

"Older than
the Dominion of Canada"

Profit and Loss

The business with which you are connected has a Profit and Loss Account, and if the year's business shows a fair profit the management is pleased.

Have you yourself a similar account? Open a Savings Account here and consult your Pass Book at the end of the year for profit.

Muron & Erie
MORTGAGE CORPORATION
Chartered 1864
London (two branches) and St. Thomas
T. C. Meredith, K.C. Hume Cronin, President, General Manager

Londoners Tapping Maple Trees to Get In On Conservation

Unusual Sights Seen on London Streets When Sap Starts Running.

"Sap's running!" This is the word from the district surrounding London, and this year it has an even greater meaning to city folk than it's running in the city, too. And maple trees in all sections of London are already "tapped." Sight of sap pails and splines on city streets are uncommon. Possibly they have never been seen in many parts of London before, but today there are hundreds of maple trees—both soft and hard—with their buckets and splines.

Conservation has been the cry and city residents are as wide awake to the possibilities of maple syrup and sugar as their country kin. Many of the "buckets" are exterminated in London, but they are in service, and the numbers are being augmented almost every hour.

Every report indicates a "great year" for the sap.

To Cure a Cold in One Day, Take LAXATIVE BROMO QUININE (Tablets), it stops the Cough and Headache and works off the Cold. E. W. GROVE'S signature on each box. 30c.

EXPLAINS DIFFERENCE

District Agricultural Representative Says Seed Wheat Price Low.

A Teaswater correspondent has written The Advertiser asking why the Government is charging \$2.74 per bushel for seed wheat while the farmers are allowed to charge only \$2.29 per bushel of wheat. He also asks who is getting the difference.

R. A. Finn, district representative of the Department of Agriculture, reported that the freight from the coast, cost of distribution, etc., will account for the 5 cents per bushel difference.

The Ministry of Agriculture, the Government is supplying is of No. 1 quality and purity. It is free of any foreign seeds, such as mustard, etc., which may be present in wheat which is of No. 1 quality, but not in purity.

Mr. Finn says that wheat is being distributed, but the account for the 5 cents possible price that first-class seed wheat can be sold.

There is no charge for the bags in which the wheat is sold, he also points out.

CONSTIPATION AND HEADACHES

Aylmer Man Suffered Ten Years Before He Found the Treatment Which Effectuated Cure—Read This Letter.

Aylmer, Ont., March 16.—It makes one enthusiastic when he finds health after ten years of suffering from headache, indigestion, and the many distressing symptoms of constipation.

Mr. Glavin had given three doctors every chance to cure him, but it remained for Dr. Chase's Kidney-Liver Pills to do the work.

Mr. John Glavin, farmer, Aylmer, Ont., writes: "I have been a great sufferer from chronic constipation and headaches resulting therefrom. During the past ten or twelve years I have consulted three doctors and tried all sorts of medicines. The only medicine which suits my case is Dr. Chase's Kidney-Liver Pills. They bring prompt and certain relief, and I find that I can depend on them in time of use. It is a pleasure to recommend these pills as the best cure for constipation."

It is necessary to be on your guard against substitutes, and look for the portrait and signature of A. W. Chase, M.D., the famous Rectory Book author, on the box you buy.

Dr. Chase's Kidney-Liver Pills, one pill a dose, 25c a box, 5 for \$1.00, at all dealers, or Edmondson, Bates & Co., Limited, Toronto.

HEADACHE

A Headache is nature's signal of disharmony of the human body. It may be impoverished blood, an overtaxed brain, loss of sleep, or congestion followed by inflammation. In fact, there are so many causes of headache that an intelligent physician must be consulted. Hacking's Headache and Nerve Remedy will cure Neuritic and Headache pains, and a continued treatment is resorted to in a few days. Price 50c a box, 2 boxes for \$1.25, postpaid, or from your dealer. C. B. Haring, Thm. B., Listowel, Ont. March 18/18.

Reliance Garage

Service Station

LONDON CATHOLICS EXPRESS REGRET AT REDMOND'S DEATH

At St. Patrick's Banquet, Tendered Bishop Fallon and the Priests of City, Resolution of Appreciation of Great Irish Leader's Efforts Passed.

"Resolved, that we, representative of the Catholic people of London assembled tonight to do honor to our Bishop, Rt. Rev. M. P. Fallon, and the priests of London, desire to express our deep sense of regret at the death of John E. Redmond, late leader of the Irish Nationalist party in the British House of Commons.

"That we appreciate as Canadians his life work, not alone in behalf of securing for Ireland the political freedom which she is entitled as a part of the empire, but also his uncompromising determination to support Great Britain and her Allies in the battle for freedom against the common enemy; and

"That a copy of this resolution be sent to Mrs. Redmond, the widow of this illustrious Irish statesman."

The above resolution, passed without a dissenting voice, was then tendered by the Catholic people of the city last night in honor of Bishop Fallon and the priests of the city, and to commemorate the anniversary of St. Patrick's Day.

Addressed were also delivered by Bishop Fallon, who dealt with "Irish Graves in Rome"; the Very Rev. Dennis O'Connor, vicar-general of London diocese, who spoke on the "Sogarith Aroon"; Rev. R. Brennan, of St. Peter's Seminary, on "Irishmen As Nation Builders"; Brother Edward of the De La Salle Institute, Toronto, on "Ireland and Education"; and Rev. Father Foley, editor of the Catholic Record, on "The Catholic Presser John Leuchlin was chairman.

Moving the resolution, which was seconded by Very Rev. Dean McKillop, chancellor of the London diocese, and rector of St. Peter's Cathedral, E. J. Carthy said that as the empire was today facing the greatest crisis in its history, if there ever was a time when conclusion was necessary not only for the good of Ireland, but also for the good of the empire, that time was now. Redmond had been known as a conciliator, so much so that the Toronto Saturday Night expressed the opinion that he had made the one mistake of his life in consenting to the postponement of the operation of the home rule bill which was on the statute books at the outbreak of war. The death of Redmond had been in the words of His Lordship Bishop Fallon, a tragedy for Ireland and the empire, but the speaker still hoped for conciliation.

During the terrible experience for the British forces of the evacuation of Gallipoli, five medical officers were taken to the shore, and among these, a young Canadian, Capt. Gerald Allison, who is a visitor in the city, was one of the guests of his cousin, Mrs. J. R. McKillop. Immediately after his arrival in London, from Toronto University Medical College three years ago, Capt. Allison went overseas with the United Kingdom Medical Unit and was sent to the Dardanelles. Of all his varied experience of three years in the war, the experience of that last night in Gallipoli was probably the most trying. When all others had left, the medical officers embarked for the ship, but owing to the height of the waves, were unable to go aboard until daybreak. All night they were tossed about, menaced both by the waves and the shell fire of the enemy, distributed to the farmers at the lowest of the island, and he was transferred to the imperial service and had charge of military hospitals and hospital ships. He had been in the Dardanelles for a few days when he was wounded. He has been visiting his home in Picton during a few days, and will leave for the course of a few days. He is accompanied on his London visit by his twin sister, Miss Geraldine Allison, a brilliant musician.

PRESENTED PASTOR WITH \$600 CHECK IN UNIQUE MANNER

Members of First Presbyterian Church Slip It In Letter.

Friday afternoon, Rev. W. J. Knox, minister of the First Presbyterian Church, made a discovery which brought himself and Mrs. Knox surprise and pleasure and touched them deeply. Through the letter slot had been dropped a purse containing a check for \$600 made out to Mr. Knox from the First Presbyterian congregation, and a letter explaining that it was a tangible token of appreciation of his preaching and services to the congregation, with special reference to his work among the young people.

This tactful method of presentation was chosen in order to give the benefit of a public presentation and was deeply appreciated as a further evidence of thoughtfulness and understanding. The letter, signed on behalf of the congregation by F. M. Phelps, W. M. Bruce and G. H. Heilway, stated that in connection with expressions of appreciation of Mr. Knox at the annual meeting of the congregation, the financial condition of the church, as a result of war conditions, did not permit of recording appreciation in a material way. However, the idea came to several of the members simultaneously of expressing their appreciation to Mr. Knox by a gift, and the response of the congregation being hearty and sympathetic.

Mr. Knox had the difficult, if gratifying task of telling his congregation at the morning service on Sunday how the offering had been received and encouraged by the surprise gift.

ARTISTIC TREAT AT GRAND WEDNESDAY

The Musical Art Society, will, on Wednesday evening, at the Grand Opera House, present the best concert of the current season. At this concert the choir of the concert, under the direction of Albert D. Jordan, will make its second appearance this season. The choir will be heard in an unusually attractive program of part songs and patriotic music that is certain to be wide in its appeal to the patrons of the society's patrons.

The choir have had the advantage of study for some weeks and under the guidance of their talented conductor some fine characters in choral singing may be expected. The association with the choir will be the "Little Symphony" of New York, directed by Barrere, conductor. The concert of the society have been events "quite worth while," and the concert will be no exception. The subscription has been unusually large, and our music-loving people are urged to secure their seats very early so as to avoid disappointment. The plan is now open at the box office of the Grand Opera House.

IT WORKS WONDERS ON CATARRHAL COLDS

Simple as A, B, C to Drive Away Colds With "Catarrhazone."

When your throat rattles, your lungs and chest are sore, your throat is stuffed with cold—don't fear consumption—use Catarrhazone and get well. It clears the throat, cures hacking, relieves tight chest, and soreness in the bronchial tubes. To clear away Catarrh of the nose nothing could be better. Catarrhazone is nature's own remedy—it is a natural and soothing—cures every form of throat, lung and bronchial trouble. Prescribed by many specialists and used by thousands every day. Get the dollar outfit; it lasts two months and is guaranteed. Small size, 50c; trial size, 25c, at all dealers.

AUTO DAMAGED.—An auto owned by ex-Mayor Samuel Stevely was damaged on Dundas street between William and Adelaide on Saturday afternoon. While trying to pass a street car the auto skidded and struck the car. The driver was uninjured.

HEART WAS BAD, NERVES ALL GONE

Very important it is in this age to have a clear, cool head, a strong heart and steady nerves.

Too much rush and bustle, work and worry, lead to the lot of women attending to their household duties and social obligations. The constant strain under which they continue day in and day out will soon shatter the strongest system. Before long the heart gets weak, flutters and palpitates, the nerves become unstrung, you start at the least sound, the pulse becomes weak and irregular, and finally comes physical breakdown or nervous prostration.

Milburn's Heart and Nerve Pills are the remedy you require to strengthen your heart and steady your nerves. Mrs. Jackson, 427 Bolivar street, Peterboro, Ont., writes: "Fifteen years ago I was so bad with my heart I could not walk across the house my nerves were literally all gone, and I was frightened at my shadow. I commenced to take Milburn's Heart and Nerve Pills, and was able to do my own work. I have told dozens of people about them, some as bad as I was, and today they are also doing their own work. If more people would take them there would not be so many weak hearts."

Milburn's Heart and Nerve Pills are 50c per box at all dealers, or mailed direct on receipt of price by The T. Milburn Co., Limited, Toronto, Ont.

CALLS LAWS INADEQUATE TO MEET 'HELLISH' CASES OF WHITE SLAVE TRAFFIC

Heavier Penalty for Stealing Calf Than Calf, Says Dr. T. Albert Moore.

Preaching in the Dundas Centre Methodist Church on Sunday evening, Dr. T. Albert Moore, general secretary of the social service and evangelism department of the Methodist Church in Canada, declared that one of the great aims of the department is to make democracy safe in Canada. While the social service department of the church is already doing much in the way of preventive and redemptive work, and to make Canada a cleaner and safer place, the department is destined, he said, to play a still more prominent part in the days of reconstruction after the war in raising the standards of social life and morality in the dominion.

The underlying principle of social service ministry he declared to be, "Do unto others as you would have them do unto you," a principle which will receive greater recognition after the war. Preaching was given by Dr. Moore, Avenue Church, Dr. Moore expressed the hope, in connection with the subject of prohibition, that the Government will soon see its way clear to take over the stock of intoxicants in Canada and sell it only to the needy. The speaker also related in both sermons to illustrate the success with which the department is working to meet the needs of the community through social workers and homes established. Concerning what he termed the "hellish" cases of white slave traffic, he said: "A man can go out in all the hellish days of prohibition, and he will find that the law can be bent down for a period of from two to five years. If he is his neighbor's calf, he can be sent to prison for fourteen years."

Dr. Moore said that the child welfare movement which has been recently inaugurated in this city, and urged the citizens to give their hearty support.

CARTER'S LITTLE PILL

Two Splendid Things

One is plenty of open-air exercise.

If you can't get all of that you should, it's all the more important that you should have the other tried-and-true remedy for a torpid liver and bowels that don't act freely and naturally.

Take one pill every night, more only when you're sure it's necessary.

CARTER'S LITTLE PILL

Genuine bears Signature

Colorless faces often show the absence of iron in the blood. Carter's Iron Pills will help this condition.

Men in Training

Fighting isn't the only duty of a soldier, and exposure to bullets is not as serious an exposure to all kinds of weather and dampness.

Rheumatic aches, sore and stiff muscles, neuralgia, and all enemies of the soldier, and the relief for these pains and aches is Sloan's Liniment. Clean and convenient to carry or use; does not stain, and penetrates without rubbing.

Sloan's Liniment

Sloan's prices not increased 25c, 50c, 75c

March Sale of CHINA and GLASS

"With Ingenuity and Artistic Merit"

Everybody knows that in future we must pay more for goods from France and England—that's no secret. This, together with the fact that ocean freights, where there are any, have enormously increased costs, will prove an added inducement to our patrons to purchase all their needs for some time to come at this important March sale. This also applies to home products, for it is safe to predict that prices in the near future will not be lower. Attend these March sales in the Basement.

CUT GLASS—Splendid values in rich Cut Glass. Unique and attractive are the hundred and one items in the Basement Cut Glass Section. Most of these pieces may be had there only; the designs are the very newest.

Berry Bowls in genuine French blanks, at \$4.00 to \$9.00
Vases in different patterns, at \$2.25 to \$10.00
Handled Nappies at \$2.75 to \$5.25
Wild Rose Flower Baskets at \$3.75 to \$5.50
Wild Rose Jugs at \$5.50, with Bell-shaped Tumblers to match at 50c each

March Sale of China Dinner Sets

One Quarter to One-Half Off

We invite you to inspect our China and Cut Glass Department in Basement the stocks are all new and a splendid assortment of patterns suitable for wedding gifts, presentations or prizes. We will have on sale Monday a number of dinner sets in different patterns at about one-quarter to one-half off.

Three only 97-Piece Nippon China Dinner Sets, in pink rose with gold line. This is a very pretty set. Special at one-quarter off. Sale price \$34.75
Six only complete sets of Johnson Bros.' English Dinner Ware, 97-Piece Sets, conventional design. Special, one-quarter off \$19.58

One only 95-Piece Set in the newest pattern. Special price about one-quarter off \$19.50
Three only 97-Piece Johnson Bros.' English Dinner Ware, fiasco pattern, selling at old price (we carry this as a stock pattern) \$24.00
Bridal Rose Dinner Ware in Nippon China—complete stock now in.

Odd Pieces of Nippon China

One Quarter to One-Half Off

Dinner Ware in three different patterns:

45 Dinner Plates, green and pink design, Special . . . 30c each
72 Soup Coupes, green and pink design, Special . . . 10c each
14 Bread and Butter Plates, pink design, Special . . . 15c each
8 only Vegetable Dishes, Special . . . \$1.00 each
6 only Platters, 14 inches, Special . . . \$1.69 each
Also Nappies, Sugar and Creams, open bakers, at about one-third off.

"Pyrex," the New Cooking Dishes

Serve your food from the dish it is cooked or baked in. Any "Pyrex" dish is an ornament on your table. Take it direct from the oven to the dinner table—pies, puddings, meats, cakes, etc.

"Pyrex" is absolutely guaranteed heatproof, will not crack with heat, and saves a second dish for serving on the table. New stock of all kinds now on display in the Basement.

Casseroles, in round and oval, at \$1.75 to \$2.25
Pudding Dishes at \$1.00 to \$1.35
Pie Plates, in three sizes, at 90c and \$1.15
Utility Pans at \$1.25 to \$2.00

Bread Pans, oblong, at \$1.00 and \$2.00
Cake Dishes at \$1.25 and \$2.00
Individual Custard Cups at 20, 25c and 30c

ICE CREAM.
To take home, Small and Ingram quality. Our own make. 20c pint. At Soda Fountain.

MILK PRODUCERS TO CO-OPERATE WITH THE UNITED FARMERS

Middlesex Men To Join Other Organization.

At a meeting of the Middlesex Milk Producers in the county buildings Saturday afternoon, the organization decided to join the United Farmers' Association.

W. E. Burnaby, president of the United Farmers' Association, addressed the meeting and told of the work of his society. He said the United Farmers' Association possessed a membership of 25,000 representing 850 clubs in the province.

THE WEATHER FAIR AND MILD.

SMALLMAN & INGRAM

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London Advertiser

Member Audit Bureau of Circulation.

MORNING EDITION. Outside City. By Mail \$3.00 per year. By Mail \$5.00 per year.

NOON EDITION. \$3.00 per year by mail.

EVENING EDITION. Outside City. By Mail \$3.00 per year. By Mail \$5.00 per year.

TELEPHONE NUMBERS. 3670 Private Branch Exchange.

From 10:00 p.m. to 9:00 a.m., and holidays, call 3670. Business Department; 3671, Editors; 3672, Reporters; 3673, News Room.

Toronto Representative—F. W. Thompson, 57 Mail Building. U. S. Representatives—New York: Charles H. Eddy Company, Fifth Avenue Building. Chicago: Charles H. Eddy Company, People's Gas Building. Boston: Charles H. Eddy Company, Old South Building.

THE LONDON ADVERTISER COMPANY, COMPANY.

London, Ont., Monday, March 18.

HOLLAND DECIDES.

HOLLAND has taken the bolder and more honorable course in agreeing to the Allies' proposals with regard to her ships now held in Allied ports. By doing so, she has ignored German threats and risked the active displeasure of her unpleasant neighbor.

The Dutch had only two possible courses of action: they could agree to the Allies taking over their vessels or they could refuse and have them seized according to international law. It was anticipated that the latter course would be chosen as it would avert any danger of Germany's revenge and would do no harm to the Allies. Holland has scorned this subterfuge, and has practically defied Germany.

The Dutch have played a peculiar part in this war while maintaining their status of neutrals. They have helped Germany by exports of food and other essentials and at the same time have been most sympathetic in their treatment of Allied prisoners and refugees who escaped the Germans and reached the neutral territory. They have suffered considerably from the enemy's torpedoes, and have gained in wealth by commerce with him.

It is by no means impossible that this acceptance of the Allies' proposals will lead to a break with Germany and to active hostilities. What this might mean is indefinite. While Germany has the power to break into Holland as she did into Belgium, the Dutch have natural defenses, which might foil all enemy efforts to invade the territory to any great depths. On the other hand, by using a route through Holland, the Allies would have a new and direct way to Germany which might be utilized to great advantage.

The outbreak of hostilities rests with the Germans. If they declare war, Holland must fight, but if they do not consider it good policy at present, the Dutch certainly will not take the initiative.

THE OLD GRAND TRUNK AND THE OLD GREAT WESTERN.

"I WOULD not wish to see an old post pulled up with which I had been long acquainted," expresses a sentiment held almost universally. The old Great Western was built in the early fifties. It ran from Niagara Falls to Detroit, from Komoka to Sarnia and from Toronto to Hamilton. During all the time it was operated as the Great Western it was regarded as one of the finest railways in America. Two London men were, at different times, members of the board of directors, the late Charles Hunt, grandfather of Charles Hunt of today, and the late Sir John Carling. The Grand Trunk main line, running through Lucan to Sarnia, was built in the later fifties, and in the early sixties the St. Marys branch was built to London. The main line of the Grand Trunk, as then built, traversed the Canadas, Upper and Lower, from east to west. They were the principal railways for many years. There was only one railway, the London and Port Stanley, south of the Great Western to the lake for many years. It was opened in 1856.

The old Great Western and the old Grand Trunk were built entirely with British capital. Without them the country would have been a wilderness. Many millions of pounds sterling were invested by English capitalists, and a great part of it has never received any dividend. The men, brought out from England and Scotland to operate the railways, and their wives were as sterlingly British as the capital invested. The old Great Western and the old Grand Trunk were the cornerstone of the earliest prosperity the two provinces enjoyed. The employees brought British principles and British sports, particularly from the north of England, to Canada. For many years in this city they had a cricket crease on the block south of the old Port Stanley station. Such stalwart English athletes as the late William Bell, father of our city treasurer; John Fleming, Simmy Mason, George Brown and his brother, Holmes, Rapsey, and many others played the game, and their annual picnics at Waubesa park of the old country sports. The good done by the money and men from Great Britain can never be estimated. The investment should be regarded by any government in Canada as sacred. Now that the old provinces of Canada, Ontario and Quebec, then Upper and Lower Canada, are rich and prosperous countries, where the average of the comforts of life exceeds that of Great Britain itself, the good done should be gratefully remembered and justly rewarded.

The Grand Trunk Pacific is a much newer enterprise, and could not have been built without Government aid. It is unnecessary to examine any agreement entered into for the construction and operation of that enterprise. It was a national undertaking, and no part of the loss should fall on the shareholders of the old Grand Trunk. The time will come, and it may come sooner than we think, when the Grand Trunk Pacific will pay. A representative of The Advertiser recently crossed from Cochrane to Prince Rupert to see the road and judge of its probable future. When the war is over there will be millions of men and money come to Canada. From Cochrane to Hearst the road will pay before long. From Winnipeg to Edmonton, the prairie section, it ought to pay now, and from Edmonton to Prince Rupert it opens up the great world mountain park, a tourists' paradise. There will be mines and settlements, and the fish and timber trade and the traffic of the Orient, with ships regularly running between Prince Rupert and China and Japan, to give every promise, with the railway's

low grades through the mountains, of a traffic that will tax the resources of the railway to carry it. The country should meet the deficiencies until that time comes. There should be public control but not public ownership. The greatest good and the greatest efficiency will be obtained by private ownership. No government or railway commission has been able to manage a railway as efficiently and economically as a private corporation. Aid and advise the railway from time to time as it needs it, but do not nationalize it.

Let it not be forgotten that the people of Canada are, as yet, but a handful compared with what they will be in the near future, or compared with what the country is capable of supporting. The railways make the country and its values. The transportation problem in Canada is next to the war its most important question. Remembering with satisfaction and gratitude what the old Great Western and the old Grand Trunk did for Canada, let us separate their investment from the Grand Trunk Pacific, and let them get the full benefit coming from the increased business in the old provinces. Then let us treat the Grand Trunk Pacific as an enterprise in which they were induced to embark for the benefit of Canada, and render help from time to time until in the progress of time and by the increase of traffic and population the road can pay its own way.

With gratitude for the past, with hope for the future, and with a full realization of how much we owe Great Britain in the past, and how much more we will owe her in the future, and seeing with clear eyes the many millions of happy homes these railways will build in Canada, let us reach the true grandeur of a nation, and disregard such immediate profit as might come from taking over these railways now. Let us play the British game, with British justice. Let us play it for the future, for the Canada that is to be, as manfully and bravely as our boys are playing it today in France. Let no Prussian methods find a foothold in Canada. Let no German U-boats sink the British Great Western and Grand Trunk. Any help we will give them or can give them is nothing compared with the gigantic sacrifices for us, and all mankind, now being made by the people at home under the old flag. Let us be British in heart, in principles and in practice.

"KEEP THE HOME FIRES BURNING."

WAR is not the clashing of great armies; war is the dead body of a little boy, lying on a stretcher, with his unseeing eyes gazing up into the blue of heaven. This is the description given by a woman writer who has been spending months in Europe. Today she might add to it that war is portrayed by the dead bodies of women and children strewn among the debris of what had been their peaceful homes before a German raider had sailed overhead and dropped his deadly bombs.

Such was the end of Mrs. Lena G. Ford, who wrote that powerful patriotic song: "Keep the Home Fires Burning." After a recent German raid on London, the bodies of Mrs. Ford and her crippled son were found in the ruins of their home. If the enemy could realize what her song has done for Britain and her soldiers, he would hold a special service of rejoicing because of her death.

The very title of the song is an inspiration, conveying as it does the need of looking after the happiness and comfort of those left behind. It made an immediate appeal, not only to the soldiers but to the civilian population, and won popularity, not because of the jingle of the tune or the martial spirit of the air, but because of the sentiment expressed. Therein it differed from such purely "popular" songs as "Tipperary." In the trenches as in the training camp, "Keep the Home Fires Burning" was sung and hummed continually. What powers it exercised over the boys far from home and with temptations surrounding them, it is impossible to estimate, but it is not hard to imagine that it has often brought before the minds of soldiers a picture of the home and waiting ones which has been purifying, and has renewed the determination to endure all in order that those homes might be made safe. Who can doubt that the words and music have sent thousands of men to their letter-writing so that the ones anxiously waiting for news might not experience disappointment?

There is no measuring the effect of such a song as Mrs. Ford's. It came at a time when it was sorely needed, and found its echo in every heart. It was a stimulant to the people at home and the men at war, and cheered the hours of many a soldier as he stood in the cold, wet trenches and pictured the security of his folks in "Blighty" or Canada. Mrs. Ford did a great national work when she wrote her song. Her memory ought to be kept green.

EDITORIAL NOTES.

Austrian politicians stage a free fight amongst themselves. Whoever got hurt deserved it.

Compulsory thrift is reaching its climax when even the saving of daylight is to be enforced.

Maximalists have given Japan all the excuse she needs in Siberia by murdering her subjects.

Field Marshal Haig has an added incentive to win the war, having to make Britain safe for his son to live in and call home.

Britain is not leaving Russia to her fate alone. Lord Robert Cecil's words are reassuring: No peace at Russia's expense.

Senator Jones of Washington says the shipping situation would appal the American people if they knew the facts, but one wonders if he knows them.

The Germans are said to be prepared to lose 300,000 men in an offensive on the west, and the Allies are quite ready to cause a loss exceeding this, so there should be no disappointment.

When Britain's minister of national service is calling for every available man up to 50 years of age to join the army for home defence, surely a good proportion of those 20,000 Canadians could be utilized profitably.

ENOUGH OF THEM AT HOME.

[Brantford Courier.] The excuse of one draftee in Montreal as to why he should not be sent to the front was that he possessed "unusually brilliant ability." That's the kind who generally talk people to death, so that in reality he should be very valuable in a front line position, within speaking distance of the foe.

RADICAL CHANGE IN COLOR.

[Philadelphia Record.] The Russian Reds have become Yellows.

Bits of Byplay by Luke McLuke

Copyright, 1917.

To Russia. Is it true that you welcome a Hun to your throne? Is running, not fighting, your habit? Ivan, is it true that you want to be known As the bear that fights like a rabbit?

The Wise Fool. "The rapture of pursuing is the prize the vanquished gains," quoted the sage of "Who wrote that?" asked the fool. "Longfellow," replied the sage. "Well," commented the fool, "Longfellow had no reference to the man who chases the last car at night, and misses it."

No Joke. You may have noticed this in men, If so, it is no news: A man is pretty windy when He starts to air his views.

In 1908. "What was your husband's name before you married him?" asked the first suitor.

Oh, he was a Smith," replied the second suitor. "His mother was a member of the Smith family of Boston and his father was a member of the Brown family of New York."

Advice. "Be careful," said Dommus, "About what you say: It's so easy to promise, But so hard to pay."

Paw Knows Everything. Willie—Paw, who is courage? Paw—Courage is something that makes a man forget that he is afraid, my son.

We'll Look It Up, George. [Houston Post.]

Luke McLuke—Sir, The plaintiff in an action against a railroad is named "I.atchman," and we can't tell whether it is a policeman or a widow. Can you let me know if the club throw any light?

Mary's Reward. Mary has a little hen. She fed it through the snow: But when that hen starts laying Mary will have some dough.

No Joke. The man who when he's on a job a lot of brag enjoints Is sure to give the whole blame world a pain: The whistle on the engine makes an awful lot of noise, But it doesn't help a bit to pull the train.

None the less and notwithstanding, though, we herewith rise to say, Beloved Luke, the whistle puts you wise To the gratifying fact that that same train is on the way.

And we all agree it pays to advertise. —Newark Advocate.

Aw, Gwan! Dear Luke,—If a corn-fed ate wheat on a wheathy day would it be day over to change her diet?—Billie Wood.

The End of a Perfect Day. If a paper must use streamers that run clear across the top of the first page the editor and the make-up should get together and prevent shocks like the following, which decorated the Cleveland Plaindealer: Dr. Garfield Ends Puerile Monday. Shoots Woman and Then Kills Himself.

Things to Worry About. A squirrel has no consils.

Our Daily Special. When you get to the top folks don't ask what route you came over.

Luke McLuke Says.

One of the surest things in this old world is that a dollar shirt is going to look like a dollar shirt.

The reason why a prince tells all her friends that she is going to ride the opera the other night is because it was a picture show that she attended.

Don't you ride with a ride with a speed fiend who drives with one hand and points out objects of interest with the other hand? Neither do we.

A few men and all women can sit down and write a long letter when there isn't a single thing to say. Maybe more men would embrace religion if they didn't act as if they had a corner on religion.

When a woman asks you for a candid opinion of herself, tell her the truth and she will know it is the truth, and she will hate you for it because she will know that it is a lie and love you.

An optimist is a man who, when he is disappointed in love, can figure it out that he would probably have been disappointed in marriage, anyway.

A smart girl catches the man she wants by pretending to try to catch one she doesn't want.

There are too many aeroplane collisions at the training camp. Why not arrange to have the sky double-tracked?

Some men believe that honesty used to be the best policy, but that it expired some time ago.

The way many men like to have you buttonhole him and tell him a long story without a point and then start in on another story is because when he goes to the dentist he tells the dentist to yank as hard as he likes and not to be afraid of hurting him.

Be Bright, Well, Strong, Restore Youthful Looks!

Let your fight for better health begin now! Before you feel any warning of physical collapse, cleanse, and strengthen and build up your system. The one remedy for that tired, droopy feeling is Dr. Hamilton's Pills, the acknowledged king of all tonic medicines. Thousands of men and women in the late years of life retain their youthful looks and feeling simply because they regulate their system with this reliable family remedy. Nothing so good for the bowels, stomach or kidneys. Cures headaches, prevents biliousness, stops aching pains in the back and limbs. Get a 25c box of Dr. Hamilton's Pills today.

Traction Company

Sunday service will be resumed on Sunday, March 3rd. Cars will leave London at 10 a.m., 1, 5 and 9 p.m.

Cars leaving at 1 and 5 p.m. will run to Port Stanley

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Daily except Sunday. *Limited trains London to St. Thomas

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You will very readily see that you would thus have a ready reference service which no amount of money could buy in any other form. You could not personally command the knowledge and experience of these great scientists, discoverers and administrators, men of letters and practical experts. But the Britannica has done this for you. The Britannica could enlist such eminent contributors because its eleven successive editions since 1768 have stamped it as the one great work of authority. Therefore these men were eager to associate their names with it because of its well-deserved reputation as the leading work of its kind.

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The publishers have prepared a most interesting illustrated descriptive book about The Encyclopaedia Britannica. It is as large as a monthly magazine and far more interesting. It contains many full-page plates—Ordnance, Tapestry, Clouds, Sculpture, Battleships, Architecture, Trees, Wood-Carving, Painting, Manufactures, Carpets, besides many text illustrations of machines and appliances used in industry. The thoroughness of treatment which the Britannica gives to each branch of knowledge is shown under chapter headings such as Engineering, Business, Farming, Architecture, The House Beautiful, Geography, Exploration, Art and Artists, Art and Applied Art, Literature, Religion, Animals and Birds. There are also very readable chapters on the Practical Side of the Work, the Human Interest Side, War and the Making of War, Questions of the Day, Nobel Prize Winners who wrote for the Britannica, How Large Persons, The Britannica's Reading Editor's Free Service, Entertaining Readings for Children, A Blind Man Writes on Blindness, Sports and Games, the World of Music, together with some 80 portraits of the great scientists, leaders of thought and pioneers of discovery who are among the 1,500 contributors.

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THE ADVERTISER, LONDON, ONTARIO.

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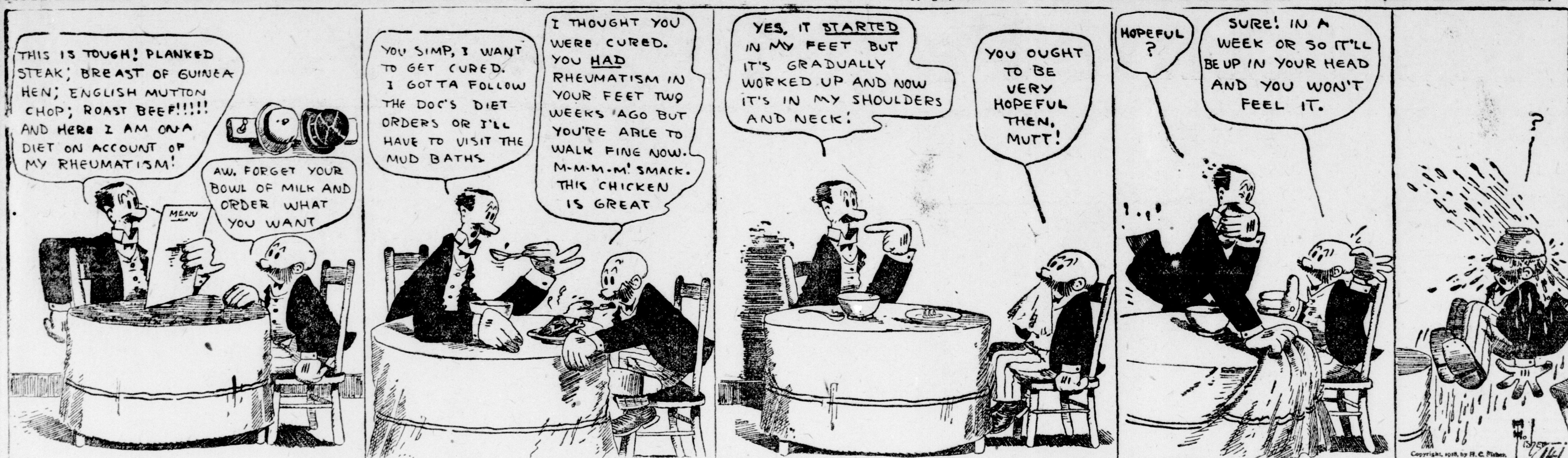
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MUTT AND JEFF.—Jeff Must Mean That Mutt Is Numb From the Neck Up.

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(BY "BUD" FISHER)



STANLEY CUP SERIES AT TORONTO THIS WEEK

The Vancouver hockey club, champions of the Pacific Coast League, are on their way east to play in defence of the Stanley cup, and the opening match will be staged next Wednesday night in Toronto. Dates were announced by President Calder on Saturday as follows:

First game, Wednesday, March 20. Second game, Saturday, March 23. Third game, Monday, March 25. If fourth or fifth games are necessary, they will be played respectively on the 27 and 29.

Negotiations are now under way between the two leagues concerning the matter of referees. The Toronto club is anxious to use Crawford and Jack Adams in the series, these players being ineligible through the fact that they signed with Toronto after February 1st. President Frank Patrick of the Pacific Coast League, on Friday wired to Manager Charlie Quenneville of the Toronto club, extending his congratulations on the Blue Shirts' victory, and inquired whether the Toronto club was willing to accept a referee from the western league, and if so, which one. It is quite possible that this arrangement will be made. It is thought probable that "Mickey" Lons, the former Tecumseh lacrosse player, will be the official, as he is coming with the coast team.

Cyclone Taylor, the leading scorer of the Western League, will be a big attraction in himself. Taylor is a speed marvel of the first water and a clean player. The mode of play on the coast is clean and fast. The Blue Shirts are not any sign of a team that is going, and it should be the greatest series of the season.

The players share in the first three games of the series only, and the fans can rest assured that they will try to get it over as soon as possible. Hockey followers will have a chance for the first time to see a real penalty system in operation in a pro fixture. The seats, which go on sale today, Friday, March 23.

Hornsby Gives Up Holding Out on President Rickey

NEW YORK, March 16.—After demanding a \$10,000 salary ever since the close of last season, Roger Hornsby, the brilliant young shortstop of the St. Louis Cardinals, has come out of the holdout class. He has accepted the liberal terms originally named by President Rickey, and will report at once to Manager Hendricks. Hornsby stuck to his guns as long as he believed that his release might be sold to the Cubs, but when he discovered that Rickey's refusal to part with him for \$50,000 was strictly on the level, he concluded to get in out of the wet.

will be sold in a series of three, good for the first three games of the series. If more games are necessary, the purchaser of tickets for the first three games will just show his stubs and get the same seats for the next fixtures.

PLAYGROUNDS TEAM WINS TORONTO JUVENILE TITLE

TORONTO, March 17.—City Playgrounds hockey team won the Toronto juvenile title of the O.A.B.A. when they defeated Simpson, 4-1, in the replayed game Friday night 15-3.

The Playgrounds boys will play the eastern group winners, Kingston, at the latter place in the semi-finals on Saturday night, March 23.

TORONTO DENTALS' CLEAN SWEEP OF CLEVELAND SERIES

Cleveland Fans Want Canadians Back for Another Series.

[Special to The Advertiser.] CLEVELAND, March 15.—In a game that was even more bitterly contested than Friday night's great contest, the Dentals of Toronto tonight again defeated the Cleveland hockey team, winning 2 to 2. As a result, the Canadians made a clean sweep of the series, winning both games, and scoring seven goals to three for Cleveland. The Dentals Friday night had much to do with the victory. Tonight it was evened up, Cleveland playing just as good hockey, and toward the latter part of the contest having the better of the argument. Toward the end of the game, however, the Canadians on the defensive, but try as they would, the Sixth City Puck-chasers could not get the puck past C. Stewart when a drive into the net meant the tying up of the score. It was probably the fastest hockey exhibition ever staged at the Elysium, and gradually the play became rough, and at one time it looked as if a free-for-all fight was to be staged owing to the rough tactics employed by a few of the Dentals. First Trimble and then Debernardi suffered at the hands of Stewart, and when Dutch Jennings was knocked out when the Dental walloped him in the face with his stick, as a result, Dentals was unable to continue and Stewart was penalized by the referee, and just to show their good sportsmanship the Dental management removed him from the game.

But the game was anybody's battle, neither team having much advantage. It was a battle royal from start to finish, with hair-raising rushes, hard checking, pretty stick-handling and brilliant combination play being prominent throughout. It was the individual ability and sterling hockey played by Fox which enabled Dentals to win out. His work fairly scintillated, and two of the three Dental goals came as the direct result of his efforts. All in all the Dentals are by far the best team that has appeared here lately for several years, and already the Cleveland fans are clamoring for their being brought back for a return engagement. Manager Kilgus will bring the Dentals back if proper arrangements can be made.

Cleveland. Dentals. Turner Goal C. Stewart. Kilgus R. defence L. Laflamme. Croft R. defence L. Laflamme. Poland R. defence L. Laflamme. Debernardi R. wing R. Smiley. Trimble Centre J. Milne. Substitutes—Cleveland, Irving for Poland. Dentals—J. Stewart for Rennie, Rennie for Milne. Goals, first period—Jameson 4:10; Laflamme 6:45; J. Stewart 19:48. Second period—Box 1:35; Debernardi 6:15. Penalties, J. Stewart. Stoops—Turner, Cleveland, 11, 10, 21. G. Stewart, Dentals, 14, 13, 27. Referee—Schwartz. Time of period—20 minutes.

LONDON 'Y' JUVENILES AT HAMILTON TONIGHT

The Y. M. C. A. juvenile basketball team go down to Hamilton today to play the Zim team of that city in the first of the O. A. B. A. semi-finals. The locals are taking a fast team along with them and expect to have little trouble with the Hamiltonians. The team will line up: Wilson and Young, forwards; Kennedy or Grant, centre; W. Beamer and B. Beamer, defence. The return game will be played here next Saturday night.

ART ROSS TROPHY IS DEFENDED BY HOCHELAGA FOR THE SECOND TIME

MONTREAL, March 17.—By defeating McGill at the Jubilee Rink on Saturday night by a score of 7 to 3, Hochelaga, champions of the Montreal Amateur Hockey League, successfully defended the Art Ross trophy for the second time since attaining possession of it. Hochelaga outplayed McGill throughout the game. They played better hockey and did less roughing than did their opponents. The Hochelaga forwards showed more speed than McGill, and were equally brilliant on the defensive.

THISTLE CLUB BOWLERS MEET TUESDAY NIGHT

The bowling division of the Thistle Club will hold their annual meeting tomorrow night for the election of officers and committees for the coming season. With the prospect of an early spring the bowlers are commencing to dig out their bowlers and to get up their white hats and trousers for another summer of the sport. A good turnout is expected by the officers on Tuesday night.

CLINTON C. I. WINS TITLE

CLINTON, March 14.—The final game of the town league was played here on Friday night, when the C. I. I. defeated the Organ Factory team 4-2. This game leaves the school at the head of the league with three wins and one loss; the Pastimes second with two wins and two losses, and the Factory last, with three losses and one victory. The line-up was as follows:

SNELGROVE WINNER OF L. C. C. BONSPIEL

What probably will be the last bonspiel of the season was staged at the London Curling Club on Saturday afternoon. Considering the time of the year, the ice was in good shape and the curlers had some fine sport.

A number of St. Thomas men were the guests of the London Club for the day. W. J. Snelgrove's rink turned in the highest score, having three wins and a plus of 17 to their credit, while Dan McDonald was close behind with three victories and a plus of 15. The rinks and scores follow:

LOU MARSH AND C. IRVINE REFEREE STANLEY SERIES

Toronto, March 15.—Referee Lou Marsh has been selected to act with C. Irvine of Vancouver in handling the Stanley cup games. The visitors are expected here tomorrow. Manager Charles Quenneville of the Toronto club expects to be allowed to play Crawford and Adams. The Toronto are 2 to 1 favorites for the first game, which will be played under N. H. L. rules.

ANOTHER FOR JACK

MEMPHIS, Tenn., March 17.—Jack Dempsey of Salt Lake City, Utah, knocked out Jack Smith of Chicago in the first round of a scheduled eight-round fight here last night. The fight lasted less than two minutes, and in that time Smith was floored four times.

DISTRICT CASUALTIES

PRESUMED TO HAVE DIED

BRANTFORD. A. C. Baillinger. BRIGHT. W. Roper.

WOUNDED

INGERSOLL. F. A. Bichener. LONDON. H. L. Nichol. CHATHAM. K. Edwards. TILLSONBURG. G. W. Sopar. BEACHVILLE. Lieut. B. A. Corbett. HAY P. O. G. A. Hooper. HARRISDALE. J. S. Thompson. KINGSMILL. W. Hickmott. OWEN SOUND. J. A. Robb. KILSYTH. H. G. McNeill. GALT. S. J. Bond.

ILL

LONDON. J. Hadley Duncan.

GASSED

AILSA CRAIG. W. F. C. Parker. LONDON. R. H. Gollip. L. M. Pennie.

CHATHAM.—Four girls, 12 to 15 years of age, left the local shelter and started to go to Detroit. They walked to Charles Cross and when sleeping in the M. C. R. depot were taken in charge and returned to the shelter. The oldest says she will run away again.

PIMPLES AND RUNNING SORES

WOULD HOLD HEAD DOWN FACE WAS SUCH A SIGHT.

Pimples are caused by the blood being out of order. Those festering and running sores appear on the forehead, on the nose, on the chin and other parts of the body, and although they are not a dangerous trouble they are very unsightly to both you and your friends.

There is only one way to get rid of this obnoxious skin trouble, and this is by giving the blood a thorough cleansing by the use of Burdock Blood Bitters. This sterling remedy has been on the market for over 40 years, during which time we have received thousands of testimonials as to its curative powers over all skin diseases.

Mrs. Victor G. Fry, North Battleford, Sask., writes: "I used Burdock Blood Bitters when I was about eighteen. I was so bad with pimples and running sores, that when I went down town I would hold my head down when I would see anyone coming, my face was such a sight. I got two bottles, and my face began to clear, so I kept on until I had a beautiful complexion. I have recommended it to everyone who is in a run-down condition, as it builds up the blood, and when the blood is all the face is clear." Manufactured only by The T. Milburn Co., Limited, Toronto, Ont.

DE LA SALLE DEFEATS BARRIE IN FIRST GAME FOR JUNIOR HONORS

TORONTO, March 17.—After a grueling game at the Arena Saturday night in the first of the finals for the junior championship of the Ontario Hockey Association, De La Salle were victorious over Barrie by a score of 6 to 3. An excellent exhibition of the sport was given by the two teams, but the Barrie players were superior in checking. The teams were:

UNIFORM STAKE RACES ON MICHIGAN SHORTSHIP

SAGINAW, Mich., March 17.—Uniform stake races to be contested at seven of the eight meetings of the Michigan Shortship circuit were announced Saturday by Secretary Morris. The stake classes agreed upon by the state race secretaries at Detroit the past week are 2:17, 2:12 and 2:08 paces, and 2:18 and 2:14 trots, by \$100 purses, and a 2:20 trot for 3-year-olds for \$500. Mount Clemens, Dexter Park at Detroit, Fort Huron, Saginaw, Bay City, Kalamazoo and Oshkosh are the cities that will give these stakes. An important announcement made by Secretary Morris was the decision to give six moneys instead of four at all circuit races this year. This rule will appeal especially to race fans, as it will leave six horses instead of four after the fourth heat in split heat races, the rules allowing only three horses standing for money to remain after the fourth heat.

ISN'T THIS ROMANTIC?

Two toes loved by four corns for five years and sentenced to die by five applications of Putnam's Corn Extractor. If you want to cure corns, "Putnam's" is the only thing—try this painless remedy, 25c, at all dealers.

The PLAZA HOTEL

NEW YORK
FIFTH AVENUE AND FIFTY-NINTH ST.

Exclusive, quiet and homelike, with an unhampered view of Central Park in all its beauty.

Within easy reach of all theatres and shops.

Reservations now being made for over Easter.

FRED STERRY, Managing Director.

WILSON'S BACHELOR

"The National Smoke"

Uniform quality. Smooth, even burning. The cigar with the rich flavor and aroma of fine Havana leaf.

3 for 25¢

ANDREW WILSON & CO. TORONTO AND MONTREAL

DERBY SHOES

Above all in Quality

The high quality of Derby Shoes has been rigidly maintained in spite of the great increase in cost of leather and all the changes necessitated by the war. Men who are exacting in their shoe requirements will be thoroughly satisfied with the "Derby" brand.

"More Wear in Every Pair"

Derby Shoes are union-made by skilled workmen. The very best material is used throughout and they have the famous Hyman No. 1 Oak Soles, which not only insure extreme wear but which will not burn the feet like hemlock soles.

The shoe illustrated above is our Belmont Last—No. 69 Harvard brown calf Balmoral, Goodyear welt. Ask to see it.

For Sale By Dealers In Every Town.

The Murray Shoe Company, Limited

MANUFACTURERS OF
"Derby" and "Murray Made" Shoes for Men
LONDON - CANADA

WRIGLEY'S

The goody that is beneficial to teeth and stomach is best for all ages.

WRIGLEY'S

massages and strengthens the gums, keeps teeth clean and breath sweet, allays thirst, aids appetite and digestion.

Keep YOUR boy at the front supplied.

The Flavour Lasts

MADE IN CANADA

"After every meal"

WRIGLEY'S SPEARMINT THE PERFECT GUM LASTS THE FLAVOUR LASTS

WRIGLEY'S DOUBLEMINT CHEWING GUM THE FLAVOUR LASTS

WRIGLEY'S JUICY FRUIT CHEWING GUM THE FLAVOUR LASTS

AMUSEMENTS, LECTURES

Musical Art Society
presenting
The Little Symphony
George Barrie, Conductor
GRAND OPERA HOUSE, LONDON, WEDNESDAY EVENING, MARCH 20.

Plan at Box Office Now.

PATRICIA JACK GARDINER
—IN—
"MEN OF THE DESERT."
Canadian scenic, Patricia War News, Mr. and Mrs. Drew Comedy.

VAUDEVILLE
THOSE FOUR GIRLS
COMEDY AND HARMONY.

MAJESTIC
—THE SHOW—THE ORCHESTRA—
TODAY AND TOMORROW.
PAULINE FREDERICK
—IN—
"MADAM JEALOUSY."
Matinee only: HEARTY MOREY IN "THE DESIRED WOMAN."
Vaudeville, Keystone Comedy and News Weekly.

EXHIBITION
Physical Work and Basketball
V. W. C. A. and Western University classes, Western University Gym, Oxford street between Waterloo and Colborne, Friday, March 22, 8 o'clock. League game. Tickets, 25c. 344-zw

Canadian Order of Foresters,
Court Eclipse,
will hold an "At Home" in their lodge room on Richmond street, Wednesday evening, March 20. Music, cards and lunch. 33c

London & Western Trusts
Will pay 130 for London and Western Trusts Company shares till cancelled. Do you desire gift-gate security? Call F. B. CLARK, 415 Richmond Street, Next Bank of Commerce, London, Ontario.

PROFESSIONAL CARDS.
TODAY MONDAY NIGHT
Palace Academy. By request, extra shantooz dance Saturday night's big success repeated. The best orchestra in the city will play you the best music you ever danced to. Our admission always the same. No advance. Come tonight. Layton & McCormick.

NOT A DULL MOMENT FROM
start to finish in the program supplied by the Henderson Amateur exchange, 91 Wellington street, London. Phone 2670.

PHONE 218 REGARDING MINERAL
baths and massage treatments for various ailments. Experienced at various locations.

LONDON JUVENILE PIPE BAND
Expert dancers and entertainers. Concert engagements accepted, whole or part program provided. See book or, Pipe-Major Macdonald, 430 Colborne, London. Phone 4215.

SAM MUKNO, CANADA'S JUVENILE
Harry Lauder dancer. Concerts accepted. 101 Waterloo street. Phone 1199.

MUSIC PUNISHED FOR PARTIES
balls, banquets. Phone 1295. Tony Vito Italian Harpers, 122 Queen's avenue.

GLADYS COMBER, PIPER AND
dancer. Leader of Henderson's Klitz Band. 431 Ottawa. Phone 4297.

ROBERT HANNAH, ELOCUTIONIST
entertainer, concert engagements, 357 Princess avenue. Telephone 3735.

GEORGE A. STEER, ELOCUTIONIST
and soloist—concert engagements accepted. Care, Purdon Hardware Company, London.

BUSINESS CARDS.
LEWIS, 101 KING, BUYS AND SELLS
all kinds second-hand house-furnishings for cash.

FOR GENUINE PLUMBING REPAIRS
phone 578, S. H. Hammond, 765 King street.

MORRIS FOR FINE CLEANING
pressing, repairing. 424 Wellington street. Phone 2698. Heavy overcoat for sale.

MELBO & GREY, REAR ADVERTISER
First-class livery and board. Bus parties our specialty. Phone 1275.

The Peoples Shoe Store
REPAIR DEPARTMENT
Joseph Holland, Repair Manager.
Expert work guaranteed at reasonable prices. Whether you bought your shoes here or not we repair them. 121 Dundas street, 12 Market Square. xzt

National Brass, Limited
94 CARLING STREET.
NICKEL-PLATING
Have your bicycle parts nickel-plated before spring. xzy

INSURANCE
M. GUNN & SON (GEORGE C. GUNN)—Established 1859. Fire, life, accident and automobile insurance.

THAT SON-IN-LAW OF PA'S—Pa's Test Is Too Severe.

GOSH, I WONDER IS THERE ANYTHING IN THAT? I GOT HALF A MIND Y GIVE IT A TRIAL!

"BE A MASTER OF MINDS OF YOUR ASSO-CIATES! LEARN TO HYPNOTISE BY PROF. ST. KICKLE'S METHOD."

I-I SAW YOUR SIGN AND I WAS THINKIN' 'EBBIE YA COULD TEACH ME HOW T' CONTROL TH' MINDS O' FOLKS—

THAT I CAN, MY DEAR SIR, THAT I CAN!

TAKE MY COURSE IN HYPNOTISM AND I'LL GUARANTEE THAT YOU CAN ENTER A DEN OF FEROCIOUS MAN-EATING TIGERS AND SUBJUGATE THEM WITH THE NAKED EYE!

IS-IT THAT ALL? I WANT TO DO MORE THAN THAT!

I-I THOUGHT MAYBE YA COULD SHOW ME HOW T' BOSS MY WIFE!

ADVERTISING RATES.

Advertisements—Fifteen cents per line each insertion.
Births, Marriages and Deaths—One insertion, 25 cents. Each subsequent insertion, 15 cents.
Cards of Thanks—Fifty cents each insertion.
Articles For Sale, To Let, Help Wanted, Situations Vacant, Board and Lodging, Lost and Found, Rooms to Let, and all similar condensed advertisements—First insertion, one cent per word; each subsequent insertion, one-half cent per word. No advertisement less than fifteen cents.
An extra charge of ten cents is made for all transient advertisements that are charged.

BORN, MARRIED, DIED.

BORN.
BOWKER—At St. Joseph's Hospital, on Monday, March 18th, to Mr. and Mrs. Clarke Bowker, a son.

MILNER—To Mr. and Mrs. William Milner, on March 17, at St. Joseph's Hospital, a son.

DIED.
CAMPBELL—At the residence of his parents, 264 Oxford street, on Monday, March 18, 1918, William Wallace, the dearly beloved and second son of Mr. and Mrs. A. L. Campbell, 18 years.

Funeral to Woodland Cemetery on Wednesday, March 20th. Services at 2 o'clock. Funeral private. 334

COLBERT—At the residence of his nephew, John Colbert, 335 Lyle street, on Saturday, March 16, 1918, Thomas Colbert, formerly of London Township, 58 years.

Funeral will leave the above address on Monday, March 18, at 2:30 p.m., service at 2 p.m. Friends and acquaintances accept this intimation. Interment at St. John's Cemetery. Please omit flowers. 334

FERGUSON—At Sparrow Hospital, Lansing, Mich., on Friday, March 15, 1918, Catherine Isabel, daughter of Mr. and Mrs. William Ferguson, of 23 Thornton avenue, this city.

Funeral private from G. E. Logan's undertaking parlour, 1000 Front street, interment at Mount Pleasant Cemetery.

INQUEST—"Strath Lynn," Smcoe, Ont., on Friday, March 15, 1918, John William Livingston, beloved wife of William F. Innes, Esq., in her 78th year.

Funeral private to Oakwood Cemetery on Monday, at 2:30 p.m. Kindly omit flowers.

PROBYN—At Victoria Hospital, on Sunday, March 17, 1918, John Probyn, dearly beloved husband of Sarah Probyn, aged 69 years.

Funeral from the residence of his son, William C. Probyn, 54 Palace street, on Tuesday, March 19, at 3 o'clock. Friends and acquaintances please accept this intimation. Interment at Woodland Cemetery.

PRUDEN—At her late residence, lot 9, concession 5, Westminster Township, on Sunday, March 17, 1918, Elizabeth, widow of the late H. Pruden, aged 71 years.

Funeral from the above residence on Wednesday, at 1:30. Service at 2 o'clock. Interment at Bostic Cemetery. Friends and acquaintances please accept this intimation. 344

STERNBERG—At Toronto, on Saturday, March 16, 1918, Emma L., beloved wife of J. Sternberg, formerly of this city.

Funeral on arrival at 11:30 a.m., Grand Trunk train on Monday, March 18, to Mount Pleasant Cemetery. b

VACANT LOT GARDENING ASSOCIATION—Organized, organization meeting, City Hall, Tuesday, March 19, 8 p.m. Everybody interested welcome. 344

O. O. F.—FOREST CITY LODGE, No. 28, will meet in their hall, Richmond street, Monday, 8 p.m. sharp. General business, visitation of friends and officers and brethren will please attend. Visitors welcome. Archie M. Neilson.

STOP! LOOK! LISTEN! MANY HAD to vacate homes, leave friends, business, and possessions, without consent or resignation. Have your passport examined, 367 Richmond street, nightly. City Mission.

LOST AND FOUND.
LOST—SATURDAY AFTERNOON, grey purse, with cord handle, on Dundas street, between Chapman's Dry Goods Store and Wellington street. Reward, Phone 3233. b

LOST—BLACK PURSE, with \$15 and watch to Stratford. Reward, Advertiser.

LOST—LIGHT BROWN COLLIE, pup, named Buster. Anyone detaining said pup will be prosecuted. Reward, 463 Dundas street. b

THE PERSON WHO LEFT POCKET-BOOK AND keys about three weeks ago may have same by proving property. J. H. Chapman & Co. 33c

LOST—CHECK AND BLANK FORM of the Equitable Life Assurance Company. Reward at this office. 33c

STOLEN—SATURDAY EVENING, March 2nd, Massey-Harris wheel, No. 661439. Reward for information leading to its recovery. Write Box 154, Advertiser. 33c

PERHAPS YOU LOST IT IN A STREET CAR. See Street Railway Service for list of articles found in "Take one" in the cars. 274

USED CARS FOR SALE.
GRAY-DON'T TOURING CAR. Bought last fall and in excellent condition. Equipment includes slipper, extra tires. Price reasonable. For immediate sale. Apply Box No. 160, Advertiser. 30c

PORT TOURING AND RUNABOUTS, 1917 and 1918. See advertisement. Universal Motor Sales, Pall Mall street. 33c

HORSES, CATTLE, ETC.
For Sale or Wanted.

TWO REGISTERED SHORTHORN bulls, out of heavy milking dams, red and roan, at Lot 8, Concession 2, Lobo, Alf. J. Campbell, Komoka P.O. 34c

THOROUGHbred JERSEY BULL, thirteen months old. Can be registered. Apply R. S. Stanley, Byron, Ont. 33c

CALVES FOR SALE—Holstein, grades and thoroughbreds. Inquire Box 186, Innesford. 33c

WANTED.
WANTED—HOME TO STORE GOOD upright piano for five or six months' time; must be reliable parties. Apply Box 148, Advertiser. 33c

MALE HELP WANTED.

COMBINATION LINEMAN FOR EAST Middlesex Telephone Company. Everything four days a week. Apply K. M. Whitehead, secretary, Thorncliffe. 34c

TEACHER WANTED, ACCUSTOMED to handling lumber, London Box Manufacturing and Lumber Company Limited. 34c

WANTED SEVERAL GOOD PRESS men, Richards-Wilcox, Canadian Company. 34c

WANTED—GOOD BOY—J. GAM- MAGE & Son, 809 Dundas street. 34c

YOUNG MAN WANTED, APPLY A. B. Greer & Son, York and Talbot. 34c

PAINTER WANTED, APPLY A. B. Greer & Son, York and Talbot. 34c

Linemen Wanted
Good work; long job; expenses paid. Apply A. ANDERSON, superintendent, H. E. P. Co., care of Tremblay Hotel, Niagara Falls. 34c

WANTED—REPRESENTATIVE FOR gold mining company, Northern Ontario. This is a good proposition. Responsible people behind it. My trustworthy agent need apply. References necessary. Apply Box 162, Advertiser. 34c

BLACKSMITH WANTED—APPLY to Charles Scarlett, Cottam, Ont. 34c

AN EXPERIENCED GROUND keeper for the London Bowling and Bowling Club. Apply W. J. Aspland, 116 Dundas street. 34c

BOY WANTED TO WORK IN STORE at 199 Dundas street. 34c

A BRIGHT LAD, HIGH SCHOOL standing, for office. Give age and school qualification. P.O. Box 413. 34c

WANTED AT ONCE—CLERK FOR home service, one who can typewrite. Apply to Capt. P. Canfield, Canadian Engineers, Carling Heights 325

GLASS BEVELER—STEADY JOB for good all-around man. Looks & undertakes parties. Mount Pleasant, interment at Mount Pleasant Cemetery. 34c

MORE YOUNG MEN WANTED as telegraphers and station agents. Great demand. Good wages to start. Register with the Canadian Northern Northern Insurance best results. Positions secured. Expenses earned while training. Free Book O explains Day and Mail Courses. Write Dominion Press, Limited, Paris, Ont. 34c

PRINTERS—JOB PRESSMAN OR feeders on Golding and Automatic presses; best class of work. Walker Bros. Limited, Paris, Ont. 34c

EXPERIENCED ICE CREAM MAKER wanted—State age, married or single, where formerly employed, enclosing copies of testimonials, work for not later than April 15. Address Creamery Company, Limited, Renfrew. 34c

WANTED—SMART BOY FOR office work. Apply Meredith & Fisher. 34c

WANTED
MACHINISTS,
MOULDERS,
BLACKSMITHS,
FOR MARINE WORK
Apply
The John Inglis Co., Ltd.
14 Strachan Avenue, Toronto.
Ap. 12.

TWO BARBERS WANTED AT ONCE—Apply R. F. Lewis, W. O. R. barber shop, 1000 Front street. 34c

AUTOMOBILE MECHANIC WANTED by April 1 for Chevrolet garage; work must be good man. Apply, stating experience and wages, to E. W. Egan, 28, Michell, Ont. 34c

WANTED AT ONCE—EXPERI- ENCED beam-hands, married men preferred. Apply The Breithaupt Leather Company, Limited, Woodstock. 297

A RELIABLE SALESMAN WANTED every town and district in Western Ontario where not represented. Sprig planting list now ready. Send for prospectus and price catalogue. Start now! Best selling time. Stone & Wellington, the Ponthill Nurseries, Toronto. 251

WANTED TO PURCHASE.
WANTED—WELL BRED BOSTON bull or fox terrier. State age, price. Advertiser. Apply Box 173, The Advertiser. 34c

WANTED—A FORD RUNABOUT lowest cash price. Box 177, Advertiser. 34c

LEFF, JUNK DEALER, PAYS BEST prices. 316 Grey. Phone 4626. 34c

WE BUY ALL KINDS OF OLD BOOTS, shoes and leather. Phone 3425. London & Western Trusts, 415-421. 34c

WANTED TO PURCHASE—100 quarters of milk daily. Apply 134 Wharncliffe street. 29c

WANTED—MUSKRAT AND ALL kinds of raw furs, ship, and give the big price. T. L. Borrowman, 1111

WANTED—DEAD HORSES AND cattle. Will pay \$1 to \$3 for live animals. London Fertilizer Company. Phone 333. 34c

MELODEONS WANTED AT KENNEDY'S Antique Store, 312 Talbot street. 34c

POULTRY AND EGGS.
THOROUGHbred WHITE LEGHORN eggs for hatching, \$1 in 3130 out of city. 692 Adelaide street. 33c

FIVE ROCK COCKERELS FOR SALE—one egg for setting, best to lay. 738 York street. Phone 326. 34c

ROSE & SHAW, LICENSED AUCTIONEERS, Hotel, London, every Saturday, or phone Dorchester. Specialty, farm sales. 34c

DERMATOLOGY.
MARINELLA SYSTEM FOR FACE, acne, chloasma. Removal of superfluous hair permanently. Miss Beatrice, corner Talbot and Palladium. Phone 2027. 34c

ROOFING.
SLATE, GRAVEL AND CEMENT roofing. Paint for iron roofs. Walter Scott, 506 York street. 34c

SLATE ROOFING—OUR SPECIALTY. Is slate blackboards. J. Whitaker, 551 King street. 34c

FEMALE HELP WANTED.

WANTED—BY APRIL 1ST, CAPABLE girl for general housework. Apply 864 Dundas street. Phone 2127. 34c

WANTED AT ONCE, EXPERIENCED coat operators. Apply Ross, Limited, 196 Dundas street. 34c

GENERAL MAID TO GO HOME nights. No laundry, 697 York street. 34c

WANTED—EXPERIENCED HOUSE- MAIDS—Apply Housekeeper, 346 Cumsho House. 34c

GOOD DINING-ROOM GIRL WANTED at once. Buckingham Hotel, Woodstock. 34c

SMART GIRL ABOUT 16 TO ASSIST in office. Anderson's, Market House. 34c

COOK, GENERAL, WANTED. No laundry or upstairs work. Apply 300 Princess avenue. 34c

VERMOREL—WOMAN TO CLEAN SIL- VERWARE. Apply Housekeeper, 332 Dominion House. 34c

COMPETENT GENERAL MAID, AP- PLY Mrs. Roy Moore, 204 St. James' street. 34c

EXPERIENCED COOK-GENERAL State wages and references. Apply Box 256, Advertiser. 34c

TELEPHONISTS, experienced only. Sewing operators. Glad to learn. Big wages. Hotel help for town. Apply outside of London. Housekeeper, Box 100, Advertiser. 34c

ONTARIO GOVERNMENT EMPLOY- MENT. Apply to J. R. E. 108 Dundas St. Phone 306. No Fees. 34c

WANTED—EXPERIENCED FEMALE maid, light housework. Mrs. Jack Barnard, 427 King street. 34c

PACKERS, BUNCH—BREAKERS, rollers and strippers. Manness & Son, cigar manufacturers. 33c

BRITISH KITCHEN SALES- WOMAN for house department in city store. One capable of assisting. Responsible people behind it. My trustworthy agent need apply. References necessary. Apply Box 162, Advertiser. 34c

COATMAKERS, SKIRT AND WAIST- MAKERS wanted for ladies' tailoring and dressmaking departments. Apply to J. R. E. 108 Dundas St. Phone 306. No Fees. 34c

MAID WANTED—MRS. GREEN- LEES, 866 Wellington street. 33c

GIRLS WANTED IMMEDIATELY for candy and biscuit departments. Apply Employment Department, Cornick Manufacturing Company. 34c

TABACCO STAMPEERS WANTED—John McNea & Sons, 351 Clarence street. 75-1f

WORK WANTED
AUDITING AND ACCOUNTING—Would handle bookkeeping, auditing or installing systems in spare time. Systems, Translations, with latest methods. Write for French correspondence. Moderate rates. Box 157, Advertiser. 34c

TEACHERS WANTED.
TEACHER WANTED FOR S. N. O. in West Nisour. The qualifications and salary expected. Duties to commence after Easter. Apply Thomas, 1000 Front street. 34c

WANTED—EX-TEACHER, CAN- DIAN, to teach gentlemen one hour daily, at teacher's home, reading, writing, arithmetic, spelling, etc. weekly. Box 133, Advertiser. 34c

TEACHER WANTED—S. N. O. 2nd, 3rd, 4th, 5th, 6th, 7th, 8th, 9th, 10th, 11th, 12th, 13th, 14th, 15th, 16th, 17th, 18th, 19th, 20th, 21st, 22nd, 23rd, 24th, 25th, 26th, 27th, 28th, 29th, 30th, 31st, 32nd, 33rd, 34th, 35th, 36th, 37th, 38th, 39th, 40th, 41st, 42nd, 43rd, 44th, 45th, 46th, 47th, 48th, 49th, 50th, 51st, 52nd, 53rd, 54th, 55th, 56th, 57th, 58th, 59th, 60th, 61st, 62nd, 63rd, 64th, 65th, 66th, 67th, 68th, 69th, 70th, 71st, 72nd, 73rd, 74th, 75th, 76th, 77th, 78th, 79th, 80th, 81st, 82nd, 83rd, 84th, 85th, 86th, 87th, 88th, 89th, 90th, 91st, 92nd, 93rd, 94th, 95th, 96th, 97th, 98th, 99th, 100th. 34c

TEACHER WANTED FOR S. N. O. 2nd, 3rd, 4th, 5th, 6th, 7th, 8th, 9th, 10th, 11th, 12th, 13th, 14th, 15th, 16th, 17th, 18th, 19th, 20th, 21st, 22nd, 23rd, 24th, 25th, 26th, 27th, 28th, 29th, 30th, 31st, 32nd, 33rd, 34th, 35th, 36th, 37th, 38th, 39th, 40th, 41st, 42nd, 43rd, 44th, 45th, 46th, 47th, 48th, 49th, 50th, 51st, 52nd, 53rd, 54th, 55th, 56th, 57th, 58th, 59th, 60th, 61st, 62nd, 63rd, 64th, 65th, 66th, 67th, 68th, 69th, 70th, 71st, 72nd, 73rd, 74th, 75th, 76th, 77th, 78th, 79th, 80th, 81st, 82nd, 83rd, 84th, 85th, 86th, 87th, 88th, 89th, 90th, 91st, 92nd, 93rd, 94th, 95th, 96th, 97th, 98th, 99th, 100th. 34c

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TEN

SPEAKING OF AUTO TIRES
PARTRIDGE
PERFORMANCE IS
PERFECT
WHOLESALE AND RETAIL
THE CANADA AUTO DEVICES CO.
 325 DUNDAS ST. W. PHONE 3778
 J.A. McLAREN MANAGER

Easter Cards



Prettier than ever.

Hay's Stationery
 173 DUNDAS STREET.



For \$1.00
 Any article in our north window and on special table, main floor, for \$1.00.

C. H. WARD & CO.
 Diamond Merchants and Jewelers
 286 Richmond St. Phone 1084

EVERYTHING ELECTRICAL
 Consult us about your electrical supplies. We carry a complete stock. Estimates given on wiring contracts.
Western Ontario Electric Co.
 237 Dundas Street. Phone 4771.
 A. T. TAYLOR. E. L. CAMPBELL

There's a Ruddy Store Near You
 DROP IN SOME TIME
 Sample Our Goods.
 733 RICHMOND STREET.
 308 1/2 DUNDAS STREET.
 874 DUNDAS STREET.

JOHN A. NASH
 "My Jeweler"
 Has a remarkable bargain in a Blue-White Diamond

about 1 1/2 carats. Space will permit further explanation. Call, and he will tell you all about it, and the price which is below actual value or wholesale cost. New Store, 286 Dundas Street, opposite Gamings.

"Where You Will Eventually Buy."

49 MORE MEMBERS OF C.E.F. GRANTED SPECIAL LEAVE

Released From Service Temporarily at Least.

The names of 49 additional drafted men who have been granted leave of absence by the district leave of absence board have been announced at district headquarters. Two of the men are from the 43rd Depot Battery, two from the 44th Battery, and the remainder from the 1st Depot Battalion, W. O. R. Regiment. The periods of exemption are for the most part temporary, ranging from one month upwards.

The names follow:

63rd Depot Battery, C. F. A. Gnr. Charles James Scott and Gnr. John Wm. Wilson, while they remain farmers.

64th Depot Battery, C. F. A. Gnr. Geo. Percy Fleming, while he remains a farmer; Gnr. R. C. Davidson, to October 1, 1918.

1st Depot Battalion, W. O. R. Pte. Marshal Porter, to October 1, 1918.

Pte. Walter A. Gutscher, to October 1, 1918.

Pte. Charles Henry Lilley, to May 15, 1918.

Pte. A. N. Schneider, to October 1, 1918.

Pte. John Ferguson, to October 1, 1918.

Pte. N. G. Millson, to April 12, 1918.

Pte. Jos. A. Brown, while fishing, subject to report.

Pte. August C. Elckmeyer, to October 1, 1918.

Pte. Clifford W. Walker, to September 1, 1918.

Pte. David W. Daniels, to October 1, 1918.

Pte. Samuel Campeau, to October 1, 1918.

Pte. Geo. Taft Whitelaw, to October 1, 1918.

Pte. Enos J. Herdman, to December 1, 1918.

Pte. Lachlin McNiven, to October 1, 1918.

Pte. Clifford G. Jordan, to October 1, 1918.

Pte. Alvin Milne McKee, to October 1, 1918, if in lower category than "A."

Pte. Walter D. Bradburn, to October 1, 1918.

Pte. Wilfred Stanley LaMarsh, to December 1, 1918, while farming.

Pte. Alf. Rose, to December 1, 1918, while farming.

Pte. Edwin J. Litt, to June 1, while operating tractor.

Pte. L. R. Hawes, to April 4, 1918.

Pte. John Edward Roy, to October 1, 1918.

Pte. Samuel Albert Ratz, to October 1, 1918.

Pte. Ernest L. Mickle, to May 15, 1918.

Pte. Russell W. Knight, to May 15, 1918.

Pte. Joseph Beazley, to October 1, 1918.

Pte. H. C. Bennett, to October 1, 1918.

Pte. Ed. Napoleon Coriveau, to October 1, 1918.

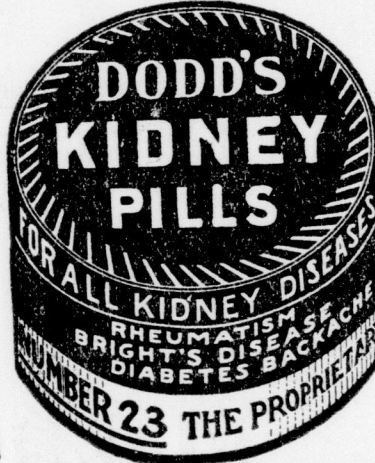
Pte. Jos. Burnett, to October 1, 1918.

Pte. Emil Casey, to October 1, 1918.

Pte. Joseph Phillips, to April 19, 1918.

Pte. Wm. Martin, to October 1, 1918, domestic grounds.

Pte. Edward A. Cairns, leave while farming.



ROWAT'S TEA

THE SUPREME QUALITY.
 Its flavor will please you.
 T. A. ROWAT & CO.
 250 DUNDAS ST. W.
 PHONES, 3551-3552, EX.

Pte. Samuel Fox, to October 1, 1918, while farming.

Pte. John Alexander Maxwell, to October 1, 1918, while farming.

Pte. Ward A. Phelps, to October 1, 1918, while farming.

Pte. Delphus Rocheleau, to December 1, 1918, while farming.

Pte. Noe Bondy, to December 1, 1918, while farming.

Pte. Clifford Pickering, to October 1, 1918, while a farm laborer.

Pte. Albert Hinch, to October 1, 1918, "C" category, until class called.

Pte. Carlton McMurray, to December 1, 1918, while farming.

Pte. Jas. Harold Weekes, for thirty days.

Pte. L. M. Zink, to October 1, 1918.

Pte. Henry F. Dunn, to October 1, 1918.

Pte. Wilfred A. Bruce, to October 1, 1918, farm laborer.

Pte. Samuel Fox, to October 1, 1918, while farming.

Pte. John Alexander Maxwell, to October 1, 1918, while farming.

Pte. Ward A. Phelps, to October 1, 1918, while farming.

Pte. Delphus Rocheleau, to December 1, 1918, while farming.

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FRACTURED SKULL PROVES FATAL TO AGED MAIL DRIVER

Causes Death of Man Struck by Motorist.

John Probyn, aged 68, a city mail driver, residing at 375 Grosvenor street, died in Victoria Hospital on Sunday from injuries he sustained in an automobile collision and runaway accident at the corner of Wolfe and Waterloo streets on Wednesday evening. Mr. Probyn had been unconscious ever since the accident, his skull having been fractured.

The jury, which under Coroner MacLaren, will conduct the inquest, viewed the remains at the undertaking parlors of Smith, Son & Clarke, yesterday, and then adjourned until Thursday evening at the police station.

Besides his wife, who was in Detroit visiting her sons when the accident occurred, Mr. Probyn is survived by three sons and one daughter—Samuel J., formerly of the city police force, and John F., in Detroit, William C. and Mrs. Melvin St. Clair of London. One brother and one sister in England also survive.

The funeral will be held on Tuesday afternoon from the residence of his son at 54 Palace street, to Victoria Cemetery.

Arthur Harrison, whose auto collided with Mr. Probyn's mail cart, will be the principal witness at the inquest. Following the accident, Mr. Harrison called physicians and an ambulance, and then went to the police station and reported.

MOTHERS' CLUB HOLDS SERIES OF CHAIN TEAS

The Aberdeen Mothers' Club is holding a series of chain teas, the first of them having been held last week at the home of Mrs. Dickson. The second tea of the series will be held at the home of Mrs. Jones on Tuesday, March 19.

This club is also going to undertake the presentation of a playlet at an early date. A committee for the purpose of arranging the program is composed of Mrs. H. Brooks (convenor), Mrs. Fred Durbin, Mrs. Barrows, Mrs. Frank Jones and the Misses Clark and Westman.

At last week's meeting of the Aberdeen Mothers' Club, a very interesting address on "The Evils That Menace Young Girls" was given by Mrs. J. H. Brooks. An splendid musical program was also furnished.

Men of the Desert—

JACK GARDINER.

Famous on stage and screen, in "Men of the Desert," a story of the great open spaces, a story filled with dramatic action and heart-throbbing interest. At the Patricia today, Tuesday and Wednesday.

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