OVER $172,000 LISTED FOR PATRIOTIC AND RED CROSS FUNDS

Campaign Off to a Splendid Start and Those in Charge Expect That More Than $300,000 Will Be Raised.

The McClary Mfg. Co.	$10,000
The C. S. Hyman Co., Ltd.	7,500
Robinson, Little & Co., Ltd., and Helena and Holeproof Hosiery	7,500
Col. T. S. Hobbs	7,500
Sir George Gibbons	7,500
Huron and Erie Loan and Savings Co.	7,500
James C. Duffield	6,200
Empire Brass Mfg. Co.	6,000
T. H. Smallman	5,000
B. Leonard & Sons, Ltd.	4,000
Mr. and Mrs. George Robinson	3,500
R. C. Struthers	3,500
Smallman & Ingram, Ltd.	3,500
Ontario Loan and Debenture Co.	3,000
Sir Adam Beck	2,500
A. M. Smith & Co.	2,500
John McNee	2,500
John Pringle	2,500
London Rolling Mills	2,500
George M. Reid	2,500
Blair Estate	2,500
McMahen, Granger & Co.	2,500
Wm. Heard	2,500
James Wright & Co.	2,500
London and Western Trusts Co., Ltd.	2,500
C. R. Somerville	2,500
R. J. Young & Co.	2,500
George White & Sons	2,500
Canada Trust Co.	2,500
D. H. Howden & Co.	2,500
McCormick Mfg. Co.	2,500
London Mfg and Machine Co.	2,500
D. S. Perrin & Co.	2,500
Mrs. Waterman	2,000
Sterling Bros.	2,000
V. Cronyn	2,000
London Shoe Co.	1,500
National Brass, Ltd.	1,500
T. F. Kingsmill	1,200
A. M. Smart	1,200
Northern Life	1,000
H. E. Boomer	1,000
Elliott, Marr & Co., Ltd.	1,000
Col. W. M. Gartshore	1,000
W. M. Spencer	1,000
Purdom & Purdom	1,000
City Gas Co.	1,000
Edward Adams & Co., Ltd.	1,000
Parnell Bread Co.	1,000
Hunt Bros.	1,000
M. Masuret & Co.	1,000
Greene, Swift, Ltd.	1,000
London Litho. Co.	1,000
W. E. Saunders	1,000
Gorman, Eckert & Co.	1,000
London and Petrolea Barrel Co.	1,000
Silverwoods	1,000
T. G. Meredith, K.C.	1,000
J. K. and D. H. McDermid	1,000
Cowan's Hardware (D. J. Cowan, R. G. Edgecomb)	1,000
Wm. Weld Co.	1,000
Sherlock-Manning Co.	1,000
Western University	600
George S. Gibbons	600
Free Press	600
A. B. Greer & Son	500
Dominion Savings	500
Dr. Eccles	500
Kellog Corn Flakes	500
McLeod, Nolan & Co.	500
Coates, Burns & Wanless	500
Wm. Wyatt	500
John Campbell & Sons	500
W. L. Mara	500
Geo. H. Belton Lumber Co.	500
H. Pocock (London Concrete)	500
Fraser & Moore	750
George B. Harris	500
Hubert Ashplant & Sons	500
Johnson & Barbour	400
Spittal Bros. & Co.	300
Harry A. Turner	30
Total	$172,780

With subscriptions totalling about $172,000, the London branch of the Patriotic Association fund and Red Cross fund received a splendid start last evening. A big mass meeting in the Princess Winter Garden aroused the greatest enthusiasm. That the sum aimed at, namely $300,000, will be reached is certain. The only speculation now is how much will the subscriptions exceed the request.

The meeting was large, although there was plenty of room for more. Begging sessions are not always popular, and many did not attend for fear they would be "touched," but their fears were groundless. The man who could listen unmoved to the masterly appeals of Sir George Gibbons, Sir Herbert Ames and Sergt. Knight must have lost the key to the safe. There was inspiration in every word, and the enthusiasm was immense.

Crowd Aroused.

The crowd warmed up as a London audience has seldom done in recent years. Sir George Gibbons, after a masterly presentation of the case, read the list. He started with the smallest subscriptions on the list, $500, and as the sums increased the crowd grew more demonstrative, and when he announced that the total was $172,000, there was an outburst of applause that gladdened the hearts of the committee in charge.

"We will make our object and a great deal more," declared Sir George, amid cheers.

"We are entering upon the most eventful year in this world's history," he declared. "In this year we hope to see the end of the great war, and it will be known as the year of the great victory. We Canadians have no apology to make for this great crime. Great Britain has no apology to make for this crime against humanity. We were and are a peace-loving people. We did not want to fight, but we took up arms in response to the call of humanity and the call of duty.

Scrapped Treaties.

"The German autocracy was and is based on the divine right of kings, the divine right of a nation to rule the world. Individuality was nothing. Democracy was nothing to them. They scrapped treaties and threw mercy into the scrap heap. See what they did to Belgium. Think of a nation that would train its sailors to drown women and children. Their culture left all the heart out of life. Canadians heard that call and poured out plentifully on the fields of Belgium and France, the red, sweet wine of youth. They gave up the years to be, full of joy and opportunity to Canada and to humanity. They have exalted Canada among the nations of the earth. We can in our own way exalt Canada if we but get the spirit of the sacrifices they have made. Canadians are not an effeminate race, and they have proved their manhood.

Women's Good Work.

"The women of Canada have proved themselves equal to this occasion. The women have worked as women have wept and must weep. We cannot go with the boys to the trenches. We cannot even be stretcher-bearers, who through the long watches of the night bring back the dead and maimed.

"What have we done? Nothing as compared with what the boys at the front have done. We cannot go, but we can serve

"Some people say that the soldiers' wives are sometimes extravagant. That is none of our business. They have given their men, much more than we can ever give, and why should we criticize. It is our duty and our privilege to see that they are well cared for and have an equal chance with the wives of men who do not go to the front.

"I do not believe in taxation for this purpose. It is a form of conscription. It is compulsion, not giving, and we want this fund to be the spontaneous outpouring of a city's heart towards the wives and families of the men who are dying for us in France.

"I have read subscriptions amounting to about $172,000. I want to tell you that this is about $142,000 more than we could have got by taxation. It is easily five times as much as we could get by taxation. Is not that better?

Will Raise More.

"We are going to raise $300,000. We are going to raise more than $300,000, and we are going to keep alive an organization of service, whose future will be an inspiration to the people of this city.

"Every man who gave money to us is richer by his giving. I believe in using the money one has in the only world he knows. He cannot use it in the next.

"London is full of decent people, and they are going to do the decent thing by the wives and children of the soldiers at the front."

Sir George read a telegram from Sir Adam Beck, stating that he could not get to the meeting on account of a wreck on the C.P.R. at Guelph. He wished the committee God-speed in its canvass.

Sir Herbert Ames delivered a splendid address, packed with facts and figures showing what the patriotic fund had done all over the Dominion. He read a telegram from Montreal, stating that the province of Quebec, with the gifts from Montreal, would raise more than $4,000,000 for the fund, a magnificent showing.

"We want $13,500,000 for the coming year, and we are going to get it," said Sir Herbert. "After hearing the list read by Sir George Gibbons, I am more than confident that London will take a high position among the cities who have contributed to this fund.

Pay or Fight.

"We must decide whether to pay or fight. One man said that we should either fight, pay or be licked. We have the boys fighting for us. We will pay, and we will not be licked. But we must pay.

"We do not want to give the soldiers wives and families a mere subsistence. We want to give them a decent living.

"It has been charged that the officers families get much of the money. That is not true. Not one-third of one per cent of the funds go to the wives and families of the officers. This is Tommy's fund.

"I can tell you that 99.6 per cent of all the money collected goes to the families of the men in the ranks.

"No man is doing so essential a work as the man in the trenches. The soldiers wives who give these men for their country are not more extravagant than other people's wives. We do not want to treat our soldiers dependents as the Germans do.

"I have talked to thousands and thousands of soldiers' wives, and one could not meet a better dressed, more self-respecting, more splendid lot of women.

Should Stake All.

"We should stake all to help these women. Their husbands have staked their all for us.

"This is the testing time for men and nations. We want to measure up to the soul stuff that is in us.

"This is probably the last public address I will make on behalf of the patriotic fund, as I am devoting myself to studying the problem of caring for the returned men. Since I have been connected with the fund we have raised $20,000,000, and it has been all wisely spent. I want London to end my career in this regard in triumph."

Sergt.-Major Knight, Windsor, made a great speech. He looked at the problem from the standpoint of the men in the trenches, and he worked the audience up to a great state of enthusiasm.

During the evening, the male chorus under the direction of A. D. Jordan sang several selections brilliantly. Miss Lulta Laymon sang a solo, with male chorus that was a treat. Mrs. Ed. Wyatt and Ed. Webster gave a duet in fine voice. On the platform with Sir George were representatives of the leading clubs and organizations who will take part in the canvass next week, and representatives from the various women's organizations, assisting in the work.

Men Badly Needed.

Sergt. Knight of the Gordon Highlanders, in a stirring speech, brought home to the audience the needs of the men at the front, and of the women and children at home as only a soldier can.

He had been ill four weeks, and only got out of bed to come to speak at the meeting. "They have told me after an examination that I will never be well again," he said, "but there are others who will come back worse than I am. Do they not move you to sympathy?"

A soldier who had seen service all over the world in half a dozen campaigns, told him the other day that all his lifetime of service did not equal 24 hours on the western front.

When he was wounded the first time, Sergt. Knight had been taken into a little Belgian schoolhouse, the roof of which had been blown off. The wounded lay there in rows, and from four in the morning until after midnight, the doctors were constantly operating. So congested were they that the man on his right lay there dead for two days before he was noticed and taken away. The rain came down on their faces and they had only one blanket for three men. This was in November, 1914, before the Red Cross had been thoroughly organized.

In the Trenches.

"The men in the trenches endure a life of cold, hunger and constant privation. I ask you to help to ease the struggle and to help shoulder the burden," he added. "God knows the boys at the front are willing to undergo anything as long as you support them at home. You have read their letters and you know they never complain. But I only ask you to give to the Red Cross that they may be taken care of."

Was Well Cared For.

"I was never better cared for than when I was wounded the second time near Dickiebush and came back to consciousness in a hospital in Exeter, England. But I have seen the head sisters worrying because they hadn't enough money to buy supplies.

"Every time you withhold your hand from giving what you can afford to give, you are making it harder for those poor men bleeding and dying out there. I don't care what you give, there is no sacrifice on a par with that sacrifice made by the man who puts himself in your stead out at the front.

"If you withhold your hands you are going to make it harder. How many of you would take the risk a soldier takes and would go over there and work for $1.10 a day. The only thing that prompts a soldier to do it is the love of his country.

"There are wives in this district who have not enough to live on and who are forced to go out to work.

"If we depend for our future population on slackers and shirkers, what will become of this country? The soldier's child is the greatest asset this country has, and he or she should have every chance to get along.

"The men who have left London and their wives and children behind will have to depend on you. I pity the wife with a husband at the front. I pity the mother with a boy at the front. I want to help them. Do you?

All Should Help.

"I didn't suppose there were so many people in London who could give so much until I heard those names read. But the committee will never get $350,000 if the men with the 'five dollars' and 'ten dollars' don't give," he added.

"I'd rather be a pauper than go through life with a perjured soul, and down to hell. I'd rather die a pauper and save my honor.

"If you have a boy at the front, don't say you have given enough. Support him. United we'll stand together and we'll see this thing through.

"When on the lone watches in the trenches at night, a man thinks of the loved ones at home and asks himself, 'Why am I out here?', and the answer comes to him. He's there for you. Then would you be willing to hold back your money?

"We can do without a few things and double and treble the amount we could give. If I had the cigar money that's spent needlessly in this city in a year, we wouldn't have to hold meetings of this kind," he declared.

"I plead with you, my friends, tonight, not to leave those men out there in the cold to worry about their wives and children. They are worthy of a square deal, they haven't got it, and I want to see them get it."

A BEAUTIFUL COMPLEXION

May Be Obtained By the Use of Stuart's Calcium Wafers, the Greatest of All Blood Purifiers.

No need for anyone to go about any longer with a face covered with pimples, blotches, eruptions, blackheads and liver spots. These are all due to impurities in the blood. Cleanse the blood thoroughly and the blemishes will disappear.

"Stuart's Calcium Wafers will give you an excellent skin color and remove all facial eruptions."

That's what Stuart's Calcium Wafers are intended to accomplish and do accomplish. Their principal ingredient is Calcium Sulphide, the quickest and most thorough blood cleanser known.

These wonderful little wafers get right into the blood and destroy eruptive substances present in it. In some cases a few days are sufficient to make a marked improvement. And when the blood is pure the whole system is a hundred per cent better.

Go to any drug store and get a 50-cent box of Stuart's Calcium Wafers. Get them today.

Don't fret any longer about those blackheads, pimples, boils, tetter, eczema spots or skin eruptions; they all go and "go quick" if you use Stuart's Calcium Wafers. A small sample package mailed free by sending coupon below.

FREE TRIAL COUPON

F. A. Stuart Company, 355 Stuart Building, Marshall, Mich., send me at once a free trial package of Stuart's Dyspepsia Tablets.

Name .....

Street .....

City ..... State .....

HOW I CURED MY CATARRH

TOLD IN A SIMPLE WAY

Without Apparatus, Inhalers, Salves, Lotions, Harmful Drugs, Smoke or Electricity.

HEALS DAY AND NIGHT

It is a new way. It is something absolutely different. No lotions, sprays or sickly-smelling salves or creams. No atomizer, or any apparatus of any kind. Nothing to smoke or inhale. No steaming or rubbing or injections. No electricity or vibration or massage. No powder; no plasters; no keeping in the house. Nothing of that kind at all.

Something new and different, something delightful and healthful, something instantly successful. You do not have to wait and linger, and pay out a lot of money. You can stop it overnight—and I will gladly tell you how—FREE. I am not a doctor, and this is not a so-called doctor's prescription—but I am cured, and my friends are cured, and you can be cured. Your suffering will stop at once like magic.

I Am Free—You Can Be Free

My catarrh was filthy and loathsome. It made me ill. It dulled my mind. It undermined my health, and was weakening my will. The hawking, coughing, spitting, made me obnoxious to all, and my foul breath and disgusting habits made even my loved ones avoid me secretly. My delight in life was dulled, and my faculties impaired. I knew that in time it would bring me to an untimely grave, because every moment of the day and night it was slowly yet surely sapping my vitality.

But I found a cure, and I am ready to tell you about it FREE. Write me promptly.

RISK JUST TWO CENTS

Send no money. Just your name and address on a postal card. Say: "Dear Sam Katz,—Please tell me how you cured your catarrh and how I can cure mine." That's all you need to say. I will understand, and I will write to you, with complete information, FREE, at once. Do not delay. Send postal card or write me a letter to-day. Don't think of turning this page until you have asked for this wonderful treatment that can do for you what it has done for me.

SAM KATZ, ROOM B. O. 1140.
142 Mutual Street, Toronto, Ont.

The Quinine That Does Not Affect the Head.

Because of its tonic and laxative effect, Laxative Bromo Quinine can be taken by anyone without causing nervousness or ringing in the head. There is only one "Bromo Quinine." E. W. GROVE'S signature on box. 25c.

STUDENTS WILL PLAY "SHE STOOPS TO CONQUER"

Western University to Present Famous Irish Opera.

The plan for the Western University play next Tuesday, February 20, at the Masonic Temple, is being rapidly taken up. The students have by conscientious efforts in the past gained a reputation for clear, clean work on the stage. This year the bill is "She Stoops To Conquer." As the story of "old Grouse in the gun-room" never failed of its laugh in Hardcastle Hall, so for more artistic reasons, Goldsmith's comedy gets better and better with the centuries' flight. Come all who like, the genuine Irish humor at its best and see the parts taken as follows:

Squire Hardcastle, Frank H. Curran; Sir Charles Marlow, C. C. Burton; Young Marlow, A. S. Ferguson; George Hastings, W. S. Anderson; Tony Pumpkin, G. A. P. Brickenden; Diggory, A. S. Mitchell; Stingo, the Landlord, Alfred Shaw; Slang, H. E. Thomson; Mrs. Hardcastle, Miss C. Haskett; Miss Hardcastle, Miss A. Beckton; Miss Neville, Miss V. Swartz; Maid, Miss G. O'Dell.

Plan now open at Wendell Holmes' bookstore.

HOPE GIVEN UP OF MAJOR ASHPLANT BEING ALIVE NOW

All Efforts To Get News of London Officer Fail.

Having no direct news, official or otherwise, to justify further hope of the late city engineer, Major W. N. Ashplant, being alive and a prisoner in Germany, his friends and relatives have given up all hope of hearing from him again. There is now little doubt that the major was killed in action, while leading the front waves of his company in the now famous charge of the Canadian troops at the taking of Courcelette in September last.

The major's only brother, Ald. Henry B. Ashplant, has for several months hoped "against fate" for better news, but now expects official confirmation of the worst at any time.

Correspondence of recent date from Ottawa, with hospital reports to hand this week from England tend only to confirm all previous reports.

A memorial service in honor of Major Ashplant was held recently at his home town in England.

Among the bits of information gleaned from fellow-soldiers are the following:

Saw Him Hit.

Missing, September 25, 1916:

Informant says:

"We were in trenches in the Chalk Pits, about 100 yards from an old sugar refinery in front of Albert, between Thiepval and Pozieres, and it was a surprise to us when we were told we had to attack that night. When we went over, I was the next one to Major Ashplant, and the last words he said were: "Come along, boys; we'll try it." We had just got over the parapet about four paces, and some of us were getting into holes—the best cover we could get. There were three machine guns going on us, and I saw Major Ashplant get hit, and I saw him when he dropped. He went down right in front of me. I guessed he was hit in the head from the way he dropped over; he seemed to be dead at once right enough. Then I had to go on, but by that time there were some stretcher-bearers beside him. They were shelling very steadily all that afternoon, so that may account for his being missing. He was my major for a year; a fine officer; we all liked him well—wherever he was, fighting or not, he used the boys well.

"Informant—T. RANDELL, 190410,
"No. 3 Canadian General Hospital,
"Boulogne, 12, 12, 16." J.F.S.J.

Says Date Was 18th.

"We made an attack about the 18th, not the 25th, on the east of Courcelette, and he was found by a stretcher-bearer, wounded in the abdomen, before reaching the German trench. The stretcher-bearer was carrying another man back, and he found a rifle and stuck it up in the ground to mark the spot, and then sent stretcher-bearers out, who found the rifle, but no trace of the major. Later the ground was searched again. The Germans never occupied that ground, and he may have been buried by another shell, as they were shelling the ground heavily at the time.

"Informant—LIEUT. L. J. STUART,
"H. S. 'Cambria,' Calais, 14,12,16." C. R.

Thinks Body Brought In.

"I was attached to the Machine Gun Section of the 7th Battalion. We were supporting Major Ashplant's company when he was killed on the 25th of September, 1916, near Courcelette, in an attack. He was reported missing at first, but I am sure his body was afterwards brought in. I cannot say exactly where he was buried. I have no doubt about the facts; I can give no better details.

"Informant—PTE. CHARLES WILLIAM CHILTON, 401662,
"7th Canadian Infantry, M. G. S.,
"Hartmore Hall, D. V. A. Hospital,
"Birmingham, December 29."

FREIGHT FROM EAST HAS BEEN BADLY KEPT BACK

C. P. R. Trains Have Been Tied Up for Weeks at a Time.

Freight congestion on the C. P. R. east of Toronto has tied up the movement of shipments east of there to points in Western Ontario for days, and in some instances, weeks at a time.

"We have been troubled with the failure of freight shipments to reach shippers here, and as a consequence have experienced some complaints, although we have been powerless to overcome the difficulty.

"In Western Ontario and particularly in the district within a hundred miles from the city, we have maintained our regular freight schedule.

"Every effort is being made to remedy the trouble at points from Toronto and east of there," said a C. P. R. freight official today.

The Grand Trunk Railway some weeks ago, reduced its freight service in this district in order to leave available every locomotive for use in hauling coal and assisting in the relief of the freight congestion on the Niagara frontier.

Normal freight schedules on the branch lines will not be restored until the cold weather is over and the mass of freight now accumulated at Black Rock and Fort Erie is moved.

NO AUTHORIZATION HERE FOR DEPOT BATTALIONS

Although plans are going ahead for the establishment of depot battalions at both Kitchener and Sarnia, no official authorization of the plans has been received at local military headquarters from Ottawa.

The 108th Regiment at Kitchener is, it is understood, making preparations to recruit a draft-giving company for overseas service.

Similarly a company of the 149 h Battalion, has gone to Sarnia to prepare for the establishment of a draft-giving depot.

It is thought that Sarnia should prove to be a productive field for recruits, as it is similarly situated to Windsor, which has proved an excellent recruiting centre.

A recruiting depot at Sarnia would also provide another opportunity for Americans desirous of joining the Canadian forces.

IN EVERY CORNER OF ALL CANADA

Men and Women Put Their Faith in Dodd's Kidney Pills.

They Have Proved Their Value By Their Cures for Over Twenty-five Years, and Have Friends Everywhere.

Gaspe Basin, Gaspe County, Que., Feb. 16.—(Special).—Every corner of Canada holds at least one person who swears by Dodd's Kidney Pills. They have been curing kidney troubles all over this broad Dominion for more than twenty-five years. They are specialists. They cure only kidney troubles and those diseases that spring from disordered kidneys. That's why they grow more popular every day. Listen to what one man living here says about them. His name is William A. Kenny. He's well known here and knows what he is talking about.

"I feel so much better since I have used Dodd's Kidney Pills that I think they are worth their weight in gold," he states.

"I had a weakness in my back and a dizziness in my head. I feel strong and well now and can recommend Dodd's Kidney Pills to everyone who wishes to be cured."

Mr. Kenny had some of the early symptoms of kidney disease. Dodd's Kidney Pills cured them quickly and easily. Neglected kidney disease develops into rheumatism, diabetes, dropsy and heart disease. They are harder to cure, but Dodd's Kidney Pills will cure them.

DECLARES AEROPLANE WAS HANGING OVER THIS CITY

Rev. W. G. Howson Says He Watched Its Searchlight in Early Morning.

"It was an aeroplane, hovering over the south side of the city for some time. There is absolutely no doubt about it, and it was searching out buildings with its brilliant light."

This is the declaration of Rev. W. G. Howson, 71 Askin street, who says that he and his daughter had occasion to be up at 4:45 o'clock this morning, and noticed beams of light directed from above the earth on London. He states the shafts were sometimes sent straight down and sometimes in other directions. They were exceedingly bright, and the machine was evidently at no great height. Eventually, it moved off rapidly in a southeasterly direction.

REMOVING TO LONDON

A. H. Ingram, of Kincardine, Former Supt. of Electric Lighting.

KINCARDINE, Feb. 16. — A. H. Ingram, former superintendent of the electric light and waterworks, has moved to London, where he will reside. He was on the managing board of Knox Presbyterian Church, and had served as chairman of that body for years.

Albert Stanley, aged 55 years, farmer in Kinloss Township, is dead from pneumonia.

ALLAY CONSCRIPTION FEARS TO GET HELP

Saskatchewan Grain Growers Wants American Laborers Assured of Freedom.

MMOSE JAW, Sask., Feb. 16.—One of the important resolutions dealt with by the Saskatchewan Grain Growers' Association today included proposals which it was hoped would ameliorate the present shortage of labor for farm purposes. The resolution, citing the fact that owing to enlistments a large number of men available for farm work had been withdrawn from civil life, suggested that the Canadian council of agriculture be asked to secure from the Dominion Government legislation reducing residence duties on a homestead from six to four months annually, military pay for soldiers willing to work in seeding time and harvest, and that active steps be taken at once to allay all suspicions or fear of conscription so that intending workers may not be deterred from coming in from the United States. The resolution was carried unanimously.

A resolution approving the payment of pensions to all disabled soldiers and providing that such pensions should be based in proportion to disability irrespective of rank, was greeted with hearty approval.

HOGS ARE SCARCE.

CHATHAM, Feb. 16.—A scarcity of hogs in Kent County is reported, due to a shortage of feed as a result of poor grain yield last year. The price which is being paid at present is $13.

COUNCILLOR RESIGNS.

FLORENCE, Feb. 16.—J. H. Burgess who has been serving the township of Euphemia as councillor for the past two years, has tendered his resignation to the Euphemia council.

A new nomination is expected in the course of a few days for the purpose of electing a new councillor for the board.

GALT MAN WOUNDED.

GALT, Feb. 16.—Pte. Chas. Strobin, aged 33, formerly of the 71st Battalion, was today reported wounded in action on February 6, with gunshot in left leg and foot. He had been at Somme since August and through much of the heavy fighting. After the 71st was broken up in England he was sent to the front to the 50th Battalion.

Important Announcement Re Change in Our Store Policy

The use of comparative prices will be discontinued in all our advertisements, taking effect on Monday, February 19th.

Smallman & Ingram, Ltd.

The Danger of Exaggeration

No matter how careful or how vigilant one may be or how severely the advertising copy is censored, comparative price quotations have a tendency of encouraging exaggeration and misstatements are apt to slip through.

They may be due solely to the over-enthusiasm and confidence on the part of the department head who prepares the copy concerning the merchandise, or an honest error of judgment on the part of another, but in either case the result is the same. We are determined to eliminate from our advertising any suspicion of such by absolutely eliminating the use of comparative or former prices of all goods reduced for special sales.

Our Policy Regarding Special Sales Will Continue as Before

There will be no change in our policy of offering special bargains; our sale features will continue to be saving events of the greatest magnitude, and even more so under our new policy, if possible.

When fortunate trade purchases comes our way, or merchandise for some reason is reduced in price, we shall offer our customers the full benefit of same, but in no case will comparative prices be quoted in our advertisements.

Reasons For This Change

The adoption of this policy in our advertising is, to some extent, due to unusual conditions existing today, which has resulted in unsettled prices, with fluctuations so erratic that it is difficult to determine the exact market value of merchandise, which has a tendency of breeding exaggeration.

While we have always carefully guarded our reputation for reliable, honest merchandising and fair treatment to the public, and have endeavored to avoid any methods which could in the least degree be subjected to criticism, having regarded the integrity of our printed or spoken word as too sacred to be shadowed by the slightest cloud of doubt, yet we feel that the time has come for still further action along this line, hence this change of policy, which we consider the most advanced step this store has ever taken with regard to advertising. This forward step (the eliminating of all comparative prices from our daily advertisements) is the result of evolution that is creating a better understanding and a spirit of greater confidence between the merchant and the public.

We feel that our plain statement that the merchandise offered is an exceptional value at the price will have sufficient weight.

SMALLMAN & INGRAM LIMITED

Severe Headaches and Pains in the Back

Resulted From Deranged Kidneys and Constipation of the Bowels.

It is in vain to try to regulate and restore the healthful action of the kidneys until the liver and bowels are set right.

And just here is where so many kidney medicines fail. Kidney derangements almost invariably begin with constipation and torpidity of the liver. The whole work of filtering the blood is thrown on the kidneys, and in time they fail to stand the strain. The poison in the system gives rise to severe headaches, pains in the back and tired, depressed feelings.

Because they act directly on the liver and bowels, as well as on the kidneys, Dr. Chase's Kidney-Liver Pills are eminently successful in the treatment of kidney derangements.

Mr. William Loney, Marysville, N. B., writes: "I am glad to recommend Dr. Chase's Kidney-Liver Pills to anybody who is suffering from kidney trouble or constipation. I suffered for a long time from kidney disease and pains in the back, but have found that by using one pill a week the kidneys and bowels are kept in good order, and I do not have any more pains in the back or head like I used to have. I was also a great sufferer from piles, and could get no relief until I used Dr. Chase's Ointment. This ailment is entirely cured now, but we always keep both the pills and the ointment in the house for use when they are needed."

This statement is indorsed by Mr. F. Saunders, town marshal, who writes that Mr. Loney's letter is true and correct.

Dr. Chase's Kidney-Liver Pills, one pill a dose, 25 cents a box, all dealers or Edmanson, Bates & Co., Limited, Toronto.

Remember that imitations only disappoint. The genuine bear the portrait and signature of A. W. Chase, M.D., the famous Receipt Book author.