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WE HAVE NEW HONEY
GUARANTEED PURE CLOVER.
Five-pound pail 75c
Ten-pound pail \$1.40
WILLIS & CO.
565 Richmond Street. Phone 3279.

MEN OF LONDON
THIS IS THE BREAKING UP
OF WINTER

Good Strong Shoes Are a Necessity
You will find a very full line of good, strong, well-made

Men's Shoes

In our present stock. You who have been buying your spring shoes here for many years will not be disappointed if you come again this year. This has always been a popular store for men's shoes of dependable quality, and our present stock in attractive lines is fully equal to anything we have ever had before.

You know the store that has given you satisfaction in shoes.

COOK'S
DUNDAS AND RICHMOND.

Anthracite Coal
ALL SIZES.

J. ANDERSON 195 York St. Phone 1391. Mar 31

BROWN OPTICAL COMPANY, LONDON

EYES EXAMINED
NO DRUGS USED

QUALITY GLASSES
GROUND AND FITTED

AT MODERATE COST
223 DUNDAS ST. Phone 1877



Your Choice

OF ANY ARTICLE IN OUR NORTH WINDOW

For One Dollar

C. H. Ward & Co.

386 Richmond St. Phone 1084.

BIRTHDAY CARDS

Original, moderately priced and real class. Postcards and Folders.

STATIONERY

173 Dundas Street. Phone 150.

Taylor's Throat and Lung Balm

Has been curing the worst coughs and colds for over forty years.

Taylor's 6 Cut-Rate Drug Stores

FOR KIDNEY AND LIVER USE

ABBEY Effervescent SALTS

BIG RUSH FOR NEW DICTIONARY EXPECTED

Many Are Securing Valuable New Book.

Extraordinary efforts have been made for a big rush to get copies of The New Universities Dictionary, the book offered by this paper to its readers exclusively. Hundreds beyond all expectations were distributed during the week.

"When we set our thoughts down in written form," says Professor Forrest of the University of Toronto, "we are without the aid of voice and manner to make clear what we are trying to say. Our thoughts must be understood because the relations which exist between the various parts of our sentences are clear. If the relations between the parts of our sentences are not clear, the thoughts we are trying to express will not be understood. This is the reason why the introduction in The New Universities Dictionary to his article on 'Practical Syntax,' which shows readers of this new dictionary how to build correct sentences.

"Good usage, common practice, society—whatever you will—has decided what is good form, what is proper, in this field of syntax, just as it has in morals, etiquette or fashions," continues Professor Lunt, "therefore, the man or woman who has occasion to set his thoughts down in writing should observe the common practice, the universally understood rules which govern the relationship of words. If he fails to do this, or if he attempts to make his own rules, he will be considered without the aid of cultured, educated people. From this it will be seen that the ability to construct sentences properly is hardly less important than the power to speak."

"UNHOLY ALLIANCE."
Canada indeed missed a great opportunity to get shipbuilding established when the Laurier naval policy was abandoned by the present Government. It is made tragically plain today. We could be of the most vital assistance in relieving Britain's shortage of merchant tonnage. Verily, the Borden-Bourassa alliance was "unholy."

Quality Store

OUR SPECIAL BLEND OF COFFEE

BEST VALUE IN THE CITY FOR 45c PER POUND.
Phones 1024 and 3223.

HARRY RANAHAN
515 RICHMOND STREET.

BIG PARTY COMING ON HOSPITAL SHIP

Nine Wounded Londoners and Many Others From District.

The "Esquibo," first hospital ship to reach Canada, carried at least 28 wounded men from this district. Nine of that number are Londoners according to the list received by the local branch of the Soldiers' Aid Committee. It is not known yet when they will reach London, and it is possible that there will be alterations in the list.

The Londoners mentioned in the dispatch just received are: E. W. Pridham, 968 Dame street; G. H. Dent, 1156 Brydges street; A. W. Callaghan, 61 Stanley street; G. M. Beaton, 121 Albert street; P. Heath, general delivery; J. D. Hogan, Metropole Hotel; W. F. Oldridge, 1074 Florence street; M. Edwards, 1085 Talbot street; Flaxman, general delivery.

The district men are: H. A. Welch, St. Thomas; J. Goodman, St. Thomas; A. Wilkinson, St. Thomas; W. J. Chandler, Windsor; J. F. Soper, Guelph; J. G. Scott, Guelph; S. Snellings, Chatham; W. H. Wornald, Woodstock; E. Steinberg, Stratford; W. L. Higgins, Stratford; W. J. Scott, Stratford; P. D. Carleton, Sarnia; Stanley Piper, Pelee Island; S. Gough, St. Marys; R. Addley, Walkerton; W. L. Brown, Tilbury; S. Hampton, Allenford.

INCREASED PRODUCTION IS VITAL TO DOMINION

Placing the necessity of increased production before even that of more overhauling, is the message of the Department of Agriculture, dealt with "The Duty of the Farmer" in an address at a men's mass meeting at the Lyric Theatre, Sunday.

Heur lectures dealing with the practical side of the question, throughout the week at various factories and public halls.

"There are some people in the country," he stated, "who imagine that the war is at an end, and that there is nothing more to do. This is a mistake, as the army can not exist without increased food production. It is still up to all of us to 'do our bit,' even if it be only by cultivating a backyard garden. He urged that every backyard, every vacant lot and every uncultivated farm be made use of in the coming year, and that self-sufficiency be practiced.

"We must be up and doing. It behooves us not to waste our days or even our evenings, and spare moments in pleasure and selfish indulgence. We must work for the good of all. If we do not respond to the call we shall be traitors, not only to our own nation, but to humanity, in a day when our help is sorely needed."

Closing his address, he stated that with the co-operation of every citizen there should be little difficulty in eliminating before the end of the year the problems which now face the country.

TWO LONDONERS HURT

Pte. Sam Ball, Infantry, has been admitted to No. 1 General Hospital with a gunshot wound in the arm, although his relatives have not yet been notified. The official telegram, which states he was admitted to the hospital on March 2, was sent to Mrs. Alice Ball, 662 Oxford street, but she was not at that address. Attempts of the telegraph company to discover her whereabouts have failed.

Sergt. Arthur Hesketh has been wounded in the ankle and was also admitted to No. 1 General Hospital on March 2, according to the telegram received by Richard Hesketh, 394 Clarence street.

SPRING TRADE BRISK.
London reports to Bradstreet's state that the approach of spring finds wholesale and retail trade generally in a healthy condition. The movement of travelers throughout Western Ontario was disturbed to some extent by Monday's storms, but returns for the week were well up to normal. Drygoods lines are active, both wholesale and retail, with prospects good for an extensive distribution of goods during the spring months. Groceries are moderately active. Teas are firmer and sugar is steady at the recent advance. Canned and fresh fish are moving out freely, at comparatively high prices. Conditions throughout the western part of the province are good, and the farming community generally is looking forward to larger production.

The Wise Women Will Prepare For Spring Weather

By buying good strong all leather, serviceable Shoes at \$3.50 up, from

Casselman Bros.
171 Dundas St.

HAVE YOU STARTED A Friendship Tea Set?

Our importation of English pottery in beautiful old rose and Roman green is irresistible.

Come in and see these goods. Tea Pots, Stands, Creams, Sugars, Hot Water Jugs.

PETERS
SHOP 'ROUND THE CORNER.

GOOD TRAINING PLUS REAL HARD WORK IS SECRET OF SUCCESS

Life Underwriters' Annual Banquet Largely Attended.

BUSINESS IS INCREASING

Canada Full of Opportunities for Insurance Men, Says Expert.

That it was one of the most successful events in the history of the association was the verdict of the members of the Life Underwriters' Association of London, who met at the "Tremont" House on Saturday evening for their eleventh annual banquet. Addresses were delivered by Mayor Stevenson, Dr. H. A. McCallum, J. F. Weston, manager of the Associated Life Insurance Company, Toronto, and by prominent members of the association. In addition to the members a number of ladies were present, as guests of the association.

After an excellent supper and toast to the King, Toastmaster Joseph Vivian, president of the association, called on Mayor Stevenson to speak on behalf of the city.

After congratulating the association on its splendid banquet, the mayor told of the arrangements that had been made by the city for the insurance of London soldiers and assured the members that the insurance companies had dealt courteously with London, and that doing business with them had been most pleasant.

J. F. Weston congratulated the association on the improvement it had effected by inviting ladies to be present at its banquets. Continuing he said that the voluntary response of the women to the great cry of labor was one of the features of the past years, that they would not rest until public affairs, and that this interest would tend to the upbuilding and guarding of the home, and hence to the good government. Women were selling successfully and would continue to sell insurance in increasing numbers.

He had been a pioneer in the association and was always interested in it. Good Advertising.

Regarding institutional advertising, he stated that it was hard to make it as effective as advertising by individuals. However, he was willing to support it, but was more willing to advocate a better training for the salesmen. Good training plus hard work would make for success, and the association should encourage better training. Wasting time and making excuses were the things to be avoided by salesmen. Excuses were easier found than results. The men who plan their work and then carry it out were the most successful. Seventy-five per cent of the failures in the insurance business result from lack of ability to keep busy, while a failure to realize the importance of the business to the community, and lack of initiative, were also serious faults.

"The Underwriters Association has done much for the betterment of the insurance business than any other organization in Canada," he added.

"The business of life insurance is growing at a wonderful rate, and you have it in your power to accelerate it. Canada is rich with opportunity, so let us not talk of difficulties. The whole thing is that we do not really work hard."

Speaking on "Life," Dr. H. A. McCallum, dean of the medical faculty of the University, predicted that life insurance would become a department of the Government, and also that insurance companies would afford the policyholder opportunities to learn how to increase his longevity.

"He had found insurance men almost invariably men of character. Without doubt there could be no greatness in life, which was simply a struggle toward perfection. Life and mind were one."

A number of men had been asked by a magazine to reply to the question, "What is the greatest thing in life?" A sound mind in a sound body, the day's work, the ability to do it, live in health, vision, and to see the face of God in every man, were among the answers received. His own answer was "growth or development."

The whole existence of the world was a matter of growth. Animal life depended on the vegetable growth, the vegetable world on the chemical world.

"In human life there were three growing things, body, mind and spirit. In order to grow the body must have work to exercise it, the mind must have intellectual effort, and the spirit must build up a philosophical, ethical or spiritual ideal."

"The development of the moral sense and the love of the beautiful help to keep you alive. The body stops growing about the twenty-third year, but the brain grows until the age of thirty-three. The 2,300,000 nerve cells are live batteries, with live connecting wires. These connecting wires must be exercised, and to attain that end, love, joy and charity must be cultivated."

"At the bottom of a system of living to the age of 90 years must be the cultivation of the joyful emotions and work."

"Life was too full of big things for men to be bothered with the small things. Some men were frittering away their life with the small things."

"Morality, religion, happiness and health, are four names for the same thing," he said. "Hate nothing, fear nothing, have absolute faith. He who does those things is wise; he is more than wise, he is happy."

T. B. Parkinson, Western Ontario manager of the Aetna Life Insurance Company, spoke on behalf of the Underwriters' Association, in the absence of E. W. Warwick of Hamilton, vice-president of the association, who was unable to be present. In commending the addresses of Dr. McCallum and J. F. Weston, he paid tribute to the excellent work of the latter, when in 1910 he had fought so courageously for just legislation for the insurance men. Mr. Weston had come up from the position of salesman until at present he was the manager of a company. Mr. Parkinson urged the members to take away with them the advice of Mr. Weston, to work, work, work, and be sure that if they realized that there was only one policy of \$1,600 on every tenth person in Canada, they would at once decide to get busy.

The Ladies.
Charles T. Glass replied to the toast to "The Ladies." He was glad the liberties of the ladies had been enlarged, and he hoped that the women would soon come when the women themselves would be able to respond to the toast.

Speaking on behalf of the press, Jas. B. Macdonnell said that the press, so long as it was righteously directed, was a great power in the advancement of civilization, and the betterment of mankind, and that those who had the best interests of the community at heart should co-operate with the press and give it support. The press was largely what the people of its constituency wanted it to be, it was the expression of the soul of the community in which it was published.

Every paper, including the two London papers, is trying its best to serve the community and wants your support," he added.

The Ernest Cortese Orchestra provided excellent music, and songs were pleasingly rendered by Miss K. M. Linn and Staff-Sergt. Leah, while Miss Clara McPhillips capably acted as accompanist.

A hearty vote of thanks, moved by P. A. Bowen, and seconded by W. J. Underwood, was tendered to the speakers of the evening and to those who had contributed musical selections.

Mrs. Blair, who has been lecturing at Smallman & Ingram's for the past week, is to give one of her lectures at the store of the William Geddes Company of Stratford on Monday afternoon, at 2:30 o'clock.

PLAN CAMPAIGN TO JUMP MEMBERSHIP OF ASSOCIATED KIN

Movement Inaugurated by the Women's Emergency Corps.

COMMITTEES ARE CHOSEN

The Meeting for Inauguration Will Be Held Next Thursday.

A campaign for members for the London Associated Kin of Canadian Expeditionary Forces was inaugurated at an enthusiastic meeting of representatives of the women of the city, held on Saturday afternoon in the Associated Kin headquarters, under the auspices of the Women's Emergency Corps.

Rev. Dr. Tucker, the speaker of the occasion, explained the aim of the Associated Kin, namely to help recruiting, promote in every possible way national service and to aid in solving the problem of caring for the welfare of dependents of soldiers and of helping the returned man to find his niche.

"Blood in the war" was declared to be the one credential for membership in the Associated Kin, which is already rendering splendid service not only in its birthplace, London, but all over the Dominion.

Would Use Churches. Mrs. Gordon Wright, who presided, suggested that instead of a house-to-house canvass for members, the campaign might be simplified through using the churches as bases of operation. For example, each church has its own list of members, and through these might be located the next kin in the war.

The plan was endorsed with evident enthusiasm. A remarkable fact in connection with the meeting was that, in view of the proposed plan of campaign, practically every denomination and church in the city was represented. Owing to the fact a few were missing, it was not possible to complete organization, and for this purpose another meeting will be called on Thursday afternoon next.

Greatest willingness was manifested to accept the responsibilities of convening a Campaign Committee.

Mrs. E. B. Smith and Mrs. J. B. McKillop were named joint conveners of the general campaign committee, and the following chosen to represent churches: St. Paul's Cathedral, Mrs. T. H. DR. FERDINAND KING SAYS:

Every Woman Every Mother Every Daughter NEEDS IRON At Times

To put strength in her nerves and color in her cheeks.

There can be no healthy, rosy, checked women without iron. The trouble in the past has been that when women needed iron they generally took ordinary iron, which often harmed the stomach and did far more harm than good. Today doctors prescribe organic iron—Nuxated Iron. This is a natural, does not blacken nor injure the teeth nor upset the stomach. It will increase the strength and endurance of weak, nervous, irritable, careworn, haggard-looking women 200 per cent in two weeks' time in many instances. I have used it in my own practice with most surprising results.—Ferdinand King, M.D.

NOTE: NUXATED IRON recommended above by Dr. King can be obtained from any good druggist, with or without physician's prescription, on an absolute guarantee of success or money refunded. It is dispensed in this city by the Standard Drug Company, Limited, and all good druggists.

226-228-230 DUNDAS STREET.

The Ontario Furniture Company, Ltd.

LONDON'S LARGEST HOMEFURNISHERS.

YARROWDALE SAILORS SUFFERED FROM HUNGER WHILE IN GERMAN CAMP

Zurich, Switzerland, March 11.—Via Paris, March 12.—The American sailors from the Yarrowdale, who were released from a German prison camp last Thursday, arrived in Zurich today. There were 59 in the party. They had arrived at the German frontier at Lindau yesterday, after a continuous trip of 22 hours from the prison camp at Brandenburg. The sailors, although emaciated from their imprisonment and serious lack of food since their arrival in Germany on December 31, are in fair condition and confident that with a normal amount of food they will soon be themselves again.

Other representatives will be named on Thursday. Mrs. F. F. Lawanson acted as secretary of the meeting.

among several hotels until instructions shall have arrived from Washington. Their personal effects were lost when their ships were sunk, and their wardrobe has been only partially replenished by makeshifts, which render them for the present a decidedly motley crew.

GERMANY CUTTING DOWN FINEST BELGIAN TREES

HAVRE, March 11.—The German military administration in Belgium has begun requisitioning systematically the trees throughout the country. According to information received by the Belgian Government here the Germans are taking the finest growths, province by province, and sending them back to Germany.

FORGED SIR EDWARD'S NAME. MONTREAL, March 11.—J. G. A. Charrier, 1395 City Hall avenue, this city, was arrested here Saturday by Captain Carter of the Dominion police, charged with having forged the name of Sir Edward Kemp, minister of militia to an alleged railway contract amounting to \$735,000. Charrier, before Judge Leet, pleaded guilty to having drawn a bogus contract for the sum mentioned.

Rowat's Tea

THE SUPREMACY OF QUALITY. 40c, 45c, 55c, 65c, \$1.00 per pound. T.A. ROWAT & CO. 250 Dundas St. Phone 3051-3052.

COME IN AND LET US EXPLAIN OUR PLAN.

25 INITIAL PAYMENT

Here's a Wonderful Opportunity to Get a New "Made in Canada" Kitchen Cabinet.

THIS IS ONE OF THE WONDERFUL VALUES

SPECIAL FEATURES.
1. Improved cylindrical flour bin (patented) with sifter attached. Tilts forward for filling, and has heavy bent glass panel in front to show contents.
2. Cylindrical glass sugar bin in swinging bracket.
3. Crystal glass coffee, tea and five spice jars, with nickel-plated screw covers.
4. Extra heavy glass salt jar with cover.
5. Handy spice jar shelf with nickel-plated metal drawer, with tightening lid. Draws out on an extension slide.
6. "Daily Reminder" and order form pad.
7. Nickeloid Sliding Extension Top. Has a gutter at the back to drain off any liquids accidentally spilled, thus preventing same from entering inside of cabinet.
8. Bottom sliding tray, allowing contents to be drawn within easy reach.

10c

KITCHEN CABINET

On this plan at equally low prices. COME IN AND ENROLL.

An added feature of the Kitchen Cabinet Accumulative Club is the opportunity to save premium refunds. Make any final payment in advance and save TEN CENTS.

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