WE BUY TO PLEASE, WE SELL TO PLEASE

Our customers tell us we do please them with our first quality, latest style shoes at popular prices.

COOK'S SHOE STORE
Richmond and Dundas Sts.

YOUR RUBBER FOOTWEAR WILL LAST LONGER IF PROPERLY REPAIRED BY

LONDON'S RUBBER MAN
186 King St. (rear). Phone 5124. ywt

TAYLOR'S THROAT AND LUNG BALM
is entirely different from ordinary cough syrups, mixtures, etc. It cures.
Taylor's 6 Cut-Rate Drug Stores t

GEORGE E. LOGAN
FUNERAL DIRECTOR AND EMBALMER
413 RICHMOND ST., LONDON.
Residence on Premises.
Phone 1968. Personal Attention.

SMITH, SON & CLARKE
UNDERTAKERS.
115 DUNDAS ST. PHONE 588.
629 DUNDAS ST. PHONE 578.
Residence on Premises.
Private Ambulance Service.

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104 Dundas Street, London.
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Private Ambulance Service.
Delaware Branch, W. Acres, Mgr.

J. FERGUSON'S SONS
FUNERAL DIRECTORS.
OPEN DAY AND NIGHT.
180 KING STREET. PHONES 543, 373, 2056.

SPRING IS HERE
Are your Tires in condition? If not, see us.
London Tire Repair Depot
354 Wellington St. Opp. McClary's.
PHONE 2334.

BROWN OPTICAL COMPANY, LONDON
EYES EXAMINED
NO DRUGS USED
QUALITY GLASSES
GROUND AND FITTED
AT MODERATE COST
223 DUNDAS ST. Phone 1877

Eye Talk
NO. 36.
"Glasses
were all right, but . . . . . .
They wouldn't STAY ON and he couldn't SEE through them when they did."
Those troubles would have been avoided if the glasses had been fitted and furnished by me.
I HAVE SPECIALIZED IN FITTING GLASSES.
This one thing I do, and do it well. So bring your eyes over to
Carlyle TREBILCOCK OPTICIAN
PHONE 2351. 233 DUNDAS ST. yt

Delaware, Lackawanna and Western Coal Company's
Scranton Coal
The most satisfactory coal for furnace or range. Send in your order.
JOHN M. DALY
PHONE 348. 19 YORK STREET. ywt

The London Loan and Savings Company of Canada
DIVIDEND NO. 92
Notice is hereby given that a Dividend at the rate of 6 per cent. and Bonus at rate of 1 per cent per annum, is declared on the Capital Stock of the Company for the current three months ending 31st March, 1917, and same is payable on the 2nd day of April, to Shareholders of Record on the 15th inst.
M. J. KENT, Manager.
ywt

Ladies' Wrist Watches
In buying a watch from us you get the benefit of many years' experience in watch-buying and watchmaking to assist you in choosing a good watch.
Wristlet, gold filled and solid gold case and bracelet .... $12 to $27
Wristlet, solid gold case and bracelet ..... $25 and up
YOUNG'S
TWO STORES.
170 Dundas St. 674 Dundas St.

Johnston Bros.
XXX Bread
Malt Extract Bread travels from our ovens to your tables carefully protected by a wax paper wrapper from dust, dirt, germs or dirty fingers. The freshness, the rich, sweet, nutty flavor is retained.
Twenty tickets for a dollar.
Delivered or at grocers.

"RIGHT WORD" OFTEN HARD TO CHOOSE

Study of Dictionary Is a Profitable Habit For Businessmen.

Inability to choose the right word often places a speaker in an embarrassing position. Many businessmen lose much valuable time because they find it difficult to express what they want to say when they dictate their correspondence. Greater freedom and accuracy in speaking and writing can be acquired by studying a dictionary. A few minutes devoted to the study of words and their meaning each day will in a short time result in great benefit to anyone who will put that practice to a test.

The New Universities Dictionary being offered to readers of this paper is particularly adapted to aid those who wish to acquire greater familiarity with the English language. It contains all the new words which have come into common and proper use in recent years. Its definitions are simple and accurate, making it possible to choose words that will best serve the purpose of correct speaking and writing. Many of the new words that have been brought into use through such specialized activities as war, aviation, golf, baseball and other forms of sports have been conveniently classified in supplementary dictionaries.

Trained at the Westervelt School, Accept Office Positions.

Miss Beckett, bookkeeper, Marsh & Co.; Miss Taylor, stenographer, Hourd & Co.; Miss Hodges, stenographer, Richards-Wilcox Company; Miss Cline, bookkeeper, McClurg & Co.; Miss Older, stenographer, C. Ferguson; Miss Ward, stenographer, D. S. Perrin & Co.; Miss Boss, stenographer, Ford Motor Company; Miss West, stenographer (temporarily), T. B. Escott & Co.; Miss Courtis, stenographer, D. Campbell & Sons; Miss Carothers, bookkeeper, McCormick Manufacturing Company; Miss White, stenographer, city engineer; Miss Purdy, bookkeeper, W. A. Jenkins Company; Miss Black, stenographer, A. A. Langford & Co.; Miss Stanfield, stenographer, Bradstreets; Miss Futcher, bookkeeper, Patterson Coal Company; Miss Finch, stenographer, National Drug Company.

The spring term in the Westervelt School will begin April 2. Young people contemplating a business education should address the principal of the Westervelt School, London, for information regarding this old established college. b

GOOD CROP EXPECTED

Heavy Syrup Run Predicted at Hyde Park.

HYDE PARK, March 23.—Tapping trees in this neighborhood is now the order of the day, and a good syrup harvest is predicted.

The young people of Hyde Park and surrounding neighborhood were entertained by Mr. and Mrs. Thomas Ramsay Tuesday evening, when they threw open their new home to their young friends. About forty or fifty spent a most enjoyable time in games, contests, music and cards, after which very appetizing refreshments were served.

Quarter Million
run on a booklet; that's an order one printing house secured by letting us furnish the ideas and copy.
Federal Advertising Service
312 Dominion Savings Telephone 5482. LONDON, ONT.

DISTRICT CASUALTIES

KILLED IN ACTION

SEAFORTH.
Lieut. G. B. Mulholland.

DIED

SIMCOE.
Pte. F. M. Ball.

WOUNDED

BRANTFORD.
Pte. J. H. Bruce.

LONDON.
Pte. G. S. Topham.

SERIOUSLY ILL

GODERICH.
Pte. David Weston.

TEST CASE BEING MADE OF DOCTORS APPEARING FOR BREAKING NEW ACT

Ontario License Commissioners Will Come in Person—4,000 "Prescriptions" Issued.

A test case will be made and a precedent established for the Province of Ontario by the decision in police court next Tuesday, when four doctors, charged with infractions of the Ontario temperance act, will appear in answer to summons issued on Thursday last.

Chairman J. D. Flavelle and W. S. Dingman, vice-chairman of the Ontario License Commission, will both be present to assist in the prosecution of the cases, as upon the decision handed down by the magistrates will depend whether an amendment will have to be made to the act.

The cases of the four doctors are identical in every respect. Each is charged under section 41 of the act with furnishing prescriptions to persons for the purpose of procuring liquor for purposes other than medicinal use.

Under the act as interpreted by the inspectors and commission, the furnishing of such prescriptions is claimed to be a violation, but a court decision is to be asked before further prosecutions throughout the province follow.

The summons issued against the four doctors came as the result of some days' investigation by Provincial License Inspector Fred Carey of Toronto and Inspector J. E. Keenleyside.

Both searched the records kept by E. B. Smith, who is in possession of the only vendor's license in the city, and as a result of the information thereby gained the summons were issued. The inspectors worked for over a week obtaining the requisite information on which to base a prosecution. What their efforts revealed will be submitted in evidence in next Tuesday's police court.

It is alleged that the four doctors who have been summoned have issued among them nearly 4,000 prescriptions to persons desirous of obtaining liquor since September 16 last.

The estimated fee ranges for each from 25 cents to $1, the average charge being 50 cents for each prescription. The result of the cases is awaited with interest.

AUXILIARY PLANT TO LOOK AFTER HOSPITAL

Hydro Commission Will Connect Up With Present Lighting System.

No auxiliary lighting system will be installed at Victoria Hospital, but the hydro-electric commission will have the lighting system there connected with their own auxiliary plant, and they claim there will be no further failure of illumination. Two operations were in progress when hydro failed two months ago, and the only other light was gas. This, preceded by similar occurrences, brought home to the trustees the need of a supplementary illumination, and at a meeting of the hospital trust it was decided to call for tenders.

The offer of the hydro-electric commission to connect the hospital with their auxiliary was accepted, however, by the trustees at their meeting yesterday. The new high frequency electric treatment machine has been installed at a cost of $240, and it was agreed to install new hot water mains in the buildings at a cost of $500. Delinquent accounts to the amount of $4,000 were written off by agreement of the trustees.

The secretary's report for the month of February showed that 296 patients had been admitted to the hospital, 35 male, 138 female and 73 children. Three hundred and six were discharged, 87 being male patients, 139 female and 80 children. There were 246 patients under treatment on the 28th of February. Twenty-five deaths occurred during the month, and there were 18 births. Two hundred and forty-six children received treatment in the free dispensary.

The cash receipts for the month were $5,556.35. Accounts for $13,332 were passed.

The members present were: Col. W. M. Gartshore, Dr. H. A. Stevenson, J. W. Laidlaw, E. C. Mitchell, S. Screaton and T. H. Heard.

ADDED POWERS MEAN ADDITIONAL REVENUE

City Will Be Able to Tax Encroaching Owners Next Year.

City Clerk S. Baker has been informed that the Legislature had passed a law, whereby municipalities have the power to charge a rental for land occupied by privately-owned buildings.

This is one of the privileges asked by the city of London bill, but the clause was withdrawn, as it would be covered by a general act, giving all municipalities the same right.

Mr. Baker was informed today that the bill had been recommended by the committee in charge, and that it would pass without further delay. The latter proceedings are simply a matter of form.

"That will mean an increase in our revenue," he pointed out. "We will not be able to collect it this year, however, as the law will not be in force early enough to permit it. Next year quite a sum of money should be realized from this source, as there are hundreds of buildings on city property. They will either have to pay an adequate rental, or move the buildings."

Unofficial estimates place the amount of money to be thus received at $5,000 at a very nominal rental.

LEGISLATURE CHOPS OFF $5,000 REVENUE

City Expected to Collect From Hotels and Breweries This Year.

The action of the Legislature in amending the temperance act, to give exemptions to hotelkeepers, brewers, distillers, etc., from business taxes the city.

Last year these places were exempted, causing a loss of revenue approximating $5,000. This had to be made up out of the taxes. No provision was made this year, and the council fully expected to have $5,000 with which to reduce the tax rate. However, the Legislature has made the collection of this money impossible.

"We will simply have to get along without it," said City Treasurer Bell.

Think of California Figs
and Oranges and Cream, and you'll want a box of our
FIG DAINTIES
We'll sell them on Saturday night from 8 to 10:30 at 22c a box.
Peters 2 Shops

FUNERAL OF J. H. ELLIOTT WAS LARGELY ATTENDED

Many From London and Whole Countryside at Sarnia.

Notwithstanding the bad condition of the roads and the inclement weather, practically the whole community turned out yesterday, many friends and relatives coming from London, Sarnia, Port Stanley and other points, as well to pay a last tribute to the late John H. Elliott, a life-long resident of Westminster Township, whose death occurred on Wednesday. Funeral services were conducted at the family residence, "Lilac Dale," on the sixth concession, by Rev. J. W. M. Crawford, of the First Presbyterian and St. Andrew's Churches, in the latter of which the late Mr. Elliott was one of the most prominent workers.

Delivering a short address, Mr. Crawford chose as a text "They rest from their labors, but their works do follow them," which he declared to be especially fitting in the case of Mr. Elliott. "The community and church," said the speaker, "have sustained a great loss. Identified with the session of St. Andrew's Church, Mr. Elliott was its clerk; identified with the Sunday school, he was its superintendent; deeply interested in the missionary enterprises of the church, he was the most generous giver. Personally I feel I have lost a great friend, one on whose loyalty I could always depend, and to whom I could always turn for advice and help. It is a comfort to those who are left to know that it is well with him, and that he was so ready to go."

Interment took place at Pond Mills Cemetery, several from the city and north end of the township who found it impossible to go to the house attending the short service conducted at the grave by Mr. Crawford.

The pallbearers were James McMillan, Duncan McColl, James Beattie, James McLachlan, Donald Campbell and Robert Kirk.

The eighth concession school, attended by a number of the pupils of St. Andrew's Sunday School was closed during the time of the funeral.

A kind act in preparation for the funeral very much appreciated by the bereaved family was that of several neighbors who on Thursday shovelled out and levelled a stretch of road from the gateway to the 6th concession in which the snow had drifted and packed so deep that it was practically impassable.

GOOD PROGRAM

Musical End of Sunday Night Majestic Meeting Well Looked After.

Monro Grier, K.C., of Toronto, will be the speaker at the Sunday evening concert in the Majestic Theatre under the auspices of the Overseas Chapter, I. O. D. E. An especially fine musical program will be presented by the Symphony Orchestra, conducted by Maurice Poure, with A. D. Jordan at the piano. Among the numbers given will be "Hot Porridge," by Sargent; Marche Triumphal (Pielopertron); "Break of Morn" (Grey), and the Overture "Egmont" (Beethoven).

Grant Milligan, violinist, is playing a couple of numbers, and Miss Frances Cullis is also contributing several selections to the program.

Mayor Stevenson will be the chairman.

The proceeds of the concert will go to the Overseas tobacco fund.

MEMORIAL SERVICE

Hyatt Avenue Church Will Honor Memory of Pte. Wesley Jenkins.

A memorial service will be held on Sunday night at Hyatt Avenue Methodist Church in memory of Pte. Wesley Jenkins, an esteemed member of this congregation. He was president of the Epworth League, and a member of the official board. He is the third one from this church to make the great sacrifice for his country. Rev. H. D. Moyer, pastor, will speak, and the choir will give special music.

MISSIONARY ON VISIT.

FOREST, March 23.—Rev. John McPherson and family arrived here yesterday on a visit to his father, Angus McPherson. Mr. McPherson has been in Hong Kong for several years as a missionary of the Presbyterian Church.

Joseph McCormick of Warwich has sold 100 acres to Benjamin Smith, second line south, for $8,000.

GOES FOR PROBATE.

At a special session of the surrogate court yesterday before Judge Macbeth, an action in connection with the will of the late Edward Day of Melrose was heard. It was claimed that a will made previous to one dated May 20, 1916, was valid, but the court held that the will of May 20, 1916, stands, and ordered it probated. Crown Attorney McKillop represented the plaintiff and E. T. Essery the defendant.

NO DISAPPOINTMENT.
When you go to the Victrola Parlors of Ye Olde Firme of Heintzman & Co., Limited, 242 Dundas street, to make a selection of records you are not disappointed by being told that the record you want is out of stock. Not only have they an immense range of records always in stock, but they will gladly play over for you any of these records desired—making your selection easier. b

SOME GROCERS MUST BE PAYING FANCY PRICES

Till Advance Potatoes Cost Them $4.00 Today—Market Price, $3.25.

Grocers are being victimized by potato sellers on the local market if their statements to The Advertiser today are true. They claim the general market price for potatoes today was $3.75 to $4 a bag, and that the price to the consumer would be $4.25. Two farmers offered to sell potatoes to an Advertiser reporter today at $3.25 a bag. They made the same offer to a few score more Londoners. Some offered the tubers at 60c to 65c a peck.

The ordinary consumer by taking the trouble to walk to the local market could buy potatoes for $1 a bag less than the price quoted by north end grocers to The Advertiser.

Grocers situated nearer the downtown district quoted the same prices as those of the farmers on the market and expressed the belief that the others had not visited the local market today.

NEIGHBORHOOD MEETINGS

Three Held in City Schools on Friday Evening.

Public meetings were held last evening in three of the city schools, at which programs were provided by the pupils and addresses delivered by prominent citizens.

The scheme of holding public meetings in the schools was inaugurated a week ago, the object being to promote greater sociability in the school districts and to give parents and children an opportunity to attend meetings that they would otherwise be unable to do if held in the central portion of the city.

At the Alexandra school, an address was delivered by Thomas Rowe, chairman of the board of education, who explained in detail the work performed by the board and its efforts to further the educational system in the city.

Dr. C. S. Fuller, in an address on "Oral Hygiene" at the Tecumseh Avenue School, gave directions as to the best methods of teeth and mouth cleanliness. He demonstrated the proper methods that should be used, and cautioned parents against permitting children with defective teeth to go unattended, as inattention to the minor defects eventually resulted in the loss of teeth. An unclean mouth was a source of disease, hence every effort should be made to keep it in a high state of cleanliness.

City Clerk Baker, speaking at the Boyle Memorial School in East London, described in detail the different phases of city government.

WILL MEET MONDAY.

The special meeting of the committee of returned soldiers scheduled for last night, to prepare plans for a Ypres celebration on April 23, was postponed until Monday evening, on account of the committee attending a meeting of returned soldiers in Stratford Friday evening.

PIANOS TO RENT.
If you want to rent a piano for a time why not get a good one at a reasonable figure? Call and see the pianos ready for rent at the warerooms of Heintzman & Co., Limited, 212 Dundas street. xt Mar. 31

TAKE THE SHORT CUT
Use this store as a thoroughfare to cut through from Richmond street to the Market Square. You will be under no obligation to buy.
Wilson's Arcade Meat Market
Richmond St. and Market Square.
Phones 1119-1120.

NORTH BRANCH ICE CO.
W. & E. Cushing have an abundant supply of ice, and are in a position to give the best possible service. Ring now.
W. & E. CUSHING.
Phone 1138. 27n

A Sincere Desire to Give Good Service
to our patrons has always been the aim of this business. A continued and increasing trade has proven the wisdom of our policy. For shoes of quality come to
"The House of Casselman"
171 DUNDAS STREET.

Your Choice
OF ANY ARTICLE IN OUR NORTH WINDOW
For One Dollar
C. H. Ward & Co.
386 Richmond St. Phone 1084.

TIRED EYES
If you knew what relief our well-fitted glasses are to tired, strained eyes you would be sure to VISIT US AT ONCE.
John S. Barnard
Optician,
194 DUNDAS STREET. yt

Every Dollar You Save
Brings Your Opportunity a Dollar nearer.
Start a Savings Account of your own today, and then plan to deposit some part of your earnings regularly.
As your savings grow—and grow, note the feeling of comfort and independence the figures in your passbook give you.
The Huron & Erie invites your account. Any sum will make the start.
Interest at
3½%
per annum.
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INCORPORATED 1864
MORTGAGE CORPORATION
LONDON (Two Branches) and ST. THOMAS
T. G. Meredith, K.C., President Hume Cronyn, General Manager

8 Cents for a Standard Weight Pound and a Half Loaf.
13 Tickets For $1
Shipped Anywhere in Western Ontario.

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ALL SIZES.
Murray Mine Stove Coal, per ton, $9.
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Pleases People Who Are Particular.
50c per pound
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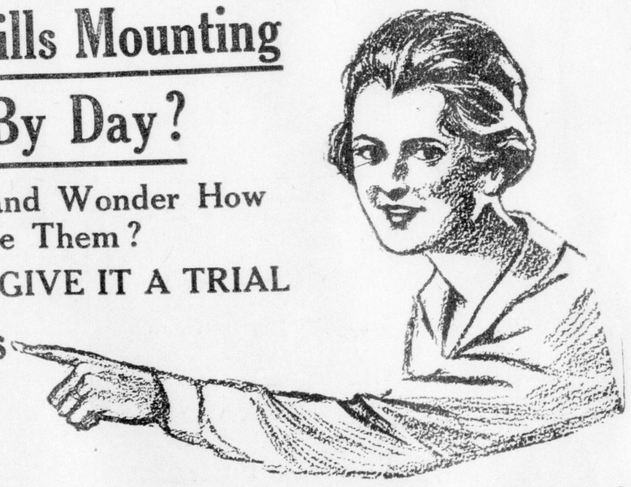
ywt

FOR LUNCHES---
CHOCOLATTA
Chocolatta is comforting and warming. It is to be greatly preferred to cold tea, which is a far from palatable drink in zero weather. A tin of Chocolatta takes up little room in the lunch box, and with the addition of boiling water makes an instant and nourishing drink.
b

Ross' Limited
Spring Is Here and So Also Are the Spring Garments
In all their newness of fashion; their beauty of blended color and richness of material. The variety of trimming and exclusiveness of design make the showing of the season most pleasing and interesting.

And best of all, in these days of much unwarranted high cost you will find the prices most moderate.
Poplin Suits
Gabardine Suits
Serge Suits
Velour Suits
Tweed Suits
The product of our own factory and guaranteed correct and durable.
Prices $13.75, $16.50 up to $33.00
Spring Coats
In no department of dress is there more distinctiveness and variety than in this realm of attire this season. Each Garment reflects a specialty in itself.
Poplins, Velours, Gabardines, Serges, Soft Blanket Cloths and Chinchillas, etc. Prices .....$11.50 to $35.00
Waists
That are the latest productions of the leading makers in these garments are now being shown. They are even more pleasing and exclusive than the usual high standard of the past.
PRICES:
Voiles 98c, $1.75, $2.25, $2.98, $3.98, $4.50
White Habutai Silk $1.98, $2.98, $3.50
Silk Crepe Colors, flesh and white; assorted stripes.....$4.75, $5.50, $6.50, $6.75
Georgette Crepe .....$6.75, $7.50, $8.00 and $9.75
NEWEST OF NECKWEAR. Perrin's Gloves and Radium Hosiery a specialty.
Fur Clearing Sale
For a few days longer before closing the salesroom.
PHONE 1319. 196 DUNDAS STREET.

Are Your Food Bills Mounting Higher Day By Day?
Do You Often Worry and Wonder How You Can Reduce Them?
HERE'S A SOLUTION---GIVE IT A TRIAL
Eat More of Parnell's Quality and Purity Bread



Bread is really the best body-builder you can eat. It has a combination of nutritive food products that no other article of diet has. Ask your physician. Then there are hundreds of dainty dishes that can be made from bread.
Consider the cost of meats, eggs, vegetables, and then consider the fact that you can buy nineteen pounds and a half of bread for $1.
Parnell's Breads are made scientifically from the best hard wheat flour, best sugar, yeast and malt extract. You cannot go wrong in eating it.
Order a trial loaf today. If your grocer does not keep it send his name in to us. We'll be glad to call on him and tell him of its many qualities.
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