

INDIAN PAGEANT GIVEN AT KING STREET CHURCH PROVES GREAT SUCCESS

An enjoyable missionary evening was held in the King Street Presbyterian Church, Thursday night, when the young people of New St. James' Church furnished the entertainment in the form of a missionary pageant. Representations of life in India were given by the young people in Indian costumes. A novel feature was the fact that all

speaking and singing was done in Hindustani. All representations were true to life, and the parts exceptionally well taken, the entertainers having been trained and scenes arranged by the St. James' Church missionary to India, Dr. James Watson. Dr. Watson has spent fourteen years in India and recently spent a time here on furlough. One of the young women who took part in the former concert was back to India with Dr. and Mrs. Watson. Roy James McKay is in charge of the troupe of players now. A large crowd was present and was delighted with the concert.

HOLSTEIN SALE TOTALS \$8,000; BIDDING BRISK

Good Prices Marked Auction of Cattle at Brunswick Hotel Stables.

65 HEAD ARE SOLD
London District Pure-Bred Breeders Were in Charge of the Sale.

More than \$8,000 was derived from the sale of 65 head of registered Holstein-Friesian cattle at the Brunswick Hotel stables yesterday afternoon. At the sale, which was held by the London District Pure-Bred Holstein Breeders, T. A. Moore, J. W. Laidlaw and Dr. Shaw auctioneered. A large crowd was present. Bidding was fairly brisk and prices good.

Following is a list of the sales: Lady Neithard, female, to W. B. Nichol of Wilton Grove for \$170; Liddon King, female, male, A. H. Keene, city, \$130; Sylvan Hamming, female, Harry Tout, Strathroy, \$170; Ourville Calamity, female, J. Scott, \$180; Peggy Neithard, female, E. Ramsay, Strathroy, \$180; Pontiac Angus, female, male, Ed. Springs, \$175; May Darling, female, Arthur H. Keene, city, \$250; Fifth Farm Daisy, female, E. Ramsay, R. No. 1, Mount Elgin, \$275; Minnie Calamity, female, Charles Lawton, Strathroy, \$280; Dewdrop Walker, female, W. B. Nichol, Strathroy, \$155; Irish Rose, female, A. H. Keene, city, \$250; Segis Alcantara, female, Luther Prumgus, Dorchester, \$110; Colanthus Shadelaw, female, male, J. Scott, \$240; Dettie Neithard, female, female, George McPadden, Strathroy, \$210; Bonheur Spink, female, female, Harry Tout, Strathroy, \$115; Buroy Calamity, male, James Clinton, Lambeth, \$90; Howtje Pauline, female, female, F. Rossier, Denfield, \$200; May Hengeveld, female, George Saul, \$160; Jennie Calamity, female, female, M. Pratten, Lambeth, \$155; Lydia Putnam, female, female, George McPadden, Strathroy, \$225; George Ormsby, female, female, George McPadden, Strathroy, \$200; Adyth Abbecker, female, female, T. Prouse, Strathroy, \$140; Bessie Wayne, female, E. Ramsay, Strathroy, \$150; Pontiac Butter Boy, female, male, Will Howtje, Lambeth, \$90; Dekol Segis H., female, A. J. Plain, Lawrence Station, \$175; King Ormsby, male, T. Finch, \$75; Ella May, female, A. H. Keene, city, \$130; Lady Nidine, female, female, Neil McLaughlin, Strathroy, \$185; King Calamity, male, James Cline, Belmont, \$100; Vera Brooks, female, female, Benson Barr, Harriessville, \$210; Bessie Beets, female, female, H. C. Wakeling, Thorndale, \$180; Goro, female, female, Harry Tout, Strathroy, \$185; Lady Belinda, female, female, Neil McLaughlin, Strathroy, \$200; Dettie Calamity, female, female, George McPadden, Strathroy, \$205; Royaltan, female, female, Thomas Harris, Dorchester, \$185; Mercedes, female, female, W. B. Nichol, Wilton Grove, \$185; Roma, female, female, female, F. Prouse, Mount Elgin, \$180; Arrawannah, female, female, Joseph Wood, Dorchester, \$120; Veoman, female, female, Sandy Carrothers, Wilton Grove, \$80; Victory Bond, female, female, A. P. Mathews, Belmont, \$140; Neithard Pontiac, female, female, Caleb Mills, \$80; King Lyons, female, female, W. B. Nichol, Wilton Grove, \$180; Johanna, female, female, W. B. Nichol, Wilton Grove, \$180; Princess Isosco, female, female, W. A. Barley, Thorndale, \$145. These who consigned cattle for the sale are: W. J. Ellis, R. R. No. 6, London; N. N. Howe, R. R. No. 2, Mossley; T. E. Bodgson, R. R. No. 2, Thorndale; H. Matthews, Putnam; B. R. Barr, R. R. 1, Mossley; A. C. Taylor, R. R. No. 2, Glanworth; E. J. Clifford, Putnam; John McMillan, R. R. No. 2, Glanworth; J. C. Rowe, Mossley; Herb. Holby, Glanworth; R. Kernohan, R. R. No. 2, Glanworth; A. S. Downham, R. R. No. 4, Thamesford; C. Tillson, R. R. No. 2, Wilton Grove; G. P. Saul, London Junction; W. H. Shore, R. R. No. 2, Glanworth; Byron Brooks, R. R. No. 1, Mossley; C. Leach, R. R. No. 5, Thorndale; E. Barnard, Glanworth; S. P. Brown, R. R. No. 2, Wilton; G. S. Belton, R. R. No. 1, London Junction.

ASSOCIATION PLANNING ANOTHER "BABY WEEK"

It is possible that London will have another "Baby Week," such a creation so much interest in the city and Western Ontario a year ago, and which was the beginning of definite child welfare work here with a view to reducing infant mortality and raising the physical standard of the citizenship. The members of the executive of the Child Welfare Association, expressed themselves at a meeting yesterday afternoon in favor of holding a "Baby Week" and securing for it the provincial child welfare exhibit, which, it is stated, is more extensive and even more interesting and educational than last year.

VOICE OF THE PEOPLE

THE TEMPERANCE ISSUE.

To the Editor of the Advertiser: We are told by the press that the liquor lobby are very active in seeking to have restored the condition existing previous to September 16, 1916, and to this end it would seem that part of their program has been a campaign of law violation, to discredit, if possible, the good accruing from the temperance law. Why not start a campaign of stealing and murder to discredit the law directed against these evils? The latest we have noticed is the following: "We are credibly informed that last week a carload of paper was shipped to a mill in Toronto, and every bale contained a keg of liquor. The consignment was valued at \$7,000, and a yardman was tipped to switch it upon another truck, but owing to sick leave he was off duty at the mill. The man to whom the 'wet' goods belonged was fined \$40, and the consignment was confiscated. Let the politicians be true to the moral convictions of the people as expressed again and again during the past 50 years by referendums and local option, and this worthy cause will be continued and protected. Yours for TEMPERANCE.

FUNERAL OF ACCIDENT VICTIM ON SUNDAY

INGERSOLL, March 13.—The remains of Miss Libbie McCarty, daughter of Councilor H. D. McCarty, who died at St. Petersburg, Fla., as a result of injuries sustained in a motor accident, are expected to reach here Saturday. A brother, Harry McCarty, of South Bend, Ind., will accompany the remains. From information received here it is understood that other members of the family have not sufficiently recovered from their injuries to make the trip. The funeral will be held Sunday afternoon from the family residence on Thames street north to St. Paul's Church, where service will be held at 3 o'clock, thence to the Ingersoll Rural Cemetery.

Yearly Newspaper and Town Crier on St. Pierre Island

Prof. N. C. James Tells of
Quaint Customs of Can-
ada's Neighbor.

An interesting and instructive lecture was given at the Western University by Professor N. C. James, entitled "With the French at St. Pierre." Thursday evening. The lecture was illustrated with drawings, maps, and some old quaint pictures. The customs of the natives of this little island of St. Pierre, near the coast of Newfoundland, were described by Professor James, who spent a month on the island. He said that fishing, drying codfish and preparing cod liver oil were the only industries carried on by the natives. One little paper was published once a year, containing mostly news pertaining to the government. A town crier traversed the streets daily ringing a bell and proclaiming any item of news of especial interest to the public. All fresh meat and vegetables were imported from Prince Edward Island. Professor James said that there was only one horse on the island and a few mules. Any traveling necessary was done on foot. He told of the many times the island had changed hands, being a British possession several times and lately being retained by the French.

RETAIL BUSINESS IS OF GOOD VOLUME HERE

London reports to Bradstreet's that business in a retail way is on the increase, there being a good demand for merchandise to be held off in the matter of heavy buying, preferring to wait and see how prices. Collections were slow during month of February, but an active spring trade is looked for. Country produce is being offered in fairly large quantities, and prices are inclined to be easier.

TROUBLES COST HIM A FORTUNE

Texas Farmer Suffered For Fifteen Years—Is Relieved by Tanlac.

"A few bottles of Tanlac have done me more good than other medicines and treatments that cost me a small fortune," said C. C. Fisher, a prosperous farmer living at Irving, Route 1, a few miles from Dallas, Tex. "For fifteen years," he continued, "I suffered so terribly from stomach trouble that I thought I could never get well. Everything I would eat would come back on me, and I would belch up my food, so sour that it would nearly strangle me; the gas on my stomach would press on my chest and cause it to flutter and I would have the hardest time getting my breath. I was really in such awful condition that I felt I had about got to the end of my row. But I feel now like I am good for many years yet, for Tanlac has fixed me up, so I can eat everything and without any bad after-effects, and since gas has stopped forming in my stomach I am not troubled with palpitations or shortness of breath. I have gained six pounds already, and am working hard on my farm every day now, and am glad to recommend Tanlac for the wonderful way it has helped me." Tanlac is sold in London by Standard Drug, Limited, and by an established agency in every town.

Furniture and Draperies Underselling

The thankful appreciation we owe to the vast multitude that gives us so full a measure of their patronage throughout the year finds reflection now in the low price askings of our special Saturday bargains. You may add substantially to the attractiveness of your home. Yet do it inexpensively as well.

\$2.98
for this \$5
Table
made of Solid Quarter-cut Oak, hand-polished or Birch Mahogany hand-polished. Only 12 to sell Saturday at 10:00 a.m.

\$15.75
WILL BUY THIS \$20.00
3-Leaf Extension Table
Solid Oak, 42x42 inches, very heavy build, Fumed or golden oak.

Bed Spring and Mattress
complete for
\$15.00
Any size.

Reed Rockers
Full-sized deep spring seat. Upholstered in English Tapestry. Saturday only for
\$16.95
Each

Comforters
\$1.99 EACH
On Sale Saturday Morning at 9 o'clock
This price is lower than the price of the covering alone. There are 120 of them, all colors and qualities, worth up to \$6 each. Every one is perfect. None for sale to other dealers.

RUGS, CURTAINS, DRAPERIES

These should always be selected with a careful regard for their surroundings. They will enrich your home furnishings, if properly selected. Our assortment is very large. When we buy we endeavor to select that which will please, rather than something to sell.

Saturday morning we offer Drapery Remnants at a fraction of their original values. Short lengths of 3 to 4 yards, of all classes of goods. Come early.

Carpet Ends, from 2 to 6 yards. Brussels and Tapestries. Regular \$1.50 to \$2 a yard. On sale, yard

\$2.95 a pr.
Madras, rich cream shades, of exquisite designs, Saturday only.

38c
per yard
Window Blinds, green or cream, 3x6 feet.

KEENE BROS.

125 and 127 King Street

Away From the High-Rent District, Where You Can Save Money.

\$39.50
For a \$50.00
Davenport Bed
These make excellent beds, and are covered in English tapestry. Frames are made of solid oak, golden or fumed finish.

\$3.65
at
\$3.50
Brussels
Lace Cur-
tains, with
beautiful
designs and
patterns. The
pair. Challenge
\$2.39

\$7.90
For the De Lux Mattress. Famous for its good covering.

\$1.39
FOR A \$2
CURTAIN
STRETCH-
ER.

\$4.65
RUBBER-TIRED BICYCLES, large size for

Distinctly fashionable new Spring Suits at \$25.00, \$30.00 \$40.00 to \$75.00

Styles are pleasing beyond mere words to describe—certainly master strokes of designing styles to suit women and misses in poirett tulle serges, delhi, tricotine, poplin, gabardine and shepherd checks, in every good shade for spring.

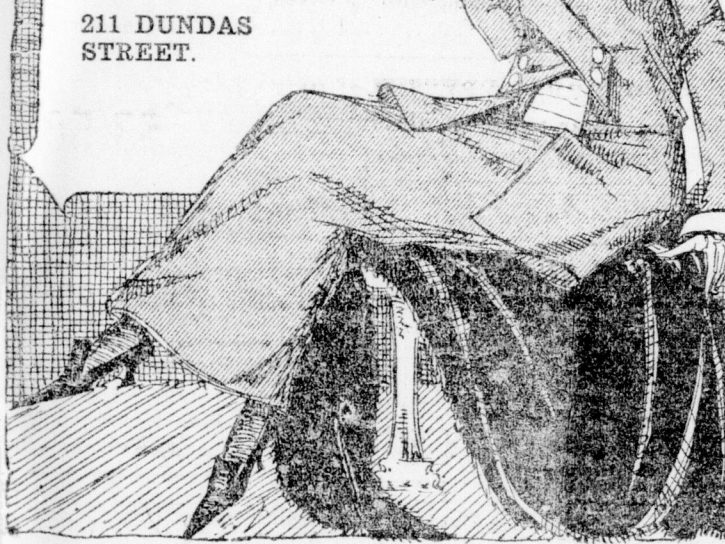
Spring's Newest Vogue in Capes and Coats, \$25 to \$65

Stunning authentic spring models, thoroughly desirable in every way; coats in serges, gabardines, poplin and velours, in dark and light colors, graceful swinging new capes, button-trimmed and silk over collars.

Exquisite Hats, \$5, \$7.50, \$10

Hats that reflect the most wonderful millinery creations and values of the season, including new small size types, dainty turbans and large hats cleverly trimmed with wings, ostrich fanes, colored fruits, flowers and novelties.

Artistic Ladies' Wear Co.



O-CORN-O HOMINY FEED

Made From White Corn

We have a supply of the highly nutritious Hominy Feed stored ready for immediate shipment from our mills at Dundas street, East London.

A study of the rationed used by record-making cows shows the very common use of Hominy Feed as part of the ration. This feed is a by-product in the milling of white corn, and is one of the best and most favorably known commercial feeds on the market. The great value of O-Corn-O Hominy Feed as a feed for cows lies in the fact that it is rich in carbohydrates and fat, which go to supply the nutrients required for body maintenance. An analysis of this feed shows that its food content is as follows:

Fat.	Protein.	Molature.	Fibre.	Carbohydrates.
9.10	10.55	6.81	5.17	65.26

The following comparative figures show the total digestible nutrients in various common feedstuffs used for dairy cows—Hominy feed heads the list:

Hominy Feed	54.6
Gluten Feed	50.7
Garra Oil Meal	52.5
Commercial or Chop	53.5
Wheat Bran	49.9
Flour Wheat Middlings	78.2
Standard Middlings	69.3
Rye Middlings	75.1
Oats	70.4

Try a few bags. You will get results. Order either through your local miller or direct from us. The price is right.

ONLY MADE IN CANADA BY

The Corn Products Company, Ltd.

1167 Dundas Street, London, Ont.

Supreme Value-Giving in New Spring Suits, Overcoats for Men and Young Men at Oak Hall

Maybe you haven't decided what style you'll pick out, but one thing you have undoubtedly made up your mind to—the clothes you buy this spring are going to be the kind that will give unusually good service. The lively styles for young men, the dignified styles for older men are here in splendid variety.

New Spring Suits For Young Men

Superior models, developed in fine mill-finished worsteds and fancy tweeds, cut on newest trench style and waistline style, single and double breasted models, sizes 34 to 40.... \$25.00, \$30.00

New Spring Suits For Men and Young Men

Supremely tailored, made from finest imported materials in fancy weaves and blue mill-finish serges, single-breasted three-button, soft roll lapels and one and two button waistline models..... \$30.00, \$35.00, \$40.00

Men's and Young Men's Spring Overcoats

Good value at moderate prices, with assurance of satisfaction in length of service, is what you pay for and get with any Spring Overcoat you buy from us.

TRENCHERS WITH ALL-ROUND BELT, WAISTLINE, FLY-FRONT CHESTERFIELDS AND LOOSE-FITTING MODELS.

Just as swaggy and conservative as you like, in colorings of greys, browns, fawns and green effects. Priced from \$18.00 up to \$35.00

There Is an Economy Lesson in Our Clothes For Boys



Our Sanford Juvenile Clothes are built to withstand rough use as well as to look attractive. The Juvenile Suits and Topcoats just received give mothers the benefit of choosing from a very wide range of patterns.

Junior Suits in greys, stripes, browns and serge, neatly trimmed, just the style for little chaps, ages from 3 years to 7 years..... \$5.00, \$6.00 to \$10.00

Boys' Suits, in sizes 26 to 36, in a big variety of models and patterns, the largest we have ever shown, every cut and style here. Nothing omitted to make the assortment attractive in variety of materials and prices.

Suits From \$8.50, \$10.00 Up To \$25.00 Topcoats, \$6.50 to \$18.00

OAK HALL