

Fifty Original Water Colors

by well-known artists.
1/4 Off
GRAVES
203 DUNDAS STREET, E. W.

We mine
our own
Coal and
sell direct
to you.

LARGE PE
COAL, \$5.85
A TON.

We guaran-
tee this coal
to have the
value of nut in the range and heater;
saves you \$1.25 per ton.

The Study Strain

Caused by steady application to school
books causes the development of a
great many defects of vision. Latent
eye-trouble develops under a strain of
this kind into something serious, as
you are aware. Have the eyes of your
boys and girls examined at the begin-
ning of every school term to make sure
that they are right. Our charge for
making the correct test is always mod-
erate, and should there be any little
defect that needs our attention, the
sooner it is discovered and corrected,
the better for the welfare of the child.

The Brown Optical Co.

EYESIGHT SPECIALISTS,
223 Dundas St.—Phone 1877.—Four
Doors West of Majestic Theatre.



LONDON'S LARGEST JEWELRY STORE

The Store with the
reputation for

**Lowest
Prices
Always**

Shop here for satis-
faction in quality, style
and reasonable prices.

**W. J. WRAY
& CO.—**
234 Dundas Street.

WEGNER CLOTHING CO.

Wholesale and Retail Dealers in
Overalls, Sweater Coats, Gloves,
Mittens and Raincoats.
London's Largest High-Class
Workingmen's Outfitters.
Exclusive Manufacturers' Agents
for the Best Canadian and
American Made Overalls.
371 TALBOT ST., OPP. MARKET.
Open Evenings—Phone 1649.

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Are now established in their new prem-
ises at 223 Dundas Street—four doors
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BUY A PIECE OF FURNITURE

On Our Weekly Payment Plan.
Strictly Confidential.
Collett Furniture Co.
60-97 King St. W. West of Talbot St. 2347

No Woman Need Have Straight, Lank Hair

Instead of burning the life out of your
hair with a heated curling iron, you can
add to its life by using a little liquid sil-
verine, and at the same time secure a
far better and more lasting result. Your
hair will have a natural wavy appearance,
no matter in what form it is done up, if you will simply
apply a little silverine at night with a
clean toothbrush, drawing it through
the hair from root to tip.
As you will not need to repeat the ap-
plication for a considerable time—even
if the weather be unusually damp—a
few ounces from the drugist will last
you a long while. This will not only
save you the trouble of curling, but it is
a question of the best hair curling
method yet found, and no doubt will
soon be as popular here as it is in Eng-
land, where it originated.

SUMMER LAKE SCHEDULE

"State of Ohio" Will Start Trips June 12.

Announcement was made last night
of the schedule for sailings of the
steamer "State of Ohio" for the sum-
mer trips between Port Stanley and
Cleveland.
The schedule will go into effect June
12 and will be continued till September
7. The vessel will leave Port Stanley
on Tuesday, Thursday and Saturday,
and make the return trips from Cleve-
land on Monday, Wednesday and Fri-
day.

MOUNT CLEMENS, MICHIGAN.

Mount Clemens is famous throughout
America as an all-the-year-round
health resort, and thousands of people
bear testimony to the benefits derived
from its mineral waters in cases of
rheumatism and kindred diseases. For
coughs and liver troubles, digestive
troubles, nervous disorders, general de-
bility, etc., the efficacy of its waters
is wonderful. Seventy-five per cent of
rheumatism are cured, and ninety per
cent benefited. Reached direct by
Grand Trunk Railway System. \$2-10

Quality Store

Special values in Teas. We want you
to try our tea. 20c, 25c, 40c, 50c, 60c,
75c and \$1.00.

Harry Ranahan

513 RICHMOND STREET,
Phones 1024 and 3323. 2247

Tailored Hats

The New Straw Braids, in-
cluding Barnyard Straw, in

Regimental Blue

That Popular Shade in
Spring Millinery.

Beltz & Co.

2247

Ask Funds to Buy East End Site For a Collegiate

Board of Education Wants \$20,000 From Council—Will Buy Grey Property.

The city council will be asked by the
board of education for \$20,000 for the
purchase of a site for a new high school
in East London. This was decided by
the board at its regular meeting last
evening. In spite of the opposition of
Trustee A. M. Hunt, who declared his
belief that the request would not be
granted and that to ask for it might
be to hold up the public school build-
ing program.

Trustee E. R. Dennis pointed out that
the council was under an obligation to
meet the request of the board in this
matter. He went on to say that a
similar request had been made in the
early part of last year and that the
council had promised to pass the appli-
cation if the board repeated its applica-
tion in the fall. In the event, other
cities, he claimed, London's expendi-
ture for school purposes was very
moderate.

High School Overcrowded.
In reply to a query as to the need
for more high school accommodation,
Principal G. F. Rogers, of the Col-
legiate Institute, declared that the
present overcrowding in the school was
very noticeable, particularly in the
commercial department. He felt sure
that the Government Inspector, when
he paid his regular visit in the near
future, would criticize the board severely
for not providing adequate accom-
modation.

Trustee Dr. Muzil said the only
question in his mind was whether the
extra high school accommodation was
necessary or not. It was, as ap-
peared in 1914, the board should be
not have any hesitation in asking for
the money necessary to provide it.

The recommendation to apply to the
council for the purchase of the Grey
property, which has a frontage of
266 feet, 8 inches, on Waterloo
street, and of 164 feet on Victoria
street, was adopted by the board
on a vote of 10 to 2. The board
also decided to acquire the property
on some of this property already
had been secured. However, some other
site in the East End might be preferred,
and in that case \$20,000 ought to be
about enough to purchase a site.

Will Buy Grey Property.
The board adopted the recommenda-
tion of No. 2 committee to acquire the
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30c STRONG'S BAKING POWDER

French Cream Tartar is now ar-
riving in Canada at more favorable
prices and at a more favorable
price. Therefore, we have reduced
the price of this household neces-
sity.

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with his officers. It might be that be-
fore they got away the war would be
ended. He did not think this was
possible, however.

"If it should happen, though, I'll
keep you all together and we'll go
west and take up harvesting," he said
by way of a joke.

"But we want to fight, sir," called a
private from the ranks.

"And fight you will," said the colonel.
You will be with your brave comrades
in arms in the trenches one of these
days. Just show the same spirit that
is in you now, and we'll all be proud
to have been members of the 18th."

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April 1st, 1915, to shareholders of record at the
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London, February 22nd, 1915. Secretary.

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THE secret of white, pearly teeth lies in the faithful use of Odontine, C. & L.

No teeth are so good or so bad that it cannot improve them.

25 Cents
For sale only at

CAIRNCROSS'

Dependable Druggists,
216 DUNDAS ST. PHONE 880.

portion of London West that the new
school should be of four rooms. Two,
he contended, would be inadequate, and
would not reflect to the credit of the
board of 1915. No definite decision as
to this matter was reached.

Trustee Thomas Rowe presented the
report of No. 1 committee, which con-
tained, among others, a recommenda-
tion that steps be taken to establish,
by arrangement with the Victoria Hos-
pital, a dental clinic for the free treat-
ment of the teeth of children whose
parents could not afford to pay for such
treatment. The suggestion was that a
dentist should be engaged for one-half
day each week, and that he should be
paid at the rate of \$1 an hour, but Mr.
Rowe expressed the opinion that a bet-
ter plan would be to have a dentist in
attendance for three hours each week
in the fall, in preparation for the sum-
mer.

He argued that three hours would
be an entirely inadequate period each week
to find a qualified dentist, willing to
close his office and attend at the hos-
pital for such a period. At his sugges-
tion, the recommendation was re-
ferred back.

The board decided to increase the al-
lowance paid to Thomas Chambers for
the stabling and care of the horse be-
longing to the board from \$100 to
\$200 a month, temporarily. Mr. Sil-
verwood, who presented the recom-
mendation on behalf of No. 2 commit-
tee, stated that Mr. Chambers at pres-
ent was ill and, as he had a large fam-
ily to support, it was thought that the
board might very reasonably take this
means of helping him over his time of
trouble.

Inspector's Report.
Inspector C. B. Edwards reported that
the average attendance and the num-
ber enrolled in the public schools during
February were 5,725 and 6,541, respec-
tively, showing increases of 67 and 239
over the corresponding month of 1914.
In the kindergarten, the number en-
rolled was 139, and the average attend-
ance 379, the decreases being 75 and
19, respectively, as compared with
February of last year. In the manual
training and household science classes,
729 boys and 736 girls were enrolled,
and the average attendance was 657
boys and 675 girls.

The report of the head nurse showed
that 2,437 inspections had been made
during the month; instructions were
given in 477 cases, and treatment in
17; 190 children were found with de-
fective breathing, 19 with defective
vision, and 397 with carious teeth;
19 children were filled in 22 cases, 19
very few cases when they have
a more of proper type. To a great many
of them a horse is a horse. Haphazard
breeding has in many districts
created a type in the past twenty years. Those
who have made a study of the situa-
tion and have used intelligence in the
selection of stock have achieved re-
sults that have paid them well. It is
this type of farmer that is today re-
sisting to sell his brood mares. He has
nothing in the way of brood mares to
sell, but on the contrary is in the
market as a purchaser up to the limit
of a kind of mare which he knows will
be the nearest possible commodity for
the war continues for another year.

"Let every farmer analyze the horse-
breeding situation, giving it the same
amount of study as he gives to the other
branch of his business. He will find
that it will yield him rich returns,"
concluded Mr. Fitzgerald.

NEEDED ON THE FARM

Farmer Destroying One of His Best Possible Assets by Letting Animals Go.

"The outstanding feature of the pres-
ent horse situation, is that people are
selling a great many fine mares, which
will be needed sorely before they realize
their mistake," declared Chris Fitz-
gerald, of the Cook-Fitzgerald Shoe
Company, and one of the best-known
horsemen in North America, in an in-
terview with The Advertiser. "The
same situation holds good in the United
States. The ready money in hand seems
to be the most powerful reason to the
farmer why he should destroy one of
his greatest possible assets.

"The supply of really good cavalry
remounts and artillery horses has never
been so great. Western Ontario has
furnished a number of better horses for
the army than any other district in
Canada. One reason she has been able
to do so is due to the patronage of the
thoroughbred and standard-bred sta-
tions that have stood for service in this
region. The cross between these strains
of blood has been responsible for the
fine type of hunter for which Western
Ontario has been famous for the last
thirty years.

"At the present time there are over
900 head of horses quartered at the
Western Farm grounds. There are hun-
dreds of fine mares among them that
should never be permitted to leave the
country, as they are the type required
to keep Western Ontario's horse indus-
try in the stable position that it has
occupied for so many years.

"No better work could be taken up
than the enactment of some regulation
prohibiting the sale of mares under
seven years of age. The life of a horse
at the front at best is only a few
months, and it is a crime to send to the
European slaughterhouse, for that
is what modern warfare appears to
be, these splendid young specimens
of horsehood, and should be rearing
fine foals instead of being sent to
certain destruction.

"While in Ottawa recently I spoke to
several gentlemen in the Government,
who, while they agreed with the neces-
sity of such protection, said that it
would be difficult to convince the farmer
who might need the money that he was
doing himself a wrong in selling his
mares.

No Intelligent Breeding.
"Lack of intelligent breeding methods
is undoubtedly responsible to a very
large degree for the present situation.
Very few breeders when they have
a mare of proper type. To a great many
of them a horse is a horse. Haphazard
breeding has in many districts
created a type in the past twenty years. Those
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HOUSES NOW NUMBERED IN ANNEXED DISTRICT

Draymen Wait on Councilors Once More—Slightly Nettled.

As a result of a number of members
of the council waiting on the board of
works last night, the latter body will
bring in a report at its next meeting
whether it is in favor of the purchase
of ten teams and outfits for the garbage
department. Alderman Wilson, after
there had been some talk on the sub-
ject, moved that the proposition be left
in the hands of the board of works,
these members to deal with the matter
and report Alderman Lerner seconded
the motion.

Charles Wright, spokesman for a dele-
gation of draymen, asked the commit-
tee if it would be possible for them to
move their dry stands back on York
street, where they used to do business.
The committee decided to let matters
stand as they are at present.

"I'm getting old, but I would like to
see something done for us before I die,"
said Wright, as he slammed the door
and departed from the room.

House Numbering Completed.
The men in charge of the numbering
of the houses in the annexed sections,
reported that their work had been com-
pleted, and the committee recom-
mended that the postal authorities be
requested, so that they could be pre-
pared for the free mail delivery as soon as
possible.

A motion carried that Waterloo street

C. R. ERWIN RESIGNS FROM LORD & THOMAS

An announcement of unusual interest
is that C. R. Erwin has resigned from
the presidency of Lord & Thomas, ad-
vertising agency, and has been elected
president of the firm of Wasey & Jef-
ferson, which firm hereafter will be
known as Erwin, Wasey & Jefferson.

Mr. Erwin has been with Lord & Thomas
for 20 years, and since the
death of A. L. Thomas eight years
ago has been president of that com-
pany.

Perhaps no advertising man in Amer-
ica is better known as a handler of
large and successful advertising cam-
paigns than is Mr. Erwin. In his new
organization he will be associated with
advertising men of note. The new firm
of Erwin, Wasey & Jefferson announces
it will have an unusually effective or-
ganization in every department of its
business.

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