

PROMOTED IN RANK

A. M. C. Officer Becomes Captain—Other Changes Announced.

Lieut. John N. MacLean, of A. M. C. Training Depot, No. 1, has been promoted to the rank of captain, camp orders state.

Capt. Thomas Donald Campbell, C. A. D. C., is struck off the strength of F. Unit, M. H. C. C., with effect from January 4, 1918.

Lieut. Dudley Elwood Holmes, 33rd Regiment, late 4th Reserve Battalion, having become surplus in rank to establishment in C. E. F., appointment is struck off the strength of the C. E. F. in Canada, with effect from March 15, 1918.

The under-mentioned officers are taken on the strength of the C. E. F. in Canada, Military District No. 1, having been returned from overseas for disposal of the adjutant-general, with effect from February 23, 1918: Hon. Capt. M. E. Insley, 1st C. O. R. D.; Major J. G. Hunt, C. A. M. C.; Lieut. J. A. Deat, 1st C. O. R. D.; Lieut. Harold Bainbridge Johnston, late 18th Battalion, C. O. M. F., is attached to F. Unit, M. H. C. C., for treatment and pay, with effect from March 21, 1918.

St. Thomas Council is being asked to request Government action to force the big coal companies of the States to sell to municipalities direct.

A Fifth Ave., N.Y., Shoe Window for Easter

If you were walking down Fifth Avenue, New York, today you would not see a prettier display of

LADIES' FINE SHOES, \$5.00 TO \$12.50.

BUY YOUR EASTER SHOES AT

Cook's Shoe Store

170 and 674 DUNDAS.

For \$1.00

Any article in our north window and on special table, main floor, for \$1.00.

C. H. WARD & CO.

Diamond Merchants and Jewelers.

386 Richmond St. Phone 1084.

Reliance Garage

Service Station

EVERYTHING ELECTRICAL.

Consult us about your Electrical Supplies. We carry a complete stock. Estimates given on wiring contracts.

Western Ontario Electric Co.

237 Dundas Street. Phone 4071.

A. T. TAYLOR. E. L. CAMPBELL.

Highest Market Prices Paid for

RAW FURS

ROSS', Ltd.

London, Ontario

YWT-49139

TODAY'S SPECIAL.

Choice Dairy Butter, Lb. 48c

WILSON'S MARKET

Phones 5600-5601.

We Are Now

Retreading, double-

reading and rebuilding

tires.

GET IN EARLY.

London's

Rubber Man

346-8 Dundas St. BROCKMAN.

Phone 5124.

Carlyle

TREBILCOCK

OPTICIAN

PHONE 2351. 233 DUNDAS

Two Doors East of Majestic Theatre.

Save Money on Shoes

Modern Shoe Repair

Phone 2310. w

SAID THE LITTLE RED ROOSTER:

Why don't you send that battery

around to the experts before you start

your spring driving? You'll be disap-

pointed some day when your lights or

starter if you don't. Why not act on

that impulse now?

BENSON-WILCOX ELECTRIC CO.,

264 Dundas Street. Phone 2671.

Our RETREADING is

QUALITY Work, Not the

Average.

London Tire Repair Depot

554 Wellington Street. Phone 2334.

A. WILKES. Opp. McClary's.

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The London Loan and Savings

Company of Canada

INTEREST RATES ALLOWED

In Savings Bank 4 Per Cent

Debentures 5 to 5½ Per Cent

M. J. KENT, Manager.

Food Will Win the War

"DO YOUR BIT"

So be as saving as you can of every crumb.

Parnell's Breads

Are so fine in texture and so good that you save considerable on each loaf.

If you are not using it order a trial loaf today.

Parnell The Breadman

PHONES 929, 1390.

YOUNG'S DIAMONDS!

We offer some rarely good things in Diamond Rings, Stones of before the war quality, at before the war prices. You will be delighted at seeing them.

YOUNG'S

170 and 674 DUNDAS.

Try XXX Bread If You Want the Best!

Day in and day out it's always the same. Delicious! Wholesome! Satisfying!

Johnston Bros. XXX Bread

It's tried by its wonderful flavor. Try it. You'll like it. Your grocer sells it.

WOMEN SHAKEN UP IN WRECK ON L. AND P. S.

A train carrying eight women passengers on the London and Port Stanley Railway crashed into a standing freight at 410 yesterday afternoon at Port Stanley. The women were badly shaken up, but no one was seriously hurt. The freight, which comprised 26 cars, stopped, when the electric engine reached the depot, and the express, following, which was in charge of Motorman Campbell, failed to stop in time. It was not going more than ten miles an hour when the crash occurred. The front of the passenger locomotive was somewhat damaged and the rear of the freight van. Motorman Campbell was not hurt but fully inquiry into the smash will be made.

HEALTH GOOD IN LONDON

A Very Good Reason Why Many Families Avoid Disease by Forming Good Health Habits.

London, Ont., March 27.—The records show that London is a healthy city to live in, but when it comes to inquiring into the health of individual families it is found that much depends on health habits formed.

Modern life is so artificial. We live so much indoors, breathe vitiated air, and take so little exercise in the open that means must be resorted to—keep the liver active, the bowels regular and the kidneys in healthful working order.

Investigation shows that in thousands of London homes Dr. Chase's Kidney-Liver Pills are depended upon to regulate these very important filtering and eliminating organs.

Mr. Alex. Luttrell, 142 Bridgeport street, London, Ont., writes: "I have used Dr. Chase's Kidney-Liver Pills for many years, and have always found them satisfactory as a cure for constipation and derangements of the liver and kidneys. They do their work in a quiet way every time—no griping—no sickness, but most beneficial results. We have also used Dr. Chase's Ointment in our family for a long time, and so long as we can get these medicines shall not use others."

Dr. Chase's Kidney-Liver Pills, one pill a dose, 2 to 4 times a day, at all dealers, or Edman, Bates & Co., Limited, Toronto. Do not be talked into accepting substitutes. Imitations only disappoint.

OFTEN A SLIGHT DEFECT OF VISION

If neglected, will assume more serious proportions later. Now is the time to have your eyes examined. Don't keep putting it off. Consult our specialists as soon as possible. The Brown Optical Company, 222 Dundas street. Phone 1877.

CHARACTERISTIC

That's what your advertisements should be—and we can make them so.

Federal Advertising Agency

T. H. YULL, MGR. Dominion Savings Building, LONDON, CANADA.

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LADIES' HATS BELTZ & CO.

OPENING DAYS

STREET RAILWAY PUTS ITS CASE UP TO COUNCIL

Finance Committee to Consider the Question of Increased Fares.

THREE REQUIREMENTS

Company's Points Outlined in Letter From Manager King.

The London Street Railway presented its case for higher fares to the finance committee of the council last night. President Charles Currie and Manager C. B. King gave an exhaustive outline of the situation in a letter. Copies will be distributed among the members of the council and a special meeting of the committee called later to consider the matter.

The railway officials touched on the financial condition of the company's 1918 estimates, and three possible changes in the present rates of fares. President Currie said that the estimated expenses included 6 per cent return for the stockholders. He also said that in his opinion the fare in London should be 5 cents, or six tickets for 25 cents.

The company's report was accompanied by a letter from the manager, in which he expressed the company's willingness to have the figures probed by investigators representing the people if that is deemed desirable. The fullest investigation, Mr. King stated.

Three Requirements.

Mr. King summarized the motive of the company's application for a modification of its agreement in the declaration that "we are asking for revenue sufficient to meet the following requirements in order that an efficient street railway service may be maintained: First, operating expenses; second, fixed charges, including a reasonable return on the capital invested."

The possibility of any new scale of fares yielding a revenue more than is required for such purposes is taken up by Mr. King, who declares that in the event of such a contingency "the company is prepared to discuss with the city council the disposition to be made of such excess earnings."

Present Arrangement.

The street railway, which at present gives regular nine-minute service, suggests three possible changes:

Six regular or eight limited tickets for a quarter.

Six regular or seven limited tickets for a quarter.

A straight five-cent fare or six limited tickets for a quarter.

These scales are applied to the

estimated business of 1918, and additional estimates are provided showing possible falling off in traffic of ten per cent, eight per cent or five per cent, due to the increased fares. In addition the company presents data showing that operating costs have advanced heavily during the war, and the claim is made that indications point to further advances this year. The purpose of applying any of the three proposed changes in fares to possible conditions in 1918 there are estimates based upon the contingency of operating costs advancing 10, 12½ or 15 per cent this year.

Sticks to Promise.

The company adheres to its earlier promise to present to the city council its estimates for 1918, in the same manner as would be done under public ownership.

It is shown that in 1917 the gross earnings of the road were \$17,562.36, of which \$13,241.58 was from passengers. Those who used the present seven-for-a-quarter tickets numbered 7,976,239, the average rate per ride being a fraction above ½ cent. Passengers riding on the nine-for-a-quarter tickets totaled 1,533,099, their average fare in cash being a trifle over 2½ cents. More than a million people paid five-cent cash fares during the year. If the fare fell off 5 per cent, or \$2,051.58 if traffic declined 10 per cent in travel.

Would Mean Increase.

The third proposition of a straight 5-cent fare, with six tickets for a quarter, good at any time, would increase earnings \$51,732.31 in the event of a 5 per cent decline in traffic, \$39,193.16 in the event of an 8 per cent decline, or \$30,834.36, with a falling off of 10 per cent in travel.

The company places its fixed charges and capital requirements for the year 1917 at \$111,536.51, which includes such items as taxes, interest on bonds amounting to \$36,647, bond redemption \$26,000, and \$36,000 for stock requirements. This year the total required will be \$115,043.73.

Operating expenses, including track and overhead, equipment, power, car service and general expense, in 1917 actually amounted to \$33,094.23. The first-named item this year will show an estimated decrease of \$10,411, but the four remaining items give evidence of advancing to the extent of \$55,737 in 1918. Consequently, the company, under existing conditions, foresees a deficit of \$30,917.32 in store for this year. Referring back to the increase in revenue expected from different scales of fares, as quoted above, the reader will be able to see which condition will produce earnings sufficient to cancel this deficit and enable the company to come out without a loss.

For instance, the company contends that if existing fares are maintained and a normal increase in traffic is shown there will be an actual deficiency of \$35,701 if operating costs go up 10 per cent.

If the fares are made six for a quarter and eight for a quarter, operating charges work out in accordance with

the above estimate and traffic falls off ten per cent there will still be a deficit of \$15,412. If traffic falls off eight per cent the deficit will be \$4,634.99. If operating charges advance ten per cent above the estimated amount there will be deficits varying from \$23,000 to \$2,149, according to the extent of the falling off in business. Any higher increase in operating charges would of course make matters still worse.

If six regular tickets or seven limited tickets were sold for a quarter the report shows that a ten per cent falling off in travel would cause the new rate to fall \$8.865 short of the company's needs, but if the falling off in traffic amounted to only five per cent there would be a surplus of \$1,442.

The company, President Currie said, would be prepared to discuss with the city what disposition should be made of such a surplus, as it is not the intention of the company to claim the money for its own profit. It has been proposed that it might be held in a fund for the reduction of fares or for such other purpose as the people might dictate.

ACCIDENTAL DEATH JURY'S VERDICT IN PROBYN INQUEST

Evidence Corroborated by New Witnesses.

A verdict of accidental death was returned by the coroner's jury last night in the inquest into the death of John Probyn, aged mail collector.

Probyn died on Sunday morning, March 17, as the result of injuries sustained, when a motor car, driven by Arthur Harrison, 671 Dundas street, collided with Probyn's mail wagon on the night of Wednesday, March 13.

The verdict completely exonerated Harrison from all blame or responsibility for the accident.

A Rainy Night.

The night of the accident was rainy, and Harrison was driving slowly because of a slippery pavement. The accident occurred at the corner of Waterloo and Wolfe streets.

At the first hearing of the inquest last Thursday night the evidence of Arthur Harrison and several others was taken. An adjournment was then made because of the absence of three important witnesses, whose evidence was taken last night. Their evidence corroborated that given by Harrison.

Evidence Corroborated.

Carl Windsor, 578 Helmuth avenue, an R. P. C. cadet in training at the Toronto aviation school, gave evidence, corroborating that given by Arthur Harrison at the first hearing last Thursday night. He was unaware of any danger until after he heard the crash and felt the impact of the motor car with the mail wagon driven by Probyn. He had summoned the police ambulance by the time the crash occurred.

Miss Mildred Fawcett, Port Stanley, testified that she was seated in the front seat of the motor car with Arthur Harrison, who was driving. She did not see the mail wagon ahead and knew nothing of the danger until the motor car struck the mail cart.

Mrs. Ella Lee, 15 Regina street, was seated in the rear of the car, and like previous witnesses knew nothing of the presence of Probyn's mail cart on the street until after the collision.

Arthur Harrison was recalled to the stand and repeated his statement that his car was being driven at a speed not exceeding 10 or 11 miles an hour.

VETERAN UNDERTAKER WHO DIED YESTERDAY AFTER LONG ILLNESS

ST. MARYS.—A number of students from the local public schools and the collegiate institute have registered as soldiers of the soil, with Dr. P. T. Coupland, the local director.

GALT.—Fireman J. Clark, who is in Galt Hospital as a result of being run over by a fire truck, while still in a serious condition, is improving.

Rowat's 50c per pound COFFEE

AT ALL RUDDY'S STORES AND Plewes & Roe 85 WELLINGTON STREET.

THE REAL KIND 15c and 20c Dozen.

Special Easter Offerings For Thursday and Saturday in Millinery, Suits, Coats, Waists

Latest Easter Hats, just arrived from New York, in the latest models from the style market, some with single or double brims, in straight sailors, pokes demure and the high, close-fitting turbans. We have here all kinds of hand-made hats, made by the cleverest New York milliner in the latest styles and designs. If there is any particular design or shade you want you are sure to find it here at the lowest prices.

Extra Special for Easter

100 Untrimmed Hats, Pokes in the shiny straw, regular value \$3.00. Special for Easter 98c

50 Children's Hats, regular \$1.00, for 39c

Spring Suits—An extensive collection is ready for this last week before Easter, all New York samples. Priced from \$15.00 to \$30.00

Easter Coats, Dresses, Silk Skirts and Waists at Lowest Prices.

The Dominion Ladies Outfitters

269 DUNDAS STREET, CORNER WELLINGTON.

ROSS', Limited

Practice economy. There is no virtue in only talking of it. Food is needed to win the war.

FURS

WILL BE NEEDED NEXT WINTER.

Only a Few Days Longer at Clearing Prices

Then the Fur Department will be closed up for the season.

Those who wish to avail themselves of the present low prices will save many dollars on buying Furs now.

COATS, MUFFS, STOLERS, NECKPIECES AND FUR SETS

Ladies' Wear Department

New garments, in the latest styles, and most up-to-date colors, in Velours, Gabardines, Tricotines, Poplins, Covert Cloths, Tweeds, Silvertones, etc.

Suits, in New York's latest, from \$26.00 to \$42.50

Coats, in tweeds \$17.00 to \$22.00

Coats, in new silvertone cloth \$22.00 to \$40.00

Coats, in American covert cloth \$22.00 to \$30.00

Coats, in poplins \$24.50 to \$35.00

Coats, in Burrella cloths \$22.50

Coats, in American velours \$35.00 to \$38.00

Coats, in gabardines \$25.00 to \$35.00

BLouses

The Blouse season is now on with its new attractive merchandise.

Voile Blouses \$9c, \$1.50, \$2.25, \$3.75, \$4.98

Habutal Silk Blouses \$2.19, \$2.93, \$3.50, \$4.50, \$5.25

Crepe de Chine Blouses \$2.98, \$4.75, \$5.50, \$6.75, \$7.50

Georgette Blouses \$4.98, \$6.75, \$7.50

Wool Sweaters

Assorted colors \$10.00, \$11.00, \$12.75

PERRIN'S SILK HOSIERY

In black, white and colors 75c, \$1.00, \$1.50, \$2.25

NECKWEAR

Everything new and correct in this department

PHONE 1319. 196 DUNDAS STREET

Announcing Our Showing of Stylish Spring and Summer Footwear For Easter

Simplicity seem to be the outstanding note of spring styles—and after all, the most effective styles are always those of beautiful simplicity, depending upon graceful lines and rich quality and color effects.

The stock of Ladies' Walking Boots, smart low heels, in black and different shades of tan, are delightfully attractive. Prices \$5.00 to \$10.00

The exclusive Slater Shoe for men, in complete ranges, demonstrate their right to top-notch footwear creations. Prices \$6.00 to \$9.00

Casselman Bros.

The Shop of Quality, Value, Service.

171 DUNDAS STREET.

Save the food, and then save; it must win the war.—Canada Food Board.

At the Majestic Theatre Today.

It depicts the change of heart of a fast-living cabaret singer through the influence of true love which comes to her as she poses for the completion of the portrait of an artist's dead wife.

The cabaret scene is conceded to be the best of its kind ever produced on the screen. In addition to this production will be shown a News Weekly and a Lonesome Luke comedy, "A Gasoline Wedding."

In vaudeville George and Little Garden, America's premier Xylophone players, present a classy musical act.

NORMA TALMADGE

"GHOSTS OF YESTERDAY"

At the Patricia Today, Friday and Saturday.

"The Baby Grands" of the screen featured in a six-part novelty surprise comedy, "The Little Imps," Little Mary McAllister will be seen in one of the "Do Children Count" series, entitled "The Yellow Umbrella. Joe and Eva Walters, in an up-to-date and dancing act, will be the vaudeville feature at the Patricia today, Friday and Saturday.

At the Patricia Today, Friday and Saturday.

"The Baby