### "The House of Casselman'

223 DUNDAS ST. Phone 1877

FOR SHOES OF QUALITY. FOR VALUES THAT SAVE. FOR SERVICE THAT SERVES. With Courtesy and Intelligence.

Casselman Bros. 171 DUNDAS STREET.

#### GEORGE E. LOGAN FUNERAL DIRECTOR AND EMBALMER

413 RICHMOND ST., LONDON. Residence on Premises. Phone 1963. Personal Attention

#### SMITH, SON & CLARKE UNDERTAKERS.

Residence on Premiees. Private Ambulance Service

#### N. J. GRIFFITH FUNERAL DIRECTOR EMBALMER. 164 Dundas Street, London. Residence on premises. Phone 489. Private Ambulance Service. Delaware Branch, W. Acres, Mgr.

# FERGUSON'S SONS

FUNERAL DIRECTORS. OPEN DAY AND NIGHT. KING STREET. PHONES 543, 373, 2056

#### Becoming Eyeglasses

We carry many styles of very becoming eyeglass mounts, and are experts in the art of proper fitting. Prices moderate

#### John S. Barnard Optician, 194 DUNDAS STREET.

WE KNOW HOW MUCH YOU CAN AFFORD TO FEND ON



# Eye Talk

### ONE WAY

to get glasses is to select a pair from a miscellaneous assortment and trust to "luck" for a fit.

CHEAP, BUT COSTLY. This plan is open to at least one serious objection: The glasses are sure to be wrong, and much harm is likely to result.

A BETTER PLAN

## is to have your eyes measured, tested and fitted with instruments of precision by a skilled optometrist. The cost is small—the satisfaction reat and lasting. shall be glad to serve you. EBILCOCK

#### WE REPAIR Hot Water Bottles Just as Satisfac-torily as Tires.

London

A. WILKES. 354 Wellington St. Opp. McClary's.

PHONE 2334.

Delaware, Lackawanna and Western Coal Company's

## JOHN M. DALY

# Office To Let

STEAM-HEATED Only \$8 a Month

APPLY LONDON LOAN AND SAVINGS COMPANY

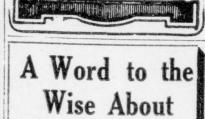


If there is one thing more indispensable than another in regulating the household it is a reliable and trustworthy clock, and the best of all is the grandfather style. Every clock in our stores bears the trade mark of a reputable maker, and carries with it our unqualified guarantee:

only, fumed oak cases, West-minster chimes. Special. \$60.00 only, Waltham make, solid ma-Few other styles, at, each .... \$75.00 to \$95.00

### W. G. YOUNG

TWO STORES. Official Watch Inspectors for C. P. R. and G. T. R. 170 Dundas St. 674 Dundas St.



Shoes If you are prudent in your dis-bursements for personal equipment you will buy shoes now at Cook's Shoe Sale.



The United States is on the verge of war. They will no dou do as England has done, soon or later, Ladies' shoes are alread selling at awful figures in Ne York and Chicago. We are selling a fine collection of good shoes, a sizes, all widths, all leathers, a combinations at the profit of the selling terms. combinations, at no profit pr cost prices and below-cost pr Remember the place.

Today's the time to save mone COOK'S THE TWO-IN-ONE SHOE

STORE Dundas and Richmond Sts.

### Johnston Bros.

### MALT **EXTRACT** BREAD

20 Tickets, \$1

At progressive grocers or delivered at your door.

#### SUCCESSFUL TEA

Thedford Women's Institute Adds to

Red Cross Funds. THEDFORD, Feb. 26 .- The Women' The money is to buy goods to work up for Red Cross purposes. The inup for Red Cross purposes. The institute purposes holding another 10-cent tea next Saturday in the Tudors block for the same purpose.

Roy Elliott cut his head on Saturday. While cutting wood his axe caught and struck him on the head.

Abraham Traver had a very narrow escape on Saturday while driving along by the stone school house coming into town. His horse shied and broke his cutter and threw him out. He escaped with only a few scratches.

LECTURE ON HEALTH ONE OF BEST YET DELIVERED

Filled full of common sense hints, yet forimming over with humor, Professor Alexander's lecture last night at St. Peter's Parish Hall on "Health" was one of the best yet delivered.

Properly-balanced diet, sensible sanitation and suitable exercise would produce not only good health, but good morals, as well, he said. Tonight he lectures on "Intellectual Benefactors," while Wednesday evening he gives his great lecture on "Love, Courtship, Marriage and Jealousy," and from indications the house will be crowded.

Tire Repair Depot MUSIC FOR YOUR PLAYER-PIANO. When you get tired of the music rolls you have been playing so long on your player-plano call at the plano ware-rooms of Ye Olde Firme of Heintzman & Co., Limited, 242 Dundas street, and hear some new ones. They have some beautiful player music, and at most at-tractive prices.

DR. MORIN'S KIDNEY TONIC

Taylor's 6 Cut-Rate Drug Stores

#### ONCE YOU'VE **BOUGHT**

advertising space, your vital concern should be to fill it with matter that will bring back your money with

Federal Advertising Service

Telephone 5482. Dominion Savings

#### AMATEUR STARS OF FILM WORLD DRAW CAPACITY HOUSES

Presentation of "Adventures of Dot" Crowds Majestic.

To say that all those who took part ere stars would be to exaggerate, ut undoubtedly material from which im artists can be developed was here, and when it is considered that nere was practically no rehearsal the resentation is most commendable. Each of the performers as they made neir "moving picture" bow to the pectators received a salutation which little doubt as to their popularity.

"Dot" Capably Portrayed. Miss Lena Shortt, portraying the lifficult role of Dot, was exceptionally Aided by much amateur exence, her interpretations surpassed n the character of Dexter Munro, re-Miss Jean MacGregor and Miss Gladys time. proving exceedingly capable.

Local Members Add Interest.

In addition to the roles being taken y popular young Londoners, interest there never was such a thing as added by the many local touches.

An interior view shows Munro at work in the editorial rooms, at the first colleague, who had drank well, tis copy is taken from his typewriter to the composing room where it is sushed into type by the humming linotype machines. The lead plates are made for the press and the papers are

the discovery of the explosive. They the intoxicants.

Understand also, "Layman." that

when a small building is blown up to of liquor. when a small building is blown up to impress London's city fathers.

Dot is kidnapped and carried away in an auto. Her little sister (Mildred Kelly) riding on the spare tire at the rear of the machine, learns where she is imprisoned, and leads detectives and impression the present article has, but he seemed to choose the one a hundred and first way probably just in the seemed to choose the one as imprisoned.

imprisoned, and leads detectives and Dexter Munro to the spot, but the plot-Institute tea on Saturday netted \$18. ters escape in a motor car.

The money is to buy goods to work. The detectives follow and a thrilling race ensues which ends in the leading

car plunging over a cliff and killing Serge Renovitch.
London's fire-fighters answering a call, the 149th Battalion on parade and

the 63rd Battery passing down Dundas streets are other interesting features. In Line With Majestic Policy.
The latest enterprise of the Majestic in line with the policy laid down

by Canadian Theatres, Limited. and Manager T. W. Logan. During Canadian Theatres control of he Majestic, under Mr. Logan's manement, London has come to regard as a type of young businessman who has made "service" his watchword and who has created an atmosphere of quality, in pictures, music and vaudeville, and of courtesy, in the theatre's attitude to the public. All the time Manager Logan has remained in the background, seeking no publicity, but putting his whole effort, his time and England requesting the release of Staff his enthusiasm to the task of making Sergt. F. A. Anstie of No. 8 Company

volves the selection of him programs for the big London syndicate's great chain of houses. It is said among moving picture men that "Mr. Logan has tried them all." In the career of the Majestic every star of filmland has had his condition is reported as serious. At Victoria Housial bar all has been serious.

BY WILLIAM T. GREGORY, Chairman Recruiting Committee, Leamingtor LEAMINGTON, Feb. 26.—Several

years ago the writer, with others, advocated the formation of boys'

corn clubs in the state of North Carolina, the results of which have

been to increase the corn production of the state from fifty to one hun-

dred per cent.
In view of the fact that Canada

and the Empire now face a threat-ened food shortage, which has be-

come a problem of national import

ance, do you not think it would be wise to form boys' potato clubs in

all cities, towns, villages and ham-lets throughout the Dominion?

Patriotic citizens could supply the seed, and have the land prepared for planting. Prizes should be offered for the greatest yields. In this man-

ner all vacant lots, backyards, untilled gardens, etc., could be utilized

Wm. T. Gregory Rises To Suggest

Boys' Potato Clubs for Canada

organize them.

Leamington's Live-Wire Patriot Wants Production Increased

by Scheme That Has Great Practical Appeal

## ROWAT'S Pleases People Who Are Particular. 50c per pound COFFEE T.A.ROWAT & CO. 250 Dundas St. Phones 3051-3062.

of Lasky, Famous Players, Triangle, Greater Vitagraph, World-Brady and other producers, is described by men in the "game" as the strongest combination in Ontario.

CAST AN EXCELLENT ONE

Work Shown Up by Screen
Is Regarded as Most
Meritorious.

Mary Pickford in her most popular role never drew larger crowds than those which thronged the Majestic Theatre yesterday to witness "The Adventures of Dot," portrayed entirely by local artists, and filmed in and around London. Furthermore, Mary Pickford. Francis X. Bushman or Beverley Payne never presented a more enjoyable performance.

To say that all those who took part

#### VOICE OF THE PEOPLE

A Reply to "Layman." To the Editor of The Advertiser:

"Layman's" article regarding the Weekly no doubt is an excellent at- and to assess the other 30 per cent of tempt to put forth the proper interarience, ner interpretations surpassed of many actresses who have been een in film plays here. The opposite een in film plays here. The opposite good intentions but all the way through but they bitterly oppose locating the road as has been proposed, through the it savors of favoritism and advocaorter for The London Advertiser.

Jack Nopper, as Serge Renovitch, eader of an anarchistic band, proved limself to be quite capable of handling man" has never been to the old land, he part. The lady members of his to encounter personally conditions that of plotters supported him well, exist there either in peace or war

Liquor traffic in the British Isles, right proving exceedingly capable.

-M.-S. H. O. Gibson deserves special particularly in England, was never lention for his brilliant interpretation greater than in North America, commention for his brilliant interpretation of the character of Professor Hassel, scientist and inventor. Sam Munro and Mildred Kelly, as the brother and sister of Dot, played their juvenile roles well.

Not a whit less meritorius than the performance of the leading characters was that of Miss Edyth Nash Hourd, Miss Dorothy Cole, Miss Myrtle Tory, Mrs. Bessie Knight, Miss Florence Pipe, Miss Vera Blanchard, Miss Pearl Lewis Mrs. Bessie Knight, Miss Florence Fipe, seven and a nair millions—more than Miss Vera Blanchard, Miss Pearl Lewis the population of the whole of Cannot Charles Brown.

by popular young Londoners, interest is added by the many local touches. Opening with an exterior view of The Advertiser office, the picture portrays the scoring of a "scoop" by Dexter Munro. Newsboys breaking out from the office with the "extras" under their Did you never hear of a perfectly good young man, who had voluntarily office with the "extras" under their good young man, who had voluntarily enlisted, being awakened at a very late hour of the night by some not wisely, causing the perfectly a young man to become seriously venienced by the upheaval of his colleague's stomach? Yes, of course yo did, yet you frankly and openly state that the surroundings and living conbeing passed, freshly printed, that the surroundings and living conthe big machine for distribution to to our brave soldier boys, many whom "left pure Canadian homes."

Dexter's story, which he secures exclusively for his paper, deals with the discovery of a powerful explosive by Professor Hassel. He secures his information through his friendship with Dot, the professor's daughter, to whom he becomes engaged shortly afterward. The betrothal scene proved exceedingly popular on Monday night, and promises to be one of the leading features throughout the week.

Anarchists, in their headquarters at Anarchists, in their headquarters at naturally the prevailing "Like-father, Whit Lancaster's boathouse, read of like-son" instinct remains, even unto

Mayor Stevenson receives a threat destroy the city half—(loud applause at this point)—but refuses to be terrorized by the anarchists. A realistic explosion is pictured on the outskirts of the city when a small building is blown up to

and continued the stated has, but he seemed to choose the one hundred and first way, probably just because it savoured of that particular spirit that "gets" the English people. "Layman" (and mark you, by perfect it is meant there must be nothing that could not be referred to as being of strict moral character), then tell don't try to pluch the coher fell. of the other fellow's eye; just London, Ont., February 26, 1917.

#### TO SECURE RETURN OF SOLDIER TO HOME HERE

S. F. Glass, M.P., Cables for Release of Father of Stricken Children.

S. F. Glass, M.P., yesterday cabled to the Canadian army headquarters England requesting the release of Staffthe Majestic an institution for which the public had a real affection and in whose children have died in Victoria which it had a real confidence.

Manager Logan has won a reputation

Hospital from scarlet fever. Mr. Glass,
whose aid was solicited by Rev. Dr. D.

his or her opportunity to win permanent favor. The present program, entertained, however, for its recovery.

to good advantage. In fact, many

towns have enough vacant lots to

feed the people. This rivalry among

the boys will also result in the same

among the farmers, and in this man-ner the food production of the coun-try can be greatly increased. I be-lieve the boys of Canada can help

solve the food problem. Let us

The Advertiser commends most

The Advertiser commends most heartily the patriotic suggestion of Mr. Gregory, which he telegraphed to this office last night. We would be glad to receive the opinions of others in the district in the matter, which again demonstrates the practical value of this his hearted all.

for-the-cause Leamington man to the country in which he has made his home, with results in recruiting and public benefit that can scarcely he estimated.

### MIDDLESEX FIGHTS TO SECURE ROUTE OF PROPOSED ROAD

County Council Will Present Claims for the Toronto-Windsor Highway.

SPECIAL MATINEE HELD

City Backs Up County in Claim and Controllers Will Support Deputation.

Middlesex County, backed by the city of London, as represented by the board of control, will fight for its rights to be included on the route of the proposed Toronto-Windsor highway, which, it is planned. will eventu ally run from the American border to Montreal.

A special session of the county counvening to consider the proposal, and he councillors leave today for Toronto present the case of the county to ne Provincial Government.

Last night a special joint session with the city board of control was held and the city representatives will like vise go to Toronto to back up the

London and Middlesex are regarded as he logical locations for the route to Windsor. The Government plans to pay article of Dr. Flanders in the British 70 per cent of the cost of the highway road, as has been proposed, through the counties to the south of London. The contention is that the road is ollowing the lake shore front via St. Thomas and other more southerly localties, would serve only the southern trip of Western Ontario. By following the London-Middlesex route atre of the district would be traversed and the whole peninsula benefitted rather than a meagre portion.

#### DISTRICT CASUALTIES

PRISONER OF WAR.

LONDON. J. J. McGarman, 527 Hill

WOUNDED WOODSTOCK Corp. A. T. Smallman GALT. Pte. W. R. Smith,

SERIOUSLY ILL Trooper J. J. Ruddy, 509 St. James

#### PREPARING FOR GREAT ADVERTISING CONVENTION

London Club Sending Delegation to Meeting at St. Louis.

membership' campaign for Louis Advertising conven-nich opens June 3, next. Whit Lancaster's boathouse, read of the discovery of the explosive. They obtain some of it by threats to expose the professor as a prisoner escaped from Borovia.

Threat to Destroy City Hall.

Mayor Stevenson receives a threat destroy the city hall—(loud applause at this point)—but refuses to be terrorized by the anarchists. A realistic explosion is pictured on the outskirts of the city when a small building is blown up to

A proposition to increase the minimum weight of a loaf of bread from 12 to 16 ounces will be considered in the Legislature shortly, and it will be strongly opposed by the bakers of this city. They want the act amended to allow them to stamp the weight of the bread on the label, or they desire that no changes be made at all.

The trades and labor council not long ago decided on a two and a four pound loaf, but there is some probability that it will suggest a one-pound or a two-pound loaf as the standard. The matter will be taken up later. There promises to be a lively debate on the problem.

EVERYBODY'S ORCHESTRA. the public had a real affection and in which it had a real confidence.

Manager Logan has won a reputation in professional circles. His task involves the selection of film programs for the big London syndicate's great the selection of Sergt. Anstie to his home that a real confidence.

MISIC, call at the Victrola Parlors of Ye Olde Firme of Heintzman & Co., Limited, 242 Dundas street, and hear some dance records played. With a Victoria professional circles. His task involves the selection of film programs for the big London syndicate's great here.

PATRICK—SMITH.
Mrs. Mary J. Smith, 708 Waterloo street, London, announces the marriage of her eldest daughter, Alice R., to Mr.

### ALMOST ANY PERSON IN ANY PROVINCE

Will Tell You of Kidney Troubles Cured by Dodd's Kidney Pills

Manitoba Man Who Found Quick Relie?

Says Everybody Should Use Dodd's Kidney Pills. Janow P. O., Man., Feb. 26-(Special). - "My backache left me, the noise in my ears ceased, and I regained my appetite." That's what Jacob Melnychuk, a well-known settler here, answered to the question, "What have Dodd's Kidney Pills done for you?"

Pills done for you?"

"I felt better after I had taken the first box," he added. "I am not able to say enough for them. Everybody should use Dodd's Kidney Pills." This is just one of the many testi-nonials to Dodd's Kidney Pills that are heard all through the west. They are no experiment. They cure kidney disease. They have been doing it in all parts of Canada for over a quarter of a century. Ask anyone anywhere and he will tell you of some case of backache, dropsy, rheumatism, dia-betes, heart disease or Bright's Disease Dodd's Kidney Pills have cured,

# THIS IS THE LAST WEEK OF THE BIG



Do not fail to see the Bargains. This will be your last opportunity to buy Wedding Presents and Card Prizes at just one half the regular price. We will have New Bargains on our tables every day this week. A trip to our store will well repay you. Below are listed a few of our many Bargains.

SEE OUR NORTH WINDOW AND BARGAIN TABLES ON MAIN FLOOR AND IN BASEMENT FOR ARTICLES AT HALF PRICE.

#### Diamonds Half Price This will be the last list of half-price

\$10.00 Lady's Ring ......\$5.00 \$20.00 Lady's Three-Stone, 1 emerald, 2 diamonds .....\$10.00 \$50.00 Lady's Cluster Ring .....\$25.00 \$60.00 Lady's Three-Stone Ring, \$30.00 \$80.00 Lady's Three-Stone Ring, \$40.00 \$90.00 Lady's Four-Stone Ring, \$45.00 \$90.00 Lady's Diamond Cluster, with amethyst centre ........\$45.00 \$100.00 Lady's Diamond Cluster, \$50.00 \$100.00 Gents' Round Belcher Ring .

\$120.00 Lady's Tiffany Ring ....\$60.00 \$120.00 Lady's Marquise Ring...\$60.00 \$160.00 Gents' Flat Belcher Ring, \$80.00 \$250.00 Lady's Marquise Ring. . \$125.00 \$140.00 Diamond Cluster Scarf Pin, with cinnamon diamond centre, ...

\$50.00 Diamond Cluster Scarf Pin, with opal centre ...........\$25.00 \$130.00 Black Onyx and Diamond Scarf Pin ......\$65.00 1 dozen Diamond Rings, Special at \$4.00 We will refund the money on any of the above Diamonds within one year of the date of purchase, or exchange for full value at any time:

#### Umbrellas and Canes at Half Price

\$5.00 Lady's Umbrella, straight handle, with sterling mount ......\$2.50 \$5.00 Lady's Umbrella, crook handle, sterling mount ......\$2.50 \$7.00 Lady's Umbrella, straight handle, sterling mount .....\$3.50 \$12.00 Lady's Blue Silk Umbrella, pearl handle with gold mount ..... \$6.00 \$5.00 Gent's Umbrella, with sterling mounted handle .....\$2.50 \$6.00 Gent's Umbrella, 5th avenue roll. sterling mounted handle .....\$3.00 \$7.00 Gent's Umbrella, with sterling mounted handle ......\$3.50 \$7.00 Gent's Umbrella, with gold mounted handle ......\$3.50 \$10.00 Gent's Umbrella, with sterling handle .....\$5.00 \$14.00 Gent's Umbrella, with sterling \$3.00 Cane, with sterling mount, \$1.50

#### Watches at Half-Price

\$5.00 Military Wrist Watch, for .. \$2.50 \$8.00 Wrist Watch, full luminous dial, lever escapement .....\$4.00 \$9.50 New York Standard Wrist Watch \$10.00 Lady's Small Stop Watch, \$5.00 \$10.00 Military Wrist Witch, full haminous dial ......\$5.00 \$12.00 18-size New York Standard Stop Watch ......\$6.00

\$50.00, one only, Lady's Solid 14k Wristlet Watch, hand engraved.... \$50.00, one only, Lady's Octagon, Handengraved, 10k Solid Gold Watch...

\$50.00 Gent's Commercial Standard, 17jewel movement, in solid 14k case, for .....\$25.00

#### Silver Plate at Half Price

Silver-Plated Bottle Hoods, suitable for pickle or milk bottles. Regular \$1.50, for ......75c 5 only half dozen \$2.75 Dessert Forks, 

Louis ......\$1.50 3 only half dozen \$3.00 Dessert Spoons 1 only half dozen \$3.00 Dinner Forks 

......\$1.50 4 only half dozen \$3.00 Dinner Forks, beaded .... \$1.50 2 only half dozen \$3.00 Dessert Spoons, beaded ......\$1.50

3 only half dozen \$3.00 Dinner Forks.

# Spectacle Specials

Only a few pairs left. Sell regularly for \$3.00 and \$1.50 \$3.50, going at, pair... \$9.00 Sterling Silver Lorgnette, \$4.50 \$10.00 Gunmetal Lorgnette ...\$5.00 \$24.00 10k Solid Gold Lorgnette.

...... \$12.00 \$6.00 Cane, with gold mount....\$3.00 POSTOFFICE OR EXPRESS MONEY ORDER MUST ACCOMPANY ALL MAIL ORDERS

WE POSITIVELY WILL NOT SUPPLY THE JEWELRY TRADE AT ABOVE PRICES Special Discount of 20% Off Everything in the Store

# C. H. WARD &

# Johnston & Murray JUST ARRIVED

very newest. \$6.00

Women's Black Calf English Walk-

ing Shoes, with white kid tops; the

with high Louis heel. "It's a beauty." \$7.00

Women's Black Kid, champagne top,

COME IN AND SEE THESE LINES

