

The Other Day Something Happened. Now I'm Going to Make a Wide Open Confession.



FEEL that it's an act of common decency, wrung from a busy man, and no matter how busy you may be, I guess you'd better read it.

For years THE LITERARY DIGEST was nothing to me. I had too much reading matter, and too many ways to spend my money.

I thought THE DIGEST was simply one of the multitude of magazines, and the family has half a dozen, or more, lying around the house all the time.

Some fate got after me a month or so ago and began to hand me one knock after another.

The first one that made a dent, I think, was at the meeting of the lodge. An argument arose over the war situation in Russia. I couldn't hold up my end; the other man knew more than I did, and made the fact plain to several members who were listening. I remarked, not very pleasantly, "You seem to know more than the newspapers." My ill-nature brought only a cheerful laugh. "Oh, yes," he said, "THE LITERARY DIGEST explained the whole thing last week." Of course, I hadn't seen it.



Coming in on the train a day or two later, my seat companion asked me how I thought France could ever recover from the devastation of her orchards. I said it probably would take five or ten years to grow new ones. Then the fellow opposite spoke up and said: "Oh, no; the French armies are doing miracles over there in restoring to life thousands of fruit trees that were cut down, or circled. The article in last week's LITERARY DIGEST describing it reads like The Arabian Nights." I hid my discomfiture with a polite, "Is that so?"



At the dinner table yesterday, two of the children began discussing the question whether the German U-boat warfare could ever starve the British or French into submission. It seemed strange to hear them quote fact after fact, and opinion of this or that authority which I hadn't read anywhere. I began to be afraid they would ask me some question I couldn't answer. At length I stopped them short by saying: "That will do now; where did you hear all that, anyhow?" And this is what I got in reply: "Why, father! That is our high school topic from THE LITERARY DIGEST this week." I had forgotten reading a letter some time ago that THE DIGEST is used as a text in several thousand high schools.



Wife is fond of visiting and has a good many friends among nice people. Lately they have been talking a lot about various plans of food conservation and other new methods of war economy. I heard her telling somebody over the phone the other day about a wonderful substitute for eggs in making cakes. Then I heard a little exclamation of dismay and a few broken sentences of embarrassment before she hung up the receiver. In a minute the trouble was all up to me: "Mrs. Page says I mustn't use that egg powder, because it hasn't any egg in it at all. She says I ought to read the article in my LITERARY DIGEST this week telling all about such things. 'My' LITERARY DIGEST! She seemed to take for granted that we have THE DIGEST. I was ashamed to tell her we haven't. Everybody seems to have it except us." Of course, I couldn't admit such a thing. At the same time I couldn't deny having seen THE LITERARY DIGEST in most of the nice homes we had visited.

Saturday afternoon my neighbor called me over to his garage to see his new car. It was a beauty. "I thought you couldn't decide which make to get," I remarked. "How did you settle the matter?" "Why, yes, it did seem like a deadlock between my wife and me, but the advertisement of this car in last week's LITERARY DIGEST was so convincing we agreed, as soon as we read it, that this was our choice. It's getting to be rather a habit with us, you know, to find answers to things in THE DIGEST." The matter-of-course tone in which he spoke made me wonder what he would say if he knew I didn't read THE LITERARY DIGEST.



Last Sunday morning the dominie mentioned a request made by some church member that the pastor would "not preach about the war." Then he told about the experience of the church in England and France and the criticisms of its attitude, and what his own position on the subject was. I declare, if he quoted THE LITERARY DIGEST once, he must have quoted it half a dozen times.

Is the answer to everything in THE LITERARY DIGEST?

This was getting on my nerves. The next morning at the office I noticed THE DIGEST on my partner's desk with his personal mail. In the most casual manner I asked him to let me take a look at it. I didn't mean to start anything!

"Do you mean to say you don't read THE LITERARY DIGEST?" he exclaimed.

"Why is there anything surprising about that? I don't pretend to read every magazine that's published," I said, rather nettled.



He came back at me strong. "That's just it; you try to read too many magazines, and too many newspapers, no doubt. You might better spend less time with some of them rather than miss reading THE LITERARY DIGEST. You simply can't get on, nor hold your own anywhere without it. I know I couldn't. It's the only magazine in the country that keeps you informed—fully and rightly informed, I mean, free from all editorial bias—on the big, live matters of the war and business, and every other vital topic. Surely! Look it over and see for yourself."



I retired to my own office and sat down, face to face with the magazine that had been challenging me everywhere I went during the past month. An hour was gone before I knew it. I was surprised, startled, thrilled. The world seemed bigger to me, and closer. Things that had puzzled me became clearer. My mind seemed to be opening. I had thought of THE LITERARY DIGEST simply as one of a multitude of magazines which did not concern me. Here it was, now, revealed as THE ONE which I had been really needing all this time. I certainly had been missing a good thing.



Well, I hurriedly sent off my check for the \$3.85 which would bring THE LITERARY DIGEST to my home for a whole year. Thank goodness, that's done! Of course, the joke is on me. It was my own fault. I might have enjoyed THE DIGEST long ago. Now, as an act of neighborliness, I'm making this confession; and I'm telling you, also—you who haven't been reading THE DIGEST—if you now sign and mail an order for it, as I did (when I woke up), you can call it a good day's work.

Harold Bell Wright, the Author, Tells the Reason:

"To attempt to gain anything like a clear view of the world's activities through the fogs of prejudice and the clouds of self-interest that hang always about the local newspaper, is a hopeless task. For one who would look with unobstructed vision upon the moving world forces that make for or against the welfare of human kind, The Literary Digest is a mountain peak in a clear sky.

"Because The Literary Digest gives me an unclouded view of the world's doings, because it places me in an atmosphere above prejudice and local self-interest, because it separates for me the grain of the world's thought from the chaff of idle words, and cleans it from the dirt of sensationalism, I appreciate and enjoy it. It is a Godsend to all who feel that they have work to do that requires clear thinking."—HAROLD BELL WRIGHT, Author of "The Shepherd of the Hills," "The Eyes of the World," etc.

The Literary Digest

FUNK & WAGNALLS COMPANY
(Publishers of the Famous NEW Standard Dictionary)

New York

'Tis a
Mark of
Distinction to
Be a Reader of
The Literary
Digest

The
Digest Habit
Saves Worry,
Time, and
Money

HERE ARE TWO WAYS TO GET THE LITERARY DIGEST:

1. Buy it from the nearest news dealer for a dime each week.
2. Send this order, with \$3.85, and receive the magazine at your home or office every Saturday for a year.

FUNK & WAGNALLS COMPANY,
354-360 Fourth Avenue, New York City.
Please send me THE LITERARY DIGEST for a year, beginning at once. I enclose \$3.85.

NAME
STREET AND NUMBER
CITY
PROVINCE

"Advertiser," London, Ont., March 26.

Daily Magazine for Everybody

Secrets of Health and Happiness

How Your Body Makes Sugar From Starches in Your Food

By DR. LEONARD KEENE HIRSHBERG, A. B., M. A., M. D. (Johns Hopkins University.)



DR. HIRSHBERG

Roses are red, violets are blue, sugar is sweet, and you are you. That old nursery rhyme of childhood's happy hours gives you a clue to a method to live over this to give you the desired information.

"Pleasant lack of sweetness" is a physiological mechanism of man for much of what he eats becomes sugar that is stored in the body.

Sugar is essential. It is a blood brother of starch. Both are included in that branch of nutrition called carbohydrates. Since starches are changeable into the equivalent of sugar, you should worry about any decrease in the civilian's supply of sugar. Starch in food is not tasteless but the moisture and enzymes of the saliva begin to convert it into sugar. The moment it tastes sweet you know it has begun to change into sugar.

Sugar as saccharose, glucose, levulose, maltose, pentose or any of the multitudes of chemically different sugars is more easily absorbed and digested than is starch. As glucose or dextrose, into which the saliva and juices quickly convert most starches and other sugars, it is quickly made use of by the tissues.

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DIARY OF A FASHION MODEL

BY GRACE THORNLIFFE.

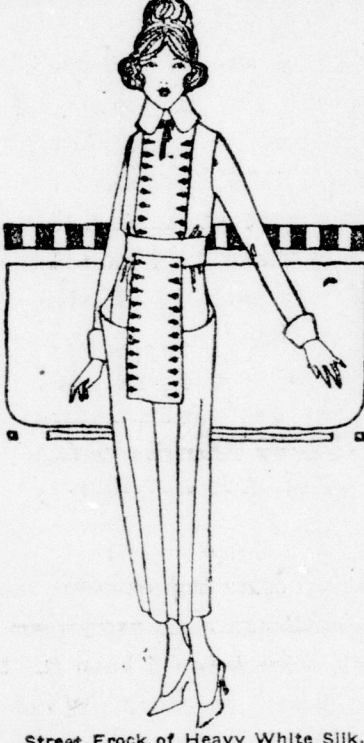
She Learns That Heavy Silk Is Now Favored For Charming Day Frocks.

When Ethel May Selden walked into the studio this morning she wore a dress of a dress. When she went out she was as smartly frocked as any woman on the avenue.

Madame had vowed not to let another of our "original models" designed for the spring-summer fashion pageant be taken from the collection, but when she saw how unattractive Miss Selden looked she just couldn't let her continue to wear that unbecoming frock.

"Claire, please run upstairs to Miss Westley and tell her to get you a new dress. The one you are wearing is not suitable for street wear," Madame said, shaking her head at Miss Selden. "I cannot allow this to be worn such an eyesore."

Miss Westley gave me a tunic frock of grey pique, a jumper model made



Street Frock of Heavy White Silk.

FEMINISMS

By Annette Bradshaw



Annette Bradshaw

INCIDENTS IN THE LIVES OF FAMOUS WOMEN

BY ELOISE FARRINGTON.

How a Woman Led the Swedish Patriots to War For Liberty.

When Christian II ascended the throne of Denmark he determined to subdue Sweden and to crush the spirit of liberty which grew in the hearts of the people.

At this time two great men controlled the affairs of Sweden—Trolle, Archbishop of Upsala and Sten Sture, the hereditary governor. A bitter feud arose between the heads of church and state, and the prelate called upon Christian to support his cause and the King of Denmark immediately marched his troops into Sweden. Several battles followed, and Sten Sture fell fighting for the freedom of his country.

A messenger was dispatched to bear the sad news to Christina Gyldensterna (Gödensterna), the lovely young widow of Sten Sture. The soldier was deeply touched by her hopeless grief, and in striving to comfort her.

"We know, madame, that your loss is irreparable, but so is ours, for we have lost a noble and brave man. He has taken from us our leader."

The thought of the people's grief with-out a leader, and her own sorrows, she called the patriot's associates to continue the work interrupted by his death. But her pleadings fell upon deaf ears. The fate of Sten Sture had apparently quenched the fires of patriotism which his living presence had kindled.

At last, realizing that her efforts were in vain, Christina rose and faced the light of determination, and astonished

ADELE GARRISON'S NEW REVELATIONS OF A WIFE

What Madge Did to Save a Dangerous Situation.

As soon as the stranger, whom to my terror I thought I had recognized, went through the door of the waiting-room, Alice, who was sitting in the telephone booth in which he had concealed me.

"Keep behind me," he said in a low voice. "We must get out of here and through the passage behind the door." He has followed me from the city.

"Look out for him. He's desperate," I returned, my voice as low as his, but with a tremor I couldn't conceal.

"Don't worry," he said in a tone indicated surprise, but he didn't turn his face a fraction of an inch toward me. We remained in the waiting room until the man we were watching had gone up the staircase leading from the train level of the Jamaica platform to the upper corridor, and had disappeared there. Then, still keeping me partly behind him, we followed the path the man had taken.

"Yes," I returned, and put down the impulse to tell Mr. Drake of the reason for my personal fear of the man. There was no time for many words, for we were already mounting the staircase and I tried to imitate the stealthy, almost Indian-like tread of Mr. Drake.

The reason for this was apparent as we reached the head of the stairs. The man ahead of me, in the same manner as he had done in the corridor, evidently waiting to determine which way we were going in order to follow us. Not hearing our footsteps, he had craned his head out of his apology for a hiding place, and thus betrayed his purpose to us as we came up the last step into the corridor.

Quick Move.

Mr. Drake wasted no time. He reached out his hand, seized the man's rather floppy hat, and caught the other man by the scarf of the neck, shaking him slightly.

"See here, my friend," he said. "I don't like your style of work at all. Now you beat quick before something happens to you."

He had mistaken both the strength and the calibre of his antagonist. He saw the man twist almost away from Mr. Drake's grasp, and in the same instant saw what my companion from his position could not—the quick, yet stealthy movement of his hand toward his hip pocket.

For the infinitesimal fraction of a minute I was paralyzed at the sight.

"DOING MY BIT"

Practical Suggestions on Individual Ways to Help Win the War.

BY ALBERT BARRETT SAYRES.

Growing Vegetables in Orchards. In these days of ever-increasing food needs the fruit grower may make more money from his land and perform a patriotic duty by planting vegetables between his trees. Indeed, some of the most famous horticulturists agree that the patriotic fruit grower shouldn't think of extending his planting during the war, but should turn his attention to truck and farm crops. Wherever possible he should plant inter-crops of beans, potatoes, cabbage and like vegetables in his orchards.

It should be abandoned or even neglected. But it does mean that the need for increased food supplies makes it imperative for every fruit grower not to extend his orchards, and to give less thought to them than to the growth of other crops that mean more in direct food value to the nation.

Using Potatoes More. Several suggestions for increasing the use of potatoes have appeared in this column, but a good thing cannot be recommended too often. Here are five ways to make use of potatoes, of which you may not have thought recently.

How long is it since you have roasted a potato and eaten it, skin and all, with salt? This is a most delicious way.

Serving Potato Biscuits. Take a cup of flour, four teaspoonsful of baking powder and half a teaspoonful of salt, sifting them together, add a dash of cupful of mashed potatoes and with a little work in a tablespoonful of butter and one of lard,

Good Night Stories by Bluebird Silver. Illustrated by Gruelle. A JOKE ON DOTTY.

"Mamma, what makes that robin stomp on the ground like that?" asked Dotty, as she stood at the window watching a robin stamping his feet on the ground.

"Well, I overstepped this morning, and I'm sorry to say, that I did when things went wrong."

"Cheer! Cheer!" laughed Mr. Robin. "Oh, that's why you think I'm cross. Oh, isn't that funny?" and he laughed so loudly that his mate flew down to see what was the matter.

"What in the world's this stamping?" asked Mrs. Robin, perching herself on the lowest branch of a rose bush.

"Well, because I'm cross," replied Mr. Robin.

The Origin of Famous Sayings

Adelaide Anne Procter, 1825-1864. Joy is like restless day; but peace divine like quiet night; Lead me, O Lord—till perfect Day shall shine.

Through Peace to Light, —"Per Pacem ad Lucem."

Dreams grow holy put in action; work grows fair through stary dreaming. But where each flows on unmingled, both are fruit and pulled out a —Philip and Mildred.

Matthew Arnold, 1822-1888. Wandering between two worlds—was dead, The oceans powerless to be born. —Stanzas from the Grand Chartreuse.

To-morrow's Horoscope

By Genevieve Kemble

WEDNESDAY, MARCH 27.

According to the astrological aspect of the planets for this day, it should be a day of achievement and prosperous culmination. However, for those in the employment of others, the luminaries being in opposition warns them to satisfy their positions and avoid seeking favors or promotion from those in authority. Overbalancing this adverse condition, however, both Jupiter, the "money planet," and Saturn, the great obstructionist, are in most benignant attitude, aiding, abetting and prospering all large and new enterprises. The transit of Neptune helps this out, encouraging to enter into schemes, combinations and varied alliances with faith as to the better result.

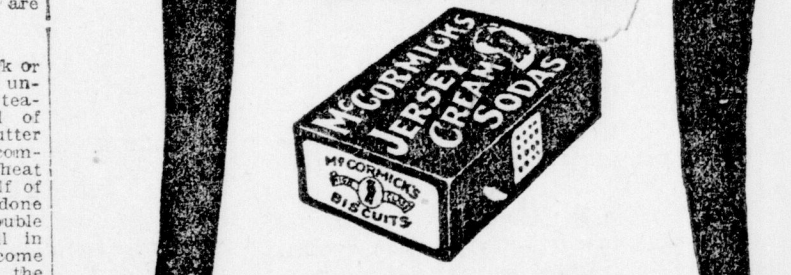
Those whose birthday it is may expect a successful year, with increase of money, but should guard their positions if in employment. A child born on this day will be proud, generous and gifted, but may well remain in employment.

CEETEE UNDERCLOTHING

Guaranteed Not To Shrink

McCormick's

JERSEY CREAM Sodas



Are Made in a New, Snow-White, Sunshine Factory—the Largest, Most Modern and Most Sanitary Factory of Its Kind in Canada

Cleanliness is the watchword at McCormick's—the building is pure white, both inside and out, and is kept immaculately clean, thoroughly sanitary and perfectly ventilated throughout. And all employees—both men and women—are dressed in spotless white uniforms.

McCormick's Jersey Cream Sodas are packed in airtight, waxed-paper-lined boxes, and are available in all their original purity and crispness. Order a package to-day. Sold Fresh Everywhere in Different Sized Packages.

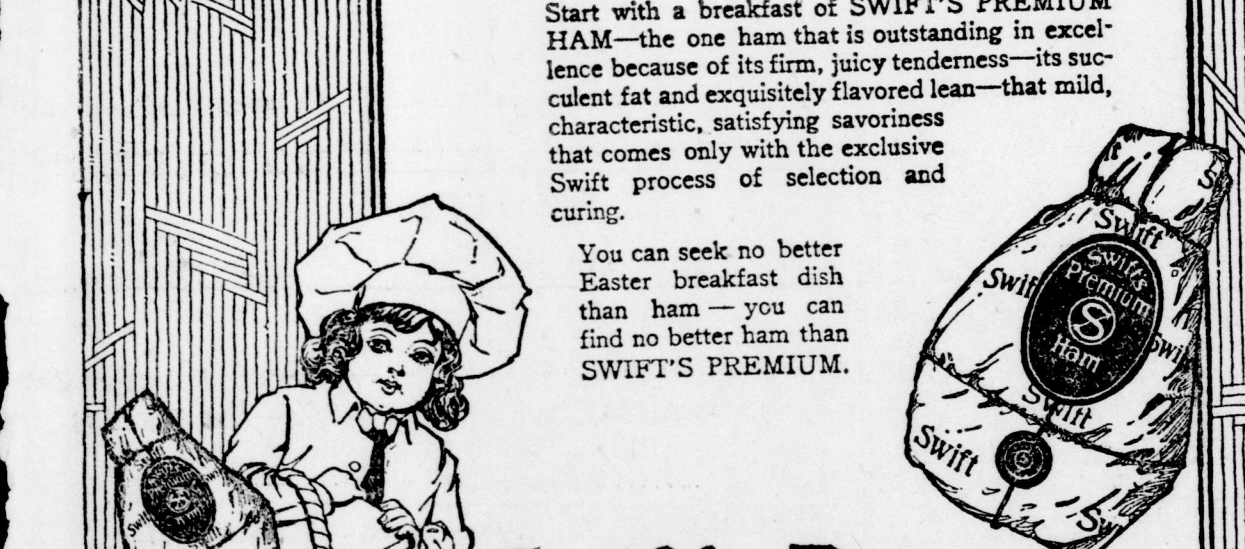
Easter

ASTER—redolent of budding leaf and flower—bright sunshine—Spring, and the dawn of new life throughout all Nature!

Fitting it is that such a time should be joyously welcomed.

Let your Easter table be in keeping with the day—your menu as attractive as the flowers that adorn it.

Start with a breakfast of SWIFT'S PREMIUM HAM—the one ham that is outstanding in excellence because of its firm, juicy tenderness—its succulent fat and exquisitely flavored lean—that mild, characteristic, satisfying savoriness that comes only with the exclusive Swift process of selection and curing.



You can seek no better Easter breakfast dish than ham—you can find no better ham than SWIFT'S PREMIUM.

Swift's Premium Ham

Swift Canadian Co. Limited

Toronto Winnipeg Edmonton

PAGE OF INTEREST TO WOMEN

BACKYARD GARDEN HINTS

(By The Girl With the Hoe.)

CARROT. Planting Table: Plant seed—April, May, July. Harvest—July 1, from.

The carrot is a native of Europe, noted for its health-giving properties. The best soil for the production of this vegetable is a sandy loam, which has been deeply and finely worked.

Cultivation being commenced even before the slowly germinating carrots have made their appearance above-ground, it is very necessary to begin cultivation early to keep down the weeds.

Patriotic Western Ontario

Address All News for This Column to the Editor of the Women's Page.

RAVENSWOOD.—The Ravenswood Red Cross Circle shipped during the past week their second box for this year to Hyman Hall, which contained the following articles: 42 pyjama suits, 30 trench towels, 10 hospital towels, 13 personal property bags, 2 stretcher caps and 25 pairs of socks.

EMBRIO.—The Walkers Red Cross Society meeting, which was held on Thursday afternoon at the home of Mrs. W. H. Sutherland, was attended by 60 ladies.

WABASH.—The Wabash War Workers Club held their first social meeting in the public school room on 3 to 4 o'clock. The president, Frank Anderson, occupied the chair, and an interesting program was given consisting of dialogues, recitations, songs and violin selections.

Children like CROWN BRAND CORN SYRUP. On Bread in place of butter. On Puddings and Blaise Maize.

ADVERTISER PATTERNS



A SIMPLE, POPULAR STYLE. 2159—Dress for Misses and Small Women. Linen, gingham, silk, crepe, bordered or embroidered material, serge, Jersey cloth, foulard and gabardine are nice for this style.

ADVERTISER PATTERN DEPT. Please send above-mentioned pattern, as per directions given below: Name, Town, Province, Age (if child's or miss's pattern), Measurement: Bust, Waist.

Caution: Be careful to inclose the above illustration, and send size of pattern wanted. When the pattern is sent, you may only mark 33, 34, or whatever it may be. In waist measure, 22, 24, 26, or whatever it may be. If a skirt, give waist and length measure. When miss's or child's pattern, write only the figure representing the age. It is not necessary to write "inches" or "years." Patterns cannot date of application.

This good work are requested to leave fresh egg donations at either the home of Capt. Catherine Duncan of Patriot Leader Roena Little on Thursday, March 28.



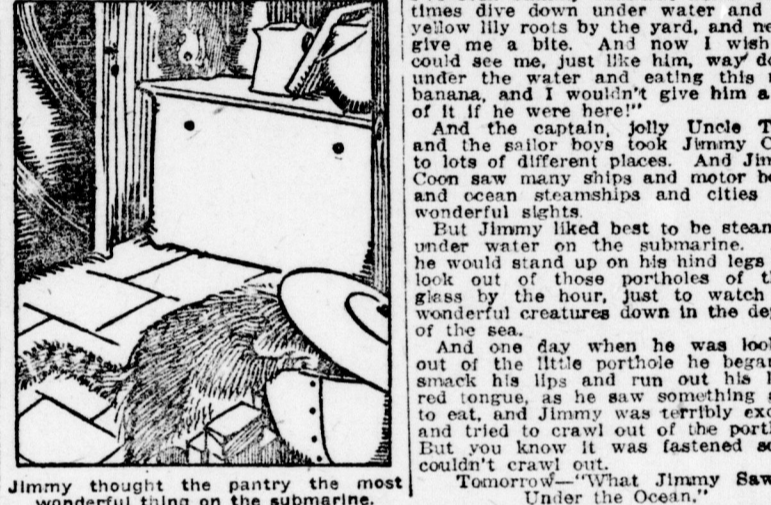
SOCIAL AND PERSONAL

Readers are invited to phone all news of this kind to the Society Editor. Phone 3650. Miss Kathleen Robinson of Alisa Craig is the guest of her aunt, Mrs. Andrew Robson, Oxford street.

JIMMY COON STORIES

By Dr. Warren G. Partridge. Copyright 1917 by George Matthew Adams.

JIMMY COON BE COMES A MASCOT. You know what a Mascot is. You were so happy to have Jimmy Coon go to sea as a Mascot on their new Submarine.



Jimmy thought the pantry the most wonderful thing on the submarine.

EXHIBITION GIVEN BY GIRLS' CLASSES WAS ONE OF REAL MERIT. The physical exhibition held in the Western University gym by Y.W.C.A. classes, assisted by girls of the Western University, was an undoubted success.

Physical Exercises Shown by Members of "Y" and "U."

DAILY BIBLE QUESTION CLUB. SUGGESTIVE QUESTIONS ON THIS SUNDAY SCHOOL LESSON. By Rev. T. S. Lincolnton, D.D. (All Rights Reserved.)

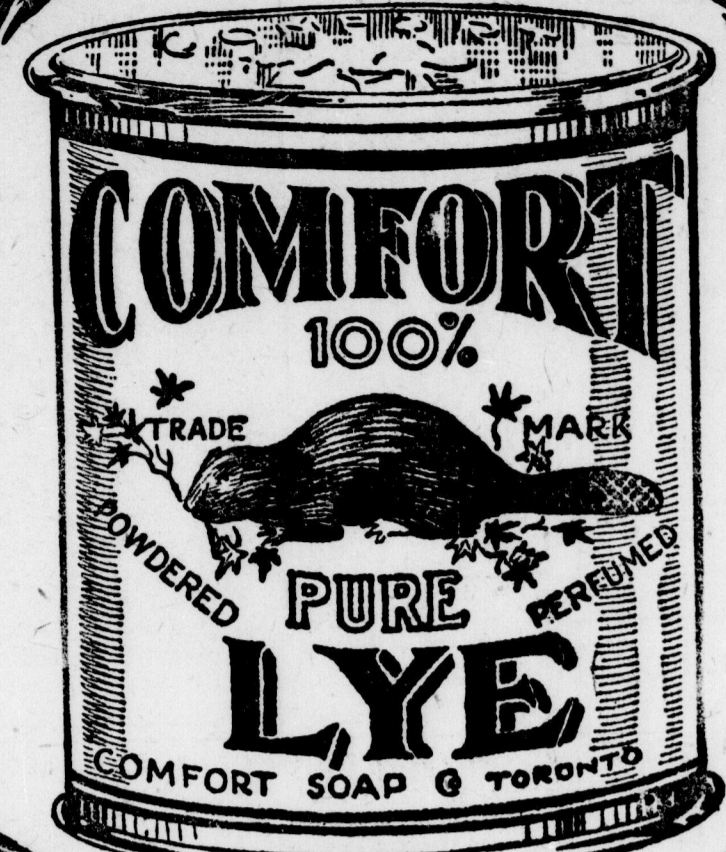
When Mrs. Becker was in London speaking at the Women's Political Club in connection with the Y.W.C.A., she spoke of the action which the Ontario Women Citizens' Association intended to take in the matter of the criminal code.

HOW FAT ACTRESS WAS MADE SLIM. Many stage people now depend entirely upon Marmola Prescription Tablets for reducing and controlling fat.

O. W. C. A. URGES THE ONT. GOVT. TO CHANGE THE CRIMINAL CODE. Promise of Mrs. Becker, Who Was Recently in the City, Has Been Fulfilled.

For spring cleaning

The strongest cleanser known



Splendid for sinks and drains. All grocers. Ask for it to-day.



New Styles are graceful

This year's D & A models show the figure at its best.

Without undue compression they help to realize the dressmaker's ideal.

Made in Canada and fitted on living Canadian models D & A Corsets give Canadian women the greatest possible comfort and sell at half price of imported corsets.

Ask your corsetier. Made by the DOMINION CORSET CO. QUEBEC.

NON RUSTABLE CORSETS. Which Are Better White Eggs or Brown? Here is a question for you, Mistress Housewife: Which are better and more nutritious—white eggs or brown? You really ought to know, because you sometimes have to pay more for eggs just on account of their color, and unless they are really better because of their peculiar hue, it is not worth while for you to pay the additional price.

THE SAFEST MATCHES IN THE WORLD also the cheapest, are EDDY'S SILENT 500's

SAFEST because they are impregnated with a chemical solution which renders the stick "dead" immediately the match is extinguished.

CHEAPEST because there are more perfect matches to the sized box than in any other box on the market.

War-time economy and your own good sense, will urge the necessity of buying but EDDY'S MATCHES.

Experiment showed. It is a fact proved by our own department of agriculture. So now in war times don't pay for the color of the eggshell. If all women had the right idea about it, no doubt fancy prices for choice shells would come down.

Highest Market Prices Paid for RAW FURS. ROSS', Ltd. London, Ontario.

A real cough remedy. Don't surrender to an obstinate cough. There's a remedy that will help you conquer it—a remedy that speedsily relieves all irritation of the respiratory organs and gives bodily strength for permanent cure. Try it—ask your druggist or dealer for—

Robert's SYRUP OF 35¢ Cod Liver Oil & Tar

Advertisement for Kaufman's Boot Shop. Just Arrived for Our Easter Trade. A large shipment of Ladies' Fine High-Cut Kid Shoes, battleship grey, new American last, solid leather heels. You'll have to see them to appreciate them. The price is reasonable—if you shop around you'll be satisfied on that score. They sell at \$14.00 elsewhere, Kaufman's price, \$9.50.

POLLY AND HER PALS.—Time and Life Are As Nothing To Lem Now.

Comic strip panels with dialogue: 'DON'T SEEM LIKE HOME WITH POLLY AWAY FOR A WEEK!', 'AS FER ME, I'M TICKLED TO DEATH IN SICK AN' TRED OF HEARIN' POLLY, POLLY, WITHIN' BUT POLLY!', 'SAY, ASH, IS IT TRUE THAT POLLY'S AWAY VISITIN'?', 'YAS, AN SHE WONT BE BACK FER A WEEK!', 'YAS THEYS ONLY ONE GAL IN THE WORLD FOR ME AN' THATS POLLY! I WORSHIP THE GROUND SHE WALKS ON AN IF I COULD ONLY DIE FOR HER SWEET SAKE, ID', 'I SHOULD WORRY, THEYS ANOTHER ONE AT TWELVE!—UWA! AS I WAS SAYIN' LIVES T' LOSE ID'

Comic strip panels with dialogue: 'GOSH! LEM, YOU ONLY GOT FIVE MINUTES TO KETCH THAT 10 O'CLOCK CAR!', 'I SHOULD WORRY, THEYS ANOTHER ONE AT TWELVE!—UWA! AS I WAS SAYIN' LIVES T' LOSE ID'

Comic strip panels with dialogue: 'I SHOULD WORRY, THEYS ANOTHER ONE AT TWELVE!—UWA! AS I WAS SAYIN' LIVES T' LOSE ID'

INTERESTING INFORMATION FOR Earners, Savers and Investors

INVESTMENT BONDS

Yielding 6 Per Cent Per Annum and Over

We issue periodically booklets and circulars descriptive of sound, high-grade investment securities. We shall be pleased to mail these to you as issued if you will send us your name and address.

Royal Securities Corporation

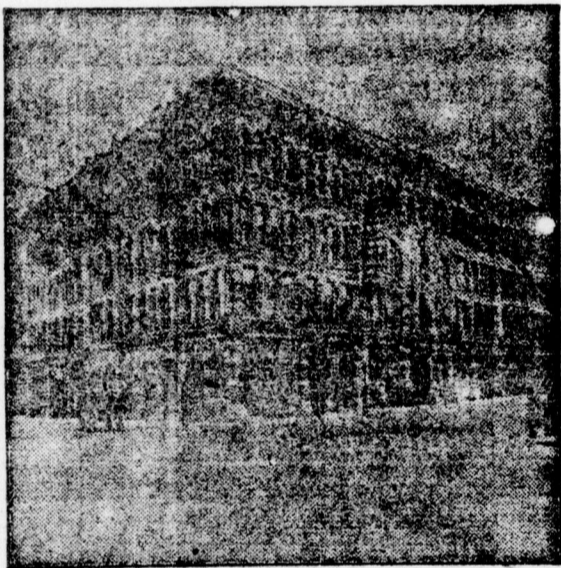
LIMITED
164 ST. JAMES STREET, MONTREAL.

THERE IS NO CLASS OF SECURITIES

that fluctuates as little as debentures of a good loan company bearing a reasonable rate of interest.

The assets of this society, amounting to \$2,334,803.86, are a sufficient guarantee for depositors as well as debenture-holders.

INTEREST FROM 3 1/2 TO 5 PER CENT ALLOWED ON THIS CLASS OF SECURITIES
SEE THE MANAGER.



The Dominion Savings and Investment Society

Industry, Thrift, Banking, Insurance, Investments

CANADIAN INDUSTRIAL SITUATION

Canadian industries as a whole continue to be active. Large orders are being received from the United States for army supplies, which with the orders received from the British Government and the European allies, will insure continued operation at capacity for many months.

The prosperity of our industries is evidenced by the character of the financial statements recently issued by a number of companies. Liberal amounts have been applied on depreciation and added to reserves, while bank advances and other current liabilities have been substantially reduced. It is quite evident, however, that many municipal and privately operated public services are finding difficulty in meeting the increased cost of labor and material. Generally speaking, public bodies hesitate to increase the rates charged by the utilities they operate, and those operated by private corporations are subject to fixed rates. The result is, more particularly in Western Canada, that both public and privately owned utilities are faced with deficits, particularly in the case of street car systems, whose difficulties are increased by the competition of jitneys and the general use of motors. The difficulties with which municipalities are thus confronted tend to modify the antagonism which has been felt towards private operators, and this change of attitude may aid in restoring the confidence of investors. In Central and Eastern Canada shipping, power and other companies are, generally speaking, in a strong position, but the distribution of profits to shareholders has not been on a much higher scale than prior to the war. The gross earnings are substantially greater, but the margin over interest and operating charges does not permit the payment of dividends in proportion to the increased volume of business or to the increase in the cost of living.—Monthly Letter Canadian Bank of Commerce.

DIRECTORS WITHHOLDING PROFITS—IS IT GOOD BUSINESS POLICY?

There are symptoms of newly acquired wealth in the corporation as well as the fashionable world.

The Standard Oil directors have preserved a pretty consistent reputation for conservatism. The most conservative constructive period ever engineered by John D. Rockefeller looks extravagant when compared with the policy being followed by some of the nouveau riche corporations.

Three years ago if any prophet had told the directors of the Alle-Chalmers Manufacturing Company that in the year 1917, after unprecedented charges for depreciation, nearly \$25 would be shown in net earnings on each share of preferred stock, it is probable that steps would have been taken to put the prophet in a sanatorium. Yet with such earnings an actuality the directors only paid up 3 per cent of arrears of back dividends.

There is a strong feeling on the part of American investors, confronted with rising living costs, increased taxes and Liberty Loan exhortations, that they are entitled to a decent share of net earnings. Corporate heads who do not pay some attention to this phase of the general financial situation are likely to find themselves exceedingly unpopular.

To be conservative in distribution of dividends is a good thing. To hoard nearly all the profits at a time like this is selfish and unpatriotic. Pay out some of the prosperity.

WHAT WOULD I DO IF I WERE TWENTY-ONE? BY DR. FRANK CRANE.

Money has a deal to do with contentment in this workaday world, and I'd have some of my own. There isn't a human being but could save a little. Every man in America at least could live on nine-tenths of what he does live on, and save the other tenth. And the man who can regularly save no money is a fool, just a plain fool.

And I would get my life insured. Life insurance is the most practical way for a young man, especially if he be a professional man, or anyone not gifted with the knack of making money, to achieve financial comfort. The life insurance companies are as safe as any money institution can be. You are compelled to save in order to pay your premiums, and you probably need that sort of whip. And those dependent on you are protected against the financial distress that would be caused by your disability. I believe life insurance to be the best way to save money, at least for one who knows little about money.

PATRIOTISM WHICH WORKS.

The people of Kenosha, Wisconsin, have hit upon a typical method of education in war patriotism, as charity, as distinguished from Government bond buying. "Commerce and Finance" describes this as follows:

"Each week half an hour before noon on Wednesdays, the whistles blow in Kenosha, Wis., a town of 30,000 population, and it is expected that every man, woman and child will give his wages for that period to the patriotic funds, the Red Cross, the Y.M.C.A. and war charities. More than \$11 per inhabitant has been realized already in this way, a total of \$350,000. This unique plan enthusiastically executed has given the Wisconsin example added distinction. Already before this idea had been adopted Kenosha had won widespread recognition for loyalty to the country's cause. The money thus given may not be used to buy Liberty bonds. They regard that as investment, the other funds as patriotic contribution. Business and professional men are assessed one per cent of their week's earnings, other workers giving a slightly lesser percentage. The allotment of Liberty bonds was oversubscribed more than 100 per cent. Kenosha's example might well be followed by hundreds of towns. Probably it would not be practicable in very large cities, but for those 100,000 or less it is in our opinion the most economic and workable plan yet devised. It saves the expense of campaigns of solicitation, and unifies the people."

1917 RAIL EARNINGS AND WHAT GOVERNMENT WILL PAY.

"The railroads in 1917 earned about \$958,000,000, which is near the amount the Government will have to pay the roads this year as compensation under national operation, according to unofficial computation based on Interstate Commerce Commission reports for eleven months and estimates for December. The sum the Government will have to pay the roads under the bill pending in Congress, is estimated at \$945,000,000 by Chairman Smith of the Senate committee having the railroad bill in charge. Compared with the estimated income of \$958,000,000 last year, the figures for 1917 were \$1,087,533,000; for 1915, \$716,476,000; for 1914, \$652,330,000, and for 1913, \$515,510,000.

"The reason for the decline in net income last year is shown graphically by the report. Operating revenues were ten per cent greater than the \$3,622,000,000 of 1916, but expenses ran more than 20 per cent above the \$2,372,000,000 mark of the year previous. Nearly all items of expense were higher. Wages increases are estimated at 20 per cent. Cost of coal and train supplies went up by bounds with which the immense receipts from freight and other revenues did not keep pace."—Boston Transcript.

THRIFT

If you are one of the sensible ones who believe in "cutting corners" to save a little for the future, you have doubtless envied those with the same income who seem to be having such a good time out of life.

It is probable that at times you feel your struggle and self-denial will not be balanced by all you can do for the future. You would like to lie down on the job. Drive such a thought from you.

Easier far to go without luxuries now than to go without necessities in the years to come. Just because some friend of yours spends all he makes is no reason for you to be so foolish.

Is anything worse than a penniless old age? In the "sinking sun days" of your life you will need things—comforts which money will buy. Young and active, you can get along without many things the cost of which means comfort in your old age. Deny yourself today for comfort tomorrow.

EXCHANGE.

WALL STREET CONDITIONS.

"Who's Afraid?" Some years ago and not so many at that—such an occurrence as the Hun drive of Saturday would have put the best securities on the New York Exchange down fully ten to twenty-five points, while up to one hour after the opening on Monday the declines did not exceed five points, and as one of our most representative and well-informed citizens said, when looking at the quotation board near the close of the next Liberty Loan may have had something to do with it. These are being given out today, and the public are advised of what must be met by subscription and what will be the return. However, the market is acting splendidly, and surely shows great confidence among the holders of securities. This confidence is largely based upon the mental, industrial and financial status of the country. The people of the United States have given the chief magistrate to understand in no equivocal manner that theirs is the attitude of unreserved co-operation for the winning of this war, and that they have every confidence in the ability of the president and those he has brought around him, for the executive action necessary to the incident. They realize now that the United States is entering upon the most opportune moment in her history to show what her aims and organization for civilization, progress and development of her own immeasurable resources mean to the world; that the great republic stands for liberty, freedom and progress, not only within her own boundaries but as well for the betterment of any oppressed people. The third Liberty Loan will meet with ready response and may have a large excess subscription since the country was never so prosperous, and there obtains among the hundred million loyal citizens a firm desire and purpose to supply the Government with every dollar needed for what they now realize to be a wise and righteous participation.

Let Us Have Facts and Fairness!

WHAT IF THE STREET CARS GO BROKE?

The basic and commanding principle of the democratic system is epitomized in the 2,000-year-old declaration:

"THE LABORER IS WORTHY OF HIS HIRE!"

The Justice of that Truth is absolute. We recognize it. So do you.

The Laborer's hire should not alone be commensurate with the amount of effort he puts into his work. It should be sufficient to afford him and his family a satisfying living and a satisfactory environment.

Workers—and that includes employees of the London Street Railway—cannot make ends meet on their former income. We know that, because WE ARE IN THE SAME BOAT.

We are planning increased wages for our men. In fairness, they should have it. To live, they MUST have it.

When workers are not paid the wages to which they are justly entitled, they rightfully seek other employment, just as investors pull their money out of any enterprise that will not yield a fair return.

When those things happen a Street Railway ceases to render PUBLIC SERVICE, and becomes a PUBLIC NUISANCE.

London Street Railway Company

C. B. KING, Manager.

What would YOU do if you owned the Street Railway?

Whom Will You Appoint as Executor?

The man with the small or moderate-sized estate often finds it impossible to choose an individual executor and trustee with experience and standing, and he is very apt to impose the difficult tasks involved on his widow, who is not fitted by experience or inclination for the work. To such this company particularly offers its services. Consultations invited.

The Fidelity Trusts Company of Ontario
DOMINION SAVINGS BUILDING, LONDON.

THE ENDOWMENT A SURE PROVISION

Aside from the protection given during the term, thousands have found their endowment policies the best investment they have had. The percentage earned may not have been large, but the gain has been constant and steady with no setbacks or bad years to offset the good ones as happens with almost every other form of investment.

Can any man guarantee that after the war is over he is going to have more cash to spare for life insurance than he has today? Fill out and return the coupon below and we will send you rates and particulars without obligation.

Name Age
Address
Occupation Married Single

THE NORTHERN LIFE ASSURANCE COMPANY OF CANADA

HEAD OFFICE LONDON, ONTARIO

Agency Departments
112-317 DOMINION SAVINGS BUILDING, PHONES—5520, 1004, 1006.

Branches and Agents in All Important Centres.



Telephone Economy
Talk No. 6

Co-operation

EVERY Canadian is alive to the necessity for unselfish service of some sort, looking towards war-time economy and efficiency.

Where once a few men co-operated in the running of a machine or a business, whole communities are now working together for the welfare of all.

Each telephone call is a temporary partnership between the caller, the operator and the person called.

To get the best out of the telephone so that its task of effecting economies and promoting efficiency may be well done, there must be co-operation.

The person calling must
Make sure of the number by first consulting the directory.
Speak distinctly, directly into the mouthpiece.

The operator must
Repeat distinctly the number asked for, and make quick and accurate connection.

The person called must
Answer promptly and courteously.
Speak distinctly, directly into the mouthpiece.

We ask your co-operation in our efforts to make our service equal to war-time demands.

The Bell Telephone Company of Canada



AMUSEMENTS, LECTURES
MAJESTIC
THE THEATRE
THE SHOW-ORCHESTRA
ANN PENNINGTON
IN 'SUNSHINE MAN'

PATRICIA
TODAY AND WEDNESDAY
TAYLOR HOLMES
IN 'FOLDS FOR JACK'

Princess Theatre
THE LOVING TWINS
THURSDAY, FRIDAY, SATURDAY
'THIS WAY OUT'

Tonight-Khaki Dance
MASSEY HALL
TODAY, WEDNESDAY

Government Bonds
including Victory Loan you need not sell unless you wish

PROFESSIONAL CARDS
DANCING - EVERY WEEK - PALACE
Academy - Three nights

GEORGE C. CARRIE
(Fate of New York City)
VOICE SPECIALIST

LOST AND FOUND
LOST - ON SATURDAY, SUM OF
money, possibly on Richmond

POULTRY AND EGGS
WHITE WYANDOTTE EGGS
EVERY Regular strain

BUSINESS CHANCES
CONFECTIONERY STOCK - GOOD
opening, low price for sale

MALE HELP WANTED
WANTED - SHOE SALESMAN WITH
experience preferred

ADVERTISING RATES
Amusements-Fifteen cents per line
each insertion

BORN, MARRIED, DIED
BORN
STEELE - Mr. and Mrs. H. D. Steele

MEETINGS
I. O. O. F. - EUREKA LODGE, No. 30
regular meeting at 8 o'clock

WANTED TO PURCHASE
WANTED TO PURCHASE - \$7500
for a new steam boiler

TEACHERS WANTED
\$800 FOR QUALIFIED PROTESTANT
teacher for S. S. No. 18

WORK WANTED
MAN WANTS OPPORTUNITY TO
go to Vancouver, B. C.

AGENTS WANTED
AMAZING SELLER - TABLETS
that wash clothes spotlessly clean

MALE HELP WANTED
WANTED - SHOE SALESMAN WITH
experience preferred

WANTED - OFFICE BOY
Wanted - Office boy, Apply
John Garvey & Sons

WANTED - MAN FOR WAREHOUSE
Wanted - Man for warehouse
and shoeshine

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REAL ESTATE FOR SALE
118 ACRES, \$6,800, 8 MILES FROM
London, good frame house

WOMAN OR GIRL TO ASSIST WITH
housework and children

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housework and children

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housework and children

ARTICLES FOR SALE
Bicycle Repairs and Parts
We do them for all makes of

SPECIAL NOTICE!
CHEAP FISH
The greatest fish sale ever attempted

1,200 Pounds Lake Erie Herring, 3 lbs. for... 1.40 lb.
1,000 Pounds Western Whitefish... 1.20 lb.
165 Pounds No. 1 Smelts... 1.20 lb.
1,100 Pounds Pink Qualla Salmon, piece... 1.50 lb.

ANDERSON'S, the Big Food Store
1, 2, 3, 4, 5, Market House. Phone 1643-1644.

REAL ESTATE FOR SALE
LARGE, HANDSOME, MODERN
COTTAGE.

WHITE BRICK, SLATE ROOF, TEN
rooms, all conveniences, central.

BUILDING LOTS FOR SALE - BEST
bottom prices, Belgrave Place.

HAPPY THOUGHT RANGE, WALNUT
sideboard, dining table, mirror.

WILL THE GOVERNMENT PUT A
few dollars a penny on tea in a few

FOR SALE - COMPLETE OUTFIT
for moving buildings, C. D. Gienke.

BEAUTIFUL HEINTZMAN & CO.
square grand piano, 4 1/2 - 5 1/2

FOR SALE - ONE VESCO GRIND-
stone, 16-inch plate, also out

TEN POUNDS OF GRANULATED
order for \$1 worth of tea, coffee,

MCKIN'S AUCTION ROOMS - 400
jars of good fruit, 2 oak counters

FOR SALE - BOWSER GASOLINE
pump and tank. Apply Box 321.

QUIET YOUNG HORSE, WEIGHT
1,300, also six hothouse and

HANDSOME MAHOOGANY MODERN
upright piano, used only few months

FOR SALE - SOUVENIR RANGE
257 Waterloo.

REBORN TRACTOR 24-15 H.P.
power steer, two speeds, and in first

MISS E. LARKIN, 188 CLARENCE
road street. Phone 397.

GRAFTING OF ALL KINDS GRAFTS
and wax all ready. Instructions given

WANTED, BY APRIL 1 - HOUSE,
centrally located, moderate rent.



W. J. Wray & Co.
234 DUNDAS STREET, 791
EDUCATIONAL
TWO SISTERS, 15 AND 17 YEARS,

THAT SON-IN-LAW OF PA'S - Pa Doubts Cedric's Ability.
CONFECTIONERY STOCK - GOOD opening, low price for sale.

TENDER FOR GUIDE SHEAVES AND BOXES. SEALED TENDERS, addressed to the undersigned and indorsed "Tender for Guide Sheaves and Boxes" will be received until 10 p.m. Wednesday, April 3, 1918, for eighteen guide sheaves and boxes.

BUSINESS CARDS. CUSTOM SAWING, \$5 - TERMS prompt cash; no credit. E. J. McLean, Stratford, R. R. No. 6, Stratford, Ont.

COOPER'S AUCTION TOMORROW MORNING. 489 ST JAMES ST. Don't forget this large sale of high-class house furniture. Something for everybody. Sale at 10 a.m. C. N. Cooper, Auctioneer, 255 Dundas street, Phone 1332.

OSTEOPATHIC CLINICS. FOR RETURNED SOLDIERS - 44 Waterloo, Tuesdays and Fridays, 5 to 8.

MEDICAL CARDS. DR. PINGEL, LONDON - ELECTRICAL treatment of diseases a specialty. DR. NORMAN R. HENDERSON, CORNER Park and Dundas - Eye, ear, nose and throat.

ROOFING. SLATE, GRAVEL AND CEMENT ROOFING FOR iron roofs. Walter Scott, 506 York street.

ARCHITECTS. WILLIAM G. MURRAY, ARCHITECT - Dominion Savings Building, top floor. Phone 512.

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DENTAL CARDS. DR. J. M. FRIEDEL, DENTIST - Over McLaughlin's drug store, opposite 600 City Hall.

MOVING AND STORAGE. BROUGHTON THE MOVER-SPECIALTY in crating and shipping. Phone 1444.

DERMATOLOGY. MARINE-LA SYSTEM FOR face, scalp, chlophy. Removal of superfluous hair permanently.

MONEY TO LOAN. MONEY TO LOAN AT LOWEST rates. See our advertisement in this issue.

MUSICAL INSTRUCTION. BERT WEIR, ORGANIST CENTRAL Methodist Church, teaches piano, organ and vocal.

INSURANCE. G. M. GUNN & SON (GEORGE C. GUNN) - Marine, Fire, Life, accident and automobile insurance.

LEGAL CARDS. W. G. R. BARTRAM, BARRISTER, notary, etc., 59 Dundas street.

VETERINARY SURGEONS. WILLIAM J. WILSON, VETERINARY - Horse and dog hospital, 44 King street.

CHIROPRACTIC. CLARA KILBOURNE, UNIVERSAL College of Chiropractic, graduate office, 321 Queen's avenue.

USED CARS FOR SALE. HUDSON SPEEDSTER IN GOOD shape, or will take smaller make. Price \$250.

NEXT FORTY-EIGHT HOURS WILL DECIDE WHETHER GERMANS CAN BREAK THROUGH THE LINE

Chief Battlefront Is Once More the Somme, on Old Front of July 1916 - Allies' Positions Strengthen as Germans' Become More Difficult - "Strategic Reserve" Not Yet Brought Into Play. [By Frank H. Simonds.]

BRITAIN FALLS GAPS IN RANKS OF HAIG'S ARMY

Lloyd George Sends Reassuring Message to the British Commander-in-Chief. AMPLE REINFORCEMENTS Still Further Supplies of Men and Guns Ready to Enter the Battle.

LIVE HOGS ADVANCE TO \$20 PER CWT.

Price Goes Up on Local Market Again Today. The price of live hogs advanced on the local market today, a shipment being made at 20 a cwt. This is the highest price paid for some time.

Labatt's A Real Malt Beverage for Temperance Drinkers

Old London Brew JOHN LABATT, Limited, Brewing Since 1832. LONDON, Ont., and No. 4 St. Helen St., MONTREAL.

CANADIAN BANK REPORT

Table with columns for Deposits, Loans, and Assets. Includes sub-tables for New York Stock Exchange and HAY prices.

First Avulm Bombardment. It is estimated that the British were overwhelmed in the centre and on the southern flank by the opening of this bombardment.

Accountants. W. H. WILKES, PUBLIC ACCOUNTANT - ANT-ANNUAL, Investigations and Systems.

MARRIAGE LICENSES. MARRIAGE LICENSES ISSUED BY W. G. R. BARTRAM, 59 Dundas.

MARRIAGE LICENSES ISSUED BY H. J. Childs, license 632 Dundas.

MOVING AND STORAGE. BROUGHTON THE MOVER-SPECIALTY in crating and shipping. Phone 1444.

WANTED. RETURNED SOLDIER'S WIFE WITH large family, would be glad to take a little for any kind of old clothes or boots.

PERSONAL. BABY BOY, 6 WEEKS OLD, FOR adoption or board. Box 221, Advertiser.

MISCELLANEOUS. EARTH FREE FOR HAULING away. 128 Grey street.

WONG'S CAFE. Dinners - 11:30 to 2-4 to 50c. Special attention to clubs and parties or banquets.

BEEMER & CO., LIMITED. Used Cars For Sale. OVERLAND 5-PASSENGER, MODEL 38.

BEEMER & CO., LIMITED. Used Cars For Sale. HUDSON SPEEDSTER IN GOOD shape, or will take smaller make.

USED CARS. Anyone considering the purchase of a used car will do well by seeing our second-hand cars.

German Casualties Computed To Be At Least 100,000 a Day. WASHINGTON, March 25 - Members of the Allied military missions said today in the nature of the fighting on the western front...

WOUNDED. TILLSONBURG. Gunner George Carson.

DIED. WOODSTOCK. F. Holley.

KILLED IN ACTION. LANCE-CORP. GEORGE T. THOMAS.

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NEW YORK STOCK EXCHANGE. Thomson & McKinnon, brokers, Royal Bank Building, report fluctuations in New York stocks for the advertiser as follows:

Table with columns for New York Stock Exchange and HAY prices.

GERMAN CASUALTIES. WASHINGTON, March 25 - Members of the Allied military missions said today in the nature of the fighting on the western front...

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We Sell Shoes That Give Satisfaction and Service

WE HAVE SHOES WHICH SELL AT \$2.50 TO \$4.98 AND \$5.50 TO \$12.00.

When you buy shoes here you have an opportunity to choose from a wide range, both in styles and prices. We have the stock. We give the service.

COOK'S SHOE STORE The Store That Serves You Best.

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

C.H. WARD & CO. Diamond Merchants and Jewellers. 386 Richmond St. Phone 1084.

Reliance Garage Service Station

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 4071. A. T. TAYLOR. E. L. CAMPBELL.

IT'S NEVER TOO LATE TO BE SORRY. But it will be too late some day when you are miles from home and your battery refuses to work. Why not send it to us today and let our experts give you a candid opinion of it?

We Are Now Retreading, double-treading and rebuilding tires. GET IN EARLY.

London's Rubber Man 346-8 Dundas St. Phone 5124.

Give Us One Trial on that pair of shoes. A need repaired. We'll call for them and guarantee satisfaction. MODERN SHOE REPAIR COMPANY, PHONE 2310.

Carlyle TREBILCOCK OPTICIAN 233 Dundas Street, Two Doors East of Majestic. Phone 2351.

We do MORE than make glasses. We design glasses so that each pair differs in accordance to the facial expression of the person who wears them. Our glasses are not only good to look through—they are becoming, good to look at.

Our RETREADING is QUALITY Work, Not the Average.

London Tire Repair Depot 854 Wellington Street. Phone 2334. A. WILKES. Opp. McClary's.

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.

TIRE DODD'S KIDNEY PILLS. Old Resident of Clifford Finds the Remedy He Has Been Looking For Years in Dodd's Kidney Pills.

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.

TIRE DODD'S KIDNEY PILLS. Old Resident of Clifford Finds the Remedy He Has Been Looking For Years in Dodd's Kidney Pills.

TIRED EYES If you knew what relief our well-fitted glasses are to tired, strained eyes you would be sure to VISIT US AT ONCE.

JOHN S. BARNARD Optician. 194 DUNDAS STREET.

Fish for Wednesday Fresh Lake Herring, per lb. 10c. Fresh Whitefish, per lb. 15c. Halibut Steaks, per lb. 25c.

WILSON'S 5600-5601. MARKET

The London Loan and Savings Company of Canada

INTEREST RATES ALLOWED In Savings Bank 4 Per Cent Debentures 5 to 5 1/2 Per Cent

M. J. KENT, Manager.

LADIES' HATS

OPENING DAYS BELTZ & CO.

Food Will Win the War "DO YOUR BIT"

So be as saving as you can of every crumb.

Parnell's Breads Are so fine in texture and so good that you save considerably on each loaf.

If you are not using it order a trial loaf today.

Parnell The Breadman PHONES 929, 1390.

Try XXX Bread If You Want the Best!

Day in and day out it's always the same. Delicious! Wholesome! Satisfying!

Johnston Bros. XXX Bread

It's noted for its wonderful flavor. Try it. You'll like it. Your grocer sells it.

Essential for Children Leaving School, Says Vancouver Trustee.

Mrs. Irene Moody, a member of the Vancouver board of education, was the speaker at the weekly luncheon of the Rotary Club at the House Monday.

YOUNG'S DIAMONDS! 170 and 674 Dundas.

WILL ADDRESS LIBERALS Well-Known Toronto Journalist Speaks Here on Friday Night.

Lindsay Crawford, a well-known Liberal journalist, until recently a member of the staff of the Toronto Globe, will give an address to the Liberals of the day at Hyman Hall on Friday night next.

Mr. Crawford severed his connections with the Globe several weeks ago after having delivered an address at Montreal, in which he attacked the methods of the Union party of the last campaign.

It is expected that those who attend the meeting will hear some of the inside history of the cabinet makers who rule from Toronto.

HE TAKES A COUPLE AND THEY CHECK IT

What Dodd's Kidney Pills Do For Mr. Binkle's Sciatica.

Old Resident of Clifford Finds the Remedy He Has Been Looking For Years in Dodd's Kidney Pills.

Clifford, Ont., March 25.—(Special.)—After suffering from sciatica for two years, Mr. Chris Binkle, a well-known and respected resident of this place, declares that he has found the relief he so long looked for in Dodd's Kidney Pills.

"I have been ailing in all about five years," Mr. Binkle states. "I had backache and stiffness in the joints, with an occasional attack of rheumatism."

"I was often dizzy, I had dark circles under my eyes, and I had flashes of light or floating specks before my eyes."

"About two years ago sciatica was added to my troubles, and I suffered with it till an advertisement led me to try Dodd's Kidney Pills. They helped me more than anything I have ever taken."

"I took six boxes in all. But now if I feel an attack coming on I just take a couple of Dodd's Kidney Pills, and that checks it. Dodd's Kidney Pills have given me good satisfaction."

All of Mr. Binkle's symptoms are symptoms of kidney trouble. That is why Dodd's Kidney Pills did him so much good. Dodd's Kidney Pills are purely and simply a kidney remedy.

ADVERTISING TO WIN big success Perhaps you think it can't be done in your business. It can't—as long as you think that way.

Federal Advertising Agency T. H. YULL, MGR. Dominion Savings Building, LONDON, CANADA.

ECZEMA Come in and we will tell you something about what D. D. Prescription made in the D. D. Laboratories of Toronto, has accomplished in your own neighborhood.

Five Promoted Lieutenants Get Captains Stars in A. M. C. and W. O. R.

Five lieutenants in this district will in future be entitled to the rank of captain, their promotions being announced in camp orders Monday.

Those promoted are: Lieut. Stuart Cameron Kirklund, 25th Regiment, late 18th Battalion, and Lieut. William Harding Lewis, D.C.M., late 18th Battalion, both of the 1st Depot Battalion, W. O. Regiment; Lieut. Thomas Wingate Todd, Lieut. Frank Morley MacKenzie, and Lieut. Gordon Keith McAlpine, of A. M. C. Training Camp.

Loss Will Be \$500 Chelsea Green Fire Destroyed Barn and Quantity of Headings.

Fire at the Mitchell Co-operative, Chelsea Green, Monday destroyed a barn and the contents of the building. The barn, a large building was saved by a bucket brigade of the firm's employees.

A large amount of hay was stored in the barn and when this caught the building was doomed. A dozen coopers answered the call when they were called to work and put up a fight which prevented serious damage.

The loss, which will be in the neighborhood of \$500, is covered by insurance.

Five Promoted Lieutenants Get Captains Stars in A. M. C. and W. O. R.

Rowat's Coffee 50c per pound T.A. ROWAT & CO. 230 Dundas St. Phone 3281-3282.

CIVIC RECEPTION FOR ORIGINAL FIRSTS IN ARMORIES APRIL 4

Special Invitations Will Be Sent to District Men.

The city will tender a monster reception to the first contingent of men to come home on furlough at the armories on Thursday evening, April 4.

This was decided on at a meeting Monday afternoon. It was decided to hold the event in the armories, as it would be large enough to receive all returned soldiers to the event with the furlough men as the honored guests of the evening.

Committees were named to decide upon a program and look after the decorations.

Aid. Hurley, chairman of No. 1 committee, president, and besides the other members of the committee, Mayor Somerville and representatives of other organizations were in attendance.

A banquet will first be broached, but immediately taboos. Lieut.-Col. Coles suggested that a monster reception to which the men could bring their wives and where they would meet all their friends be held, and the suggestion was adopted.

It was suggested that the different chapters of the I.O.G.F. might provide light refreshments and this proposal was also broached to them.

Major Wood of the Casualty Clearing Depot stated that there were about fifteen furlough men in the city, and not more than 50 or 60 in the district. It was decided to send out special invitations to those whose names and addresses are available, but to invite all the furlough men of the district to join in the event as guests of the city for the night.

The general committee will act as a reception committee on the night in question. Mayor Somerville is president of the reception. Col. Coles will be chairman of the program committee and will be assisted by the mayor, T. A. Parkinson, Gen. Shannon and Controller Moore.

The decoration committee will be presided over by Aid. Holmes, with J. J. Poole, Secretary. Clunkie of the G.W.M. is chairman of the military representative to be named.

Basic Principles of Some Trade is Called Necessity

Mrs. Irene Moody, a member of the Vancouver board of education, was the speaker at the weekly luncheon of the Rotary Club at the House Monday.

She gave her views on the vital needs of the educational system of Canada. Mrs. Moody is a member of the Vancouver board of education, and she has been very successful in her work in the world.

Her speech was well received, and she is a well-known figure in the educational world. Her views are being studied by many educators in Canada.

MAJESTIC Ann Pennington, in "Sunshine Nan," at the Majestic Theatre.

A story of an ambitious little girl who rises to become the wife of a successful inventor, is cleverly portrayed by Ann Pennington in her new picture, "Sunshine Nan," at the Majestic Theatre today.

Of course, there were tremendous obstacles in the way of this transformation, such as an enforced stay in a girls' reformatory, and she had never committed a crime, but she is a girl of determination.

How she turned all this to good account is shown in the picture. Many of her old friends from the "alms house" have been skillfully depicted by her. A comedy and a News Weekly complete the screen attractions.

NOT YET RATIFIED Conscription Treaties Have to Be Amended by American Senate.

About the middle of February last a convention took place in Ottawa by Canada and the United States, whereby it was agreed that the military treaties being signed in these countries (but not ratification) were given.

It is reported that the Senate of the United States has not yet given its approval to the treaties, and that the ratification is still pending.

Word has been received in the city that Lieut.-Col. C. M. R. Graham, who was in command of one of the battalions of the 5th Division, which was recently broken up, will return to the city within a few days.

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MANY DISCHARGED PHYSICALLY UNFIT

The names of 27 members of the 1st Depot Battalion, W. O. Regiment, are included in a list of men discharged in camp orders today. Four are being discharged as under age, and 23 as physically unfit, not due to service.

Fourteen of the latter are drafted men. The following have been discharged: Lieut. James A. Ackew, Benjamin Card Franklin, Sidney Hill, Ronald Anderson, Frank Koble, John Dillon, Thomas Edward Brays, Cassinno M. Salemi, James McNaughton, Beverley Dunlop, Lance-Corporal, Joseph Miller, Ptes. Alex. Ritchie, William Evans, Arnold H. E. Shipton, Charles Taylor, Harry Beckler, Carey Lattin, Gregory, Harry Vernon, House, Herford, Edwin Arlo Green, Abe Troister, William Henry, John E. Egan, and Ford. Lieut. Patrick Fowler.

Medically unfit, not due to service: Ptes. John Thomas, McCauley, Robert Brown Hardy, John Otis Wells, Cecil Martin Moore.

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FIVE PROMOTED Lieutenants Get Captains Stars in A. M. C. and W. O. R.

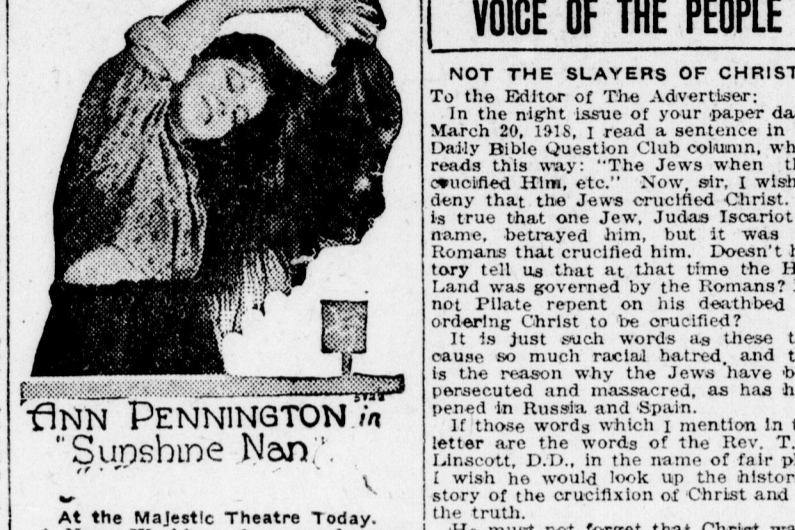
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Taylor Holmes in "Fools for Luck" At the Patricia Theatre Today.



ANN PENNINGTON in "Sunshine Nan" At the Majestic Theatre Today.

Taylor Holmes, in "Fools for Luck," is the screen attraction at the Patricia Theatre today. The comedy is a sparkling comedy taken from Kenneth Harris' story, "Fools for Luck," which appeared in the Saturday Evening Post.

Ann Pennington, in "Sunshine Nan," at the Majestic Theatre. A story of an ambitious little girl who rises to become the wife of a successful inventor, is cleverly portrayed by Ann Pennington in her new picture, "Sunshine Nan," at the Majestic Theatre today.

NOT YET RATIFIED Conscription Treaties Have to Be Amended by American Senate. About the middle of February last a convention took place in Ottawa by Canada and the United States, whereby it was agreed that the military treaties being signed in these countries (but not ratification) were given.

EXPECT DROP IN "GAS" Dealers Anticipate Lower Prices Before End of Next Month. That the present price of gasoline will take a substantial drop on or about the first of the month is the opinion of a number of leading automobile dealers at a meeting held in the city Monday night.

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DENOMINATIONS TO CONDUCT SERVICES OF INTERCESSION

Ministerial Alliance Responds to Prayer Call.

At the meeting of the Ministerial Alliance held Monday in the Y.M.C.A., a communication was read from the Local Council of Women in regard to the crisis at the front.

Following the discussion which took place at the February meeting of the alliance, concerning the wage question for girls in this city, a communication was read from the Union Mothers' Club, asking that the ministers of the alliance preach in their own churches a special service on the subject of industrial conditions for girls.

TOO NERVOUS TO SLEEP Nerves Wrecked by Accident—Was Afraid to Go in a Crowd or to Stay Alone—Tells of His Cure.

Many sympathy was felt in this city for Mr. Dorsey, who met with a distressing accident when his foot was smashed in an elevator.

TOO NERVOUS TO SLEEP Nerves Wrecked by Accident—Was Afraid to Go in a Crowd or to Stay Alone—Tells of His Cure. Detroit doctors did what they could for him, but he could not get back his strength and vigor until he fortunately heard of Dr. Chase's Nerve Food.

ROSS' Limited Practice economy. There is no virtue in only talking of it. Food is needed to win the war.

FURS WILL BE NEEDED NEXT WINTER. Only a Few Days Longer at Clearing Prices. Then the Fur Department will be closed up for the season.

Five Good Reasons TONAL IRON CAPSULES Why You Should Take TONAL IRON CAPSULES BECAUSE they have cured others and will cure you.

GILLETT'S LYE

HAS NO EQUAL. It not only softens the water but doubles the cleansing power of soap, and makes everything sanitary and wholesome. REFUSE SUBSTITUTES.

RESIGNS AS TREASURER OF WESTERN FAIR AFTER SERVICE OF 36 YEARS

Timetables for Departmental Tests Announced.

Timetables of the annual departmental examinations have been sent out by the Ontario department of education. The middle school entrance to normal schools exams will start on June 24 and will end on July 21.

STOP CATARRH! OPEN NOSTRILS AND HEAD. Says Cream Applied in Nostrils Relieves Head-Colds at Once.

ROSS' Limited Practice economy. There is no virtue in only talking of it. Food is needed to win the war.

FURS WILL BE NEEDED NEXT WINTER. Only a Few Days Longer at Clearing Prices. Then the Fur Department will be closed up for the season.

Ladies' Wear Department New garments, in the latest styles, and most up-to-date colors, in Velours, Gabardines, Tricotines, Poppins, Covert Cloths, Tweeds, Silverstones, etc.

Blouses The Blouse season is now on with its new attractive merchandise. Voile Blouses, \$1.50, \$2.25, \$3.75, \$4.98.

Wool Sweaters Assorted colors, \$10.00, \$11.00, \$12.75. PERRIN'S SILK HOSIERY In black, white and colors, 75c, \$1.00, \$1.50, \$2.25.

NECKWEAR Everything new and correct in this department. PHONE 1319. 196 DUNDAS STREET.