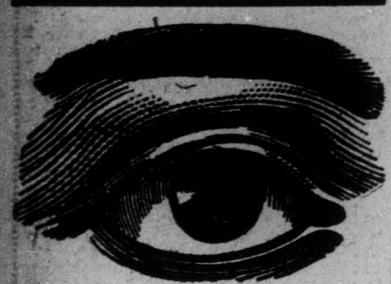


ROWAT'S COFFEE never fails to please. It is always as good as you expect it to be—or better. Try a pound today. 70c. T. A. ROWAT & CO. 250 Dundas Street. Phone 3051-3052.



CLIENT recently told us: "I have never before had my eyes examined as carefully as you have examined them." Have the benefit of my fifteen years' experience.

Expert F. STEELE Moderate Prices. Optician and Optometrist. 210 DUNDAS STREET. R.V.

DOWN ON WALTHAM OR ELGIN WATCHES Balance Easy Terms. GREEN, Jeweler, 374 RICHMOND STREET. R.V.

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DIAMONDS Rings... \$8.00 to \$1,000.00 Necklets... \$30.00 to \$100.00 Barmans... \$5.00 to \$20.00 C. H. Ward & Co. Diamond Merchants and Jewelers. 386 Richmond Street.

Who Knows when to stock their cellar with coal? The price might rise and again it might rise later on. One thing we do know—that is, you can get

Premium Coal now at a fair price, whereas, later you might not be able to procure it at all. It is pretty near impossible to obtain a really high-grade anthracite late in the season. Anderson Coal Co. 6317

VE OLDE FIRME - Established 1850 - 70 Years - Ionic Design HEINTZMAN & CO. UPRIGHT - Here is the ideal of the piano you want—our most popular upright piano, carrying with it expressions of approval from home and studio, lay player and professional artist. A piano built for music's sake and for the sake of all that music can mean in your life and the lives of those you love. It is our pleasure to show you any of our many attractive designs in uprights, but we ask that you request to see the Ionic. Heintzman & Co. Limited. 242 Dundas St., London. -The name is your guarantee.

IMMIGRATION IS ONLY SOLUTION FOR DEFICITS

President of C. P. R. Urges Importance of Restrictive Policy.

MUST BAR UNDESIRABLES

Canada No Place For Foreigners Not Willing To Assimilate.

MONTREAL, March 20.—E. W. Beatty, K.C., president of the Canadian Pacific Railway, interviewed by the Canadian Press on the subject of the deficit of \$58,833,441 on the last year's running of the Canadian Government-owned railroad systems, said that without immigration the prospects of the Canadian national lines were, in his opinion, hopeless, and any legislation which would stem the tide of desirable immigration must inevitably pile up further deficits.

It was, he said, an aggressive immigration propaganda that built the Canadian Pacific railroad, and he claimed that Hon. T. A. Crerar, leader of the National Progressive party, struck the right note when he declared before the Canadian Club in Montreal recently that a wise and vigorous policy of immigration would help solve the problem.

Mr. Beatty added: "I quite agree with those who object to immigration of citizens of continental European countries and doubtful health who would at once drift into slums, or of large communities of foreign-born who frankly declare that they do not intend to assimilate with English-speaking Canadians. But the gates of Canada should be opened not only to the British, French and American immigrants but also to the Scandinavian and the more desirable type of continental."

Mr. Beatty pleaded also the cause of the skilled mechanic in addition to that of farm hands and domestics on the ground that Canadian industry would be handicapped in its progress without them. He concluded: "Policies which are perfectly appropriate in the case of the United States are not necessarily applicable to this country. By all means let us exclude the undesirable immigrant, but admit those who in time will contribute to this country's industrial prosperity and economic strength."

MRS. ALEX. MORNINGSTAR DIES OF HEART FAILURE DRESDEN, March 19.—The death occurred today at her home in Chatham Township of Sarah, widow of Charles Wilkinson, aged 71 years. The funeral will be conducted by Rev. S. Davidson of Tupperville at her late residence, lot 10, concession 14, on Monday afternoon. Surviving are three daughters, Mrs. Walter Aikin, Mrs. John Moore and Miss Belle, and one son, William T., all of Chatham Township. Interment will be made in Dresden Cemetery.

A very sudden death from heart-failure occurred this morning, when Mrs. Alex. Morningstar suddenly expired. Funeral arrangements are not yet completed.

and Miss C. G. Calagar entertained their Sunday school classes last evening, when about fifty young people spent a very enjoyable evening. Mr. and Mrs. Bruce Starwick entertained Second Form of the high school at their home last evening.

Rev. Dr. C. A. McRae, who has moved to Detroit, held a sale of household effects at the Presbyterian manse today.

WELLINGTON U. F. O. DOING BIG BUSINESS GUELPH, March 19.—The annual meeting of the general organization of the U. F. O. for South Wellington this afternoon was largely attended. Reports for the year were presented and were of a very satisfactory character. Wm. Cowan, stipper of the organization, in his report stated that the total shipments during the year were \$151,178, as compared with \$241,000 for the year previous. This was due to the decrease in the prices of live stock during the year. Included in this total were 2,000 head of cattle valued at \$52,235, and 595 cattle valued at \$81,942. There were 50 carloads shipped in all. Samuel McKeel, of the U. F. O. live stock shipping department, Toronto, delivered a lengthy address on co-operative shipping, which was greatly appreciated by all the members.

The following officers were elected for the ensuing year: President, John Hopendal, Puslinch; vice-president, Guy Thurill, Guelph; secretary, secretary-treasurer, T. J. Mahon, Puslinch; shipper, Wm. Cowan, Guelph.

HELD ORATORICAL CONTEST BRANTFORD, March 19.—At the first oratorical contest of the public speaking class of the Y. M. C. A. last night C. Meyer won a gold medal for his oration on "The League of Nations." A. T. Whittaker, speaking on "The Nationhood of Canada," was second, and P. F. Unsworth received third prize for his talk on "Public Health." Eight speakers took part, and the Y. M. C. A. hall was crowded with auditors.

ASTHMA USE NO Smoking—No Spraying—No Sauff Just Swallow a Capsule RAZ-MAH is Guaranteed to restore normal breathing, stop mucus gatherings in the bronchial tubes, give long nights of quiet sleep; contains no habit-forming drug. \$1.00 at your druggist's. Trial free on request or write Templetons, 148 King W., Toronto.

Sold by all London druggists. In Sarnia by Ingersoll Bros.; Aymer, E. G. Coughlin; Avinston; McDermaid & Son; Alisa Craig; J. A. Smith; Bridgen, P. S. Seeger; Blenheim, Crookshank Bros.; Chesley, S. Davy; Clifton, J. Hovey; Dresden, R. Dustin; Dutton, A. E. Roberts.

VETERANS CLAIM PATRONAGE SHOWN IN APPOINTMENT

Strong Letter of Protest Sent To South Perth Conservative Member.

ST. MARYS, March 19.—At the regular meeting of the local branch of the G. W. V. A. outspoken criticism was made of the recent appointment of chief census taker for the riding, and the following letter was ordered sent to the Conservative member, Dr. Steele: "Dear Sir—At the regular meeting of our branch a resolution was passed without a dissenting voice protesting against the appointment of chief census enumerator being given to a South Perth member of the G. W. V. A. We feel that there are a great many returned soldiers in the riding who are qualified in every way to perform this work, and according to the promise of the G. W. V. A. that the man who would have the first choice when such an appointment was in the gift of the Government."

"The members of this branch resent the fact that they were not consulted, and the inference is, that the appointment was made solely on the basis of political patronage, something we have been told was abolished by the Government."

"We have been instructed by our members to send this letter to you. Yours very truly, 'F. E. MUTTON, Secretary.'"

The branch also ordered the work of the provincial command of the G. W. V. A. in its endeavor to secure increased legislation, whereby the mothers' allowance act, now operative in Ontario, would include a wife with only one child. At present the act does not include such cases. Donations amounting to \$450 were received and gratefully acknowledged. \$300 from the town council, \$50 from the Community Patriotic Club, \$50 from the McCovey Club, and \$50 from the Daughters of the Empire. With a membership campaign now in full swing the branch finds the club rooms cramped, and therefore will move to larger quarters very shortly.

STRATFORD LAD IS MENINGITIS VICTIM

STRATFORD, March 20.—Spinal meningitis proved fatal today to Joseph Reginald Spence, aged 14, son of Mr. and Mrs. Francis L. Spence. The lad had been ill for about two weeks, but recently his condition showed improvement, and his death was unexpected. He was born in Woodstock, coming to Stratford with his parents two years ago. His parents, two brothers and one sister survive.

Would Be Agreeable. "If this is shown to be the better system, personally I am quite agreeable to undertake the duties," commented Police Magistrate J. A. Makins on the recommendation of the public service commission that police magistrates instead of doctors be coroners in charge of inquests proper, the doctor being associate coroner and conducting the preliminary investigations.

Convention Opens Today. The annual convention of the City Sunday School Association will be held in St. Andrew's Church on Monday, when six experts in religious work will be present.

Dr. J. C. Robertson, of the Presbyterian Sunday School Board, Toronto; Dr. Geo. T. Webb, of the Baptist S. Board, Toronto; Rev. Frank Langford, Methodist S. Board, Toronto; Rev. T. A. Halpin, general superintendent, Ontario Religious Educational Association, Toronto; Winifred Thomas, teen age girls' worker, Toronto; and Bertha Laine, department superintendent, Toronto.

Today the visitors occupied various city pulpits.

YOUTHS ARE HELD ON THEFT CHARGE STRATFORD, March 20.—Chief of Police Wilson announced that Benjamin and Albert Ashton of Toronto last night and charged them with breaking into and stealing from Cuddy's hardware and Koyser's pool room last Wednesday night. Benjamin used to live here at one time and handed back here with Ashton last Tuesday, after spending a term at Burwash, and took up their abode in an empty house near the Middlesex factory. The chief visited this place and found some evidence of the foot. He came across the pair last night in a Chinese cafe and locked them up. He found the watches and safety razors and some jackknives which were stolen from Cuddy's, and cigarettes, which were stolen from Koyser's. The youths, who are about 20 years of age, will appear before R. M. True-man, police magistrate, tomorrow.

GUELPH BATTERIES MARCH TO CHURCH GUELPH, March 20.—The first military church parade held in Guelph since the war took place this morning when the members of the 16th and 29th Batteries and the 1st Wellington Rifles attended divine service at St. George's Church. A sermon appropriate to the occasion was preached by Rev. G. F. Scovell. A large crowd of citizens turned out to see the units march from the armories to the church, headed by the 1st Wellington Rifles' Band. The parade was in charge of Major George Draw, officer commanding the 16th Battery, while Major D. Crowe, M. C., and Major J. E. Doughty headed their respective units.

FATALITY SUICIDED. TORONTO, March 19.—Mrs. Fred Gates died in the Western Hospital today following fatal burns received when her clothes took fire in her home. It is not known how the accident occurred.

Sinn Fein Leaders Stop Emigration DUBLIN, March 20.—A resumption of emigration to the United States has become evident, and Sinn Fein leaders are taking steps to prevent it. An emigration agent in Lis-towel, County Kerry, has been threatened with death if he books any males between the ages of 16 and 45 for passage to the United States.

Used His Old Red Sock to Stop Train Near Bad Washout

TORONTO, March 20.—An incident of the storm was a serious washout on the Grand Trunk Railway track north of the village of Holland Landing. Sam Lowe, a well-known character of Holland Landing, discovered that the track was submerged and a part of it washed away. This was a few minutes before the train from North Bay was due to arrive.

Realizing the necessity of stopping the train with its load of passengers before the washout was reached, and acting on the impulse of the very short time in which he had at his disposal, Lowe immediately pulled off his boots and socks. He happened to be wearing red socks at the time, and these he used as a flag. He succeeded in bringing the train to a standstill in time to save a catastrophe. The passengers took up a subscription and handed Mr. Lowe \$28 as a token of appreciation.

UNDERTAKER DIES OF BLOOD POISONING

ST. CATHARINES, Ont., March 20.—J. Curtiss Grobb, undertaker, died last night of blood poisoning, contracted two weeks earlier while laying out the remains of Bendmaster Frank Weis, who had died from the same cause. Mr. Grobb was 72 years old, and is survived by a grown-up family. His assistant was working with rubber gloves, but not satisfied with the speed being made, Mr. Grobb took part in the work barehanded, and one of his hands, on which the skin had been punctured by a splinter, became infected.

WOMAN IS HELD FOR DEATH OF HUSBAND

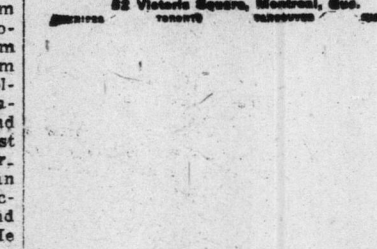
LACHUTE, Que., March 19.—Ann Wilson appeared before Magistrate Calder in the police court today to answer a charge of causing the death of her husband, Edward Fletcher, by shooting. Mr. Murdoch declared: "If Hon. Dr. Reid or Hon. Frank Carvell or Mr. D'Arcy Scott are arguing on this as a solution of the problem, they are making the mistake of their lives."

HELD FOR ROBBERY.

BRANTFORD, March 19.—Alex. Goolach and Gary Sain were arrested today on a charge of robbing a fellow-countryman, Hussin Hasein, of \$300. Goolach was taken in Hamilton, and his accomplice was arrested here today.

CASTORIA For Infants and Children In Use For Over 30 Years

Always bears the Signature of *Chas. H. Fletcher*



THE STANDARD PAINT COMPANY OF CANADA, Limited 22 Victoria Square, Toronto, Ont.

LIBERALS MAY ATTACK RANEY ON AMENDMENT

Fireworks Promised in Legislature During the Coming Week.

[Special to The Advertiser.] TORONTO, March 20.—The major portion of the time of the Ontario Legislature this week will probably be devoted to the consideration of new legislation. Scores of bills amending the statutes of the province are in various stages of consideration, some in committee, and some awaiting second reading, and the Government's hope is that the week-end will show real progress to have been made in this direction.

SAYS WAGE-CUT WOULD NOT BE FAIR TO MEN

Vice-President Murdock Says Railway Employees Will Not Submit.

TORONTO, March 20.—James Murdock, vice-president of the Brotherhood of Railway Trainmen, a former member of the Canadian Board of Commerce, in an interview here, said the railwaymen of this country would not submit to have the burden of the Canadian National Railways' deficit of almost \$10,000,000 saddled on them. Mr. Murdock declared: "If Hon. Dr. Reid or Hon. Frank Carvell or Mr. D'Arcy Scott are arguing on this as a solution of the problem, they are making the mistake of their lives."

Mr. Murdock asserted that \$5.12 was not too much pay for a railway brakeman for an eight-hour day for a run of 100 miles, and that \$6.48 a day was not too much for a switchman for eight hours' work in the yards, and that the United States Railway Wage Board three weeks ago had referred to these wages as reasonable and fair. "The cost of the necessities of life has not dropped so you can notice it since then," Mr. Murdock added. He said that D'Arcy Scott might be right in his theory that if wages were reduced freight rates might also be lowered, "but who will say that such a proposal is fair to the men?" "I have not met one railwayman who will admit that he should cut down his wages," Mr. Murdock said.

THE MARVELOUS EYE

John Burroughs writes in expressions of awe about the eye "with all its marvelous powers and adaptations." And yet those who know less about nature than "the dean of naturalists" often intrust their eyes to untrained examiners. To be sure, consult our specialists.

BROWN OPTICAL CO.

Optometrists. Spectacle and Eyeglass Makers. 223 Dundas Street—Phone 1877. R.V.

"A Friendly Word--"

The earnest wish of every daily newspaper publisher is to make his advertising columns profitable to the local merchants who use them.

For this reason, and with due recognition of the merchant's experience, it is proposed occasionally to give suggestions in these advertisements that may help merchants to prepare more effective copy and so secure greater returns, and, correspondingly, be encouraged to extend their appropriations.

The first thing to do with a proposed newspaper advertisement is THINK ABOUT IT. Never mind the form of the wording—THINK WHAT IT IS YOU WISH THE PUBLIC TO UNDERSTAND.

If you begin by considering form and wording you may lose sight of your real purpose. You may be "unable to see the forest for the trees."

First, be absolutely clear yourself what message, fact or impression you want the public to gather from your copy.

Having got thus far, write your idea out. Question it. Criticize it. Simplify it. Lick it into shape. Do anything you like with it, but, above all, have it a natural-looking job when it gets into the paper.

Always, if you can, tell your story in the headline, because, unless you arrest attention, everything else is unimportant. It may never be read.

Don't advertise to yourself. That is really one of the greatest dangers of advertising. So many men, who are paying the bills, are apt to write matter that is pleasing to themselves—forgetting that the public look at it through different colored spectacles.

One of the most enjoyable things you can do is to spend an hour or so, a few evenings a week, thinking out a well-balanced newspaper advertising campaign for your store and your merchandise, and, having thought it out, carry it through, regardless of other people's opinions or whims.

You have three of the best trading months ahead. Do, then, as we suggest and watch results.

Issued by Canadian Daily Newspapers Association, Head Office, Toronto.

GREKS ARE BEING CALLED TO COLORS

Greater Protection Will Be Afforded Residents of Asia Minor.

ATHENS, March 20.—A royal decree was issued today calling three classes, those of 1912, 1914 and 1915, to the colors. King Constantine, in a message to the people, explained that the measure was adopted to insure greater protection to the Greeks in Asia Minor, pacification of the near east, and to assist the Allies to secure execution of the terms of the peace treaty with Turkey.

MILK PRODUCERS ARE OPPOSED TO DAIRY ACT

Vigorous Protests Are Made At Meeting in North Oxford.

INGERSOLL, March 20.—Discussion of the dairy standards act was an outstanding feature at the annual meeting of the patrons of Connolly's cheese factory, North Oxford. Vigorous opposition to the act was registered. Following considerable discussion of the act now before the Ontario Legislature, a vote was taken, only one milk producer supporting it. Those who discussed the matter were very emphatic. One opinion expressed was that if the Ontario Government has the money with which to pay men to go around checking up the cheesemakers that they could use the money to better advantage by having these men cut the weeds on the public highways, where they would be real checkers of the spread of noxious weeds in the province.

CHILDREN CRY FOR FLETCHER'S CASTORIA

There is just a possibility that the Government's amendments to the Ontario temperance act will be brought down in the House toward the week-end. With that legislation is linked up the issue of appeals under the O. T. Act.

SICKENING CALOMEL NOT FAVORED; MORE AGREEABLE MEDICINE DESCRIBED

Calomel and Blue Pills are not used as they once were. When the head aches, when the stomach is upset, when the liver is not working right, don't resort to harsh calomel, use a pleasant, agreeable remedy like Dr. Hamilton's Pills. Being largely vegetable in their composition, Dr. Hamilton's Pills are extremely mild, yet they surely flush out all impurities and wastes. No remedy is so well adapted for general family use. For constipation and bowel trouble, Dr. Hamilton's Pills can be improved upon. Good for the young, the old, the sick, the well ones. The benefits of Dr. Hamilton's Pills are manifold. Needed and useful in every home; \$2c at all dealers, or The Catarthozome Company, Montreal.

RU-BER-OLD ROOFING AND SHINGLES

COMPLETE LINE OF ALL RU-BER-OLD ROOFING AND SHINGLES FOR SALE BY J. A. BROWNLEE, AGENT 367-387 TALBOT STREET.

AMHERSTBURG—Ryan & Co. ARTHUR—W. G. Gorrett. AYLMER—C. B. Brown & Co. BADEN—Fred Sehl. BLENHEIM—J. W. Fleming & Son. CHATHAM—C. J. Hadley Co., Ltd. DELHI—Robt. Quance Co., Ltd. DUTTON—Wm. Saunders. ESSEX—C. M. Johnston. GAITHER—Scott & Hogg. HAGERSVILLE—A. & W. J. Bailey. HARRISTON—H. Ackerman. HARRON—C. F. Smith. HUMBERSTONE—H. R. Appleyard. LIDBERTON—T. A. Clawthby. JARVIS—A. & W. J. Bailey. LONDON—John A. Brownlee. MERLIN—W. A. Barr & Co. MONTGOMERY—F. A. Rosenbergs.

NIAGARA FALLS—James Harriman. PORT DOVER—McQueen & Co. RIDGETOWN—Watson & Taylor. ST. CATHARINES—Moore Hardware Co., Ltd. ST. THOMAS—Green Lumber Co., Ltd. SARNIA—Thomas Grace. SIMCOE—R. E. Gunton. TILSONBURG—Chas. W. Conn. WALKERVILLE—Long & Wilson Hardware Co. WALLACEBURG—Wm. H. Heath & Son. WATFORD—J. McKecher. WELAND—Ingram & McMaster, Ltd. WINDSOR—Pennington & Liang. WINGHAM—J. A. McLean. WOODSTOCK—R. E. Butler Lumber Co.