

The Human Factors—

Of course there are human factors in a telephone call—and to err is human.

Over 52,000 calls are made in London daily. If only one error is made in each hundred calls—if we are 99% perfect (a high average indeed)—there will still be 520 wrong numbers a day.

But we are always striving after better service; we are not content with the best record our experience can show.

And you can help. We will tell you how!

The Bell Telephone Co. of Canada

"Good service * * * our true intent."

—Shakespeare



An advertisement by The Bell Telephone Co. of Canada. Will you please read it, and others of the series to follow?



The Largest Stock of Victrolas and Records

Backed by the "BEST SERVICE"

A PLEASURE TO PLAY THEM FOR YOU.

HEINTZMAN & CO.

242 DUNDAS STREET



It's a Long, Long Time

(Since I've Been Home)

Is on Victor Record 18196.

You will enjoy this spirited song that will make you think that "home" is a mighty nice place to go back to. Irving Kaufman sings it. On the reverse side of the record is "I'll Wed the Girl I Left Behind"—you can hear the drums and fifes in this one.

There are thousands of others on the ten-inch, double-sided Victor Records at 90 cents for the two selections.

A few specially chosen for you.

When You Hear Jackson Moan on His Saxophone	Billy Murray	18213
Naughty! Naughty! Naughty!	Marguerite Farrell	
My Waikiki Ukulele Girl	Irving Kaufman	18202
My Hawaiian Sunshine	Albert Campbell-Henry Burr	
Highlanders! Fix Bayonets!	Edward Hamilton	17775
Soldiers of the King	Herbert Stuart	
When Your Boy Comes Back to You	Band of First Regiment, Grenadier Guards of Canada	216007
Here's to Tommy	Band of First Regiment, Grenadier Guards of Canada	
Twelve-inch, double-sided Victor records		
Peer Gynt Suite—Part I, "Morning"	Vesella's Italian Band	35597
Peer Gynt Suite—Part II, "The Death of Ase"	Vesella's Italian Band	
The Big Show—One-Step	Victor Band	35587
She is the Sunshine of Virginia—Medley	Victor Band	
One-Step		
Two Exquisite Red Seals		
Where is My Boy To-Night	Louise Homer	87264
Rigolotto—Caro nome	Galli-Curci	74499

Hear them at any "His Master's Voice" dealers'

Write for free copy of our 450-page Musical Encyclopedia listing over 6000 Victor Records.

Berliner Gram-o-phone Co., Limited

9 Lenoir St. Montreal

DEALERS IN EVERY TOWN AND CITY ONE PRICE FROM COAST TO COAST VICTOR RECORDS—MADE IN CANADA LOOK FOR "HIS MASTER'S VOICE" TRADE MARK

"His Master's Voice" London Dealers Mason & Risch, Limited, Heintzman & Co., Limited.

MASON & RISCH LIMITED

THE HOME OF THE VICTROLA
248 DUNDAS ST.

THRONGS AT LYRIC WATCH CANADIANS RUSH COURGELETTE



Dash Across No Man's Land Thrills Big Crowd.

GREATEST FILMS MADE

Realism of Fierce Attack Is Brought Vividly Home to Onlookers.

Although shown almost continuously since Monday, the motion picture of the battle of Courgelette, in which Canadian troops played such a prominent part, are still a centre of attraction to hundreds of London people at the Lyric Theatre.

This is accounted for perhaps by the fact that the men seen in the greater part of the pictures are Canadians, and of them in the illustrations to which men from London and this district have gone. It has become almost a duty on the part of everyone who has a relative at the front to see these pictures of the boys in action, for they show them in action, not the hand-to-hand, bayonet-at-a-chance, close-quarters stuff, which appears in the illustrated supplements of American papers, but in "action" as it is in modern warfare. Right up to the front line trenches the pictures transport the spectators, so close at times that the figure of one man will shut from view the remainder of those in the trench. One can see the bayonets drawn and fixed firmly and surely to the rifles, the slow tightening of the muscles, the grim set of the jaws as the men wait for the word to "go over."

No Man's Land.

No Man's Land looks desolate. Shell-torn and cut here and there by evicting and trench, it produces a feeling of utter desolation, and at the same time one of wonder at the ability of man to charge and break and overcome. The Canadian troops did it, as the pictures following the ongoing lines of the German positions conditions are even worse. Water over a foot deep covers muddy ground into which men sink to the knees. Through the centre runs barbed wire entanglements. Surmounting even these difficulties the face of German fire the Canadians broke through to Courgelette and victory at that point of the line. Precocious notions of neatly uniformed troops, marching with flags waving and drums beating, marching in a town beset with German snipers and summer flowers, are destroyed. The terrible effect of the German fire is shown in the picture of a German soldier's capture by the British troops. There is little to mark it as such. A few shelled stumps of trees indicate that they at one time shaded an avenue, but of dwellings or buildings not a sign remains.

Stirling Scenes.

One goes back to the engines which caused this destruction to what is undoubtedly one of the most stirring parts of the film, the commencement of the great bombardment of the German lines. By artificial screens, the big monsters work unceasingly, pouring destruction upon the German positions. Others join in to assist them. Resting men rush suddenly at the word of command to uncover guns which heretofore have been hidden beneath dense piles of brush and leaves. They are ready to fire in a minute, and then, with clocklike regularity, the puffs of smoke which they are playing in the big game. Each man carries out his part perfectly, and not a second is lost from the time the firing chamber is "swabbed" until the moment the gunner jerks the firing cord.

The Famous Seventy-Fives.

In comparison with these are the smaller, but rapid; the smoke hardly clears from their muzzles before the next shell goes screaming forth. Behind them is the long line of men that serves them. The shells pass rapidly from man to man and pour in an unceasing stream into the gun. Further behind the front line still are seen the preparations for the big offensive. Quite unconcernedly men sit among the trees, waiting for the word of service. Others work steadily at the filling of the gun clips, while gunners look to the transportation of the munitions to the front line. The conditions in places that horse-panniers have to be employed to transport the shells ten at a time to the firing line. Another interesting feature of the great struggle is the work of the flying men. The observation balloon is shown in preparation for ascent. The two air-men climb in, well muffled in their suit of the altitude to which they will ascend, and the balloon starts on its way. Connected by telephone, the observers notify their comrades of the effect of the artillery fire and indicate the necessity of change in range and direction of fire. An aeroplane makes an ascent, and the pilot of this, not having his "ear" anchored, as the observation balloons are, finds another way of receiving information. White strips of cloth are stretched at various angles to each other on the ground, and he is able to read from these his orders. Keeping open communication between the firing line and the base is another important problem, the solution of which is shown in the pictures. Telephones are used where possible, but at times these fail, and the heliograph is called into play. When it is not possible to use these, runners carry the messages back and forth, and at a pinch, carrier pigeons are used.

Tanks Wonderful.

The "tanks," the first great invention of the war, are worth seeing for themselves. They plunge slowly but surely through all obstructions and over all barriers, to the enemy lines. They seem the most terrible, almost superhuman. Painted to resemble the ground, they are at a distance almost invisible so slow is their movement. The pictures are not without their human touches, and the interesting details of trench life serve to convey to those at home the real spirit of the men in France. A game of "house" in a full in the trench, a wash-up with a helmet used as a wash-basin, and impromptu trench concerts, all add realism to the film.

An idea of the vastness of the campaign is conveyed by the movement of the supplies. Wagons and automobiles carry away huge quantities of munitions and food stuffs from a store so vast that it does not seem to be affected by the steady, unceasing movement of the campaign. The steady, unceasing movement of the campaign depicts as nothing else can the vastness of the great fight for liberty.

WANT BULK SALES ACT MADE GOVERNMENT BILL

TORONTO, Feb. 22.—George F. Henderson, Ottawa, headed a deputation this morning to the attorney-general regarding the bulk sales act. The object of this act is to prevent the fraudulent disposal of property to defeat the claims of creditors. Last year the bill was introduced because the real estate market was so depressed that it was not possible to sell property. Now, however, Mr. Henderson claims that the wholesale and retail men have got together and see the benefit of the act, and they are asking that this bill be a Government measure.

RETURNED MEN THANK THOSE WHO STAGED PATRIOTIC SKETCH

Hearty Vote of Thanks Passed at Meeting Last Night.

IMPOSTORS SOLICITING

Citizens Urged to at Once Report Cases to the Police.

At a special meeting of the Returned Soldiers' Association in the clubrooms last night an excellent entertainment was provided for the men who took part in the sketch recently put on in the Majestic Theatre.

On motion of Comrade W. Garlich, seconded by Comrade E. Ball, a hearty vote of thanks was tendered to S. J. Meredith for his kindness in assisting with the staging of the playlet at the Majestic Theatre.

A similar motion was passed in favor of Comrade Joseph, on motion of Comrade J. Fones, seconded by A. C. Graham.

Sergt. Rawlings and Vice-President A. Williams were the movers of a vote of thanks to Battalion Sergt.-Major C. S. Woodrow, Sergt. S. R. Davies, Armorer-Sergt. E. Edmonds, Sergt. Stubbs, Corp. W. D. Ross, Sergt. F. A. Connolly and the detachment of twelve men of the 14th Battalion who took part in the sketch. Sergt. Joseph, Pte. John E. Grieves, Pte. Thomas Saberi and Q. M. Sergt. Griffiths were also included in the motion, which was carried unanimously.

Manager T. Logan and the staff of the clubrooms were also thanked for the sincere thanks of the association for their co-operation during the staging of the playlet.

Did Good Work. Lieut.-Col. Coles, who presided, in putting the motions, thanked Mr. Meredith for his kindly interest in the work on behalf of the association. He referred to the work of Mr. Meredith and the other men who took part in the sketch as most praiseworthy, and he asked that these motions be recorded in the public should be satisfied that they might be something to look back upon in time to come. He was very glad to be able to announce that the amount obtained from the sketch, after all expenses were paid, was \$265.

This would mean a handsome addition to the bank account of the association.

Sergt.-Major Woodrow, on behalf of the boys of the 14th, thanked the members of the association for their good wishes, and stated that they would be glad at any time to do anything they could to further the interests of the association. His commanding officer had told him to do everything that he could for the boys, and he and his men had only obeyed orders, and they were glad that the results were so good.

The best of the association, that of the association that three or four men were soliciting orders for photographs of the boys, and that they were glad to see the citizens of London as returned soldiers. The association is anxious to see the boys, and if there is any doubt, the soldier's discharge papers should be demanded. It was announced during the evening that the sale of tickets for the large silk skirt netted \$68 for the benefit of Alex. Ritchie, who has been ill for some time. The flag was won by Sergt. F. A. Connolly, 14th Battalion.

Among those on the program were Sergt. Davies, Corp. Ross and Sergt. Edmonds, who were heard to good advantage in songs, and Sergt.-Major Woodrow, who contributed several numbers on the piano.

PARKHILL, Feb. 22.—The Junior Red Cross Circle, composed of sixteen young girls, put on a play, "Aunt Maggie's Will," Tuesday night. The play was a great success, all the girls acquitting themselves creditably. Sergt. Gordon McCall, 24th Scottish Borderers, and Capt. George W. Racey, M.D., of the R.A.M.C., were also on the program. A bit of music, and a beautiful player piano, and at most attractive prices.

MUSIC FOR YOUR PLAYER-PIANO. When you get tired of the music rolls you have been playing so long on your player-piano call at the piano warehouse of Y. O. Old Firm of Heintzman & Co., Limited, 242 Dundas street, and hear some new ones. They have some beautiful player piano, and at most attractive prices.

YV-MAR20

Wall Paper Sale

Tomorrow and All Next Week

Our Half-Price Wall Paper Sale continues. Thousands of rolls to offer in all the newest effects in plain textures and blends, with cut-out borders to match. Tapestries and hundreds of beautiful bedrooms and varnished tiles.

All to be cleared at practically half price.

Colerick Bros.

212 DUNDAS STREET

For some time. The flag was won by Sergt. F. A. Connolly, 14th Battalion. Euchre games, songs, piano and phonograph selections followed the business session, and during the course of the evening an excellent luncheon was served.

Among those on the program were Sergt. Davies, Corp. Ross and Sergt. Edmonds, who were heard to good advantage in songs, and Sergt.-Major Woodrow, who contributed several numbers on the piano.

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who is now in No. 1 Convalescent Home, London, was presented with \$150. Dorothy Barker, daughter of Lance-Corp. Barker, who was killed in France, Mary Dowson and Dr. Lacey took part in this interesting event.

Lillian Ulen, daughter of Lieut. Ulen, and Laura Cavanaugh, who has a brother in the 63rd Battery, Shorncliffe, led a drill, which received many compliments.

O. A. Baird and Homer Hawkey of Parkhill enlisted in the 63rd Battery this week.

Harry Frie, teller in the Bank of Commerce, was turned down as physically unfit.

YV-MAR20

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DISTRICT CASUALTIES

DIED
LUCKNOW.
Pte. Cleveland Atchison.
WOUNDED
LONDON.
Pte. J. R. Arnold.
Sergt. H. L. Winegarden.
SERIOUSLY ILL
KINGSTOWN.
Gunner S. R. Balkwill.
SUCCESSFUL TEA.
THEBROOK, Feb. 21.—The Women's Institute tea, held here on Saturday, was a decided success. The proceeds were \$14.50.

TRAFFORD'S

ANNOUNCE THE THIRD

House Furnishing Club

A Unique Feature in Our Annual February Sale
To Open Saturday, February 24
(Limited Membership of 100)
THE CLUB PLAN MEANS JUST THIS: That you pay at once only a small percentage of the cost of your Furniture or House Furnishings—the rest of the purchase being arranged for in convenient payments, without one cent of interest or other charge for accommodation.
TRAFFORD QUALITY AND THE TRAFFORD GUARANTEE insure absolute satisfaction, and selections can be made from one of the largest stocks we have ever carried. Whether it be one article, a suite, or a house full, we are certain we can satisfy and delight you with the choice here.
MAKE APPLICATION FOR MEMBERSHIP ON SATURDAY—You may take your time then in choosing the goods you want.

HOW WE CAN DO IT.
By grouping a large number of transactions and dealing with them together within a fortnight, we are enabled to let members choose their merchandise now and yet defer their payments. Adhering to our policy of one price to all, and that the lowest, we offer Club Members their goods at this store's close cash prices, or at the special sale prices in effect during this month of February in a great many lines.

THESE BARGAIN SPECIALS ARE OPEN TO EVERYBODY, CLUB MEMBERS AS WELL AS OTHER CUSTOMERS.

Six Specials For This Club in Dining-Room Sets
EACH SET CONSISTS OF BUFFET, CHINA CABINET, EXTENSION TABLE AND FIVE SMALL AND ONE ARMCHAIR, UPHOLSTERED IN LEATHER.
1—One Set, Colonial design, quarter-cut, fumed oak \$87.00
2—One Set of Jacobean, quarter-cut oak \$97.75
3—One Set of William and Mary, quarter-cut oak \$120.00
4—One Set of William and Mary, quarter-cut oak \$129.00
5—One Set, Walnut, Jacobean design \$198.50
6—One Set, Walnut, Queen Anne \$208.00
By leaving out the China Cabinet the prices can be reduced \$20.00 to \$45.00, according to quality.

Brass and Iron Beds
Iron Beds, strong and durable. At \$3.50
Iron Beds, popular design. At \$5.90
(Both of the above kept in stock in all sizes.)
Iron Beds, 4 ft. and 4 ft. 6 in. sizes, large 2-inch posts, in special finish. Favorites at \$10.50
One only, Brass Bed. At \$12.00
One only, Brass Bed, special at \$20.00
Six Special Brass Beds, 2-inch posts and 2-inch fillers. Special value at \$25.00

Mattresses
One dozen to clear at \$3.45
A large stock of Mattresses, in art ticking, at \$4.50
Six only, Soft, All-Wool Mattresses. Special at \$6.75

A LARGE SHIPMENT OF COUCHES HAVE ARRIVED. THEY WILL SUIT ALL TASTES AND ALL PURSES
Agents for Ostermoor Mattresses

Other Specials in Rugs, Linoleums, Curtains, Parlor Suites and Tables, Davenports, Springs, Pillows, Etc.

Wm. Trafford Furniture Co.

129 DUNDAS STREET. 11 MARKET SQUARE