ADVERTISING CLUB HEARS DETROIT MAN ON 'BETTER LETTERS'

Instructive Address by Louis Balsam, Direct Mail Publicity Expert.

More than two hundred people, including both men and women, gathered around the tables in the dining-room of the Tecumseh House Tuesday evening, when the London Advertising Club gave its usual monthly dinner. The gathering was addressed by Louis Balsam, secretary of the Direct Mail Advertising Association in Detroit, on the subject of "Better Letters."

It is safe to say that every person present, whether a member of the club or a guest, derived much benefit, as well as enjoyment, from one of the most forceful, straight-from-the-shoulder and practical business talks that has ever been delivered before a local organization. Mr. Balsam dealt with the problem of letter-writing from every angle. He told of its great importance, especially as a connecting link between the advertising and the sales forces, of its common misuse, and then told how it could be made a powerful factor in the business world.

Analyzed Examples.

Wasting little time in formalities, with a huge pile of actual letters exemplifying weaknesses and strong points, he struck into the heart of his subject, tearing to pieces the usual, mediocre, cold and therefore harmless sales and business letter sent out by the average business houses. After pointing out the various shortcomings of the art, he then began a constructive talk on "Better Letters."

"Only about eleven months ago," he said, "people were in the midst of a spending orgy; mechanics and laboring men rode in fashionable cars, and wore silk shirts and other expensive clothing. But it is all changed now, and perhaps those conditions will never come back. Yet there are many firms in Canada who do not realize that the change has come. They still carry on a haphazard business, especially in their correspondence, and they wonder why business does not continue to come in.

A Wall of Thrift.

"All over the continent," Mr. Balsam continued, "a wall of thrift during the past year has been built up among the buyers. The public is waiting for the bottom to fall out of the market, and purchasers have built about them an almost impenetrable wall of buying resistance. Advertisers seek to devise new ways of scaling the wall, or of breaking through, yet nearly all of us in a mad haste to find new and startling tricks have overlooked the unassuming but tremendously influential every-day letter."

Most letters, the speaker claimed, were little better than wet blankets filled with negatives, breathing pessimism and destroyers of the buyer's confidence. Day after day, he said, letters were sent out by thousands of concerns, which not only destroyed good-will and repelled prospective customers, but did an allround general harm which reacted unfavorably on business for many months. One poor letter would destroy all that had been accomplished by years of constant building.

"On the other hand," Mr. Balsam said, "comparatively few concerns that have paid particular attention to this problem and have applied real brain power to the work, have been reaping the finest kinds of results. These results have not only been in dollars and cents, but in added good-will that has in many instances literally put these concerns on their feet.

Some Letters Do Harm.

"When those of us who have studied this problem, meet, day after day, countless instances of the miserable botches that are being made by average business letters, and realize that good letters—the ones that bring the business and create good-will—could be produced for even less money than those doing real damage—is it any wonder that we feel need for intelligent attention to our daily correspondence?

"So long as we continue to send out letters that seem as though they were ground out by machines, and intended for automatons; so long may we expect our letters to receive the same colorless, lack luster results."

Indifference, the speaker claimed, was the greatest fault in letter writing. Letters must be filled with the human touch, with sympathy between man and man. With little care, he continued, letters could be made to straighten many pathways and to smooth out many rough spots.

Four Fundamental Rules.

He gave four fundamental rules which he said were necessary before results could be obtained. They were:

1. "Never employ a letter-writer or write letters personally unless the writer of the letter loves the work in which he is engaged." One must feel that the letter is to benefit the person to whom it is addressed before it could be really effective, he said.

2. "One must visualize the person to whom the letter is written." By this he meant that one must sympathize with the views of the person to whom the letter was addressed. Heavy, dull letters must not be sent to a person of sensitive refined nature and vice versa. It was worth while, he said, for employers to teach young correspondents to visualize.

3. "Simplicity." When all other things had been considered, simplicity would win every time. Letters, he said, did not have to be literary in style and they must not be stilted.

Avoid the Spectacular.

4. "Letters must be free from all that is spectacular." One might as well burn the rugs in the office of the person one sought to interview, he claimed, as try to attract attention by starting letters with fireworks.

Mr. Balsam answered many questions at the conclusion of his talk.

The meeting was also addressed briefly by W. A. Lydiatt, editor of Marketing. He commended the Advertising Club for its good work.

As the result of a resolution passed unanimously, the club will make a grant of $50 towards the cost of formulating a purely Canadian advertising association. By linking up the different Advertising Clubs throughout Canada, it is believed that a stronger Canadian organization can be built up.

A musical program was provided.

DODD'S KIDNEY PILLS
FOR ALL KIDNEY DISEASES
RHEUMATISM
BRIGHT'S DISEASE
DIABETES BACKACHE
No. 1087 THE PROPRIETORS

EARLY CLOSING DEPENDS UPON PUBLIC SUPPORT

Grocers Are Making Practical Experiment—For Benefit of Employees.

The early closing movement among the retail grocers of London underwent its initial trial last Saturday night. About half a dozen or more downtown grocers closed their establishments at 7 o'clock, and about the same number in the east end of the city closed at the same hour.

The resolution to close on Saturdays at this hour was arrived at after the matter had been fully discussed at a recent meeting of the Retail Grocers' Association, the object being to shorten the hours of the employees, and to make the work less strenuous for all concerned.

In conversation with The Advertiser today one of the downtown grocers, who closed according to the agreement, said that if the public did not support the early closing movement it could not succeed. "It is up to the people to do their shopping at an earlier hour than they have been accustomed to do on Saturdays, and if they do this we shall be able to have early closing all right, but if they put off their shopping until after the principal stores are closed, and then patronize those who keep open until a late hour, it will kill the movement. It is up to the public.

"Of course the public has got to be educated in this matter, and it will possibly be difficult to get some people out of the habit of late shopping. But, at all events, we are going to give this thing a fair trial."

PLAINTIFF AWARDED $202 IN NOTE CASE

Suit in County Court Arising Over Trafalgar Street Property.

John M. Chivas was awarded the full amount of his claim in the first case disposed of in the county court Monday afternoon. He was suing Frederick J. Nash for damages for $202.50 paid for, and at the request of the defendant, and interest thereon since March, 1920. The plaintiff claimed that in January, 1920, he made and delivered to the defendant a promissory note, for which he received no consideration. He claims that the defendant promised to pay it when it fell due, but that the defendant negotiated the note, and the plaintiff had to pay when it fell due.

The defendant claimed that the plaintiff purchased some property on Trafalgar street, and that he was to sell it, the two of them to divide the profits equally. Nash claimed that he sold twelve lots, and was about to sell twelve more when the plaintiff decided to keep the property. For the first sale he was paid $800, and said that it was agreed that he was to get $750 to release all interest in the land. The note, Nash claimed, was part of this, and counterclaimed $550, which he said was due.

J. M. McEvoy for the plaintiff; Jarvis & Vining for the defendant.

BIRD NOTES

(Contributed by McIlwraith Ornithological Club.

Even if we had nothing new to report a trip afield on Tuesday morning would have been worth while. Seldom do we have a more beautiful morning in early April, calm, bright and mild. Maples in bloom with bees humming around them, hepatica, blood root and spring beauty beginning to bloom, and bird notes everywhere. The sweet voice of the Vesper Sparrow was specially noted. The first arrival was recorded only a week ago, but this morning they were in every field. A Goldfinch, who had not yet donned all his black and yellow spring suit, was tuning up in a patch of weeds.

When we add to this four new species and a total of 37 varieties, it certainly made us wish that this day were a holiday, so we could spend more time in such pleasant surroundings.

The new arrivals were Tree Swallow, Winter Wren, White-Throated Sparrow and Old Squaw Duck.

The former, with his blue-black back and white under parts, looked like a gentleman in evening dress, as he perched on a limb, above his nesting box at the pond.

The Winter Wren is a cousin of the well-known House Wren. He flits and creeps mouse-like among old roots and stumps in low dark places, and nests in such secluded and apparently uninviting places as the Hamilton road cedar swamp.

The White-throat is perhaps our most handsome sparrow. A few weeks from now a chorus of 20 or 30 Whitethroats with their sweet whistle, "Dear, Dear, Canada, Canada, Canada," will be one of the treats of our morning trips.

The Old Squaw or long-tailed Duck was in the company of some lesser Scaups (Blue Bills) on the pond. These ducks are not good table birds, being fish eaters. A few years ago the fishermen at Port Stanley reported large numbers caught in their nets, and taken to the village to be ground into land fertilizer. A visit to Port revealed a pile of several tons of these ducks, estimated at about 15,000 birds, most of which were taken from the nets at a depth of 100 feet, which speaks well for their diving ability.

We also noted the first spring Ruby-Crowned Kinglet. One of these birds was seen last January, its first winter record for Middlesex. It is a tiny mite, scarcely larger than a humming bird, but has a sweet loud song, strong enough for a bird the size of a robin.

J. R. McLEOD.

CHURCH CONCERT PLEASES

Talented Artists Provide Program Under Dundas Centre Choir Auspices.

The third of a series of concerts given under the auspices of the Dundas Centre Methodist Church choir was held in the church Sunday school room on Tuesday evening. Marley Sherris, baritone, and Leo Smith, 'cellist, were the artists. J. Parnell Morris acted as accompanist. Favorite numbers were: "Chanson in Toreador," "Sonata in G Minor," "You Lay So Still in the Sunshine," "Thou Has Bewitched Me, Beloved," "The Rainbow Child," "Thou Art Risen," "This Is the Island of Gardens," "Little Billee," "O Lovely Night," "Lassie o' Mine," "The Wreck of the Julie Plante," and "Edward."

COLLEGIATE PLANS APPROVED; TENDERS TO BE CALLED FOR

"Great War Memorial High School" Name of New Institute.

Authorization to call for tenders for the new central collegiate was given to No. 3 committee of the board of education by the board at its regular meeting Tuesday afternoon. Plans as drawn by Architect L. E. Carrothers were practically given final approval. No. 3 committee was empowered to deal with some small changes in relation to the biology room. As soon as this detail has been cleared up tenders will be called for, and permanent collegiate accommodation at last will be definitely in sight.

The imposing structure, which will be erected on the former site on the northwest corner of Waterloo street and Dufferin avenue, will be named "Great War Memorial High School." There was considerable debate over applying this lengthy title to the building. Several of the trustees suggested that it was a detail which could be left to a later date. Trustee Hayman objected that this would entail an extra charge for stone carving of as much as $500. An amendment was then moved to make the name merely "Memorial High School." This was lost, and the longer title was adopted.

Curriculum Discussed.

The report on local high school conditions made by G. F. Rogers, provincial high school inspector, was read. He stated that under the circumstances conditions were very satisfactory. Classes at Lord Roberts school have to crowd a five-and-a-quarter-hour daily curriculum into four hours, and as a result some subjects receive scant attention. Other pupils are receiving full time instruction at the former Princess avenue public school. He described this building as a collection of ill-ventilated and ill-lighted classrooms, long ago condemned for public school purposes, and totally unsuited for the work. No suggestion for its continued use after the building program is started, should be tolerated, he said. The commercial high school in the Technical school is the most satisfactory of all. The pupils are receiving full-time instruction in proper classrooms. He recommended the engagement of another teacher for third-year commercial studies next term.

Crowded Conditions.

Crowded conditions at the Pottersburg school were reported by V. K. Greer, inspector of public schools. Fifteen children of school age have been asked to remain at home until the opening of school this year. Mr. Greer said he expected mid-summer promotions would make room for them then, but advised that increased accommodation for the district will be needed in a short time.

To get in closer touch with the work being done by its officials the board decided to ask the school dentist, head school nurses, and heads of other departments to address the board, possibly at a special meeting. It was argued that even the detailed monthly reports do not give the intimate insight into the work which can be given by a personal account. Chairman Coleridge and several of the trustees admitted that they were not as well acquainted as they might be with the work of this nature being done in the schools.

Vocational Guidance.

A grant of $60 was made to the vocational guidance committee of the Y. M. C. A. This will finance the distribution of a pamphlet on vocational guidance amongst the pupils of the senior grades, and bring them in touch with leading members of various professions and trades, who will advise them on training for a career. L. M. Houlding presented the request for the grant, and explained the objects of the committee.

A request from St. George's Society to permit the offering of prizes for essays on St. George's Day was referred with power to No. 1 committee.

WAS JUGGLING WITH DYNAMITE IN OFFICE

Taxi Employee Will Observe "Handle With Care" Advice Hereafter.

A traveler transferring from one railway station to another deposited his grip in a local taxi office on Tuesday with an injunction to the office employees that the grip was to be handled carefully and brought in a car, which was to call for him later at an up-town office. The "handle carefully" advice was not passed on to the relieving employees, and the traveler, changing his plans, returned for his luggage himself, to find another employee about to throw the grip across the room.

"Here!" yelled the traveler. "There's dynamite in that!" The man with the grip in his hands laid it down with trembling but careful hands and whitening face, while the telephone girl swooned away completely.

The traveler was on his way to a near-by oil field, where the explosives were to be used in blasting rock.

WESTMINSTER COUNCIL PLANS NEW SCHOOL

Will Cost $8,000 and Be Located On Wellington Road.

Petitioning the Westminster Township Council for another public school in the township resulted in the township clerk being ordered to call a meeting of ratepayers to discuss the matter. When the petitioners appeared before the council they asked that the school be erected on the Wellington road at the 7th concession. The ratepayers bearing the petition were from school sections 10, 11, 13 and 14. They want a piece taken off each of the four sections and joined to make a fifth school section, in which the new building could be erected.

As a bylaw covering the matter must be introduced not later than June, and as it must not receive its final passing until the following December, it is certain that the school will not be built before next spring. It will cost about $8,000, it is estimated.

ALL MUSIC LOVERS INTERESTED.

Particular interest centres around the display of Player-Pianos that is being made this week by Ye Olde Firme Heintzman & Co., Limited, 242 Dundas street, London. This is Player-Piano week all over the Dominion, and Heintzman & Co. are taking every advantage of it, offering special inducements to purchasers of player-pianos. There are special features noted with the Heintzman & Co. Player-Piano that gives it a unique and distinctive position in the piano world. Its aluminum action exclusive to this instrument, makes it proof against any climatic changes, and adds greatly to the sweetness of the tone. It will be worth one's while to step into the warerooms of this firm, where demonstrations are being made daily. Anything wanted in the way of player-piano supplies, rolls, etc., are obtainable under special conditions prevailing during this week's sale. b

LEAVE JUGS OUT TO BE FILLED BY BOOTLEGGERS

New Plan Is Being Tried Out in St. Thomas.

ST. THOMAS, April 5.—Local orders given to bootleggers are now filled by leaving the jug at the back doors of some of the stores on Talbot street. The goods are left on the back stoop to be called for, the consideration having already passed between the vendor and vendee. Occasionally a policeman on his night rounds comes across one of these foundlings and waits for its foster parent to put in an appearance. But, seeing the shadow of a policeman in the alleyway, the vendee will not show himself. The bootlegging brotherhood, too, are getting impertinent in some sections of the city. Some of them openly canvass likely customers on the sidewalk for the sale of the several brands. But the curb seller is not meeting with the success which apparently follows the negotiations for the delivery of the goods at the back door.

Gravel Pit Sold.

The city gravel pit at Lambeth, formerly owned by William Bolton of Lynhurst, has been sold and the material will be used in the construction of the provincial highway between St. Thomas and London. Mr. Bolton has purchased a quantity of ties formerly the property of the Southwestern Traction Company.

Leases Two Newspapers.

The Elgin Sun at West Lorne and the Rodney Mercury, owned by T. W. Sims, have been leased by Mr. Lashbrook of Mitchell.

SAYS IRISH FEASTED AS BRITISH FOUGHT

Major Hart Declares Bishop Fallon Only Told Part of Story.

BRANTFORD, April 6.—Major J. I. Hart of Orillia tonight addressed a mass meeting in Calvary Baptist Church, and gave a portrayal of conditions in Ireland during the war. He declared that while the British people had been fighting Germany with their backs to the wall, the rebels of Ireland had been feasting. He further contended that Bishop Fallon was not telling the complete truth concerning the Irish people. He strongly scored the campaign of the Knights of Columbus in France, and alleged that a definite move was on foot to have an audit made of their funds.

ELGIN WINTER FAIR HAD A GOOD YEAR

Excellent Reports Are Presented At the Anunal Meeting.

WEST LORNE, April 5.—The annual meeting of the Elgin Winter Fair, held here, was attended by members from different parts of the county. President J. A. King of Wardsville presided. The reports for the past year were very encouraging. J. A. McKillop, auditor, presented his report, which showed the association to be in a flourishing condition financially. Several new features for the improvement of the new show were discussed and left in the hands of committees to work out.

The following officers were elected: Honorary president, P. G. Cameron, M.L.A.; honorary vice-president, Peter Stalker; president, Henry Hessenauer; first vice-president, J. Sherk; second vice-president, J. J. Johnston; secretary-treasurer, Thomas W. Sims; grain superintendent, D. Carmichael; poultry superintendent, C. Robinson; assistant superintendents, M. McKillop and J. F. McGregor; auditor, J. A. McKillop; directors, J. A. King, Arch McCall, J. Page, R. A. Kerr, D. McKillop, J. McFarlane, F. A. Smith, L. D. Hankinson, F. Hodge, Sam Carson, S. L. Pearce, E. J. Purcell, J. Mumford, R. Stinchcombe, R. A. Penhale, W. Collins, A. Trothen, D. Carmichael, Sen., J. A. Fuller, M. McKillop, W. B. Roberts, D. A. McKillop, W. McKillop, H. Speirn, J. Matheson, D. C. McPherson, J. G. Gillies.

WILL TAKE VOTE TO SELECT NEW PASTOR

BRUSSELS, April 5. — Rev. J. P. McLeod of Wyoming preached in the Presbyterian Church on Sunday. The congregation will now proceed to vote on the four men whom they have heard with a view of filling the vacancy now existing.

St. John's Anglican Church choir has provided gowns for its members.

Before John and Mrs. Robb moved from their homestead, which they recently sold, they were presented with a leather club bag and a cane rocker. They have moved into Brussels.

Epworth League anniversary sermons were preached in the Methodist Church by Rev. Mr. Clarry of Kincardine.

The Woman's Institute has arranged with Miss Edith Hopkins of Lindsay to give a series of talks on domestic science.

D. C. and Mrs. Ross are home from Fort William, where they spent the past few months with their daughters and son.

A pioneer settler in the person of James McCallum of McKillop is dead at the age of 81 years. Three sons and six daughters survive.

"CIVIL SERVICE" PRESENTED.

The A. Y. P. A. of All Saints' Church put on a comedy-drama, entitled "Civil Service," in the parish hall on Tuesday evening. The play was staged in three acts. The proceeds were given in aid of the choir. There was a large attendance. Those taking part in it were: Misses A. Chambers, D. Tucker, I. Slade and A. Dibsdale, Messrs. Harold Slade, H. F. Hill, J. Boyle, J. Simms, J. Rennie and F. Mason, director.

A. R. CLUB SOCIAL.

A delightful social evening was enjoyed by the A. R. Club in the W. C. T. U. Building, Clarence street, Tuesday night. Games, a guessing contest, music, refreshments, and a clever playyet, "A Morning Chat," comprised the program. The playlet was presented by Misses Lena Carson and Gladys Hill. The committee which arranged the social included Misses Carson, Hill and Jennie Curtis.

LEARNING.

Senator Ball was talking about a fake oil company which had defrauded its dupes to the tune of several millions.

"We learn to do," he said, "by doing."

Then he added, with a smile:

"But perhaps we learn more by being done."

Daintiness In Whitewear

The spring and summer season calls for daintiness in underwear, and most women have learned that it is wisdom to make selection early, while stocks and assortments are full, as many of the more dainty specialties are hard to procure later. Those who have not yet experienced this truth will do well to take advantage of the special prices in this collection of lace trimmed lingerie.

Ladies' Night Gowns

Made of fine white cottons and nainsooks, in open front or slipover styles, trimmed with hemstitching, tucks and pretty laces and insertions. Prices ranging from ..... $1.29 to $12.50

Ladies' Night Gowns

Exclusive style, made of lovely quality white nainsook, with beautiful French, Irish and Philippine hand embroidery. Prices ranging from ...$4.50 to $12.50

Envelope Combinations

Of fine soft-finished white cottons and nainsooks, trimmed with hemstitching, tucks, pretty laces and insertions and dainty hand - embroidered designs. Prices ranging from.....$1.39 to $6.50

Ladies' Petticoats

Made of lovely quality cottons, with flounces trimmed with embroidery, lace and tucks. Prices ranging from ..... $1.50 to $10.50

Misses' Drawers

Of good quality white cotton, lace and embroidery trimmed, sizes 14 to 18 years. Prices ranging from 75c to $1.25

Ladies' Drawers

Made of fine white cottons, trimmed with tucks, lace and embroidery, open or closed styles. Prices ranging from ..... 69c to $4.50

Corset Covers of fine white nainsook, trimmed with pretty laces and insertions, sizes 34 to 50. Prices ranging from ..... 59c to $4.50

Girls' Night Gowns

Made of splendid quality white cotton, trimmed with lace and embroidery, sizes 4 to 16. Prices ranging from ..... 98c to $3.50

Girls' Princess Slips

Made of good quality white cotton, trimmed with lace and embroidery, sizes 4 to 16 years. Prices ranging from ..... $1.19 to $3.00

Gertrude Slips

For the small kiddie, made of fine white cotton, trimmed with dainty lace edging, size 4 years only. Prices ranging from .....75c to $1.50

Girls' Combinations

Made of splendid quality white cotton, trimmed with lace and embroidery, sizes 4 to 12 years. Prices ranging from ... . 98c to $3.50

Girls' and Misses' Petticoats

Made of good firm white cotton, lace and embroidery trimmed. Prices ranging from ..... 75c to $4.50

Girls' Drawers

Made of good firm white cotton, trimmed with tucks, lace and embroidery, sizes 4 to 14 years. Prices ranging from ..... 50c to $2.00

Ladies' Shadow-Proof Petticoats

Made with double panel in front, trimmed with pretty embroidery flounces. Prices ranging from ....$4.50 to $6.50

Get Your Garden In Now

We carry a complete line of the famous D. M. Ferry Seeds, fresh and guaranteed. Also lawn grass seed.

Basement.

"HIS MASTER'S VOICE" APRIL RECORDS
Now on sale—Third Floor.

IF MAILED, ADD 14c FOR POSTAGE.

Mail order customers may take advantage of this sale, too, by adding 14c to cover postage to any point in Ontario. If too much postage is sent, excess will be refunded.

CLIP OUT THIS COUPON

PRESENT IT AND GET ONE OF THESE 4-QUART "WEAR-EVER" SAUCEPANS FOR ONLY $1.89.

"WEAR-EVER" COUPON A.
In order that the factory may have an accurate record of the number of these "Wear-Ever" utensils sold at the special price we are required to return to the factory this coupon with purchaser's name and address plainly written thereon.
Name .....
Address .....
City ..... Date .....
Northern Aluminum Co., Limited, Toronto.

SMALLMAN & INGRAM LIMITED

COOKING DEMONSTRATION
With Aluminum Utensils
From 3 to 5 daily.

BUILDING INDUSTRY GAINS IN VOLUME

Banker Finds Numerous Inquiries for Loans.

NEW York, April 4.—"Building activities especially in residential types of structures, continue to grow as the season advances," says S. W. Straus of S. W. Straus & Co. "Sentiment is becoming more widespread that building costs have become stabilized and that prices can be expected to go little if any lower than the present levels. The labor situation is becoming a more substantial and dependable factor. There has been some scaling down of wages which gives builders a more definite basis on which to figure costs and adds further proof that now is the time to go ahead with building projects.

"Indications that operations of unusual magnitude are being planned and that the industry generally recognizes the timeliness of these projects are substantiated by the extensive inquiries now being made for capital to assist in building. These inquiries are largely in connection with plans for moderate priced apartment houses which, when completed will directly help the housing situation to a marked degree.

"The seriousness of the situation is emphasized by the recent report of the Senate Committee on reconstruction and production, which has made a careful survey of the country. There is indicated a potential need of capital for structural facilities running from $10,000,000,000 to $20,000,000,000. Of this amount $5,000,000,000 is needed for home construction alone. Until this vast amount of capital has been raised and the needed structures completed, there will be distress and inconvenience and the progress of general business will be impeded.

"Every day's delay in getting back to full steam ahead on building operations is a day's postponement of the country's prosperity. Progress in the building situation is a matter which is of vital interest to every citizen in the country, and the public should bend all possible efforts toward co-operating with building interests in pushing forward an extensive program.

TELEPHONE EMPLOYEES ENJOY DELIGHTFUL DANCE

One of the most enjoyable social affairs of this week was the dance given by the Bell Telephone Company for its employees at the Winter Gardens on Tuesday evening. Between five and six hundred young people attended the dance. The chairman of the committee which was responsible for the success of the evening was M. Clark. W. J. Costello made an efficient master of ceremonies. E. M. Scopes was secretary-treasurer.

After enjoying two hours of dancing, refreshments were served. The patronesses were: Mrs. L. Richmond, Mrs. C. H. Beard, Mrs. H. W. Robinson and Mrs. E. W. McClennan. H. Skinner, Miss Hancock, Miss Keenan, Miss Coombs, Miss E. Campbell, Miss Davidson and Mr. Whitehead were in charge of the printing, and Miss R. McClennan, Miss Maynard, Miss Wilkinson, Messrs. O'Rourke, Robinson and Whitehead where in charge of the program. Miss H. Sairs was convener of the refreshment committee.

DIES SOON AFTER LEAVING HOSPITAL

Wabash, April 5.—The death of John Hawkins occurred at the residence of his son, Charles, on Concession 4, Wabash. He had been ill for several months in the Chatham General Hospital and had returned home but a short time when death ensued. Funeral services were conducted at the residence by Rev. Mr. Roberts, Free Methodist minister and at Mayhew's Cemetery by Rev. Mr. Walker, Baptist minister of Thamesville. Services were conducted under the ritual of the C. O. Foresters of which deceased was a member for many years.

Surviving relatives are five sons by a first marriage as follows: William of Detroit, Charles and Herbert of Wabash, Wilfrid and Russell of Montana, and two little daughters, Martha and Hattie by a second marriage. One sister, Mrs. John Marsh of Dresden and one brother, Welfington of Wabash also survive.

Just as soon as the services at the grave were concluded, Constable O'Neal of Thamesville arrested one of the chief mourners on a serious charge.

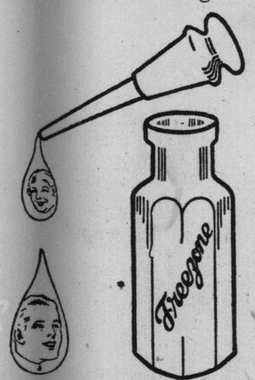
William Phillips another aged resident of this place passed away quite suddenly this morning at his home on Concession 11.

WILL NOT OPPOSE NATURAL GAS BILL

SARNIA, April 5.—The new natural gas bill, which has had one reading in the Legislature, will apparently encounter no opposition from Sarnia council. Ald. Steel, reporting for the special committee today, stated that he received a copy of the new bill. After Mayor Crawford had avised the council that he had received a long distance phone call from Sir Adam Beck, urging strong action against the McCrea bill and natural gas bill, Ald. Steel declared that the committee had been well satisfied with the bill as drafted at the conference in Chatham and had indorsed it, and that the measure given the first reading in the House was merely a copy. The chief opposition to the bill in some municipalities has been to the powers given to the commissioner.

CORNS

Lift Off with Fingers



Doesn't hurt a bit! Drop a little "Freezone" on an aching corn, instantly that corn stops hurting, then shortly you lift it right off with fingers. Truly! Your druggist sells a tiny bottle of "Freezone" for a few cents, sufficient to remove every hard corn, soft corn, or corn between the toes, and the calluses, without soreness or irritation.

Cuticura Soap
The Healthy
Shaving Soap
Cuticura Soap shaves without mugging. Everywhere 25c.

CUNARD
ANCHOR
ANCHOR-DONALDSON

REGULAR SERVICES

TO LIVERPOOL & GLASGOW.
From Portland. From Halifax.
Saturnia ..... Apr. 20 Apr. 22

SUMMER SAILINGS.
Montreal—Glasgow.
May 6, June 11, July 16..Cassandra
May 27, July 2, Aug. 6....Saturnia

HALIFAX TO PLYMOUTH, CHERBOURG & HAMBURG.
TSS. Saxonia ..... April 28

New York—Glasgow (Via Moville).
April 9, May 14, June 25.....Algeria
April 23, May 21, June 18.....Columbia
June 1, July 2, July 30 .... Cameronia

New York—Liverpool.
April 16, May 17, June 15....Carmania
April 23 .....Vauban
Apr. 30, June 1, July 2.....Caronia
May 14 .....Vestris
June 7, July 12, August 20. ... Albania

New York—Cherbourg—Southampton.
April 7, May 12, June 9.....Mauretania
April 12, May 8, May 24.....Aquitania
April 28, June 2, June 30....Verengaria

N. Y. Ply.-Cher.-Hamburg.
April 26, June 2, July 14 ..... Saxonia

N. Y. to Vigo, Gibraltar, Naples, Patras, Dubrovnik, Fiume and Trieste.
April 12 ..... Italia

For rates of passage, freight and further particulars apply to local agents or

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