YOUNG OFFICER OF

SEAFORTH KILLED IN

ported last week

as having been killed in action on

March 20. Al-

years of age he

went overseas with

the second Cana-

dian contingent

He was a graduate of the Seafortl Collegiate Institute, and one of

though only

SPECIALS! SPECIALS!

Phone your order early for these specials. Highest qual-ity, Government-inspected

Round Steak, .. 28c lb. Stewing Steak, 18c lb. Breasts of Lamb, 18c lb. EXTRA FANCY. Hamburg Steak, 20c lb.

FRESH GROUND. **ERVICES**

My untiring efforts to My untiring efforts to please, I feel sure is appre-ciated by my host of satis-fied customers. To give even better service a high-pow-ered automobile has been purchased. No disappoint-ments. Your meat at your home on time. Phone your order.

Wilson's Arcade Meat Market Phones 1119-1120. hmond, Next Royal Bank.

ALL SPRING STYLES

TWO-IN-ONE SHOE STORE.

OMPANY LONDON EYES EXAMINED NO DRUGS USED QUALITY GLASSES GROUND AND FITTED AT MODERATE COST

WE HAVE NEW HONEY GUARANTEED PURE CLOVER

23 DUNDAS ST. Phone 1877

Five-bound pall 75c Ten-pound pall \$1.40 WILLIS & CO.

Anthracite Coal

J. ANDERSON 495 York St. Phone 1391.



For One Dollar C. H. Ward & Co. 36 Richmond St. Phone 1084.

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 W. & E. CUSHING. Phone 1138.

TAYLOR CANNOT MAKE ALL THE COUGH SYRUPS, SO HE MAKES THE BEST.

Taylor's 6 Cut-Rate Drug Stores

OFFICE IDEAS:

New Little Things, which help you to make your work easier, are always procurable



If it's Shoes, we have them. If it's Quality, they carry it. If it's Value, they give it. If it's Prices, they are always satisfactory, at

"THE HOUSE OF CASSELMAN"

171 DUNDAS STREET

PLAN CELEBRATION. small attendance at the meeting of A small attendance at the meeting of the Returned Soldiers' Association resulted from the sudden change to colder weather. Only business of a minor character was done. Another meeting will be held next Monday night, at which a larger attendance is looked for, and at which plans for the Ypres celebration will be discussed, as well as other topics.

Quality Store WONDERFUL VIEWS OF MEDITERRANEAN For Good Coffee, Try Our Special Brand, 45c a Pound AT LYRIC TONIGHT

Phones 1024 and 3323.

Problem and Fines

Increased.

tected by the New

HARRY RANAHAN By Request, Popular Picture Journey Is Being Repeated.

DRASTIC MEASURES "OLD ENGLAND" MATINEE

TO PREVENT SALE OF Big Audience Last Night Was Delighted With "Ould Ireland."

SHORT-WEIGHT BREAD 'Around the Mediterranean," the picture journey which has proved the Govt. Inspectors to Handle the most popular in the entire repertoire of the Roberson travelogues, will be repeated tonight after a capacity crowd greeted this entertainment last Saturday night, resulting in much comment on this wonderful series of pictures, and STANDARD LOAF COMING many requests that it be shown a second time. The Lyric Theatre, where these travelogues are being presented Honest Bakers Will Be Prounder the auspices of The Advertiser, was filled long before the travelogue Legislation.

*Amendments to the bread sales act. that have already passed two readings in the Provincial House, and will likely have their third reading this week, are attracting considerable attention in this city, not only among those who are city, not only among those who are the content of the inspiring home ties which hold England.

**was filled long before the travelogue started on its first presentation, and many were unable to obtain seats.

A matinee on "Old England," which was well received at the opening of the local London engagement of the travelogue started on its first presentation, and many were unable to obtain seats.

A matinee on "Old England," which was well received at the opening of the local London engagement of the variety started on its first presentation, and many were unable to obtain seats.

A matinee on "Old England," which was well received at the opening of the local London engagement of the travelogues last week, will be offered at 2:30 p.m. today. The motherland will be snown in all her national solidarity, with particular stress laid on the inspiring home ties which hold England.

which your heart-strings. He lays bare e unalloyed purity of children, their noise-hearted love; their supreme goods sand charity of nature. When you is finis feature you will want to catch the first kiddle you meet and kiss n. You will love children more than u ever did before. Little Shoes" is the title of this reland," will be presented, and surfam, the noted novelist, whose writing have wrung the hearts of the gram, the noted novelist, whose writing have wrung the hearts of the lowes children, and is lowed with the happy faculty of putof London at one-tenth the cost they usually involve. A coupon appears daily on the first page of this newspaper, which, with ten cents, will entitle the holder to a seat in the balcony, or with 25 cents to a reserved seat downstairs.

No seats can be purchased without this coupon for less than 50 cents.

ANNIVERSARY CONCERT DISCUSSED GALSWORTHY Fine Program at King Street Presbyterlan. Church Last Night.

Fine Program At Last Night's Meeting Was Much Enjoyed.

At the regular meeting of the London Literary Club last evening the plays of John Galsworthy were discussed by Prof. Buckley of the Western University. He claimed that Galsworthy is a dramatist who shows a dynamic sympathy with the inarticulate people. His idea of culture might be expressed as "a longing for the welfare of men and inability to be happy in the presence of the unhappy." Justice is Galworthy's subject, repeated through several plays. He is not, however, a propagandist, but rather states the problem and lifts it into the light. He is laboring to exalt the drama and make it count as a force for moral progress. Where Shaw jeers, Galsworthy's eyes fill at the wrongs of the world. He is above all an artist, in diction and in dramatic construction. Mr. Buckley read an act of "The Prigeon."

Rev. R. W. Norwood discussed the address, and made an extended reference to the idea of justice in Plato's BRITISH COMMITTEE AD-

BRITISH COMMITTEE AD MINISTERS SERBIAN RELIEF

Thomas Mitcheltree and Miss Findar.
During the evening musical numbers by Miss Hilda Hook and Miss Fidlar were much enjoyed. President E. E. Braithwaite was chairman.
The program for the next meeting, April 17, will be "R. L. Stevenson," introduced by Dr. Tamblyn.

PIANOS TO RENT.

If you want to rent a plano for a time why not get a good one at a reasonable igure? Call and see the pinos ready or rent at the warerooms of Heintznan & Co., Limited, 212 Dundas street.

EASTER

PRETTILY DECORATED.

CREAM POACHED EGGS.

519 Richmond St.

CHOCOLATE EGGS

ASSORTED COLORS

CREAM EGGS,

With the burden of so many appeals for funds, Britain is heavily taxed to find means to carry on the many humanitarian works that have been undertaken; but none have been neglected, and when the financial pressure becomes toc marked, appeal has been made to the Empire at large, and has not fallen on deaf ears. Especially is this the case with the Serbian Relief Fund. A central committee in London is in absolute control of administration under the patronage of Her Majesty the Queen, and the presidency of the Lord Bishop of London. Many well-known names on the executive committee are guarantee of the efficiency of co-operation. This efficiency is well borne out by the last financial statement issued, showing an administration cost of less than 2 per cent. The treasurer is the Earl of Plymouth, and in submitting the last report the latter says: "How far the Serbian Relief Committee is able to give effective support depends upon the amount of money at their disposal at the critical moment, and immediate assistance when the road home is open to the Serbians, may save many a family from despair and give them confidence in the uphill task of reinstating themselves." The committee throughout the Empire, foremost among which is the Canadian Serbian Relief Committee, confine their activities to the collection of moneys for the fund, and these EGGS FOR CREAM POACHED EGGS.

Low-priced ones for kiddies and finer and more expensive ones suitable for gifts for grownups.

Comes and piels yours out Come and pick yours out

SECRETARY COMING.
Rev. James A. White, secretary of the B. Y. P. U. of America, will be in London next Monday. He will address a mass meeting of the members of the young people's unions of the city at the Adelaide Street Baptist Church in the evening, and in the afternoon he will neak to the junior workers.

MAJOR-GEN. HODGINS Rowat's 40c, 45c, 55c, 65c and \$1.00 per pound. COMING TO EXPLAIN **ACTION OF MARCH 20** Lieut, George Buchanan Mulholland HOME DEFENCE PLAN of Seaforth, re-

To Visit Windsor, St. Thomas and Woodstock Also.

RECRUITING Important Matters Discussed by Citizens' Committee Last Evening.

DUNDAS CENTRE CHOIR
CONCERT PROVES SUCCESS

Varied and Interesting Program Given
—Artists in Good Voice.

A varied and interesting program was presented last evening at the annual choir concert in Dundas Centre Methodist Church, when the choir, conducted by J. Parnell Morris, and church quar
Major-Gen. Hodgins of Ottawa, adjutant-general of the militia forces of Canada, is comfing to London next Tuesday evening to confer with the citizens' recruiting committee. He will explain fully the proposal for raising the Canadian defence force of 50,000 men. In Major-Gen. Hodgins of Ottawa, adjutant-general of the militia forces of Canada, is comfing to London next Tuesday evening to confer with the citizens' recruiting committee. He will explain the proposal for raising the Canadian defence force of 50,000 men. In Major-Gen. Hodgins of Ottawa, adjutant-general of the militia forces of Canada, is comfing to London next Tuesday evening to confer with the citizens' recruiting committee. He will explain tully the proposal for raising the Canadian defence force of 50,000 men. In Major-Gen, Hodgins will visit a number of points in London district and address meetings of the officers of the home defence units and various organizations of civilians, who are co-operating in the work of recruiting. He will explain the proposal for raising the Canadian defence force of 50,000 men. In Major-Gen, Hodgins of Ottawa, adjutant-general of the militia forces of Canada, is comfing to London next Tuesday evening to London day evening to London next Tuesday evening to London next Tu by J. Parnell Morris, and church quar- stock April 5.

Officers Named. tet, composed of Miss Lila M. 'Thomson, soprano; Miss Jean Buttrey, contralto; Bert Howcroft, tenor, and Frank Webster, basso, were assisted by Miss Marjorie K. Jones, a talented young officers for the organization appointed officers for the organization appointed of the London citizens' recruiting committee the lon

Soxol Salve cures skin affections One package proves it. Sold and guaranteed by above Vinel druggist



Easy to slide a tie through

"My this is great," one man said, in reference to the ease with which he could slide his tie through a W. G. & R. collar. "Why, I spoilt a \$1.50 tie last week trying to pull it through another make of collar. Me for W.G. & R. collars after this.' The ample and uniform tie space (see arrows in

illustration) in W. G. & R. collars in all sizes is a great tie and tempersaver. It's a boon to mankind.



THE SUPREME 250 Dundas St. Phones 3051-3052.

placed \$1,000 at the disposal of the recruiting committee. He advocated a general meeting of all citizens to discuss ways and means. If everyone would pledge himself to get a recruit he thought the required number would soon be obtained.

A report of the advertising committee was made by T. P. Elliott. The appointment of a finance committee and speakers' committee to make arrangements for a public mass meeting to inaugurate the recruiting campaign was left with the executive committee.

Col. Shannon was unable to be present last evening and a brief address was made by Captain Hindson, chief recruiting officer of the district.

sion There in June, The summer meeting of the Baptist ministers in Middlesex and Lambton will be held at Mount Brydges on June 5, 6 and 7, it was decided at a committee meeting in the Talbot Street Baptist Church Tuesday afternoon. W. A. Collins, a layman, will be the moderator. The ministers intend to make "Prophecy" the subject for discussion. Prominent ministers and laymen from the city and counties will take part in the discussion.

**Amendaments to the bread saider sich in bestellt sicher einem einschen die bestellt sich in der Schrift sich in der Schrift

home. W. H. Bailey and Pte. Joseph Bailey in Saskatchewan, and one daughter. Mrs. Fred Matson of Minnedaughter. The funeral will be held Friday afternoon to the Ingersoll Rural day afternoon to the Ingersoll Rural Bailey in Saskatchewan, and one daughter, Mrs. Fred Matson of Minne-daughter, Mrs. Fred Matson of Mrs. Fred Matson T.A.ROWAT & CO.

MEET IN MOUNT BRYDGES Baptist Pastors to Hold Summer Ses-

WOMAN'S AUXILIARY REAL

The Impulse to Save





Sold everywhere in different sized packages. -

There probably isn't a kitchen in the land that's quite so clean as McCormick's new model bakery. Everything about the "house"ingredients, pans, ovens, employees-are so scrupulously clean that, as the saying is, one could almost eat off the floor.

No wonder then that McCormick's Jersey Cream Sodas taste so good; they're good because they're pure and cleanly made; their dainty, wholesome flavor, follows as a result of the precautions taken to ensure spotless cleanliness in everything we do.

seems unnecessary.

THE McCORMICK MANUFACTURING CO., LIMITED General Offices and Factory: London, Canada. Branch Warehouses: Montreal, Ottawa, Hamilton, Kingston, Winnipeg, Calgary, Port Arthur, St. John, N.B. Makers also of McCormick's Fancy Biscuits

JOHNSTON & MURRAY NEW **SPRING FOOTWEAR** J. & K. Shoes because of their unusually graceful lines and leadership in style make com= monplace feet attractive and the "pretty foot" a de= light to the eye. Johnston & Murray Drop in and see the new spring styles.