CANAL FROM RHINE TO RHONE ASSURES

llerand Promises State Aid for Hydro-Electric Projects Planned.

ARIS, March 26 .- The greatest series ble to a realization of the scheme, ch aims at supplying sufficient er to all the great textile industries he south of France.

widened to permit the continuation d the Mediterranean.

Colorado. For the present the Rhone was said to have be ilsed sufficient funds, but it the Government's assistance the necessary electric stations, an adequate distribution of the trio service.

The first dam is to be built near lenisslat and will block the narrow orge between Belle Garde (Ain) and wiss frontier in such a manner as ered, which will make possible the

engineers at work on the plans esti-ing that there will be a total promore than 1,000,000 horse.

phes in these mountain regions it been decided that each dam shall nated that it will require at leas at the present charges for electri within five years after commen-

Children Cry FOR FLETCHER'S CASTORIA

making life successful. Good digestion is allimportant. The best way to insure it is

To Take Beecham's Pills. When the digestive organs fail, nutrition is interfered with; blood is tainted, nerves suffer, headaches and minor ailments multiply. A reliable cleansing, corrective agent that acts quickly and with highly

satisfactory results is

noose Your New hoes With Care

Ye are closely associated with the ading makers of America, and in its way we receive the newer todels almost as soon as they make their appearance in the fashion centres. Shoes make or spoil your whole personal appearance. Shop where you know the styles are correct.

ook's Shoe Store

E SPECIALIZE N ALL BONDS. WRITE US.

DWARD CRONYN & CO. syn Building, 71 Bay St., Toronto.

ESBITT, THOMSON

INVESTMENT BANKERS

Buy and Sell

ictory Bonds

3 Royal Bank Chambers L. 164 LONDON, ONT. BONAR LAW "CHAIRED"



Rembrandts, Watteaus and Fragonards Hidden Away in Paris Studio, Will Be L eft to Public Galleries.

elopment of electric power. It is imated that 120,000-horsepower may developed here under usual conditions in the Rhone or double this power on the river is swellen during the ster floods.

The second-dam will be built at Maliratis. It will be 100 feet high, with generating plant located in the generating plant located in the generating plant located in the Rue Bassano last week were registrating plant located in the generating plant located

AIR PHOTOGRAPHY

Developing.

roader channels. As far away as 1858, attempts were

made by Goddard and Nadar in Paris to

take pictures of the earth from the air,

sketches which he picked up in reliable markets in all parts of France, Germany and Italy during the last fifty years, representing some of the finest works of old as well as fairly modern artists. Rembrandt, authentic Durers, the fine tones of Watteau and Fragonard, all are represented in M. Bonnat's strongly locked cabinets, the artist must never leave public ownership.

French artists, and is going to leave the represented his own native precious heritage to his own nather tequipment. The value of the guident. The value of the guident their equipment. The value of the guident their operation. The value of the guident about £3,000,000, and all the Government asks in return is the use of the knowledge gained in their operation. The R-36 may be considered a sister the previous that the collection ship to the R-34, which visited New York last year. She is, indeed, 30 feet longer and has five instead of four power gondolas hanging beneath the gas bas, with all their equipment. The value of the guident their equipment. The value of the guident their operation. The requipment their equipment. The value of the guident their equipment. The value of the guident their equipment. The value of the guident table their equipment. The value of the guident their equipment. The value of the guident their equipment. The value of the guident table to their equipment. The value of the guident table table to the covernment asks in return is the use of the knowledge gained in their operation. The R-36 may be considered a sister ship to the R-34, which visited New York last year. She is, indeed, 30 feet longer and has five instead of four power gondolas hanging beneath the guident table tab

COMES INTO OWN Sprang Into Prominence During War-Now Rapidly

to preserve
your health
-your best
asset for

where the practical application of many other valuable inventions, aerial photography, which had remained dermant, though quite well known for so many years, waited but for the war to come into its own.

Necessarily the questions of the character and quality of the camera used in

power and purpose, it sprang into sudden and conspicuous usefulness, and difficulty was in securing suitable lenses. now, with the ever-increasing develop- the best obtainable being those captured

ment of the aeroplane, its logical and from the enemy. closely related industry, aerial photography extends itself inevitably into TO U. S. FOR HELP

but so unsatisfactory was the experiment that no effort at repeating it is of record till 1882 when Shadbolt, an Eng-GRAND RAPIDS, March 26 .- "The ishman, took several quite distinct views of London from a balloon.

Plane Helps Art.

It was the aeropiane, however, that the plane art of photography its sent into (China men believe America is the only friend they have. They are expecting the daytime light wicker chairs are provided for them and there is room to takes power, an American army will be set up a table between them for meals. Veal, hinds, fronts.

PARIS ENJOYING SPRING
AFTER UNUSUAL WINTER

and wonderfully illuminating by the ad- cross important waterways without getdition of the airman's mosaics.

The manner in which these mosaics are produced is in itself most interest-

THE DOMINION SAVINGS

AND INVESTMENT SOCIETY

51/2% INTEREST PAID ON DEPOSITS.

51/2% INTEREST PAID ON DEBENTURES.

PAYABLE HALF-YEARLY. Security of over \$2,000,000 is ample for depositors and debenture holders. We keep on hand a metal bank, for those who wish to save

Dominion Savings Building, King and Richmond Streets, London.

T. H. PURDOM, K.C.,

WEAK

must never leave public ownership.

longer and has five instead of four power gondolas hanging beneath the gas bag, longer and has five instead of four power gondolas hanging beneath the gas bag, longer and has five instead of four power gondolas hanging beneath the gas bag, longer and has five instead of four power gondolas hanging beneath the gas bag, longer and has five instead of four power gondolas hanging beneath the gas bag, longer and has five instead of four power gondolas hanging beneath the gas bag, longer and has five instead of four power gondolas hanging beneath the gas bag, longer and has five instead of four power gondolas hanging beneath the gas bag, longer and has five instead of four power gondolas hanging beneath the gas bag, longer and has five instead of four power gondolas hanging beneath the gas bag, longer and has five instead of four power gondolas hanging beneath the gas bag, longer and has five instead of four power gondolas hanging beneath the gas bag, longer and has five instead of four power gondolas hanging beneath the gas bag, longer and has five instead of four power gondolas hanging beneath the gas bag, longer and has five instead of four power gondolas hanging beneath the gas bag, longer and has five instead of four power gondolas hanging beneath the gas bag, longer and has five instead of four power gondolas hanging beneath the gas bag, longer and has five instead of four power gondolas hanging beneath the gas bag, longer and has five instead of four power gondolas hanging beneath the gas bag, longer and has five instead of four power gondolas hanging beneath the gas bag, longer and has five instead of four power gondolas hanging beneath the gas bag, longer and has five instead of four power gondolas hanging beneath the gas bag, longer and has five instead of four power gondolas hanging beneath the gas bag, longer and has five instead of four power gondolas hanging beneath the gas bag, longer and has five instead of four power gondolas hanging beneath the gas bag, longer and ing. First a series of films is produced with the machine operated at a definite height and at a given rate of speed. It is of supreme importance that every film in the series be shot from exactly the same altitude, the difference of a few feet in height making a most perceptible difference in the scale of the picture.

Timothy hay, ton. 22 her engine power has been increased from five units of 250 horsepower each to three of 350 and two of 260. This has necessarily caused a modification of their distribution. One of the R-34 engines do, crocks, lb. do, crocks, lb. Ergs strictly fresh. difference in the scale of the picture.

After the films are developed and completed, the pictures are cut into second completed, the pictures are cut into second completed. The R-36 has an additional power gondola in her bow, additional power gondola in her bow. trained workers according to designated indices, making the aerial "mosaic" as their instruments in the forepart of a Eggs, strictly fresh. ndices, making the aerial "mosaic" as their instruments in the forepart of a Eggs. thas come now to be quite generally long gallery in which she accommodates long gallery in which she accommodates her passengers. This lies underneath the central portion of the big gas bag, and with its sioning sides and row of rectification.

try, one of the R-54 crew in her trans-Atlantic trip, explained that in the fu-ture in passenger airships the amount

ness. On either side of the gangway are sections for two passengers each. Dur-Plane Heips Art.

It was the aeropane, however, that gave the art of photography its wings, thereby establishing the position of aerial photography in industry, the arts and sciences.

From the beginning of the war ali of the belligerents recognized the value of the aerial camera and, throughout the conflict, utilized it for an increasing number of purposes. Its work in spotiting masked batteries in recording the resultry of artillery fire, in locating the posure of artillery fire, in locating the proving of artillery fire, in locating the movements of troops and supplies, no less than the lay of the terrain over whelming response. The seen chijdren four and five serving the says.

That is the statement of J. E. McGraw, whose home is in Grand Rapids, and who has just returned from China to expet the Japanese.

'If the people of America could see the actual conditions of famine and startwation in China, as I have seen them, the appeal for a relief fund would meet with overwhelming response.' he says.

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DIET NOT EVERYTHING
IN KEEPING HEALTHY

Note: The control of the c well, because they keep the system clear of impurities. Those who regulate the system with Dr. Hamilton's Pills don't have indigestion or constipated headaches; they feel enlivened all over, because their system is kept in smoothrunning order. To revitalize and stimulate your whole being, to shake off lethargy and thredness, nothing compares with Dr. Hamilton's Pills, which certainly bring good looks, good spirits, good health; 25c at all dealers, or The Catarrhozone Company, Montreal.

Hogs—Receipts, 1,183; packers are offering 14½c; shippers holding out for 25c higher; fed and watered, selects, \$14 75@15; light, \$12 75@13; heavy, \$13 75@14; sows, \$10 50@11 75.

East Buffelo, N.Y., March 28.—Cattle—Receipts, 2,750; dull; steers 25c to 5to lether steers, \$7 50@8; yearlings, \$350 of the fers, \$5 50@7; fresh cows and springers, \$550@7; fresh cows

DEMAND FOR OATS

DEMANU FUR DATA

Bevet to become strong and ged blood of the kind that from substance of and like the iron in spinof and like the iron in spinin Just ase it comes from the
strong acids on iron filings.
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strict. At all druggists. Beware
on every tablet. Always insists
in the genuine.

TISH ARSHIP

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TISH ARSHIP

TREE TO ANY FIRM

A steep of the strong acids and the strong acids ac

do, per qt....... Hay and Straw-

itry, Dressed, Wholesale-

Atlantic trip. explained that in the finture in passenger airships the amount of passengers will be much less. The R-35 was designed for war purposes and has had to be improved for her present use, so in her successors the passengers will find themselves accommodated largely in the gas bag itself. The quarters provided for them now are in marked contrast with the hammocks slung over the narrow "catwalk" with which the pioneers of the R-34 had to put up.

On climbing into the gondola one finds oneself walking along a corridor with a general similarity to a Pullman car. but it has an extraordinary air of light-less death of the special passengers. Chickens, per lb. 33 to 35

Live Stock—

Live Stock—

Low Stock—

Hogs, per cwt. 14 00 to 14 00

Fat sows, cwt. 9 00 to 9 00

Small pigs, pair: 12 00 to 15 00

Tressed Meats, Wholesale—

Dressed Meats, Wholesale—

Dressed Meats, Wholesale—

Dressed Meats, Pair. 12 00 to 20 00

Veal, choice, 100 to 120 00

Veal, choice, 100 to 15 00

do, 80 to 50 lbs. 18 00 to 18 00

do, 400 to 500 lbs. 15 00

to 600 lbs. 15

Dressed Meats, Retail-

Hogs—Receipts, 16,000; 50c to 75c lower; heavy,\$9 50@10 25; mixed, \$10 75@11; yorkers, \$11@11 25; light yorkers and pigs, \$1 25@11 50; roughs, \$8@8 25. Sheep and Lambs—Receipts, 20,000; 25c to 75c lower; lambs, \$6@10 50; yearlings, \$6@8 50; wethers, \$6 50@7; ewes. \$2@6; mixed sheep, \$6 25@6 50. sion of the present dances, looking to satisfaction, as for some time past the the elimination of the shimmy, the fox- newspapers have been conducting a detrot and the one-step, is on the program for consideration by the congress of dancing professors of France, Eng- | European ballrooms.

Gravel was conveyed to the Notre land, Belgium, Holland and Switzerland, Dame Hospital, where his recovery is which opened its sessions in the Paris which opened its sessions in the Paris Academy of Dancing today. A major vocating a return to the waltz. The PARIS, March 27.—A general revi-

HOME BANK OF CANADA Save the Small Change A little saved each day will, without

Connections throughout

394 RICHMOND ST. Thirteen Branches in District

deposit in the Savings Account.

stint, amount to a dollar at the end of

the week, and a dollar should mean a

1445 DUNDAS STREET EAST. BELTON DELAWARE IONA STATION KOMOKA LAWRENCE STATION MELBOURNE MIDDLEMISS THORNDALE WALKERS

Trustee Under

Bankruptcy Act

This company has been appointed an authorized trustee under the federal bankruptcy act, which recently came into operation.

Our organization is at the service of the public in proceedings taken under the act.

We can assure you of prompt, efficient and impartial service.

The London and Western Trusts Co. Limited

Assistant Manager.

ARTHUR T. LITTLE, President.

JOHN S. MOORE, WEIT

Manager. DUNCAN MCARTHUR,

BABY CARRIAGES SHOWED INCREASE

C. P. R. Handled Ten Million Individual Pieces of Baggage During 1920.

Willys-Overland .. 81/2

Lackawanna Republic Iron.... U. S. Steel.....

Willys-Overland. 8½
Coppers. Anaconda Copper 36 36¼ 35% 35%
Chino Copper. 20½
Inspiration 32 32 31¼ 31¼
Ray Consolidated. 12½ ...
Tennessee Copper 7% 8 72 47½
Utah Copper. 47½ 47½ 47½ 47%
Oils—
Cal. Petroleum. 45¼ 45¼ 42% 43
Mex. Petroleum. 149 144½ 145¼
Pan-American. 71¼ 71½ 69¼ 70%
Texas Oil. 42¼ 42¼ 41 3441¾

Bethlehem, B.... 5812 5812 5734 5734 Crucible Steel... 9018 9018 88 88

OTHER MARKETS PAGE 4

BEANS.
Opt. March 28.—Bean

MONTREAL, March 21.-Nearly ter million individual pieces of baggare were handled by the C. P. R. during 1920, according to a statement issued by J. O. Apps, general agent, mail, baggage and milk traffic department. Of these 27.940 were baby carriages compared to 26,640 for the previous year. Bicycles, however, are almost stationary, numbering 13,339 as compared to 13,303 for 1919. The dogs that traveled in the baggage cars numbered 21.530 as compared with 20,627 for the previous year. Total revenue received was \$1,056,387.61, and indicative of the care with which these ten million articles were handled is the fact that total payments in connection with claims for ordinary loss, damage, pilferage and delay, amounted to 6 \$14,075. In addition, the losses due wrecks and fires amounted to \$17,680. The milk traffic showed a considerable increase, the number of cans forwarded numbering 1,574,058 as compared to 1,417,968, or an increase of about ten per cent, while the parcels checked at

LAD KILLED WHILE WATCHING SHOOTING

188,946, an increase of thirteen per

MONTREAL, March 27. - By Cana dian Associated Press. - One boy was killed outright and two men were injured, one of whom may die, when a accidentally discharged this afternoor Jnchanged.
Shipments—113,541 barrels (2 days).
Bran—\$20@22.
MONTREAL, March 26.—There was no important change in the local flour a tin can on a fance post. Hotte's bro-A fairly active market was reported ther, Napoleon, had attempted to take n. A fairly active market was in millfeed.

In trade in rolled oats was quiet.
Flour—Manitoba spring wheat, new standard, \$10.50.
Rolled Oats—Per bag, 90 lbs. \$3.35
Rolled Oats—Per bag, 90 lbs. \$3.35 The boy died almost instantly, and

Morality Takes Many Forms and Strange

FORT WORTH, Texas, March 26.—Donie Bush wore a fielding glove last year that Howard Ehmke always wanted. At the end of the season Bush made Ehmke a present of it. The palm of the glove was badly torn, and Ehmke wanted it refaced, so he sent it to one of the largest sporting goods manufacturers in the world, the house that had made the glove, and asked that it be refaced and returned to him with a bill.

Several days later Ehmke got the glove back. It was not refaced; apparently it had not been touched. With the glove was an explanatory note, reading something like this:

"We are sorry that we will was not be the glove back of the glove was an explanatory note, reading something like this:

"We are sorry that we will be unable to reface this glove. We will not touch it, since it is a Weaver model."

we will not touch it, since it is a Weaver model."
This is going a long way to persecute an alleged sinner. Also Weaver might point out in rebuttal that this same house, by exorbitant prices demanded for its sporting goods of not the best quality in the world, takes unjust profits from boys who have much love for outdoor sports but little money with which to pursue money with which to pursue them. The blanket of virtue which this house figuratively throws over its shoulders hides some sins which it is known Weaver would not commit.

Find the Arresting Idea

To make an effective newspaper advertisement you must get your impression over quickly and sustain interest throughout.

Proper presentation of advertising copy is almost as important as the decision to advertise.

People buy newspapers to read news. The news of the day may be absorbing, dramatic and sustained, as, for instance, during an election.

In your advertising you compete with the best news stories and headlines for attention. On the other hand, your reader is in a receptive mood and prone to action. The whole structure of a newspaper deals with and inspires action.

Unless you have an arresting idea, therefore, how can you expect to compel attention? Of course, any advertisement is better than none, but there is a wide gulf in the effectiveness of good and bad copy.

The circulation of an advertisement is not the circulation of the newspaper, but of the number of people who read it. Therefore, the more people you can attract and persuade to read your advertisement the more effective it becomes.

And the margin of profit between good and bad advertising is so great that it merits all the attention you can give to it.

One of the most enjoyable things you can do is to spend an hour or so, a few evenings a week, thinking out a well-balanced daily newspaper advertising campaign for your store and your merchandise. And, having thought it out, carry it through regardless of other people's opinions

You have three of the best trading months ahead. Do, then as we suggest and watch results. .

or whims.

Issued by the Canadian Daily Newspapers Association.

Head Office-Toronto