

# Conger-Lehigh COAL

There's no such thing as coal that burns without ash, but no other coal leaves less ash than Lehigh Valley Coal does.



PHONE ORDERS

Conger-Lehigh Coal Company, Ltd.  
95 Bay Street, Toronto. Telephone Main 4890.

## Getting Car Ready For Service

Good Lights and Easy Starting

With many motorists it is very natural that they give very little attention to their cars when they are laid up for the winter. As a result, when overhauling them for use in the spring, they find that some of the most important parts have suffered from neglect.

One of the most important factors in modern motor car construction is the storage battery. Upon its condition depends, to a great extent, the performance of the electric starting and lighting system. It is very provoking and sometimes expensive, to find that your storage battery is dead when you inspect it after winter storage.

Since it is such an important part, it is of interest to every motorist to know a few things about battery care and inspection to determine its condition. The Willard Storage Battery Company is one of the concerns best qualified to speak on this subject, as their batteries are used by 85 per cent. or more of the makers of electrically equipped motor cars.

These batteries are very interestingly constructed, covering the operation and care of storage batteries, from which the following brief instructions may prove of value to every owner of a modern car.

"Probably the most frequent cause of a dead battery is failure to keep it filled with pure water. This has a very bad effect upon the construction of the battery, and if allowed to go too long will result in damage, which necessitates expensive repairs and sometimes the purchase of a new battery.

"In examining a battery that appears to be dead, a hydrometer syringe should be used to determine the specific gravity of the electrolyte. This test should be made before adding water. Should the battery charge prove to be lower than 1.275 it is necessary to recharge it. This may be done in cases where the battery is not for work, by running the motor and allowing the generator to restore the battery to its normal condition. In connection with this, it is very important that the generator be adjusted properly, so that undercharging or overcharging will not occur.

"Inspection of wiring, to make sure that there are no ground wires from terminals, and no poor connections; testing of lamps and cleaning of generator brushes, are all as essential to efficient electrical performance as the cleaning of carburetor and gasoline line is to motor efficiency.

Big users of hard coal make a study of the output of various anthracite mines to determine the qualities that distinguish them.

All tests have shown a very exceptional degree of heat-giving properties in the output of the Lehigh Valley mines. We are the local agents for Lehigh Valley Coal, and if you want the hardest, cleanest, and most efficient fuel, order from us.

Conger-Lehigh Coal Company, Ltd.  
95 Bay Street, Toronto. Telephone Main 4890.

### MAJOR AND RECRUIT



Major Storey, in command of the Twenty-Third Regiment, 3rd contingent in training at Barry Point and the youngest recruit, Struan Complin.

### GET SOUVENIR SPOONS OF ALL THE PROVINCES

Remarkable Offer Now Open to Readers of The World.

Conveniently Located Newspaper and Periodical Stores Have Them.

An unusual opportunity is presented to the readers of The World to obtain a handsome souvenir spoon collection representing the provinces of the Dominion. This offer is now appearing. A new, stunning, richly patterned WM. ROGERS' Provincial Spoon is being announced and distributed every Sunday. Spoons are obtained from News Stations throughout the city and vicinity.

For a coupon, printed in the Sunday issue of The World, and 15 cents, it is possible to obtain a Souvenir Spoon, bearing on the handle the Seal of Ontario, or Quebec, or Nova Scotia, or any other of the provinces of the Dominion. Next Sunday, a Souvenir Spoon of another province will be offered; and for every succeeding Sunday, new provinces will be presented, so that at the end of 12 weeks, for a small sum, a complete collection, representing every province in the Dominion, can be gathered.

The big feature of the plan is the wonderful value given with our coupons. The spoon is the same well-known 'original ROGERS' superlative quality, very durable and are made for practical purposes. Instead of following the usual fashion of having the souvenir feature on the bowl of the spoon, thus making it impracticable for use, the spoon is made so that the decorative work is on the handle, and the bowl is entirely plain. All the spoons are of the same delightful general pattern. Each province spoon in succession has the same large spoon also, now so popular—the same mounted, richly embossed, and deep-cut handle design. Above the seal is a majestic crown. Below the seal is a design of roses and maple leaf, our national flowers, entwined about the shank of the spoon.

### CANADA FREELY GAVE TO BELGIANS' RELIEF

Two Million Dollars' Worth of Food and Clothing Contributed to Cause.

NEW YORK, March 26.—Canada has contributed \$2,000,000 worth of food and clothing for relief in Belgium, it was announced here today by the commission for relief in Belgium, which has received a report to that effect from Hector Prudhomme of Montreal, treasurer of the Central Executive committee of the relief work for the victims of the war in Belgium. Nova Scotia led all other provinces in the size of its contributions.

## WHO KEEPS YOUR MOTOR-CAR IN GOOD RUNNING ORDER?

A MOTOR-CAR is a machine. All machinery needs attention from time to time. Lacking it, trouble and dissatisfaction are certain.

Who takes care of your car? Are you forced to do it yourself, or do you run around to any garage and mechanic you happen to be near?

Would you like to know the reason Hudson cars are becoming so numerous on our streets?

Would you like to know why Hudson owners are always so perfectly sure they have the "greatest car on earth"?

Would you like to have a car that would give you the satisfaction your neighbor gets from his Hudson?

Then come and investigate our Perpetual Service System that goes with every Hudson car.

It will give you an entirely new idea of motorcar satisfaction.

It will explain to you just why Hudsons are so tremendously popular.

**DOMINION AUTOMOBILE CO. Limited**  
COR. BAY AND TEMPERANCE STS.

But Stuart's Calcium Wafers Will Remove the Unpleasant Blemishes in so Short a Time as to Seem Almost Impossible of Belief.

The crowning beauty of a woman is her skin. She may have only ordinary features or even a coarse, heavy complexion, but if she is the possessor of a fine, colorful skin, showing vigorous health and a pure blood, she will grow attractive to every eye.

The Girl: "Betty has a pretty face and cute dimples, but the pimples are horrid."

The Man: "Stuart's Calcium Wafers would remove them in a jiffy."

The great trouble with the majority of women is that they try to remove pimples by outside treatment, such as greases, massage, cosmetics, electricity, etc. These methods will not cure, nor even temporarily remove pimples and facial disorders.

The difficulty is generally impure blood. The blood is a stream of waste matter filled with poisons. Its color is black or blue or brownish cast, instead of ruby red, as it should be.

The best color always comes in youth, of course, but all the cosmetics in the world will not bring back the color if your blood is diseased or filled with impurities which it cannot remove or throw off.

Go for your druggist, wherever he may be, and he will give you a box of Stuart's Calcium Wafers, price 50c.

**FISH FROM ICELAND WILL BE MARKETED IN ST. JOHNS**

ST. JOHN'S, Nfld., March 27.—All the bringing of Newfoundland fish to the world will be the prospect that it will be attempted this year. Because of the war the fishery of northern Europe are closed to the fishermen of that island, and they are forced to seek a new outlet. Since the fishing operations of the Newfoundland coast will be largely curtailed this season as a result of the large number of Newfoundlanders who have joined the British army and navy, the Icelanders think they will be able to dispose of a large part of their product here. As it is proposed to purchase here foodstuffs and other goods for return cargoes to Iceland, the idea is looked upon with favor in this colony.

## THE WEEK'S WAR SUMMARY

(Continued From Page 5.)

wins, and to have gained a victory over the Austrians in that quarter. Germany Calls Out More Men.

Germany's answer to the fall of Peremysh is to call every available man up to forty-five years of age to the colors. This will probably give her ten million men capable of bearing arms. It is at least probable that half of this force will be put to serve with the Austro-Hungarian armies against the Russians.

It is reported that Austria has concentrated half a million men on the Italian front. Those would probably be troops in war training, or third rate formations. Germany may have supplied the half of them.

Talk of Separate Peace. Talk is revived of the conclusion of a separate peace between Austria and Russia. This is not probable, for the Russians need a way thru Austria to strike at Germany, and they also stand at the liberation of Bohemia.

Sir Edward Grey made a notable speech the other day when he said practically that Germany would be destroyed as she now exists, so as to remove Prussian domination which, four times in the memory of men now living, had broken the peace of Europe. This has excited some comment in the London Economist, which leaves a peace as soon as a favorable moment arrives to make one, and to leave to future generations the solution of the German problem. People who have been giving vent to fears that Russia might make a separate peace, should not forget that the gravest danger of this lies not in retrograde, but in London, for a certain element exists that still wants peace at any price, even if it should ruin their country in the future.

The week has passed without official word from the Dardanelles. Stormy weather has been preventing the allied fleet from undertaking any major operations. Unofficially it is declared that four of the principal forts at the narrows have been shelled. The Germans have sent a thousand gunners to man the batteries. They probably have had time to arrange range surprises further up the strait, but the allied admirals have taken precautions which they believe sufficient to prevent any grave disaster. The loss of three warships last week has certainly served greatly to enhearten the Turks. It is said that a field force under General d'Amade, an old friend of Earl Kitchener and Sir John French, is ready to land, if it has not already gained a footing, on the Turkish shore. It is certain that

such a force will make its appearance when the hour has struck. It is also not improbable that the sunken warships can be raised and do duty again, if they are needed.

Owing to the spring equinox in France and the country being swept by storms, fighting has abated in fierceness, to be renewed at the first favorable opportunity with all the greater intensity. The clouds and the snipers are gathering in Northern France and Southern Belgium in preparation for the storm and the whirlwind and the debris that these will create. The British army in Flanders, including the Canadian force, has been content to repel German attacks on their trenches, and to move the enemy down like grain. Sir Max Aitken, Canadian eye-witness, sends an inspiring account of what the Canadian troops are doing, how they fight the German snipers, how they fight the German planes, and how they fight the German submarines. People who have been giving vent to fears that Russia might make a separate peace, should not forget that the gravest danger of this lies not in retrograde, but in London, for a certain element exists that still wants peace at any price, even if it should ruin their country in the future.

All winter he has been weeding out the incompetent, and appointing fit men to commands. Over forty generals have been removed from their orbits and younger and more capable officers promoted in their places. He has inspired the entire French army with a new spirit.

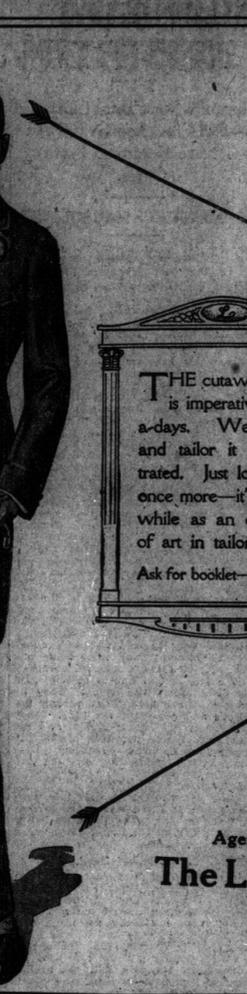
In the past week the British navy has been applying a healthy economic pressure on Germany. These means of exhaustion will be slow, but sure. In the meantime, Earl Kitchener will see to it that in ample supply of

munitions will not be lacking for the terrible fighting yet to come. It is hoped that it will not be long before his new millions take the field. The appeal for men who are going to the front indicates that recruiting has been heavier than many people believe, but the allies intend to strike at places of men who are going to the front. The appeal for men who are going to the front indicates that recruiting has been heavier than many people believe, but the allies intend to strike at places of men who are going to the front.

The British admiral reported Thursday that he had every reason to believe that the German submarine pilot appears to reveal a German design to use the Scheldt as a naval base for operations against Great Britain's commerce, and to violate the neutrality of Holland. It is probable that the Dutch army is permeated with German spies, and that little difficulty is expected from her. Germany, should she cast in her lot with the allies, and to violate the neutrality of Holland. It is probable that the Dutch army is permeated with German spies, and that little difficulty is expected from her. Germany, should she cast in her lot with the allies, and to violate the neutrality of Holland. It is probable that the Dutch army is permeated with German spies, and that little difficulty is expected from her.

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THE cutaway frock is imperative nowadays. We design and tailor it as illustrated. Just look at it once more—it's worth while as an example of art in tailoring. Ask for booklet—it's free.

THE LOWNDES COMPANY, LIMITED  
142-144 West Front Street, Toronto

Agents in Every City and Town in Canada

## Horrid Pimples Kill Dimples

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## Easter so Near and a New Suit to Get

Don't delay another day. Suits and spring coats are here in great numbers, at all prices. No better selection for either ladies or men can be found in this city. We will arrange with you about payment to your entire satisfaction.

**Cash Prices and Very Easy Terms of \$1, \$2, \$3 Each Week**

Ladies' Spring Suits, \$18 and upwards. Coats and Raincoats. Dresses and New Hats. Boots and Spring Shoes.

Men Spring Suits or Top Coats, \$12.50 and up. Raincoats, Oat Trousers. Boys' Suits and Coats. Boots and Shoes.

OPEN EVENINGS D. MORRISON 318 QUEEN WEST

For that hair growth... HAIR... FA...  
there is only one... it is to be per... destroyed. For... two years we h... photolysis... case of thous... for the sure... removal of the... bluish. The... hair... pulling... punice alone... bad. If you... take adv... duced fares... treatment dur... question.

MOLES, SCALDS...  
Blisters... moles... also eradicated... locally... duced fares... treatment dur... question.

HISOTT...  
61 College... TORONTO... Establish...

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President Falcon... to Student So... vocation...  
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Toronto, Can.

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