

THE REAL TEST

of home baked food comes when the second helping is offered. The appearance, texture and taste of food raised with

MAGIC BAKING POWDER

is bound to be pleasing and satisfactory in every sense. Magic is an economical and healthful leavener, and because of its uniformity in strength and results, has justly earned its reputation of being Canada's Perfect Baking Powder.

Send name and address for free copy of "The Magic Way" containing selected recipes, many of which are illustrated in their natural colors.

Contains No Alum

VICTROLAS VICTOR RECORDS
Heintzman & Co., Limited
242 Dundas Street
QUALITY :: :: SERVICE



When Your Friends Drop In

They'll enjoy dancing to

"His Master's Voice" RECORDS

(Same Price as before the War)

Put on a lively One-Step—roll the rugs aside—push the furniture against the wall and you'll start something.

90 cents for 10-inch, double-sided

Bluebird—Waltz—and—Geraldine—Hestiation Waltz 216047
Smiles—and—Tears—Fox Trot Mrs. Band 216055
Rainbow—Fox Trot—and—Van Eps Trio 216054
I'm Sorry I Made You Cry—Waltz—and— 216057
Have a Smile—One-Step—and—Out of the East 216056
Come on Papa—Medley One-Step—and—(Dry Your) 13533
Tears—Medley Fox Trot Smith's Orchestra

\$1.50 for 12-inch, double-sided

Head Over Heels—and—Van Eps Trio 35682
Oh, Boy!—Medley Fox Trot—and—St. Elmo 35630
Rainbow Girl—and—Oh Lady! Lady!—Medley 35675
Missouri Waltz—and—Kiss Me Again Waltz 35663
Jos. C. Smith's Orchestra

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

Manufactured by Berliner Gram-o-phone Company, Limited, Montreal

Mason & Risch, Limited
The Home of the Victrola
248 Dundas Street - - London

HEADQUARTERS FOR
Victrolas and Victor Records
IN EAST LONDON
Smith Furniture Co., Ltd.
Open Evenings. 725 DUNDAS STREET. Phone 896

Full List of Victor Records Always, Combined With Perfect Service, Makes Record Buying a Pleasure at

Starr Co., of Canada
265 DUNDAS STREET. PHONE 2364

HOUSING SCHEME IS EXPLAINED BY COMMISSION HEAD

J. A. Ellis Does Not Think Building Cost Will Drop.

HOUSES MUST BE SOLD

Payment Will Be \$20 Monthly With Interest and Taxes.

Explaining the workings of the housing act and the objects of the Government in undertaking the measure, J. A. Ellis, director of the housing commission, Toronto, addressed a fair-sized audience of interested citizens in the city hall last night, Noulton Cauchon, town planning expert, presiding. He made a brief address also, emphasizing the benefits which London would receive as a municipality as the outcome of its adoption of the housing scheme. J. A. Ellis, chairman of the local housing commission, stressed the speaker's explanation of the act, J. A. Ellis stated at the outset that the scarcity of small houses all over the country was one of the chief reasons. The Government realized that there would be a great demand for this class of dwelling to meet the needs of the returned soldiers and the workmen of the country. During the last four years there have been practically none of these houses erected.

Considering the cost of construction the Government decided that something should be done, the speaker intimated. Costs have nearly doubled during the last few years due in a large measure to the increased wages of the workers of building construction, said he. "Labor constitutes an speaking of materials which were not prepared and shipped into London. Do not think that I am objecting any to the wage increases, but I am merely pointing out the conditions as they are."

Not Taking a Chance. "Some insist that the Government is taking a chance when it enters into a building scheme when the prices are liable to drop in a year or so," said he. "I do not see where the prices can come down much for a long time at any rate. Certainly until wages drop the prices of building will not lower, and I feel assured that wages will not be reduced."

Another reason for the housing plan was the need of providing work for all. This was more pressing six months ago than it is at present, according to the speaker. He thinks that there is a scarcity of skilled labor being felt now.

The housing plan would tend to attract workers to any community adopting it. "All men like to live in communities where the surroundings are pleasant and where they can bring up their children in healthy conditions," said he. "Manufacturers in choosing a site look to the city where they can be sure of getting a good class of skilled workmen, and they know that these men are to be found in those cities where good housing conditions prevail."

Under the plan the houses must be sold, as they cannot be rented. They will be sold on the monthly payment plan. The monthly payment for a house costing \$2,000 will be \$20 in addition to interest and taxes. All plans must be approved by the commission before money will be loaned. It is the intention to see that the houses conform to certain necessary standards as regards sanitary and health conditions.

Dealing with the powers conferred on the local commission which, the speaker said, was one of the best in the province, notwithstanding the fact that its members were inclined to be a little too cautious, he stated that while it is limited, it can make its conditions to a large extent. According to the act, the commission can loan money to housing companies under certain restrictions. These are not too small but large employers of men who wish to give their men a chance to own their own homes will be able to take advantage of it. The housing company would not be allowed to make any money on the transaction at all and the men would get their homes as reasonable as if they dealt with the housing commission. The company would put up 15 per cent of the money necessary and the commission would loan the balance.

May Own His Lot. If any person owns a lot and wishes to build on it the commission can loan him the money for this, but the building must be supervised by officers of the commission. Where the lot is too small for the type of house the commission may demand a small cash payment down, as well as the security of the lot. The local commission can also buy land and houses itself. This cannot be done until the commission has applications for the houses it built, however. Mr. Ellis pointed out that where this plan is adopted and the owner of the land asks an exorbitant price, the provision of the act allows the commission to expropriate it with little trouble.

In this connection he took a slam at Toronto, he said, is the dearest spot on earth. "Possibly this is because every person in Toronto has an exaggerated idea of the value of anything connected with the Queen City," said he.

Mr. Ellis thought that because of the legislation referring to expropriation several cities had been able to purchase land at reasonable rates, where it otherwise might have been high.

Referring to the state of unrest which is manifest today, the speaker asserted that comfortable housing conditions would do more to remove this than any other one thing. "These Bolsheviks who call for the blood of their fellows and the wrecking of property I am sure do not own any homes," he said.

He made it clear also that as far as the returned soldier is concerned the local commission had absolute power, and he expected that would deal more leniently with him than with others. Even the returned man would not wish to enter into a contract without cash payment or reasonable security, he thought.

City Pays Expenses. Under the plan there will be no benefits to any person other than those who take advantage of the scheme to build a house. Certain expenses in connection with the scheme such as cost of monthly collections, such as clerical work will be borne by the municipality.

Several citizens present took the opportunity of asking questions in reference to the scheme. These brought out the facts that certain restrictions will be placed on the houses as to the size of the rooms and windows. Dining-rooms must have at least 120 square feet, living rooms 144, kitchens 75, and bedrooms from 100 to 120. Clothes closets must be placed in every bedroom. While sanitary conveniences are called for, Mr. Ellis stated that no person would be asked to do the impossible, referring to streets, where there is no sewer. In the event of one who had built a house under the plan being taken sick the commission would be lenient.

Noulton Cauchon in a few words expressed the idea that great good would come of the adoption of the housing plan. He emphasized the need of adequate space surrounding each home. He pointed out that the city is doing the right thing, and it will mean much for its future development.

Chairman J. W. Cunliffe was chosen vice-chairman, and City Clerk S. Baker was elected secretary. Another meeting will be held next Thursday evening.

At a meeting of the commission held in the afternoon, J. G. Richter was elected chairman, J. W. Cunliffe was chosen vice-chairman, and City Clerk S. Baker was elected secretary. Another meeting will be held next Thursday evening.

At a meeting of the commission held in the afternoon, J. G. Richter was elected chairman, J. W. Cunliffe was chosen vice-chairman, and City Clerk S. Baker was elected secretary. Another meeting will be held next Thursday evening.

At a meeting of the commission held in the afternoon, J. G. Richter was elected chairman, J. W. Cunliffe was chosen vice-chairman, and City Clerk S. Baker was elected secretary. Another meeting will be held next Thursday evening.

At a meeting of the commission held in the afternoon, J. G. Richter was elected chairman, J. W. Cunliffe was chosen vice-chairman, and City Clerk S. Baker was elected secretary. Another meeting will be held next Thursday evening.

At a meeting of the commission held in the afternoon, J. G. Richter was elected chairman, J. W. Cunliffe was chosen vice-chairman, and City Clerk S. Baker was elected secretary. Another meeting will be held next Thursday evening.

At a meeting of the commission held in the afternoon, J. G. Richter was elected chairman, J. W. Cunliffe was chosen vice-chairman, and City Clerk S. Baker was elected secretary. Another meeting will be held next Thursday evening.

At a meeting of the commission held in the afternoon, J. G. Richter was elected chairman, J. W. Cunliffe was chosen vice-chairman, and City Clerk S. Baker was elected secretary. Another meeting will be held next Thursday evening.

At a meeting of the commission held in the afternoon, J. G. Richter was elected chairman, J. W. Cunliffe was chosen vice-chairman, and City Clerk S. Baker was elected secretary. Another meeting will be held next Thursday evening.

At a meeting of the commission held in the afternoon, J. G. Richter was elected chairman, J. W. Cunliffe was chosen vice-chairman, and City Clerk S. Baker was elected secretary. Another meeting will be held next Thursday evening.

At a meeting of the commission held in the afternoon, J. G. Richter was elected chairman, J. W. Cunliffe was chosen vice-chairman, and City Clerk S. Baker was elected secretary. Another meeting will be held next Thursday evening.

At a meeting of the commission held in the afternoon, J. G. Richter was elected chairman, J. W. Cunliffe was chosen vice-chairman, and City Clerk S. Baker was elected secretary. Another meeting will be held next Thursday evening.

THEDA BARA, MAY ALLISON SEEN IN "A FOOL THERE WAS"

Kipling's "Vampire" a Splendid Vehicle For Two Stars.

Theda Bara in her super-production, "A Fool There Was," which drew such large crowds to all performances yesterday, and which undoubtedly will do the same today and on Saturday, holds the audience at the Patricia playhouse. Although she has played many vampire roles this is her greatest. The story is one of heart interest, and carries a lesson with it. It is based on Kipling's poem, "The Vampire." May Allison is one of the supporting cast. John Schuyler is a respected and well-to-do resident of New York, and because of his public service has been selected by his country as one of a special mission to England. In the delights in dressing mankind down. One of her victims ended in a prison, another became a derelict, and the third shot himself. This woman sought to become involved in the higher social life of the city. When she approached Mrs. John Schuyler one day she was

shunned, so deep in her evil heart she planned to get even with her. The vampire sailed on the same ship as Mr. Schuyler and gradually brought him under her spell. Instead of staying with the mission, he sailed with her for Italy. He forgot his wife and child and gradually lost all his friends, and the hope of a future. Tourists who visited Sorrento, where he was staying, saw the disgraceful actions of him and the notorious woman. Gossip soon brought this news of him to his wife.

One day he sailed for home, accompanied by the vampire, who called him "My Fool." In New York, he lived at his town residence with this woman, and, although his friends, his wife and finally his child tried to bring him back to his home life again, they were thwarted by the woman who held him with her evil spell. Soon the results of his life of drink and debauch claimed another victim of the vampire.

Fashions de Vogue, a vaudeville introducing gowns, songs and two pretty models, was greeted with many rounds of applause. The male member of this clever trio designs all the latest Paris gowns at the rate of two minutes each. "Passing the Buck," a Big V Comedy featuring Larry Seamon, is a scream. During its showing yesterday comedy five people howled, while others laughed until the tears came.

Mutt and Jeff comedy, entitled "The Lion Tamer," and a scenic film complete this excellent bill.

OPEN NEW G. W. V. A.—J. W. Cunliffe, secretary of the G. W. V. A., will cover the continued use of the G. W. V. A. this evening. Another branch will be opened at Bensall on Monday next.

AVOID COUGHS and COUGHERS! Coughing Spreads Disease SINCE 1870

SHILOH 30 DROPS STOPS COUGHS HALF TRY FOR CHILDREN

THREE OF THE PATTERNS

GOOD QUALITY FLOOR COVERING 2 YARDS WIDE

BIG RANGE OF PATTERNS - SPLENDID VALUES

Don't miss this opportunity! Measure your floors that need covering and see how little it will cost for any one of the many handsome designs offered in the much-talked-of

FLOOR FELTOL COVERING

MADE IN CANADA

FELTOL is built on a heavy base that keeps out heat and cold. This felt base is protected and re-inforced by many applications of a special, wear-resisting paint. FELTOL is a splendid investment where price is a consideration, for it cannot be told from printed Ficer Oilcloths and Linoleum, when laid.

Practically Half the Cost of Linoleum or Floor Oilcloth.

SOLD AT STORES HANDLING FLOOR COVERINGS

Complete Stock of FELTOL at MARA'S

IT'S A PLEASURE TO SHOW IT

DOMINION TIRES are GOOD TIRES

WILL GIVE YOU THE EXTRA MILEAGE TO PROVE THEIR SOUND ECONOMY

WHEN you go out for an evening's pleasure, or start on a long motor tour, you don't care about "tire guarantees". What you want on your car are tires that will not give you any trouble.

Guarantees are all right; but tires that need no guarantee are better.

The trademark of the Dominion Rubber System is your warranty of faithful service, long wear and the extra mileage that proves their economy.

It's the one guarantee that satisfies most motorists. They know that

DOMINION TIRES have proved their quality, their easy comfort and their freedom from ordinary tire troubles, on every automobile road in the Dominion.

DOMINION TIRES give you a choice of six distinct treads:

"ROYAL CORD" "NOBBY" "CHAIN" "DOMINION" "GROOVED" "PLAIN"

with the right Inner Tube to give you a perfectly balanced tire. DOMINION INNER TUBES are built with the same care as DOMINION TIRES, yet cost no more than ordinary tubes.

DOMINION TIRES and ACCESSORIES are distributed through DOMINION RUBBER SYSTEM BRANCHES and sold by the Best Dealers throughout Canada.

150

TRY MAGNESIA FOR STOMACH TROUBLE

Food Fermentation, Sour, Gassy Stomach and Acid Indigestion.

Doubtless if you are a sufferer from indigestion, you have already tried peppermint, bismuth, soda, charcoal, drugs and various digestive aids, and you know these things will not cure your trouble. In some cases do not even give relief. But before giving up hope and deciding you are a chronic dyspeptic just try the effect of a little bisulphate of magnesia, not the ordinary commercial carbonate, citrate, oxide or milk, but the pure bisulphate of magnesia, which you can obtain from practically any druggist in either powdered or tablet form.

Take a teaspoonful of the powder or two compressed tablets with a little water after your next meal, and see what a difference this makes. It will instantly neutralize the dangerous, harmful acid in the stomach which now causes your food to ferment and sour, making gas, wind, flatulence, heartburn and the bloated or heavy, lumpy feeling that seems to follow most everything you eat.

You will find that provided you take a little bisulphate of magnesia immediately after a meal, you can eat almost anything and enjoy it without any danger of pain or discomfort to follow, and, moreover, the continued use of the bisulphate of magnesia cannot injure the stomach in any way so long as there are any symptoms of acid indigestion. —Advt.

THIN PEOPLE SHOULD TAKE PHOSPHATE

Nothing Like Plain Bitro-Phosphate to Put on Firm, Healthy Flesh and to Increase Strength, Vigor and Nerve Force.

Judging from the countless preparations and treatments which are continually being advertised for the purpose of making thin people fleshy, developing arms, neck and bust, and replacing hollow and angles by the soft curved lines of health and beauty, there are a few identical thin people of men and women who keenly feel their excessive thinness, and weakness are usually due to starved nerves. Our bodies need more phosphate than is contained in modern foods. Physicians claim there is nothing that will supply this deficiency so well as the organic phosphate known among druggists as bitro-phosphate, which is inexpensive and is sold by most all druggists under a guarantee of satisfaction money back. By feeding the nerves directly and by supplying the body cells with the necessary phosphoric bitro-phosphate, this phosphate quickly produces a welcome transformation in the appearance; the increase in weight frequently being astonishing.

This increase in weight also carries with it a general improvement in health. Nervousness, sleeplessness and lack of energy, which nearly always accompany excessive thinness, soon disappear, dull eyes become bright, and pale cheeks glow with the bloom of perfect health. Miss Georgia Hamilton was once thin and frail, reporting her own experience, writes: "Bitro-Phosphate has brought about a magic transformation with me. I gained 15 pounds and never felt better."

CAUTION:—Although bitro-phosphate is unsurpassed for relieving nervousness, sleeplessness and general weakness, it should not, owing to its remarkable flesh-growing properties, be used by anyone who does not desire to put on flesh.

Georgia Hamilton

Nothing Like Plain Bitro-Phosphate to Put on Firm, Healthy Flesh and to Increase Strength, Vigor and Nerve Force.

Judging from the countless preparations and treatments which are continually being advertised for the purpose of making thin people fleshy, developing arms, neck and bust, and replacing hollow and angles by the soft curved lines of health and beauty, there are a few identical thin people of men and women who keenly feel their excessive thinness, and weakness are usually due to starved nerves. Our bodies need more phosphate than is contained in modern foods. Physicians claim there is nothing that will supply this deficiency so well as the organic phosphate known among druggists as bitro-phosphate, which is inexpensive and is sold by most all druggists under a guarantee of satisfaction money back. By feeding the nerves directly and by supplying the body cells with the necessary phosphoric bitro-phosphate, this phosphate quickly produces a welcome transformation in the appearance; the increase in weight frequently being astonishing.

This increase in weight also carries with it a general improvement in health. Nervousness, sleeplessness and lack of energy, which nearly always accompany excessive thinness, soon disappear, dull eyes become bright, and pale cheeks glow with the bloom of perfect health. Miss Georgia Hamilton was once thin and frail, reporting her own experience, writes: "Bitro-Phosphate has brought about a magic transformation with me. I gained 15 pounds and never felt better."

CAUTION:—Although bitro-phosphate is unsurpassed for relieving nervousness, sleeplessness and general weakness, it should not, owing to its remarkable flesh-growing properties, be used by anyone who does not desire to put on flesh.

Georgia Hamilton

Nothing Like Plain Bitro-Phosphate to Put on Firm, Healthy Flesh and to Increase Strength, Vigor and Nerve Force.

Judging from the countless preparations and treatments which are continually being advertised for the purpose of making thin people fleshy, developing arms, neck and bust, and replacing hollow and angles by the soft curved lines of health and beauty, there are a few identical thin people of men and women who keenly feel their excessive thinness, and weakness are usually due to starved nerves. Our bodies need more phosphate than is contained in modern foods. Physicians claim there is nothing that will supply this deficiency so well as the organic phosphate known among druggists as bitro-phosphate, which is inexpensive and is sold by most all druggists under a guarantee of satisfaction money back. By feeding the nerves directly and by supplying the body cells with the necessary phosphoric bitro-phosphate, this phosphate quickly produces a welcome transformation in the appearance; the increase in weight frequently being astonishing.

This increase in weight also carries with it a general improvement in health. Nervousness, sleeplessness and lack of energy, which nearly always accompany excessive thinness, soon disappear, dull eyes become bright, and pale cheeks glow with the bloom of perfect health. Miss Georgia Hamilton was once thin and frail, reporting her own experience, writes: "Bitro-Phosphate has brought about a magic transformation with me. I gained 15 pounds and never felt better."

CAUTION:—Although bitro-phosphate is unsurpassed for relieving nervousness, sleeplessness and general weakness, it should not, owing to its remarkable flesh-growing properties, be used by anyone who does not desire to put on flesh.

Georgia Hamilton

Nothing Like Plain Bitro-Phosphate to Put on Firm, Healthy Flesh and to Increase Strength, Vigor and Nerve Force.

Judging from the countless preparations and treatments which are continually being advertised for the purpose of making thin people fleshy, developing arms, neck and bust, and replacing hollow and angles by the soft curved lines of health and beauty, there are a few identical thin people of men and women who keenly feel their excessive thinness, and weakness are usually due to starved nerves. Our bodies need more phosphate than is contained in modern foods. Physicians claim there is nothing that will supply this deficiency so well as the organic phosphate known among druggists as bitro-phosphate, which is inexpensive and is sold by most all druggists under a guarantee of satisfaction money back. By feeding the nerves directly and by supplying the body cells with the necessary phosphoric bitro-phosphate, this phosphate quickly produces a welcome transformation in the appearance; the increase in weight frequently being astonishing.

This increase in weight also carries with it a general improvement in health. Nervousness, sleeplessness and lack of energy, which nearly always accompany excessive thinness, soon disappear, dull eyes become bright, and pale cheeks glow with the bloom of perfect health. Miss Georgia Hamilton was once thin and frail, reporting her own experience, writes: "Bitro-Phosphate has brought about a magic transformation with me. I gained 15 pounds and never felt better."

CAUTION:—Although bitro-phosphate is unsurpassed for relieving nervousness, sleeplessness and general weakness, it should not, owing to its remarkable flesh-growing properties, be used by anyone who does not desire to put on flesh.

Georgia Hamilton

Nothing Like Plain Bitro-Phosphate to Put on Firm, Healthy Flesh and to Increase Strength, Vigor and Nerve Force.

Judging from the countless preparations and treatments which are continually being advertised for the purpose of making thin people fleshy, developing arms, neck and bust, and replacing hollow and angles by the soft curved lines of health and beauty, there are a few identical thin people of men and women who keenly feel their excessive thinness, and weakness are usually due to starved nerves. Our bodies need more phosphate than is contained in modern foods. Physicians claim there is nothing that will supply this deficiency so well as the organic phosphate known among druggists as bitro-phosphate, which is inexpensive and is sold by most all druggists under a guarantee of satisfaction money back. By feeding the nerves directly and by supplying the body cells with the necessary phosphoric bitro-phosphate, this phosphate quickly produces a welcome transformation in the appearance; the increase in weight frequently being astonishing.

This increase in weight also carries with it a general improvement in health. Nervousness, sleeplessness and lack of energy, which nearly always accompany excessive thinness, soon disappear, dull eyes become bright, and pale cheeks glow with the bloom of perfect health. Miss Georgia Hamilton was once thin and frail, reporting her own experience, writes: "Bitro-Phosphate has brought about a magic transformation with me. I gained 15 pounds and never felt better."

CAUTION:—Although bitro-phosphate is unsurpassed for relieving nervousness, sleeplessness and general weakness, it should not, owing to its remarkable flesh-growing properties, be used by anyone who does not desire to put on flesh.

Georgia Hamilton

Nothing Like Plain Bitro-Phosphate to Put on Firm, Healthy Flesh and to Increase Strength, Vigor and Nerve Force.

Judging from the countless preparations and treatments which are continually being advertised for the purpose of making thin people fleshy, developing arms, neck and bust, and replacing hollow and angles by the soft curved lines of health and beauty, there are a few identical thin people of men and women who keenly feel their excessive thinness, and weakness are usually due to starved nerves. Our bodies need more phosphate than is contained in modern foods. Physicians claim there is nothing that will supply this deficiency so well as the organic phosphate known among druggists as bitro-phosphate, which is inexpensive and is sold by most all druggists under a guarantee of satisfaction money back. By feeding the nerves directly and by supplying the body cells with the necessary phosphoric bitro-phosphate, this phosphate quickly produces a welcome transformation in the appearance; the increase in weight frequently being astonishing.

This increase in weight also carries with it a general improvement in health. Nervousness, sleeplessness and lack of energy, which nearly always accompany excessive thinness, soon disappear, dull eyes become bright, and pale cheeks glow with the bloom of perfect health. Miss Georgia Hamilton was once thin and frail, reporting her own experience, writes: "Bitro-Phosphate has brought about a magic transformation with me. I gained 15 pounds and never felt better."

CAUTION:—Although bitro-phosphate is unsurpassed for relieving nervousness, sleeplessness and general weakness, it should not, owing to its remarkable flesh-growing properties, be used by anyone who does not desire to put on flesh.

Georgia Hamilton

Nothing Like Plain Bitro-Phosphate to Put on Firm, Healthy Flesh and to Increase Strength, Vigor and Nerve Force.