity puzzle contest which commences February 16th.

PEOPLES LOAN & SAVINGS CORPORATION Head Office: 428 Richmond Street, London, Ont. Branch Office: 14 Sandwich Street W., Windsor, Ont.

Fifteen Hundred Shriners See Pilgrims Cross Sands

Come From Many Counties To Greet Seventy-Six Newcomers.

OFFICERS ELECTED

A. J. Smith Becomes Illustrious Potentate, Succeeding Jared Vining.

Seventy-six candidates for the Ancient Arabic Order, Nobles of the Mystic Shrine, completed a long and tiresome journey to the sacred city of Mecca last night.

More than 1,500 Shriners came to London yesterday for the great after-noon ceremony and business meeting at the Masonic Temple. It was one of the most successful and entertaining held in recent years.

From Many Places. From Brantford, Stratford, St. Thomas, Sarnia and Windsor, and, in fact, every center of this district, came the nobles.

The following candidates passed their initiation yesterday and were admitted to the mystic order last night: J. I. Brumpton, Port Stanley; Thos. Dunlop, Windsor; Cassius M. Grimm, Kingsville; Perry Wray Rice, London; John Wilfred Curtis, Kingsville; James Edward Gardner, Galt; Arthur Grant Fox, Ruthven; Gifford, Wayne, Garth, Kiser; Beverly Normore Walker, John Stark; William Harrison Kiser, all of Windsor; Charles Fox, Walkerville; Duncan G. Campbell, Chatham; Cornelius Buller, London; Frederick Winkless, Ford.

James I. Hodgins, London; Harold Russell Henderson, Woodstock; Fortunato Danpeto, John Albert Anderson, London; Jas. K. Mason, Embury; William H. Thomson, Alex. MacD. Ross, Allan Gideon Wilmut, Lionel C. G. Wood, James George Spencer, Lorne Winfield Letler, Woodstock; Harry William Munro, Embury; William Melbourne Tisdale, Old Union.

British Mails

The next mails for Great Britain and Europe will close as follows: Monday, Feb. 2, 10 p.m.—Letters and registered matter via S. S. France from New York, Feb. 4.

LIVING COSTS SHOW SLIGHT REDUCTION

Average Family of Five Can Now Live on \$20.90 Weekly.

According to statistics issued by the federal department of labor in the Labor Gazette, the cost of the weekly budget for the average family of five is now \$20.90.

It shows a slight reduction as the cost at the beginning of 1924 was given in the Gazette as \$21.23. The decrease has occurred in food cost, which was \$10.53 for December, as compared with \$10.78 in January, and in fuel and lighting, which was \$3.35, as compared with \$3.49.

Wholesale prices in Canada during 1924 fluctuated between 50 and 60 per cent, above the pre-war level. During the year they registered the highest and lowest figures since 1921. The index number for vegetable products (grains, fruits, etc.) was 139, in April, and 175.0 in December. The high level in 1924 was more than 22 per cent above that of 1923.

MANOR PARK STUDENTS FETE PARENTS, BOARD

More Than 60 Attend First Annual Banquet of Continuation School.

The first annual banquet given by the pupils and graduates of Manor Park continuation school in honor of the parents and school trustees was held last night in the school building, and was an unqualified success.

Over 60 were present at the banquet, including the Rev. J. S. Conroy, and Deputy Reeves Harvey Dair, and William Boler of Westminster township, and Rev. William Ross of East Williams, who were called on for speeches.

Station: Clifford Lorne Gray, London; David Logan, London; Garnet John Mead, Chatham; Burton Wellington Morrison, Tupperville; Charles M. McPherson, Hennein; George Park, Chatham.

Inc. 1892. The PEOPLES LOAN & SAVINGS CORPORATION Head Office: 428 Richmond Street, London, Ont.

TOWN PLANNING TO BE EXPLORED

Citizens Urged to Attend Meetings Next Week to Gain Vital Information.

The town planning commission of the city of London announce that the work in connection with city planning has advanced to a stage where public meetings can be held to obtain the co-operation of citizens.

A zoning bylaw has been prepared in which the city is to be divided into three zones and each zone is to be governed by a separate bylaw.

There are seven proposed districts, as follows: 1. Heavy industrial districts. 2. Light industrial districts. 3. First business districts. 4. Second business districts. 5. First residential districts. 6. Second residential districts. 7. Third residential districts.

The heavy industrial districts are practically unrestricted as to the use to which buildings may be put, and is intended primarily for the heavier or more objectionable industries—objectionable as to noise, smoke, etc.

The second business districts are intended to provide for corner drug stores, grocery stores, etc. in the residential districts. The first residential districts are intended for apartments, not exceeding four stories in height, exclusive of basements.

The manor height, exclusive of tower, chimney or first business district, is 35 feet. There are also regulations in regard to the percentage of the lot that can be occupied by buildings on the side lines of the lot for rear dwellings.

MANY LICENSE PLATES ARE BEING ISSUED DAILY

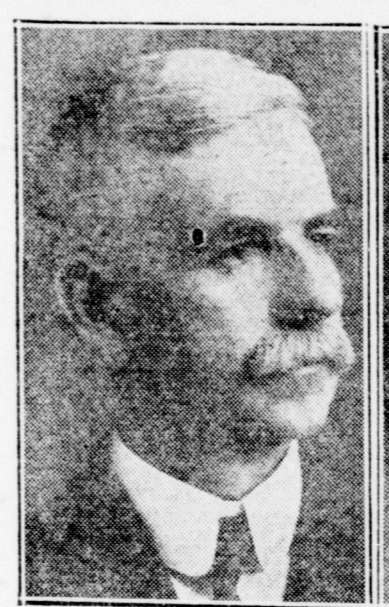
Londoners who own automobiles are purchasing license plates for 1925 at the rate of 200 a day, H. J. Childs states this morning.

CHARGE OF SCHOOL

Lieut. A. R. Roy of the Royal Canadian regiment station here will have charge of a provisional school of infantry which will be held by the department of national defence at St. Thomas for the next six weeks.

SOFT LONDON LIBRARY OPEN DURING AFTERNOON

Owing to popular demand, the south branch of the public library will remain open on Saturday afternoons. The south branch is the fastest growing of the branches.



SIX PROMINENT MOCHA TEMPLE OFFICERS.

EMPERESS AVE. PUPILS TO PRESENT GOBLIN FAIR

Elaborate Cinderella pantomime Will Be Given on Monday, Feb. 16.

Still another public school has a treat in store for the London public. This time it is the new Empress avenue school, which will present a elaborate Cinderella pantomime and attractive folk dances on the evening of Monday, Feb. 16.

POPULAR CONDUCTOR RELIEVED OF AILMENT

To be completely relieved of a serious eye trouble, which had persisted for six years, to at last thoroughly enjoy life in ways which he had almost forgotten, was the recent experience of Alex. Fitzsimmons.

FIRE-STRICKEN FAMILY AIDED BY LODGE EUCHRE

The euche and dance given last night by Harmony encampment No. 3, I. O. O. F., to aid a brother lodge member whose home was destroyed by fire a short while ago, was attended by over 200 persons.

SUNSHINE CLUB

The members of the Sunshine club of Trinity charter were entertained at the home of Mrs. A. J. Smith, Richmond street, recently when the evening was spent in progressive play.

RECEIVE TARGETS

A supply of English series landscape targets have been received at the local military headquarters. The new targets measure forty inches by five feet.



W. R. COOK TO SPEAK

German Army Men Convicted

Associated Press Dispatch. Brussels, Belgium, Jan. 31.—Convictions of German military men by default for crimes committed during the war continues.

A court-martial at Hainaut yesterday returned the death sentence against two Germans, sentenced to life imprisonment at the trial in 1919.

MONTH'S VACATION IS PLANNED BY BECK

Way on the statement of E. V. Buchanan, that lobby at Ottawa by private interests was antagonistic to hydro projects, saying merely: "I can't be drawn into any discussion of that kind, you know."

SOUTH LONDON LIBRARY OPEN DURING AFTERNOON

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PROVISIONAL LIEUTENANTS

The following officers have been made provisional lieutenants in the Kent regiment, 18th battalion, C. E. F.: Clifford Collop, P. B. Smith, J. McC. Johnston, W. H. Punched, G. O. Toward, J. P. Glendinning.

GUIDES APPEAR IN CEREMONIALS

Mrs. Stanley Wallace of Walkerville Completes Course With Demonstration.

"Guiding is the latest and most lasting order of chivalry, and the girl guides and boy scouts of the world are the greatest hope for world peace."



Mrs. Stanley Wallace of Walkerville Completes Course With Demonstration.

REWARD FOR LOOT PAID BY COUNCIL

County Body Decides by 18 to 9 Vote to Indemnify Inspector Bolton.

By a vote of 18 to 9, Middlesex county councillors this morning decided to pay License Inspector Walter Bolton the £100 the inspector expended for information which led to the finding of 5000 of loot stolen from the Belmont store of W. C. Barons and a Watford shoe store.

CLUB MEETS

The members of the Y-Knot club met at the Y. M. C. A. last night and enjoyed an evening of games.

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CHILDREN CRY FOR

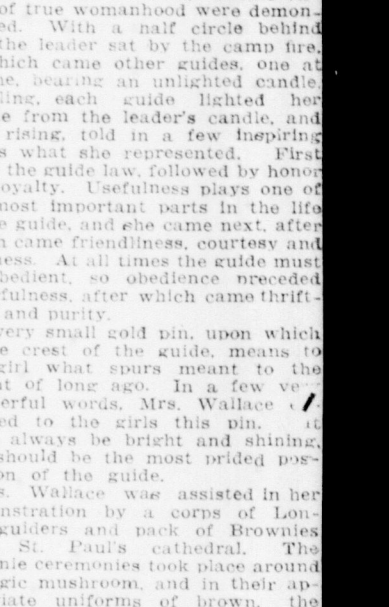
Fletcher's CASTORIA MOTHERS—Fletcher's Castoria is a pleasant, harmless substitute for Castor Oil, Purgative, Teething Syrups, especially prepared for infants in arms and Children of all ages.



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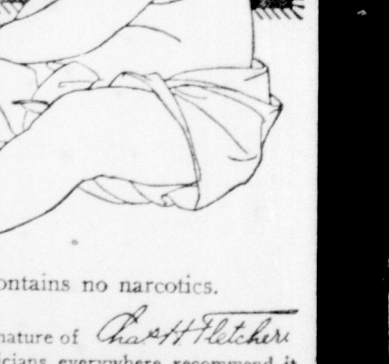
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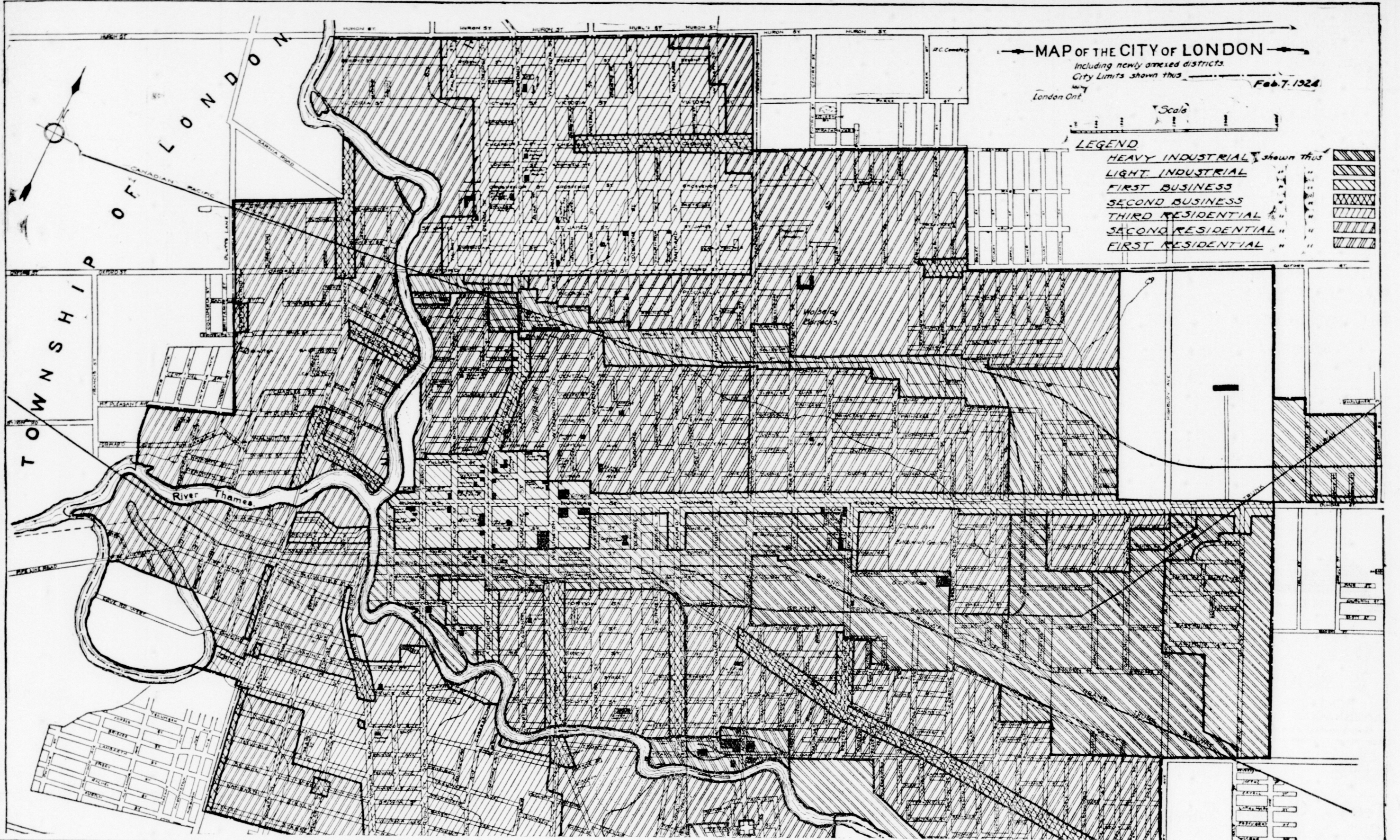
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Fletcher's CASTORIA MOTHERS—Fletcher's Castoria is a pleasant, harmless substitute for Castor Oil, Purgative, Teething Syrups, especially prepared for infants in arms and Children of all ages.



THIS MAP SHOWS HOW THE TOWN PLANNING COMMISSION WOULD DIVIDE LONDON INTO SEVEN DISTRICTS



PROPOSED TOWN-PLANNING BYLAW

City Council Will Be Asked to Approve Following Clauses, Dividing London Into Seven Zones—Every Property Owner Should Study This Plan

BYLAW NO.
CITY OF LONDON.
 The council of the corporation of the municipality of the city of London enacts as follows:

DISTRICTS OR ZONES.
 Section 1.
 1. For the purposes of this bylaw the municipality is hereby divided into seven classes or districts, namely:

- Heavy industrial districts.
- Light industrial districts.
- First business districts.
- Second business districts.
- First residential districts.
- Second residential districts.
- Third residential districts.

as hereinafter described and as shown on the map which accompanies this bylaw and which is hereby declared to form a part thereof.

2. The districts designated on the said map are hereby established on the coming into force of this bylaw.

3. Except as provided in sub-section 4 of this section, no building or premises shall be erected or used for any purpose other than a purpose permitted in the use district in which such building or premises is located.

4. (a) The provisions of this bylaw shall not apply to any land or building which on the day this bylaw was passed was used or erected for any purpose prohibited by this bylaw so long as it continues to be used for that purpose, nor shall the provisions of this bylaw apply to any building the plans for which have been approved prior to the date of the passing of this bylaw so long as when erected it is used for the purpose for which it was erected.

(b) In heavy industrial districts, light industrial districts and in first business districts, alterations and additions may be made to any building devoted to non-conforming use on the day this bylaw was passed, subject to the provisions of this bylaw as to height, building lines, area of occupancy and character of building, and such additions may be permitted to be devoted to such existing non-conforming use or to a similar use permitted in a district in which such non-conforming use would be a conforming use.

(c) In second business districts, first residential districts, second residential districts and third residential districts, a building having a non-conforming use and a building whose height and percentage setback from street or lot lines is less than, or whose character is below the standard of that authorized in the district in which it is located, when damaged by fire explosion, or of God, or the public enemy, to such an extent that the estimated cost of restoration exceeds one-half of the value of the building just prior to such damage, shall be considered as destroyed and shall not be restored except in conformity with the area, height and interval regulations governing the district in which such building is located.

(d) In second business districts, first residential districts, second residential districts and third residential districts, any building which at the date of the passing of this bylaw is made use of for any purpose which if thereafter established would be forbidden in such district under the provisions thereof, may not be put to any other non-conforming use.

5. No building, any part of which is used as a dwelling shall, except in conformity with the provisions hereinafter established and as to the area of the lot,

- cover more than 75 per cent of the area of the lot.
- No dwelling shall be erected on any alley, lane or street at a less distance from the line of existing buildings on the opposite side of such alley, lane or street, than fifty feet.
- No portion of a building, any part of which is used as a factory, warehouse or public garage, shall be occupied as a dwelling, apartment or lodging house.

6. Notwithstanding anything contained in this bylaw, municipal buildings and buildings for electric substations and telephone exchanges and their accessory buildings are permitted in every district subject only to the restrictions as to the building lines herein established and as to the distance from each side line as prescribed for the districts in which such buildings may be located, and also provided that no part of any such building shall be erected to a height above the curb level in excess of three times the distance that it sets back from the center line of any street bounding the block in which the building is located, nor shall the distance between the curb level at the center of the front of the building to the top of the highest point of the roof exceed 100 feet, but these provisions shall not apply to the erection of towers, chimneys or flues.

7. Notwithstanding anything contained in this bylaw, any building or structure which is used as a dwelling shall be reconstructed or structurally altered in conformity with the provisions of this bylaw, only if such building is thereafter to be used for a purpose permitted within such district provided that the interior of a building may be reconstructed or

converted or altered except for such local retail trade.

Amusement parks, dance halls, skating rinks, concert halls, theatres, motion picture houses, billiard parlors.

(b) The following specified purposes:

Acetylene gas manufacture; ammonia, chlorine, bleach powder, manufacturing asphalt, manufacturing or refining, blast furnace, boiler works, brick, tile or terra cotta manufacture, cement or plaster manufacture, rolling mill, smelting of iron, stockyards, storage or filling of screws, paper, rags or junk, tar distillation or manufacture, coke ovens, dye stuff manufacture, gunpowder manufacture or storage, lamp black manufacture, lime, cement or plaster of paris manufacture, petash refining, rolling mill, smelting of iron, stockyards, storage or filling of screws, paper, rags or junk, tar distillation or manufacture, tar roofing or tar waterproofing manufacture, wool beaming and scouring, yeast plant, those uses which constitute a nuisance or which may be noxious or offensive by reason of the omission of odors, dusts, smoke, gas or noise.

3. No building shall be erected in a light industrial district to a height in excess of three times the least distance from the center line of any street bounding the block in which the building is located, nor shall the distance between the curb level at the center of the front of the building to the top of the highest point of the roof exceed 100 feet, but this provision shall not apply to the erection of towers, chimneys or flues.

4. In a light industrial district, no building or group of buildings shall cover more than 15 per cent of the area of the lot, but except as otherwise herein provided, the first story of a building, if not exceeding 20 feet in height, may occupy the whole of any lot.

5. Except on the streets on which building lines are herein established, no part of any building shall be taller than 33 feet at any level from the center line of any street on which it faces.

6. In a heavy industrial district, no building or group of buildings shall cover more than 30 per cent of the area of the lot, but except as otherwise herein provided, the first story of a building, if not exceeding 20 feet in height, may occupy the whole of any lot.

7. In a light industrial district, no building or group of buildings shall cover more than 15 per cent of the area of the lot, but except as otherwise herein provided, the first story of a building, if not exceeding 20 feet in height, may occupy the whole of any lot.

8. In a heavy industrial district, no building or group of buildings shall cover more than 30 per cent of the area of the lot, but except as otherwise herein provided, the first story of a building, if not exceeding 20 feet in height, may occupy the whole of any lot.

9. In a light industrial district, no building or group of buildings shall cover more than 15 per cent of the area of the lot, but except as otherwise herein provided, the first story of a building, if not exceeding 20 feet in height, may occupy the whole of any lot.

10. In a heavy industrial district, no building or group of buildings shall cover more than 30 per cent of the area of the lot, but except as otherwise herein provided, the first story of a building, if not exceeding 20 feet in height, may occupy the whole of any lot.

(B) LIGHT INDUSTRIAL DISTRICTS. Section 3.
 1. The limits of the light industrial districts are hereby declared to be as follows:

2. In a light industrial district, a building may be erected and used without restriction as to the nature of its use, provided the same is not prohibited by any other law, regulation or ordinance, and provided also that the following specified trades, industries or uses shall be prohibited:

- Blood boiling, bone boiling, retorting coal oil, extracting oil from fish, storing hides, soap boiling, tallow melting, tripe boiling, slaughtering animals, tanning hides or skins, manufacturing sulphur, manufacturing gas, distillation of coal, bones, or wood, incineration or reduction of garbage, offal, dead animals or refuse,

converted or altered except for such local retail trade.

Amusement parks, dance halls, skating rinks, concert halls, theatres, motion picture houses, billiard parlors.

(b) The following specified purposes:

Acetylene gas manufacture; ammonia, chlorine, bleach powder, manufacturing asphalt, manufacturing or refining, blast furnace, boiler works, brick, tile or terra cotta manufacture, cement or plaster manufacture, rolling mill, smelting of iron, stockyards, storage or filling of screws, paper, rags or junk, tar distillation or manufacture, coke ovens, dye stuff manufacture, gunpowder manufacture or storage, lamp black manufacture, lime, cement or plaster of paris manufacture, petash refining, rolling mill, smelting of iron, stockyards, storage or filling of screws, paper, rags or junk, tar distillation or manufacture, tar roofing or tar waterproofing manufacture, wool beaming and scouring, yeast plant, those uses which constitute a nuisance or which may be noxious or offensive by reason of the omission of odors, dusts, smoke, gas or noise.

3. No building shall be erected in a light industrial district to a height in excess of three times the least distance from the center line of any street bounding the block in which the building is located, nor shall the distance between the curb level at the center of the front of the building to the top of the highest point of the roof exceed 100 feet, but this provision shall not apply to the erection of towers, chimneys or flues.

4. In a light industrial district, no building or group of buildings shall cover more than 15 per cent of the area of the lot, but except as otherwise herein provided, the first story of a building, if not exceeding 20 feet in height, may occupy the whole of any lot.

5. Except on the streets on which building lines are herein established, no part of any building shall be taller than 33 feet at any level from the center line of any street on which it faces.

6. In a heavy industrial district, no building or group of buildings shall cover more than 30 per cent of the area of the lot, but except as otherwise herein provided, the first story of a building, if not exceeding 20 feet in height, may occupy the whole of any lot.

7. In a light industrial district, no building or group of buildings shall cover more than 15 per cent of the area of the lot, but except as otherwise herein provided, the first story of a building, if not exceeding 20 feet in height, may occupy the whole of any lot.

8. In a heavy industrial district, no building or group of buildings shall cover more than 30 per cent of the area of the lot, but except as otherwise herein provided, the first story of a building, if not exceeding 20 feet in height, may occupy the whole of any lot.

9. In a light industrial district, no building or group of buildings shall cover more than 15 per cent of the area of the lot, but except as otherwise herein provided, the first story of a building, if not exceeding 20 feet in height, may occupy the whole of any lot.

10. In a heavy industrial district, no building or group of buildings shall cover more than 30 per cent of the area of the lot, but except as otherwise herein provided, the first story of a building, if not exceeding 20 feet in height, may occupy the whole of any lot.

(C)—FIRST BUSINESS DISTRICTS Section 4.
 1. The limits of the first business districts are hereby declared to be as follows:

2. In a first business district, no building shall be erected which is intended or designed to be used for the following specified purposes:

- Any use specified in sections 5, 7 and 8 of this bylaw as permitted in residential districts.
- Any one or more of the following specified uses:

Any retail store or stand where goods are sold or services rendered, or to the local trade, and where nothing is fabricated, manufactured,

Shoemaking and repairing.
 Stone or monument works, employing not more than two skilled workers.

Storage of foodstuffs, fodder, fuel or building material for local consumption only.

(d) A public garage or filling station, provided that no part of the storage space or workshop shall be nearer than 25 feet to any public street, and that all entrance driveways shall have an unobstructed width of at least 15 feet, and that not more than five rated horsepower is used on the premises. There shall be no opening in the side or rear walls or roof of such a garage within 15 feet of any side or rear lot line.

(e) Apartment houses.

No automobile commercial repair work, except emergency work, shall be carried on out of doors. Automobiles may be parked temporarily on any part of a lot.

3. No internal combustion engine shall be used, unless vibration be eliminated and it be equipped and operated with an effective muffler or silencer, so as to eliminate objectionable or unnecessary noise.

4. No building or premises shall be used for any trade, industry or purpose that is noxious or offensive by reason of the omission of odors, dust, smoke, gas or noise, or that is dangerous to public health or safety.

5. No part of any building shall be erected in a business district, to a height above the curb level in excess of three times the distance that it sets back from the center line of any street bounding the block in which the building is located, nor shall the distance between the curb level at the center of the front of the building to the top of the highest point of the roof exceed 100 feet, but these provisions shall not apply to the erection of church spires, belltowers, chimneys or flues.

6. In a business district, except as otherwise herein provided, a building may occupy the whole of the area of the lot for such of the stories, beginning with the lowest, as are used for business purposes only, but no building or story used for other than business purposes shall at any level cover more than 75 per cent of the area of the lot except that on a corner lot, 90 per cent of the area of the lot may be covered.

7. Except on the streets on which building lines are herein established, no part of any building shall be taller than 33 feet at any level from the center line of any street on which it faces.

8. In a first business district all buildings erected shall be of a second class or better, as defined in building bylaw No. 5430.

(D)—SECOND BUSINESS DISTRICTS. Section 5.
 1. The limits of the second business districts are hereby declared to be as follows:

2. In the second business districts no building shall be erected which does not in all respects conform to the provisions of section 7, relating to second residential districts, except that a building may be erected or altered to be used in whole or in part as a retail store, where goods are sold to the local trade or where nothing is fabricated, manufactured, converted or altered on the premises.

3. In a second business district, all buildings erected shall be of a third class or better, as defined in building bylaw No. 5430.

(E)—FIRST RESIDENTIAL DISTRICTS. Section 6.
 1. The limits of the first residential districts are hereby declared to be as follows:

2. In a first residential district no building shall be erected, with its usual accessories, arranged, intended or designed exclusively for the following specified uses:

- Any use specified in section 7 of this bylaw as permitted in residential districts, provided buildings devoted to such uses shall conform to the provisions of section 7.
- Apartment houses.
- The term "accessories" shall not include a business, nor any use which is objectionable or detrimental to the well-being or harmonious character of the neighborhood.
- A private garage or stable shall be deemed an accessory use.
- Single family dwellings designed for one family alone and having only one kitchen, may be erected singly, in pairs, in groups of not more than three or one above the other.
- No building shall be erected in a residential district to a greater height than four stories exclusive of basement.
- No building shall cover more than 60 per cent of the area of the lot or shall it be built within 25 feet of the rear line nor within 2 feet of either side line provided no part of any building except the corner, shall be at a less distance than 3 feet from any building and that the total width of side yards within the lot shall be at least 8 feet. It is also provided that a garage or other outbuilding may be built within 18 inches of the rear line and of the side line if not erected nearer to the street line than 60 feet, or by arrangement, two adjoining owners may erect such buildings with a common wall. The area of all outbuildings must not exceed 10 per cent of the area of the lot.
- In a second residential district all buildings erected shall be of the fourth class or better provided that buildings erected to be used as single family dwellings may be of the sixth class or better, as defined in building bylaw No. 5430.

(G) THIRD RESIDENTIAL DISTRICTS. Section 8.
 1. The limits of the third residential districts are hereby declared to be as follows:

2. In the third residential districts no building shall be erected, with its usual accessories, shall be erected to be used for other than the following specified purposes:

- A detached dwelling for one family or for one housekeeping unit only.
- Nothing in this sub-section shall prevent the occupant of a detached dwelling (if a professional person) from occupying one or more rooms as an office, providing there is no display of goods or advertising and no conspicuous sign.
- The term "accessories" shall not include a business, nor any billboard or advertising sign, nor any use which is objectionable or detrimental to the well-being or harmonious character of the neighborhood.
- A private garage or stable shall be deemed an accessory use.
- No building shall be erected in a third residential district to a greater height than three stories exclusive of basement.
- No building shall cover more than 30 per cent of the area of the lot.

Please See Page 6, Column

LONDON, ONTARIO, SATURDAY, JANUARY 31, 1925.

LONDON USED TO HAVE 4,000 HORSES

Back in The Days of The Village Blacksmith.

Blacksmiths and Liverymen fade in background of motor's march of triumph -- some continue with fair business--days of real pride and achievement gone.

By PURDOM LOVE. Illustrated by H. B. West.

Under the spreading chestnut tree The village smithy stands. The smith, a mighty man is he, With large and sinewy hands.

Where are the blacksmith shops of long ago? What has become of the "mighty men with large and sinewy hands?"

In other words, there will always be work for the expert blacksmith, the man who knows his job. This is the opinion of horsemen, who state that there are still 800 to 1,000 horses in London whose tootsies must be shod periodically, depending on the weather.

London today has eight blacksmith shops, where it had over a score 25 years ago. Each shop has its share of business, and while none of the proprietors is building mansions as a result of his profits, all are making a comfortable living.

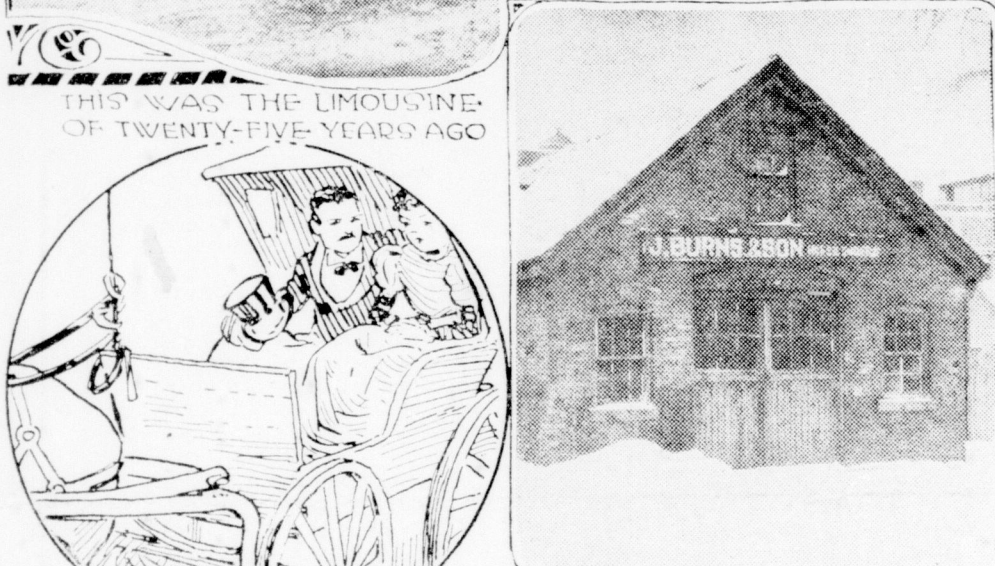
Maybe you doubt that there are 1,000 horses in the city, but as J. B. Cox, veteran hay buyer, says, "Figure it out for yourself." Transport companies such as the C. P. R., C. N. R., Dominion and Canadian express companies account for 100 horses of heavy type. The milkmen and the bakers of the city maintain 250 horses, and the coal dealers about 100.

Dotted With Shops.

London was dotted with blacksmith shops "in the good old days" when the town pump had to be thawed out on cold mornings. The first blacksmith shop in London, as far as old-timers can recollect, was built on Fullarton street by George Jackson, who did a roaring business back in 1845.

Days Worth While.

"Those were the days that were worth while," said Mr. Burns, recalling the past, as we perched on a bench out of reach of the flying sparks from his anvil. "My father and I would go out to the track and plate eight or nine horses, before dinner, for the afternoon races. We would change the galloping shoes for the racing plates, which weighed about 1 1/2 ounces. We got \$2.50 for a set of plates which were nailed right back to the heel to keep from spreading. Trotting horses were just starting to come in in those days. "All our shoes were made by hand at that time and we got five shillings sixpence for a set of shoes. My father made the pattern for the first plate nails used. We looked after all the stage horses running in and out of the city and it kept us pretty busy. The planked roads were hard on shoes, as you may imagine. There is one of the old planked roads still to be seen near Byron. It runs through the sanatorium farm and part of the planks are still left. "Jim Lane ran a shop at Dorchester, the nearest smithy to London then. There was quite a bit of traffic to Hamilton through Dorchester, and Jim was always busy. "Another road ran through Hall's Mills to Chatham. "Never heard of Hall's Mills," interrupted the reporter. "You know where Byron is? Well, that's it," resumed Mr. Burns. "There was Abernathy's shop in those days. It did a good business. William and James Dunbar shod the horses for the Great Western railway when Donald Currie



THIS WAS THE LIMOUSINE OF TWENTY-FIVE YEARS AGO

J. BURNS & SON

THE SMITHY OF "J. BURNS & SON" HAS DONE BUSINESS IN LONDON SINCE 1846

THE CAUSE OF A PETTING PARTY NOW AT USED TO BE GOOD OLD-FASHIONED SPARKING



LOUIS BURNS Blacksmith for fifty years

"JANUARY" AND "FEBRUARY" WERE A FAMOUS LONDON TEAM "FEBRUARY" WAS O.T.A. BUT "JANUARY" LIKED BEER.

Junk Man Won't Buy Cabs Which Costs \$900

How much would you give for ten cabs warranted to be in good condition and new, some 25 years ago, were worth \$700 to \$900 each? William Hunter, veteran London South livery proprietor, has ten such vehicles stored away and states that he has been offered \$100 by various junk dealers for them. "They insist, however, that I burn all the wood off before they will take them," said Mr. Hunter. "I just couldn't do it and still have the cabs on hand. Equipment worth \$9,000 in 1900 will bring but \$100 now. That gives you some idea of what the automobile industry has done to the livery business."

Count the Chestnuts. While conditions are "not too bad" in the cities (even Detroit), the motorized, has 18,000 horses), the village blacksmith these days is about as cheerful as Arthur Melghen. The village smith today, if he hasn't turned garage proprietor, has little to do except count the chestnuts on the tree that shades his shop from the sun. His business has been shot far beyond the clouds and is still going up.

Knew Good Horses. "Sir Adam knew good horses and bought and sold many splendid animals. At one time I think he had 80 to 90 horses in the old Robinson Hall barns, mostly high steppers which found their way to New York buyers."

Mr. Burns also recalled the fact that his father shod the team of horses that drew the carriage for the late King Edward when he visited here as Prince of Wales in 1869.

Pride of London. "She was a pretty animal and the pride of London in those days," declared Mr. Burns. "The Queen's Plate used to be run here every four years and, as I remember, London had a winner on four occasions. In 1876, Col. John Peters won the turf classic of Canada with Norah P. Two years later Col. Peters won with King George. Both horses were shod by us at the Newmarket track. Fannie Weston, owned by the Woodruff stable, headed the field in 1882, and in 1890 Kite String, owned by T. G. Hodgins, brought the honor once more to London. Ed. Bilton's Bay Jack and Harper were two other famous horses that we looked after."

Norah P. was a hard horse to train, Mr. Burns declared. "She had a bad habit of kicking and bucking every time a saddle was put on her back. "Ralph Birrell and Dick Stilson finally managed to solve the problem for Col. Peters," said Mr. Burns. "They led Norah P. down to the river and up to her depth in water. Then they

have been practically wiped out of existence by motor cars, but there is food for thought in the statement made by one well-known horse buyer of London that he has had to scour the countryside for horses needed by a city coal dealer.

The day of the horse is not over," he declares. "There is a demand for heavy horses right now and there always will be. Horses don't mean large garage bills. They don't break crankshafts. When a motor truck or car gets stuck in the mud or the snow, what do the drivers do? They send out an S. O. S. for a team of good old reliable Dobbins that settle down in their collars and pull those darn gas buggies out of the muck."

Livery Stable Days. Livery stables did not come into prominence until about 1875. The demand for hired horses increased in volume until 1902, when the "hunk honk" of the first automobile was heard. Over 400 horses could be hired in London 25 years ago, stable owners of that time state. The liveryman of 1900 could tell you as much about the night life of the city at that time as the taxi driver can unfold today.

London today has only one livery horse for every 15,000 people, but at that time of the 15,000 over there of hired horses, their owner Tom Maker, of Lyle street, declares.

"Why do I keep those horses?" asked Mr. Maker. "I really don't know. I don't make any money out of them, but I've been used to keeping horses for 37 years and it's a habit I can't give up. There is some demand for horses in the winter months, but for the most part we have kept busy since the summer with country driving, but they don't do much in the summer."

"Twenty years ago we got \$2 a day for a horse. Now we get \$5, and \$3 for half a day, that is when we hire them."

William Hunter and Robert Hueston are two other veteran livery stable owners. Mr. Hunter started in business on Teresa street 50 years ago with one horse. On May 24, 1881, the day of the Victoria disaster, Mr. Hunter started a bus service from Dundas and Richmond streets to London South. Trips were made every hour and it cost five cents a ride. Later on Mr. Hunter ran a bus to Hellmuth ladies' college.

"I made money at it, too," said Mr. Hunter. "I kept on buying horses until we had 29 in our London South stable. Later I took my son Ed. in as a partner and we opened another stable on Maple street, where we ran 50 more horses. Business was good until the motors started and then it gradually dropped away. We kept on selling horses and equipment until two years ago we were down to three horses."

Preachers used to provide a great deal of Sunday business for the liveries. Ministers as a rule weren't very good drivers, according to Mr. Hunter, and would allow the horses to wander all over the road. There was one exception to the rule in an Anglican minister, still in the city, who could handle a horse in approved style.

Couldn't Buy Enough. "Twenty years ago we couldn't get enough horses to supply the demand," declared Mr. Hunter. "There were lots of private dances and balls then. Some nights we would take in over \$100. We charged \$3 for a double trip. That is, we took our customers to the ball and then called for them at 3 or 4 o'clock in the morning. They had real dances in those times. "Half the business was renting buggies to

the young men about town. They all had their favor horses. Some liked a quiet horse that could be driven with one hand or could be trusted to amble along with the lines over the dashboard," chuckled Mr. Hunter. "Others liked a spirited horse that could step along at a good gait.

"Today I suppose the people would call those rigs 'petting parties.' I don't know. The boys generally drove up from 11 to 12 o'clock. Very few stayed out till after midnight, because the girls' parents wouldn't stand for it. The fathers and mothers were particular about the time their sons and daughters got home when the girls were out in the night."

Mr. Hunter purchased his first hack from John Coots, old-time cab driver. Mr. Coots drove the Prince of Wales when he visited London. "I bought the hack the prince rode in and the team, too," said the veteran liveryman.

Old-time liverymen included Tom Lloyd, Jim Marshall, John McAdam, Charlie Liley, Tom Trebble, and others.

The cab drivers of 25 years ago were legion. Including cabs for hire at livery stables, London could muster 100 cabs if need be. Heading the veteran cabbies was Bill Higby, who with the other cabsmen parked his outfit in the recognized cab stand of the day, stretching from the post-office along Richmond street to King. Bob Bates, John Gilligan, Ben Fieldhouse, Charlie Brouse, Hugh Sharkey, Mike Currie, Stephen O'Meara, Martin O'Meara, Matt Flaherty, Alex. Black, Jim Fallahie and the Depper brothers, Henry, Gus and Harold, could all be found on Richmond street in 1883 and for years later.

Oldest Hack in Town. Ben Fieldhouse had the oldest hack in town and was always to be found in front of Jimmie Smith's saloon near the post-office. Two well-known lawyers fought a battle one night for the honor of being driven home in Ben's chariot. It was more or less of an adventure to be conveyed in Benjamin's equipage, old-timers state, for one never knew when a wheel or shaft would break down.

Cabbies were always on familiar terms with their regular passengers. The late Sir William Meredith was being driven to the G. T. R. station one night when a piece of harness broke.

"Hey, Mr. Meredith, fish around in yer pockets for a bit of string, will you?" ordered the driver. Sir William obeyed, but found no string. A piece of the whip was requisitioned by the man on the box and the journey continued.

Travelers arriving at the G. T. R. station were puzzled one night because there wasn't a cab to be seen. Out on Brick street, four miles away every cab in London, and 50 buggies besides, lined the curb near the barn of Barney Skuse, where the premier cock fight of the year was being held.

"That was a great night," said one gray-haired citizen in relating the story. "Nearly every lawyer in town was present. One of the legal lights owned a cock called Lord Nelson, and he won a lot of money on that six-pound bird."

"On the way home we stopped at John Egan's place (the two-mile house) and drank everything in the place. From there we drove to Bill Hunter's hotel on the Pipe Line road, and ended up at Dick Sparrowhawk's my Green. The cock was striking 5 a.m. as I was over the York street bridge."

A story of old-time days would not be complete without mention of Joe Bilton, veteran pop manufacturer. Joe owned a famous team of horses called January and February. January would not be in favor of the O. T. A., for he liked his beer. February was temperance through and through. Whenever his owner stopped at a saloon, January looked for his glass of beer and he always got it, while February rolled his eyes.

After all, what automobile would do that for you? All an automobile can drink is gasoline.

Attractions at Theatres
Next Week

INTERESTING NEWS OF STAGE and SCREEN

What the Advance Man
Has To Say

FAMOUS "FAUNTLEROY" PLAY IS COMING HERE

Grand Books Stellar Company
to Produce Burnett
Masterpiece.

"Little Lord Fauntleroy," Frances Hodgson Burnett's famous play, will be the attraction at the Grand Opera House next Wednesday, Thursday, Friday and Saturday evenings and Saturday matinee.

most appealing stories ever staged and in dramatizing the novel, the author has produced a masterpiece in a very lifelike manner. We see the little lord, who is all boy despite his golden locks, spotted collar and velvet suit, get all roused up at times, much to the chagrin of his mother and the amusement of his stern old grandfather. We see "Dearest," the mother whose life is wrapped up in her son and willing to sacrifice everything so that her boy may have his rights, the stern old earl, his grandfather, whose axiom is "do right though the Heavens fall" at last succumb to the winsomeness of his little grandson, Mr. Hobbs the sports grocer, Mrs. McNulty the old apple-woman, and Dick the lovable bootblack, who were such great favorites of Cedric Errol that they made



Miss Elwyn Harvey, who plays "Dearest" in Frances Hodgson Burnett's famous play "Little Lord Fauntleroy," which comes to the Grand for four days, starting Wednesday night next, with matinee on Saturday.



Miss Mildred Gillars, who plays "Mina" in Frances Hodgson Burnett's famous play, "Little Lord Fauntleroy," coming to the Grand for four days, starting next Wednesday night, Feb. 4, with Saturday matinee.

GRAND

Mat. 2:15. TWICE TODAY Eve. 8:15.
THE BLACKSTONE
AMERICA'S MASTER CONJURER

20—PEOPLE—20 Two Double-Length Baggage Cars Required To Carry This Massive Production.
And Blackstone's "THE BIRTH OF FASHION" A Story of Wonderful Models Produced From Nowhere.

FREE Bunnies for the Kiddies at Today's Matinee. Evenings—25c, 50c, 75c, \$1. Bargain Mat.—25c and 50c

4 DAYS STARTING NEXT WEDNESDAY EVE. MATINEE SATURDAY

LITTLE LORD FAUNTLEROY

WITH LEONA WOODWORTH. THE DRAMATIC SUCCESS OF TWO CONTINENTS. NEW YORK CAST AND PRODUCTION. PRICES: EVENING—25c, 50c, 75c, \$1.00 and \$1.50. SATURDAY MATINEE—25c, 50c, 75c and \$1.00. 47 SEATS NOW ON SALE.



Evelyn Tierney and Cyril Rice Choose Gerhard Heintzman Grand Piano

MISS EVELYN TIERNEY, the distinguished Canadian soprano, has been lately returned from tremendous success in Europe. This gifted artist will be heard in recital at the Grand Opera House on Tuesday evening next.

MASTER CYRIL RICE, the phenomenal boy soloist, who sings in the "Little Church Around the Corner" in New York City, will appear in recital in the Central Collegiate Institute Tuesday evening next, Feb. 3rd.

For this engagement Miss Tierney has asked that a Gerhard Heintzman Grand Piano be supplied. This splendid instrument is her personal choice for her entire Canadian tour.

Master Rice, who has received tremendous success throughout his Canadian tour, has insisted on a Gerhard Heintzman Grand Piano for his concert here.

This is a decided tribute to a wonderful piano, a piano the product of three generations of master builders.

TICKETS ON SALE AT

Gerhard Heintzman, Limited
222 DUNDAS STREET
LONDON, ONT.



When Stomach "Rebels"

Instantly! End Indigestion, Gas, Heartburn, Acidity

Correct your digestion and quiet your rebellious stomach by eating a few tablets of Diapensin—anytime! Nothing else known relieves the distress of indigestion, gas, heartburn, flatulence, bloating or acidity so promptly—besides, the relief is pleasant and harmless.

Millions know the magic of "Diapensin" and always keep it handy to reinforce the digestion should the eat too much or eat something which does not agree with them. 50-cent packages guaranteed by druggists everywhere.—Advt.

At the Grand FUN FOR ALL THE FAMILY.

Twice Today, Matinee and Night—The great Blackstone, world famous magician, with an entirely new string of mysteries and wonders, capped by "The Vanishing Horse," featuring the disappearance of a real horse before the eyes of the audience. Bunnies will be given to the kiddies at today's matinee.

Next Tuesday Night Only—Concert.
Four Days, Commencing Next Wednesday Evening, Popular Matinee Saturday—The famous play, "Little Lord Fauntleroy," New York cast and production.

Coming Shortly—The musical comedy success, "Little Jesse James." Another big hit, "Charlot's Revue." New York cast.

CURIOSITY IS SECRET OF MAGICIAN'S SUCCESS

Profession Is a Stimulus to Progress, Blackstone Declares.

Blackstone, the popular magician, who is now showing at the Grand, has written the following articles especially for this newspaper.

By BLACKSTONE.
Curiosity is one of the most potent traits that flesh and blood are heir to. It is this ever present desire to know the why and wherefore that makes magicians solvent. Aside from the conjurer's provision of sheer entertainment I contend that our profession is a stimulus to progress. We want the appetite for knowledge. Minus that constant quest we would still be living in the stone age, and civilization would be unknown.

Dr. Frank Crane declares that the neomancer is a boon to society in that his art brings to mind that most of the so-called spiritualistic phenomena can be accomplished by purely scientific means. The professional magician is the foe of superstition.

In the large cities where several performances are played, it is not infrequent that men and women come back time after time in an effort to solve my illusions. Fortunately for my bank account, I have been able to maintain an aura of perplexity comparable with an income tax report. My ability to "keep 'em guessing" is my greatest stock in trade.

It is surprising the number of magicians, active and vicarious, there are. Mostly everyone is more or less interested in the art. Many can perform minor tricks, and are eager to learn more. There is an amateur magi in Ohio who built a theatre for his sole use. He has nearly \$100,000 invested in the playhouse and equipment, although he never has been on the professional stage. This is a typical instance of those who are devotees of the art, but are unknown to the public.

One of the greatest assets of our profession is that it appeals to the entire family, from youngsters to gray beards. Above all the entertainment is clean. It is seldom that we do not play to several clergymen and teachers at each performance. I believe that this freedom from dirt is one of the strongest stages in the foundation of my success.

BLACKSTONE TO CLOSE ENGAGEMENT TODAY

Wonder Show of the Famous Magician Continues To Thrill London.

Blackstone and his big wonder show will close his engagement at the Grand today, with matinee and night show. Because of the prominence of the star and the magnitude of his entourage, this is one of the most important local bookings of the entire year. Blackstone has confined his activities for several seasons past to the so-called legitimate playhouses.

Some doubt existed up until last night whether "the vanishing horse" would be shown as advertised. In order to properly accomplish the illusion, several structural changes in the stage had to be made. Manager Minhinick was loath to have his rostrum altered. Finally the advance representative of the troupe agreed to pay the expense of rebuilding any holes cut in the stage, and the local impresario relented. The result is that "the vanishing horse," as well as many other huge illusions will be staged in their entirety.

"WELCOME STRANGER" HAS NOTABLE CAST

Screen Version of Aaron Hoffman Play Coming to Loew's Monday.

"Welcome Stranger," which comes to Loew's theatre for a 3-day run next Monday, is the screen version of the great stage success of Aaron Hoffman. As a play, it ran for two consecutive years in Chicago and New York. In Chicago it broke both box office and consecutive performance records, and in New York enough people were turned away each night to fill another theatre.

James Young and Willard Mack adapted it for the screen. The cast includes Dore Davidson in the role that George Sidney made famous on the legitimate stage; Florence Vidor, Virginia Brown Faire, Noah Beery, Lloyd Hughes, Wm. V. Mong, Robert Edeson, Otis Harlan and others.



Loew's theatre on Thursday, Friday and Saturday. Monte Blue is starred in this big feature picture.

BEVERLY BAYNE AGAIN IS SILVER SHEET STAR

Will Appear in "Her Marriage Vow," Booked For Loew's on Thursday.

A most important announcement certain to be welcomed by screen followers throughout the country is that Beverly Bayne has returned to the silent drama as the feminine lead in "Her Marriage Vow." She appears opposite Monte Blue.

For the past few seasons, since her temporary retirement from the cinema field, the talented actress has toured the Orpheum and Keith circuits as a headline attraction. She has been resting in Los Angeles for several months. It was because of her individual style and her likeness to the part in "Her Marriage Vow" that she was finally induced to return to pictures in this important role.

Beverly Bayne will be recalled as one of the outstanding motion picture actresses of her time. In this new picture, besides Blue, the cast includes Willard Louis, Margaret Livingston, John Roche, Allan Forrest and Priscilla Moran.

"Her Marriage Vow" is a screen version of the renowned dramatic success of the same name by Owen Davis. It is to be seen at Loew's theatre on Thursday, Friday and Saturday of next week.

At Loew's

Today—Agnes Ayres in a story of a wife who had to marry the same man twice before she got him for good. "Tomorrow's Love," Pat Malley and Raymond Hatton are also in the superb cast. Our gang comedy and topics of the day. In vaudeville—A laughter-provoking farcical oddity, "Nine o'clock," with five men and one woman, and two other big super attractions.

Monday, Tuesday and Wednesday—"Welcome Stranger," from the great Broadway play by Aaron Hoffman, with Dora Davidson, Lloyd Hughes, Noah Beery, Florence Vidor and a supporting cast of all stars. Loew's comic creation, Loew's news of current events and three acts of supreme vaudeville.

Thursday, Friday and Saturday of next week—Monte Blue and Beverly Bayne in "Her Marriage Vow," a powerful dramatic photodrama which throws a fierce searchlight on the modern marriage middle. Loew's comedy topics of the day and three exceptionally good acts of supreme vaudeville.

Her Face Was Covered With Pimples

SHE GOT RID OF THEM BY USING BURDOCK BLOOD BITTERS

Miss T. Hunter, R.R. No. 8, London, Ont., writes:—"I wish to recommend Burdock Blood Bitters to all women who are suffering from pimples or any other facial blemishes. About two years ago I was greatly troubled with pimples and sores breaking out on my face, and could get no relief until, finally, a friend recommended me to take B. B. B. This I did, and I am now glad to say that your remedy has given me the desirable results, and I now have a nice smooth, clear skin, as it has eliminated all the impurities from my blood."

Get B. B. B. when you ask for it; it has been on the market for the past 46 years; put up only by The T. Milburn Co., Limited, Toronto, Ont.—Advt.



These famous stars all appear in a powerful matrimonial drama, "Her Marriage Vow," at Loew's on Thursday, Friday and Saturday.

LOEW'S

NOT ALWAYS THE BIGGEST SHOW, BUT ALWAYS THE BEST.
MONDAY, TUESDAY AND WEDNESDAY

"WELCOME STRANGER"



V-A-U-D-E-V-I-L-L-E

THURSDAY, FRIDAY AND SATURDAY
Are You Married To Your Wife or Business? See Two Big Favorites In a Favorite Big Picture

Monte Blue with Beverly Bayne

HER MARRIAGE VOW

CAST ALSO INCLUDES: Willard Louis, John Roche and Margaret Livingstone and others.

Loew's Supreme Vaudeville



To be given to the kiddies at the Blackstone popular matinee today at the Grand.

AMUSEMENTS
EVELYN
TERRELL
SONG RECITAL
GRAND OPERA HOUSE
February 3 at 8:15 p.m.

Sunday Evening
Concert
Capitol Theatre
AT 8:30
Under the auspices of the Municipal

BASKETBALL
TONIGHT
AT ARMORIES,
Intermediate Intercollegiate, 8 o'clock.

HOCKEY
NIAGARA FALLS
VS. LONDON
MONDAY, FEB. 2, AT 5:30 P.M.

A-R-E-N-A
TODAY
Skating Afternoon and Evening.
BAND AT NIGHT.

MEETINGS
Annual
Convention
The Ontario Brotherhood of Threshers

NOTICE
NOTICE IS HEREBY GIVEN that the
general annual meeting of the shareholders

BUSINESS OPPORTUNITIES
BEST TOBACCO and now stand
location in London, corner Richmond and

MALE HELP WANTED
GROW 25 ROOMS in your cellar
for 1000 sq. ft. of work space

FEMALE HELP WANTED
EXPERIENCED general servant for
family of two, no washing. Apply

HELP WANTED
\$500 A MONTH to distribute everyday
household necessities in rural and small

MEDICAL CARDS
BANCHART, DR.—Women's diseases,
surgery, Dundas St. E., London, Ont.

OSTEOPATHIC PHYSICIANS
COLES, C. W.—37 Hayman Court,
Queen's Ave. Hours, 11-12, 2-4, 7-8

BORN, MARRIED, DIED
BORN.
MANN—To Mr. and Mrs. W. C. Mann,

IN MEMORIAM
POSTER—In loving memory of our
dear daughter, Mildred E. who died

CHIROPODY
BEATTIE, MISS—Graduate chiropodist,
Tatlow and Fullerton. Tel. 3027W.

REAL ESTATE
A LIST of properties for sale. List your
properties with the well-known agent,

FARMS
CLIENT will buy Improved Saskatchewan
farm, part cash, balance on 3 years

ROOMS TO LET
SEVEN-ROOM house, modern conveniences,
Apply W. G. R. Bartram, 59 Dundas St.

LEGAL CARDS
BARTRAM, W. G. R.—Barrister, notary,
etc. 59 Dundas St.

RADIO
GET your radio and supplies at
Aston's Store, 627 Dundas St. Phone

WANTED TO PURCHASE
OLD GOLD and silver jewelry, watches,
etc. Bought by J. Feeney, 12 Market

CHIROPRACTIC
DR. A. W. MACPHEE, Dominion Savings
Bldg., chiropodist, osteopathy and

OSTEOPATHY
CATON, DR. H. V.—has removed to 38
Adelaide St., between Dundas and

FOR SALE
APPER CHRISTMAS clearance sale of
ladies' and children's hats. Miss

FOR SALE
SHEERLOCK-MANNING Piano (Walnut
case) exchanged in on a
Sherlock-Manning Player Piano.

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A FINE selection of used cars on our
showrooms floor, open and closed

AUTOMOBILES
MIDDLESEX MOTORS, LIMITED,
London's Ford Dealer,
Tatlow St. at Queen's Ave.

AUTOMOBILES
WILLYS-KNIGHT COUPE,
DODGE ROADSTER,
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AUTOMOBILES
WILLYS-KNIGHT sedan, driven only
3,200 miles. Five cord tires, 2 bumpers,

AUTOMOBILES
AUTO TOPS, body trimmings, slip covers
and glass inlucres. London Auto

AUTOMOBILES
AUTO REPAIRING,
HAVE your repair work done at the
Windsor Highway Garage, Carbon

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MUSICAL INSTRUCTION
ALFRED W. ANDERTON, organist St.
John's Anglican church, Vocal, piano,

AUTOMOBILES
ARCHITECTS & SURVEYORS
FARNCOMB, F. W.—Civil engineer,
surveyor, 307 Dundas St. Tel. 252

BUSINESS CARDS
FARMERS, ATTENTION!
We repair all makes of implements,
Superior Machinery Company, Ltd.,

BUSINESS CARDS
MARINELLO system for faces, scalps,
chiroscopy, removal of warts, freckles,

BUSINESS CARDS
BUILERS AND CONTRACTORS,
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TAILORING AND REPAIRING,
DRESSMAKING of all kinds and goods
made over at your own home if desired.

BUSINESS CARDS
PERSONAL
ALGER'S HEALTH BREAD, nature's
pure food for the human body. Phone

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FUNDS available for first mortgage
loans, first mortgages purchased.

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MOVING AND STORAGE
BILL DRAY—Thinks moved, 25c up.
Phone 869W, 46 Hume street.

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INSURANCE
GUNN, G. M. & SON, Limited (George
Gunn, manager) 45 Adelaide St.—Fire,

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REAL ESTATE
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Fire, Life, Accident, Marine, Plate

Sunshine Will Come Again
So Get Ready For a Busy Spring
There are wonderful Building
Prospects for this coming
Spring.
Houses, Flats, Rooms and Apts.
Will be in great demand for a
Time. List your vacant property
Now in The Advertiser Classified
Section—because it is only
Natural that new arrivals and
People who have planned to
Move will—
Look in The Advertiser
Just Phone 3670—Ask for Want Ad. Dept.

The London Advertiser

LONDON, ONT., SATURDAY, JANUARY 31, 1925.



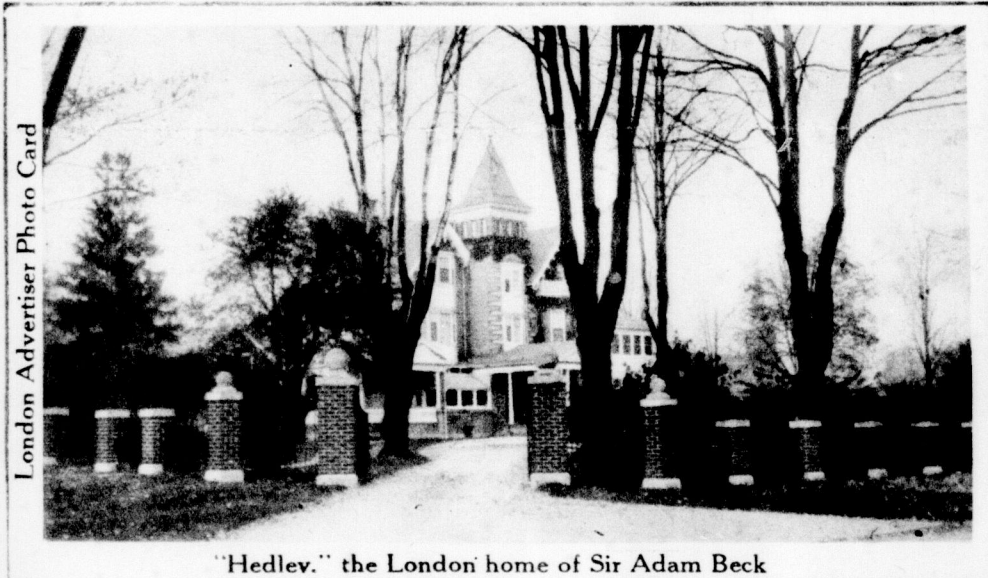
A glimpse into the London of yesteryear is afforded by this rare sketch owned by A. G. Watson of 726 Dundas street. The picture shows Dundas street, looking west from Wellington street, back in 1842



Miss Isabel C. Armstrong, of Ottawa, formerly of London, women's organizer for the Liberal party



Miss Helen Little, charming daughter of Mr. and Mrs. Arthur Little of London, and one of the youthful dance hostesses of the mid-winter season



London Advertiser Photo Card

"Hedlev," the London home of Sir Adam Beck

Another postcard to cut out



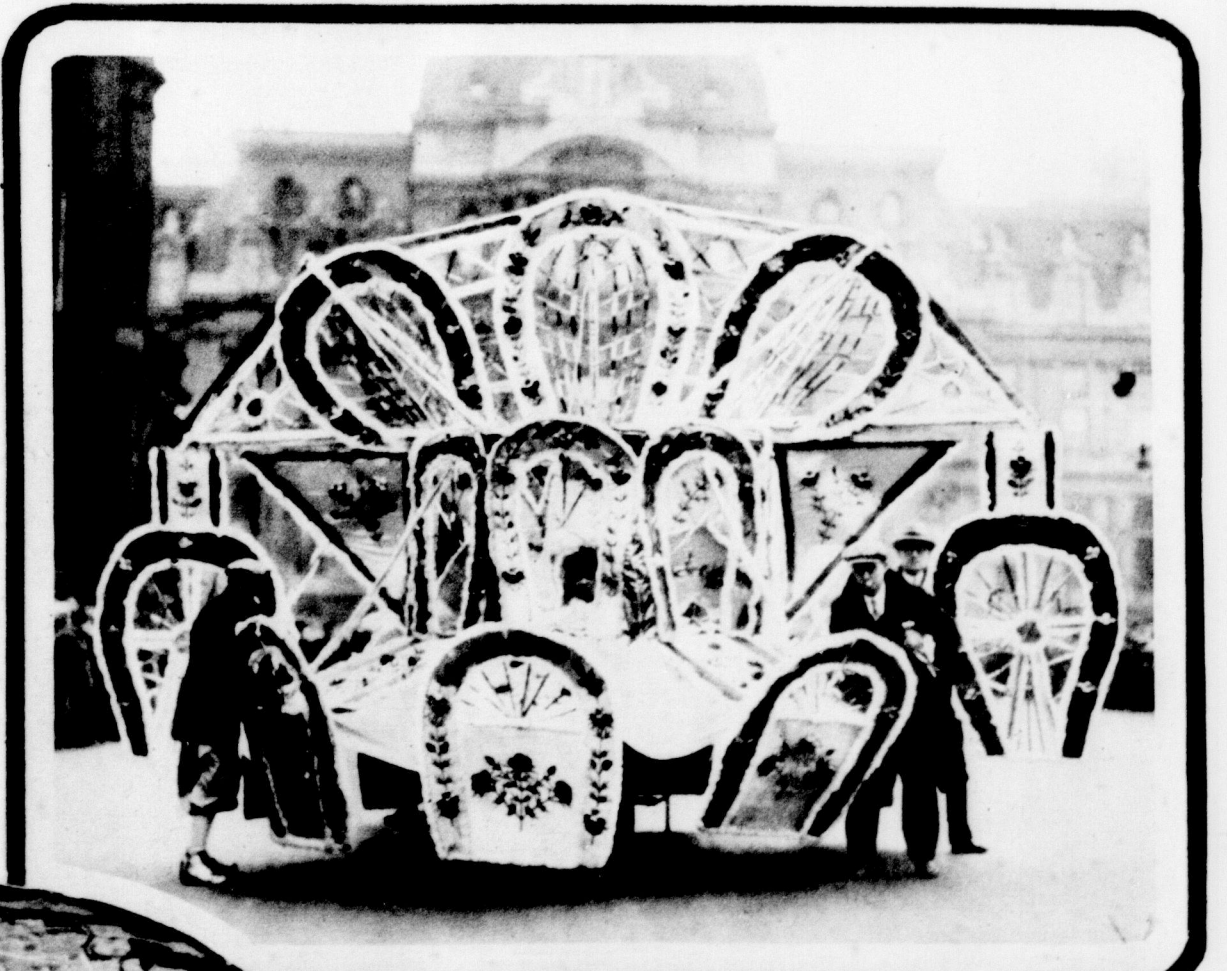
Siegrid Holmquist at Lake Placid



What is the outdoor girl wearing? Here are some ideas



An elaborate evening costume of cocoa brown chiffon velvet



The winning fancy club exhibit in the Annual Mummies' Parade in Philadelphia



"Follies" girls romping through a dance in the snow — real snow — in New York's famed Central Park



Francis and Hubert Howard, sons of Sir Esme Howard, British ambassador to the U.S., sailing for England, second class, "because we're schoolboys"



She's not pretending to be a country maid—Mlle. Fitch really owns and operates this chicken farm at Nangis, France



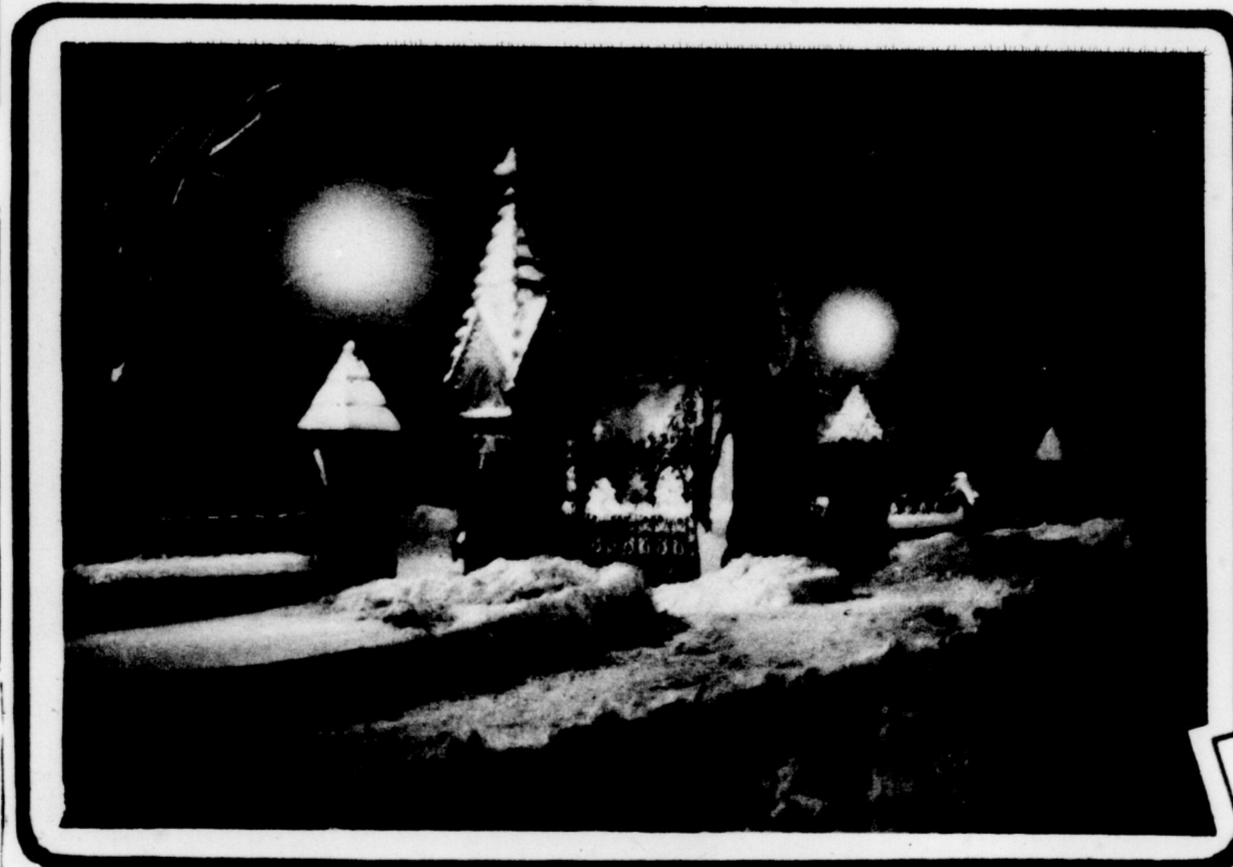
Statue of Laddie Boy, famous White House pet of the Harding administration, molded from newsboys' pennies by Basha Paeff. It was for Mrs. Harding, had she lived



What faith they have in the wonderful Mr. De Wolf Barton! A Placid Lake picture



Frances Alda, Metropolitan Opera prima donna, singing over the radio for the first time

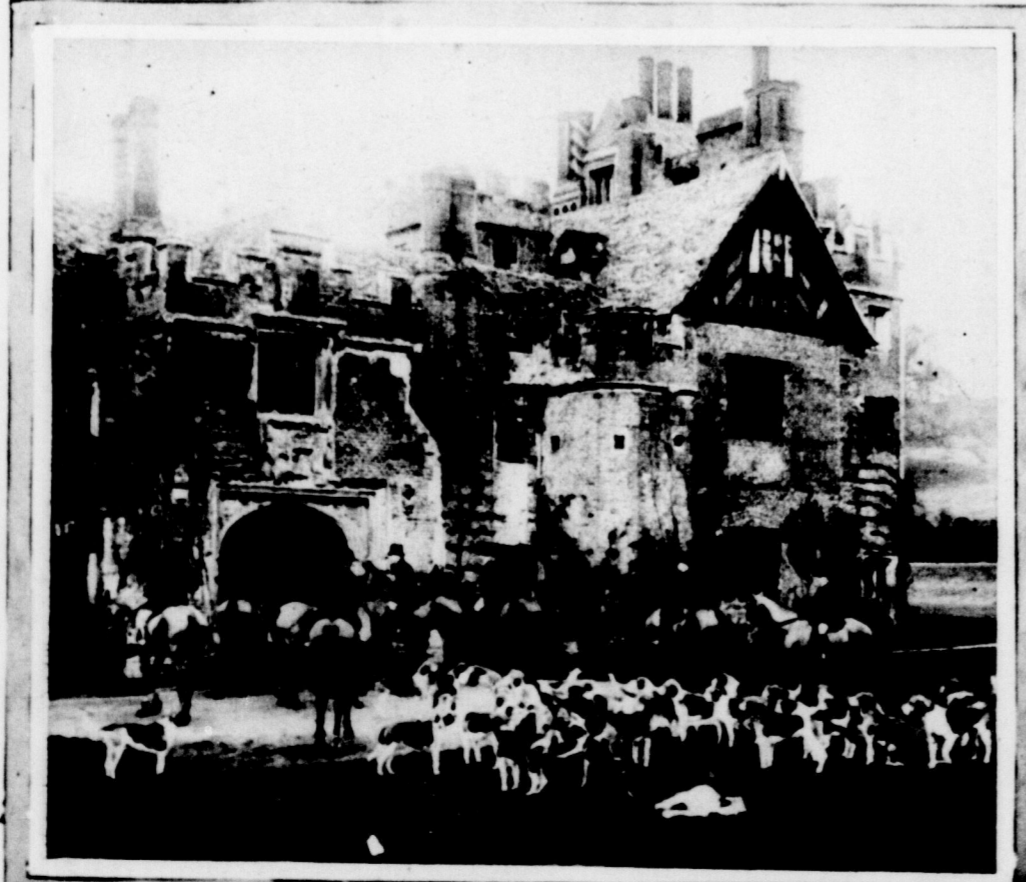


A midnight photograph of the entrance to the Parliament Buildings, Ottawa



The world-famous sculptor, Jacob Epstein, lives life of a hermit in a cottage, while working on the Hudson Memorial for Hyde Park, London

While a High Park constable is directing traffic, or at other duty, his horse strolls over and watches the skaters



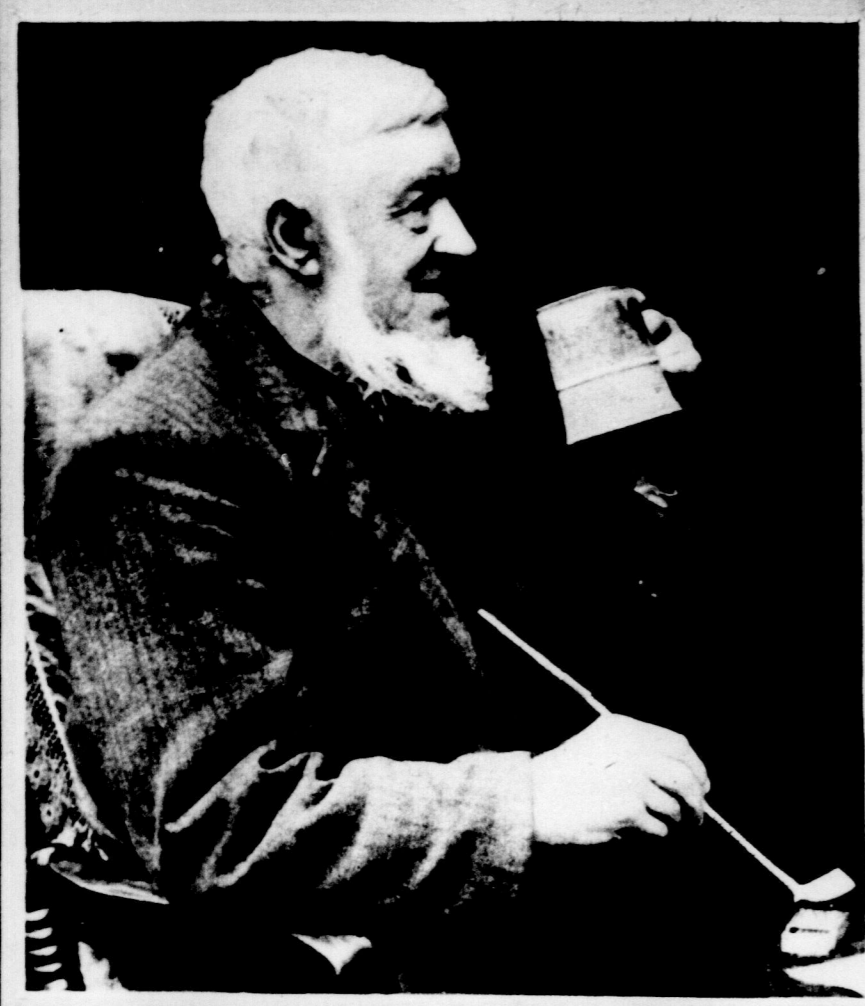
The Warwickshire Hunt meeting at Compton Wyniates, a historic English place, owned by Lord Northampton



King Alfonso of Spain does some broadcasting



An attractive spring coat of green and tan newvella cloth



With his pewter of cider and his friendly pipe all's well with the world



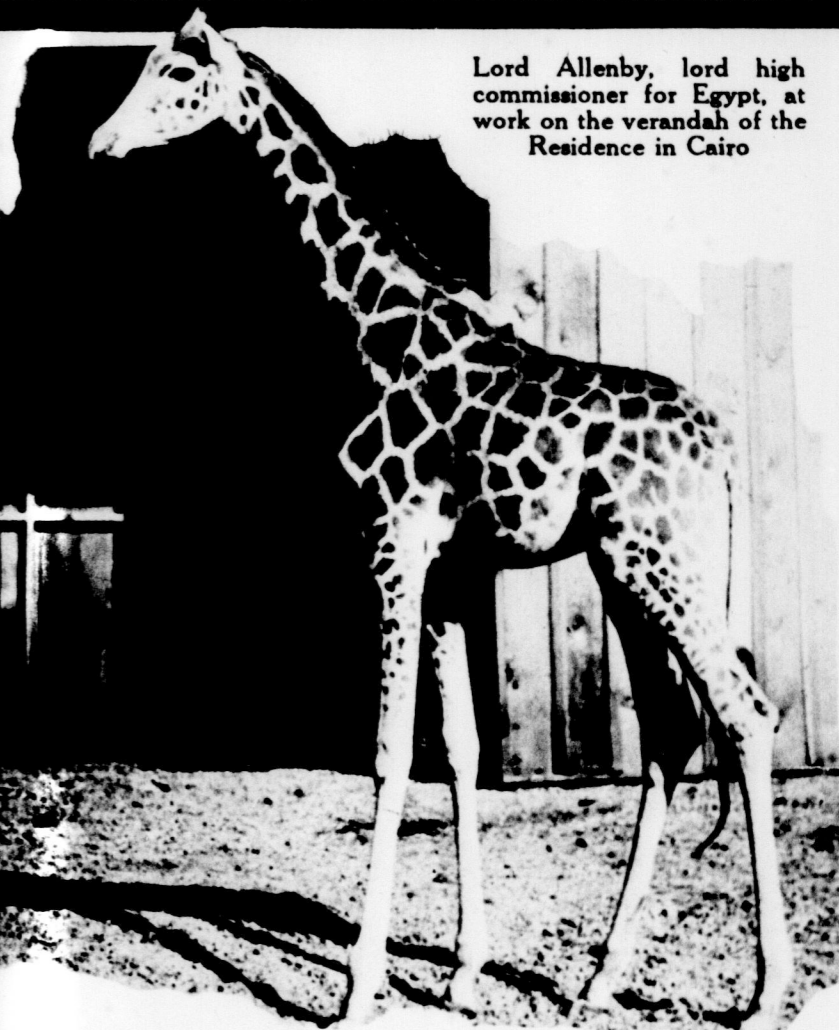
This odd little car, with an airship model above, was used as a vote-getter for the National Democratic party in the recent German election



Lord Allenby, lord high commissioner for Egypt, at work on the verandah of the Residence in Cairo



Spain's favorite prima donna, Ofelia Nieto, of the Royal Opera, Madrid, and her favorite pet



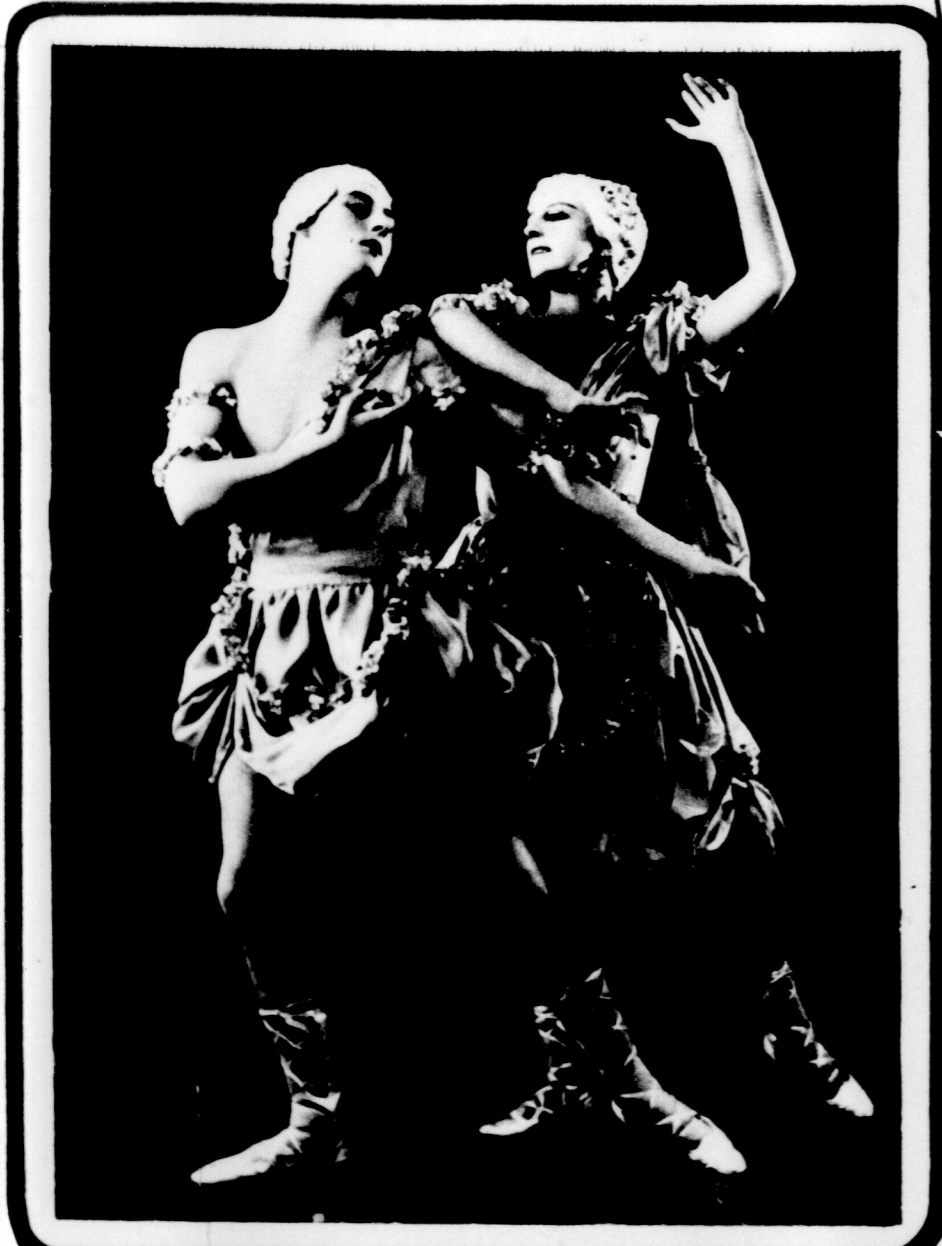
The smallest woman in the world greets the tallest animal, at winter quarters of the Barnes Circus, Los Angeles



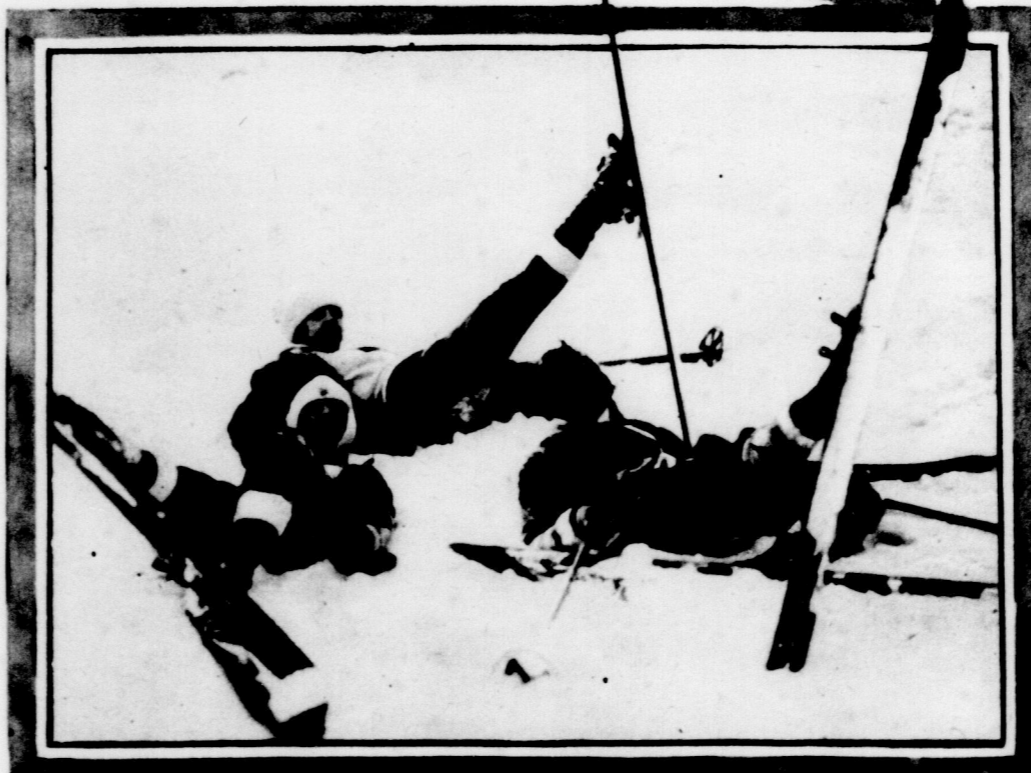
A children's window—a banking innovation at the Mission Savings Bank, Los Angeles



Oriental motifs in the new spring hat models from Paris



M. Anton Dolin and Mlle. Lubov Tchernicheva, as Aphrodite and Hyman, in the Russian ballet, "The Faithful Shepherdess"
—Copyright, Hasbano, Limited, London



A cross-word spill



A modern cliff dwelling—a house being built on steel stilts by Cleveland Walcutt of New York on the steep bank of the Hudson river, which will command a wonderful view



A Cleveland public school claims the record with eight pairs of twins and a set of triplets



This spring hat is of lanvin green taffeta edged with georgette and trimmed with pastel stems



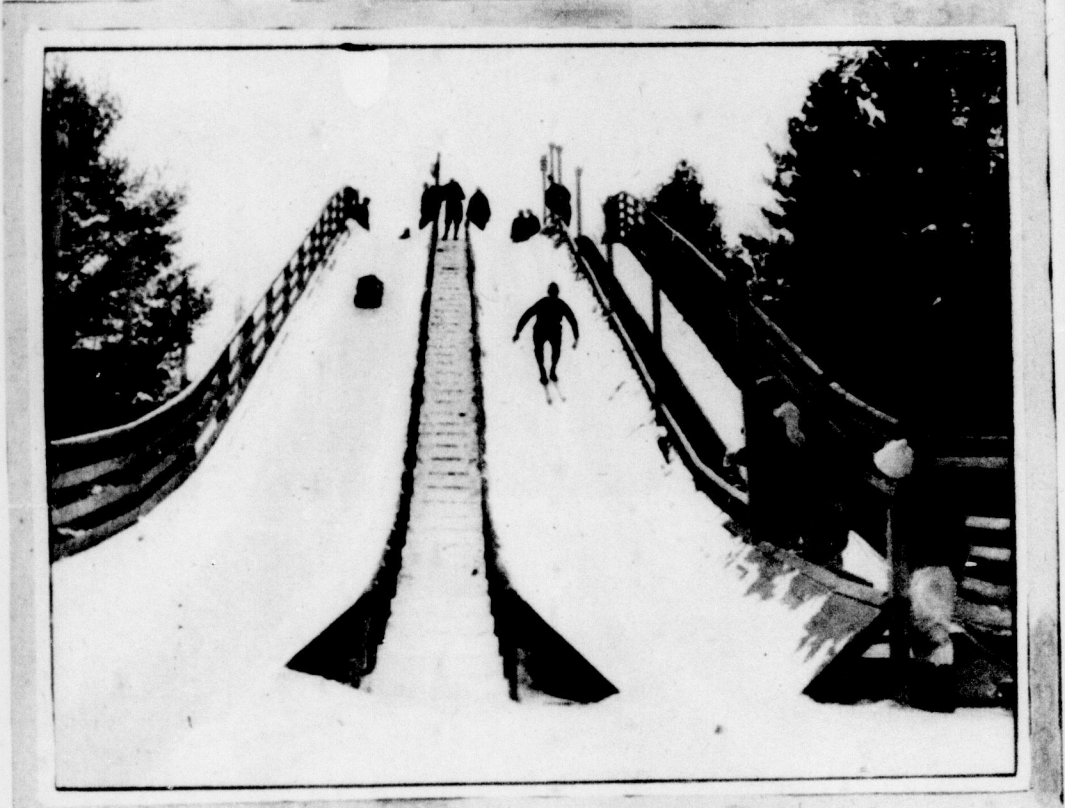
First woman to conduct a first-class orchestra in America, Ethel Leginska, pianist and composer, rehearsing the New York Symphony before her recent Carnegie Hall performance



Hungary's first president, Count Michael Karolyi, in New York to see his wife, who is ill there



A rich ensemble of brunette crepe and brocaded satin, with heavily beaded skirt, sash and scarf



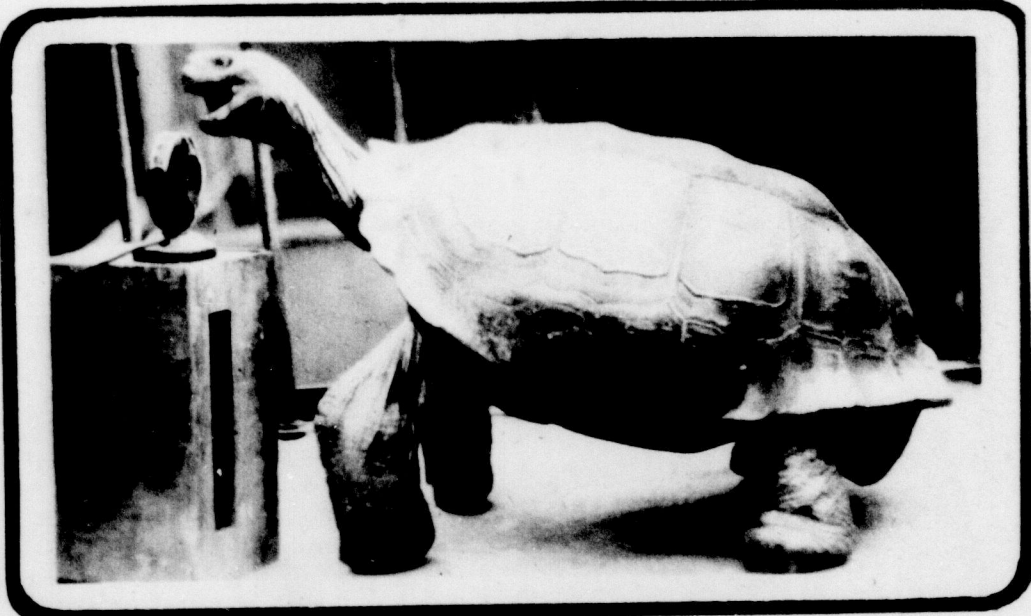
A daring ski jumper beats a toboggan down a slide



Not a vegetable or a flower, but a marvelous ocean creature, the compass jellyfish



Miss Catherine Flanders, age 15, Manchester, New Hampshire, swims every day of winter. This picture was taken on a zero day



Bringing the jungle to the home. The giant turtle of New York Zoo takes its turn with the other animals in broadcasting a radio program



Harold Lloyd's little daughter, Gloria



The "radio girls" who brighten a new European revue



To harness India's Niagara. The gorgeous Cersoppa Falls on the Sharavali river will be turned to power uses

FOR SALE 255 TALBOT ST. Roofing of all kinds at special prices. J. A. BROWNLEE Hardware and Sheet Metals.

BUILD IN THE SPRING Our service is at your disposal. Plans, estimates and supplies. R. H. SMITH LUMBER CO. Phone 2285 W. 11 Erie Ave.

GET OUR PRICES ON Storm Sash and Doors GEO. H. BELTON LUMBER CO., LTD. RECTORY STREET AND CAN. PHONES 117-115

THE LONDON ADVERTISER CLASSIFIED ADS. Standardized and indexed for Quick Reference. Phone 3670.

IMPORTANT AUCTION SALE OF ANTIQUE FURNITURE AND ORIENTAL RUGS AT 389 Clarence Street THURSDAY, FEBRUARY 5

TENDERS \$18,000 TOWNSHIP OF WESTMINSTER 5% DEBENTURES. Sealed tenders invited for the purchase of the above debentures.

Bankrupt Stock Sale LONDON MOTORS BLDG. KING STREET - LONDON. Having purchased the equipment, etc., of the London Motors Co. Ltd. for sale at the above plant all the tools, machinery, stocks, etc.

DOUKHOBORS IN WEST PLAN BIG TRADE HERE Will Bring \$100,000 in Business To Western Ontario Yearly.

BELCOURT URGES RACES TO DROP FUSION DREAM Quebec Senator Tells "Bonne Entente" That "Melting Pot" Cannot Serve Canada—Urges Efforts Be Directed Toward Union Rather Than Absorption.

URGE CO-OPERATION IN DEVELOPMENT WORK Canadian Press Despatch Montreal, Jan. 30.—The visit of the huge delegation of Ontario's most prominent citizens to the sister province of Quebec for the purpose of fostering closer relationship between the two largest provinces of the dominion and bringing into harmony the aspirations of the two races of Canada was brought to a close tonight by a monster banquet, at which was heard the leaders in the public affairs of Ontario and Quebec and also men prominent in the life of the dominion at large.

DR. HARVEY CLAIRE superintendent of the Ontario hospital, Toronto, who is leaving to join the staff of the Homewood institute at Guelph.

NEW YORK CUT OFF BY SEVERE STORM Worst Traffic Jam in Thirty-Five Years Is Suffered By Metropolis.

BANKRUPT STOCK SALE LONDON MOTORS BLDG. KING STREET - LONDON. Having purchased the equipment, etc., of the London Motors Co. Ltd. for sale at the above plant all the tools, machinery, stocks, etc.

ARE YOU AT HOME? Do you feel a spirit of welcome meet you when you enter the house where you are rooming? Or does your weekly rent simply secure you four walls and whatever furniture you need for your bodily comfort?

ROOMS TO LET—FURNISHED. AT 1212, a comfortable room, in real home.

STORING VITAMINS The average healthy person stores up within the body several days' supply of essential vitamins. This explains why a well-nourished person of any age is less susceptible to germ-infection than those who are malnourished.

Scott's Emulsion is a safety-factor that helps keep you well-nourished. A very little used daily to complement the regular diet, activates with essential vitamins and helps build resistance.

BAKER'S Caracas Sweet Chocolate Is a fine eating Chocolate Slip a cake in your pocket if starting on a long walk.

W.P. sauce finds that lost appetite CORNS Lift Off—No Pain!

FREEZONE Doesn't hurt one bit! Drop a little "Freezone" on a itching corn, instantly that corn stops hurting, then shortly you lift it right off with fingers.

DEMAND "PHILLIPS" MILK OF MAGNESIA Accept only genuine "Phillips" the original Milk of Magnesia prescribed by physicians for 50 years as an antacid, laxative, corrective.

SPECIAL EVANGELISTIC SERVICES will be conducted in Hamilton Road Gospel Hall By Messrs. Garnet and William Thomas of Wales Sunday, 7 p.m. Week Nights, 8 p.m. COME EARLY AND BRING YOUR FRIENDS.

INTERNATIONAL BIBLE STUDENTS' ASSOCIATION Christ's Return Soon Manifest You are cordially invited to hear a lecture on this topic by C. Roberts, of the lecture staff, International Bible Students' Assn. HYMAN HALL, 3 P.M., SUNDAY, FEBRUARY 1.

FIRST PRESBYTERIAN Corner Dufferin Avenue and Clarence Street. TWO SPECIAL PREACHERS — HEAR THEM! 11 a.m., THE REV. D. N. McCAMUS. 7 p.m., THE REV. DR. LAIRD OF TORONTO.

King Street Church W. R. McIntosh, D.D., Minister. 11 a.m.—"Shrinking from a Great Experience." 7 p.m.—"The Sin Without a Name."

Church of Christ (DISCIPLES) DUNDAS AND ELIZABETH STREETS EVANGELISTIC SERVICES AT 11 A.M. AND 7 P.M. EVANGELIST J. H. WELLS Don't miss hearing his message in Sermon and Song.

EGERTON STREET GOSPEL HALL 7 p.m.— Mr. Garnet Thomas of Wales will preach.

First Congregational Special Preacher, REV. F. A. STEVEN Morning at 11. "How to Appreciate God" Evening at 7. "Christ's Words at the Last Day." Sunday School and Bible Class at 3 p.m. EVERYBODY WELCOME!

Wortley Road Baptist "The Church with a Message" REV. R. J. MURPHY, B.D., Pastor. 11 a.m.—"Working Out Salvation" 3 p.m.—Bible School. Come along 7 p.m.—"Running Back To God." COME!

ANGLICAN. ANGL. JAN. ST. PAUL'S CATHEDRAL Rector: THE VERY REV. DEAN TUCKER, D.D., D.C.T. Assistant: REV. GILBERT O. LIGHTBOURN, M.A.

Cronyn Memorial St. James' Church Queen's Avenue and William Street. (No Communion Service) 11 a.m.—Morning Prayer. 3 p.m.—The Church School. 7 p.m.—Evensong.

METHODIST LETHODIST ASKIN ST. METHODIST REV. J. E. J. MILLYARD Minister DR. J. H. SMITH Organist and Choirmaster

CENTENNIAL METHODIST 850 DUNDAS STREET EAST. 10 a.m.—Fellowship. 3 p.m.—Sunday School. 6:45 p.m.—Song Service. 7 p.m.—The Minister, "THE COST OF NOT BEING A CHRISTIAN."

DUNDAS STREET CENTRE REV. JOHN GARRUTT, Minister. 11 a.m.—Subject: "AN URGENT LIVED BIBLE." 7 p.m.—Subject: "FAITHFULNESS."

FIRST METHODIST REV. J. BRUCE HUNTER, B.A., B.D., Pastor REV. E. W. JEWITT, B.A., Assistant Pastor

RIDOUT ST. METHODIST J. A. AGNEW, Pastor. Residence, 87 Walsby Ave. 11 a.m.—Holy Communion and reception for new members. 7 p.m. Subject: "THE GREAT CONTESTS OF LIFE."

Empress Ave. Church Colborne St. Methodist J. E. Chapman, B.A., Pastor. 10 a.m.—Bible Study. 7 p.m.—Brotherhood Night. Male Choir. "The Coming of the Kingdom of God."

Wellington St. Church Rev. Geo. J. Waits, B.D., Pastor. 10 a.m.—Fellowship meeting. 7 p.m.—"Making a Virtue of Necessity." 6:45 p.m.—Song Service.

CHRISTIAN SCIENCE CHRISTIAN SCIENCE FIRST CHURCH OF CHRIST, SCIENTIST, Richmond and Kent Streets. Sunday, 11 a.m. and 7 p.m. SUNDAY SCHOOL, 11 A.M. For students up to the age of twenty. Sunday, February 1. "LOVE" Wednesday Meeting, 8 p.m. Including testimonies of healing through Christian Science. ALL ARE CORDIALLY INVITED!

NORTH AMERICAN LIFE MAKES HUGE STRIDES

Insurance Company Announces Big Increase In Dividend To Policyholders.

During the year 1924 the 44th in the history of the North American Life, the company made great strides forward in all branches of its business. The policies issued and revived amounted to \$26,239,954, a very substantial increase over the figures for 1923, and the total business in force has now reached \$126,625,049, which is a high level in the company's history.

For 44 years the North American Life has represented the highest ideals in liberal treatment of policyholders, and the fact that over \$600,000 was paid during 1924 as profits on policies is ample proof of how well this reputation is deserved.

Due to the expansion of business in 1924, the company's assets now total \$27,000,000, composed for the most part of the soundest and safest bonds and other guaranteed securities.

Investments have always been restricted to the highest class of securities, and it is a notable achievement that an advance of nearly \$2,000,000 was made in the total assets. A feature of the North American Life has always been its high surplus fund. This year this amount is over \$4,500,000, more than ever before.

ALLIED BONDS

Table listing Allied Bonds with columns for Sale, High, and Low prices.

Grain Markets

Table listing Grain Markets including Chicago Grain Futures and Winnipeg Grain Futures.

PROVISIONS

Table listing Provisions including Lard, Pork, and other goods.

RAW SUGAR MARKET

Table listing Raw Sugar Market including various grades of sugar.

SARNIA SELLS BONDS

Toronto, Jan. 30. Sarnia, Ontario, Clark & Co. were the successful tenders for a block of \$10,000, 5% per cent 20-year bonds.

How Stocks Close At Noon

Reported by Jones, Easton, McCallum Company, Royal Bank Building, New York, Jan. 31.

Table showing stock market movements including various stocks and their prices.

Local Market

The low temperatures of the past week have made inroads into the local potato situation and the low supplies of storekeepers, as well as housewives, have forced the retail price up to \$1.19 a bag.

Frugal quantities brought to the local market this morning fell a little short of the demand and by noon all the remaining supplies had been bought.

Whether the Darwin theory, by which man's descent from monkeys is hinted at, is right or not, it seems that mothers in London believe that children are naturally inclined to hang by one arm from any angle.

CAR MEN NOW SUSPICIOUS DARWIN THEORY IS RIGHT

Mothers Lead Children Merry Gymnastic Life in City Street Cars. "COME ON, CLUMSY" Yanking and Lugging Cause of Apprehension to Many Conductors.

MAYOR DENIES SIGNING LETTER

Against Londoners by Bank. Giving evidence at the courthouse this morning, Mayor Wenige, a defendant to the extent of \$1,000 in a suit being brought by the Imperial Bank against the mayor and three other citizens for notes given for stock in Bancroft Marbles, Limited, declared that he had not signed a letter written to the bank, Nov. 28, 1923, although it was written on the mayor's letterhead.

SEATS A RARITY AT BIG CARNIVAL

Advertiser Reporter Is Half an Hour Early, But Hundreds Defy Peep at Show. Hundreds of disappointed persons turned away from the central coliseum last night just like the legend that it cost those who actually did witness the presentation of King Winter's carnival by two hundred and fifty children of the Lord Roberts school.

TRANS-CONTINENT TOURIST PASSES THROUGH LONDON

The first coast-to-coast motor tourist to pass through London this year spent part of yesterday here. The traveller left Ottawa on Dec. 13, and travelled over the Lincoln highway to Los Angeles.

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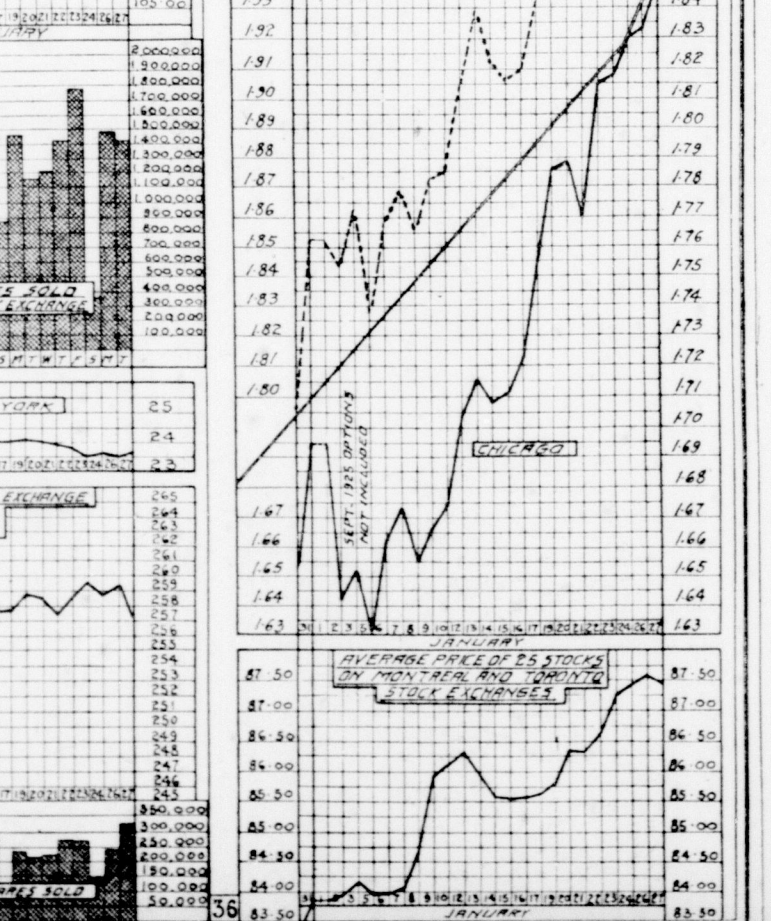
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DAILY RECORD OF STOCK MOVEMENTS ON LEADING FINANCIAL MARKETS



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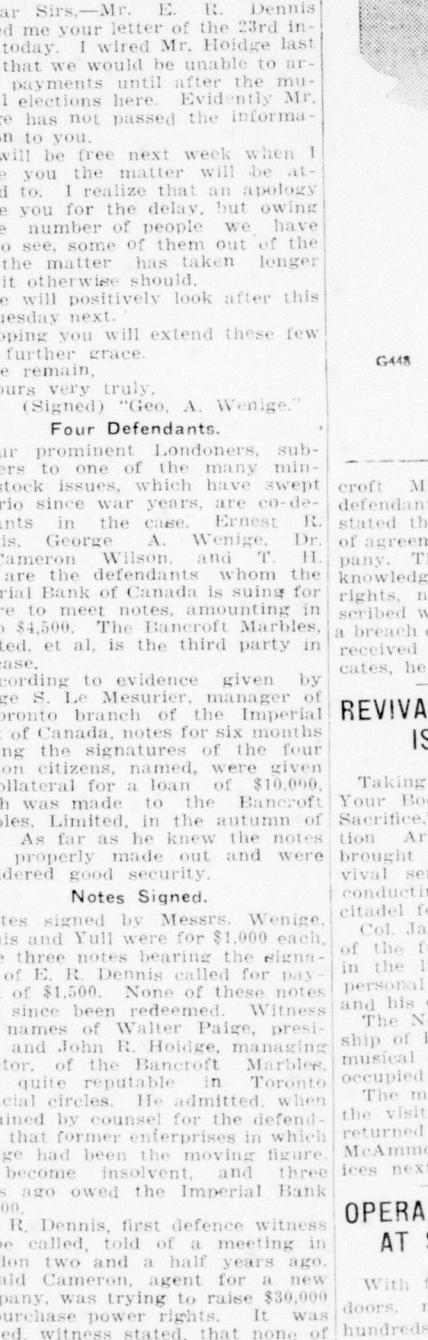
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Advertisement for THE STANDARD BANK OF CANADA, featuring a logo and text: "We are Your Trade Ambassadors".

Advertisement for The Royal Bank of Canada, featuring a logo and text: "YOU will find our Monthly Letter—a review of agriculture, trade and finance in Canada and abroad—of considerable value to you in your business."

Advertisement for FOR SALE Loan Company Debentures TO PAY INVESTORS 6% Municipal Debentures TO PAY 7%.

Advertisement for REVIVAL SERVICE SERIES IS BROUGHT TO CLOSE, mentioning "Your Bodies Under Christ a Living Sacrifice".

Advertisement for OPERA "CINDERELLA" GIVEN AT ST. THOMAS COLLEGE.

Advertisement for TWO DRUNKS FINED, mentioning a case involving a boy and a girl.

Advertisement for SPEECHES NOVELTY, mentioning a meeting of the senior school boys.

Advertisement for LEAD IN DEPOSITS, mentioning a bank's offer.

Advertisement for Gossip Around The City Hall, featuring a cartoon illustration and text about city council matters.

Obituaries

ALEXANDER CLARE. Funeral services for Alexander Clare, who died on Thursday, were held in the evening at the home of E. Logan funeral home.

JAMES NICHOLSON. The death occurred last night of one of the oldest and best-known letter carriers on the staff of the local postoffice.

McLEAN SIMPSON. The funeral of McLean Simpson, who died on Thursday, was held this afternoon from his home at 9 Dean street.

GWENDORAH BOYCE. The funeral of Mrs. Gwendorah Boyce, who died on Wednesday at St. Joseph's hospital, will be held this afternoon from the residence of her father, Robert Robertson, 15 Grafton street.

Rev. T. J. Charlton of St. Matthew's Anglican church will have charge of the funeral, interment taking place in Mount Pleasant cemetery at 2 p.m.

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HER NERVES BETTER NOW

Received Much Benefit by Taking Lydia E. Pinkham's Vegetable Compound

Chatham, Ont.—"I started to get weak after my second child was born, and kept on getting worse until I could not do my own housework, and was so bad with my nerves that I was afraid to stay alone at any time. I had a girl working for me a whole year before I was able to do my washing again. Through a friend I learned of Lydia E. Pinkham's Vegetable Compound and took four bottles of it. I gave birth to a baby boy the 4th day of September, 1922. I am still doing my own work and washing. Of course, I don't feel well every day because I don't get my rest as the baby is so cross. I am still taking the Vegetable Compound and am going to keep on with it until cured. My nerves are a lot better since taking it. I can stay alone day or night and not be the least frightened. You can use this letter as a testimonial and I will answer letters from women asking about the Vegetable Compound."—Mrs. CHAS. CARSON, 27 Forsythe St., Chatham, Ont. Mrs. Carson is willing to write to anyone suffering from female trouble.



Home-made Remedy Stops Coughs Quickly

The best cough medicine you ever used. A family cougher that is quickly made. Saves about 25c.

You might be surprised to know that the best thing you can use for a severe cough, is a remedy which is easily prepared at home in just a few moments. It's cheap, but it's prompt results it beats anything else you ever tried. Usually stops the ordinary cough or chest cold in 24 hours. Tastes pleasant, too—children like it—and it is pure and good. Four 2 1/2 ounces of Pinex in a 16-oz. bottle; then fill it up with plain granulated sugar syrup. Or use clarified molasses, honey, or corn syrup, instead of sugar syrup, if desired. This you make it into a family supply—but costing no more than a small bottle of ready-made cough syrup. And as a cough medicine, there is really nothing better to be had at any price. It goes right to the spot and gives quick, lasting relief. It promptly heals the inflamed membranes that line the throat and air passages, stops the annoying throat tickle, loosens the phlegm, and soon your cough stops entirely. Specially good for bronchitis, croup, hoarseness and bronchial asthma. Pinex is a highly concentrated compound of Norway spruce extract, famous for its healing effect on the membranes. To avoid disappointment, ask your druggist for "Pinex"—and get the directions and don't accept anything else. Guaranteed to give absolute satisfaction or money refunded. The Pinex Co., Toronto, Ont.

Beauty A Gleamy Mass of Hair

35c "Dandergine" does Wonders for Any Girl's Hair



Girls! Try this! When combing and dressing your hair, just moisten your hair brush with a little "Dandergine" and brush it through your hair. The effect is startling! You can see your hair up immediately and it will appear twice as thick and heavy—a mass of gleamy hair, sparkling with life and possessing that incomparable softness, freshness and luxuriance. While beautifying the hair "Dandergine" is also toning and stimulating each single hair to grow thick, long and strong. Hair stops falling out and dandruff disappears. Get a bottle of delightful, refreshing "Dandergine" at any drug or toilet counter and just see how healthy and youthful your hair becomes.—Adv.

for BURNS DR THOMAS' ECLECTRIC OIL

THE GUMPS—SAY IT WITH SOBS. IF HE HAD TOLD ME HE WAS GOING AWAY AS HE SHOULD HE COULD HAVE SAVED ME THIS EMBARRASSMENT...

REG'LAR FELLERS Very Thoughtful of Jimmy. I'M EXHAUSTED! MY FEET ACHE AND MY ARMS ACHE... DON'TCHA CARE MOM! I'LL SAVE YOU SOME WORK!

MUTT AND JEFF It's Always Fair Weather When Millionaires Get Together. MUTT, IN CASE ANY REAL ESTATE MEN WANT ME YOU CAN REACH ME ON THE GOLF LINKS...

TOOTS AND CASPER THERE, SPARE-RIBS— I'VE BANDAGED YOUR TAIL WHERE I STEPPED ON IT YESTERDAY!... OF COURSE BUTTERCUP HAD TO PLAY WITH THE BANDAGE TAPE...

HOG GRADING SYSTEM FAILS TO FIND FAVOR. Canadian Press Dispatch. Regina, Sask., Jan. 30.—The Canadian council of agriculture was asked last night by the Saskatchewan grain growers to make an investigation of the matter of hog grading...

MAKE CARE OF BABIES EASIER. Stomach disturbances and constipation are responsible for much of the nervousness of babies and young children. When the baby is cross or irritable the mother should not resort to so-called soothing mixtures...

NOME APPEALS FOR HELP BY AIR AS DIPHTHERIA CASES MULTIPLY. Sends Despatch To Washington In Desperate Attempt To Save Children. 4 HOURS BY PLANE. Associated Press Dispatch. Nome, Alaska, Jan. 30.—The diphtheria epidemic yesterday took a serious turn, and the citizens, through the local correspondent of the Associated Press, have sent the following appeal to Washington: "Help immediately! Help by aeroplane with antitoxin serum is the appeal of Nome, not for the stragglers, but especially for the children, the young Americans of tomorrow..."

Heard across the seas Mr. H. W. MacKerlie, 2 Carlton Terrace, Swansea, South Wales, England, writes: "I was resting my nose valve set between 1 and 2 o'clock in the morning, when I was surprised to hear K.D.K.A., or Pittsburgh."

Myers Tubes Practically Unbreakable. THE NEW FRENCH REMEDY. THERAPION NO. 1 THERAPION NO. 2 THERAPION NO. 3

DODD'S KIDNEY PILLS. ALL KIDNEY DISEASES. RHEUMATISM, BRUISES, BURNS, DIARRHOEA, GRAVEL.

CELORON RADIO PANELS. HIGH DI-ELECTRIC EASY TO DRILL WILL NOT WARP BEAUTIFUL FINISH Black, Mahogany, Walnut

RADIO TOMORROW'S LIST

- MONDAY, FEB. 2. WEAF, NEW YORK—492. 4 p.m.—Ray Marcare, soprano. 4:15 p.m.—Waldorf orchestra. 6 p.m.—Waldorf orchestra. 7 p.m.—G. Langemus, clarinet. 8 p.m.—Globe orchestra. 8:30 p.m.—Merry music makers. 9 p.m.—Globe orchestra. WNYC, NEW YORK—528.8. 7:35 p.m.—Western Union boys' band. 8:30 p.m.—Recital program. 9:25 p.m.—Radio theatre program. 10:35 p.m.—Talk, Dr. Sidney Usher. WJZ, NEW YORK—485. 3 p.m.—American orchestra society. 4:30 p.m.—Knocht's orchestra. 7 p.m.—Symphonic orchestra. 8 p.m.—Walt Disney, Journal review. 8:10 p.m.—NYU air college. 8:45 p.m.—Piedmont trio. 9 p.m.—Symphony of nutrition. 9:15 p.m.—Piedmont trio. 9:30 p.m.—Boys' orchestra. 10:15 p.m.—Talk, Horace Ashton. 10:20 p.m.—Keith McLeod, pianist. 10:45 p.m.—Globe's orchestra. WGBS, NEW YORK—316. 6 p.m.—Children's period. 8:30 p.m.—Kreiger's orchestra. WAHO, CHAMOND, ILL.—316. 8 p.m.—Concert program. 12 p.m.—Late dance program. 7 p.m.—Wor. New York—485. 6:15 p.m.—Harman's orchestra. 8 p.m.—Perry and Russell. 8:30 p.m.—Harcourt studio music. 9:30 p.m.—Spauld's studio party. 10:20 p.m.—The Carolinians. WIP, PHILADELPHIA—509.9. 6:00 p.m.—St. James' orchestra. 6:45 p.m.—Market reports. 7 p.m.—Uncle Wip's stories. WFI, PHILADELPHIA—395. 4 p.m.—Phyladelphia strings. 6:30 p.m.—Meyer Davis orchestra. 7 p.m.—Stacy Jim stories. WOO, PHILADELPHIA—509.9. 7:30 p.m.—Candolieri's orchestra. 8:30 p.m.—Concert program. 10:05 p.m.—Organ recital. 10:30 p.m.—Rizzo's orchestra. WDR, PHILADELPHIA—395. 4:30 p.m.—Recital lecture. 7:30 p.m.—Dream Daddy stories. 8 p.m.—Arabic orchestra. 8:30 p.m.—Studio recital. 9:30 p.m.—Stacy theatre features. 10 p.m.—Arabic orchestra. WFRG, ALTOONA—277.8. 6:15 p.m.—Dinner concert. 7:45 p.m.—Lectures and features. 8:30 p.m.—Fairview M. E. choir. WCAE, PITTSBURG—462. 6:30 p.m.—William Young orchestra. 7:30 p.m.—Uncle Kaylee. 7:45 p.m.—Address, musical program. 9 p.m.—Gypsy string ensemble. 10 p.m.—Musical program. KOKA, E. PITTSBURG—309.1. 6:15 p.m.—Little symphony orchestra. 7:15 p.m.—Stockman market reports. 8:30 p.m.—Children's period. 8 p.m.—Girl Scout meeting. 8:15 p.m.—American Foreign Policy. 8:30 p.m.—Little symphony orchestra. Winifred Perry, contralto. WCAP, WASHINGTON—469. 7:30 p.m.—Musical features. 9 p.m.—Gypsy orchestra. 10 p.m.—Concert program. WGY, SCHENECTADY—380. 7:15 p.m.—Hawaiian Hour. WMAZ, TROY—380. 9 p.m.—Weekly concert. WG, BUFFALO—319. 6:30 p.m.—Lopez Starler orchestra. 8:10 p.m.—Ernie Heister, violinist; Norman Taber, pianist. 9 p.m.—Musical features. 11 p.m.—Lopez Starler orchestra. WEEI, BOSTON—303. 6:30 p.m.—Big Brother club. 7 p.m.—Eisenberg's Sinfonians. 7:15 p.m.—Louis Neria, mezzo-soprano. 8:15 p.m.—Maurice Siffert, pianist. 8:50 p.m.—Ruddy's Bostonians. 9:30 p.m.—Monday Choral Union. WBS, SPRINGFIELD—337. 6 p.m.—Philharmonic trio. 7 p.m.—Market stories. 7:30 p.m.—St. James' orchestra. 8:15 p.m.—Henri Marcoux, baritone. 8:30 p.m.—Kathleen DeLongory, piano. 8:45 p.m.—Henri Marcoux, baritone. 9 p.m.—Allegro drum corps. 9:45 p.m.—Jane Fish Hanson, violin. 10:15 p.m.—John Deberry, songs. 11:30 p.m.—McEnelly's orchestra. WNBC, BOSTON—280.3. 6 p.m.—Children's hour. 6:30 p.m.—WNAC dinner dance. 8 p.m.—Concert program. WGX, DETROIT—516. 8:30 p.m.—Concert program. WJZ, DETROIT—516. 6 p.m.—Klein's orchestra. 7 p.m.—Newa orchestra; Stanley Perry, contralto; Joe Lockhart, contralto. WJAM, CLEVELAND—364. 6 p.m.—Lombardo's Canadians; Columbia club choir. WEAR, CLEVELAND—364. 7 p.m.—State theatre music. WHK, CLEVELAND—364. 6 p.m.—News, music stories. CKAC, MONTREAL—425. 4:30 p.m.—News stories. CFCF, MONTREAL—460. 7:30 p.m.—Bedtime stories. 8 p.m.—Evening concert. Central Standard Time. WSAI, CINCINNATI—325.9. 10 p.m.—Late entertainment. WLW, CINCINNATI—423. 6 p.m.—Woods orchestra. 8 p.m.—Hines Star orchestra. WHM, CINCINNATI—325.9. 8 p.m.—Woods orchestra. WCCO, MINNEAPOLIS-ST. PAUL—417. 5:30 p.m.—Children's stories. 6 p.m.—State theatre music. 8 p.m.—Talk, Don W. C. Coffey. 8:30 p.m.—Northwest auto show and trade week program; Landry's band; state talk. 10:30 p.m.—Dance program. WTA, MADISON—275. 7:45 p.m.—Educational program. WLS, CHICAGO—345. 6 p.m.—Woods orchestra. WMAG, CHICAGO—475. 4 p.m.—Mothers in council. 6 p.m.—Chicago theatre organ. 6:30 p.m.—La Salle orchestra. KWV, CHICAGO—536. 4:30 p.m.—Educational program. WTAS, ELGIN—302.2. 8 p.m.—State Monday night program. WOC, Davenport—492. 7 p.m.—Sandman's visit. 7:30 p.m.—Educational lecture. 8 p.m.—Chicago theatre organ. 10 p.m.—Black and White trio. WSB, ATLANTA—429. 2 p.m.—Musical program. 8 p.m.—Woods orchestra. WOS, JEFFERSON CITY—449.8. 8 p.m.—Program from state prison. WFAA, DALLAS—472.9. 6:30 p.m.—State theatre organ. 8:30 p.m.—Magnolia band. (Mountain Standard Time.) KOA, DENVER—323. 6 p.m.—News, markets. 8 p.m.—Hill Hotel; Lions' Club Glee club. WYAC, CALGARY—430. 10 p.m.—Holden's orchestra. (Pacific Coast Standard Time.) KGO, OAKLAND—312. 4 p.m.—Halstead's orchestra. 6 p.m.—Columbia theatre organ. 6:45 p.m.—Pinal news, stories. 8 p.m.—Educational program. 10 p.m.—Musical program. KPO, SAN FRANCISCO—423. 4:30 p.m.—Seiger's orchestra. 7:30 p.m.—Hill Hotel Glee club. 8 p.m.—The Irwin, organist. 9 p.m.—Gene James' orchestra. KFI, LOS ANGELES—469. 8 p.m.—Children's program. 9 p.m.—Columbia theatre organ. KGW, PORTLAND—492. 2 p.m.—Children's program. 5:15 p.m.—Market reports, etc. 8 p.m.—Oregonian orchestra. 10 p.m.—Columbia's melody men. MONDAY'S SILENT STATIONS. CNR, CALGARY; CNR, CNR (NW); CNR, WEX; WCA, WHAA, WJZ; WJZ, WGN, WRC. NOTE: These programs subject to change at discretion of station officials.

ARE YOUR HARD-EARNED SAVINGS WORTH KEEPING?

London and Western Ontario investors have lost upward of \$3,000,000 during the past two years in outstanding failures. The additional thousands that have been lost in many smaller failures would swell the total to nearly \$5,000,000

Much of this money that has gone to enrich fake stock swindlers was the lifetime savings of working people. In some cases homes were mortgaged—and lost. In others money inherited from deceased parents or relatives vanished.

Protect Your Savings In 1925

A \$20,000 Estate Nets \$66.00

A London woman brought to her banker stock certificates of the par value of \$20,000, which represented the life savings of her deceased father, a frugal, hard-working carpenter. Investigation disclosed that all of the companies in which her father had invested were insolvent. One company was able to pay a dividend of \$66 in final settlement. Investigation DID NOT precede investment in this case.

She Traded Her Victory Bonds

A widow, who worked to support herself, had invested \$3,000 in Victory Bonds received from her husband's estate. A stock salesman told her that she should be making more interest on her money than the 5½ per cent she was receiving, and persuaded her to trade her bonds for stock in his company which he said would pay 8 per cent. She did not stop to think that she was sacrificing safety for the lure of a promised larger income.

In a few months the company failed, with a total loss to stockholders. This woman asked the advice of her bond dealer too late. She failed to investigate before investing.

Men and women who work for a living should save a part of their income. And such savings should be put to work earning additional income, either in a savings institution such as a bank, a sound mortgage corporation, or in reliable bonds and stocks. "It is not what we make but what we save that counts most in the task of building arbors of roses about the milestones along life's highway." In centering attention on this subject during the first part of the new year, it is hoped that more millions of Southwestern Ontario money may be saved to its owners through wise investments during 1925.

WILL YOU HELP?

You won't be asked to contribute a cent. The requirements are few and simple.

Beware! of the smooth-tongued wild-cat stock salesman who would induce you to part with your savings under alluring promises of ready riches or abnormal dividends.

Find Out who are the men behind the enterprise. Is the organization a successful established concern or a promotion? How much money have the officers and promoters actually invested in the enterprise? Will your bank accept the stock as loan collateral?

Ask your employer, your banker, your trust company, your broker, your bond dealer or your insurance representative, about an investment before you sign your name or pay over your good hard-earned money.

You can help yourself, your friends, your community and your country in this big job of making 1925 safe for investors, if throughout the whole year you keep before you this slogan:

Saves Business Man \$5,000

A prominent London businessman was about to invest \$5,000 in the Hearst Music Company. He asked the manager of one of the trust companies for advice before investing. As a result he did not invest.

A few weeks later this concern failed, with losses of several hundred thousand.

In this case there was *investigation before investment.*

She Lost—Then Saved

A local woman invested \$1,000 with a promotional enterprise, upon the promise of employment at \$25 a week, together with big interest on her money.

She became suspicious when the promoter asked her to sell her Victory Bonds and loan the proceeds to him. She told her story to the bond dealer from whom she had bought her Victories. The result was the saving not only of her money, but that of several friends.

BEFORE YOU INVEST—INVESTIGATE!

FINANCIAL INSTITUTIONS IN LONDON WHO WILL GLADLY FURNISH ADVICE:

The Canada Trust Company
"Faithful, Permanent and Impartial."

Canadian Bank of Commerce
R. B. Brymner, Manager.

Dominion Bank
B. B. Manning, Manager.

Imperial Bank of Canada
A. J. Goodall, Manager.

Standard Bank of Canada
H. F. Clarke, Manager.

Bank of Toronto
F. C. Field, Manager.

The Huron & Erie Mortgage Corporation
"Older than the Dominion of Canada."

Jones, Easton, McCallum Co.
Stock Brokers and Investments.

London and Western Trusts Co.
J. S. Moore, Manager.

London Life Insurance Co.
"Policies Good As Gold."

McLeod, Young, Weir & Co.
Coates and Coates Representatives

WOMEN and THE HOME

DRESS By MARY MARSHALL

The Slightly Rounded Square Crown Appeals to Women of Conservative Taste.

The task that many smart women set themselves when choosing a new hat is to sail a straight course between the several pronounced types that have been selected for large-quantity production...

Of course there are some women who wisely or otherwise, never feel better dressed than when wearing the most popular hat or frock in town.

When the high and angular square-crown hat had ceased to be a novelty, it had been tried and found rather unbecoming to many women, milliners and an anxious moment wondering what would take its place.

Well, the square-topped hat, as we had it, was extremely smart and becoming to some women. But to most women it was trying.

So, when this seemed to be passing quickly off the stage of fashion, everyone wondered what would take its place and the milliners hoped it wouldn't be a revival of the cloche.

Here the so-called peaked hat—the square-pointed crown—came forward to fill the breach, and it has filled it with amazing satisfaction.

However, if you are one of the more conservative members of your community you may not like to appear in a hat with the idea of having the trimming of your hat place imperceptibly on the neck.

Two GOOD PUDDINGS. Tapioca Pudding. Soak half a pound of tapioca overnight in a pint of milk and cook slowly...

Cocunut Souffle. One cup of milk, one pinch of salt, three level tablespoons of flour, softened in a little cold milk, two level tablespoons of sugar, yolks of four eggs, one teaspoon of vanilla, one cup of shredded cocunut, whites of four eggs.

COATS FOR EASTER. Special to The Advertiser. New York, Jan. 29.—From now until Easter coats are likely to be distinguished by quilted embroidery.

WISE AND OTHERWISE CROSS-WORD PUZZLE PARTIES. Have you tried a cross-word puzzle party? It is interesting, and you can work it up in an hour.

\$8,000.00 GIVEN FREE. The above amount has been given away by us in CASH PRIZES.

1st Prize, \$100. 3rd Prize, \$40. 2nd Prize, \$75. 5th Prize, \$30. 3rd Prize, \$60. 7th Prize, \$25. 4th Prize, \$50. 8th Prize, \$20.

Solve the Puzzle AND WIN A CASH PRIZE. There are 7 faces to be found above, concealed about the Wrecked Automobile.

GOOD HOPE MANUFACTURING COMPANY. 275 CRAIG STREET WEST. MONTREAL, CANADA.

Facts About Optometry. What defects are found in children's eyes? All the different errors of vision are found in children as in adults.

LONDON OPTICAL CO. 400, 402, 404, 406, 408, 410, 412, 414, 416, 418, 420, 422, 424, 426, 428, 430, 432, 434, 436, 438, 440, 442, 444, 446, 448, 450, 452, 454, 456, 458, 460, 462, 464, 466, 468, 470, 472, 474, 476, 478, 480, 482, 484, 486, 488, 490, 492, 494, 496, 498, 500.



Black corded silk hat trimmed with green and black platings.

up all sorts of little surprises and variations yourself.

To begin with, give the same puzzle to all your guests to solve.

Give each guest a dozen, and have him fill in a workable puzzle.

When it comes to refreshments, you might make out the menu in crossword words.

COAT OF ARMS. Special to The Advertiser. New York, Jan. 29.—From now until Easter coats are likely to be distinguished by quilted embroidery.

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Dorothy Dix

Many a Man With a Nagging Wife Would Hail With Delight a Silent Partner.

A young man writes me that he is much attracted to a girl who is beautiful and amiable, and sensible, and domestic, but who is literally a dumbbell.

The young woman is not dull, nor stupid. On the contrary, she is intelligent and well educated, but she does not possess the gift of gab.

And he wishes to know what sort of wife this clamlike lady will make.

Well, for one thing, she would be a most anxious one. Something rare, and unique, and recherche in wares that will cause many another man to envy you.

For the egotistic man who likes to talk about himself, a silent wife is assuredly the ideal mate. The real reason why so many men seek affluence away from their own hearstones is because they want somebody to listen to them and because they are never able to break into the conversation at home.

It is not to be disputed that the woman who has a talent for silence possesses a great and shining virtue, but there is another side to the question, and that is the lack of companionship.

And after a while they bore us because they contribute nothing to the subject under discussion. We strike no fire out of them. We rouse no enthusiasm in them.

Timmy Wakes Up Just In Time To Escape Shadow the Weasel

Timmy the Flying Squirrel had slept all day. He had been curled up in a little round ball, with his tail wrapped around him, in the softest of soft beds in a hollow in an old stump in the Green Forest.

HEART TROUBLE SHORTNESS OF BREATH. Mrs. Geo. E. Bowman, Morrisburg, Ont., writes:—I am writing you a few lines to let you know of my experience with Milburn's Heart and Nerve Pills.

MILBURN'S HEART AND NERVE PILLS. and in no time I felt a great improvement, and can now heartily recommend them to all those who are troubled with any affection of the heart.

J. F. Finnegan. Phone 5939.

PHONE 7600. FACTORY AND OFFICE CORNER YORK AND WILLIAM STREETS.

PHONE 26733.

R. C. R. BAND TO PLAY FOR SUNDAY CONCERT

L. K. Harrison, L.R.A.M., Will Direct Artists at Capitol Theatre Tomorrow.

One of the finest Sunday evening concerts of the season will be given tomorrow night by the band of the Royal Canadian Regiment, under the direction of L. K. Harrison, L.R.A.M., assisted by other local artists.

LOCH LOMOND CHAPTER. A meeting of the Loch Lomond chapter, I. O. D. E., has been called for Monday afternoon at the home of Mrs. Robert Brown, Wortley road, at 3 o'clock.

Rich in Strength

"SALADA" TEA

is always fresh, pure and delicious and is always more satisfying than ordinary tea. Black, Green or Mixed Blends.

Great News

At a great saving in price to you. Not only do you save from \$15 to \$25 on the price of the washer alone, but we are giving, absolutely FREE, over \$12 worth of useful premiums with each machine during this sale.

White Cap Washer. You will like the wonderful washing action of the White Cap. Over 1,200 London housewives use them every week.

Cataract Washer. There is no need to introduce the 1900 Cataract Washer in London. It has been on the market for many years in Canada, and is one of the most popular washers made.

ONLY \$1.00 PUTS ONE IN YOUR HOME

NO INTEREST—NO EXTRAS 15 MONTHS TO PAY

Free PREMIUMS—Free. Your choice of any two premiums along with our well-known Collapsible Tub Bench FREE with either the White Cap or 1900 Cataract washers during this sale.

NORTH AMERICAN LIFE ASSURANCE CO.

HEAD OFFICE TORONTO, CANADA.

POLICIES ISSUED AND REVIVED	\$26,239,954.00
AMOUNT OF INSURANCE IN FORCE	126,625,049.00
ASSETS	27,232,630.65
PAYMENTS TO POLICYHOLDERS	2,861,409.12
SURPLUS	4,659,745.81

THE excellent results achieved by the North American Life Assurance Company during 1924 were gratifying alike to officials and policyholders.

THESE records are an indication of the solid financial position of the Company to-day and, showing as they do, greater strength than one year ago, they point the way to an even more successful year in 1925.

"Solid as the Continent"

Please mail me your complete Report for 1924, also "Solid as the Continent" Booklet.

L. GOLDMAN, President. W. KERR GEORGE, D. McCRAE, COL., Vice-Presidents.

Name: _____ Address: _____ Age: _____

first movement of the "Unfinished" Symphony in B Minor (Schubert); selected xylophone solo by J. H. Allcott; Scottish rhapsody, "The Wedding of Shon Maclean" (Hubert Bath); and the Spanish scene, "Sevillana" (Eggar). The following selections will be contributed by the assisting artists: "The Penitent" (Dandewater), by Mrs. Wyatt, soprano; "The Light of the World" and "The Heavens' Song," by Miss Gladys Topping, Cornet contralto; "Abide With Me" and "When I Survey" by William Lloyd Barber.

"WHITE-CAP" and "1900" ELECTRIC WASHERS

At Manufacturer to Consumer Prices For February Sale

White Cap Washer

You will like the wonderful washing action of the White Cap. Over 1,200 London housewives use them every week. A strong, well-made, quiet-running machine, simple to operate, easy to care for.

Cataract Washer

There is no need to introduce the 1900 Cataract Washer in London. It has been on the market for many years in Canada, and is one of the most popular washers made. Ask about the figure 8 action of the Cataract—often copied but never equaled. Made by Beatty Bros., Limited.

ONLY \$1.00 PUTS ONE IN YOUR HOME

NO INTEREST—NO EXTRAS 15 MONTHS TO PAY

Free PREMIUMS—Free

3 Premiums \$12.00 Worth. Your choice of any two premiums along with our well-known Collapsible Tub Bench FREE with either the White Cap or 1900 Cataract washers during this sale.

This Outfit FREE Bench and Tubs.

During this sale only we will take your old machine of any kind on a new White Cap or 1900 Cataract Washer. Let us give you an estimate.

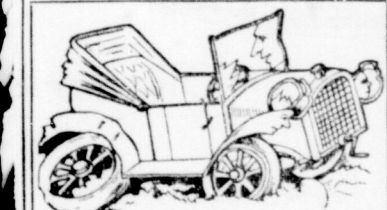
If you do not intend getting an Electric Washer at the present time, a deposit of One Dollar will hold a machine and Free Premiums until wanted. Secure yours now.

BEATTY BROS., Ltd.

PHONE 7600. FACTORY AND OFFICE CORNER YORK AND WILLIAM STREETS.

J. F. Finnegan. Phone 5939.

S. McKnight. Phone 26733.



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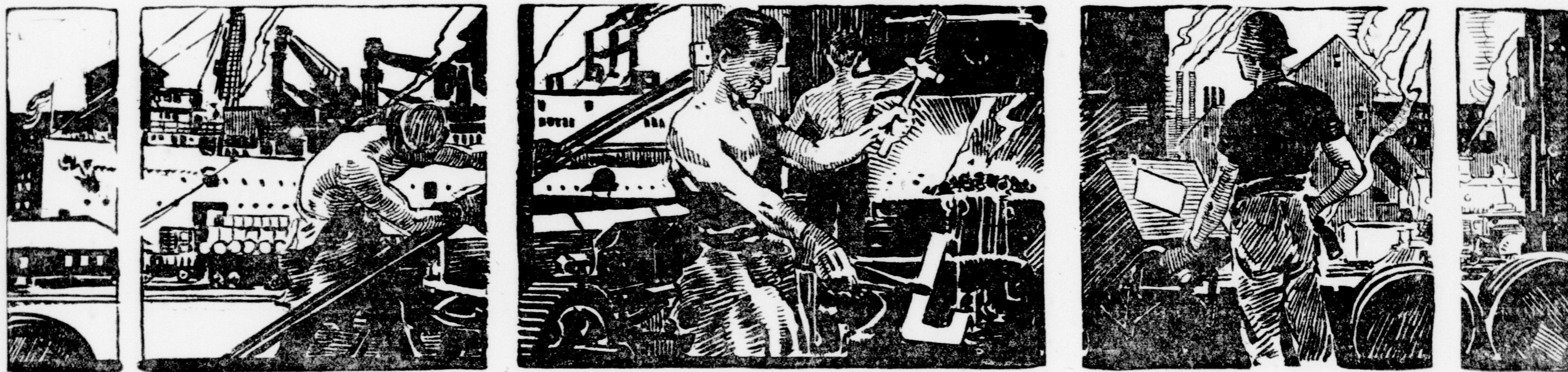
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After the eclipse, there was brightness. After dark, comes light. Canada today is coming into the period of "business light." The future will be greater even than the most optimistic conceive, judging by what has transpired, and the outlook ahead.

The Work You Do Today Will Tomorrow Spell the Destiny of London



Get Busy Right Now---Make 1925 Eclipse All Previous Years In the Progress of This City!



Take a Pride In Your City

From the day when London was given to the world by the pioneer settlers, who carved out their homesteads in the very heart of a forest, it has steadily progressed to its present enviable position. From the small beginning of the first few families London has gone steadily ahead until now it is a big factor in the financial, industrial and commercial life of the Dominion of Canada.

Do not let this progressive spirit cease for a moment. It's up to your civic pride to carry on.



You Can Do Your Share

by buying the things that London and the surrounding district produces. You can also assist in the development of London by buying, building or repairing your home this year. Of course, it is absolutely necessary that you should, day in and day out, speak well of London, whether you are at home or abroad. Take an active part in the organizations that are devoted to the material, mental and moral upbuilding of this community, and, above everything else, keep your faith strong and your enthusiasm buoyant.

The Progressive Forces of London

are well organized to promote the city's growth and prosperity. Do not hesitate to join with them. They are doing a great work. You owe it to yourself to give your share of energy and enterprise, that London may become a place without a peer.

Patronize London Industries and Keep London Workers Busy

When you buy London-made goods you give employment to your fellow citizens. Never forget it is your patriotic duty to help those with whom you live and work.

The Mayor and Aldermen of the City of London

James McCormick	H. H. Bottrill	MAYOR	G. F. W. McKay	Edwin Smith
F. B. Kilbourne	C. M. Linnell	GEO. A. WENIGE	W. J. Ashton	H. B. Neely
Paul Doig	Dr. L. H. Douglass		R. J. Carswell	Thomas Clift