

GERMANY BACKING DOWN BEFORE U.S.

GREAT ALLIED AIR FLEET ATTACKS SUBMARINE BASE

WILSON TO ASK CONGRESS TO PROTECT AMERICANS

KAISER'S GOVT. IS ASKING WILSON TO DISCUSS CRISIS

Berlin Wants Discussion With Washington To Prevent Two Nations Going To Actual War, Is News From American Capital.

Washington, Feb. 10.—Germany is understood here to have addressed to the United States a communication suggesting that the two Governments discuss ways and means of preventing actual war between them. While information regarding the channel through which the communication was addressed is lacking, it is probable it is being forwarded by the Government of Switzerland.

GERARD TO LEAVE GERMANY TONIGHT

U. S. Ambassador To Go Through Switzerland—Retuses To Talk.

Berlin, Feb. 9.—Via London, Feb. 10.—Ambassador Gerard's train will leave Berlin approximately as scheduled, but will enter Switzerland by way of St. Gallen instead of Basel, as originally planned.

Not Worrying. Despite the fact that details of Mr. Gerard's departure have been indefinite until this morning, there is little tendency to worry, and the delicacy of the situation has not affected the German public.

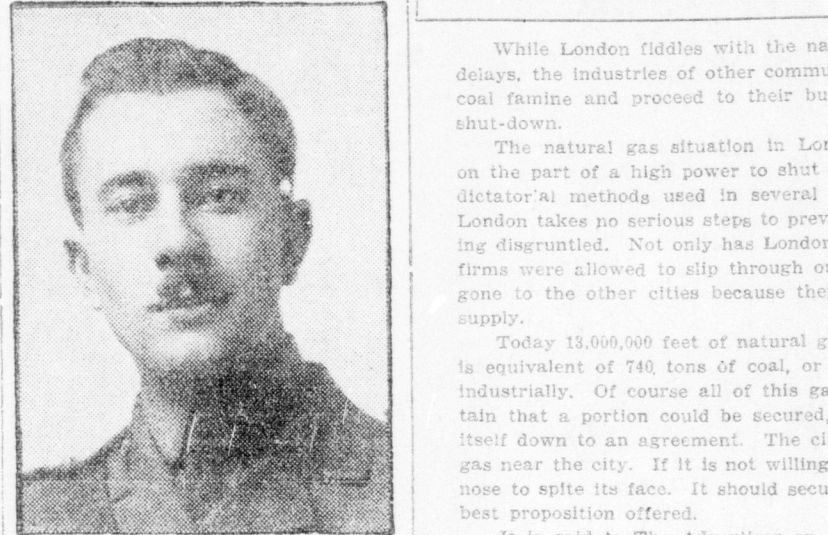
McILWRAITH REFUSES SOFT HAMILTON JOB. Said to Have Resigned as Result of Interferences at Ottawa.

Hamilton, Feb. 9.—Major McIlwraith, who has resigned from the command of the military hospital here, to make way for Capt. McBeth, of Toronto, declines to accept the post offered him as senior officer of the medical board to examine recruits here.

ACRIFT FOR FIVE DAYS AFTER ATTACK BY SUB. Four of Dauntless Crew Picked Up Famine.

London, Feb. 10.—Three Englishmen and one American were members of the crew of the torpedoed steamer Dauntless, which was picked up in a small boat at sea by a trawler, according to a Reuter's dispatch from Madrid. The men had been without food for five days. They were taken to a hospital.

TO HELP MAINTAIN BRITISH SUPREMACY IN AERIAL FIGHTING



LIEUT. HARRY A. YATES, a London boy, son of Mr. and Mrs. George W. Yates, now of Ottawa, has transferred to the Royal Naval Air Service, and received England safely with an aviation draft a day or so ago.

GREAT FLEET OF AIRPLANES BOMBED BASE OF U-BOATS

Allied Airmen Swooped On Zeebrugge at Dusk Yesterday.

Amsterdam, Holland, Feb. 10.—Via London, 1:55 p.m.—The Telegraaf says that a fleet of airplanes at dusk yesterday attacked the Belgian coast town of Zeebrugge.

TRAIN MISSES AUTO BY SIX INCHES; TWO OCCUPANTS ESCAPE. Chauffeur and Invalid Nearly Meet Death at G. T. R. Crossing.

QUEBEC FIRE ROUTS OUT MANY FAMILIES; FACTORIES ABLAZE.

Accident Takes Life of Private At Niagara Falls.

PREFERS THREE MONTHS TO PAYING 'BOOZE' FINE.

Quebec Constable Arrested in Ontario for Being Intoxicated.

TIME FOR LONDON TO WAKE UP ON THE NATURAL GAS QUESTION

White London fiddles with the natural gas question and conjures up delays, the industries of other communities in Western Ontario defy the coal famine and proceed to their business without fear of shortage or shut-down.

IT MIGHT BE THE BIRTH OF A GREAT NEW INDUSTRY FOR THE CITY OF LONDON.

Naturally gas costs between \$3 and \$4 for an amount which equals in heat units a ton of coal. There is no firing required, no waste when the plant is not being used.

THE STEEL COMPANY OF HAMILTON USES 3,000,000 FEET OF NATURAL GAS A DAY.

London should attack this proposition at once. No company should be given privileges which will tie the city up for years.

NATIONAL SERVICE SENDING MANY SKILLED WORKERS TO HELP MOVEMENT OF TRAINS

Ottawa, Feb. 10.—The practical value of the man-power inventory recently completed by the national service board is now being demonstrated.

BRYAN WANTS WAR REFERENDUM

Washington, Feb. 10.—Thousands of telegrams from different parts of the country, urging steps to maintain peace between the United States and Germany reached the White House today.

GETTE IS UNABLE TO SUPPLY FOOD TO SWISS

Paris, Feb. 10.—Cette, the sole sea outlet permitted to Switzerland by the German submarine net, is absolutely incapable of supplying the country's needs, according to a representative of the Matin, who went to the port to make an investigation.

NO MOVE YET FOR U.S. ARMY BUT NAVY IS GETTING READY

President Will See To It That American Shipping Is Protected, But Will Place the Burden of Actual Warfare On Germans.

New York, Feb. 10.—All information with respect to the clearing of vessels at the customs house, including their names, is being withheld. Officials said today that this was being done for the present on orders from Washington.

(By Carl D. Groat.) (Special To The Advertiser.)

Washington, Feb. 10.—The administration, fearing that ultimately war or "a state of war" with Germany must come, is anxious to keep alive the martial spirit in America.

SHIVERING IN PORTS. It finds much of the neutral shipping ordinarily plying the Atlantic shivering in home ports.

UNIVERSAL TRAINING FOR U. S. PROPOSED IN SENATOR'S BILL.

All Male Citizens To Undergo Six Months Military Training.

Violent Artillery Fighting at Verdun, But No Infantry Move.

Call For Aid From Old Boys. Mr. Edward Parnell's Example Commended by Sir Geo. Gibbons to Relatives of Londoners Now in the United States.

AMERICANS DETAINED. Berlin, Feb. 10.—Via London, Feb. 10.—Although Ambassador Gerard, his suite and a fairly large number of Americans with more or less official standing, have received assurances that they may leave Berlin on Saturday night, the bulk of Americans in Berlin are still somewhat in the dark as to when they will be able to get away.

DEVONIAN IS SAFE AT LIVERPOOL PORT.

HEAVY FIGHTING IS IN PROGRESS IN ANCRE VALLEY.

BERLIN REPORT ATTEMPTS TO MINIMIZE THE BRITISH SUCCESSES.

HAMILTON SHIVERING; CAN'T GET ENOUGH FUEL.

EIGHT PERSONS PERISH IN BOARDING-HOUSE FIRE.

Table with columns for LOCAL TEMPERATURES, TOMORROW—VERY COLD, and WEATHER NOTES. Includes data for various cities like Toronto, Montreal, and Quebec.

WILL ENDEAVOR TO BLOCK COMMISSION BUILDING NEW SHOP

Real Estaters Discuss Taking Out an Injunction.

MEMBERS DEMAND DELAY Say No Necessity For Haste, and Will Oppose the Present Scheme.

Immediate action, it was stated this afternoon, will be taken to prevent the building commission going ahead with the project of expending \$100,000 for a new hydro sales building.

ONLY FIFTY WOMEN HAVE VOLUNTEERED TO CANVASS

Women's Committee Wants 500 by Monday-Some Talk Dawn in Office. Up to noon today, only fifty of the five hundred women canvassers were on the city wanted to assist in the Patriotic Fund canvass of February 19.

WILL UTILIZE SCHOOLS AS COMMUNITY CENTRES

Board of Education Will Arrange Series of Lectures. The board of education will arrange for the use of schools as community centres at once.

TALK ON POULTRY

Association Members Hear Hints in Fitting and Handling Show Birds. A regular meeting of the Poultry and Pet Stock Association was held in Orank Hall Friday evening.

DEATH OF A FERGUSON.

The death of Alexander Ferguson occurred at Victoria Hospital on Friday. He was born in Scotland and was the husband of Martha Ferguson.

HE FEELS HE OWES HIS LIFE TO THEM

Telegraphed 200 Miles For Dodd's Kidney Pills. Sandy Goulette, Now Strong and Healthy, Tells How He Found Health After the Doctors Had Given Him Up.

Old Fort Bay, Labrador, Que., Feb. 7 (Special).—"Do I believe in Dodd's Kidney Pills? Well, I telegraphed two hundred miles to get two boxes of them. The pills were sent by Sandy Goulette, an old settler here. Nor did Mr. Goulette refuse to be pressed to tell the rest of his story.

"It was swollen out of shape from head to foot. I was so weak I could hardly speak. The doctor could do nothing for me. The minister gave me some and told me I could not live much longer.

Passes Century Mark By Two Years.

London's dearest old lady, Mrs. Ann Beattie, 50 Byron avenue, will be 102 years of age tomorrow. More than five score of life's milestones she has left behind, and "the past" means more to her than to any other resident of London and Western Ontario.



MRS. ANN BEATTIE.

The advertiser, which has been in the home since it was first published, and which she has never missed reading, feels privileged to extend to the venerable lady the congratulations of the whole city. She is the city's beloved centenarian.

OVERSEAS CHAPTER HAS RAISED \$2,593 FOR 'BOYS'

Success of I. O. D. E. Chapter Told at Annual Meeting—Soldiers' and Sailors' Benefit.

One chapter of the Imperial Order of Daughters of the Empire in the city which has attracted special attention for the magnificent work accomplished by the Overseas Chapter, organized just a year ago.

WARNING TO BUSINESSMEN BY THE ADVERTISING CLUB

Vigilance Committee Says Scheme for Advertising on Hospital Stationery Worth Watching.

To the Editor of The Advertiser: It has been brought to the attention of the London Advertising Club that a very charitable advertising artist has secured a letter from the manager of Victoria Hospital endorsing the plan of advertising on hospital stationery by London merchants.

TEN BELOW AND TEN ABOVE MERCURY'S NIGHT EFFORTS

This is Official, But Other Thermometers Showed 14 Below Zero.

"Fifty-fifty or ten-ten" was the title of a snappy little spectacle staged by King Winter in London last night. He dropped the mercury down to follow the zero mark and the highest to which his heat could be melted to raise it again was ten degrees above, and still 22 below the freezing point.

BARGAINS IN DRUG ARTICLES ON MONDAY

Announcement is made on page three of Catorcross & Lawrence's fire sale. The extremely low prices will enable citizens to purchase such articles as Parisan Ivory, whisks, goods, hairbrushes, cameras, tobacs, hot water bottles, toilet articles, etc., at a wonderful saving.

THIRTY CARLOADS OF COAL FOR CITY ARRIVE IN SAFETY

G. T. R. Yardmaster Announces Receipt of These. MANY WERE USING WOOD Snowstorms Have Been Holding Up Shipments at Black Rock.

The Grand Trunk yardmaster stated early this afternoon to The Advertiser that during the night and the early part of today some three or four train loads of coal, upward of sixty cars in all, had come into the city consigned to London and various points in the district.

THOUSANDS HAVE SIGNED PETITIONS FOR FRANCHISE

Signed petitions by the score, asking for the extension of the franchise to women are being returned today to the women of the city, who are making a local equal suffrage campaign committee.

WILL GET INFORMATION

Major Stevenson, Ontario Division of the Central Intelligence Bureau, is in the city for the purpose of getting information at the earliest possible moment.

URGES MILK PRODUCERS TO BUY GOOD SEED CORN

At a meeting of the Milk Producers' Association, held in the office of the Department of Agriculture this afternoon, J. M. Cawthra, secretary of the association, urged the producers to buy good seed corn.

NEWS

EUCRE PARTY.—Mrs. Moyes, Grey street, entertained at a eucra party on Wednesday night.

TO ADDRESS BROTHERHOOD.—Commodore R. E. Dennis will address the Ashkin Street Men's Brotherhood on Sunday at 10 o'clock.

WOMEN'S PATRIOTIC ASSOCIATION.—A meeting of the Women's Patriotic Campaign Association will be held at the Crowne Hall on Monday afternoon, February 12 at 6 o'clock. All women interested in this work are invited to attend.

BACK FROM TORONTO.—E. R. Willson, general secretary of the L.C.O. in this city, has returned from Toronto where he has attended the meeting of the national council of the L.C.O., held in Toronto on Thursday and Friday.

FORMER PASTOR HERE.—Rev. J. C. Smith of Ingersoll, formerly of this city, preaches anniversary sermons tomorrow in Rinkout Street Methodist Church, in connection with the Sunday school.

BROTHERS ENLIST.—B. Stevens and E. O. Stevens, brothers, and natives of Ingersoll, are recruited to the Overseas Detachment, Canadian Engineers, Larkington Heights. They joined at Windward.

ON LEAVE OF ABSENCE.—Capt. J. C. Smith, of Ingersoll, formerly of this city, is on leave of absence from the 3rd Depot Battery, 3rd Canadian Division.

BOARD OF INQUIRY.—A board of inquiry to inquire into the illegal absence of Capt. J. C. Smith, formerly of this city, from the 3rd Depot Battery, 3rd Canadian Division, will assemble in the near future.

TO SPEAK TOMORROW.—Rev. Arthur Carlisle will give an address at the Methodist Church on Sunday evening under the auspices of the Janey Canuck Chapter, I. O. G. T.

BOARD RECONSTITUTED.—Following a number of changes, a political board of council for the municipal centre has been reconstituted as follows: Capt. J. C. Smith, A. M. C. Training, Deputy Mayor, Capt. J. C. Smith, Moore and Lieut. C. E. L. Barnes.

THE LAW OF REVERENCE.—On Saturday evening the Rev. J. C. Smith of St. Andrew's Presbyterian Church will preach on "The Law of Reverence or the Third Commandment" in its Application on Modern Life."

LAST DRAFT LEAVES.—The last draft of the 25th Railway Construction Battalion left today for Toronto, whence it will go to the front for mobilization. Lieut. Giff will remain in the city until Monday night.

JOINS THE AVIATORS.—Lieut. R. W. Jackson, son of R. W. Jackson, executive director of the Overseas Detachment, and was transferred to the 25th Railway Construction Battalion, and is now training at the School of Aviation, RCAF, Ontario.

SPRAINS HIS FOOT.—Dr. J. B. Campbell has been confined to office for several days as a result of spraining his foot while going to visit a patient in an outlying district.

SPECIAL MEETING.—Rev. Dr. Douglas will address the 25th Railway Construction Battalion at Toronto last week, and as reported in the city.

HEAR ABOUT C. A. WORK.—The members of the senior Sunday school of the Central Presbyterian Church presented an entertaining lecture in the schoolroom.

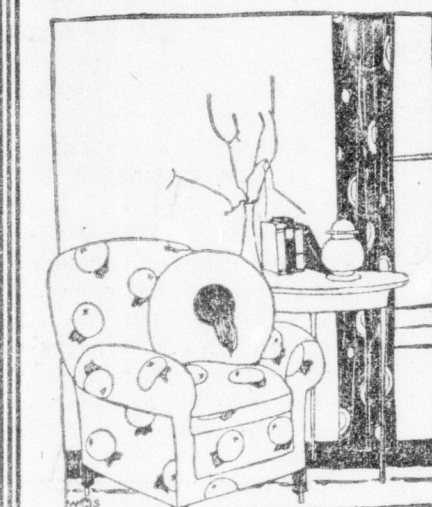
OFF TO TORONTO.—Emil Brynolf and Elmer Ryan of the Central Presbyterian Church will be in Toronto for a few days on business.

WILL GET INFORMATION.—Major Stevenson, Ontario Division of the Central Intelligence Bureau, is in the city for the purpose of getting information at the earliest possible moment.

DEMONSTRATION AND SALE ALUMINUM UTENSILS NEXT WEEK

For one week, beginning Monday, an expert demonstrator from the factory will be with us in this department in the Basement who will give advice, instructions and practical cooking demonstrations with "Wear-Ever" utensils.

Tapestry Chairs and Rockers at Special Prices in February Furniture Sale



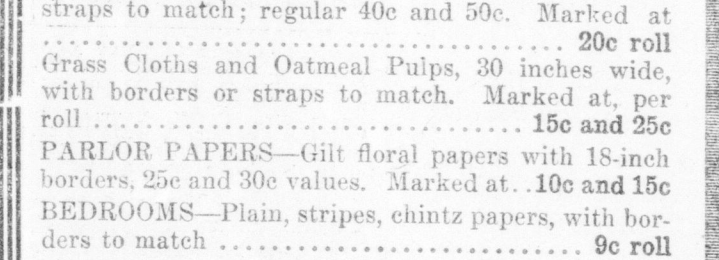
One only Chair and Rocker, all-over upholstered with good quality tapestry; regular price, \$25.00 each. February sale price, \$18.75 each.

One only Chair and Rocker, upholstered in good quality tapestry; regular \$18.00 each. February sale price \$14.75 each. Two only Settees, all-over upholstered in tapestry; one has drop arms; regular prices, \$40.00 and \$39.00. February sale price, \$20.00 and \$19.50.

Half-Price Wallpapers On Sale Monday

Three thousand rolls, including papers suitable for all rooms, clearing at about half regular price.

Stick Fast Paste



A cold water paste, all ready for mixing (in powder form). It is a sticker for kindergarten, office or art work.

WALLPAPERS—THIRD FLOOR.

SMALLMAN & INGRAM

Clark proved most acceptable, during the earlier part of the program, and a couple of Drayton's brilliant selections, as given by H. S. McKeellar of the State Institute staff, were thoroughly enjoyed.

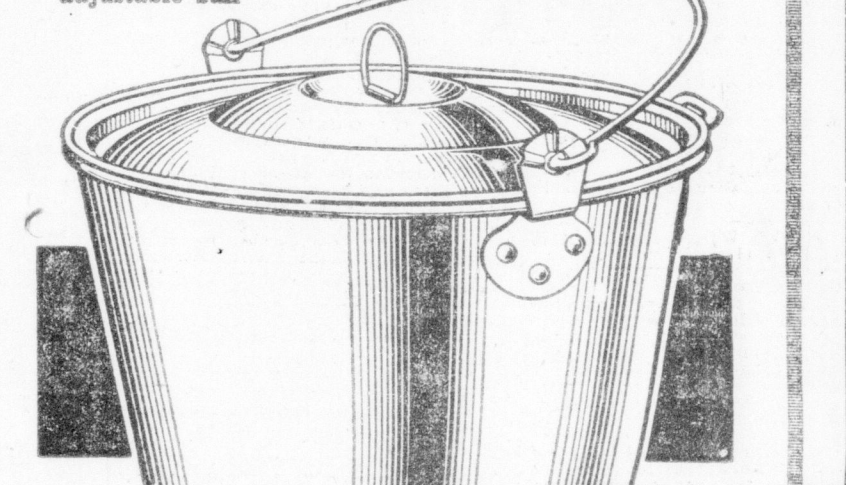
HURON COLLEGE APPOINTMENTS.—Sexagesima, social service day; Burford, Rev. Prof. Wright.

Demonstration Special

Get this \$2.10 "Wear-Ever"

Aluminum Four-quart (Wine Measure) Kettle

For Pot-roasting, Stewing, Preserving, etc. Useful every day Please note new adjustable bail



For ONLY \$1.19

Aluminum utensils are NOT "all the same." That's why so many women prefer "Wear-Ever."

Replace utensils that wear out with utensils that "Wear-Ever"

"Wear-Ever" Coupon

In order that the factory may have a record of the number of these four-quart-wine measure-Aluminum Kettles sold at this special price, we are required to return to the factory this coupon with purchaser's name and address plainly written thereon.

Smallman & Ingram, Limited

No. 130-B-821

SPECIALS. Served from 3 to 5:30 o'clock. Fresh Toronto Salted Home-made Bread and Butter, Cup of Tea or Coffee, 15c. Home-made Doughnuts, Cup of Tea or Coffee, 10c.

GRAND JURY TO PROBE NEWSPRINT SITUATION

WASHINGTON, Feb. 10.—It was stated today at the departmental meeting of the federal grand jury in New York in order to begin investigating whether there is a conspiracy in the industry of newsprint.

ITALIANS REPORT SHARP ARTILLERY ENGAGEMENTS

Advertisement for Smallman & Ingram, Limited, featuring various products and special offers.

MAGIC BAKING POWDER. The only well known medium priced baking powder made in Canada that does not contain alum...

PATRICIA IS CALLED FINEST THEATRE IN WESTERN ONTARIO. Patrons Delighted With Its Beauty and Comfort.

PHOTOPLAY NEWS. NEW YORK SYMPHONY ORCHESTRA. The third concert of the series under the auspices of the Musical Art Society...

MORE GOOD ROADS WILL BE SOUGHT BY AUTOMOBILE CLUB. Annual Banquet Last Evening a Great Success.

A Daily Treat—Always Acceptable and Delicious. 'SALAD' The Tea of all Teas. Get a package and enjoy a cup of Tea 'In Perfection'.

WAR PUZZLE! \$200.00 in Cash Given Away. 1st Prize, \$50 In Cash. 2nd Prize, \$40 In Cash. 3rd Prize, \$35 In Cash. 4th Prize, \$25 In Cash. 5th to 9th Prizes—Each \$10 In Cash.

NEW POLICY FOR LONDON. Generous Vaudeville Bill of Distinctly High Class Presented Each Day.

WALTER DAMROSCH. Conductor of the New York Symphony Orchestra, at the Princess Winter Garden, Monday, February 12, at 8:15 p.m.

C. A. WHITWAM PRESIDENT. Many Important Matters Discussed by Leading Car Owners.

Enthusiasm and progress were the outstanding features of the annual banquet of the London Automobile Club...

THIS IS DOLLARDAY AT Casselman's. Get down early and get choice of some of the real money-saving bargains in shoes.

BRITISH CANADIAN ART COY. DEPT. 4. BRITISH CANADIAN ART BUILDING. MONTREAL. Above will be found 6 sets of mixed or jumbled letters...

The finest theatre in Western Ontario has been the verdict of the large audiences attending the first two nights at the Patricia...

There is no influence for the development of music stronger than the frequent appearance in a community of a symphony orchestra...

Reforms advocated by the motor league were mentioned by T. W. Phelan, solicitor for the league...

Casselman Bros. THE SHOE SHOP OF QUALITY, VALUE, SERVICE. 171 DUNDAS STREET.

'WE DON'T WANT PEACE WITHOUT VICTORY HERE'. So Says Major G. H. Wilson, Writing From France—Had Narrow Escape.

With the new policy of the theatre, Mr. Stewart inaugurates a policy new for London. A generous vaudeville bill, selected from good circuits...

Charles Richman and Dorothy Kelly is shown at the Patricia Theatre on Monday, Tuesday and Wednesday.

The Buffalo-Detroit trip was 73 miles shorter via London than via Cleveland from Buffalo to Port Huron...

Get our prices for Tin, Lead, Zinc, Babbitt, Solder, Sheet Lead, Lead Pipe. THE CANADA METAL COMPANY, LTD.

In a letter to his brother, Dr. James D. Wilson of this city, Major George H. Wilson, M.D., writing from 'Somewhere in France' says: 'We do not want peace without victory by any means.'

WESTERVELT SCHOOL PUPILS ACCEPT POSITIONS. Miss Marsh, stenographer, Soldiers' Aid Commission; Miss Barnard, bookkeeper...

MARY PICKFORD. In 'The Pride of the Clan' at the Lyric all next week.

The Toronto-Hamilton highway was considered too wide a couple of years ago, the commission is being urged to build the remaining section 48 feet in width...

The Toronto-Hamilton highway was considered too wide a couple of years ago, the commission is being urged to build the remaining section 48 feet in width...

Spanking Doesn't Cure! Don't think children can be cured of bed-wetting by spanking them. The trouble is constitutional, the child cannot help it...

According to information given out today by Sheriff D. K. Cameron and High Constable B. F. Watterworth...

WOMEN WHO SUFFER Can Obtain New Health Through the Use of Dr. Williams' Pink Pills.

Flattering to the Original! But Imitations Only Disappoint. There are many imitations of this great treatment for coughs, colic, croup, bronchitis and whooping cough...

Don't Wear A Truss! After Thirty Years' Experience I Have Preferred An Appliance for Men, Women, or Children, That Cures Rupture.

SCHOOL REPORTS. Mossley. Mossley School report for January. Class IV—Clara Pray, 83; Eric Cornish and Vera Geo. 80; Laurie Lane 68, Elwood Armes 66, Clara Jolly 63, Jean Spence 60.

HUGHES SEES BRUCE. TORONTO, Feb. 9.—Sir Sam Hughes arrived here this morning and spent some time in conference with Col. Dr. Bruce, author of the Bruce report on Canadian hospitals in England...

Flattering to the Original! But Imitations Only Disappoint. There are many imitations of this great treatment for coughs, colic, croup, bronchitis and whooping cough...

Would Delay Building. Materials and Labor Too High At Present, Says R. E. O. A Resolution.

W. T. MARLATT of Oakville, president of Ontario Motor League.

CLIFFORD SILTON HAS RETURNED TO MOOSE JAW after a few weeks' visit with relatives here.

At last night's meeting of the Real Estate Owners' Association a great deal of discussion took place regarding the proposed new hydro plant building...

Flattering to the Original! But Imitations Only Disappoint. There are many imitations of this great treatment for coughs, colic, croup, bronchitis and whooping cough...

Flattering to the Original! But Imitations Only Disappoint. There are many imitations of this great treatment for coughs, colic, croup, bronchitis and whooping cough...

W. T. MARLATT of Oakville, president of Ontario Motor League.

CHEW BARK TOBACCO. 'Ever-lastingly Good'. The only well known medium priced chewing tobacco made in Canada...

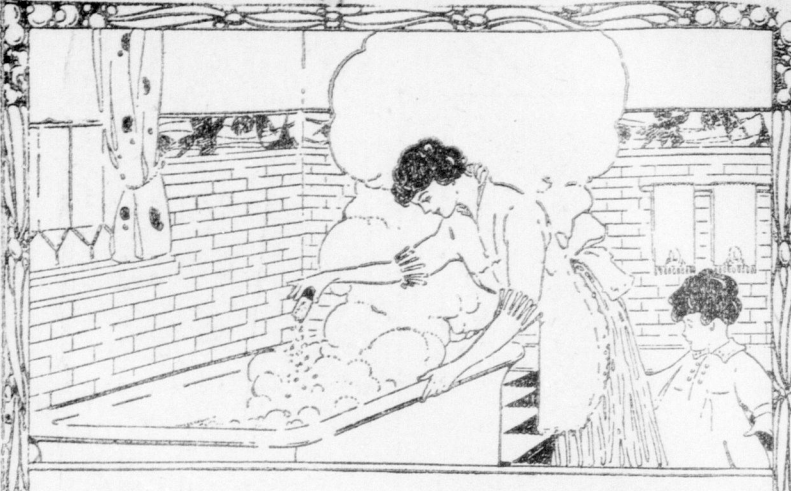
At last night's meeting of the Real Estate Owners' Association a great deal of discussion took place regarding the proposed new hydro plant building...

FLATTERY TO THE ORIGINAL! BUT IMITATIONS ONLY DISAPPOINT. There are many imitations of this great treatment for coughs, colic, croup, bronchitis and whooping cough...

FLATTERY TO THE ORIGINAL! BUT IMITATIONS ONLY DISAPPOINT. There are many imitations of this great treatment for coughs, colic, croup, bronchitis and whooping cough...

FREE INFORMATION COUPON. Mr. C. E. Brooks, 9534 State St., Marshall, Mich. Please send me by mail in plain wrapper your illustrated book and full information about your Appliance for the cure of rupture.

A PAGE OF GENERAL INTEREST TO WOMEN READERS



A Way to Soften the Hard Water of the Bath

Get out the LUX package—pour in 3 or 4 tablespoonfuls into the water and stir a little. The water immediately becomes creamy soft, most refreshing and very beneficial to the skin.

LUX

Lever Brothers Limited Toronto

Daughters of the Empire

Contents of bales packed February 2 by the I. O. O. F. ... The annual meeting of the Daughters of the Empire Chapter was held at the residence of Mrs. Lawson, John street, on Monday, the 5th inst.

When a man marries, an angel, but after marriage she sheds her wings. ... Friendship is a rose which, when it is flayed by heat, or violence, or accident, may as well be broken at once.

Cowan's Almond Nut Bar. A rich, velvety, milk chocolate containing an abundance of plump almonds—a quality that cannot be surpassed. Sold everywhere. Made in Canada.

97 Piece Dinner Set and lovely Silverware Given To You. ... You can secure without a penny of cost this magnificent, complete, 97-piece English Dinner service and a lovely set of half-dozen Wm. A. Rogers teaspoons.

Baby's Own Soap. The creamy lather of Baby's Own Soap leaves the skin cleansed, softened and slightly and deliciously fragrant. Use Baby's Own Soap with warm water and rinse well.

Advertiser Patterns



Girls' One-Piece Yoke Dress, 1917.—Gingham, chambray, serge, gabardine, wool, chequer check and plaid suiting, velvet and corduroy would be nice for this model. The dress may be worn without the pockets and belt.

Canada must 'Carry On' If Belgium's Children Are To Be Saved. To punish the violation of Belgium and free its land from the Huns has been one of the strongest rallying cries of British and Canadians throughout this war.

Cynthia Grey's Mail-Box. Dear Miss Grey,—As I have not written you before, I hope I may be correct in writing you now.

When a woman marries, an angel, but after marriage she sheds her wings. ... Friendship is a rose which, when it is flayed by heat, or violence, or accident, may as well be broken at once.

Send the Balance. Dear Miss Grey,—I subscribed for you for six months ago and I am sending you the balance now.

Prize for Just Jack. Am now giving calls on you again and must say that I am glad the quarrel between you and your husband is at last closed.

THE WHOLE BODY NEEDS PURE BLOOD. The bones, the muscles, and all the organs of the body depend for their strength and tone and healthy action on pure blood.

At any time of the day Baker's Cocoa is a good drink, as wholesome and nourishing as it is delicious. Walter Baker & Co. Limited. ESTABLISHED 1780. MONTREAL, CANADA. DORCHESTER, MASS.

Canada must 'Carry On' If Belgium's Children Are To Be Saved. To punish the violation of Belgium and free its land from the Huns has been one of the strongest rallying cries of British and Canadians throughout this war.

Belgian Relief Fund. Send your subscriptions weekly, monthly or in one lump sum to Local or Provincial Committees, or Send Cheques Payable to Belgian Relief Fund. Treasurer.

transferred into other battalions. We had their number and address all right. They were sent to the front. Hoping to see answer in paper soon.

Chilblains. Do not suffer from this malady. Just rub "Compass Oil" well into sore spots at bedtime, and cover with light bandage. Excepting in severe cases, one application will cure.

Will Heal Them. 25c. ALL DRUGGISTS. 25c. ... RHEUMATISM. Muscular and Inflammatory—stiff and swollen joints, pain in the back, etc., promptly relieved.

RAW FURS. HIGHEST PRICES PAID FOR COON AND SKUNK. ROSS' LIMITED, 211-213, ST. PATRICK ST. TORONTO.

I earn \$2 a day at home. You may say that, too, you want more income. Easy to learn. Study work at home the year round.

DAILY BIBLE QUESTION CLUB. By Rev. T. S. Linscott, D.D. (All Rights Reserved.) The 28 verses of this week constitute the International S. S. Lesson for next Sunday. Read the Bible Story carefully.



The Trenches Will Hear of What We Do!

Over in the trenches, the clammy, muddy trenches, the London boys are waiting to hear from you and me! They're wondering whether

LONDON

Forgets their mothers
Forgets their youngsters
Forgets their wives
Forgets the wounded fighter

or whether

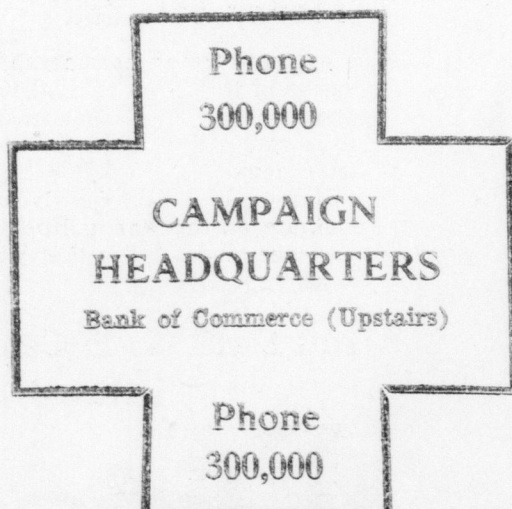
LONDON

Thinks of them
Works for them
Gives for them
Backs them up

Will Fritz yell across No-Man's Land that London has thrown its soldiers down, or will our boys let Fritz know that London is behind its soldiers to the limit, to the last million, to the last nickel?

Think of what your donation means to you. Say to yourself—"Is what I'm giving going to hurt me—am I going to miss anything—is my donation going to make me do without anything?" Then, if your donation is not SACRIFICE, DOUBLE IT, MAKE IT THREE TIMES AS MUCH, FOUR TIMES. If your gift doesn't hurt it isn't worth while—it is not to be mentioned in the same whisper as the work the boys are doing overseas. SPEAK OUT, DIG DOWN, and DIG DOWN DEEP!

Think of What London's Message Will Mean to the Trenches!

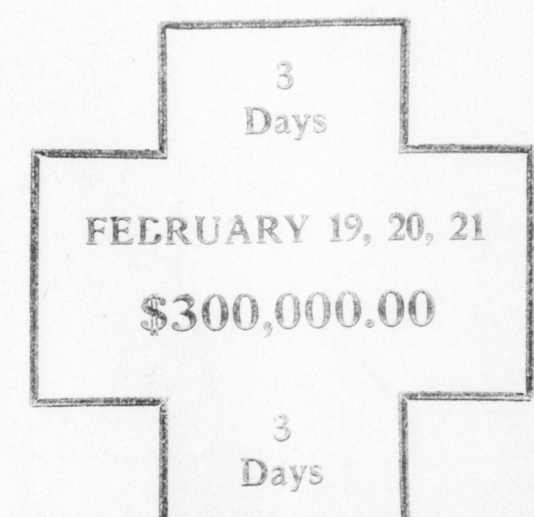


"SERVE·BY·GIVING" CAMPAIGN

Patriotic Fund and Canadian Red Cross Appeal

Chairman of the Campaign Committee:
SIR GEO. C. GIBBONS

President London Patriotic Association:
W. M. GARTSHORE



The Canadian Army in Action and the Advance of the Tanks



OFFICIAL FILMS

Of Our Own Boys in the Great Battles of the Somme and
First Pictures of Britain's Land Dreadnoughts

Approved and recommended to Canadians by His Majesty
King George in a special cable received this week by
Sir John Hendrie.

Filmed under fire and
issued to the Canadian
people by the Canadian
War Records Office in
common tribute to those
of her sons who fought so
victoriously and to those
who died victorious, and
to be a living record in
the national archives of
Canada for all time.

How the Films Were Made

[Special to The Advertiser.]

LONDON, Jan. 12.—Every man, woman and child throughout the length and breadth of Canada should make a point of seeing the latest war films from the Canadian front. Far clearer than any preceding films of the kind, these wonderful scenes from the Canadian battlefield. Marvelously realistic, too, are the tanks, every portion of them in plain view as with big guns manipulating they pursue their reptilian course over all obstacles.

"Canada's movie photographers have no rivals in daring. Some of the pictures were taken in the heat of battle where the air was literally full of flying death and the operator in terrible danger every moment. Imagine standing out in 'No Man's Land' in an action filming the advancing soldiers, snapping Hun prisoners, while the shells burst in close proximity and bullets 'whip-lash' past in showers. Perched on the top of a parapet hiding in a shell hole, manipulating an instrument which the Bosch is as likely as not to take for a machine gun and act accordingly, is the portion of these daring movie men, whose work at such times is really more dangerous than that of the soldiers themselves."

No doubt many Londoners
will recognize relatives
among those shown in the
Courcellette fight, in which
the 1st and 18th Bat-
talions took a glorious
part. Watch The Adver-
tiser for the hours of
performances and prices.
The admission charge will
be within the reach of
every pocket.

Presented under the auspices of The

London Advertiser

At the LYRIC THEATRE for the full week commencing February 19

AMUSEMENTS, LECTURES.

MARY PICKFORD THE PRIDE OF THE CLAN America's Sweetheart, and Yours, in Her Latest Artcraft Offering

Musical Art Society Concerts PRINCESS WINTER GARDEN

New York Symphony Orchestra An American Orchestra With an American Conductor

PATRICIA MONDAY, TUESDAY, WEDNESDAY, First Episode of the "Secret Kingdom"

Vaudeville THE FLYING ELLIOT SISTERS, DREANO AND GOODWIN, COMEDY SKIT.

WINTER GARDEN - TONIGHT! WHERE LOVERS OF GOOD MUSIC LOVE TO GO

S. J. Meredith Behind the Lines An Actual Picture of the Life of Our Boys Somewhere in France.

MAJESTIC SUNDAY AT 8:30. 241st Battalion Concert

KHAKI DANCE Masonic Hall, Tuesday, February 15, at 8:30. Tony Cortese Orchestra.

MASSAGE AND BATHS - HYDRO-THERAPY A specialty. Scientific massage and hydrotherapy.

FEMALE HELP WANTED. REAL ESTATE FOR SALE. ARTICLES FOR SALE. SAUERKRAUT WE HAVE THE BEST MADE.

Richard Green Moulton Series of Three Lectures, Auspices of Women's Teachers' Guild.

CONDENSED ADS. Amusements—Fifteen cents per word each insertion, or two cents per line if set off.

Girls Wanted Good chance for advancement. Apply, EMPLOYMENT DEPARTMENT.

MALE HELP WANTED. BRICKLAYERS AND LABORERS wanted. Apply John Hayman & Sons.

Mechanists wanted for work in tool room of Munitions Factory. Highest wages.

Lyric Theatre SUNDAY, 4 P.M. PICTURES From Canada to France and Return

Good Positions High Wages First-class toolmakers and machinists wanted, who have served their time at the trade.

ARTICLES FOR SALE. SAUERKRAUT WE HAVE THE BEST MADE. ANDERSON'S THE BIG STORE.

BOARD AND ROOMS. BUSINESS CHANCES. GROCERY STOCK, TWENTY-FIVE hundred dollars. Can take London residence exchange.

2 Butchers' Refrigerators Almost new. Sizes 8x10 feet and 11x12 feet; both 11 feet high.

Wegner's Great Unloading Sale \$80,000 Worth of Men's Clothing, Hats, Furnishings, etc.

Andersons Market House. YOU WILL HAVE MONEY TO PUT IN THE BANK IF YOU PATRONIZE

Wegner's Great Unloading Sale WE HAVE JUST RECEIVED A FEW BARGAINS IN USED CARS.

A. B. GREER & SON YORK AND TALBOT, PHONE 642, FIVE CENTS

Wanted 1,000 live hens, 1,000 young cockers, 500 Speckled Runners.

ARTICLES FOR SALE. FORD TOURING CAR GOOD CONDITION. Cheap for Cash

THE MOST MODERN DINING-ROOM VICTORIA CAFE OLD PAPER W. LEFF & CO.

POP CORN Popcorn, 10c package. Corn Popper and package of Popcorn only 25c.

SOUTHCOTT COAL COMPANY Hard and Soft Coal and Wood Dealers.

Barn Boards Fine stock and dry. Come and see them.

It Was Very Lucky That Col. Henry Clay Medders of Kentucky Was a Guest of the Smiths When the Cook Quit Just Before Dinner.



\$5.00 CASH Buys a BRANTFORD BICYCLE; Balance Easy Terms. Bicycle & Motor Sales Co.

MUSICAL ART SOCIETY FULL ORCHESTRAL REHEARSAL Y. M. C. A. SUNDAY EVENING

MARRIAGE LICENSES. MARRIAGE LICENSES ISSUED BY W. C. FITZGERALD.

MARRIAGE LICENSES. MARRIAGE LICENSES ISSUED BY W. C. FITZGERALD.

MARRIAGE LICENSES. MARRIAGE LICENSES ISSUED BY W. C. FITZGERALD.

MARRIAGE LICENSES. MARRIAGE LICENSES ISSUED BY W. C. FITZGERALD.

MARRIAGE LICENSES. MARRIAGE LICENSES ISSUED BY W. C. FITZGERALD.

MARRIAGE LICENSES. MARRIAGE LICENSES ISSUED BY W. C. FITZGERALD.

REAL ESTATE FOR SALE—REAL ESTATE FOR SALE. THOS. C. KNOT. REAL ESTATE BROKER. 117 DOMINION SAVINGS BUILDING—First Floor Up. Phone 450.

P. WALSH'S BULLETIN. BELLEVUE AVE.—New 1 1/2-story red pressed bungalow. For sale on easy terms. Price \$24,000.

P. WALSH. 425 RICHMOND ST. PHONE 358. Anderson & Co. Fire, Life and Accident Insurance.

We Have Several Large and Small Farms. Near city for sale. Will consider any offer for the property in exchange for stock.

ARGYLE LAND COMPANY, LIMITED. 178 Dundas Street. Phone 4.

NOTICE TO CREDITORS. IN THE MATTER OF THE ESTATE OF JOHN MCNEIL, late of the township of Lobo, in the county of Middlesex, Farmer, deceased.

The Western Real Estate Exchange Limited. 78 Dundas Street, London, Ont. PHONES 696-4349.

FARM FOR SALE. The executor of the estate of the late Leonard McTaggart offers for sale the lot No. 22, con. 1, USborne Township.

NOTICE TO CREDITORS. IN THE MATTER OF THE ESTATE OF JOHN EDWIN DENNY, late of the city of London, in the county of Middlesex, Farmer, deceased.

OSTEOPATHIC PHYSICIANS. DR. E. S. DETHLEFSEN, GENERAL PRACTICE, WITH SPECIAL ATTENTION TO SPINAL CURVATURE.

Sale by Tender. Pursuant to direction of the inspectors of the following assets: TOLEDO PIANO COMPANY, LIMITED, Clinton, Ont. Insolvents will be offered for sale by tender.

Mortgage Sale. Under power of sale contained in a registered mortgage, there will be sold on the premises on Wednesday, the 15th day of February, 1917, at 10 o'clock in the morning, the following real estate.

Tenders for Clothing For the Police Force. Tenders, with pattern of cloth, for police clothing, for the current year, will be received at police headquarters up to March 1 next.

EXECUTORS' SALE. OF farm and farm stock of the late George Wood, Thursday, Feb. 22, 1917, at 2:30 p.m. the following property is for sale.

AUCTION SALE OF FARM, FARM STOCK AND IMPLEMENTS. OF the late Robert Sutherland, will be held at lot 3, con. 1, North Oxford (Governor's road) on Friday, March 2, 1917.

At Cooper's Auction Rooms. 258 DUNDAS STREET. Afternoons 3 p.m.; Evenings, 8 p.m., Daily.

China Auction. At Cooper's Auction Rooms. 258 DUNDAS STREET. Afternoons 3 p.m.; Evenings, 8 p.m., Daily.

Complete Contents of London House. CORNER DUNDAS AND TALBOT STREETS, TUESDAY, WEDNESDAY AND THURSDAY, FEBRUARY 20, 21 and 22. Comprising of bar and fittings, office, sitting-room, dining-room, kitchen and contents of 40 bedrooms.

MONDAY, FEBRUARY 12. 77 DUNDAS STREET. Complete contents of two well-furnished houses. In part: Parlor, seater, chairs, rockers, tables, organs, pianos, books, etc.

TUESDAY, FEBRUARY 13. 197 KING STREET. Complete contents of China's Second-Hand Store will be sold under reserve. Partial list as follows: Upholstered chairs, tables, sideboards, etc.

THURSDAY, FEBRUARY 15. 201 HORTON STREET. Complete contents of nicely furnished cottage in part: Parlor, seater, chairs, rockers, etc.

RELIGIOUS SERVICES. St. Andrew's Presbyterian Church. QUEEN'S AVE AND WATERLOO ST. 11 a.m. subject: "The Church's One Foundation." The Minister.

First Congregational. Rev J. B. Silcox, D.D. Pastor, Will Preach. Come to Church. Presbyterian First Presbyterian.

CATHEDRAL ST. PAUL'S. Morning Service, 8:30 A.M. Evening Service, 7 O'clock. Preacher: Rev. C. W. Foreman.

ASKIN STREET METHODIST CHURCH. Rev. Dr. Dougall, Pastor. Services as Usual. Centennial Methodist Church.

Methodist. Rev. Dr. Dougall, Pastor. Services as Usual. Epworth League Anniversary.

ASKIN STREET METHODIST CHURCH. Rev. Dr. Dougall, Pastor. Services as Usual. Centennial Methodist Church.

GOSPEL HALL. HAMILTON ROAD. Mr. J. Cruickshank, of Hamilton, Ont., preaches at 7 p.m. A gospel message for all.

PEOPLE'S FORUM. Sunday, 3:30 o'clock, over London Electric Office, Richmond and King streets. Open discussion.

FIRST METHODIST CHURCH. 11 A.M.—Rev. Joseph D. Richardson, M.A. 2:45 p.m.—Sunday School.

REV. BENJ. H. SPENCE. Of the Dominion Alliance. Sunday School in Wesley Hall. An hour of sacred instruction and earnest fellowship.

REV. CHAS. R. FLANDERS, B.A., B.D. Sermon: "Who Serve Unto the Example and Shadow of Heavenly Things."

Hale Street Methodist Church. Rev. B. Snell, Pastor. Sunday School in Wesley Hall. An hour of sacred instruction and earnest fellowship.

WELLINGTON ST. METH. CHURCH. Rev. W. J. Ashton, B.D., Pastor. Church Anniversary. 11 a.m.—Rev. H. H. Bingham, of the Talbot Street Baptist.

Every Picture Tells a Real Story. Repair Directory. LOOK down this list and have that repair work done NOW. Every ad. represents the best of workmanship and years of experience.

J. FRAUMENI, Tailor. London Garment Care. Why Don't You Try Us? We call for and deliver work. Cleaning, pressing and repairing.

Save the Pieces! WM. M. PATTEN. HIGH-GRADE FURNITURE. Bring your broken furniture to us. We grind our own lenses, and can duplicate any lens on short notice.

WE REPAIR. Modern Shoe Repair. Shoes called for and delivered the same day. Shoes repaired while you wait.

Expert General Machinists. Machinery of all kinds thoroughly repaired and overhauled by experienced machinists.

Bexton & Carson. REAR OF 187 QUEEN'S AVE. PHONE 3079. Oxy-Acetylene We'ring. We weld cast iron, auto parts, machinery, etc.

Accurate Watch Repairs. John S. Byrard. Jeweler and Optician, 194 DUNDAS STREET, LONDON.

NORDHEIMER'S REPAIR DEPARTMENT. Plans tuned, repaired, repolished. We can also make and look into any work for estimate on work.

THOMPSON. All kinds of Sewing Machines repaired. Work efficiently and promptly attended to. New Sewing Machines for sale.

Mason & Risch Repair Dept. Pianos, Player-Pianos tuned. Damaged Violins, Guitars, Banjos and small musical instruments made like new.

MEDICAL CARDS. DR. SEPTIMUS THOMPSON, PAIN, rheumatism, sciatica, etc. DR. G. L. CLARKE—EYE, EAR, NOSE and Throat, 394 Dundas Street.

EDUCATIONAL. THE O'BRIEN BUSINESS COLLEGE. Alma Block, 361 Richmond St. LONDON, ONT. PHONE 5875.

THE O'BRIEN BUSINESS COLLEGE. Courses: COMMERCIAL, STENOGRAPHY, CIVIL SERVICE AND ISAAC PITMAN SHORTLAND. DAY CLASSES. Students may enter any day.

