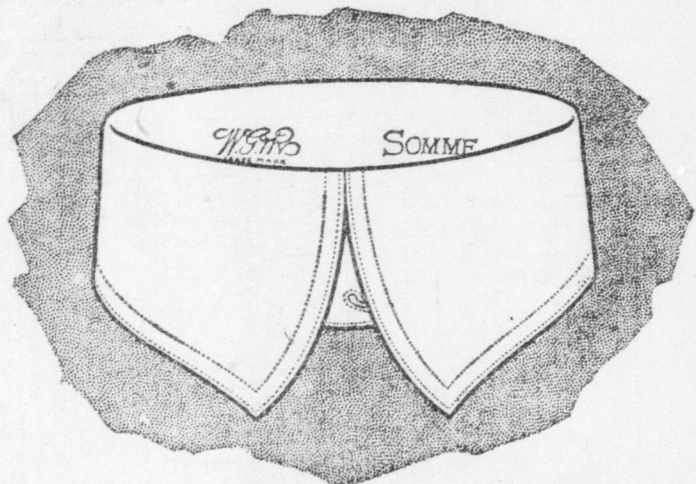


GOOD SEED ESSENTIAL
FOR GREATER PRODUCTIONCrops Can Be Increased by at Least
Fifteen Per Cent.

Brain instead of brawn is being advocated as a means to greater production, in a circular just issued from the office of the commissioner of agriculture. It advises the farmers to sow only the plumpest seed, claiming that it will result in at least 15 per cent increase in crops here. It states that the wheat crop in Ontario can be increased by 4,000,000 bushels.

the barley crop by 1,750,000 bushels; the oat crop by 17,000,000; and the crop of peas by 500,000 bushels. "Select from your granary three times the amount of grain required for seed purposes. By use of the fanning mill, clean and re-clean until you have just sufficient for seed purposes," says the circular.

To stimulate production Agricultural Representative R. A. Finn is sending a circular to all the country ministers, urging them to hold a "greater production Sunday," making it the theme of their sermons on the coming Sunday. This plan was followed in the city last week. County Clerk Stuart will also write to all the reeves in the township, asking their co-operation to obtain larger crops.



SOMME

"Some Collar"

"Somme" is the name of the new W. G. & R. Collar—and it is a radical change in collar designing.

Note the smart lines of this collar.

The points, if desired, may be slightly turned up in front, which adds to its stylish appearance.

Two rows of stitching give another smart touch.

Lots of tie space. "Slip On" buttonhole. 1/4 sizes, the same as in other



W. G. & R. collars, fine shirts, pyjamas, and summer underwear are worthy of your patronage.

MANY LONDON AND
WESTERN ONTARIO
SOLDIERS RETURN

QUEBEC, April 3.—Another large party of invaded soldiers arrived in Quebec today from Halifax, fresh from overseas service. The list includes the following Ontario men:

London—H. Steer, F. Fugnutt, W. R. Salmon, J. H. Stevens, C. A. Piper, F. Parsons, T. Moore, J. Davidson, G. Fitt, G. S. Campbell, W. P. Cleave, C. E. Donohue.

Chatham—F. Wilcox, R. Mills, MacKenzie.

Avimor—O. L. Williams.

Windsor—F. E. Sherlock, N. Neighbor, J. Jones, T. Barton, G. Brown, T. Ball.

Teeswater—G. E. Switzer.

Essex—O. Vamdoor.

Stratford—C. Pitcher.

Galt—C. H. Clark.

Guelp—T. G. Ellis.

Simcoe—W. Gurr.

Woodstock—F. T. Brown.

Hamilton—J. Weir, A. B. Watson, S. C. Bryant, J. Claw, J. Palmer, J. Smith, J. G. Oliver, J. Paterson, W. Morrison.

Brantford—D. Spence.

More Paving Planned
BY BOARD OF WORKS

Big Program of Proposed Work To Go To Council.

In spite of opposition at the last council meeting to further paving work being done this year, No. 2 committee last night recommended once more its program for the year.

A deputation from Beaconsfield avenue made a strenuous protest against conditions there, and Controller Saunders moved that the street be paved.

In spite of opposition to work of that nature, The motion carried without a dissenting vote, and Ald. Keene then recommended that the rest of the program go through.

Recommendations as follows were made: Adelaide street, from Trafalgar street to the bridge; Ardavan Place, Bathurst street from Talbot to Ridout; Carlton street from William street to the west limit of the street; Rectory street from the G. T. R. to

Cabell street; Richmond street from Bathurst street to the G. T. R.; Teeswater street from Worthy road to Adelaide street; Wellington street from Victoria street to Huron street; Richmond street from Oxford street to W. Hessel protested against the condition of sidewalks near the Pipe Line road. The matter will be dealt with through the new bylaw, which prevents vehicles from coming nearer than eight feet to the street line.

A request that plans for a new city hall be considered was laid over, and other minor business transacted.

The city engineer will be asked to report on the proposed parking area on the city hall site. It is probable that the receipts will be used for patriotic work.

PHOTOPLAY NEWS

"THE WITCHING HOUR," At the Lyric, Thursday, Friday and Saturday.

The scenario for "The Witching Hour," the screen version of which has been produced by the Frohman Amusement Corporation, was made by Anthony Kelly. He has done his work well. The spirit, and, to a large extent, the form of Augustus Thomas play has been retained, without sacrificing any of the freedom of treatment demanded by the exigencies of the screen.

There is no question about the worth of the theme in "The Witching Hour," and its power to hold the spectator. In the light of the play's stage success, it is interesting to recall that it was refused by a number of the foremost managers in this country and in England, on the ground that the public would not be attracted by the drama founded upon mental pathology, and the author was forced to become his own backer before his work was acted on the stage.

The process by which one being is able to project his own thought or desire into the mind of another person solely by telepathic influence, is made by selling effect throughout the Thomas story, and in some respects, the screen demonstrates superiority over the older medium in conveying the points of the plot.

A generous portion of the credit for this result should be given to C. Aubrey Smith, the force whose personality and the earnestness and skill of whose acting go far in achieving this result.

Marie Shotwell is sympathetic and capable as Helen Whipple, and Robert Frank Hardmuth, Freeman Barnes, William Melville, Robert Ayerton, Helen Arnold and Etta De Groot, all aid materially in the play's success. Lively and good taste mark the mounting of the production.

Londoners will have a chance of seeing the House of Parliament, of seeing Charing Cross and the Tower Bridge, the National Gallery, and after London will include visits to the interesting places in the environs of the great metropolis.

Motion pictures will show the life of London, so interesting, so vital, so English, with the double-decker motorbuses, top-hatted politicians, butcher boys on bicycles, men sleeping on park benches, shining streets, crowded carriages and squares.

The London Advertiser, which arranged the engagement of the Robertson Travelogues, has put them before the public at a price which has made it possible to enjoy the entire series at similar cost to usual costs. With a coupon from the first page of The Advertiser bearer can secure an unredeemed seat in the balcony. Twenty-five cents with a coupon will entitle bearer to a reserved seat on the ground floor. The last two picture journeys are of such interest and beauty that one can afford to miss them. This afternoon at 2:30, "Ireland and Scotland," and tonight at 8:30, "London and Paris."

WORDS' MEANINGS EXPAND BY STUDY

We sometimes speak of a "kind" person, thinking of the same kind, and again of "mankind"; but do we ever reflect that the words "kind" and "mankind" have the same root? That wonderful genius, Shakespeare, meant more than a mere play on words, when he put into his father's mouth—who was alluding to Hamlet's mother—"A little more than kin, and less than kind."

A "kind" person is one who treats his words or actions as if they were his own. Things of "the same kind" are of the same family. "Mankind" means that gradually unfolds itself, as a flower develops, leaf by leaf, is therefore significant and beautiful. Words are today meant other things centuries ago. But there is always a reason for it. Language is not a mere haphazard growth, but a logical development interwoven with the historic development and growth of a people.

It is very interesting to study words. A dictionary is not a dull and lifeless collection of words—but a living and breathing record of the peoples who speak them. For this reason there can be no more valuable book at one's elbow.

People who study a dictionary become superior to those who are ignorant of its use. They should have a good dictionary, however, like The New Universities Dictionary. We have put it into a pocketbook form, so that you can carry it with you. It is a treasure-house of words and facts. Our coupon, printed daily, in this paper, makes it almost a gift.

FINANCIAL HELP IN BUILDING NEW ROADS

Amended Act More Generous Than Old Legislation Was.

The bill amending the Ontario highway act, a copy of which has been received at the county engineer's office, will provide considerable more financial assistance for the construction and maintenance of interurban highways than is provided for under the present act.

The Ontario Government grants 40 per cent for construction and 20 per cent for maintenance under the act now in effect. The amendment which becomes effective as soon as the Ontario provincial highways are put into operation, provides for a 50 per cent grant for road construction, an increase of 20 per cent, and 60 per cent for maintenance, or an increase of 40 per cent in this branch, making a total of 60 per cent increase in the provincial grant.

The roads to be affected are the interurban highways, and it will be in the power of the minister of public works to decide which roads shall be provided for under the amendment. By interurban roads the act defines roads connecting towns or cities. The roads to receive the additional grants will act as feeders to the provincial highway.

Some of the Middlesex roads classed as interurban highways that will come under the amendment are the Trent road from St. Thomas to Lambeth, the Pelee Line road north to Goderich, and the Sarnia gravel road from this city to Sarnia.

In case the provincial highway should be diverted from the city a change would be made as to the roads to be benefited and the list above mentioned would likely be revised.

PIANO TUNING.

Have your piano or player-piano tuned by one of our experts. City tuning, \$2.00. Estimates given for repairing old instruments. Mason & Risch, Limited, 248 Dundas street, Telephone 1268.

LAST CHANCE TO SEE
TRAVELOGUES AT THE
LYRIC THEATRE TODAYThousands Have Enjoyed the
Programs of Rare Beauty.

Two travelogues today will conclude the most enjoyable series of entertainments ever given in London, the Robertson Travelogues, which have been presented at the Lyric Theatre under the auspices of The Advertiser. Thousands of Londoners have enjoyed the rare beauty of the colored views, the unusual motion pictures, and the opportunity of visiting Ireland, Scotland, Belgium, Holland, France, Spain, Switzerland and the lands bordering the Mediterranean.

This afternoon "Ireland and Scotland" will be the subject of the itinerary including visits to Dublin, Belfast, Kil-larney, Limerick, Youghal, the Giant's Causeway, Donegal, the Lakes of Killarney, Edinburgh, Glasgow, Ayr, Abbotsford, Fyfeburgh, Aberdeen, and the Scotch Highlands. For sheer wealth of pastoral loveliness and colorful beauty this picture journey in Ireland and Scotland cannot be surpassed. The travelogue will start at 2:30 o'clock.

Fascinating Cities.

Tonight Londoners will have an opportunity of visiting two of the most interesting and fascinating cities in the world in the travelogue, "Paris and London," the final picture journey of the series. The rich art galleries, beautiful boulevards, brilliant magnificence of its buildings and its ever-restless population make Paris one of the most attractive cities in the world, and before the war thousands of tourists flocked to the French capital every year.

The travelogue tonight will commence with a journey through Paris, showing its interesting people, streets, cathedrals, hotels, homes and art galleries. After this comprehensive glimpse of Paris the journey will shift to London, the "heart of the Empire," the hub of the universe, the greatest city in the world.

Famous Spots.

Londoners will have a chance of seeing the House of Parliament, of seeing Charing Cross and the Tower Bridge, the National Gallery, and after London will include visits to the interesting places in the environs of the great metropolis.

Motion pictures will show the life of London, so interesting, so vital, so English, with the double-decker motorbuses, top-hatted politicians, butcher boys on bicycles, men sleeping on park benches, shining streets, crowded carriages and squares.

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BLINDS
White, Green
or Cream,
39c each

Curtain
Stretchers,
95c
each

Up-to-Date
Draperies
At Moderate
Prices

All Your Curtains, Rugs, Linoleums, etc., can be purchased for less money at Keene Bros., King street

Special Bargains for This Week

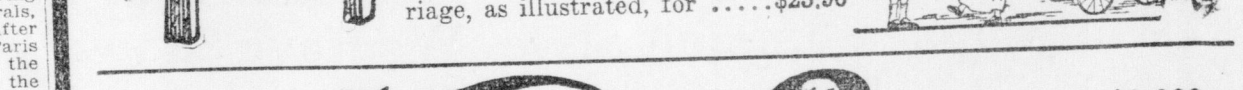
About 300 yards of 20c Art Bordered Serim..... 2 yards for 25c
Genuine 30c Marquisette for 22c a yard
27 pairs of real Arab Lace Curtains, three yards long, for 95c pair
\$1.50 Dutch Three-Piece Curtains 89c pair

THURSDAY MORNING ONLY,
50 Solid Oak Tabourettes

in fumed finish, for 39c each

BABY CARRIAGES

In every style, shape and design, at the lowest prices. You will be pleased with our special reed carriage, as illustrated, for \$23.90



\$8,000 Worth of Rugs

are now on sale for you to choose from. Get the prices. They are lower.

Ostermoor Mattresses are the best in the world. We are agents for them

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Fashionable Footwear

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Easter Days

Ladies! Buying your Spring Style Shoes at this store gives you choice of the same lines of fashionable footwear that you would have choice of in New York or Chicago, and at as low prices—in some cases lower, for the same style and quality. "There's a Reason." Look at the display in our window and see style, combinations and prices.

GET YOUR EASTER SHOES HERE

We guarantee satisfaction. Our lines of ladies' best shoes are exclusive.

Men! We carry a very full line of MEN'S BEST SHOES, and they are the SHOES THE BEST MEN BUY. Every tone, last, leather, width and style you can find in the large American cities.

J. P. COOK & CO.

The Store That Serves You Best. Richmond and Dundas Streets

No Need to Pay a High Price for YOUR SPRING SUIT...

Some people think that to get style and quality they must pay outrageous prices. Let us show you how we can save you \$5 to \$8 on your Easter Suit or Coat. In justice to yourself and pocketbook come and see our wonderful display anyway. Stunning New York styles, latest materials and colors to select from.

Your Easter Suit

Make your selection tomorrow. We are showing a large and varied assortment, at prices from \$13.50 to \$35.00.

Special Ladies' COATS \$5.85

Checks, plaids, blanket cloth and white chin-chilla on sale tomorrow.

Also a beautiful line of SPRING COATS at prices up to \$25.00.

\$7.50 Black Silk Skirts, \$4.95

Last minute styles, shirred at top, trimmed with shirred pockets. Come early for this bargain.

SMART HATS

New York Styles Moderately Priced

Metropolitan Suit and Skirt Mfg. Co.

232 DUNDAS STREET.

CHILDREN'S COATS

Sizes 3 to 14 years, big shipment just received; two big racks full. All colors and materials, from \$3.75 up.

ALSO A BEAUTIFUL LINE OF EASTER WAISTS.

171 DUNDAS STREET, PHONE 1582.

CASSELMAN BROS.

The House of Quality, Value, Service.

You Will Be Interested in Our
Flowering Plants
For Easter

OUR STORE IS A VERI-
TABLE PALACE OF EX-
QUISITE SPRING
BLOOM.

Let one of these adorn your home. Send forth a genuine Easter greeting to your friends through a flower gift.

We suggest a Basket of Cut Flowers, a Beautiful Flowering Plant, a Box of Choice Spring Flowers or a Dainty Corsage Bouquet.

BE SURE YOUR EASTER FLOWERS COME FROM
DICKS
THE QUALITY FLOWER SHOP
Members of the Florist Telegraph Delivery.

If you have a heart that feels for suffering and a purse that opens to desperate need.—
Save some Belgian child from starvation by giving freely to the
Belgian Relief Fund

Subscriptions may be sent to Local London Committee, Mrs. A. T. Edwards, Treasurer, 183 Oxford Street, London.

or to BELGIAN RELIEF HEADQUARTERS,
59 ST. PETER STREET, MONTREAL.



SHOES At Prices That Please That Please
Are Now at The House of Casselman

Easter is here. It marks the change of season and with its arrival comes the desire among ourselves for changes of dress. Our stock is complete in a full line of Boots and Shoes for Men, Women and Children.

FOR LADIES
A shoe like this in button or lace is refined footwear. It is a French kid, high cut, Louis heel, cloth quarter, with collar. A beautifully soft, easy, natty, dressy shoe.

Other lines in black and colored combinations, colors to match the current popular gowns.

ALSO SPORT SHOES for women of outdoor habit, with low square or English military heel, in black, brown and white.

PRICES RUN FROM\$3.50 to \$10.00

MEN'S SHOES OF DISTINCTION

In Black Russia Bal., single sole.....\$5.00 to \$7.00
Light New Dark Russia Calf Bal., single sole \$6.00 to \$8.00

Men purchasers of shoes at this store have always found a satisfaction with what they bought; that brings them back again and again. Our shoes for men are selected with great care. Only yesterday we received 800 pairs of the best of the SLATER lines, in all the popular colors, leathers, lasts, toes and heels. They are priced at \$6.00, \$7.50, \$8.00.

Don't Forget the Children at Easter

They love to get new shoes to go with their new outfits. This fine Classic Shoe in calf or patent, laced or buttoned\$1.75 to \$3.50

Your children, young or youths, may come here to be fitted and you'll be pleased with the careful attention given them.

CASSELMAN BROS.

The House of Quality, Value, Service.

171 DUNDAS STREET, PHONE 1582.

