ADVERTISER PUZZLE CONTEST CORNER

Important Questions Answered by Contest Manager and Matters of General Interest Discussed—Contestants Should Watch This Corner

Contestants who have not sent in any new subscribers, or the full number of new subscribers, they are allowed to register with their solutions, should take advantage of the opportunity that they still have of obtaining them. Contestants should bear in mind that there are many of their friends who are contemplating subscribing, or who would subscribe were they asked. Contestants can send in new subscribers to be placed to their credit any time until the contest closes on March 19. Contestants should send in their new subscribers as fast as they get them, for something might prevent them from sending them in later, thereby causing them to lose this extra prize money. Be sure to send the money to cover the subscriptions of your new subscribers, also be sure that your new subscribers are new subscribers and not merely renewals, for no credit is given for securing renewals. Each of the new subcribers must pay not less than $2.75, and he has the privilege of entering the contest if he wishes to do so upon the same terms as any other contestant. The $2.75 or more up to $10 paid by him entitling him to submit a solution to the puzzle. Whether these new subcribers submit solutions to the contest or not, each must sign a separate blank, so that the records may be kept in such a way as to show by whom they were interested. If no solution is sent by subscriber you interest, merely write across the face of the chart "No solution submitted" and send it in attached to the blank. Start today to get your new subscribers. If you have no blanks for sending in their subscriptions write for them immediately.

For the information of present subcribers it is stated that no change whatsoever will be made in the channel through which you now receive your paper. Entry into the contest means that you will merely advance your subscription in whatever amount you pay, and there is considerable satisfaction in knowing that your paper is paid for up to a certain date.

DEVELOPMENT OF OBSERVATION IS BASIS OF SUCCESS

T. F. L. Henderson Tells Chamber of Commerce About "Salesmanship That Wins."

"Salesmanship That Wins Today" was the subject of an address given Thursday evening by Thomas F. L. Henderson, business counsellor, La Salle Extension University, before the members' council of the local Chamber of Commerce and several guests at a dinner at the Tecumseh House. Mr. Henderson had an inspiring message for everyone, which he delivered in a highly entertaining manner.

"In all my travels," he said, "I have never yet met a man who did not expect that some day he would be successful. The trouble with the majority of these people who wait for success to come in some unusual manner, is that they are all wishbone where they should be backbone.

"Success can only come," he continued, "through sacrifice and personal denial. It is a mistake to believe that it is due to a combination of circumstances. In all my researches I have never yet met a really successful businessman who was born with a silver spoon in his mouth. They had reached their pinnacle through endless hard work."

Birthright of Success.

The most encouraging thing in life, the speaker claimed, was that nearly every man had as a birthright the qualifications out of which success can be modeled. It was every man duty to increase his talents, he said.

Mr. Henderson asserted that the chief drawback to the average man was that he had not developed the power of observation. It was possible for a man to look at a thing thousands of times without seeing it. He told many stories illustrating that this was so. He also claimed that the average man did not do enough serious thinking. It would be well for the world, he said, if every man was forced to do some constructive thinking each day.

Coming to the question of salesmanship the speaker said that that there were several things the salesman of fifteen years ago did which the salesman of today could not do and be successful. No longer does the idea prevail that a good salesman must be a good drinker and a good poker player. The trade has become a genuine profession, and all the old-time ideas have passed to the scrap-heap. A clean life, he claimed, was absolutely essential to successful business.

Four Factors in Selling.

There were, he said, only four factors to be considered in making a sale, namely, the customer, the goods, the salesman and the sale. The chief thing about salesmanship was the three middle letters, "man." Make the man right, and the other things would care for themselves.

One of the greatest essentials in the making of a successful salesman was an extreme interest in what he was doing, he claimed. Each day must be looked upon as one more opportunity of accomplishing something.

In addition to knowing himself a man must have the ability of analyzing the other fellow. It was extremely important that the salesman should recognize the type of man he was dealing with.

"One of the most disgusting things," Mr. Henderson said, "is to find a clerk in a retail store who does not know anything about the things he is attempting to sell. Everywhere one finds much indifference among this class of salesman."

Every Man a Salesman.

In concluding, the speaker claimed that everyone, even down to a child, was a salesman of some kind.

Prof. G. Mel Brock of Western University was the guest of honor. He was introduced by Ald. F. E. Harley, who claimed that to Prof. Brock goes all the credit for keeping London on the sport map. He claimed that the exploits of the team which ran in Baltimore had brought the name of London before the whole world.

After lauding the work of the team, Professor Brock called upon all present to give the big athletic meet which is to be held in the local armories on Saturday night their undivided support. He said that it was not the intention of the committee to ask for personal contributions toward the expense of bringing the Baltimore teams here, but he did ask everyone to back the boys by their presence.

Mr. Brock asserted that as London was setting itself up as the hub of Western Ontario, the businessmen of the city must become leaders.

Boost Athletic Meets.

"If we are to become leaders," he continued, "we must have followers. You men can help us in a way which you never dreamed. I am sure that each one of you have a wide circle of acquaintances throughout Western Ontario. All I ask is that every time you meet one of these men you should boost our athletic meets. I want every man of you to back us up. If you do we will have the finest and the largest athletic meet on the American continent.

Professor Brock asked the businessmen to become interested in the playgrounds in this city. He claimed that it would do the boys much good if every businessman in the city and sons of the younger men would make a personal visit to the grounds once a week. If this was done, the speaker claimed, no one would know London in four years.

"ROBBED WITHOUT A GUN," SAYS WITNESS

Louis Haddad Lost More Through Summons Than When Held Up.

Louis Haddad, 768 Dundas street, declares he could have forgiven Garfield brothers for robbing him of some 'steen dollars with a gun, but he feels rather keenly for being "robbed without a gun," as he puts it, by the county of Oxford, which summoned him to Woodstock as a witness in the Johnston murder case and kept him waiting three days without being called to give evidence. He lost his time from his business, had to hire an extra man to take his place as far as possible, paid his fare on the railroad to and from Woodstock, and had to pay his hotel expenses and the cost of his meals while there. For all his trouble he received only $7.95. Now Mr. Hadded has figured out that he lost more from being summoned as a witness than the Garfield brothers took out of his till.

COMMISSION FORM OF CITY GOVERNMENT NOT DISCUSSED

Replies to Mayor Little's Statement at Last Council Meeting.

Ald. W. A. Wilson has sent the following letter to The Advertiser in explanation of his stand in regard to commission government:

To the Editor of The Advertiser:

Pardon me if I correct you on the result of the first vote on commission government in the council, which you say was lost. The vote was to open up the question, which was not necessary, and was carried by 8 to 2. The second vote was for or against any form of commission government, which the mayor declared lost, and which I take issue with the mayor was not lost, but won by 6 to 4 in our favor. The mayor further states that we had full knowledge of it being in the London bill. I publicly state that commission form of government was never before the council this year, or read to the council, or discussed in any manner, nor was it known to be in the London bill until we read it in the papers.

ALD. W. A. WILSON.

THE FIRST INVESTMENT OF PARTNERSHIP

OF INTEREST TO YOUNG MEN.

Young man, the engagement ring is the first investment of partnership, and too much care cannot be taken in its selection. If the engagement diamond comes from John A. Nash, My Jeweler, she will know it is perfect, and has that winning way. His new store is 182 Dundas street, "where you will eventually buy." b

MUCH "Y" WORK AMONGST TROOPS DISCONTINUED

Available Funds Nearly All Used—National Council Now in Charge.

The military work of the Y. M. C. A. at the local barracks and among the regular corps will cease next week, it was stated yesterday. Since the armistice was signed, extensive work has been conducted among the soldiers by this department, and troops in training at the barracks express their regret at the recent order. A. B. Dewberry, who has been the secretary of the department, told The Advertiser that military work would be continued in the convalescent hospitals where the men were unable to provide entertainments and conduct social evenings.

Lack of funds is given as the reason for closing this work among the regular troops. When the war closed all "Y" supplies and equipment used in France were sold, and the money so obtained was used for financing the military work at home. So extensively was this carried out that the money has been almost entirely expended.

In some districts of Canada there still remains considerable military "Y" work to be done, and in these cases the secretary will be kept on the regular staff. This will not be necessary here, as the national council of the Y. M. C. A. has taken on its shoulders the work of providing entertainments and recreation stunts among the soldiers in the Westminster Hospital and the Byron Sanatorium.

NEAR EAST HOLDS KEY TO DIFFICULTIES, SAY ENGLISH WOMAN

Miss Magda Coe Addresses Women's Canadian Club.

INTERVIEW WITH KRASSIN

Urges Women To Study International Policies and So Avert War.

"You will find that the key to all our difficulties lies in the Near East, when you understand international policy, and I want to urge the women of Canada to study international policies," declared Miss Magda Coe, before the Women's Canadian Club meeting yesterday afternoon in the Normal School. Miss Coe comes to Canada representing the lord mayor's fund for Armenian relief, but her words are not merely a plea for money on behalf of this stricken country. They rather clothe the ideas of a brilliant diplomat who has long made a study of foreign policy, and who comes to urge the people of Canada to think in international terms, and so avoid such conditions as prevail in Armenia.

"The solving of the problems of the Near East, which are intimately linked with the problems of Great Britain, France, Canada and many other countries of the world, depended on your thoughts, for thoughts are followed by action," she said. "Are you thinking in terms of peace or in terms of war? Do you realize that because your heritage is divine, the healing of the world can be accomplished through your thoughts? You must study international problems, for if you do not understand what is happening to other nations you will be plunged into war again. Every other nation reacts on your nation.

Gravity of Situation.

"No words of mine can emphasize the gravity of the situation in Armenia. You say we have come through the world war. Have we friends? There are certain things happening in the Near East which will result in something far worse than we deem possible. It is our bounden duty to study the problems of the Near East in order that we may understand what is going on, if we would prevent catastrophe. If women had taken their proper place in the world 50 years ago, I do not think that the conditions in Armenia would have been as they are today.

"The people of Armenia are huddled together in rude shanties, naked and starving, and they are crying to Great Britain for help, so great faith have they in the British people. They were one of the first peoples who came to the help of the Allies at the time of the outbreak of war, and they are in danger of massacre by the Turks. I blush for shame when I hear some of our people advise that they be left alone to settle their own difficulties."

Before leaving England Miss Coe had the opportunity of having a private interview with Krassin, the great genius of the group of Russian trade delegates who came to London recently. "He said that the Russian faction whom they represented were the victims of a most terrible anarchy," she declared. "That they loathed the sort of thing that had been going on in Russia, but that they knew the soul of Russia could not be killed, because in the soul of Russia—in the hearts of the simple folk—Jesus Christ abode. I asked him about their negotiations with Turkey, and what they meant to do about Armenia. And his reply was that they were negotiating with Turkey because they meant to rule Turkey and to compel the Turks to preserve the Armenian nation."

Before closing, the speaker referred to the Geneva peace conference, lauding the Canadian delegates for their unexpected but sane independence at this conference.

"What a thrill of pride ran through us in London, England, when it was known that of Geneva Canada has shown her independence as a nation," she said.

Mrs. Thomas Baker presided at the meeting in the absence of the president.

ADVERTISER CONTEST RARE CHANCE TO WIN $700

Rich Prizes Awarded the Subscribers Who Solve Problem.

The Advertiser has placed before you one of the few opportunities you will likely ever have to achieve success in record time. Prizes amounting to $2,500 are offered as rewards for your skill.

Whatever your vocation, the training, you already have had, enables you to start in and work out the problem successfully, providing you show patience and accuracy. The two weeks the contest has to run allows you ample time to work out your solution, and it also insures you against delay in receiving your reward.

The Advertiser has nothing further to ask of its readers than that they merely renew their subscriptions or subscribe regularly to the paper when sending in their solutions on the puzzle. You can have no regrets in taking part in the contest, as you have nothing to lose, for all that you pay in with your solution is credited on your subscription to The Advertiser, at the regular subscription rate.

No one has or can have, and advantage of you in solving the puzzle. Everyone wins on their own individual efforts. The puzzle is neither simple or hard, but it requires patience and accuracy—qualities that most people lack, although they think to the contrary.

If you have not started on the puzzle as yet, you still have ample time to call or write for charts to work on. The Contest Manager will be glad to furnish all information required by any who are in doubt on any points. Start working on your solution right away, so that you will have ample time to check it over before sending it in. You can submit your solution as soon as you please, and if later you find that you can better it, you will have the privilege of sending other solutions on the same terms as your first.

Your chance to work on the puzzle lasts only to March 19th, so do not delay. You can't lose, and the only chance you take is of winning. Call or write Contest Manager, London Advertiser, 110 Dundas street, for the charts you need.

AGRICULTURAL SOCIETY MEETS AT STRATHROY

That the Strathroy Agricultural Society is in a flourishing condition was manifested at its meeting on Wednesday, when the president, Donald Graham, occupied the chair.

The prize list for the ensuing year was discussed, and R. A. Fenn, agricultural representative for the county of Middlesex, was present in connection with the juvenile competitors.

The various public schools are being encouraged to enter these contests, in which school products are shown and liberal prizes awarded.

Substantial awards are also being offered in a competition for children who have gardens at their homes and are able to make an individual display.

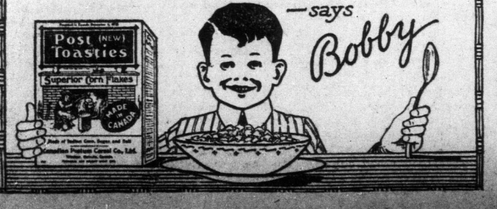
It was also agreed to arrange for a children's exhibit in canned products from their gardens, and it is hoped to have a canning competition at the fair, in which the participants will bring their own canning outfit and demonstrate what they can do.

Plans are likewise being made to add some prizes for girls exhibiting work in the women's department, such as plain and fancy sewing, darning, etc.

Prospects for a good show next fall are excellent, and the society is in the happy position of having a surplus to their credit.

Some improvements in the grounds and other details were also arranged for.

Want to see a "sleight of hand" trick?
Watch me make
POST TOASTIES
(SUPERIOR CORN FLAKES)
do the "disappearing act"
—says Bobby



A PRESENTATION OF NEW SPRING MODES

The Saturday fashion displays will be of special interest to every woman. The Millinery Department is showing many introductory specials in Smart New Hats with which to begin the season; many off-the-face models, others with tiny brims, rolled sailors and pokes. Flowers in many colors announce the season. Feathers, too, are a popular fancy.

The New Easter Suits are most attractive and smart. New straight-line models in one or two of a kind with touches of embroidery or brdiding; others plain and simple; and the new lower prices are receiving much comment.

Silk Attractions For Saturday

Newest ideas for spring and summer wear just opened for Saturday, at special prices.

MALLINSON'S DE LUXE SILK DREAM VOILES, $3.00 YARD

The new creations in sheer silk fabrics, all-white, in stripe and plaid effects; also One-piece Champagne, in stripe effect; 40 inches wide. Special .....$3.00 yard

MALLINSON'S DE LUXE SILK DREAM VOILES, $4.50 YARD

A wonderful collection of designs on Pure Silk Crepe Voile, of dainty sheer weave. We invite you to see the first showing of these to-morrow. The beauty of patterns and colorings would be difficult to describe. Special .....$4.50 yard

THE FAMOUS "ANNOR KNIT" SILK TRICOLETTES, $3.00 YARD

There are many qualities of this material, but we've selected "Annor Knit" because of its close knit, richness of finish, newer colors and freedom from imperfections. Here's a wonderful range of colors for to-morrow (just opened) and we suggest buying on Saturday, when assortment is complete. Here are the colors: Navy, silver and pelican grays, nigger, grouse and indian browns, Jap Copri and Harding blues, also black; 36 inches wide. Annor Knit sold by this store. Special $3.00 yard

SATURDAY CANDY SPECIAL

100 lbs. Fresh Turkish Delight.....39c lb.
Chocolate Bars, Cherry Slips, Charms, etc... .....6 for 25c

FANCY LINENS ABOUT ONE-THIRD TO HALF FORMER PRICES

A clearing lot of Irish Embroidered Centers, Tray Scarfs, etc., in all-linen and linen finished goods, marked AT ABOUT HALF former prices, together with all odd and broken assortments from our regular stock, including Madeira, Damasks, Irish Linens, in Plain and Hand-Embroidered, Doilies, Centers, Trays, Scarfs, Tea cloths, Guest Towels, etc., at 1-3 off. Quantities are small in many cases, but values are extraordinary.

SEE WINDOW DISPLAY.

6, 8 and 10-inch Doilies. Sale prices ..... 19c, 33c, 50c, 59c, 89c each
Oval Trays, 6x12, 8x12, 10x14.....55c, 59c, 66c, $1.00 each
Centers ..... 59c, 98c, $1.50, $1.69, $2.50 each
Tray cloths ..... 49c, 95c, $1.69, $2.00 each
Dresser and Sideboard Covers 98c, $2.00, $2.65, $3.69, $4.39, $5.67
2 only 45-inch Irish Double Damask Tea cloths, hemstitched, old willow design, one-third off. Sale price $8.00
Pillow Shams, Table Covers, Tea cloths, in embroidered and plain hemstitching ..... 98c, $2.50, $3.65, $5.25 each
TWO ONLY, 60-INCH FRENCH CLUNY CLOTHS, delightful quality and design, slightly mussed with handling. At 25 per cent. off. Sale price $45.00
25 DOZEN UNION HUCK BEDROOM TOWELS, for Saturday's selling at one-third off. A good, large size and 50 per cent. linen, in fine, even weave, hemmed ends. See these Saturday. Sale price..... 50c each; $5.85 dozen

DAINTY VOILES, 69c YARD

This is a special purchase of new 1921 Voiles of very pretty designs, all the latest colorings of Navy, Copen, Gray, White grounds, with dainty shades to blend. See window display and be down early for your dress.

HOSPITAL UNIFORM CLOTH

Guaranteed dyes, for useful dresses, children's wear, etc, one-third off .....48c yard

42-INCH PILLOW COTTON, 39c

Circular Cotton, of good quality, perfect bleach, nice weight. A big value .....39c yard

LONGCLOTH AND MADAPOLLAM—Both fine English cloths, for useful and pretty lingerie, 36-inch 49c

FANCY LININGS

Newest designs, for smart underskirts, coat linings, etc., shipment just arrived. At very special price, 38-inch $1.35

COMFORTER CHINTZ

Of good quality, in pretty designs, for comforters and bedroom hangings, box covers, etc., very special line, much lower than formerly, 36-inch, in two grades. At..... .....25c and 33c yard

WHITEWEAR SALES

10 dozen Ladies' Nightgowns, slipover style, made of fine white cambric, neck and sleeves trimmed with lace. Special on Saturday $1.29
One table of Ladies' Envelope Chemise, made of splendid quality nainsook, lace and embroidery trimmed; sizes 36 to 42. Special on Saturday $1.98
5 dozen Ladies' Drawers, made of good quality white cotton, ruffle of material, trimmed with tucks, open or closed styles. Special on Saturday 69c

SALE OF LADIES' SWEATERS, $2.79

1 table of Ladies' All-wool Sweater Coats, knitted in plain and fancy stitch; colors, sea green, flamingo, strawberry, American beauty, maize and paddy; sizes 34 to 40. Special on Saturday $2.79

SOAP SPECIALS, SATURDAY

Crest Castile Cakes, Saturday only .....6 for 25c
Peroxide Soap. Price .....6 for 25c
Cuticura Soap. Price 25c
Colgate's Bath Tablet. Price .....2 for 25c
English Glycerine, clear amber. Price .....2 for 25c
Baby's Own Soap. Price .....2 for 25c
Vinola Castile Bars. Price .....25c bar
Snowflake Powder Puffs. Price .....10c each
Williams' Mug Shaving Soap. Price .....2 for 15c
Ingram's Tooth Paste. Price 19c

SPRING WEIGHT UNDERWEAR

Fine Ribbed Cotton Vests, low neck, finished with plain hem, "cumfy Cut" shoulder straps, sleeveless. Price 65c
Knitted Cotton Drawers, loose knee, closed or open style, sizes 36 and 38. Price 79c
Pink Jersey Cotton Bloomers, finished with elastic at waist and knees. Price 50c
Fine Ribbed Cotton Combinations, low neck, sleeveless, drawers tight knee, open style, extra outsize. Special $1.19

Second Floor.

SATURDAY NOTION LIST

"Vodine" Real Human Hair Cap Net, light, mid and dark brown. Saturday only 3 for 25c; gray and white 2 for 35c
"1 for U" Silk Cap Net, perfect fitting and mid-brown only ..... 3 for 25c
Brass Rings, for fancy work, curtains, etc., all sizes. Prices ..... 5c, 7c and 10c dozen
Small Celluloid Hairpins, 8 on card, shell only. Price..10c card
Small Celluloid Hairpins, 6 on card, amber or gray. Price ..... 10c card
The Best English Brass Pins, sizes 5, 6, 7, 8, 9, 10. Prices ..... 2 for 25c
The Enterprise English Brass Pins, all sizes. Price 10c paper
Large Wooden Mat Hook. Price ..... 10c each
Corticelli Twill Tape, 5-yard rolls, black and white, all sizes. Prices .....10c to 18c roll
The Justrite Tatting Shuttle. Price ..... 35c each
Wool Mend, for heather stockings. Price ..... 5c card
Skein Wool Mend, black, natural, gray, red and white. Price ..... 2 for 15c
Fine English Wool Mend, in balls. Price ..... 2 for 35c
Coates' Spool Sewing Cotton, 200 yards. Price ....10c each, of $1.10 dozen
Coates' Mercer Crochet Cotton, ecru or white. Price 2 for 25c
The Setwell Nickel-Plated Folding Suit Hanger, extra special. Price ..... 2 for 25c
Electric Curlers, 5 on card. Price 35c
The Midget Electric Curler, 4 on card. Price .....15c card
Children's Pompadour Combs. Price ..... 25c each
Six pairs only, Babies' Rubber Pants, half price Saturday.. .....25c pair
Corticelli Lingerie Tape, with ribbon threader, sky, pink and white. Price ..... 15c card
Extra Strong Bloomer Elastic, black only. Price.. 12c yard

SALE OF APRONS, 49c AND 98c

10 dozen Bungalow Aprons, made of splendid quality navy blue and white print. Special on Saturday 98c
10 dozen Work Aprons with bib, made of good firm print. Special on Saturday 49c

VEILS, 2 FOR 25c

Slipon Veils, black only, dotted. Price ..... 15c each or 2 for 25c
"Mona Liza" Shaped Veils, black, brown, taupe, navy or purple. Price ..... 59c each
Shaped Veils, in round or square heavy mesh, large size. Price $1.25
Also full assortment of all the newest designs and colors in Veiling. Prices from.... 40c to $1.25 yard

Select Your Easter Suit To-Morrow, $25, $35, $45, $65

New models for men and young men, featuring one and two-button styles, in both single and double-breasted coats, in the popullar lovats, greens, browns, hairline stripes and many other wanted shades. Be sure to see these to-morrow $25.00, $35.00, $45.00 and $65.00

SALE OF SPRING TOPCOATS (mostly samples) $27.75

About 50 Spring Weight Topcoats, featuring splendid models in all-wool cloths, grays, browns and dark and light mixtures, many quarter-silk lined, piped seams, also lined throughout, sizes 35 to 42. Don't miss this opportunity Saturday. Sale price $27.75

BLUE SERGE SUITS, $35

Guaranteed Color Dye.

Blue Serge Suits, for men and young men, hand-tailored, high-grade suits. These are an exceptional value, considering the fine quality of the material. Specially priced, sizes 35 to 42 .....$35.00

TROUSERS ON SATURDAY, $5.95

A large selection of All-Wool Tweed Trousers, in brown and gray stripes and mixtures. These are specially priced Saturday $5.95

NEW EASTER FURNISHINGS FOR MEN AND BOYS

MEN'S FINE NEGLIGEE SHIRTS—In neat stripe patterns, fast colors, made of good wearing material; shirts that fit properly. Price $2.95

MEN'S SPRING UNDERWEAR—Fine Cashmere Shirts and Drawers, a high-class line, natural shade, in all sizes. Price ....$1.75 garment

FINE ENGLISH SHIRTS—"Welch Margetson," in wool, taffeta and zephyr cloth, extra good quality, in assorted stripe patterns. Exceptional value at ..... $5.00 each

MEN'S PYJAMAS—Welch Margetson's English Pyjamas, Ceylon flannel, choice wearing material, wide stripe, good fitting. Price $4.00

NEW NECKWEAR—A very choice line of Easter Neckwear for men, showing the narrower effects, in knitted and fancy silks. Price $1.00

Boys! Choose Your New Easter Suit To-Morrow, $9.85, $12.50, $15.00

The Boys' Department will be busy on Saturday fitting out particular "fellows" in their new spring togs. Every boy will be enthused with the smart models and the large selection of patterns and colors, Blue Irish Serge Suits for confirmation. You will have to see these to appreciate the values. Specially priced at..... ..... $9.85, $12.50 and $15.00

SALE OF BOYS' REEFERS, $5.95

Tweed Reefer Coats, in single and double-breasted models, browns and gray with velvet collars; all well-made Coats. On Saturday $5.95

SMALLMAN & INGRAM LIMITED