

THIRTY-ONE RECRUITS SWELL RANKS OF UNITED TRAVELLERS

London Council Now Largest Organization of Kind in Eastern Canada.

OFFICERS INSTALLED

Fred Oakden Is Senior Counsellor For Year—Prizes Awarded.

Thirty-one were initiated into London council, No. 630, United Commercial Travellers of America, at a special session held Saturday afternoon. The additional members make the London council the third largest in the dominion and the largest in eastern Canada.

It was a successful initiation, handled with dexterity by Senior Counsellor E. R. Dromgole and his staff of officers. The 31 candidates were not admitted to the fraternal order until they passed through all manner of ordeal, characteristic of a U. C. T. initiation.

New Members.
The following commercial men of London and district are the new full-fledged members: W. Whyte, R. Everett, A. G. Nichols, C. S. Watson, F. A. Andrews, Fred Shaw, J. R. Reddon, J. W. Milner, G. J. Klein, A. M. Peebles, C. J. Nichols, H. Jolly, W. A. Peckham, J. J. Teahan, E. J. Thomas, D. J. Morris, A. J. Johnston, W. H. Thompson, L. Woods, P. H. Legge, S. C. O'Neill, E. O. Curry, W. Dickson, J. L. Scott, H. M. Craig, H. E. Brinker, H. Whyte, J. A. Smith, C. F. Davey and D. Simonds.

E. Fletcher of Saskatoon council was accepted as a member of the local council by transfer.

M. A. Wilson, D. W. Clifton, J. W. Elmer and J. C. Davidson will be initiated at a special session on Saturday, March 21.

London council now has a membership of 275, one less than the number for an extra delegate to the grand council in June. It is expected that at a special session to be held on March 21, another class, equally as large as that initiated Saturday, will be put through the ceremony, and the second delegate is practically assured. A membership of more than 300 by the end of the month is the aim of the officers of the local council.

Rowat's Teas

Our Special Blends Please People Who Are Particular. 70c, 80c, 90c, \$1.00, \$1.10 and \$2.00 a Pound.

T.A. Rowat & Co.

255 Dundas St. W. Phone 3051-3052.

Special Prices

For New Bathroom Plumbing for Month of March.

PRICE PRICE
THE HUNT PLUMBING CO.
Corner Richmond and Kent Streets, Phone 1213.

OLL SALE ALL THIS WEEK AT PEEL'S.

RED STAR NEWS CO. 10 MARKET LANE.

COAL

Egg, Stove, Nut and Pea coal, the best obtainable.

Prompt delivery to all parts of the city.

Orchard's

45 York St. Phone 384.

SUCCESS
Good eyesight is essential to good work, and therefore essential to SUCCESS in life. CARE FOR THE EYES THAT CARE FOR YOU.

BROWN OPTICAL CO.

"Quality Beyond Question"
223 Dundas St. Phone 1877.
Branches: Hamilton, Montreal and Windsor.

AMBULANCE SERVICE

PHONE 1988
HEATED INVALID COACH
GEO. E. LOGAN
311 DUNDAS ST. W.

Arkansas Fires Cost \$600,000

Associated Press Despatch.

Fort Smith, Ark., March 8.—After a fire last night which destroyed the Fort Smith Cotton Oil Company, with an estimated loss of close to \$600,000, the Senior Glass Company was burned this afternoon with a \$500,000 loss.

At 2:30 p.m. another fire broke out in the residence district, and two hours later eight residences were aflame. A high wind and poor water supply caused the fire to gain rapidly.

One of the houses was destroyed with a prize by the senior counsellor, E. R. Dromgole.

After the initiation ceremonies the annual meeting for the election and installation of officers was held Saturday evening. E. R. Dromgole acted as chairman. Fred Oakden was elected senior counsellor for the year, with R. S. McGee, junior counsellor. Past counsellor, E. R. Dromgole, secretary-treasurer, H. R. Hooper; conductor, E. M. Russell; page, J. M. Brown; sentinel, George S. Miners; executives, George T. Hair and Frank Harley. Representatives to the grand council include F. W. St. Lawrence, past grand counsellor; R. A. Parrish, grand secretary; G. W. Price, grand executive; W. E. Thorpe, grand auditor; Harry Hooper, past senior counsellor; E. R. Dromgole, past counsellor; R. S. McGee, junior counsellor; E. M. Russell, conductor; alternatives to the grand council will be J. M. Brown, page; George Miners, sentinel; Frank Harley, George T. Hair and D. S. McGee, executives. The meeting was turned over to R. A. Parrish, grand secretary, following the election. He acted as installing officer, and Past Senior Counsellor G. W. Price and W. E. Thorpe were appointed marshals.

Harry R. Hooper was elevated to the position of past senior counsellor for his three years' service as secretary-treasurer. W. E. Thorpe was also made a past senior counsellor, and P. S. C. Jewels will be presented to the two officers at the next regular meeting in April.

CHRISTIAN GROWS AS TREE, SLOWLY

Nurture and Constant Care Like Plant Needed, Says Pastor.

Christian growth is natural, like the growth of a tree, according to the sermon preached by Rev. R. J. Murphy, at Wortley Road Baptist church yesterday morning. Rev. Mr. Murphy pointed out to his congregation that Christian growth comes slowly and is not a spontaneous action. It must be built up, it must be nurtured like a plant and constant care given to that type of growth.

Service, faith and devotion were necessary to aid in spiritual growth, just as much as food is necessary in physical life. The beauty of character is a real test of the success of spiritual growth.

"Christian growth is growth in grace and in the knowledge of the Lord Jesus Christ," the preacher said. "The divine command calls for the kind of growth that knows grace and the love of God."

Quite a number of adult members of the church were baptised at the evening service, when Rev. Mr. Murphy preached on "Does Death End All?"

MASTERY OF EVIL BRINGS REWARD

Very Rev. Dean Tucker Preaches On Forty Days of Temptation.

Preaching on the forty days of temptation in the wilderness, Very Rev. Dean Tucker at St. Paul's Cathedral drew two outstanding conclusions from it. First, there was the tremendous power that evil could exert on humanity, and second, the omnipotent power of God to save the individual from sin.

"Our lives are full of mystery," he said; "all around is a world of mystery, which the greatest intellects of the world have studied without avail. What life itself is we know not. How it came we know not. How to restore it is beyond us."

"But with all the wonderful mystery of our life, we must remember that it is but the gateway to the much more wonderful spiritual life. The mysteries of body and spiritual life we shall probably never know, but we do know that in life there is good and evil ever present and ever needing our attention."

"In the temptation of Jesus when He was subjected to three supreme temptations at the conclusion of His 40-day fast, we find the power of our Lord most supremely illustrated. First, there was the temptation of food, which was subtly designed to have its appeal in the weakened condition of the body after this long fast. Then He had the appeals to worldly success and power in the temptation of the pinnacle of the temple and of the mountain top."

"You know how our Lord met these temptations and how He mastered them. Then at the end of the three trials we learn that angels came and ministered unto Him. This is all the result of mastering any evil which assaults us, either in the body or the spirit. We have evils of lust, wealth, drink, pleasure, all of which are the result of sin. But we have the promise of Christ, 'Lo I will be with you always, even unto the end,' and the knowledge of the power of Him to save us."

Springtime Fabrics

New clothes on the tip of every feminine tongue. New fabrics the center of feminine interest. Spring dress materials withstand this battery of attention with their own special displays this week.

Lovely new colors and vivid patterns are featured. Gorgeous designs giving Oriental splendor to the silk counter. Sunshiny days foretold with crisp and summery fabrics in the wash goods department.

Exposition This Week
See Windows and Interior Displays.

AUTHENTIC SPRING STYLE COLORS ARE—

BLONDE—A sand with a slight cedar tone.
PRALINE—A rich darker sand.
KASHMIR—A darker almond green type.
THRUSH—A light tan of reddish tint.
NAVAHO—A burnt gold.

MONTEREY—A rose copper.
LIPS RED—A vivid red.
DRAPEAU—A soft sage blue.
SPANISH GOLD—A dandelion.
MOROCCO—A copper.
CRANBERRY—A shumac.

CHUNCHILLA—A mid slightly blue, cast in a rich gray.
BLACK will hold a very strong place in fashions.
Here are four additions to the henna family—ROSEWOOD, DOLORES, ROBE and FEZ.

THE WORLD'S FOREMOST SILK CREATIONS IN THIS EXPOSITION

Mallinson's Silks de Luxe—
Plain Pussy Willows,
Printed Pussy Willows,
White Khaki Kool,
Molly O Crepe, in black.

C. J. Bonnet & Co., Lyons, France—
Black Satin Crepe Merveille
Black Flat Crepes,
Flat Crepes in colors,
Black Satin Duchesse.

William Skinner & Sons—
Pure Silk
Pure Dye Silks,
Taffetas,
Lining Satins,
Cheney's Famous Silks in fancy prints.

STEHLIS—
Reliable Silks, in Failles,
Brocades, Crepe Satins.
SCHWARZENBACHS—
Smart and dependable Silks in prints and plain weaves.

BROCADES TO THE FORE

Brocade designs not too large, but well covered on the much desired silk crepe cord background in self tone effects are aptly named Charmante Brocade. Some of these show a banding running across and spaced about 25 inches apart. These bandings are featured at the bottom and sometimes at top of the dress, depending on the length. Kashmir, Monterey, Praline, Hazel, Spanish Gold, Fairy Green.

"PRINTS ARE EVERYTHING" — THE FASHION VERDICT FOR SPRING AND SUMMER

In the name "prints" we allude to the beautiful and colorful patterns created on silk cantons, Marocains and flat crepes. And these are just the silks when you long for something different. And most women do. There's the rare charm of individuality of designs, the unusual color blendings and the guaranteed quality of S. & I. Silks that have earned their enviable reputation for leadership. Some of the outstanding styles are in borders, large and small spots, Bayadere stripes, etc.

WASH FABRICS

RAYON—The feature fabrics in summer dress materials almost all show mixtures of Rayon (artificial silk) in truly wonderful effects, giving an entirely new field of selection for smart summer dresses. Charming are the fabrics shown in this class. Broches, Brocades, Stripes and Checks in Crepes, Marocains, etc.

PRINTS—Of course the immense popularity of all printed fabrics finds us prepared with a most delightful assortment for your summer frocks. Pretty Cotton Taffetas, Voiles, Broadcloths, etc.

Or Rayon mixtures showing the art of the weaver and printer in producing beautiful goods.

NEW WOOL FABRICS AWAIT YOUR APPROVAL

Wool Balbriggan

A feature at the French Riviera and Palm Beach for the smart dress, is here. The name signifies the weave. It's much like men's balbriggan shirts in the natural color and also in a variety of spring's new colors. Twinkleton Balbriggan because there's a twinkling of silver comes up through these several colors—rosewood, Dolores, orchid, rust, henna, faience blue, bobolink, almond green, natural balbriggan, mayflower rose, also plain navy and black; 54 inches wide, new and fashionable.

Ottoman Cords

There are on the peak of fashion the ever-popular Ottomans produced in the newest shades, such as cedar, morocco, kashmir and mole, in 54 inch width. Another material which lends itself beautifully to the popular ensemble.

Epingle

A very new and pretty weave in plain colors of Almond Green, Sand, French, Navy and Blonde, all wool and 54 inches wide. While the colors are plain, the weave is fancy, forming a cord check, very smart for the ensemble mode.

Oblong Pin Check Faille

Very fine cashmere wool in fine faille weave; 54 inches wide; in white faint pin oblong checks, shown in colors of black, navy and chinchilla.

Pencil-Stripe Worsteds

Fine quality botany wool, point twill weave for clean wear; shown in black, also navy, with a narrow fine but faint pencil stripe; 54 inches wide.

"C-IT" Demonstration.

A new liquid Glass or Window Cleaner. Will clean windows in 15 seconds without soap or powder.—Basement.

SMALLMAN & INGRAM LIMITED

SPRING SEWING

MOST EFFECTIVE OF ALL, WHEN YOU USE DESIGNER PATTERNS AND THE BELROBE.

Designer patterns are cleverly in accordance with the modes. The Spring Fabric Exposition is making them of more than usual interest.

In this week's fabric display are new costumes which had their inspiration in Designer patterns. An ensemble of bengaline and printed silk. A summer sport frock of pink and white striped tub silk. Styles which show the Designer manner of coupling smartness with simplicity.

With the Designer pattern comes The Belrobe—an explicit chart which provides a short course in dressmaking with each frock you make. It affords a surprising economy in material, too, for it teaches you to cut in the manner of an expert.

Follow your choice of fabric with the choice of a Designer pattern. The smartest lines and trimming details are incorporated in the Designer Spring Fashion Book.

At the Pattern Counter, Main Floor, East Side.

Change In Location

The pattern counter has been moved to the second aisle, east side, adjoining the dress trimming section.

GIDEONS REORGANIZE IN LONDON YESTERDAY

R. R. Smith Elected President, Following Special Service For Travellers.

The London Camp of Gideons was reorganized last night at Hyatt avenue Methodist church following the special commercial travellers' service. Officers were elected and plans for the forthcoming year were formulated.

R. R. Smith was elected president. R. E. Gregory, 1st vice, W. D. Quigley, 2nd vice, E. C. McMurtrey, sec-

retary, I. P. Marlatt, chaplain, and A. E. Small, chairman of the membership committee.

MISSOURI CHEESE FACTORY CLOSES SUCCESSFUL YEAR

Thorndale, March 8.—The annual meeting of the stockholders of the West Missouri cheese factory on the 4th concession was held last week. The report showed amount of cheese made during the year, 204,464, and sold for an average price per pound of 15.74 cents, the average price paid for the milk was \$1.37 per 100 lbs. The meeting was addressed by T. Boyce of London. The following were elected as directors and officers: George Lovett, president; A. Lee, secretary-treasurer; directors, G. Lovett, F. Lee, W. Gee, R. Woods, J. E. Duffin, Sam McMurray and Charles Witchell. The meeting was well attended by the patrons.

Young Boy Dives Into Icy Water To Rescue Chum Caught In Mud

Special to The Advertiser.
Woodstock, March 8.—Harold Smith, aged eight years, narrowly escaped drowning yesterday afternoon, when only the quick action of one of his playmates, Roland Goodeve, aged 12, saved his life. The Smith boy had fallen into a deep pond in the city's gravel pit in the west end of the city, and becoming stuck in the mud at the bottom of the pit, failed to rise until Goodeve, diving into the icy water, brought him to the surface. Both lads were badly chilled and were rushed to their homes where their condition is today reported as favorable.

A number of the boys had been playing in the gravel pit, and the Smith lad overbalanced and fell into the pond, which, at this time of year, is several feet deep.

KATHERINE McDOWELL, 18, ILL ONE YEAR, DIES

Daughter of Francis McDowell and Former St. Angela's College Student.

Katherine McDowell, 18, passed away yesterday after an illness of one year. Miss McDowell was the daughter of Mr. and Mrs. Francis McDowell, 692 Waterloo street. She had attended St. Angela's college until taken ill. The survivors are her parents, one brother, Francis of this city, and five sisters, Rev. Sister Arlis of St. Joseph's Community, London; Miss

Anna, nurse-in-training at St. Joseph's Hospital, Chatham; Isabel, Margaret and Helen, all at home. The funeral will be held on Wednesday morning at 8:30. Requiem high mass will be sung at St. Peter's cathedral at 9 o'clock. Interment will be made in St. Peter's cemetery.

"BEN HUR" FILM NEGATIVE INSURED FOR \$1,000,000

By HIRAM K. MODERWELL.
By Cable to The Advertiser and the Chicago Daily News. Copyright, Rome, March 8.—The original negative of the film "Ben Hur," which was made in Rome last year, sails for America Monday, packed in twenty-seven cases, and insured for \$1,000,000. This is said to be a record sum for the premium, being \$10,000. Italian firm would underwrite the insurance so it was given to an English company.