### **ADVERTISING CLUB** HEARS DETROIT MAN ON 'BETTER LETTERS'

Instructive Address by Louis Balsam, Direct Mail Publicity Expert.

More than two hundred people, in

subject of "Befter 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. Halsam 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.

pointing out the various shortcommus-of the art, he then began a construct-ive 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 comback. Yet there are many firms in Canada who do not realize that the change has come. They still carry on

A Wall of Thrift.
"All over the continent," Mr. Balsam lecontinued. "a wall of thrift during the past year has been built up among the buyers. The public is waiting for the Olibottom to fall out of the market, and of purchasers have built about them an almost impenetrable wall of buying resistance. Advertisers seek to devise new ways of scaling the wall, or of but tremendously influential every-day

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 re-

cents, but in added good-will that has due.

due.

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

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.

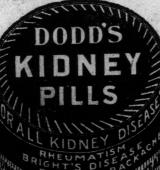
Bird notes everywhere. The sweet voice of the Vesper Sparrow was the precise of the Vesper Sparrow was recorded only a week ago, but this morning they were in every field. A Goldfinch, who had not yet donned all his black and yellow spring suit, was tuning up in a patch of weeds.

When we add to this four new species and a total of 37 varieties, it certainly made us wish that this day

formulating a purely Canadian advertising association. By linking up the different Advertising Clubs throughout scarcely larger than a humming bird, Canada, it is believed that a stronger but has a sweet loud song, strong Canadian organization can be built up, enough for a bird the size of a robin.

A musical program was provided.

J. R. McLEOD.



## EARLY CLOSING **DEPENDS UPON PUBLIC SUPPORT**

Grocers Are Making Practical Experiment—For Benefit of Employees. \*

cluding 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 "Basar Letters."

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 tising Association in Detroit, on the subject of "Bester Letters."

o'clock, and about the same number in the east end of the city closed at the

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, medicore, 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 constructsibly 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

Over Trafalgar Street Property.

John M. Chivas was awarded the full ment of another teacher for third-year amount of his claim in the first case 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 Trasfalgar street, and that he was to sell it, the two of them to divide the profits

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 served that the plantiff that over the detailed monthly the served at the served the 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

falgar street, and that he was to sell it, the two of them to divide the profits stroy all that had been accomplished by years of constant building.

"On the other hand," Mr. Balsam welve more when the plaintiff decided to keep the property. For the first sale problem and have applied real brain power to the work, have been reaping the finest kinds of results. These release all interest in the land. The note, was part of this, and cents, but in added good-will that has due.

falgar street, and that he was to sell it, the two of them to divide the profits sibly at a special meeting. It was argued that even the detailed monthly reports do not give the intimate into the work which can be given by a personal account. Chairman Coleridae 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 sults have not only been in dollars and cents, but in added good-will that has due.

In the two of them to divide the profits sibly at a special meeting. It was argued that even the detailed monthly reports do not give the intimate into the work which can be given by a personal account. Chairman Coleridae to keep the property. For the first sale that they were not as well acquainted as they might be with the work of this nature being done in the schools.

WEST LORNE, April 5.—The annual meeting.

WEST LORNE, April 6.—The annual meeting of the Elgin Winter Fair, held mitted that they were not as well acquainted as they might be with the work of this nature being done in the schools.

In a sults have not only been in dollars and counterclaimed \$550, which he said was due.

### **BIRD NOTES**

(Contributed by McIlwraith Ornithological Club.

produced for even less money than those doing real damage—is it any wonthose 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
in early April, calm, bright and mild. ground out by machinee, and intended Maples in bloom with bees humming for automatons; so long may we expect our letters to receive the same colorless, lack luster results."

Indifference the spect of the spect of

he meant that one must sympathize well-known House Wren. He flits and with the views of the person to whom the letter was addressed. Heavy, dull stumps in low dark places, and nests

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.

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 White-throats with their sweet whistle, "Dear, Canada, Canada, Canada," will be one, of the treats of our morning trips.

The Old Squaw or long-tailed Duck

trips.
The Old Squaw or long-tailed Duck Avoid the Spectacular.

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 numbers caught in their nets, and olalmed, 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 advertiwas a seen last January. Its first winter

## 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 6 Minor," "You Lay So Still in the Sunshine," "Thou Has Bewitches 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."

ALL MUSIC LOVERS INTERESTED.

Particular interest centres around the display of Player-Plano that display of Player-Plano that the street London. This is Player-Plano week all over the Dominion, and Heintzman & Co. Flayer-plano of it, offering special inducements to purchasers of player-plano that the Heintzman & Co. Player-Plano that the Heintzman & Co. Player-Plano week all over the Dominion, and Heintzman & Co. Player-plano over the Dominion, and Heintzman & Co. Player-Plano over the Dominion, and Heintzman & Co. Player-plano that the fleintzman & Co. Playe

### 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 edu-

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 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 AINTIFF AWARDED

S202 IN NOTE GASE

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 class-rooms, long are condemned for public Canada who do not realize that the change has come. They still carry on a haphasard business, especially in their correspondence, and they wonder why business does not continue to come in.

A Wall of Thrift.

A Wall of Thrift. The commercial high school in the Technical school is the most satisfac-

ommercial studies next term.
Crowded Conditions. esistance. Advertisers seek to devise disposed of in the county court Monday new ways of scaling the wall, or of breaking through, yet nearly all of us in afternoon. He was suing Frederick J. Nash for damages for \$202.50 paid for, Greer, inspector of public schools. Nash for damages for \$202.50 paid for, but tremendously influential every-day

tory of all. The pupils are receiving

full-time instruction in proper class-rooms. He recommended the engage-

A grant of \$50 was made to the vocational guidance committee of the Y. M. C. A. This will finance the distribution of a pamphlet on vocational members of various pro-

to permit the offering of prizes for tary-treasurer, Thomas W. Sims; grain essays on St. George's Day was re-WAS JUGGLING WITH

With Care" Advice Hereafter.

A traveler transferring from one A traveler transferring from one mcKillop, W. B. Roberts, D. A. McKillop, W. B. Roberts, D. A. McKillop, W. McKillop, H. Speirn, J. Mathelis, and provided and the son, D. C. McPherson, J. G. Gillies.

WILL TAKE VOTE TO When we add to this four new species and a total of 37 varieties, it species and a tot

"Here!" yelled the traveler. There any with the dynamite in that!" The man with the grip in his hands laid it down with provided gowns for its members.

Before John and Mrs. Robb moved the homestead, which they reswooned 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
payers to discuss the matter, when
the large of 81 years. Three sons and 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 plec in which the new building could be

erected. As a bylaw covering the matter must he 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 in the school will not be school will not be school. before next spring. It will cost about \$5,000 it is estimated.

ALL MUSIC LOVERS INTERESTED.

## **LEAVE JUGS OUT** TO BE FILLED BY BOOTLEGGERS

New Plan Is Being Tried Out in St. Thomas.

ST. THOMAS, April 5 .- Local orders 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 the several brands buffer in the success which apparently follows the negotiations for the delivery of the goods at the back door.

The city stayled colors 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 vender 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 city. Some of them openly canvas 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.

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 Ire-land during the war. He declared that

neeting of the Elgin Winter Fair, held couraging. J. A. McKillop, auditor, presented his report, which showed the association to be in a flourishing conbutton of a pamphiet of the guidance amongst the pupils of the for the improvement of the new show senior grades, and bring them in touch were discussed and left in the hands

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 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. DYNAMITE IN OFFICE Page, R. A. Kerr, D. McKillop, J. Mc-Taxi Employee Will Observe "Handle J. Purcell, J. Mumford, R. Stinchcombe, R. A. Penhale, W. C.ollins, A. Trothen D. Carmichael, Sen., J. A. Fuller, M. McKillop, W. B. Roberts, D. A. McKil-

# SELECT NEW PASTOR

BRUSSELS, April 5. - Rev. J. P. Mc-Leod 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 quiries for Loans.

from their homestead, which they re-cently 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 Kincar

The Woman's Institute has arranged with Miss Edith Hopkins of Lind-say to give a series of talks on do-D. C. and Mrs. Ross are home from Fort William, where they spent the past few months with their daughters and son.

six daughters survive.

"CIVIL SERVICE" PRESENTED. The A. Y. P. A. of All Saints' Church ut on a comedy-drama, entitled "Civil taken off each of the four sections and Service," in the parish hall on Tuesday joined to make a fifth school section, 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. 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 The committee which arranged the social included Misses Carson, Hill and Jennie Curtis.

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 founces 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

Get Your

Garden

In Now

We carry a complete line

of the famous D. M. Ferry

Seeds, fresh and guaran-

teed. Also lawn grass

Basement.

"HIS MASTER'S VOICE"

APRIL RECORDS

Now on sale-Third Floor.

seed.

### 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

#### Made of splendid quality white cotton, trimmed with lace and embroidery, sizes 4 to 16. Prices ranging from э -- - рего выделение высование 98c to \$3.50

Girls' Night Gowns

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

# 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 rang-

ing 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. from ......\$4.50 to \$1.50 Prices ranging from \$4.50 to \$6.50

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 fac-tory this coupon with purchaser's name and address plainly written thereon.



IF MAILED, ADD 14c FOR POST-AGE. 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,

COOKING DEMONSTRATION With Aluminum Utensils From 3 to 5 dally.

sold at the special to return to the fac-

# 

quiries for Loans. NEW York, April 4.- "Building ac- Clark. W. J. Costello made an efficient

BUILDING INDUSTRY

tivities especially in residential types of structures, continue to grow as the season advances," says S. W. Straus refreshments were served. if any lower than the present levels. There has been some scaling down of wages which gives builders a more H. Sairs was convener of the refrest definite basis on which to figure costs ment committee. and adds further proof that now is the

jects. "Indications that operations of unusual magnitude are being planned and that the industry generally recognizes the timeliness of these prosive inquiries now being made for capital to assist in building. These in-quiries are largely in connection with

phasized by the recent report of the tery by Rev. Mr. Walker, Baptist min emphasized by the recent report of the tery by Rev. Mr. Walter, Baptier Interpolation, 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 \$10,000,000,000,000 to \$20,000,000,000. Of this \$10,000,000,000 to \$20,000,000,000. Of this \$10,000,000,000 to \$20,000,000,000. Of this \$10,000,000,000,000 to \$10,000,000,000. Of this \$10,000,000,000,000. Of this \$10,000,000,000. Of this \$10,000,000. Of this \$10,000,000. Of this \$10,000,000. Of this \$

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.

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 issue or concession 11.

#### TELEPHONE EMPLOYEES ENJOY DELIGHTFUL DANCE

excess will be refunded.

GAINS IN VOLUME One of the most enjoyable social tended the dance. The chairman of the committee which was responsible for the success of the evening was M.

was secretary-treasurer. After enjoying two hours of dancing becoming more widespread that building costs have become stabilized and mrs. E. W. McClennan. H. Skinner, Miss Hancock, Miss Keenan, Miss Combiner of the Comb of S. W. Straus & Co. "Sentiment is tronesses were: Mrs. L. Richmond, Mrs. C. H. Beard, Mrs. H. W. Robinson that prices can be expected to go little son and Mr. Whitehead were in charge 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 the printing, and Miss R. McClennan, Miss Maynard, Miss Wilkinson, Messrs.

O'Rourke, Robinson and Whitehead where in charge of the program. Miss

### time to go ahead with building pro- DIES SOON AFTER LEAVING HOSPITAL

Wabash, April 5 .- The death of John Hawkins occurred at the residence of jects are substantiated by the exten- his son, Charles, on Concession 4, Wabash. He had been ill for several months in the Chatham General Hospiplans for moderate priced apartment tal and had returned home but a short houses which, when completed will directly help the housing situation to a services were conducted at the residence by Rev. Mr. Roberts, Free Methodist minister and at Mayhew's Ceme-

amount \$5,000,000,000 is needed for home construction alone. Until this of Detroit, Charles and Herbert of Wata 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.

Wil

### WILL NOT OPPOSE

NATURAL GAS BILL SARNIA, April 5 .- The new natural affairs of this week was the dance gas bill, which has had one reading in strong action against the McCrea bill given by the Bell Telephone Company the Legislature, will apparently en- and natural gas bill, Ald. Steel declared



Cuticura Soap -The Healthy-Shaving Soap

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 for its employees at the Winter Gar-dens on Tuesday evening. Between counter no opposition from Sarnia that the committee had been well satis-five and six hundred young people atference in Chatham and had in it, and that the measure given the first reading in the House was merely

### CUNARD ANCHOR ANCHOR-DONALDSON

REGULAR SERVICES

copy. The chief opposition to the bill

in some municipalities has been to the

powers given to the commissioner

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

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

HALIFAX TO PLYMOUTH, CHERBOURG & HAMBURG.

New York—Liverpool.

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 druggiet calls a little

New York—Liverpool.

April 16, May 17, June 15... Carman!a
April 23... Vauban
Apr. 30, June 1, July 2... Caronia.

Way 14... Vestr's
June 7, July 12, August 20... Albania

N. Y. to Vigo, Gibraltar, Naples, Patras, Dubrovnik, Flume and Trieste. April 12 ..... Italie

For rates of passage, freight and further particulars apply to local agents or THE ROBERT REFORD CO., LIN SO KING STREET EAST

