

One of Greatest Building Years in City's History

MILLION DOLLARS IN BUILDINGS PLANNED HERE THIS SPRING INCLUDES BIG FORD PLANT

Motor Company Will Install Coke Ovens Later On For Enameling Cars—Industrial Expansion Includes Many New Plants and Additions To Present Buildings—No Stagnation in Building Trade.

SOME OF LONDON'S 1917 BUILDING

- \$200,000 addition to Ford plant, to be commenced at once, with next step building of big coke ovens.
- \$50,000 in new flour mills in east end for Hunt Bros.
- \$100,000 addition to Alexandra Sanatorium at Byron and stables.
- \$150,000 to an East London plant, which cannot be named.
- \$45,000 new foundry and cupola house at Chelsea Green for Beatty Bros.
- Three-story warehouse for Hobbs Hardware Company at York and Colborne streets.
- Three-story buildings on Bathurst street for Silverwoods, Limited.
- \$100,000 for new hydro offices and sales building.
- \$35,000 for addition to Horton street sub-station.
- \$25,000 for new Salvation Army maternity hospital on Riverview avenue.
- Hundreds of new residences in various sections of the city.

Notwithstanding somewhat unfavorable conditions, brought about by scarcity of labor and high prices of materials, the building season in London is opening with the big end of a million dollars worth of construction work in immediate sight. One of the biggest propositions of the year will be additions to the Ford plant here, which will entail an expenditure of about \$200,000. Manager Smith stated to The Advertiser today that work will be commenced immediately on a factory addition three stories, 150 x 102. The structure will be a handsome one of pressed brick with granite and terra cotta trimmings. A little later the firm will install coke ovens with a capacity of 2,500 tons a day, and it is planned to enamel all the auto bodies here. When the addition is completed this fall about 75 more men will be given employment.

MILLS TO COST \$90,000.

The George A. Lockhead Company of Toronto have the contract for the new Hunt Flour Mills in East London. The buildings and elevator will be of reinforced concrete, and will cost \$90,000. Work is now well along on the \$100,000 addition to the Queen Alexandra Sanatorium at Byron. More work is planned and Architects Watt & Blackwell are getting out plans for large new stables. Architect Nutter is getting out plans for an addition to an East London plant that will cost \$150,000.

Architect W. G. Murray is busy with plans for the new foundry and cupola house which Beatty Brothers will erect in Chelsea Green. These buildings will be of the most modern construction, and will cost about \$45,000.

NEW WAREHOUSE FOR HOBBS.

Hobbs Hardware Company plans to erect a three-story warehouse on the southeast corner of York and Colborne streets, and Silverwoods, Limited, will build large new stables of reinforced concrete. The buildings will be three stories, and of reinforced concrete.

It is expected that work will start very shortly on the new hydro offices and sales building at the corner of Wellington and Dundas streets. This will cost about \$100,000, and will be one of the handsomest structures in the city.

ADDITION TO SUB-STATION.

The utilities board is also having plans prepared for a handsome red pressed brick addition to the Horton street sub-station. This will cost about \$35,000.

Plans are now in the hands of Toronto officers for approval for the \$25,000 hospital that will be built in connection with the Salvation Army Home on Riverview avenue.

While residence construction is not as brisk as usual many citizens attracted by the scarcity of modern homes and high rents asked are planning to build. Some really handsome houses will be erected this year.

SOUTH LONDON FORGES AHEAD.

South London from present indications will see more new residences than all the rest of the city put together. On Ridout street south, Hyatt Bros. are working on a handsome residence, and Copp Bros. are building five on their property. Several attractive bungalows are being planned for Erie avenue, among others planning to build being George Wenig, T. E. Walsh, Chas. Jarman, H. Bailey and E. Evans. Mr. T. H. Jones plans to erect three fine residences in the south end.

In East London, Bert Weir will erect six modern brick cottages.

CALF RAFFLE NETS \$37.50 FOR HOSPITAL

Proceeds Devoted to X-Ray Equipment at Byron.

Water Parkinson, lot 3, concession 14, London Township, donated a calf to be raffled off at a sale of live stock he had recently. The calf was drawn by C. F. McLean, agent Ford Motor Car, Lucan, and put up for sale by him, and sold to Courtney Carmichael. The proceeds, \$37.50, have been landed in to apply on the \$2,000 being raised by the ladies of London Township to pay for the X-ray equipment at the Soldiers' Hospital, Byron.

FOR BELGIAN RELIEF

Cynthia Grey Readers Contribute a Considerable Sum.

The following contributions received for Belgian Relief, donated a calf to be raffled off at a sale of live stock he had recently. The calf was drawn by C. F. McLean, agent Ford Motor Car, Lucan, and put up for sale by him, and sold to Courtney Carmichael. The proceeds, \$37.50, have been landed in to apply on the \$2,000 being raised by the ladies of London Township to pay for the X-ray equipment at the Soldiers' Hospital, Byron.

New Universities Dictionary

COUPON

London Advertiser

Three Coupons Secure the Dictionary

HOW TO GET IT

For the Mere Nominal Cost of Manufacture and Distribution 3 Coupons and 98c secures this NEW authentic Dictionary, bound in real flexible leather, illustrated with full pages in color and duotone, 1,300 pages.

Present or mail to the office of The London Advertiser three coupons like the above with ninety-eight cents to cover cost of handling, packing, clerk hire, etc.

MAIL ORDERS will be filled on same terms, with an additional amount of 7 cents for postage within a radius of twenty miles of London. Send 15 cents postage over this mileage.

25 DICTIONARIES IN ONE.

All Dictionaries Published Previous to This Year Are Out of Date.

SHE MAKES MUNITIONS, HUSBAND HUNTS HUNS

Advertiser Illustration.

MRS. JAS. Y. FOSTER of this city, whose husband is at the front with the 8th C. M. R. Rifles in France, having been transferred from the 142nd Battalion, while she is working in a munitions factory in England.

ALL SOLDIERS SOON TO LEAVE CANADA; MILITIA IS NEEDED

Country Needs an Adequate Force for Home Defence.

SAME AS OVERSEAS MEN

Terms of Enlistment For New Army Provide Separation Allowance.

Two weeks ago the department of militia and defence at Ottawa issued an outline of the plan which had been drawn up for the raising of a force of 50,000 men in Canada for the home defence force. Sir Edward Kemp, minister of militia and defence, in sending out the memorandum, in which it is necessary that the country should not be left without an adequate force for home defence in case of emergency. In time of war no one knows when a special call will be made on our volunteers. It is time of war no one knows when a special call will be made on our volunteers. It is time of war no one knows when a special call will be made on our volunteers.

Given Serious Training. It is in order that the Dominion will be found as soon as the Government has issued this call for 50,000 men. These men will be trained in military arts under the control of serious men. They will be educated in the needs of the time and will be physically trained so that their bodies may be fit to hear up to the spirit which is in all Canadians, so that they may perform to the end their duties as citizens.

The officers of the militia regiments throughout the country have been giving deep consideration to the scheme. The staffs have been making plans for the home defence battalions, and by this time most of them have their plans laid for enrolling men.

Get Same Terms. The term of enlistment, training, equipment and allowances will be the same as for the overseas force. Separation allowances are given to married men in addition to their pay, and it is hoped that many of the many thousands of men in Canada who want to serve in the home defence battalions, and by this time most of them have their plans laid for enrolling men.

In order to bring before the men of Canada the conditions of the new force, the Federal Government is conducting an advertising campaign in the press. The ad for the advertisement appears in a current issue of this newspaper.

Stars and Stripes Now Get Cheers In Movie Houses

Marked Change in Public's Attitude in Last Few Weeks.

Since the United States declared a state of war with Germany, decided change has been noticed in moving picture theatres. Before the commencement of hostilities between the two countries, when the American flag was displayed in the auditorium, it was regarded as a sign of disrespect. Frequently there were demonstrations against the display of the flag.

For the past two weeks, however, the appearance of the Stars and Stripes in the cinema has become a signal for hearty applause. American residents of the city have been changing with great satisfaction, and the warmth of the friendship now existing between the two countries becomes more apparent each day.

SASKATCHEWAN LEADS Western Province Generous to Belgians, Ontario Second.

Mrs. A. T. Edwards has received the following contributions for Belgian Relief, donated a calf to be raffled off at a sale of live stock he had recently. The calf was drawn by C. F. McLean, agent Ford Motor Car, Lucan, and put up for sale by him, and sold to Courtney Carmichael. The proceeds, \$37.50, have been landed in to apply on the \$2,000 being raised by the ladies of London Township to pay for the X-ray equipment at the Soldiers' Hospital, Byron.

MAJOR BURKE DEAD. Major John M. Burke, former scout in Indian warfare and a nearly half-century veteran, died of pneumonia here early today, aged 74 years. Major Burke served the United States and Europe with the Wild West show, and like Col. Cody, was honored by the ruling heads of the old world.

WOMAN NOT TO BE PROPOSED NOW AS LIBERAL CANDIDATE

Suggestion Had Reference to a Provincial Nomination.

NAME FEDERAL NOMINEE

Probably Reeve Ross of Lucan—A. B. McCoig Speaker On Saturday.

The feeling that a general election for the Dominion Parliament is to be held in June of this year is probably responsible for the widespread interest in Saturday's convention of the East Middlesex Liberals, who realize that the present time holds particular promise of a turnover in this riding.

East Middlesex comprises that portion of the city of London beyond the old city limits, that is, what is known as the "annexed district," the townships of London, Westminster, West Nisour, North Dorchester and Bidolph, also the town of Lucan. It is a large riding, and the name is prominent in the nomination, Reeve Ross of Lucan, who has been mentioned by the convention, among them Warden Arch Dalziel and Mayor Stevenson.

General Invitation. In the event of a ballot, delegates to the number of five men and five women will be allowed to vote, though a general invitation has been extended to all Liberals of the riding to attend the meeting, in order to provide for a ballot being taken easily, one side of the auditorium is reserved for the delegates.

The speaking will not be until after the nomination of a candidate, except by those participating in the convention proper. The subsequent meeting will be addressed first by Mr. George S. Gibbons, the Liberal candidate of London, and then by Mr. A. B. McCoig, M.P. The latter, who represents the county of Kent, is one of the foremost champions in Parliament of the cause of the farmers, and as he is eloquent as he is persistent, his address will be much listened to by the convention.

Annual Meeting. As the annual meeting is to be held immediately after the opening, word has been sent out that it will commence at 8 o'clock, and delegates of the East Middlesex Association and the convention delegates are requested to be in their places not later than 7 o'clock.

On account of the invitation to the women of the riding to represent the party, there appears to be an understanding in some quarters that they are certain to have the franchise in the Dominion elections. Secretary Claude Sanguin states that this depends upon when the election is held. "If the elections are held this summer," he says, "it is very improbable that the women will be able to exercise the franchise. In federal elections, the provincial voters' lists are used, and in Ontario the franchise is based on the lists at the time of a Dominion election, then they would be entitled to vote. In the case of a provincial election, the provincial voters' lists are used, and in Ontario the franchise is based on the lists at the time of a Dominion election, then they would be entitled to vote.

Is Premature. "This being the situation, the question of nominating a lady for the federal candidacy is, of course, somewhat premature. The suggestion was made that East Middlesex set the example in this regard when a provincial convention was held, the idea being to elect a woman as a test case of the argument that in a woman franchise province a woman had the right to sit in the Legislature. However, this is a matter for the future if it should be seriously put forward. It cannot possibly be done at this time, as the convention is not yet held, and even if it were, the women of the riding would not be able to exercise the franchise. In federal elections, the provincial voters' lists are used, and in Ontario the franchise is based on the lists at the time of a Dominion election, then they would be entitled to vote.

MR. ALFRED BECOMES PRESIDENT OF THE P. M.

Official Who Has Been in London Frequently at Top of Ladder.

Frank H. Alfred, formerly general manager of the Pere Marquette, when he was in the hands of a receiver, has been elected president of the road, which is now re-organized, having gone out of the receivership. Mr. Alfred has been in London on frequent occasions. He made tours of inspection of the line, when he was manager, and was elected president of the road, which is now re-organized, having gone out of the receivership. Mr. Alfred has been in London on frequent occasions. He made tours of inspection of the line, when he was manager, and was elected president of the road, which is now re-organized, having gone out of the receivership.

BANISH SCROFULA

Hood's Sarsaparilla Cleanses the Blood, Skin Troubles Vanish. Scrofula, eruptions on the face and body are both annoying and disfiguring. Many a complexion would be perfect if they were not present.

This disease shows itself in other ways, such as itching of the scalp, inflamed eyelids, sore ears, wasting of the muscles, a form of dyspepsia, and general debility. Ask your druggist for Hood's Sarsaparilla. This great medicine completely eradicates scrofula. It purifies and enriches the blood, removes humors, and builds up the whole system. It embodies the careful training, experience, and skill of Mr. Hood, a pharmacist for fifty years, in its quality and power to cure scrofula. Scrofula is either inherited or acquired. Better be sure you are quite free from it. Get Hood's Sarsaparilla and begin taking it today.

No More Weak Stomach Dieting For Me.

Today make your declaration of stomach independence from diets and stomach aches. Just because you have been pampered and over-indulged for years is no reason why you should not begin today to eat the rich delicious nourishing food you crave. Try one more good dinner, taking with it a teaspoonful of pure bisulphate of magnesia in a little hot water. Bisulphate of magnesia neutralizes all the dangerous acid in your stomach, prevents food souring and fermenting, and allows easy, natural, painless digestion. It works like a charm and old dyspepsia dieting for years are forgotten. Scrofula, eruptions on the face and body are both annoying and disfiguring. Many a complexion would be perfect if they were not present.

NEW WAR MINISTER.

London, April 12.—A Melbourne dispatch to Reuters says that the total war loan were 25,400,000 pounds. The loan was launched in January for 18,000,000 pounds and 42,000,000 pounds was issued in February, 1916, and was oversubscribed.

BARN DESTROYED.

Fire completely destroyed barn at 101 Waterloo street, belonging to J. Steward, of South London, at 1 o'clock this morning. The cause of the fire is unknown.

Fashion Notes For the Coming Season

The Fashion Mirror

In a few lines Mrs. Westermann has given us a comprehensive review of many of the fashions of the coming season.

A review of the styles from the top of a Fifth Avenue bus would give one about such an idea as I will be able to give in trying to cover the subject in a line or two, but perhaps it will help you in your shopping.

HANDBAGS—The fabric and beaded Bags have largely displaced the leather bag in fashionable circles. **WOMEN'S NECKWEAR**—Silk Collars seem to have the most popularity. They are usually flat or semi-flat. **GLOVES**—There is still an effort to encourage the use of decorative effects in glove wrists and backs. **PARASOLS**—The Parasol is no longer a glorified umbrella—shapes are as unique as materials, the extreme novelties prettily trimmed.



JEWELRY—The popular Jewelry is inclined to favor oriental designs—colored enamels are employed to give unique effects. It is the ensemble that makes for the perfection of attractive style, and hence is well to remember the little things that seem less important, but in reality are marked indications of one's knowledge of proper dress.

Dresses For All Occasions

The models shown this week stand out as representing an entirely new style note. The so-called "barrel skirt" has been becoming modified, and the "straight line" effects gracefully softened. In materials, trimmings and tailoring it is doubtful if any dresses were ever produced that rival these. Exquisite creations of georgette crepe and crepe de chine, many in the new oriental effects and the most exquisite combinations.

Handsomeness novelty dress in georgette crepe, in oriental design, combined with plain pearl grey, Russian tunic style, large pointed collar, points of collar finished with bead tassels. Price\$42.00

Dress of crepe de chine in gold, made in straight pleated lines, collar of white, embroidered; skirt finished with side pockets. Price\$29.00

Dress of crepe de chine in beige or Copenhagen, made in straight lines, collar and cuffs of figured khaki-kool silk, soft crushed girde, shirred pockets. Price\$29.00

Dresses in white crepe de chine, georgette, smart styles for ladies or misses, showing the new straight lines and tunics. Prices\$15.75, \$20.00, \$25.00 and \$30.00

One-piece serge dresses in navy, burgundy, beige or black. Price\$9.95, \$12.50, \$15.00 and \$30.00

Dress shown in Grey Gros de Londres, waist showing collar and sleeves of blue georgette, embroidered across front in blue and gold; skirt shirred at waistband, embroidered to match blouse; made in modified barrel effect. Price\$35.00

Dress of crepe de chine and georgette crepe, blouse of crepe over radium lace, collar of lace, soft girde of silk; skirt of crepe de chine with over-drape of georgette; made in battleship grey. Price\$42.00

Dress of crepe de chine and georgette crepe, shown in white; waist of crepe embroidered in white, radium lace trimmings; skirt of crepe de chine with tunic of crepe embroidered to match blouse. Price\$35.00

Dress of taffeta silk and printed georgette crepe; waist showing collar, sleeves and under-arm of crepe, collar finished at points with novelty tassels, sash girde finishing at waist, skirt in barrel effect; made in navy. Price\$36.00

The New Fancy Ribbons Are Beautiful Stripes, Dresdens and Paisley Effects

A large assortment of Beautiful Fancy Ribbons just to hand for hair bows, fancy bags, millinery purposes, girdles, etc.

Six-inch Ribbon with Paisley stripe, in navy, Paddy green, sage blue, purple or brown ground. Price75c yard

5 1/2-inch Paisley Ribbon, in red, green or red shading65c yard

Seven-inch Ribbon in rose and red shading with fancy stripe and embroidered design; would make a beautiful bag\$1.50 yard

Eight-inch Ribbon, a particularly good width for work bags, Paisley design, in red, Alice blue, pink. Price\$1.35 yard

Six-inch Paisley Ribbon in Alice blue or Paddy green. Price85c yard

Six-inch Striped Ribbon in Alice blue and pink stripe, tan and pink stripe, green and red stripe. Price75c yard

Four-inch Hair Ribbon, very new and pretty for hair ribbons, pink ground with fine blue stripe, blue with pink stripe and pale yellow with black stripe. Price39c yard

Another Hair Bow Ribbon, five inches wide, stiff, in pale blue, rose, pink, Paddy green, white. Price39c yard

Three-inch Ribbon with moire stripe on one side, used specially for millinery, for bands, pleating, etc., white with Paddy green stripe, white with cerise stripe, purple with gold stripe, gold with black stripe, blue with mustard stripe. Price59c yard

5 1/4-inch Dresden Ribbon, white ground in mauve, pale blue, pink and yellow oral design. Price59c yard

AFTERNOON TEA SPECIALS.

Cucumber and Lettuce Sandwich, Cup of Tea or Coffee10c

English Biscuits, a Cup of Tea or Coffee15c

SMALLMAN & INGRAM LIMITED

PAY LAST RESPECTS TO AVIATOR'S MEMORY

DORCHESTER, April 11.—Crowds of friends gathered this afternoon at the home of Postmaster John Talbot, to pay their last respects to the memory of his only son, Lieut. Harold Talbot, whose tragic death occurred Sunday afternoon following a fall in an aeroplane which occurred earlier in the day at Camp Borden.

Lieut. Talbot was 23 years of age, and had just received his B. A. degree from Queen's University, where he was a young man of the finest mental calibre. Several times he has occupied the pulpit of the Presbyterian Church here, and on the occasion of his first home visit after coming home from the front, he was given a \$10 gold piece from the guilds of the Crumlin and Dorchester churches.

Dr. D. L. McCrae conducted the funeral service, and six cousins acted as pallbearers. Ten cadets from the Aviation Corps of Toronto, acted as guards of honor. They walked on either side of the hearse as the remains were borne to the Union Cemetery. It required an auto to carry the numerous floral tributes, among them being two from Queen's University, two from Toronto University, and one from people and ex-pupils of Woodstock College Institute.

Lieut. Talbot is survived by his parents and one sister, Gladys.

REDUCES LIGHT COSTS

Clinton Hydro Department Slices Its Domestic Rates.

CLINTON, April 11.—The hydro-electric department has just announced a substantial reduction in the cost of electric power and lighting for this town, to take effect from April 1. The domestic lighting is reduced from 5 to 4 1/2 cents per kilowatt, and from 2 1/2 to 2 1/4. Floor space remains at 3 cents per hundred cubic feet.



Wash Dresses For School Girls

Smart high-waisted, open-front model in plain colors of zephyr gingham with white pique collar and cuffs, velvet bow tie, contrasting shades of smocking trimming skirt; colors green, pink or tan; sizes 6 to 14 years. Price\$2.50

Neat School Dress of gingham in three-tone candy stripe; the predominant shade of stripes corresponds with the plain chambray collar, cuffs and tabs; pleated skirt; sizes 6 to 14 years. Price\$1.50

Girlish Dress with short Holland jacket, coat has large white repp collar, tabs at bottom forming pocket, made of plaid gingham; pleated skirt; shades of pink and green; sizes 8 to 14 years. Price\$2.75

NEW THINGS FOR BABY

New stock of Babies' Creepers and Children's Rompers, in blue and white check gingham, pink and blue chambray, also white pique; ages 6 months to 3 years. Price75c to \$1.35

Children's Dainty Little Smocked Dress, made of pink and blue chambray; ages 1 to 3 years. Price\$1.25

American's Sleepers made of American chambrays, white with blue and pink stripes; ages 2 and 4 years. Price 75c

AFTERNOON TEA SPECIALS.

Tomato and Lettuce Salad, Bread and Butter, Cup of Tea or Coffee15c

Strawberries and Cream15c

PHOTOPLAY NEWS

Mary Pickford in "A Poor Little Rich Girl," the big special photoplay, will be screened today (matinee and night) for the last time in the city. Capacity audiences have been delighted with this photoplay, declaring it as the best vaudeville of the season.

The town will give a graded discount for preparation to induce the citizens to pay in advance, and by this arrangement the taxpayer will get the interest usually paid to the banks.

RAISE \$1,200 FOR BYRON SANATORIUM

Belmont Women Started Out to Get \$500 and Almost Triple Objective.

BELMONT, April 11.—A great contest has been closed, which has seen going on for a couple of months, under the auspices of the Women's Institute Red Cross. The ladies undertook to furnish a ward in the Byron Sanatorium, valued at \$34.00. It also shipped 143 pairs of socks and three parcels to soldiers at the front.

THE ARGYLE CASE.

"The Argyle Case" is the latest feature of the Argyle Case, which is the story of a man who was killed in a car accident. The story is told in a very interesting and dramatic way, and is sure to attract a large audience.

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