## 3% or 5½%

If you have a few thou-sand or a few hundred dollars that might earn more interest, why not arrange for a Huron & Erie Debenture on which the interest

## 51/2 %

for a term of three, four or five years? Half-yearly interest coupons are attached



London (two branches) and St. Thomas T. G. Meredith, K.C. Hume Cronyn.

General Manager

SAP SEASON FAST APPROACHING HERE,

No Concerted Action, However, To Tap City Trees.

WITH BIG PROSPECT

The sap season is well under way in uthwestern Ontario in the vicinity of Essex. Gradually the spring is creepng north and east and it will not be ong before the sap harvest will be in full swing in this district. Already ome farmers have made a start.

Maple sugar and syrup production from the sap are the first step in the 1918 greater production campaign. Farmers are being urged to tap every maple tree possible. Some centres are taking it up and preparing to have all the trees in the cities and towns tapmed. No such action has been taken. hed. No such action has been there. It is said that the majority of the trees here are too young for tap-

There is one stumbling block in the There is one stumbling block in the way of a large increase of sugar and syrup. That is the scarcity of wood and the disinclination of the farmers to use the wood to boil the sap while they may get \$17 a cord for this wood.

There is a big market for syrup and sugar. The Allied countries are on sugar rations. There is a great shortagfe of beet and cane sugar. Canada in the past has absorbed 75 per cent of the sugar maple production, and the United States has eagerly grabbed up

Honest Opinion Doctor Gave His Patient

Bedford, Ohio .- "I was in a pitiful condition, weak, nervous and run down so I could not do my housework. had doctored for years and tried everything under the sun. A friend old me about Vinol. I asked my octor about it, and he replied, 'It certainly is the best medicine that can be had today. I couldn't give you any better.' I took it, and today I m as well and strong as any woman could wish to be, and it was Vinol that saved me."—Mrs. Frank A. Horkey, Ash St., Bedford, Ohio. We guarantee this famous cod liver

nd iron tonic for all such conditions, Taylor Drug Company, Lordon; also t the best druggists in all Ontario

## Brain Fag and Battery Fag

when the battery "plays out" your car is useless—but you get the battery re-charged and the car is efficient again. When your brain "plays out" you are incapable of a full day's work, luckily, the brain can be re-charged. Hacking's Heart and Nerve Remedy supplies the natural phosphates to the brain, which organ will again radiate life and vitality through the nerves, filling you full of pulsating life, vigor and energy. If you are listfilling you full of pulsating life, vigor and energy. If you are listless and despondent, and feel "out of sorts" you will brighten up under the treatment of this valuurder that the treatment of the treatment of this valuurder that the treatment under the treatment of this valuable remedy. It is an investment for health that will pay you many fold. Price 50c a box, 6 boxes for \$2.50, postpaid, or from your dealer C. B. Hacking, Phm.B., Listowel



### ARMENIAN, CONSCRIPTED BY TURKS, COMES HERE TO ENLIST IN C. E. F.

Man Who Was Forced To Serve Under the Crescent Volunteers To Fight Against

# VOICE OF THE PEOPLE

STREET RAILWAY FARES.

Serve Under the Grescent Volunteers To Pight Against Oppressors.

After serving under the Turkian Control of the Character of

Case, in Court Charge.

There is another new and large marge for observed by the use of substitutes.

There is another new and large marge for more ballow as approached on the market square, the demand is even introduced. The demand is even introduced in another the foundation for a permand search the foundation for permandation for a permandation of a permandation of the foundation for permandation of

Pass on Charity Cases.

The city council is considering the visability of appointing a physician pass on all indigent cases sent to the applications and indigent cases sent to the applications and indigent cases sent to the applications are applied to these hospitals, and the city, as a celleved their, must pay the shot, it is colleved their many who are sent have no right to be in such places at the city's expense.

\*\*PARSONAL STHE\*\*

\*\*PORTOR SAYS\*\*\*

\*\*PORTOR SAYS\*\*

\*\*PORTOR SAYS\*\*\*

\*\*PORTOR

THE SOLDIERS' SMOKES.

To the Editor of The Advertiser:
Would you please give the following a place in your "Voice of the People," being a reader of your valuable paper? I would like to ask you or the people of London if they think "Scotch Canadian" is in his or her right mind, wishing tobacco cut out for the head.

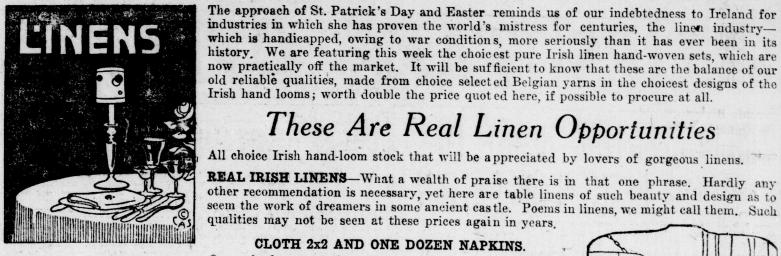
Though Sassangith has been and from the reverse define the severe defined the reverse defined the reverse

FRUIT SALT Famous for

indigestion. "It is only one of my bilious spells," they will tell you. "I



# Irish Handwoven Linens



old reliable qualities, made from choice selected Belgian yarns in the choicest designs of the Irish hand looms; worth double the price quoted here, if possible to procure at all. These Are Real Linen Opportunities

industries in which she has proven the world's mistress for centuries, the linea industry-

which is handicapped, owing to war conditions, more seriously than it has ever been in its

history. We are featuring this week the choicest pure Irish linen hand-woven sets, which are

All choice Irish hand-loom stock that will be appreciated by lovers of gorgeous linens.

REAL IRISH LINENS-What a wealth of praise there is in that one phrase. Hardly any other recommendation is necessary, yet here are table linens of such beauty and design as to seem the work of dreamers in some ancient castle. Poems in linens, we might call them. Such qualities may not be seen at these prices again in years.

One only strawberry trellis. Price ......\$23.50 set CLOTH 2x21/2 AND ONE DOZEN NAPKINS. Two only conventional scroll. Price ......\$20.50 Black Dress One only bramble design. Price ......\$21.00 Goods All Wool San Toy

This is a line of French dress goods almost impossible now to procure. We have still a limited quantity, old stock, 40 to 44 inches, at the following prices .....

......\$1.50, \$1.75, \$2 yard

The selection of the se
Two only poppy design. Price\$21.50
Two only Venetian seroll. Price\$25.00
One only oak festoon. Price\$25.00
One only rose and ribbon. Price\$27.00
CLOTHS 2x3 YARDS AND ONE DOZEN NAPKINS.
Two only conventional seroll. Price\$23.50
One only rose and passion flower. Price\$25.50
One only Greek design. Price\$28.50
Two only oak festoon. Price
One only rose and ribbon. Price\$30.00
One only Indian. Price
CLOTH SIZE 21/4x3 AND ONE DOZEN NAPKINS.

One only conventional scroll. Price ......\$26.00

CLOTH 2x2 AND ONE DOZEN NAPKINS.

One only festoon design. Price ......\$19.50 set

	One only strawberry trellis. I One only American Beauty ro	Price\$28.50 se on band. Price\$30.00
LOTH 2½x2½ YARDS ANI ne only oak festoon. Price ne only Roman scroll. Price	\$22.75	One only Extra Large Clot 27-inch Napkins, in wond Beauty rose on band. Pric All Pure Irish Linen Sets in

CLOTH 21/2x3 YARDS AND ONE DOZEN NAPKINS. One only rose and ribbon. Price ......\$32.25 One only American Beauty rose. Price ..........\$33.00 One only strawberry trellis. Price ......\$33.00

One only Extra Large Cloth, size 3x3 yards, and one dozen 27-inch Napkins, in wonderful quality, design American All Pure Irish Linen Sets in astonishing range of designs and qualities yet to be found in our varied stock. Cloth and dozen Napkins to match:

Size  $2x^{21/2}$  yards from ......\$11.00 per set up Size 2x3 yards from ......\$11.00 per set up

# Handy To Send To Our Boys Overseas Here is a list of the most appreciated things to send to our soldier boys, good things to eat and things



Elastic

Veils

THE "FIT EASY." Another shipment of

these popular March

Veils, plain mesh,

black, nigger, mid

and light brown and

grey .....10c each

Fancy, with chenille

Cowan's Active Service Milk Chocolate Bar, 1/2-lb Hooton's Milk Chocolate Bar with nuts, 1/2-lb. Spearmint, Peppermint and California Fruit Chewing Gum ...... 3 for 10c Old English Toffee, large or small slabs....50c lb. Collapsible Drinking Cups, nickel-plated in leather case ...... \$1.00 and \$1.50 each Service Mirrors in leather case with comb. Each

..... 50c and 75c

to use, put up in convenient form for packing, also some packed boxes ready for mailing; also many articles in this list for the boy's equipment who is about to go overseas. Chocolatta, the ready-to-use chocolate, just add | Money Belts, fine calf or suede finish. Each.. boiling water, no milk necessary ...... 35c box ..... \$1.00 and \$1.50 Assorted choice sweet biscuits in airtight box | Hussifs with necessities for mending, sewing, etc. Leather Photo Holders, folding for two pictures Writing Cases with pad, envelopes, etc., \$1 to \$5.50 Billfolds, the three-fold kind, for cards, photo. identification card, bills, etc. ....... 75c to \$5.00 The "Soldier's" Fountain Pen, with one year's supply of ink tablets ..... \$3.00 Shaving Cream, no hot water needed .... 25c each Cleanall, no water or soap, a real hand cleaner without water ...... 25c box OVERSEAS BOXES Corrugated, 10c and 12c 

# Needlework For Idle Hours

A great variety of new and pretty stamped pieces for embroidering will be found in the Art Section on the Fourth Floor. Children's Wash Dresses and Rompers, Cushions, Centrepieces, Runners, etc; nice pick-up work in preparation for the sum-



Children's Rompers, white pique, nicely stamped and made up, sizes 1 to 2 years and 3 to 4 years. Stamped Natural Linen Centrepieces, new designs, 27 inches. Price .................60c Runners to match ...... 75c A nice lot of Children's Dresses in lawns and piques, pretty new styles and designs. Prices range from ...... 50c to \$2.00 each

SMALLMAN&INERAM

MANICURING AND HAIRDRESSING. Shampoo, electric face massage, electric scalp treatments, etc. Six treatments for \$2.50.

CEETEE

UNDERCLOTHING

Guaranteed Not To Shrink

CUTICURA HEALS

**MEASLES SCORE 49** 

Still Heads List of Communicable Diseases Here. During the week ending March 76 cases of infectious diseases were reported to Dr. H. W. Hill, medical officer

Measles seems still to be prevalent Measles seems still to be prevalent, 49 new cases being reported, but this is somewhat less than previous reports. Of the others, 19 cases were mumps, 8 chicken-pox, 40 measles, 13 mumps, 11 somewhat less than previous reports. Of the others, 19 cases were mumps, 8 chicken-pox, 40 measles, 13 mumps, 11 scalet fever, 8 whooping cough, and one meningitis. Ten are in the isolation hospital, 9 of these being scarlet fever and the meningitis case, the balance being treated at home. There were 60 houses under quarantine.

STRATHROY

The Wm. Geddes Company, Limited, are holding a R. W. B. sale this week, giving \$100 in prizes; first \$50 second \$30, third \$20. Each dollar spent counts one vote, the money to go to Red Cross, Princess Mary, Mary Armstrong Chapters, I. O. D. E. The society getting the greatest number of votes wins the first prize, and so on. Come in and vote your money to your favorite society. It costs you nothing to gamble. Bargains are offezed that give you a great chance to save money. The Wm. Geddes Company, Limited, Strathroy, B

REVISING ACT

Special Council Committee Will Suggest

Assessment Changes. Mayor C. R. Somerville and Ald. F. E. Mayor C. R. Somerville and Ald. F. E. Harley will spend some time in perusing the assessment act. This is going to be revised, and the city has been asked to look into the act and report any changes desired.

The special committee will get together at once and recommend such changes as may be considered advisable.

Sloan's prices not increased 25c, 50c,

MIRROSCOPES for showing postcards, etc., on a screen.

J. H. BACK & CO., 210 Dundas.



Neuralgia Headaches After shopping or after a hard day are quickly relieved with Sloan's Liniment. So easy to apply, no rubbing, and so promptly effective. Cleaner and more convenient than mussy plasters and ointments. It does not stain the skin, or clog the pores. Every home should have a bottle handy for sprains, strains, lame back, rheumatic pains and stiff, sore muscles and joints. Generous sized bottles at all drug-

ITCHNG BURNING Rash On This Little Baby Over Face and Head. Quite Disfigured.

When my baby was four months old she had a rash all over her face and figured. Her skin was inflamed and sore, and itched and burned and the rash later developed into large red eruptions, making her cross and fretful. The baby could not get any sleep.
"My husband bought a box of Cuticura Ointment and a cake of Soap and I used two tins of Ointment with wo cakes of Soap and she was healed.

(Signed) Mrs. A. Down, 1040 Gertrude St., Verdun, Montreal, Que., March 2. Cuticura Soap and Ointment often

prevent pimples or other emptions.

For Free Sample Each by Mail address' post-card: "Cuticura, Dept. A,
Boston, U. S. A." Sold everywhere.

Service Station