

"They Don't Answer"

Nobody likes to get the "don't answer" report from the operator. It nullifies the whole value of the service.

But often there is no one near enough to the telephone called to hear the bell; or there is an unusual delay in answering. Sometimes the wrong number is asked for and it happens to be a telephone with no one near it. Occasionally some mechanical trouble may exist on the line wanted.

Our operating instructions provide that before giving the "don't answer" report the operator is required

- (1) to make repeated attempts to get an answer.
- (2) to verify the number a second time, if there is doubt regarding its correctness.
- (3) to change the trunk line and ring the telephone again in the case of a call made to another central office.

Only PROMPT ANSWERING of the telephone can reduce "don't answer" reports.

The Bell Telephone Co. of Canada

"Good service" — our true intent.

An advertisement by The Bell Telephone Co. of Canada. Will you please read it, and others of the series to follow?



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CANADIAN RED CROSS AND DOMINION GOVT. SEVERELY ARRAIGNED

Prisoners of War in Germany Not Getting Food.

DISCRIMINATION SHOWN

Association Formed to Endeavor to Have New Rule Rescinded.

[Special to The Advertiser.] TORONTO, April 19.—Incensed at the recent Government order which prohibits the dispatch of food parcels from Canada to Germany, over 100 relatives of Canadian prisoners of war met tonight, passed a resolution of protest and formed a Prisoners' of War Association of Toronto.

In turn a score of these present delivered short addresses telling of the complaint of their soldier relatives. The burden of criticism was directed against the Canadian Red Cross, which some of the speakers declared was sending very little food, and that of inferior quality.

Accusations Too Strong. Some of the accusations against the Red Cross were pretty severe, and Chairman ex-Ald. Poyman felt called upon to somewhat soften the tone of the meeting by saying that the Red Cross had undertaken to forward parcels to soldiers at the request of the Dominion Government. If the Red Cross had fallen down he had no doubt it had made every possible effort to perfect its system. He expressed regret, though, that Red Cross officials had not seen fit to accept an invitation to be present and present their case.

2,500 Canadian Prisoners. The resolution adopted by the meeting is a lengthy one. It pointed out that the 2,500 Canadian prisoners in Germany had been getting little enough to eat before the new order, and that with the irregular Red Cross deliveries they must be starving. The resolution expressed appreciation of the efforts of the Red Cross, but protested against a system which permitted commissioned officers to receive food parcels and not privates. This was declared to be a return to the old system, and also an inquiry into the food of the Red Cross sent forward by the Red Cross.

Complaints From Prisoners. Letters were taken from almost every prison camp throughout Germany. A score of them added relations not to send any money to the Red Cross for food delivery because they did not send enough, and cause they did not send quality. Several speakers complained at the failure of the Government to interest itself in supplying food to Canadians. One father asked why his boy should be made to suffer for food when the Government of the Red Cross for food, when the Government might, by organized effort, feed the Canadians in Germany.

TOTAL PROHIBITION FOR U.S. AS WAR MEASURE

WASHINGTON, April 19.—A bill to authorize the president during the war to prohibit a prohibition against the sale, manufacture, gift, transportation, importation or exportation of alcoholic spirits, malt or vinous liquors, or any other intoxicating drink, was introduced today by Representative Howard of Georgia.

GRAVES OF BRITISHERS ARE DECORATED IN U.S.

CONCORD, Mass., April 19.—Graves of British soldiers who fell April 15, 17, in the first British of the revolutionary war, were decorated by school children today.

A wreath of laurel, entwined with the French, British and American colors, was placed upon each grave.

RUNDOWN WOMEN

We Have a Remedy That Will Cost You Nothing if It Does Not Help You.

London women will please realize that we mean just what we say in the above heading. Letters like the following prove the efficiency of Vinol in such cases: "For the benefit of the other tired women, I want to say that I keep house for seven in my family. I became run-down all played out. I did not seem to have any life in me and looked badly. I read so much about Vinol I decided to try it and I must say it helped me in every way. I built me up so I felt like a new woman, and my friends said they could see a great change in me. Mrs. John M. Waldron, Saratoga Springs, N. Y."

We recommend Vinol to our customers as the greatest strength creator we know, because it contains beef and cod liver peptones, iron and manganese peptones and glycerophosphates, all dissolved in a pure medicinal wine. Taylor Drug Company, London; also at the best druggists in all Ontario towns.

Saxol Salve CURES SKIN AFFECTIONS. One package proves it. Sold and guaranteed by above Vinol druggists.

NERVOUSNESS AND BLUES

Symptoms of More Serious Sickness.

Washington Park, Ill.—"I am the mother of four children and have suffered with female trouble, headache, nervous spells and the blues. My children's loud talking and romping would make me so nervous I could just tear everything to pieces, and I would ache all over and feel so sick that I would not want anyone to talk to me at times. Lydia E. Pinkham's Vegetable Compound and Liver Pills restored me to health and I want to thank you for the good they have done me. I have had quite a bit of trouble and worry, but it does not affect my youthful looks. My friends say: 'Why do you look so young and well?' I owe it all to the Lydia E. Pinkham remedies."—Mrs. Robert Stoppel, Sage avenue, Washington Park, Illinois.

If you have any symptom about which you would like to know, write to the Lydia E. Pinkham Medicine Company, Lynn, Mass., for helpful advice given free of charge.

RIGHT NOW

is the best time for you men, young men and boys of London to come to this store and get into

New Spring Clothes

You will get a different idea of what you should expect in the way of variety, and you will have your first intimation of the real value of a dollar, when it comes to buying wearing apparel.

Sovereign Brand Suits

They are Canada's "first choice" clothes creations in quality of fabric and good tailoring.

\$18, \$20, \$22, \$25

Three Great Suit Specials for Saturday

That convincingly demonstrate the supremacy of Oak Hall's values in Men's and Young Men's.

EXCEPTIONALLY FINE SPRING SUITS.

\$12.95, \$15.00, \$18.00

Exceptional Values in Boys' Clothing

These Boys' Suits are not offered to you at half price, but, considering market conditions, take our word for it, you make no mistake in buying the "Sanford make" of boys' clothes at our marked prices.

Boys' Suits at \$5.00

Nice dress patterns in Tweed effects, and what is most important, the clothes will wear splendidly. Broken lot sizes from 27-33.

Boys' Suits at \$6.50

Splendid grade of Boys' Norfolk Suits. These are exceptionally good suits in fancy tweed effects. Sizes 25 to 33.

Boys' Suits at \$8.50

Stylish Pinch-Back Suits in two and three-way belt. These suits are big value today at this price. Sizes 27 to 35.

CHILDREN'S REEFERS IN GREAT VARIETY OF MATERIALS. BIG ASSORTMENT BOYS' SHIRTS AND SHIRTWAISTS.

OAK HALL

"Mend your speech Lest it mar your Fortune"

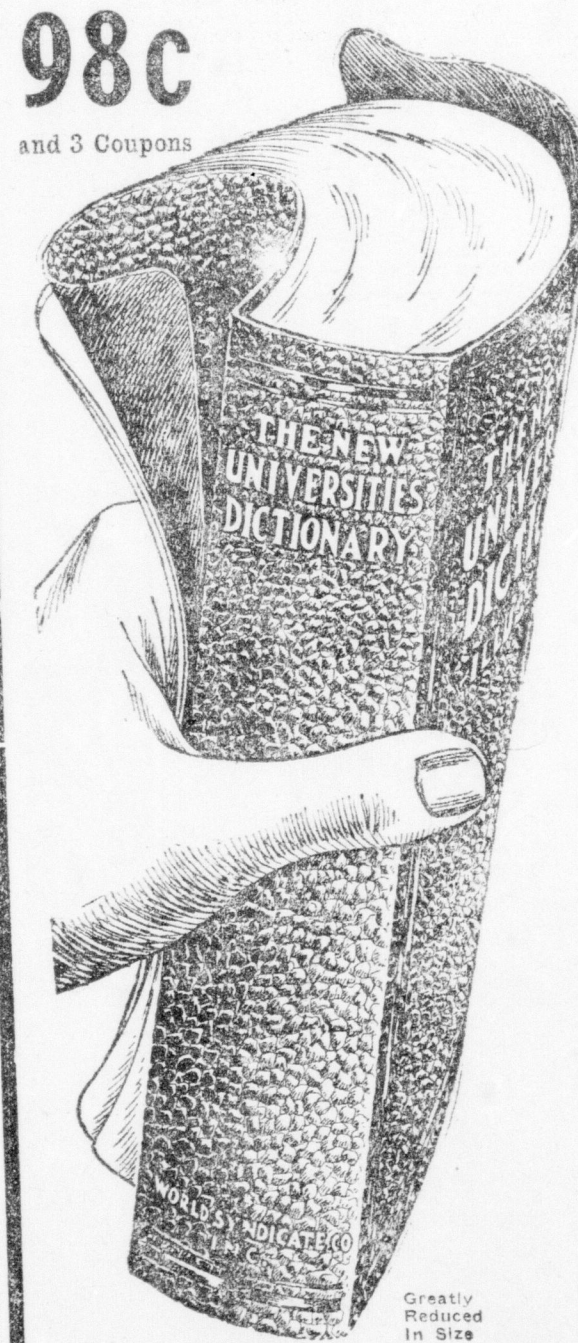
Good advice from Shakespeare.

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All other dictionaries are useless—out of date—printed so long ago that the language of business and society today has surpassed and outgrown them. Fashions in words change—just as fashions in dress differ from period to period. Thousands of words never before in any dictionary, brought in by marvelous changes and advances all over the world, are now clearly defined in THE NEW UNIVERSITIES DICTIONARY. Having a separate dictionary for every science and sport, it is in fact a

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John C. Rolfe, Ph.D., Univ. of Penn.
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