

U.S. FLAG SUPPLY IS SOLD OUT HERE; DEMAND IS HEAVY

American Dealers Unable To
Fill Orders.

WANTED FOR DECORATION

Expected City Will Be Covered
With Color For Ypres
Anniversary.

If "Old Glory" is not floating side by side with the Union Jack on Monday, when everybody will decorate to commemorate the battle of Ypres, it will be through no fault of the citizens. They are unable to obtain American flags now, for the demand has been so heavy since the United States entered the war that stocks here have been completely exhausted. Wholesale and retail stores have sent to Chicago and New York for supplies, but the orders have not been filled.

Carnivals and other entertainments which demand the use of banners have been on the wane since the outbreak of war, but the gay colors will be seen once more on London's streets for the Ypres anniversary and the Star-Spangled Banner will be prominently displayed by all those who have been fortunate enough to obtain one.

Dealers who stocked heavily in Union Jacks and the flags of Britain's first allies in the war were taken unawares by the United States' decision to join the conflict. They had no opportunity to prepare for the rush which the approach of Ypres day has caused. Even the smallest emporia have been in demand, and hundreds of autos now carry the Stars and Stripes along with Canada's flag.

One of the largest banner floats from the windows of the Returned Soldiers' Association room on Richmond street.

HUMANE SUNDAY WILL BE OBSERVED IN U. S., NOT HERE

"Be Kind To Animals" Week
Is Now in Progress.

SOCIETY NOT SUPPORTED

Many Cases Brought To At-
tention of Few Doing
Noble Work.

This week, from April 16 to 21, is "Be Kind To Animals" week in the United States and next Sunday, April 22, is Humane Sunday. Humane Sunday was first observed in England in the year 1895, and has been annually observed from that time until the present day. Last year 4,400 special sermons were preached there on the subject of kindness to animals and the present year, Humane Sunday, indeed so thoroughly has the humane treatment of animals been studied in England, and so keenly is the public on the lookout for cruelty in any shape or form, that cruelty is now almost an impossibility.

It was only in 1910 that the United States began observing Humane Sunday, and it has been such a success there that every section of the country, devoted much time and space to the subject of kindness to animals. The year, even greater enthusiasm is expected.

Receive Little Support.
But Canada has no Humane Sunday, a fact that there are now many humane societies in Canada, and one in the city of London, but these societies, as their name implies, are not so practical as the humane societies in the United States which work actively to prevent cruelty to animals. Even during this week, which is known on the other side of the border as "Be Kind To Animals" week, there have been cases of cruelty to animals brought before the Humane Society in the city of London, and one of the most neglectful a poor horse with a deformed shoulder. There are also cases of cruelty to children, who, through thoughtlessness perhaps, torment the animals about them. The automobile, taking the place of delivery wagons, has undoubtedly greatly lessened cruelty to horses on the public streets, but that is no sign that it does not exist.

No Hospital for Animals.
In the city of London there is no proper place where animals may be put out of existence. Much suffering is caused these dumb creatures by people who are ignorant of the task, trying to do away with them. A public place where this could be done is surely a necessity.

And why should a community or country insist on kindness towards animals? First of all, public health requires that the treatment of animals be humane. The humane treatment of animals is a public health problem. The humane treatment of animals is a public health problem. The humane treatment of animals is a public health problem.

Much Could Be Done.
Surely a Humane Sunday is worth observing in Canada. The idea began in the motherland, and yet there is no Humane Sunday in Canada. The humane treatment of animals is a public health problem. The humane treatment of animals is a public health problem. The humane treatment of animals is a public health problem.

New Universities Dictionary
COUPON
London Advertiser
Three Coupons Secure the Dictionary

HOW TO GET IT
For the Mere Nominal Cost of
Manufacture and Distribution
3 Coupons and 98c
secures this NEW authentic
Dictionary, bound in real
flexible leather, illustrated
with full pages in color and
duotone, 1,300 pages.
25 DICTIONARIES IN ONE.
All Dictionaries Published Previous to This Year Are
Out of Date.

AS WOMEN BOUGHT GIRL ADMITS SHE SNATCHED MONEY

Bessie Christie Pleads Guilty
To Three Offences.

FIVE MEN DISORDERLY

Livery Stable Crowd in Fight,
With Milk Bottle as
Weapon.

Pleading guilty to three charges of theft from women shoppers in Smallman & Ingram's store, Bessie Christie, who gave her address as King street, but later changed her mind and said she stayed with her sister in the city, was remanded to jail for one week for sentenced. The head detective will investigate her past record.

Statements were made by Smallman & Ingram employees that the girl had made a practice of watching women shoppers who left their hand bags or purses lying on the counter for a few seconds while examining goods. Her method was to extract the money from the purse, leaving the latter lying on the counter or to take both purse and money.

Secured \$50 in All.
On Friday, 13th instant, she removed \$2 from a young woman's purse lying on a door, after removing \$10, which was taken in the same way from another shopper. Yesterday afternoon she adopted a different method, and stole the purse and money both from a customer, but dropped the purse at the door, after removing \$10, which it contained. She offered no explanation whatever for her conduct.

Five charges of disorderly conduct were laid against four young men who frequent a livery barn on Horton street near Wellington, and the owner of the barn, Thomas Stevenson. The owner was discharged, the evidence being that he had nothing to do with the trouble beyond the fact that he refused to give the patrolman certain information.

Bounced Bottle On Head.
The first two, Clifford Bell and Gordon Stary, pleaded guilty and were fined \$2 and costs each. Starr had started a fight with Charles Hamilton, and Starr and Starr came to his companion's rescue with a milk bottle, which he bounced several times on Hamilton's head.

Ernest Blackwell and James Bell were accused of using bad language to Mrs. Mary Griffith. Both were dismissed with a warning. Blackwell was harshly to Mrs. Griffith, but she had threatened to "knock his block off" before he was charged.

Fined for Gambling.
Paul Martinovich, whose parents came from Russia, was fined \$1 and costs for gambling with cards on Sunday last at 573 South street. He pleaded guilty to the charge. The evidence of Patrolman William McCullough was taken after which defendant changed his mind and admitted the charge. His two companions are away on a visit and will be summoned on their return to the city.

Had No License.
A taxi driver was charged on a complaint that he had allowed another man to drive his auto, the latter, the police claim, was driving without a license. The latter was fined \$2, and as the owner said he had no proof that the other had no license, he was allowed to go.

Three boys who used the sidewalk as a bicycle path were fined \$1 and costs each.

ENGINEER HAS POWER TO ENGAGE ASPHALT EXPERT

An expert asphalt man will be engaged at once to superintend the operation of the city plant, City Engineer Brazier reported to the board of control this morning that he had three men on the night shift, and that he had much experience in this line. One would work for \$1,800 a year, another for \$2,200, and the third for \$2,000. Mr. Brazier was authorized to look the trio over, and recommend the best man for the job.

Control E. S. Little advised that a telephone exchange be placed in the city hall to accommodate all the offices. He thought that it would be a means of saving money, and that it would be a great convenience. The matter was sent to City Engineer Brazier to report on.

City Solicitor Meredith reported that he was securing information as to the best way to proceed to get the Grand Trunk off the train tracks on Bathurst street. The London railway commission has asked for action at once. Mr. Meredith will have the matter in hand very soon.

Mayor Stevenson reported that he had been offered 100 bags of Delaware potatoes for \$3.55 a bag. The board did not think it wise to take any action on this offer at the price.

The reports of the board of works and various other officials were presented and passed. They simply show the progress of the work in their departments.

When Tongue Is Coated
your liver is torpid and is affecting your stomach and bowels. To rouse your liver, take the little, purely vegetable and in-all-ways satisfactory Hood's Pills. They relieve biliousness, constipation, all liver ills. Do not irritate nor gripe. Price 25c. of druggists or C. I. Hood Co., Lowell, Mass.

PLES
You will find relief in Zam-Buk!
It eases the burning, stinging
pain, stops bleeding and brings
ease. Perseverance, with Zam-
Buk, means cure. Why not prove
this? All Druggists and Stores
have it.

Zam-Buk NEWS

—R. J. Wood, grocer, Wellington street, is greatly improved.

HIT BY AUTO.—Donald Macintosh, aged 12, of 33 Smith street, had his face slightly cut when he was knocked down by an auto yesterday. Dr. Spence, who was close by, attended the lad.

DONATION FOR SOLDIER'S AID.—The Soldiers' Aid Commission has received a donation of \$10 from Mrs. R. W. Puddicombe. The money will be transferred to the relief account.

AUTO DAMAGED.—An auto owned by School Inspector Edwards was struck by a Normal car at the corner of Richmond and Horton streets last evening. A front wheel was torn from the auto. No one was injured.

AUTOS COLLIDE.—While driving east on Dundas street, at 10 o'clock last evening, Commissioner Fred Mitchell's car struck auto No. 865, going north on Colborne street. Both autos were somewhat smashed by the collision, but the drivers escaped with a shaking up.

WILL PRESENT MEDALS.—Medals and diplomas will be presented to the students of St. Ansgar's College at a ceremony to be held next Wednesday evening in the Catholic Club auditorium. Bishop Nelson will preside, and, in addition to a program, an operetta will be presented.

HAD NOSE BROKEN.—Wm. Cook, of 107 Wilson avenue, had his nose broken and his face badly cut on Tuesday evening when the fork of his bicycle broke as he was going down Dundas street. He was picked up unconscious and taken to Victoria hospital, where he is recovering nicely.

COMFORTS SHOWER.—A comforts shower was held yesterday by pupils of the Talbot Street School for former students who are serving overseas. Generous donations of chocolate, chewing gum, writing pads, etc., were brought in, about \$30 worth in all, and sufficient to fill a number of packages. It is proposed to hold these showers monthly.

NOT PREFERRED CLAIM.—The city was notified this morning by the assignee of the House Estate Company of which George Coleman was manager, that its claim for \$500, business tax, was a preferred claim, as maintained by the city. The board of control looked into the matter and decided to not grant the claim, as it was a preferred claim, and as such was not entitled to the same steps as were necessary to protect the rights of the municipality.

MANY PERMITS ISSUED.—There is a great demand for building permits these days. Inspector Poyer being kept busy signing blanks. They are averaging twenty a day, but are for small repairs jobs for the most part. There are many houses being built, but no large structures are being planned as yet. This morning Mr. Little issued permits to Controller E. S. Little for a veranda, to cost \$1,500, and to Silverwood's, Ltd. for alterations to the Corn market property, costing \$3,500. The permits for the month now total about \$20,000.

HORTICULTURISTS MEET.—There was a full attendance of the directors of the London Horticultural Society at a meeting held last evening in the Western Fair offices. After routine business, judges were appointed for the coming year. The committee on the flower show reported that the flower show committee this year of flowering shrubs, four different varieties. It is expected that the distribution will be made about May 1st to all who have paid their membership fee. The sum of \$5 was voted to purchase garden seeds for the Salvation Army Rescue Home on Riverview avenue. The committee on the flower show reported that the flower show committee this year of flowering shrubs, four different varieties. It is expected that the distribution will be made about May 1st to all who have paid their membership fee. The sum of \$5 was voted to purchase garden seeds for the Salvation Army Rescue Home on Riverview avenue. The committee on the flower show reported that the flower show committee this year of flowering shrubs, four different varieties. It is expected that the distribution will be made about May 1st to all who have paid their membership fee. The sum of \$5 was voted to purchase garden seeds for the Salvation Army Rescue Home on Riverview avenue.

Continued From Page One SOLENN SERVICES

the premier's residence, and on private and business houses throughout the city, the Stars and Stripes waved beside the Union Jack, while countless thousands of persons in the streets wore the American flag conspicuously. The display of an American banner on the Victoria Tower of Westminster Palace, beside the British colors, was the subject of universal comment, for there is no precedent for such a complimentary act. No flag save the Union Jack or the Royal Standard has ever before been hoisted on the tower. The American flag in question was specially made for the occasion.

Sermon By Dr. Brent.
The Right Rev. C. H. Brent, Episcopal bishop of the Philippines, said in his sermon:

"We comrades in the common cause have come together, like sturdy Judas Maccabees, and his fellow-patriots in the ancient story do commend our decision to the Lord, and to place ourselves in His hands before we pitch our camp and go forth to battle. It was an unworthy cause that we could not commit to God with complete confidence. Today we have this confidence."

"This, I venture to say, is not merely the beginning of a new era, but of a new epoch. At this moment a great nation, well skilled in self-sacrifice, is standing by with deep sympathy and bidding Godspeed to another great nation that is making its act of self-dedication to God. That altar upon which American lives are today laying our lives and our fortunes is already occupied. For nearly three years Great Britain and her allies have been fighting, not merely for their own laws, their own homes, their liberty and all they hold sacred, but for the great commonwealth of mankind."

"We Americans have never been oblivious to the fact that the people of this country have been standing for the same principles which we love and for which we live. England, thank God, is the mother of democracy, and English children come back today to pour all their experience, the experience of a century and a half of independent life with gratitude at the feet of their mother."

A Common Fight.
"Today we stand side by side with our fellows as common soldiers in the common fight. There have been great outcries in the past that were results of misunderstanding, but our quarrel with Germany is not based on misunderstanding. It is due to understanding."

The most impressive feature of the service occurred toward the close, when the band played a stanza of "The Star Spangled Banner." The great crowd rose as one man, and everyone seemed to stand in a solemn attitude as the strains of the anthem resounded through the great cathedral.

Among those present were Queen Alexandra, the princess royal, Princess Mabel of Cambridge, the Duke of Connaught, former governor-general of Canada, Princess Patricia, Princess Christina and Princess Victoria of Schleswig-Holstein.

Smallman & Ingram

Great Special List of Sales For Saturday

Tomorrow will be a day of opportunities at this store—a sort of mid-season clean-up in many departments—offering in many cases one-third to half off good and seasonable merchandise, including a manufacturer's range of Whitewear samples—ladies' and children's garments at factory prices. Shop early. You'll be well repaid for the effort tomorrow.



ABOUT 700 garments, the full range of this season's samples, from one of the best whitewear factories in Canada, including all kinds of Ladies', Children's and Infants' Undergarments and Children's Dresses; only one of each style, but a great variety, giving ample choice in making a complete collection of muslin underwear in the newest and prettiest styles with dainty laces and embroidery trimmings. Materials are fine cottons, nainsook, crepe de chine and wash satins. We cannot attempt descriptions with such a collection, but will briefly list the quantities and prices, which are marked from the manufacturer's stock list at exactly factory prices:

95 Ladies' Gowns. Sale prices. 46c to \$10.00
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69 Ladies' Drawers. Sale prices 17c to \$3.50
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35 Ladies' Combinations. Sale prices. 83c to \$4.50
9 Ladies' Chemise. Sale prices 42c to \$1.50
14 Ladies' Aprons. Sale prices. 29c to 67c
73 Children's Dresses, 4 to 10 years. Sale prices. 39c to \$5.00

"Gossard" Front Lace Corsets

Corsets laced in front are growing in favor. Many women prefer this type for its convenience. Then, too, they provide comfort, stylish lines and good service. Model No. 250, as shown in illustration, has rather low bust, long skirt with elastic section in back; sizes 20 to 30. Price \$2.50
Other Gossard models from \$2.50 to \$12.50

Tablecloths Half Price Saturday

Balance of seconds in heavy Union Linen Cloths, marked at exactly half original prices, in most popular sizes, 2x2 yards, 2x2½ yards and 2x3 yards. Do not miss this opportunity Saturday. Only a limited quantity, good assortment of designs; imperfections are very slight.

18 size 2x2 yards. Sale.....\$2.00
23 size 2x2½ yards. Sale.....\$2.62
9 size 2x3 yards. Sale.....\$2.37

Seconds in Napkins, 19c Each

All Linen Napkins to clear Saturday at less than mill prices, 20 and 22½ inches. About ten dozen in the lot. All one price Saturday.....19c

Sale of Cottons, Saturday Morning

We would advise securing a good supply of these special sale cottons, as prices below are less than the mill price today. Get yours early. Quantities are limited.

500 yards 36-inch English Longcloth, good stout quality for general use. Sale price.....11c yard
1,000 yards English Longcloth, 42 inches, a special night dress cloth. Sale price.....17½c yard or six yards.....\$1.00

PILLOW SLIPS, \$2.00 DOZEN.
50 dozen, hemstitched or plain hem, sizes 40, 42 and 44 inches. Saturday.....18c each or six for.....\$1.00



30 SUITS AND 30 OVERCOATS AT \$9.95 EACH.
These Suits are all taken from regular stock and are small sizes only for the small man and the youth just going into long trousers; pinch-back and form-fitting styles, fancy tweeds and worsteds; sizes 32 to 36. Saturday.....\$9.95 suit

The Overcoats are odds and ends, not all sizes in this lot, but good serviceable coats made up in pinch, form-fitting and slip-on styles, a real bargain to those who find their size. Price.....\$9.95

TWO SPECIALS IN IRISH SERGE SUITS.

There is no time in the year that a blue suit is not in style, and this week we have placed in stock two lines of navy blue Irish serge at very moderate prices. First for the young man comes a two-piece very stylish pinch-back model, made from a fabric with a rough-finish surface, coat single-breasted, slanting pockets and the back has a belt over the pleats; trousers, five pockets, belt, straps, etc.; sizes 32 to 37. Price.....\$15.00

For the older man, made up of the same material. The coat is tailored in a conservative single-breasted model, fashionable lapels, body lining of serviceable Italian; vest, five-button; trousers are cut in the season's prevailing style, with five pockets; sizes 35 to 42. Price.....\$18.00

MEN'S NEGLIGEE SHIRTS, 75c EACH.

Just 25 dozen of these shirts to sell on Saturday at the very low price of 75c each. All full-sized garments, in neat stripe effects; colors are black and white, pink, green and blue stripe patterns, cuffs attached, coat style, extra good value; size 14 to 16½. Price.....75c each

Soft-Cuff Shirts for men in all the new novelties, plain and fancy stripes, some very pronounced patterns in prints, percales, madras and silk, a large assortment to choose from; sizes 14 to 17. Prices.....\$1.00 to \$8.00 each

MEN'S BALBRIGGAN UNDERWEAR.

Men's Balbriggan Shirts and Drawers, natural shade, long or short sleeves and ankle-length drawers; sizes 34 to 44. Get your supply of this splendid line early. Price, per garment.....50c

CANDY SPECIAL SATURDAY.

Chocolate Peanut Clusters, crisp and fresh. Saturday, per pound.....28c

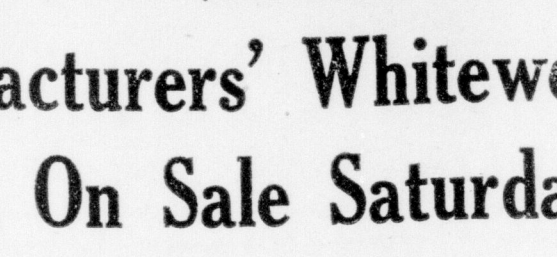
THE WEATHER

Lower Lakes and Georgian Bay.—Quite Mild With Showers or Thunderstorms in Some Localities.

Smallman & Ingram

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Toilet Necessities

Sunlight Soap, the best all around household soap for laundry or toilet.....5c cake

Williams' Talcum in fancy box with spring cover, all floral odors—rose, English lilac, violet, carnation and the borated baby talcum.....19c box

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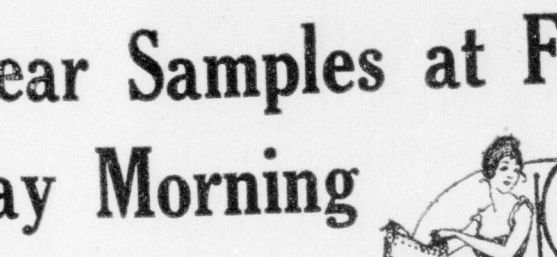
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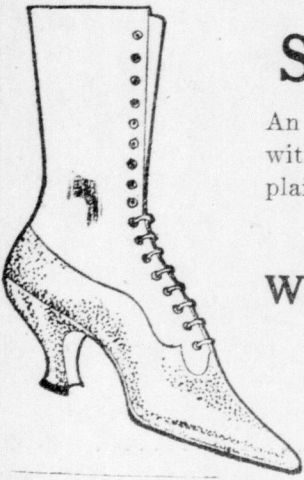
Manufacturers' Whitewear Samples at Factory Prices, On Sale Saturday Morning

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WEEK-END BOOT SPECIALS

Two-Tone Effects, \$4.95



SPECIAL NO. 1

An eight-inch Lace Boot of black kid, with white reign skin cloth uppers, plain toes, Louis heels, flexible soles.

All Sizes in C and D Widths, at \$4.95 the Pair

SPECIAL NO. 2

Same as above, with grey reign skin cloth tops.

Black Calf Boots For Men

English Style



\$3.98
the Pair

Every pair of these made by the Goodyear Welt process, and on the lowest type of last.

The uppers are Genuine Calf from tip to top, linings, counters, insoles, etc., up to the standard of regular \$5.50 merchandise.



ORANGES

Thin skin, sweet and full of juice. Splendid value at 25c a DOZEN.

Bacon

Our Bacon is noted for its fine flavor. Nice Streaky Breakfast Bacon, Lean, Boneless Back Bacon, Boneless Ham, for Frying. We slice it to just the right thickness you like best.

Jelly Powders

All Pure Fruit Flavors. 3 PACKAGES 25c.

Custard Powder

15c box will make 2 quarts of delicious Custard with the addition of milk only. Splendid for Custard Pies, and as a sauce for Fruits. Try it!

PHONE 3953.

WYCKOFF & GAFENY

DUNDAS STREET, AT RIDOUT.

DEVELOPING

Correct developing means good pictures. Let us develop for you. OVERTON & MORLEY, 310 Dundas St., Opposite Armouries. (Formerly of Cairncross and Strong's photo department.)

MILITARY BADGES, BUT-TONS AND SOUVENIRS.

PEEL'S

PHONE 3614. CITY.

The Best 40c Meal in London

Drop in and try our Businessmen's Lunch.

Hotel Harrison

TALBOT AND KING STREETS. 7817 VXX.

The GRAND Cafe

London's Most Homelike Dining-Room. Restful surroundings; good meals, good service; first-class food; upstairs, away from the noise. Tables reserved for banquets and parties. Call or phone.

384-386 Richmond St.

PHONE 4346.

First Floor Over Star Theatre. CHARLIE CHEU, Proprietor. 22V.

Promptness

Bring us your films before 9 a.m. "PERFECT PICTURES" by 6 o'clock the same night. (Special attention to all mail orders.)

Cairncross Chemists

Dependable Druggists. 216 DUNDAS ST. PHONE 880. Cut Prices Every Day.

IS REPORTED KILLED AFTER TEN MONTHS SPENT IN SUSPENSE

Trooper Fred Smith Missing Since Last June.

NINE OTHERS IN THE LIST

Many Londoners Suffering From Wounds Received In Big Fight.

Ten Londoners are reported in casualties in telegrams received by their friends today. After nearly a year's waiting for word as to the fate of Trooper Fred (Bud) Smith, son of Fred Smith, now of Stratford, and formerly of this city, relatives have been notified that he is now officially believed to have been killed in action.

Every effort has been made to locate the missing soldier since the memorable battle of last year when so many men who signed on the 7th C. M. R. were lost. His family hoped that he would be reported a prisoner, and a prominent young London lady to whom he was engaged was given up hope.

Called Back to Battalion. Fred Smith was an expert mechanic, and had been ordered to go to England to engage in munitions work. He was ordered back to his battalion when the fighting occurred and nothing more was ever heard of him. He was a magnificent specimen of manhood, and spent most of his life in Stratford. He had travelled much, and was regarded as one of the best men who went with the C. M. R. He is a relative of the Hueston and Ryan families, and two sisters, Helen and Mrs. Campbell of South London, reside here.

Mrs. Minnie Underhill, 354 Eleanor street, has received a message that Pte. James Underhill is in No. 2 General Hospital at Vimereux, with severe gunshot wounds in the groin.

Mrs. Elizabeth James, 16 Lazard street, was advised that Pte. George E. James is in No. 8 General Hospital at Vimereux, with slight gunshot wounds in the head.

Wounded in Chest. Pte. Ernest Hubling, infantry, is seriously ill at No. 7 General Hospital, Etaples, and is suffering from a gunshot wound in the chest and side, according to a message received by Mrs. Caroline Hubling, 318 1/2 Dufferin avenue, today.

Mrs. E. M. Roberts, Broughdale, today received word that Pte. Edward Martin Roberts, infantry, was admitted to No. 1 Convalescent Depot, Boulogne, France, on April 11, with a gunshot wound in the left arm. A later dispatch stated that he had been admitted to No. 3 General Hospital, St. Boulogne, with a gunshot wound in the right arm.

An official report received by William T. Mullins, 43 Dundas street, states that Gunner Frederick F. Mullins, artillery, was admitted to No. 5 British Red Cross Hospital, Vimereux, Gunner Mullins is severely wounded in the thigh.

Pte. James Robertson, infantry, has been admitted to the Third Stationary Hospital at Vimereux, suffering from contusion of the face. This message came to E. A. Robertson, Foot.

An official report received by Alexander Fulton, 12 Sycamore street, states that Pte. William Fulton, of the Mounted Rifles, was wounded severely in the arm and the foot, and was admitted to No. 25 General Hospital, Etaples, on April 10.

George Smith, 203 East street, Etaples, today received word that Pte. Leonard Benjamin Smith, cavalry, was reported wounded on April 9, and that further particulars would be sent when received.

JANITORS GET RAISE

City School Caretakers Given Ten Per Cent Increase.

The janitors of the public schools were voted an increase of 10 per cent in their wages by No. 2 committee of the board of education last evening.

There was a deputation representing the janitors, and they discussed the situation at some length with the trustees.

It was decided that the increase was proper, and it was voted. It will probably go into effect on September 1, at the beginning of the fall term. About \$500 will be added to the expenditure of the schools by the increase.

MEN'S SUITS

FINE BLUE SERGES.

Regular \$21.00 value, for

\$15 00

TWEEDS, WORSTEDS.

Regular \$15.00 value, for

\$9 95

\$2.50

HAT DAY

Tomorrow (Saturday) we will sell our regular \$3.00 and \$3.50 Hats, soft and stiff, new spring styles. No questions asked. Bring along your \$2.50.

Giant Clothing House

The Big West-End Men's Store under the Big Arrow Sign. 120 DUNDAS STREET.

WEDDING BELLS

HENRY-MOPHEE. A pretty wedding was solemnized at St. Mary's Church on Wednesday morning, April 18, when Miss Lena McPhee became the bride of Vincent Henry. The bride wore a suit of navy blue serge, with hat to match, and carried a bridesmaid, wearing a very becoming suit of brown, and Wilbur McIntyre was best man. After a dainty wedding breakfast, the happy couple left on the 11:20 C. E. R. train for Detroit and Chicago.

DEATHS AND FUNERALS

DEATH OF GEORGE WELLS. George Wells, widely known in the city as a gardener, died at Victoria Hospital today after a month's illness. He was 65 years old. His wife predeceased him by several years, but he is survived by a daughter, Mrs. Ernest Greeley of Columbus, Pa., and four sons, James of London, Thomas of Detroit, Joseph of Hamilton, and George of British Columbia.

The funeral will be held on Monday from the residence of his son, James, 416 Philip street, and interment will take place at Woodland Cemetery.

INFANT CHILD DIES

The death of two-year-old Alfred Jacklin, only son of Alfred and Addie Jacklin, occurred at Victoria Hospital on Thursday. The funeral will be held on Saturday at Mount Pleasant cemetery.

DEATH OF MRS. FAIRBAIN

The death of Mrs. Mary Fairbairn, widow of Walter Fairbairn, who died on Wednesday, April 18, 1916, occurred on Thursday at her residence, 547 Colborne street, after a lengthy illness. She was in her 74th year and had been a resident of London almost all her life, coming here from Ireland when a child. She was the grandmother of Captain Chester Butler, who went overseas with the 1st Battalion, and was wounded at Ypres.

Her son James, of Winnipeg, survives as well as her daughters, Mrs. F. H. Butler, Miss Mary, Miss Catherine and Miss Cora Fairbairn, of this city. Mrs. Fairbairn was until she became ill an active member of St. Andrew's Presbyterian Church, and the funeral services on Saturday will be conducted by the pastor, Rev. D. C. MacGregor. The funeral will be held from her late residence and interment will take place at Woodland.

50 CARS ON LONG DRIVE FLY FLAGS OF U. S. AND CANADA

Shortage of Freight Cars Compels Makers To "Road" Cars Across Canada to Salesrooms in States.

Owing to a shortage in freight cars, particularly on American railroads, automobile delivery in the States in many cases is now being made by driving the cars through from the factory to their destination for sale.

Evidence of this has been seen in the city in the last few days. Fifty Buick cars manufactured in Flint, Mich., passed through the city today bound for New York. On Wednesday 20 and Thursday 12 of the same make were driven through the city.

What Reciprocity Does. The reciprocity in auto licenses makes it possible to drive through Ontario, taking the shortest to New York instead of having to make a detour through the state of Ohio, as would have been necessary had the license reciprocity scheme not been in effect. The cars were decorated with Union Jacks, the Canadian emblem, and the Stars and Stripes, and the drivers received an ovation from citizens along the route.

LONDON PAYS \$150,000 A YEAR FOR CARE OF SICK AND POOR; HOSPITAL HAS GREAT NAME

And Even the Well-To-Do Patients Do Not Pay Full Share of Hospital Expense—Money May Be Spent in Right Spirit, But Should \$2.50 Per Citizen Be Required?

BY J. H. FOWLER. London's bill for the care of the indigent in London is heavy, very heavy. In the minds of some, and the problem of adjusting the expense is one that is creating more than a little interest these days.

It is rather difficult to get the exact figures, but an approximation may be made, showing that every man, woman and child in London pays more than \$2.50 a year for the care of the sick. It may run for four cents more than that if the whole truth were known.

The estimates this year show \$129,752 has been set aside for the care of the sick. It is divided into three parts: \$102,636; \$3,000 for St. Joseph's (estimated), \$24,116 for the Salvation Army Rescue Home, \$6,116 for the Board of Health, and \$1,000 for the Byrom Sanatorium. These figures do not include the care of patients at the asylum, the Rescue Home, the Infants' Home, and other institutions, which might properly be classed under the head of the care of the indigent.

One can readily understand that several thousands of dollars could be added.

There are many thousands of dollars of debentures in the consolidation, the interest and sinking fund for which come out of the general rate. It does not include \$4,200 for the Soldiers' Hospital. In brief, it seems like a fair estimate that every man, woman and child in London pays more than \$2.50 a year for the care of the sick. It might be more. It certainly is 3 1/2 mills on the dollar.

RATE BELOW COST.

The duty of the municipality is to provide accommodation for its poor when they are sick or in distress. Whether it is the duty of a municipality to go into the business of caring for the sick to do sick at less than cost is another matter. However, the citizens have said that it should be done, and it is being done, at the rate of \$2.50 per citizen.

There are those who claim that the city's duty ends when it cares for the indigent poor. They assert that the corporation has no right to provide first-class hotel accommodation, room and board, plus care and attention, at less than first-class hotel rates, plus a charge for the extra service and the cost of the operation of the hospital is an economical one.

These latter, however, claim that there is a loss annually, owing to the fact that the city is not a private hospital. These latter, however, claim that there is a loss annually, owing to the fact that the city is not a private hospital.

USE OTHER SURPLUSES. This is one utility that does not pay its way. The electric, waterworks, gas, and other utilities are paid for by a rate on the property. The city has a surplus, according to reports, of \$1,000,000. The citizens can look it over and work out a scheme. It looks like a big idea. Saving money is not a bad idea these days. In fact, it is a pretty good idea in war or peace times.

It might be a good idea to make all the utilities pay their way, at least. If the hospital cannot pay as operated under municipal ownership, make the other utilities pay the hospital's share.

All the "loss" at Victoria does not come from indigent patients. Much comes from the city's paying patients who do not pay their way. This is one of the assertions made about the hospital, and it looks right.

The citizen can look it over and work out a scheme. It looks like a big idea. Saving money is not a bad idea these days. In fact, it is a pretty good idea in war or peace times.

When you buy Poultry Netting, buy U. S. the netting with the square mesh; will not sag or pull out of shape; one or two inch mesh:

12x1 inch 10c yard

18x1 inch 15c yard

24x1 inch 16c yard

36x1 inch 22c yard

48x1 inch 30c yard

12x2 inch 5c yard

24x2 inch 8c yard

36x2 inch 12c yard

48x2 inch 15c yard

60x2 inch 18c yard

72x2 inch 20c yard

Cowan's Colossal one-ply at \$2.00 square

Cowan's Colossal two-ply at \$2.50 square

Regal, one-ply \$2.50 square

Regal, two-ply \$3.00 square

Regal, three-ply \$3.50 square

Use Jap-a-lac on your lawn furniture, 10c to \$1.20 can

Pruning Shears 35c to 75c

Hedge Trimmers \$1.50 and \$2

Dundas street as the auto procession left for the east at 8:30 o'clock this morning. The party remained over night at the City Hotel.

The freight car shortage in the United States, the men said, had become more acute since the entry of the United States in the war, and the system of driving through from factory to agency may become a common practice this summer. The American Government is using all available freight cars for the transportation of war materials to the sea coasts.

Good Roads Over Here. Superiority of Canadian roads was emphasized by the drivers. Some of them, who have driven cars in almost every part of the United States, claim that they never struck better road conditions during the spring than they did after they had reached Canada. The Michigan roads, they say, were little better than logs in many places. One of the cars with the last consignment stalled three times while passing through that state, and it was necessary to dig it out each time.

CARE FOR POOR ALONE. These men claim that the city should go out of the hotel-hospital business, and set aside a portion of the present building, adequate for the needs of the poor people of London. Efforts have been made to get statistics showing the actual cost of caring for the indigent. The actual cost of caring for the paying patients.

On the other hand, Victoria Hospital is an asset to the city in more ways than one. It provides for a growing medical school. Reports show that it is one of the best-managed and best-equipped hospitals on the continent. As a show place and a "credit to the city" it is excellent. The nursing school has sent out hundreds of graduates of the best type, who have rendered distinguished service in many fields. The operation of the hospital is an economical one as can be made.

ARE PHYSICIANS TO BLAME? These latter, however, claim that there is a loss annually, owing to the fact that the city is not a private hospital. These latter, however, claim that there is a loss annually, owing to the fact that the city is not a private hospital.

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60x2 inch 18c yard

72x2 inch 20c yard

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Use Jap-a-lac on your lawn furniture, 10c to \$1.20 can

Pruning Shears 35c to 75c

Hedge Trimmers \$1.50 and \$2

Roofing. Each roll contains sufficient cement and nails to lay.

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A Magnificent Tribute

FROM OUR CUSTOMERS

Nearly 5,000 Customers Served in Last Week-End Sale

Again demonstrating how the public are with us in our great fight against high-price combine methods, STANDARD DRUG STORES are the originators of modern methods and cut prices in London. Every other drug store in existence today in London previous to our coming charged you the full limit of high prices. STANDARD DRUG STORES lead, others attempt to follow. We thank you for our continued success and trust we show our appreciation by these

BARGAINS for FRIDAY and SATURDAY

5 GROSS
Talcum Powders
Assorted odors, mostly violet.
Regularly worth 15c a tin,
On Friday and Saturday

2 for 13c

15 GROSS
Hydrogen Peroxide
Regular 25c 2 for 19c
Regular 40c 2 for 39c
Regular 60c 2 for 59c
Not more than two to a customer.

\$1.00 Nuxated Iron 59c

\$1.00 Blood, Iron Salts 59c

\$1.00 Burdock and Sarsaparilla 57c

The Largest Stock of
Victrolas and Records
Backed by the "BEST SERVICE"
A PLEASURE TO PLAY THEM FOR YOU.
HEINTZMAN & CO.
242 DUNDAS STREET

New
Victor Records

by the
World's Greatest Comedian



HARRY LAUDER

TEN-INCH PURPLE LABEL—90 CENTS

Let him tell you his troubles handling the whistle at a football game in

The Referee Lauder 100064

A soldier's song that is sure to make a hit

It's Just Like Being at Home Lauder 100066

Another of his popular comic records

It's Nice When You Love a Wee Lassie Lauder 100065

THERE ARE NEARLY 60 VICTOR RECORDS BY HARRY LAUDER

There are thousands of other good ten-inch double-sided Victor records selling as low as 90 cents for the two selections.

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

Write for free copy of our 450-page Musical Encyclopedia listing over 6000 Victor Records.

Berliner Gram-o-phone Co., Limited

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DEALERS IN EVERY TOWN AND CITY
ONE PRICE FROM COAST TO COAST
VICTOR RECORDS—MADE IN CANADA
LOOK FOR "HIS MASTER'S VOICE"
TRADE MARK

"His Master's Voice" London Dealers:
Mason & Risck, Limited,
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MASON & RISCH LIMITED
THE HOME OF THE VICTROLA
248 DUNDAS ST.



New Vitality and New Life for the Aged

IN the evening of life, when the strength is gradually decreasing, and the vital powers are waning, Wincarnis exerts a powerful influence in creating new strength, and in surcharging the body with new vitality, because Wincarnis possesses a four-fold power. It is a Tonic, a Restorative, a Blood-maker, and a Nerve Food, all combined.

Therefore, Wincarnis creates new strength, new blood, new nerve force, and new vitality. And this four-fold power, acting upon the system at one time, promotes a feeling of new life throughout the whole body. That is the reason why over 10,000 Doctors recommend Wincarnis. And it is also the reason why Wincarnis is the one thing that elderly people should take to restore their decreasing strength, and to revive their waning vitality. Also, at Wincarnis does not contain depressing drugs, it can be safely taken by old people and the weakest invalid.

Wincarnis is a positive necessity for elderly people, because it promptly promotes new strength and quickly creates new vitality.

at a time of life when the vital powers most need assistance.

Those of us who are in the spring-time of life, should remember what one of the "old folks at home" once said to me: "Wincarnis is a tonic, and makes a point of getting them a bottle of Wincarnis today."

Remember that Wincarnis has a world-wide reputation of over 30 years' standing, that it has given new health and new life to countless thousands of sufferers, that it is used in Hospitals throughout the world, and that it is recommended by over 10,000 Doctors, you will readily understand why Wincarnis is invaluable to those who are Weak, Anemic, Nervous, Run-down, to Invalids and old people, and to all who are depressed and out of sorts.



ASK YOUR DOCTOR
GET IT AT YOUR DRUGGISTS

Imported in two sizes:
90c. and (extra large bottle) \$1.50

Proprietors: Coleman & Co., Ltd., Wincarnis Works, Norwich, Eng.
Canadian Office, 67 Portland St., Toronto; Frank S. Ball, Resident Director, Sales Agents for the Dominion: Leggie, Parsons & Co., 705 Building, Toronto.

THRILLING DEEDS OF CANADA'S BOYS WIN DECORATIONS

Heroic Feats in Drive Cause Special Mention

FOR OFFICER AND MAN

One Captain Alone Takes Seventy of the Bosches Prisoners.

CANADIAN HEADQUARTERS IN FRANCE, via London, April 19. (By Stewart Lyon, special correspondent of the Canadian Press.)

Where all the soldiers have been heroic it is difficult to single out actions which stamp the men who perform them as the bravest of the brave, but from the records which may result in the decoration of some of the heroes of the Battle of Vimy Ridge, and now permitted to make mention of examples of conspicuous valor and place honor where it belongs.

A private, during the fierce struggle for the hill, the second of the battle, earned a decoration for a man. The advance was made in a blinding snowstorm, which, fortunately, carried the wind into the faces of the enemy in their carefully guarded position on the hill slope. As our men advanced they were met by a murderous fire from a machine gun operated and guarded by a group of a dozen of the enemy. Our men were falling fast as the hail of lead from the machine gun swept the hillside. Then, with utter disregard to his own safety, this private rushed forward, tackling alone the machine gun. Making progress from shell hole to shell hole, he reached a point within thirty yards of the enemy gun. He threw a bomb that distance, which killed or wounded part of the machine gun crew. Then, with a final rush, he reached the position and bayoneted the five men remaining with the gun. This splendid deed of gallantry saved the situation and the lives of many men.

Officer Takes Seventy.

Another episode was that when an captain of a battalion engaged in the assault on the hill, went forward with a scout, to secure Germans who were trapped in dugouts before they could make their escape. He left the scout stationed near the entrance of the large dugout, with instructions to shoot anyone emerging if he did not himself return. When the officer reached the bottom of the dugout he found 70 Germans in it, who surrendered at his demand. In the face of so many prisoners it was impossible that their captor should turn his back on them and ascend the dugout stairs, as doubtless he would have been promptly shot in the back. With his revolver in hand he stationed himself at the foot of the stairs and ordered the prisoners by.

Lieutenant Saves Situation.

A lieutenant, after the fall of Vimy had been carried by the Canadians, went out scouting 2,500 yards in front of our victorious men. By personal observation he discovered the enemy establishing a line that would have been dangerous to our further advance. Returning to our line he took out a patrol with him and drove the enemy off. The record shows that he killed eight of the enemy. (Were it not that these are many similar incidents are touched for by witnesses they might be regarded as a manuscript continuation of the adventures of the "Three Musketeers," some of whose deeds Dumas staged in three vast districts. Among others whose bravery was so conspicuous as to warrant bringing it to the attention of the authorities is a Canadian soldier, who, after the members of his gun crew were killed, operated the gun until he was himself killed. He turned back the attack. The lone machine gunner swept away the last of the group at a distance of fifteen yards.

A Signaller's Fortitude.

From his position, a signaller, severely wounded, continued to perform his duties until the close of the action, and when the telephone lines were destroyed, carried messages over the shell-torn ground, though among his injuries was an unbroken arm.

A major, given the other officers of his battalion had been killed or wounded, handled it alone and sent back a report to his battalion headquarters. The fighting on both sides was vicious.

These are but a few incidents many of which would fill a volume and more come to light daily. On Wednesday of this week a Canadian party found the bodies of two gallant officers who on the first day of the battle had been killed. They were what were the enemy lines on a scouting expedition and lost their lives.

HUNGARIAN SOCIALISTS ASK CENTRAL POWERS TO STATE TERMS OF PEACE

Basle, Switzerland, via Paris, April 20.—The Hungarian Socialists have adopted resolutions at a secret session demanding that the central powers make public their peace conditions, excluding all foreign annexations according to the Tagewacht, the official organ of the Swiss Social Democracy.

The convention was the first to be held since 1913 and several resolutions of a drastic and even revolutionary character were adopted. The convention called upon the Hungarian Government to abolish all restrictions on public gatherings, to restore the freedom of the press and to furnish genuine proof of the honorableness and sincerity of the desire for peace. The resolutions declare that peace terms should provide for the obligatory reference of all disputes to an international tribunal, gradual disarmament of all nations, and the free economic, national and cultural development of all peoples and the removal of causes of friction between the nations and their governments.

Demand was also made that all states make public every international agreement, place foreign policies under the control of parliaments and abolish secret diplomacy.

WHY ROMANONES QUIT

Spanish Premier Held Government's Power Too Limited.

Madrid, April 20.—Count Romanones, in tendering his resignation to King Alfonso, said he was convinced that the defence of the lives and interest of Spaniards could not be assured if Government policy continued bound by the limitation hitherto existing. The premier declared that he felt compelled by his conscience to resign. He added that he was influenced by the consideration that Spain would lose its position as a moral leader if she and the races issued from her appeared to be divided at a time destined for the future.

CANADIAN COMMONS WELCOMES AMERICANS TO THE ALLIED CAUSE

Government and Opposition United in Hailing U. S.

FOSTER ACTING PREMIER

Sir Wilfrid Laurier Says That Canada Can Best Understand Decision.

[Special to The Advertiser.]

OTTAWA, April 19.—The United States was welcomed as a war ally of Canada by the Government and Opposition in Parliament today. After two months' adjournment to enable Premier Borden to cross the Atlantic and sit upon the imperial war council, the House resumed business with Sir George Foster, acting for the Government, Sir Robert Borden still being in England.

For a hundred years, said Sir George Foster, the United States has been able to keep aloof from the struggles of Europe and in a half-century years the United States had been able to keep out of the present bloody struggle, though the feelings of the American people had been shocked by the invasion of Belgium and German infringement of the rights of the United States.

Ends Germany's Hope. The United States had no territory to gain and no selfish motive in entering the war, but, finally the infringement of rights had caused a hundred million peace-loving, liberty-loving and democratic people to feel that they could no longer remain neutral. With the wealth of men and resources which the United States brought to the struggle the hope of Germany for success had vanished. The action of the United States made it possible for Italy, France and Russia to press on with a feeling of confidence. Probably a large United States army could not find its way to the front for nine months or a year. But the gathering of the American forces would go on, and finally would strike with fresh virile force and finally secure victory for democracy over autocracy.

Solidarity of Democracy.

Sir Wilfrid Laurier, following, declared that the entrance of the United States into the war was one of the most important events in the history of the world. President Wilson had acted with great wisdom and prudence. His careful action had brought the whole American people to the side of the Allies. Canada more than any other country was interested in this latest action of the United States, and Canada was the country which best could understand and appreciate the late decision of her great democratic neighbor. The action of the United States showed that no nation could keep to itself; it demonstrated the solidarity of the democratic nations of the world in meeting the menace of the doctrine that might is right; it marked the final progress of the noble spirit of the brotherhood of man.

Reference to Duesch.

The death of the Duchess of Connaught, which occurred during the adjournment, was fittingly referred to in Parliament today by Sir George Foster for the Government, and by Sir Wilfrid Laurier for the Opposition. Hon. Albert Seydewitz is again in Parliament. The late speaker, who won his election in London after being appointed to the Cabinet, was introduced to the new speaker and the House general by the speaker and Hon. Mr. Pains.

U. S. SOLDIERS SHOOT MEXICAN SNIPER IN RETURN FOR VOLLEY

General Bell Says Men Must "Shoot to Kill" in Such Cases.

EL PASO, Texas, April 19.—Snipers who fired at an American sentry stationed at the village in a southern part of the city were fired upon in return by a squad of United States soldiers late today. One Mexican was seen to fall after the volley had been fired across the border.

When Mexican Consul-General reported the affair to Brig.-Gen. George Bell, U. S. military attaché at El Paso, he said that the American sentry "had been fired upon and had obeyed orders in returning the fire."

AMERICAN ROMAN CATHOLICS PLEDGE FAITH TO WILSON

Cardinal Gibbons Sends Message of Loyalty to President.

BALTIMORE, April 19.—The Roman Catholic archbishops of the United States have addressed a letter to President Wilson, pledging the loyalty of the Catholic hierarchy, the clergy and people of that faith to the country to the president and the Government, and accepting "wholeheartedly and unreservedly" the declaration of Congress that this country to be in a state of war.

The letter, which was adopted by the archbishops at their annual meeting in the Catholic University at Washington yesterday, was signed by all the archbishops who were present, eight in number, the remaining six being unavoidably absent. It was sent to the president today by Cardinal Gibbons, chairman of the meeting.

"We stand ready," the prelate's letter in saying, "we and all the flock committed to us, to co-operate in every way possible with our president and our national Government, to the end that the great and holy cause of liberty may triumph, and that our beloved country may emerge from this time of test stronger and nobler than ever."

GERMANS PLAN TO TURN RUSS RIGHT FROM GULF

PETROGRAD, April 19.—Via London.—German preparations to attack the northern front, supported by a German fleet, reports of which appear to be well founded, bear out a news office statement that the German means to march on Petrograd.

The preparations consist of the massing of troops on the Dvinsk-Riga front, and the concentration of transports, warships and shallow-draft vessels in the Baltic ports. A portion of the German fleet is reported to have moved from Kiel to Libau.

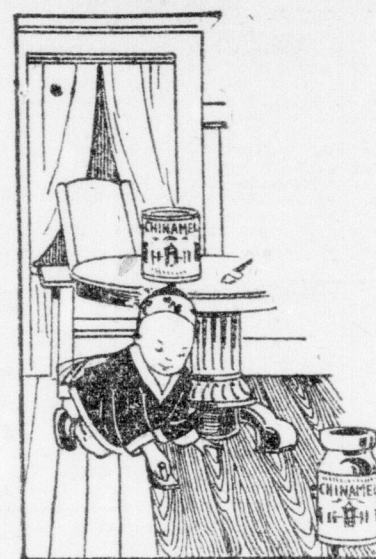
It is regarded here as extremely probable that the plan is to cut off Petrograd from the active army.

The German efforts to spread discontent in the Russian army have developed an ingenious device of leaving shells by the German Chancellor von Bethmann-Hollweg's Reichstag speech of March 29 and firing them into the Russian lines.

Explains Move in Rumania. LONDON, April 19.—Reuter's Petrograd correspondent says the information concerning the preparations being made by the Germans for an attack on the Russian northern front was made public by the Russian general staff. "The opinion is," says the correspondent, "that the Germans contain-

CHI-NAMEL DEMONSTRATION
Now In Full Swing At
Purdom's Hardware

GET A 25c CAN OF CHI-NAMEL VARNISH FREE WITH A PURCHASE OF A 15c BRUSH.



GOOD NEWS FOR TIRED HOUSEWIVES

No more dust-laden, germ-filled carpets to sweep.

No more pulling or driving of carpet tacks each housecleaning season.

No more backaches at the close of sweeping day.

BECAUSE no old floor now hidden by carpets is so shabby that the Chi-Namel Graining Process in the hands of any inexperienced person cannot put it in condition for use with rugs.

Come Into Our Store and Let Us Show You How Easy and Cheap the Process Is



THIS 25c CAN FREE
Chi-Namel Varnish, Any Color or Clear

To anyone Buying a 15c Brush.

Use Chi-Namel Porch Furniture Paint and brighten things up.

HEEL PROOF
HAMMER
PROOF
AND
WATER PROOF

THIS COUPON

Is good for one 25c can of Chi-Namel Varnish upon the purchase of one new 15c Brush (merely to insure a fair trial), during our Chi-Namel demonstration.

Name
Address

THE
BEST
IS
THE
CHEAPEST

The Purdom Hardware Company

124 DUNDAS STREET; 123 CARLING STREET.

PHONES 2800-2801.

RUSSIAN GENERAL TELLS SOLDIERS TO GO EASY IN DISMISSAL OF OFFICERS

PETROGRAD, April 19, via London, April 20.—Gen. Gurko, commander on the western front, has issued a proclamation to the soldiers declaring that the election, arrest and dismissal of officers of various ranks by soldiers' councils is an undesirable practice and threatens serious consequences. Gen. Gurko declares the right to appoint officers is accorded only to soldiers in Petrograd and Moscow, who are directly responsible for the revolution and that even the Council of Soldiers and Deputies admits this principle. The general points out that the application of the practice to the active army leads to disorganization and puts the responsibility for military operations on the men in the ranks. In a supplementary

HEAVY CONTRIBUTIONS TO THE RUSS LIBERTY LOAN

PETROGRAD, via London, April 20.—Although the subscription lists to the Liberty Loan only opened yesterday the public is already contributing freely. According to the official news bureau, in two hours after the lists were opened 2,500,000 roubles were received. The Moscow municipality has subscribed 1,000,000 roubles and Director Nya of the Bank of Stockholm subscribed 2,000,000 roubles. The headquarters of the Bank of Stockholm are in Moscow and the director was influenced by the report of M. Wladimir, a Socialist, who told him of the impressions he received during a journey to Petrograd.

Ladies' Strap-Handle Purses

Just arrived a special line of Ladies' Strap-Handle Purses and Ladies' Hand Bags.

Strap Purses, newest designs and genuine leather 50c to \$3.50

Hand Bags, in small or large style, all leathers . . . 50c to \$6.00

THE LEATHER STORE

JAS. McCORMICK,
PHONE 2058. 395 TALBOT STREET.

Relieve Your Liver

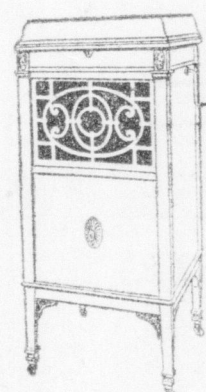
When your liver is out of order, your head, stomach, bile and bowels suffer with it. That is why a bilious attack is often serious. Ward it off with a few doses of

BEECHAM'S PILLS

which gently arouse a sluggish liver, and renew the activities so necessary to good health. They never produce any disagreeable after-effects. Their prompt use is beneficial to the system, and will

Prevent Bilious Attacks

Worth a Guinea a Box
Prepared only by Thomas Beecham, St. Helena, Lancashire, England.
Sold everywhere in Canada and U.S.A. In boxes, 25 cents.



The NEW EDISON

"The Phonograph With a Soul"

You have heard talking machines, good, bad, and indifferent. But you have not heard the literal Re-Creation of music until you have heard the New Edison.

We extend to every music lover a cordial invitation to visit our store. We want to give you an hour of Re-Created music. Don't be afraid that you will be urged to buy. We simply want you to become acquainted with the New Edison. We want you to become a friend of this marvelous new musical instrument.

NOTICE.—Please don't ask us to sell you Edison Re-Creations if you intend to attempt to play them on any other instrument than the New Edison. No other instrument can bring out the true musical quality of Edison Re-Creations. Furthermore, injury to the records is likely to result if you attempt to play them on an ordinary phonograph or talking machine.

W. McPHILLIPS

THE EDISON SHOP,
189 DUNDAS STREET, LONDON

A PAGE OF GENERAL INTEREST TO WOMEN READERS

A "sameness" that is most enjoyable—the daily, unvarying goodness of a cup of "SEAL BRAND" COFFEE. It never fails to greet you with that same exquisite fragrance, amber clearness and delightful flavour, that win people with the first cup.

In ½, 1 and 2 pound tins. Whole-ground—pulverized—also fine ground for Percolators. Never sold in bulk. 154 CHASE & SANBORN, MONTREAL.

NUXTATED

The Power behind the Strong Men of Iron

Dr. Ferdinand King, a New York Physician and Medical Author, says: "There can be no strong, vigorous, iron men nor beautiful, healthy, rosy-cheeked women without Iron—Nuxated Iron taken three times per day after meals will increase the strength and endurance of weak, nervous, rundown folks 100 per cent in two weeks' time in many instances. Avoid the old forms of metallic iron which may injure the teeth, corrode the stomach, and thereby do more harm than good. Take only organic iron—Nuxated Iron." It is dispensed in this city by Standard Drug Company, Limited, and all good druggists.

Cynthia Grey's Mail-Box

[Correspondents are requested to make their inquiries as brief as possible, and to write on one side of the paper only. It is impossible to give replies within a stated time, as all letters have to be answered in turn. No letter can be answered privately.]

A Home Wedding.
Dear Cynthia Grey—Will you please answer the following questions?
1. Which should stand facing the guests at a home wedding, the minister or the bride's father?
2. If the bride wears a veil, and has long sleeves in her gown, should she wear gloves?
3. I have heard that at some weddings the bride has had a girl friend standing near to whom she gave her flowers and gloves when it came to the ring part of the ceremony, yet this girl was not called a bridesmaid. Is this good form?
It seems to me the girl who signed herself "Just One Girl" was very much mistaken when she thought she was the only one in the country who could be termed a lady. I would not like to think so, and do not. It would indeed be a poor outlook for the future of Canada if it were.
If you get the verses, "No Seats in Heaven," will you please let me have a copy?
Yours sincerely, KATHERINE.

DAILY BIBLE QUESTION CLUB

By Rev. T. S. Linscott, D.D.
(All Rights Reserved.)
The six daily studies for this week constitute the International Sunday School Lesson for next Sunday. Read the Bible Story on which this study is based, and you ponder the following questions:
1. Jesus Anointed at Bethany.—John, xii, 1-11.
2. Golden Text—"She Hath Done What She Could." Mark, xiv, 9.
3. Verse 6—What class of men in church and social system, resemble this man Judas, who in order to get a chance to steal more money would let hungry hearts go uncomfited, and hungry stomachs unfed?
4. Among the tens of thousands of church treasurers today, few of whom are bonded, how many have you known to treat the funds in their care?
5. Verse 10—What useful lesson may we learn from the fact that Jesus appreciated and approved Mary's love offering?

Re Patriotic Fund.
"Reader and Subscriber"—Who wrote me re Red Cross and patriotic canvases, please address your complaint to Mr. A. McLean, care Bank of Commerce, city, and he will give you the desired information.

A Good Samaritan.
Dear Miss Grey—I received my Indian brave's address, and before my letter saw print his first box had started overseas.
Will you be so kind as to forward the names of four more lonely soldiers as I will take another one myself, and have found places for three more.
There is one plan some of the girls might carry out in places where they are trying to help with recruiting and men that are refused or won't enlist, to give so much a week to provide smoking and gum for the boys. I asked some intimate friends, and find it works fine; each one gives me so much tobacco, papers and gum, and I provide cakes, candy and everything else. All it needs is a little nerve to speak up to some of the boys, especially "slackers." Try it, girls, and let us know how you succeed. In this

way I send to a great many of the boys going from our home town. Well, "Tipp," don't you try to please that girl if she can't tell you in Irish what's troubling her conscience; don't get mixed up in those beastly foreign languages. I can tell you what it means, but don't think it wise to interfere.
Well, this letter must come to a speedy close, or I can see its ink will interfere.
KILLARNEY.

P.S.—What part of Ireland is Tipp from; anywhere near Armagh?
Ans.—Your plan would certainly be worth trying. I wonder how many of our girls will adopt it? It's really wonderful what can be done when one puts heart into the work. Have gladly forwarded the four names to you, and those sending them in will feel grateful for your kind efforts. I know.

Hint to Bread-Makers.
Dear Miss Grey—I am a pretty good bread-maker, and I believe my first batch of bread was the best I ever had. Mother was a good bread-maker, so I guess I got it from her, but would like to give the readers a hint: If bread seems sour, put in half teaspoonful soda; it will make it sweet and good.
How can I take ink out of a good rug?
When is the best time to slip shamrock plants?
And a good recipe for Johnny cake?
I will call myself, PINK.

Ans.—I might be able to remove quite a bit of the ink by covering the stain with sour milk. As the color draws out into the milk, wipe it off and apply fresh. Finally wipe the spot with a cloth wrung out of clear warm water, sprinkle over with dry cornmeal and leave a few hours. When brushed up, the stain should not show.
2. Am not familiar with the ways of the shamrock, so will refer the query to plant-growers.
3. Please note recipe in the Cook-Book column.

Address For "Maple Bud."
Dear Miss Grey—As I saw where "Maple Bud" would like to have information re machine, I am sending my address to you, Miss Grey, to forward to "Maple Bud," for I will gladly give her all the information I can. And must also thank "Browne" for the recipe for roll jelly cake.
I wonder if any of the readers could give me a good remedy for whooping cough? Yours sincerely, DEW DROP.

Ans.—If "Maple Bud" sends any communication for "Dew Drop" I shall be pleased to forward it. Two letters from "Grey Eyes" and "Just a Friend" have been sent on. For the cough, a little ginger, sugar, and sweet cream, well mixed, is said to be excellent in giving relief.

Her Easter Lily.
Dear Miss Grey—I have not troubled you with my scribbling for a long time, but now I am asking a few questions. I am a great lover of flowers, but I am a bit ignorant about taking care of them. I have an Easter lily, and it is beginning to fade; what can I do with it? Will it be all right to put the lily away in the cellar or should I take it from the flower pot?
Do you think this war will ever end while the world lasts?
3. With the States at war, do you think it will make it hard for people here to get coal?
Sorry I have no help to offer, only to say that coal oil is a very good bedbug destroyer if used in large quantities. Yours truly, A. FORGET-ME-NOT.

Very Suitable.
"Reader"—I am writing of wearing apparel described by you would be lovely. I think, and you are very wise not to purchase a great number of things you cannot wear out.
2. Of course, an outsider can scarcely be a "set" man, you could have simple refreshment of sandwiches (or a fruit and buttered and in thin slices), cake (bride's or otherwise) and coffee. Nothing more would be necessary, yet this would give the sociable touch to the affair. I hope this reaches you in time.

Thinking, Not Talking.
Dear Miss Grey—I noticed the other day you mentioned the fact that one of your correspondents had said anything about women getting the suffrage. Well, I believe they are doing more thinking than talking. You know, if we were to have any kind of a celebration, or any law that would be hard to say what might not be added on to. One eye is watching while we are knitting different things are flitting through our minds. That beautiful, shining ballroom floor in the new Government House, for instance. Why should anyone want to dance in war-time, and why, oh, why, should we have to shoulder a gun.

Advertiser Patterns



A SIMPLE, BECOMING MODEL.
1914—Girl's dress, with sleeve in either of two lengths. Galathea, gingham, percale, serge, gabardine, velvet, tulle, and taffeta, linen, lincen and lawn are nice for this design. It is easy to develop, comfortable and in good style. The belt is held in place by slashes made through the underparts of the plaits. The sleeves may be gathered at the wrist or elbow length. The pattern is cut four sizes. It will require 2 1/2 yards of 44-inch material.
A pattern of this illustration mailed to any address on receipt of 10 cents in silver or stamps.

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, measure you need only mark 32, 34, or whatever it may be. When in waist measure, 32, 34, 36, 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 reach you in less than one week from date of application.

money be thrown away at such a time? And then there was that member of Parliament who did so enjoy horse-racing. I forgot his name, I believe. The Government, I believe, is to furnish the money to build a new wing at Byron, for returned soldiers, and the women's societies are to furnish the wards. It will mean more work for overworked women, who would have preferred to go on with their Red Cross work, getting up picnics and socials, etc. Why should the Government have given enough for all?
I often wonder if when women get into Parliament (if they ever do), if the men when they get short of funds will say: "Oh! the women do it. You know, in church affairs they say, 'The Ladies Aid' will pay for this," or that, as the case may be.

Who Wanted It?
Dear Miss Grey—I noticed in the Mail-Box where one of the readers asked for the "Black Sheep." I am sending it, but I forgot the reader's pen name.
I wonder what has happened; we are having peace and quietness in the Mail-Box? Surely some of the readers haven't got offended? I think "Calamity" or "Beautiful Day" have certainly died, as they haven't written for a long time.
Now for a question or two:
1. Do you think I could find sale for crocheted work in any of the London stores?
2. Is tatting as popular this season as it was last?
3. I would like some of the readers lend me some crocheted patterns? I would return them and take good care of them. I would like some patterns of yokes.
BLUE BIRD.

There's Always Room.
Dear Miss Grey—Have you room in your cosy-corner for another newcomer?
I saw where somebody asked for a few riddles. I will send three, hoping they are all right:
1. Black we are, though much admired, men seek us till they are tired; we tire horses, but comfort man—now, guess this riddle if you can. Ans.—Coal.
2. If a man fell from the top of a tree what would be the first thing he fell against? Ans.—His will.
3. What is it that begins with five hundred and ends with five hundred, and five in the middle is seen, the first of all letters, and the first of all numbers take their places between? Ans.—David.
Would you please answer a few questions for me?
1. What is the meaning of the following names: Lawrence, Lenora, Roy, Emma and Dorothy?
2. Would you please print a good recipe for maple cream?
3. What do you think of my writing for a girl of 12?
A. FARMER'S DAUGHTER.

P.S.—Could you or some of the readers furnish me with the preceding lines of this verse, for I have forgotten them:
"A tender word forgotten,
A letter you did not write,
A flower you might have sent, dear,
Are our haunting thoughts tonight."
I am inclosing a stamped envelope for name.
Ans.—With space often crowded, and many folks a-calling, letters sometimes are kept waiting before they see print. But I assure you arrivals new and old are always welcome. To answer your queries, I do not know the meanings of the first two names. Roy means a king; Emma, energetic, and Dorothy, gift of God.
2. I haven't a recipe that calls for the use of real maple syrup or sugar, but you may like this recipe sent by

SATURDAY AT GRAY'S

New Georgette Crepe Blouses, Special \$5.00

Very pretty and dainty are these new models in white, flesh, peach and black; one made with six rows of neat tucking across front and sailor collar, neat cuffs and dainty pearl buttons; the other in a neat style with large square collar, having a neat hemstitched border, turn-back cuffs. Very special are these two numbers at\$5.00

Other Specials In the Staple Department

Hemstitched Pillow Cases, excellent quality cotton, 40, 42 and 44 inches 25c each
Dresser Scarfs and Pillow Shams, hand embroidered, with lace edges. Price 50c each
Embroidered and Lace-Edged Stand Covers, size 18x36 inches. At 39c and 45c each
Colored Dresser and Stand Covers with lace edges: 18x36 inches, for 45c
18x45 inches, for 50c
36-inch Quilting Materials and pretty patterns, fast colors 20c yard
37-inch White Flannelette, entirely free of dressing. Very special 16c yard



Saturday In the Millinery Dept. Shapes at Special Prices

Three dozen Black and Colored Shapes on sale Saturday for\$1.98 each
Three dozen Black Shapes on sale Saturday for\$2.49
Children's Hats, a splendid collection in many smart styles, priced from75c up

NEW SPRING HATS \$4.50 to \$10.00

An entirely new display of Smartly Trimmed Hats for mid-season wear. Pattern Hats and clever productions from our own workrooms that represent the newest models shown.

GRAY'S LIMITED.

AGENTS FOR THE LADIES' HOME JOURNAL PATTERNS
140 DUNDAS STREET.
Phones 115, 116.

Two Great Specials--- SILK DRESSES

NEW AND STYLISH MODELS JUST RECEIVED

\$10.50 and \$12.00

Taffeta Silk Dress of excellent quality, made with two smart pockets, wide girdle, white georgette collar laid over wide sailor collar that is neatly embroidered, buttons all the way down front and trimming pockets, to be had in navy, black, brown, green and Copenhagen. Very special at\$10.50

Taffeta Silk Dresses in navy, black, brown and green, with georgette crepe sleeves, self girdle, two pockets, buttons trimming waist; a round collar which is a combination of white georgette crepe and silk. Very special at\$12.00



A FEW SPECIAL NUMBERS TAKEN FROM OUR LARGE STOCK OF SUMMER UNDERWEAR

Women's Summer Vests, plain and fancy tops and comfy-cut styles, short sleeves or sleeveless. Price 25c
Women's Extra O. S. Vests, in sizes 48 to 50, made of excellent quality fine combed yarn, short sleeves or sleeveless. Price 50c
Women's Fine Lisle Bloomers, elastic at top and knees, finished with silk bow, flat-lock seams throughout. Price 50c
Women's Fine Lisle Combinations, short sleeves or sleeveless, silk tape and beading around neck, shell knee, flat-lock seams 75c suit
Women's O. S. Fine Lisle Combinations, beading and silk tape at neck and around armholes, sleeveless or short sleeves, shell knee, flat-lock seams; sizes 42 and 44. Price\$1.00

BEDSPREADS

Our stock of Bedspreads is most complete and unsurpassed for variety and value.
Honeycomb Spreads at \$1.50, \$1.69, \$1.75, \$1.89 to \$3.50 each
Dimity Spreads \$1.50 up to \$3.50 each
Damask Mercerized Spreads from\$2.50 to \$6.00 each
Marseilles Spreads \$1.50 up to \$6.00 each
Embroidered Bedspreads \$3.50 up to \$8.50 each
Pique Bedspreads \$2.50 up to \$3.50 each
Colored Bedspreads from \$1.50 up to \$4.00 each

GRAY'S LIMITED.

Be Sure and See This Wonderful Brass Bed Offer at Peoples Store

WHEN HOUSE-CLEANING, REMOVE YOUR OLD BED AND REPLACE IT WITH THIS SPECIAL OFFER.



This Brass Bed is an exceptional value—2-inch posts, 1-inch top rod, five 3/4-inch fillers, large vase, satin finish, bright trimmings. This bed is worth today \$22.00. Our weekly special price.....\$17.95

SEE OUR COMPLETE BEDDING DISPLAY IN WINDOW.

PEOPLES OUTFITTING CO.

240 DUNDAS STREET. W. D. THOMAS & SONS. PHONE 5616.



Just add boiling water and serve
CHOCOLATTA
the ready-to-use chocolate

Makes a delicious drink. Contains chocolate milk and eggs in powdered form. Costs no more to buy than any good chocolate or cocoa and costs less to serve.

The Nutrient Food Company, Toronto, Canada

Say! Advise that friend of yours who has catarrh to sniff up nose a few drops of
COMPASS OIL
daily.

Vegetables

DIRECT TO CONSUMER.
Lettuce, Leaf 5c, 10c
Mint, fresh cut, per bunch 2c
Celery, fine imported 20c
Endive, excellent in salads 20c
Cauliflowers, each 25c, 35c
Rhubarb, bunch, 15c, two for 25c
Cucumbers, Fine White Spine 30c
Spinach, outdoor grown, peck 40c
Tomatoes, hothouse, per lb. 40c
Salsify, Veg. Oyster, 10c, 2 for 15c
Green Onions, Parsley, Water-cress, Herbs, bunch 5c
Rahues, bright red, bunch 8c, two for 15c

POTATOES, CARROTS, TURNIPS, ARTICHOKES.
MAIN & COLLYER
Telephone 2831. P. O. Box 275.

Comfortable—because they help the figure by gently supporting it.

D & A Corsets are fashioned on Canadian women and help to increase the beauty of the figure without harsh pressures. The D & A embody the latest and most fashionable designs and sell at half the price of imported corsets. Made by the Dominion Corset Co., makers also of the La Dia Corsets and the D & A "Good Shape" Brassieres.

Sold by best dealers, everywhere.

Illustrated catalogue and corset style book sent free on request—address our nearest office

NON RUSTABLE D & A CORSETS

DOMINION CORSET CO., QUEBEC—Montreal—Toronto



Oranges are good for you—eat more of them. When you order today, ask for Sunkist. They are uniformly good oranges.

Sunkist Uniformly Good Oranges

California Fruit Growers Exchange

PURITY FLOUR More Bread Better Bread

LUX Washing Compound WON'T SHRINK WOOLENS.

CEETEE UNDERCLOTHING
Guaranteed Not To Shrink.

CUT FLOWERS

Plants That Bloom. That's All.
WEST FLORAL CO.
247 Dundas Street. Phone 2187.

THE HIGH COST OF LIVING MAY BE REDUCED BY FOLLOWING THE HOUSEKEEPERS' BUYING GUIDE

GAS CUTS DOWN THE COST OF LIVING

Gas has not only helped to reduce the high cost of living, but it has helped even more to reduce the labor and add to the joy of living. While our mothers carried in coal and lugged out ashes, we now turn on a valve and press a button—no matches required. Instead of the old, smelly oil lamps to trim and clean, we now pull a chain to flood our homes with gas light. We can turn the faucet and get all the gas-heated hot water we want for the bath, laundry or kitchen.

Why not use some of these gas labor-saving appliances now? Phone 922, and have one of our representatives call.

The Gas Appliance Co.

PHONE 922.

213 DUNDAS STREET.

The Greatest Benefactor

Especially at this time of year, when nearly every home is infested with the "housecleaning germ," is the person or firm that can offer real help in the way of suggestions for desserts. Owing to the disturbed conditions in the homes, everyone is tired, even if they have not taken part in the actual labor. You want something refreshing for dessert, and something about the preparation of which no one needs to worry. Phone us every morning and we will look after you. Or, your nearest grocer may be able to supply you with SILVERWOOD'S "SMOOTHER THAN VELVET" ICE CREAM.

Silverwoods, Limited

PRIVATE BRANCH EXCHANGE No. 4560.

32 YEARS IN BUSINESS.

ONN'S---Everybody in London Knows ONN'S

FRESH-CAUGHT.

Percy	150
Pickering	150
White	220
Herring	150
Flounders	150
Haddock	150
Flanagan Haddies	120

WHEN YOU THINK OF
FISH, THINK OF ONN'S.USE HIS PHONE 1296 FOR
PROMPT DELIVERY.

FROZEN.

Halibut	20c
White	10c
Salmon	15c
Jumbo	13c
Smelts	15c
Kippers, each	7 1/2c
Bloater, each	7c
Sea Herring	10c

143 King St. ONN'S, Only One ONN'S Phone 1296.

WE RECOMMEND



THE SWEETHEART OF THE CORN

GOING UP? NO!

We are in a class by ourselves. Our splendid product remains the same price, the same standard of quality and the same size package.

Do you appreciate our endeavor to keep down the high cost of living? It can only be done by greatly increasing our output.

10c AT ALL GROCERS

KELLOGG'S TOASTED CORN FLAKES in the red, white and green package.

Only MADE IN CANADA by

The Battle Creek Toasted Corn Flake Co., Ltd.
HEAD OFFICE AND FACTORY: LONDON, ONT.

Ask Your Grocer For ROASTING CHICKENS, BOILING CHICKENS, DUCKS, GESE, TURKEYS

Ours are always O. K. We will fill your order on a moment's notice and fill it satisfactorily. Our Fresh Eggs and Creamery Butter are always reliable. Same prices every day in the week.

C. A. MANN & CO., 78 King St. Phone 1577

THE



OF LONDON ARE UPON FRANK SMITH'S MONEY-SAVING PRICES

Ridgway's Tea, per lb.	45c	Seeded Raisins, 2 packages for	25c	Domestic Shortening, 2-lb. pail	62c
Red Rose Tea, per lb.	45c	Valencia Raisins, 2 lbs. for	25c	Domestic Shortening, carton	22c
Uncolored Japan Tea, per lb.	30c	Dromedary Dates, 2 packages	25c	Seedless Oranges, dozen	20c, 25c
St. Charles Milk, per tin	11c, 6c	Figs, 3 lbs. for	25c	Pineapples, each	20c
Aylmer Peas, 2 tins for	25c	Jelly Powder, 2 packages for	15c	Cascade B. C. Salmon	15c
Harvey Tomatoes, per tin	18c	Jam, per pail	45c	Helmet Brand B. C. Salmon	15c
		Corn Syrup, per pail	40c	Kerwood Creamery Butter	45c
				Medway Creamery Butter	45c

P. S.—For weeks we have urged our customers to buy Tea and Sugar. Watch them go up in price. It's not long since our price for Redpath was \$7.65 per 100-lb. bag. What is it now?

Market Square—"The Cash and Carry Store"—Phone 1730

HOUSEKEEPING IS A BUSINESS. ECONOMICAL COOKING IS A SCIENCE.

Our Consumers' League

BY ISOBEL C. ARMSTRONG.

PROFITING BY EXPERIENCE.

Thrift has a much broader application than just making one penny do the work of two, or working over "left-overs" into appetizing dishes. There is such a thing as thrift of time, strength, opportunities and in the use of the experience of others.

One woman bemoaned to a friend the fact that she had a besetting sin, forgetting her teakettle and letting it boil dry. "I can't seem to remember to fill it and I am always getting interested in something else and leaving it on the gas or range until it is burnt. I have lost many a teakettle spout in that way."

Making a mistake once, twice or three times may be excusable, and accidents will happen, but continuing to make the same mistakes again and again and to suffer the consequence is, to say the least, an extravagance and an intelligent.

The careless one in regard to teakettles wondered herself that she wasn't cured, because of the penalty that her family, as well as herself, is always obliged to suffer for a day or so following a boiling-dry episode.

"No matter what I do," she complained, "the water always has a burnt taste for two or three days, and it gives the tea such a peculiar flavor."

"What do you do?" asked the friend.

"I usually take the kettle from the range and plunge it into cold water. Frequently I put a big lump of washing soda in the kettle, almost fill it with water, and let it boil and boil, then rinse it thoroughly. But the taste seems to stick."

"You don't need to go to all that trouble," said the friend. "Just take the kettle from the fire and put it in a dry place to thoroughly cool before putting in any water. You will find you can boil the water in it for your very next cup of tea and it won't taste burnt at all."

The woman who lets kettles boil dry compressed her lips and answered: "Really, I think I have tried everything within reason."

"But have you tried my plan?" persisted the friend.

"I can't say that I have," was the reply, "and I don't really see how the kettle can be free from a taint of the burning for so simple a treatment. I'm quite sure I wouldn't consider it a success." And there the subject was firmly dropped.

When the friend visited the woman who lets kettles boil dry several months later, she found that "kettle-burning" was still a besetting sin and about the only remedy overlooked for the burnt taste was the simple and effective one of putting the kettle away to thoroughly cool in a dry place before allowing it to come in contact with water again.

Ever know other people who refuse to benefit by advice?

SAVES TIME AND UTENSILS.

Just to illustrate that it is possible for even an expert to learn something new about his or her line of business. Two or three women in the presence of the writer were talking over a cup of tea (each) and the subject turned to short-cuts in housekeeping. (The cup of tea wasn't an extravagance at all; just a refresher for women who had been very busy all afternoon and were feeling tired and empty.)

One young mother who is really a very famous housekeeper had all sorts of dazzling original things to tell about her methods. Quite because she was carried away by her interest, the one supposed to be least experienced did not venture, "I found out something about cleaning greasy pans for myself that is such a saving of time and labor and I have thought of sending it in to the Consumers' League as a thrift suggestion. But it is so simple, I am sure all the rest of you know it."

"Tell us about it," chorused the others.

"While dinner is being served," said the modest one, "I leave the pots and pans on the range filled with water, into which a little powdered ammonia has been dropped. By the time the water comes to a boil the grease is cut and any substance stuck to the pots loosened. All I have to do when the dishes and cutlery are washed is to empty the water from pots and pans and give them a 'clean wash' without any scraping or scrubbing. I find it a saving of cooking utensils, as well as of time."

"I never heard of that before," said the famous housekeeper to clean she empties every possible bit of fat into a receptacle for future use, then she places the utensil over a moderate heat and wipes up all she can of what is left on the inside with a piece of old newspaper. She sweeps the greasy paper into the fire and she finds the ammonia does even better than her own.

But she likes the ammonia idea even better than her own.

WOULD A "BUTCHERS' EXCHANGE" PROMOTE THRIFT?

Refusing to cross bridges before coming to them is sometimes not a virtue at all. It is merely a denial of facts and evasion of responsibility.

If the housewives of London, as a whole, took an intelligent, patriotic interest in learning about the conditions which most seriously affect the Empire and have an important bearing on the conduct of the war, would it be possible for a butcher to announce that he is going out of business because he cannot make it pay, owing to the fact customers insist upon the choicest cuts, and he consequently suffers much loss in the rougher meats?

An investigation made some days ago revealed the fact that locality is one of the most important factors with which to be reckoned in the meat business in London. The butcher down town, with a "general business" has no difficulty in disposing of every part of the animal. The choice of cut is measured by the length of the purse. Men who are so fortunately located in the meat business state that the advancing prices of the past few years have had a marked effect in promoting thrift in buying on the part of customers of moderate and less than moderate means.

The butcher in what one of these termed, "the high-toned residential districts," is the man who has troubles of his own. They are the merchants who have difficulty in avoiding waste. Their customers can afford to pay. They have always been accustomed to what are considered the "best cuts," and they still keep ordering them.

Between 200 and 300 pounds of meat a week finds its way to rendering plant in the "rich districts" collected at the butcher shops. This is entirely apart from meat wasted in hotels, restaurants and homes through ordering in too large quantities, improper cooking and carelessness.

Meanwhile England is having "meatless days" and famine conditions prevail in Allied countries.

A correspondent who uses the rom-de-plume "Economize" suggests that the butchers might organize an exchange by which the poorer districts could get the chance to purchase the cheap cuts, and leave the choicer, higher-priced ones to those in more favorable circumstances.

Since it is stated that it is necessary to show up the price of meat in order to cover the waste if business is to be continued, the suggestion of "Economize" is one to which the civic high cost of living committee might well give serious attention, following the success met in the gardening campaign.

TO TEACH COOKING THRIFT.

A butcher in one of the "high-toned residential districts" said the other day, "If only my customers would occasionally buy the less expensive cuts, I am sure they could prepare them just as appetizingly as the dearer and find in them equal, if not greater, nourishment."

The less choice portions naturally require more care in cooking if they are to compare favorably with the "first cuts." Ingenuity is demanded to make a boiled dinner as inviting as one in which the chief dish is a sirloin roast, a leg of lamb, or a porterhouse steak. Also the taste of a finicky family needs cultivating. Funny, isn't it, the way people who are capable of great sacrifices register protests against minor self-denials?

The value of lectures and demonstrations in awakening interest and bringing results has been strikingly illustrated in London in the gardening epidemic resulting from the educational campaign along the lines of thrift in purchasing and cooking food? Not a general haranguing on the subject, a preaching at the housewives to be more economical, but a course of practical lessons in market-ing to the best advantage, selecting food on scientific principles and cooking it to obtain the maximum of flavor and nutrition.

An experienced housekeeper reading this is going to say, "Such cheek, I never did hear!" But we don't mind in the least. For one thing, the idea isn't an original one. War-time thrift committees have made a serious business of education in economical buying and cooking in the past few months in other cities in Canada.

Again, when people criticize we expect them to suggest something better than we have offered, consequently the department is going to profit.

Would London women attend such lectures? When a household science expert recently gave a series of lectures on furnishing the home, shopping and kindred themes in this city, fair maidens and maids turned out daily in such throngs in cold, stormy weather that not more than half who wanted to hear could obtain admission.

Some of the mothers' clubs with much profit have been devoting a part of each meeting this season to household economics. Could it some co-operative educational movement be organized to arrange for lectures and demonstrations?

To be sure it is late in the season and everybody is busy. Meanwhile "Lloyd George and others in authority see behind the red shadow of war the spectre of famine."

SUMMER HEAT AND MEAT EXTRAVAGANCE.

A number of London butchers state that weather conditions have a marked effect on the choice of meat by consumers. In warm weather, from now on, the demand for shanks for soups and boiling pieces decreases. Taste becomes more fastidious. One butcher says, "I sometimes wonder what I'll do in the summer time. All my customers want steak, steak, steak, sirloin and porterhouse, and it is impossible to sell anything else."

In view of the fact that meat is such a large item of expense in the household account book, this seems the very time to arrange for those war-time thrift in marketing and cooking lectures and demonstrations.

If anybody says it is poor economy to use fuel to make soups and cook meats in a manner requiring a long time over or in the heat when the range isn't required for warmth, just advise trying a fireless cooker, which will soon save its cost in fuel, and start in earning money. For that matter, a fireless cooker can be made at home, not to serve so many purposes, perhaps, as the purchased one, but quite satisfactorily, nevertheless. Full instructions for making one are published in the cookbook issued by a local drug firm.

What May We Send You For Sunday Dinner?

Beef

Finest Round Steak	30c lb.
Choicest Chuck Roasts	25c lb.
Prime Rib Roasts	30c lb.
Blade Rib Roasts	25c lb.
Choice Rump Roasts	25c lb.

Come and see our
big beef display.

SHALL IT BE

A NICE TENDER ROAST OF
BEEF?OR A CHOICE ROAST OF PEA-
FED PORK?OR A JUICY, MEATY ROAST
OF VEAL?

Or maybe you prefer to personally select your roast? Whichever you decide you are always assured of POLITE, PROMPT ATTENTION at the Big Store.

POULTRY

We have an extra choice display of the finest milk-fed chickens yet seen in London.

Pork

Selected Pea-Fed. Ham Roasts (centre cuts)	32c lb.
Shoulder Roasts	28c
Chuck Roasts	30c lb.
Loin Roasts	34c lb.

Veal

Choice Milk-Fed Calves. Juicy Shoulder Roasts	25c lb.
Loin Roasts (extra choice)	28c lb.
Breasts for stewing	18c lb.

Fish

Fresh from the lake daily.

Whitefish	22c lb.
Pickering	16c lb.
Herring (silver beauties)	16c lb.

We still have a choice selection of fresh frozen fish.

Butter and Eggs

Finest dairy rolls	42c lb.
Some special rolls	41c lb.
Choice dairy prints	42c lb.
Selected Creamery, in bulk	46c lb.
Clover Leaf Creamery	45c lb.
Kerwood, Meadow Gold and Shamrock	47c lb.

Cooked Meats

House-cleaning time is at hand, and the busy housewife must have something choice all ready to eat. Our cooked meat department is specially equipped to meet your requirements.

Bacon

ORCHARD BRAND

Bacon and Smoked Hams. The finest in the land. Try a pound for Sunday morning breakfast.

Andersons

THE BIG STORE

PHONES 455, 500, 760.

SIX BIG AUTO DELIVERIES SATURDAY.

WHEN YOU ASK YOUR GROCER

For MEADOW GOLD BRAND BUTTER, you are asking for the best.

Our experience of many years in the selecting and handling of cream and making butter enables us to give superior quality, at no greater cost than ordinary creamery. Meadow Gold Brand is superior.

THE ONTARIO CREAMERIES, LIMITED

PHONE 782.

OPPOSITE MARKET HALL.

129-131 KING STREET.

HUNT'S DIAMOND FLOUR

SOLD BY BEST GROCERS.

When once you have used HUNT'S DIAMOND FLOUR—you will continue using it, because you find you will never have a failure. For over fifty years it has been "ALWAYS THE SAME."

— THRIFT —

MONEY IS NEEDED—for the war—for home emergencies—for the growing cost of living—for a business start—for a holiday—for old age—for all purposes.

INCREASE YOUR SAVING, hold down your spending, open a Savings Account at the Bank of Toronto. Savings Accounts for small or large sums invited at all branches of this Bank.

ASSETS, \$73,000,000.

THE BANK OF TORONTO

ESTABLISHED 1855.

Cor. King and Richmond Streets - J. Pringle, Manager
Cor. Dundas and Adelaide Streets - F. D. Copeland, Manager
Cor. Richmond and John Streets - S. C. Houston, Manager
Cor. Dundas and Talbot Streets - J. C. McDonald, Manager

CLIFF ROBINSON.

JOE GRAHAM.

Robinson & Graham

THE NEW QUALITY MEAT AND FISH SHOP.

Big Veal Specials

Breasts with pockets	15c lb.
Shoulders for dressing	20c lb.
Loins	25c lb.
Veal Chops	28c lb.

Tenderloins, Spare Ribs, Hearts and Livers, Choice Lamb and Fresh Mint, Calf's Liver, Sweetbreads, Oxtails, Green Onions, Lettuce, Radishes.

Fresh-Caught Lake Erie Fish

Whitefish, Herring, Pickerel and Perch. No charge for cleaning fish. Buy your supply from this bright store. They are sure to please you.

USE THE PHONE, 6186. Auto Delivery. 206 Dundas Street.

ST. THOMAS MAN KILLED BY DETROIT POLICEMAN

Friends Not Satisfied With Self-Defence Plea.

DETROIT, April 19.—It was learned today that Edward Brown, the young Detroit man who was shot and killed by a police officer here early on Wednesday morning, was a native of St. Thomas. He removed with his parents from St. Thomas to Detroit ten years ago.

At the inquest today the coroner's jury held that the patrolman had acted in self-defence in shooting Brown, who, he declared, had attacked him, but friends of the Canadian are not satisfied with the verdict and will seek to have Edward Duds, the officer, indicted on a murder charge. Brown was 23 years old and the sole support of his mother.

MINERS OF COBALT SEEK NEW WAGE SCALE

96 Per Cent in Favor—Will Come Up at Convention Soon.

COBALT, April 19.—With the exception of returns from Shotta, which does not amount to more than 20 votes, the ballot cast by the miners' union of this district has resulted in a majority of about 96 per cent in favor of adopting the wage scale as drawn up a few weeks ago.

It is understood that nothing of a concrete nature will be done until the committee at the various camps discuss the matter, and that probably at the annual convention on May 7 it will be decided to submit a copy of the new scale to the various mine managers, together with a request for a conference between managers and employees. The scale will also be submitted to Ottawa and to the trades and labor congress.

NO RUSSIAN SOCIALISTS AT COPENHAGEN CONGRESS

PETROGRAD, via London, April 20.—With reference to the Copenhagen reports of a Russo-German Socialist congress at Copenhagen, the executive committee of the council of workers' and soldiers' delegates, in which all the authorized delegates are represented, has issued a statement to state that the council has decided to abstain from such a congress, and that none of the Russian Socialist parties has sent delegates thereto.

INGERSOLL PINSPILLERS LOSE TO TILLSONBURG

INGERSOLL, April 19.—After having defeated St. Thomas and Woodstock bowlers recently, the locals went down to defeat at Tillsonburg last night. The total scores rolled were as follows: Ingersoll, 2,306; Tillsonburg, 2,553.

The Ingersoll Bowling Club have had a successful week, the local competition having been keen. Tomorrow night the return game with the Tillsonburg team will be played, and the locals are hopeful of retrieving their reputation.

U. S. CERTIFICATES ON SALE

NEW YORK, April 19.—The New York Federal Reserve Bank was instructed today by the treasury department to receive subscriptions for the anticipated loan of \$2,000,000,000 of Government 2 1/2 per cent certificates of indebtedness to be used for making funds available for the Allies.

"ANURIC!" THE NEWEST DISCOVERY IN CHEMISTRY

This is a recent discovery of Doctor Pierce, who is head of the Invalids' Hotel and Surgical Institute at Buffalo, N. Y. Experiments at Doctor Pierce's Hospital for several years proved that there is no other eliminator of uric acid that can be compared to it. For those easily recognized symptoms of inflammation — as backache, sealding urine and frequent urination, as well as sediment in the urine, or if uric acid in the blood has caused rheumatism, it is simply wonderful how surely "Anuric" acts. The best of results are always obtained in cases of acute rheumatism in the joints, in gravel and gout, and invariably the pains and stiffness which so frequently and persistently accompany the disease rapidly disappear.

Go to your nearest drug store and simply ask for a 50-cent package of "Anuric," manufactured by Dr. Pierce, or send 10 cents to Dr. Pierce for a large trial package. If you suspect kidney or bladder trouble, send him a sample of your water and describe symptoms. Doctor Pierce's chemist will examine it, then Dr. Pierce will report to you, without fee or charge.

Note—French scientists affirm that "Anuric" is thirty-seven times more active than litala in eliminating uric acid, and is a harmless but reliable chemical compound that may be safely given to children, but should be used only by grown-ups who actually wish to restore their kidneys to perfect health, by conscientiously using one box—or more in extreme cases—of "Anuric" (thanks to Doctor Pierce's achievement) is by far the most perfect kidney and bladder corrector obtainable.

Dr. Pierce's Pellets are the original Little Liver Pills. One little Pellet for a laxative—three for a cathartic.

MUNITION WORKERS, MALE AND FEMALE, STRIKE IN BERLIN

Deputation Is Sent to Hollweg—To Report Back Today.

AMSTERDAM, via London, April 20.—The Berlin Vorwaerts, a copy of which has been received here, says the male and female workers of the Deutsche Waffen und Munitions Fabrik of Berlin decided Wednesday after three hours of lively debate not to resume work, but to send a deputation to Dr. von Bernmann-Holweg, the imperial chancellor. The result of the interview with the chancellor was to have been communicated to the meeting of the workers which was fixed for today.

The Cologne Gazette reports various strikes in Leipzig. It says also that a large meeting was held at Stotteritz, Saxony, for a discussion of the scarcity of food, and that after the meeting the participants marched in procession through the town. The newspaper does not state whether munition workers took part in the demonstration or whether work was resumed.

CAPITAL PUNISHMENT IS AGAIN DEBATED IN CANADIAN PARLIAMENT

No Conclusion Reached—Sir Wilfrid Would Like Women Exempted.

[Special to The Advertiser.]

OTTAWA, April 19.—Shall Canada continue to require life for life or shall there be abolition of capital punishment? This question, which is before Parliament each session, was again debated today upon the resolution of Mr. Bickelike for the abolition of capital punishment. As has been the case in past years no conclusion was reached; the debate was adjourned, and hanging is still a legal form of punishment for Canadian murder.

Mr. Bickelike drew the attention of Parliament to the fact that since the adjournment Russia has abolished capital punishment.

Hon. Arthur Meighan, speaking for the minister of justice, held that capital punishment was necessary for the protection of society.

Exempt Women and Youths.

Sir Wilfrid Laurier thought that there might be an amendment of the law confining capital punishment to the extreme cases of murder.

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Have You Ever Been to the 'Ontario'?

Do you know that we are one of Canada's largest home furnishers?

Do you know that nowhere will you find a greater display of home furnishings?

Do you know that the "Ontario" will save you money on every purchase?

Do you know that we guarantee 48-hour fast automobile express service?

Do you know that you may join the Home Lovers' Club and pay for your goods in weekly or monthly payments?



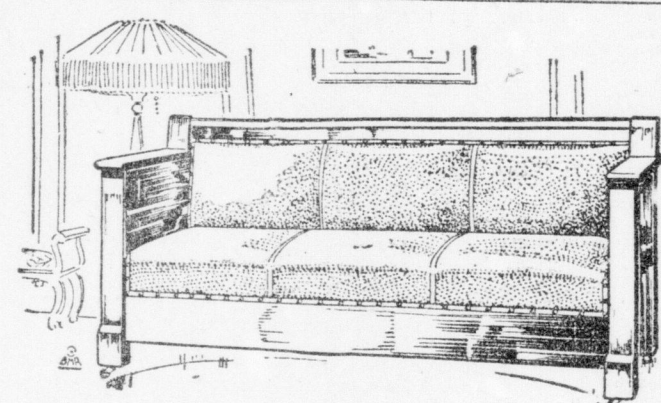
JUNE BRIDES STORE

Do you know that by actual count, out of 100 folks who came here to look—then went elsewhere to compare—93 returned to the "Ontario" to buy?

Have you ever paid us a visit? Come and compare things, compare designs and patterns, compare variety and bigness of display, compare quality and finish, compare prices, compare terms and liberty of our Home Lovers' Club.

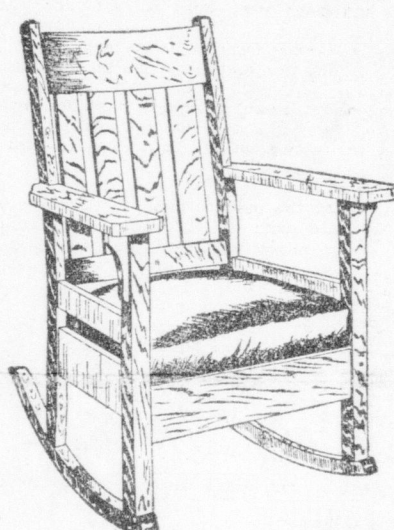
Do this just once. Somewhere this spring you will buy something, big or little, for your home. Why not stop for it and buy that thing where you will get more for your money? And make the "Ontario" your first stop in your list. If you once visit the "Ontario" we know you will come back to buy; 93 out of 100 always do that.

93 Out of 100 Come Back to The Ontario



Join the Davenport Club
50 Members Will Be Accepted
\$5 Cash and \$1 Weekly

Lowest cash prices prevail. Prices range from \$25.00 to \$65.00. Frames are in golden or fumed oak, upholstered in brown or black leather, velvet or tapestry. All standard makes in stock, including Pullman, Kindel and Gold Medal.

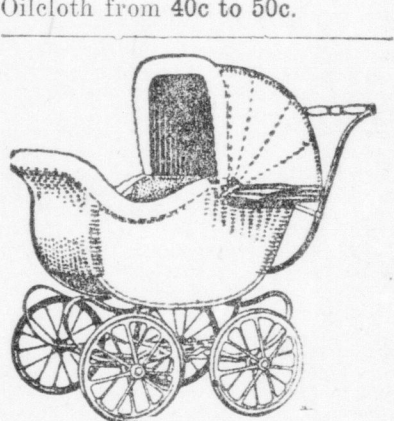


\$8.50 Massive Fumed Oak Rocker, upholstered in genuine Spanish leather, deep spring seat. A solid comfort Rocker.



Low Price on Linoleum

Be sure to see our stock and get our prices before buying. Linoleum from 60c up to \$1.50 yard. Oilcloth from 40c to 50c.



\$28.50 Genuine Reed Carriages, upholstered in corduroy. Our Carriages are all genuine reed.

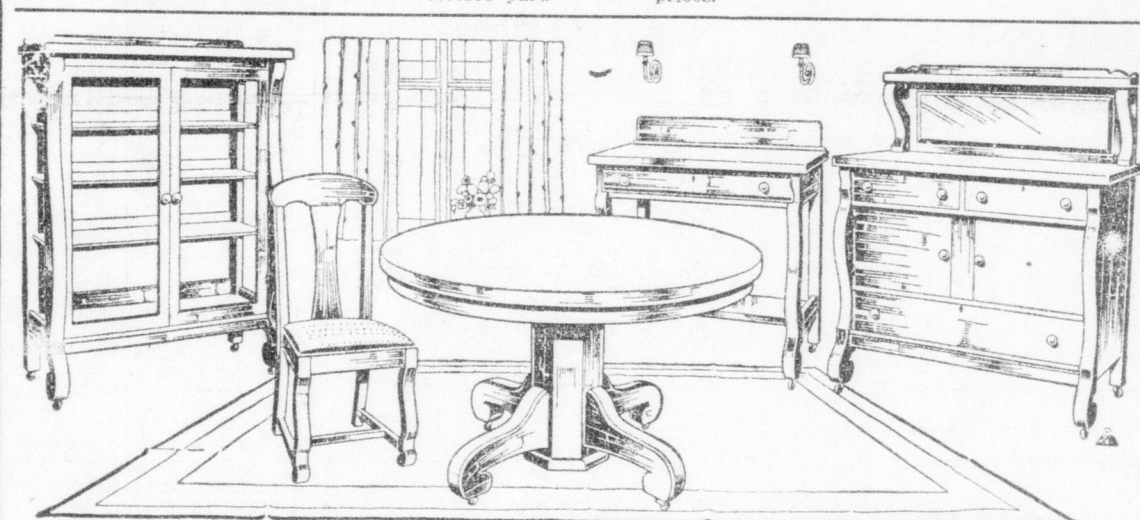


Mahogany or Oak Suite, \$95.00

New Draperies at Exceptionally Low Prices
Our new spring draperies are all here and on display. You will find our stock complete in every detail, marked at the old prices.

THE FOLLOWING LINES ARE MARKED FOR QUICK CLEARANCE.

500 pairs Lace Curtains at reductions from 20 to 35 per cent.
200 pairs Voile and Marquisette Curtains at 25 per cent discount.
60 pieces Marquisette, ecru, ivory or white. Regular 35c, for 25c yard.



10-Piece Colonial Dining-Room Suite, \$99.50

THE FAVORITE FURNITURE DESIGN

SOLID OAK, FUMED OR GOLDEN FINISH

EVERY PIECE GUARANTEED

The Colonial, handsome in its massiveness and of universal wearing qualities. This design is represented in nearly every home in some furniture.

The heavy oak timbers, kindred and quarter sawed, trimmed to size, and smooth dressed in every step conforming strictly to the design set for it made in one of Canada's best factories.

We are sincere in our guarantee that every piece must give you good service, by good service we mean "all that you expect."

YOU WILL HARDLY KNOW WHICH TO CHOOSE

The mahogany, deep in line and dignified in appearance, is with good reason popular, and the oak finish is altogether appropriate for Furniture of the Colonial design.

Mahogany or Oak Suite, \$95.00

MORE MONEY CANNOT BUY A MORE SERVICEABLE SUITE

Throughout the years to come this Suite will make your bedroom a cheerful room. It will retain always its rigidity of construction and the finish is a lasting one.

COME AND SEE THE NEW DESIGNS

COME PREPARED TO BUY A RUG

The new colorings, the fine qualities of these new Rugs; the best known makes are included in the showing, that the best of the best known makes Long Nap Rugs that you nearly have to "wade" through, gorgeously colored ones and quieter ones; high-priced ones and low-priced ones, but only HIGH quality Rugs for the price.

For when you see the great confusion of beautiful Rugs you will want one. Come whether you are ready now to purchase a Rug or not.

Join the Home Lovers' Rug Club, pay a small deposit and the balance in small weekly amounts. Come while the selection is full. You will find our prices are the lowest.

With a Stock That Justifies Our Enthusiasm We Announce That the New Rugs Are Ready

COME AND SEE THE NEW DESIGNS

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The new colorings, the fine qualities of these new Rugs; the best known makes are included in the showing, that the best of the best known makes Long Nap Rugs that you nearly have to "wade" through, gorgeously colored ones and quieter ones; high-priced ones and low-priced ones, but only HIGH quality Rugs for the price.

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The new colorings, the fine qualities of these new Rugs; the best known makes are included in the showing, that the best of the best known makes Long Nap Rugs that you nearly have to "wade" through, gorgeously colored ones and quieter ones; high-priced ones and low-priced ones, but only HIGH quality Rugs for the price.

For when you see the great confusion of beautiful Rugs you will want one. Come whether you are ready now to purchase a Rug or not.

Join the Home Lovers' Rug Club, pay a small deposit and the balance in small weekly amounts. Come while the selection is full. You will find our prices are the lowest.

With a Stock That Justifies Our Enthusiasm We Announce That the New Rugs Are Ready

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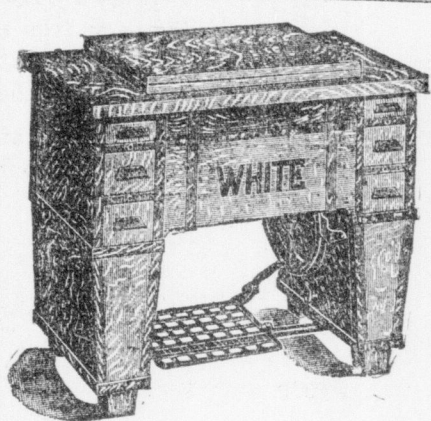
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With a Stock That Justifies Our Enthusiasm We Announce That the New Rugs Are Ready

Make This Your Last or Your First Stop



Our Spring Sewing Machine Club

The Famous White Rotary, Prices From \$26.50 to \$50

\$1.00 puts the WHITE in your home.

\$1.00 a week pays for it.

A complete set of attachments included, and each Machine is guaranteed for 20 years.

This offer is open to every woman who wishes to do a lot of spring sewing under the most favorable conditions.

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"They Don't Answer"

Nobody likes to get the "don't answer" report from the operator. It nullifies the whole value of the service.

But often there is no one near enough to the telephone called to hear the bell; or there is an unusual delay in answering. Sometimes the wrong number is asked for and it happens to be a telephone with no one near it. Occasionally some mechanical trouble may exist on the line wanted.

Our operating instructions provide that before giving the "don't answer" report the operator is required

- (1) to make repeated attempts to get an answer.
- (2) to verify the number a second time, if there is doubt regarding its correctness.
- (3) to change the trunk line and ring the telephone again in the case of a call made to another central office.

Only PROMPT ANSWERING of the telephone can reduce "don't answer" reports.

The Bell Telephone Co. of Canada

"Good service" — our true intent.

An advertisement by The Bell Telephone Co. of Canada. Will you please read it, and others of the series to follow?



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The latter statement is thought to be true, for other captured Germans have testified to demoralization in their ranks after several days of intensive British artillery fire.

War in Prison Camp.

The German infantry are getting better artillery support since the battle of Arras, as a result of the better reports made regarding the lack of this support previously. The feeling is so intense between the German infantry and artillerymen

that the British have found it necessary to separate the prisoners belonging to the two services to prevent fighting within the cages.

The newly-captured troops thrown into the western line admit that the artillery bewildered them. This is also true of the German troops recently transferred from the eastern to the western front.

Didn't Know What War Was.

Prisoners from the latter forces say that they had no idea what war was actually like until recently, and all became much depressed when they saw the trenches they were supposed to occupy all smashed and torn by the British shell fire.

Prisoners taken in the last three days tell of the spread of discontent in the German army because of reduced rations, since April 15. Each man formerly received half a loaf of bread daily. Now he has only one-third of a loaf. This reduction, coming after the Somme retreat, the defeat at Arras and the beginning of the great French offensive, has caused much grumbling among the troops.

GRAND VIZIER OF TURKEY CONFERES WITH HOLLWEG

LONDON, April 20.—Dispatches received here from Holland and Switzerland say that Talaat Bey, the Turkish grand vizier, is due or has arrived in Berlin to confer with Dr. von Bethmann-Hollweg, the imperial chancellor. The dispatches add that Talaat will also visit Emperor William.

TORONTO PUBLISHER DEAD.

Toronto, April 19.—Thomas Robertson, president of Robertson Bros., Limited, manufacturing confectioners, and the Monetary Times Printing Company, died today at his residence, 88 Elm avenue, after a short illness. He was 73 years of age.

MME. BERNHARDT IMPROVES.

New York, April 19.—A bulletin issued at 11:30 tonight said Mme. Bernhardt's condition had taken a slightly favorable turn, and that she was stronger than had been expected, although by no means out of danger.

JANE BARLOW, WRITER, DEAD.

LONDON, April 20.—Jane Barlow, a noted writer, who received the honor of a degree of D. Litt. from Dublin University, died Tuesday. Her father, J. W. Barlow, was the eminent vice-chancellor of Trinity College, Dublin.

Tractors To Begin Early Next Week on Farms in Ontario

TORONTO, April 19.—At least fifteen tractors are already in sight for the purpose of expediting the work of preparing land for spring seeding in Ontario. Five of these have been purchased by the War Production Club of Toronto. Ten more will be provided by the Ontario department of agriculture. It is expected that they will be ready to start operations early next week.

Nicaragua Is Next In Latin America In Line With U.S.

WASHINGTON, April 19.—Nicaragua has aligned herself with the Latin American nations, indicating the entry of the United States into the war with Germany.

The foreign office at Managua notified the state department today that the Government there sympathizes with the United States in its action, but made no mention of neutrality.

PASSENGER AND FREIGHT RATES MAY BE BOOSTED BY FIFTEEN PER CENT

Canadian Railroads Will Make Application to Railway Commission.

MONTREAL, April 19.—The Canadian railroads are about to make application to the board of railway commissioners for a 15 per cent increase in passenger fares. The railway companies state that this action has been rendered necessary by additional expenses to operating expenses. These include an advance of about 100 per cent in the price of coal the Canadian railways using more than nine million tons a year, and in addition a duty of 23 cents per ton on locomotive fuel, entered Canada from the United States, and a 7 1/2 per cent surtax in connection with the war.

Increase Not Sufficient.

They claim that the proposed increase in freight and passenger rates will not be sufficient to meet even the increased cost of fuel, not to mention a great increase in the cost of locomotives, 50 per cent increase in the cost of freight cars, increase in wage scale, and additional labor necessary to maintain efficiency, because of many thousands of skilled employees having enlisted.

The railway officials state that a reasonable increase in freight rates, instead of burdening the community, would prove a national economy, in that it would assist them in giving the efficient service which the nation's business demands, and they take the ground that they are the only concerns in the industrial world at present selling their product at the old rates and paying more for everything they buy than they ever did before. They call attention to the fact that the railway companies in the United States are also asking for general rate increases.

SAME THING IN UNITED STATES.

WASHINGTON, April 19.—The Interstate Commerce Commission today issued a tentative order permitting the railroads to file supplemental tariffs increasing freight rates 15 per cent, as applied for, effective June 1.

CANADIAN RAILWAYS ARE WORRIED BY FREE WHEAT

[Special to The Advertiser.] WINNIPEG, April 19.—Free wheat is causing considerable worry to the Canadian railways at the present time. United States railways have 24,000 cars of the C. P. R. alone, on which they pay 40 cents a day, and retain them indefinitely. The companies think they will lose more on United States shipments south. Only 2,000 foreign railways' cars are at present in Western Canada.

U. S. COLLIER RAMMED.

WASHINGTON, April 19.—A naval collier, the name of which was not disclosed by the authorities, was beached in Hampton Roads tonight to prevent her from sinking after being rammed by another vessel.

GOVERNMENT IN HURRY FOR VOTE OF SUPPLY

[Special to The Advertiser.] OTTAWA, April 19.—The Government desires supply, and today sought to have the House go into committee on the whole for the purpose of voting money. However, Sir Wilfrid Laurier said that as the report of the auditor-general had only been presented to Parliament a few minutes before there should be time given for the examination of that report before Parliament was asked to vote money.

DUTCH NEUTRALITY PROCLAIMED. THE HAGUE, via London, April 19.—The Official Gazette publishes a decree proclaiming the neutrality of the Dutch Government in the war between the United States and Germany.

CANADIAN RED CROSS AND DOMINION GOVT. SEVERELY ARRAIGNED

Prisoners of War in Germany Not Getting Food.

DISCRIMINATION SHOWN

Association Formed to Endeavor to Have New Rule Rescinded.

[Special to The Advertiser.] TORONTO, April 19.—Incensed at the recent Government order which prohibits the dispatch of food parcels from Canada to Germany, over 100 relatives of Canadian prisoners of war met tonight, passed a resolution of protest and formed a Prisoners' of War Association of Toronto.

In turn a score of these present delivered short addresses telling of the complaint of their soldier relatives. The burden of criticism was directed against the Canadian Red Cross, which some of the speakers declared was sending very little food, and that of inferior quality.

Accusations Too Strong.

Some of the accusations against the Red Cross were pretty severe, and Chairman ex-Ald. Poyman felt called upon to somewhat soften the tone of the meeting by saying that the Red Cross had undertaken to forward parcels to soldiers at the request of the Dominion Government. If the Red Cross had fallen down he had no doubt it had made every possible effort to perfect its system. He expressed regret, though, that Red Cross officials had not seen fit to accept an invitation to be present and present their case.

2,500 Canadian Prisoners.

The resolution adopted by the meeting is a lengthy one. It pointed out that the 2,500 Canadian prisoners in Germany had been getting little enough to eat before the new order, and that with the irregular Red Cross deliveries they must be starving. The resolution expressed appreciation of the efforts of the Red Cross, but protested against a system which permitted commissioned officers to receive food parcels and not privates. This was declared to be a return to the old system, and also an inquiry into the food of the Red Cross sent forward by the Red Cross.

Complaints From Prisoners.

Letters were taken from almost every prison camp throughout Germany. A score of them added relations not to send any money to the Red Cross for food delivery because they did not send enough, and cause they did not send quality. Several speakers complained at the failure of the Government to interest itself in supplying food to Canadians. One father asked why his boy should be made to suffer when he could be made to eat. The Red Cross for food, when the Government might, by organized effort, feed the Canadians in Germany.

TOTAL PROHIBITION FOR U.S. AS WAR MEASURE

WASHINGTON, April 19.—A bill to authorize the president during the war to prohibit a prohibition against the sale, manufacture, gift, transportation, importation or exportation of alcoholic spirits, malt or vinous liquors, or any other intoxicating drink, was introduced today by Representative Howard of Georgia.

GRAVES OF BRITISHERS ARE DECORATED IN U.S.

CONCORD, Mass., April 19.—Graves of British soldiers who fell April 15, 17, in the first British of the revolutionary war, were decorated by school children today.

A wreath of laurel, entwined with the French, British and American colors, was placed upon each grave.

RUNDOWN WOMEN

We Have a Remedy That Will Cost You Nothing if It Does Not Help You.

London women will please realize that we mean just what we say in the above heading. Letters like the following prove the efficiency of Vinol in such cases: "For the benefit of the other tired women, I want to say that I keep house for seven in my family. I became run-down all played out. I did not seem to have any life in me and looked badly. I read so much about Vinol I decided to try it and I must say it helped me in every way. I built me up so I felt like a new woman, and my friends said they could see a great change in me. Mrs. John M. Waldron, Saratoga Springs, N. Y."

We recommend Vinol to our customers as the greatest strength creator we know, because it contains beef and cod liver peptones, iron and manganese peptones and glycerophosphates, all dissolved in a pure medicinal wine. Taylor Drug Company, London; also at the best druggists in all Ontario towns.

Saxol Salve CURES SKIN AFFECTIONS. One package proves it. Sold and guaranteed by above Vinol druggists.

NERVOUSNESS AND BLUES

Symptoms of More Serious Sickness.

Washington Park, Ill.—"I am the mother of four children and have suffered with female trouble, headache, nervous spells and the blues. My children's loud talking and romping would make me so nervous I could just tear everything to pieces, and I would ache all over and feel so sick that I would not want anyone to talk to me at times. Lydia E. Pinkham's Vegetable Compound and Liver Pills restored me to health and I want to thank you for the good they have done me. I have had quite a bit of trouble and worry, but it does not affect my youthful looks. My friends say: 'Why do you look so young and well?' I owe it all to the Lydia E. Pinkham remedies."—Mrs. Robert Stoppel, Sage avenue, Washington Park, Illinois.

If you have any symptom about which you would like to know, write to the Lydia E. Pinkham Medicine Company, Lynn, Mass., for helpful advice given free of charge.

RIGHT NOW

is the best time for you men, young men and boys of London to come to this store and get into

New Spring Clothes

You will get a different idea of what you should expect in the way of variety, and you will have your first intimation of the real value of a dollar, when it comes to buying wearing apparel.

Sovereign Brand Suits

They are Canada's "first choice" clothes creations in quality of fabric and good tailoring.

\$18, \$20, \$22, \$25

Three Great Suit Specials for Saturday

That convincingly demonstrate the supremacy of Oak Hall's values in Men's and Young Men's.

EXCEPTIONALLY FINE SPRING SUITS.

\$12.95, \$15.00, \$18.00

Exceptional Values in Boys' Clothing

These Boys' Suits are not offered to you at half price, but, considering market conditions, take our word for it, you make no mistake in buying the "Sanford make" of boys' clothes at our marked prices.

Boys' Suits at \$5.00

Nice dress patterns in Tweed effects, and what is most important, the clothes will wear splendidly. Broken lot sizes from 27-33.

Boys' Suits at \$6.50

Splendid grade of Boys' Norfolk Suits. These are exceptionally good suits in fancy tweed effects. Sizes 25 to 33.

Boys' Suits at \$8.50

Stylish Pinch-Back Suits in two and three-way belt. These suits are big value today at this price. Sizes 27 to 35.

CHILDREN'S REEFERS IN GREAT VARIETY OF MATERIALS. BIG ASSORTMENT BOYS' SHIRTS AND SHIRTWAISTS.

OAK HALL

"Mend your speech Lest it mar your Fortune"

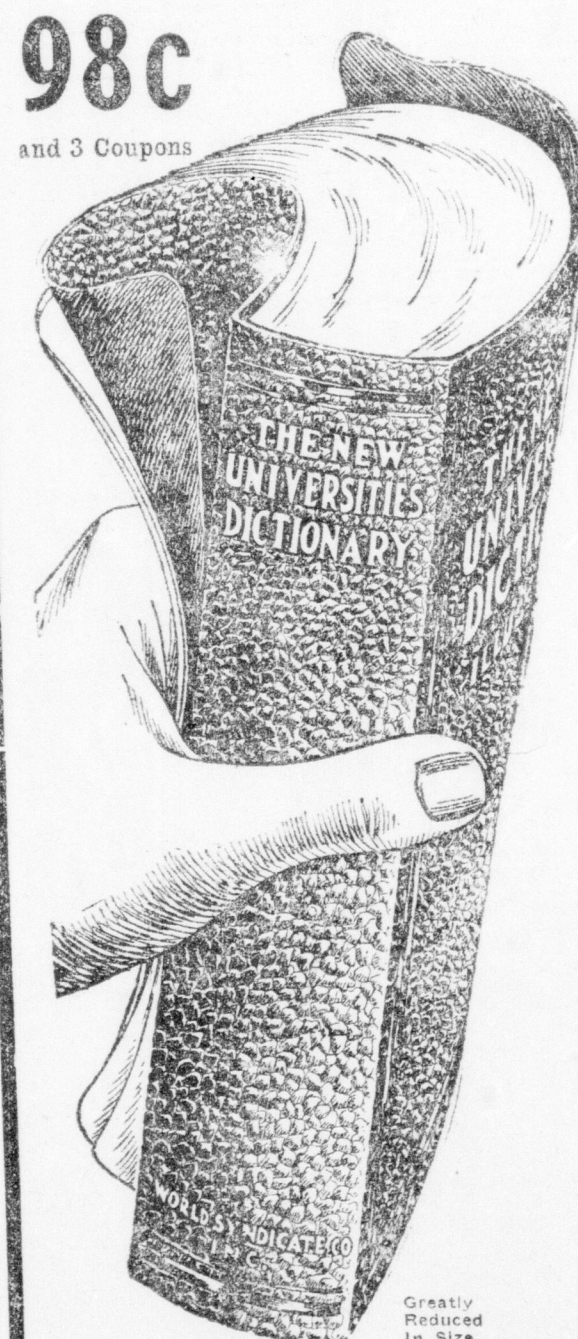
Good advice from Shakespeare.

The London Advertiser

Places Refinement and Force in Speech and Writing Within Reach of Every Reader at Nominal Cost. Take Home Today a Copy of the

NEW UNIVERSITIES DICTIONARY

98c and 3 Coupons



All other dictionaries are useless—out of date—printed so long ago that the language of business and society today has surpassed and outgrown them. Fashions in words change—just as fashions in dress differ from period to period. Thousands of words never before in any dictionary, brought in by marvelous changes and advances all over the world, are now clearly defined in THE NEW UNIVERSITIES DICTIONARY. Having a separate dictionary for every science and sport, it is in fact a

Dictionary of Dictionaries

Containing

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Supplementary Dictionaries

Dictionary of Football.	Dictionary of Foreign Words and Phrases.	Dictionary of Noted Characters in Literature.
Dictionary of the Automobile.	Dictionary of Forms of Address.	Dictionary of Photography.
Dictionary of Aviation.	Dictionary of Golf.	Dictionary of Polo.
Dictionary of Americanisms.	Dictionary of Lacrosse.	Dictionary of State Names and Meanings.
Dictionary of Atomic Weights.	Dictionary of Lawn Tennis.	Dictionary of Wireless Telegraphy.
Dictionary of Baseball.	Dictionary of Military and Naval Terms.	Dictionary of Words of Like and Opposite Meanings.
Dictionary of Christian Names.	Dictionary of Most Common Abbreviations.	Dictionary of Yachting.
Dictionary of Classical Abbreviations.	Dictionary of Music.	
Dictionary of Commerce and Law.		
Dictionary of Everyday Allusions.		

Take One Home Today—Money Back If Not Satisfied

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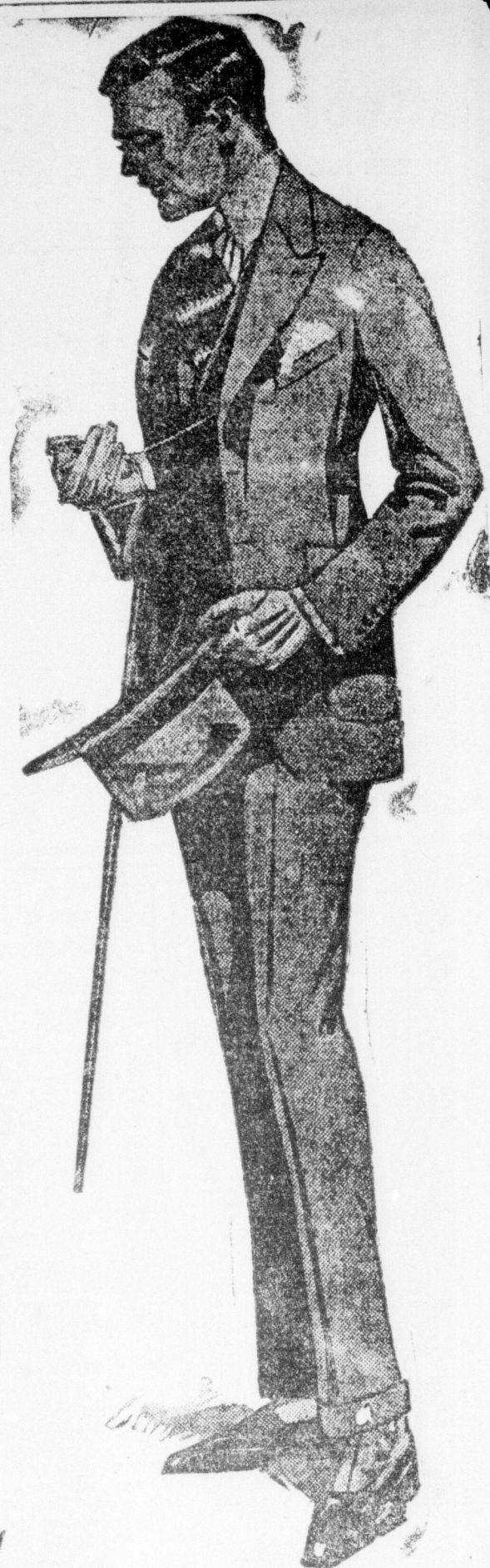
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COUPON

Yours for Only 3 Coupons and

98c

CLIP COUPON TODAY FROM PAGE 2



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MADE IN CANADA
A CHICLE



ADAMS California Fruit CHEWING GUM WITH THE FRUITY FLAVOR

You can't always get fresh, delicious fruit when you want it. But you can always get that fruit-flavored tempting gum called Adams California Fruit Gum.

CANADIAN CHEWING GUM CO. LIMITED

From Plantation
to your table—nothing added—
nothing lost. All the exquisite
flavor of the world's choicest
growths retained by the expert
blending and roasting in

**Rideau Hall
Coffee**

Before accepting coffee ship-
ments we test it in the cup—
that's where you make the final
test—that's why Rideau Hall
Coffee is always uniform in
strength and flavor. Sold in
sealed tins only.

Pound Tins 45c—Smaller Size 25c

**Gorman, Eckert &
Co., Limited**
LONDON and
WINNIPEG

German Commanders Have Lost Their Heads—Reinforcements Led Into Certain Annihilation

(From a Staff Correspondent of the Associated Press.)

WITH THE FRENCH ARMY IN FRANCE, April 19.—The French successes in the forward movement were more considerable than indicated by the published reports or the army communique, which narrate a sober tale of the events. There is no intention of relaxing the pressure on the Germans, who are opposing a very tenacious resistance without avail.

Best points of formidable strength and most important strategic value, such as Oesle, Courtois and Vailly, which have fallen before the French assaults, reports sent by runners from reconnoitering parties indicate steady progress everywhere and large captures of material. The staffs take no risks; everything is methodically prepared in order to be as certain as is humanly possible of success before trying to approach each objective point.

Today the weather was better for operations, but it was so misty that airplanes were almost useless.

DIVISION ANNIHILATED.

The commanders of the German reinforcements hurrying to the front appear to have lost their heads or have been badly directed in several cases. One division marched directly into wire entanglements and was almost entirely annihilated or taken prisoner. Eighteen new German divisions have been thrown into the front since Monday, several of which were blown virtually to pieces by the French artillery immediately after their arrival. Two divisions, launched directly into an ineffectual counter-attack before Juvincourt, suffered in this way.

Owing to the extent of the battle line the Germans are no longer so much favored by maneuvering on the inside line circle. The French soldier's confidence and spirit have been even intensified under the most severe hardships during the advance. Nothing seems to depress him. Even the old territorialists, roaming on the heels of the attacking troops, maintain a constant cheerfulness.

Villages and Forts Taken.

The text of tonight's communication reads:

"Between the Somme and the Oise quite violent artillery actions were in progress. North of the Aisne the enemy under our energetic pressure continued to withdraw in the direction of the Chemin-des-Dames. On the course of the day occupied the

ECZEMA ON FACE

Was So Bad Had To Stay
in House.

All skin diseases such as eczema, or salt rheum, itching or burning rashes, eruptions, ulcers, boils, pimples, etc., are all caused by bad blood, and while not usually attended with any fatal results, may sooner or later develop into some serious blood trouble, and the entire system become affected.

Burdock Blood Bitters, that old and well-known remedy, will cleanse the blood of all its impurities, and by this means cure all skin diseases and other blood troubles.

Mrs. Ernest Andrews, Hamilton, Ont., writes: "My face was covered with eczema and was so terribly bad I had to stay in the house. I had ten different doctors, but got no relief from their treatment that I went and bought a bottle of Burdock Blood Bitters, and it helped me, so I kept on taking it. Now I am cured, and have a lovely skin."

"People who used to see me when I was so bad and see me now will not believe it, but I always tell them that nothing cured me but Burdock Blood Bitters."

R. B. B. is manufactured only by The J. M. B. Company, Limited, Toronto, Ont.

AMERICA AWAKENED BY MONSTER PARADE IN NEW YORK CITY

50,000 Men, Women, Boys
and Girls in Line.

ENTENTE FLAGS CHEERED

Hundreds of Distinct Demon-
strations and Recruiting
Meetings.

NEW YORK, April 19.—Through flag-draped Fifth Avenue, where the Stars and Stripes fluted beside the colors of France and Great Britain, nearly 50,000 men and women, boys and girls, marched here today in a parade of patriotism which was cheered by a million more citizens of New York.

The seemingly endless procession was the crowning feature of "Wake Up America Day," designed to bring a flood of recruits to the army and navy of the United States on the anniversary of the battle of Lexington.

While the parade was passing between lanes of densely packed spectators a squadron of airplanes beside the colors of France and Great Britain, nearly 50,000 men and women, boys and girls, marched here today in a parade of patriotism which was cheered by a million more citizens of New York.

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Grape-Nuts

A Food with
pleasing flavor
and real nourishing
quality



CHEERS FOR THE GERMANS
IN VISITORS' GALLERIES
OF MEXICAN CONGRESS

Mexico City, April 20.—In answer to reports that Germany was endeavoring to influence members of the Mexican Congress to oppose General Carranza's neutrality proclamation, General Eduard Heyck, president of the Lower House, has issued the following statement:

"I have no knowledge of German influence on members of congress or of pressure for opposition to plans of neutrality. I acknowledge that in the galleries of congress on Sunday there was a manifestation of sympathy for the German minister, but I immediately called the marshals to order, telling them that any demonstration for or against any diplomat within the chamber was prohibited, because we were obligated, in accordance with strict neutrality in spirit as well as in letter."

**HENSALL SHOCKED BY
YOUNG SOLDIER'S DEATH**

Fall of Lieut. James MacArthur Stirring.

HEINZALL, April 19.—The farmers in this section are now busy on their lands, and the gardeners are also improving the fine weather of this week. About a week ago suffered from a paralytic stroke which has since that left him in a most serious condition.

The people of Heinzall and surrounding country were greatly shocked last week to hear that Lieut. James MacArthur had fallen, giving his life for the cause of his country.

He was a young man, and his death was a great loss to his family and to the community. He was a member of the 10th Battalion from London.

Before enlisting Lieut. MacArthur was a member of the 10th Battalion from London. He was a young man, and his death was a great loss to his family and to the community.

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SINN FEIN CONVENTION DECLARES IRELAND FREE; DEMANDS PEACE VOICE

DUBLIN, April 19.—The Sinn Fein convention met today at the Mansion House with Count Plunkett presiding. Two hundred and fifty-seven Irish public boards had been invited to send delegates, but 206 of them declined to do so.

The attendance was large, including, unexpectedly, numerous priests, but no prominent Irish public men took part in the proceedings. The convention proceeded to discuss the declaration of independence and demanded representation at the peace conference. Arthur Griffith moved a resolution claiming the application to Ireland of President Wilson's principle of national freedom.

The Public Trustee Council, which is mainly composed of men associated with Liberty Hall, was especially prominent at the conference and endorsed its declarations. The convention added no new elements to those previously opposed to Lord Londonderry and the constitutional movement.

**VIENNA POLITICAL ROW
DUE TO GERMAN PARTY**

London, April 20.—According to the understanding here, the Austrian political crisis has its origin in the desire of the Austrian Government to solve political questions, such as that of languages in Bohemia along parliamentary lines, so as not to run counter to democratic feelings, especially in Russia, where peace negotiations with which nation are prevalent. Austrian newspapers are urging the dissatisfied German party to adapt themselves to these conditions, but it appears that the party is not inclined to take this attitude.

WINNIPEG BREAD HIGHER.

Winnipeg, April 20.—A further increase in the price of bread comes into effect today, making the cost of a one-pound loaf eight cents. The advance of one cent is due, according to the bakers, to the increased cost of materials and labor.

**A MINISTER'S
EVIDENCE**

That Piles, or Hemorrhoids,
Can Be Quickly Cured—A
Justice of the Peace
Cured Many Years
Ago.

Toronto, Ont., April 20.—There has come to us recently these two letters from prominent men who bear unquestionable testimony in regard to Dr. Chase's Ointment as a prompt and lasting cure for piles.

The men give their evidence freely because they know what it means to suffer from the tortures of piles and then be cured. They feel it a duty and a pleasure to let others know how they, too, may be cured.

Rev. Frank N. Bowles, Methodist minister, Priceville, Ont., writes: "In the winter of 1912 I was stationed in Cobalt. I went for a snowshoe tramp one day, and sat for only a few minutes on a cold stump waiting for some comrades to catch up to me. From sitting on the damp stump I contracted piles, and suffered so severely that it caused me great pain to walk. A friend recommended Dr. Chase's Ointment, and I immediately purchased a small box which very rapidly effected a cure. I always keep a box on hand and find it excellent for all kinds of wounds and sores."

Mr. W. B. Thorne, J.P., Alderside, Alta., writes: "It was twenty-eight years ago that I became acquainted with the merits of Dr. Chase's Ointment and would not be without it on any account, as it never fails to do its work. I was first induced to try it for piles. Less than a week after using it I have never been troubled since. I think the cure is permanent. It is good for sore throat, colds, and, in fact, all sorts of sores. You are at liberty to use this statement for the benefit of others."

You can put Dr. Chase's Ointment to the test in any case of piles with the utmost assurance that you will obtain relief from suffering and ultimately lasting cure, 50 cents a box, at all dealers, or Edmundson, Bates & Co., Limited, Toronto.

**Must You Be Careful
Of Your Stomach?**

Do you belong to the "no thank you" society of the dinner table, always having to refuse a lot of delicious, ordinarily wholesome foods that simply will not agree with you? Do you live on a tireless diet, constantly fearful of your digestion, knowing that if you yield to temptation you must suffer the agonies of indigestion? Must you after meals dose yourself with artificial digestive pills that weaken your stomach still further?

Cure loose, from stomach folly and stomach fear—try one more good man-size dinner—but take with it just a teaspoonful of Bismarck's Magnesia in half a glass of hot water. Bismarck's Magnesia neutralizes and makes sweet all the sour acid contents of your stomachs, aids digestion and checks stomach disturbance by natural means. It is not a laxative and is absolutely harmless. Avoid magnesia in other forms and insist on Bismarck's Magnesia for stomach purposes. Sold by druggists everywhere.

A hard cough
that tears you every time it comes, yet persists in coming, usually disappears under the healing power of Robert's Syrup of Cod Liver Oil & Tar. The nauseous effect of the oil having been removed, the extractive principles remain to build up wasted strength. Combined with tar this makes a wonderful cure for every form of the irritation set up by Coughs, Colds or Bronchitis. Use—

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

**Be Careful What You
Wash Your Hair With**

Don't use prepared shampoos or anything else that contains too much alkali, for this is very injurious, as it dries the scalp and makes the hair brittle.

The best thing to use is just plain unaltered coconut oil, for it is pure and entirely greaseless. It's very cheap, and beats anything else all to pieces. You can get this at any drug store, and a few ounces will last the whole family for months.

Simply moisten the hair with water and rub it in, about a teaspoonful is all that is required. It makes an abundance of rich, creamy lather, cleanses thoroughly, and rinses out easily. The hair dries quickly and evenly, and is soft, fresh looking, bright, fluffy, wavy, and easy to handle. Besides, it loosens and takes out every particle of dirt and dandruff.

SAW CRUCIFIED CANADIAN.

INGERSOLL, April 19.—Pte. Roy Ingersoll, son of Mrs. Ingersoll, of Wellington street, south, has arrived home on furlough. He went overseas with the 4th Highlanders, and was through the first battle of Ypres, where his battalion was so badly cut up. He stated that of 1,200 men who went into action only 300 remained at the roll call. He also saw the Canadian who

was crucified by the Huns. He was a member of his own battalion, but he was not known to Pte. Ingersoll, as he had been recruited, he says, from the Northern Ontario district, and was with son were formerly attached to the 10th Battalion. The former was taken at Camp Borden, and although he proceeded to England, he never fully recovered. Piper Wright was selected.

Two Ingersoll soldiers, Sergt.-Major Wright and his son, Piper G. R. C. Wright, returned home Wednesday night. Sergt.-Major Wright and his son were formerly attached to the 10th Battalion. The former was taken at Camp Borden, and although he proceeded to England, he never fully recovered. Piper Wright was selected.

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Fine British Worsted Suits, \$20.00



A long-looked-for shipment of splendid English Worsted Suits, that had almost been given up, splendid wearing and handsome greys and browns in neat and dressy overcoats, pincheek and plain twills; smartly-tailored in new three-button coat style of moderate cut, with either plain or cuff trousers; sizes 35 to 46. On sale today.

Swagger "Pinch-Back" Suits From \$10 to \$25

With the young man and the man who feels young, the pinch-back is the wanted style. We have them in smart overplaids, mixtures, pencil stripes, etc., in browns, greys, tans, blues, etc., in two and three piece styles.

Special attention is drawn to our showing of these suits for the young fellows, in sizes 33 to 37. At \$10.00, \$12.00, \$15.00, \$18.00.

"Saxe-Made" Unusual Suits for Boys, \$7.50 to \$12.50

Mothers, fathers and boys enthuse over these Saxe-made Suits, they're different in so many ways from the usual kind. Hand-finished coats of distinctive style, full bloomers, with belt, extra buttons and patch of cloth, and governor fasteners.

Swagger new pinch-back and other models in cloths that are different. Sizes 30 to 35. \$7.50, \$8.75, \$10.00, \$12.50. A big range of other smart styles in durable and smart cloths in pinch-back and pleated models at \$3.98, \$4.85, \$5.95 to \$8.75.

New Underwear, 75c, \$1 and \$1.25 Suit Silk Front Shirts, Special at \$1.25 and \$1.60

"Zimmerkmit" and "Penman's" Fine Balbriggan Underwear, in two-piece and "klosed krotch" combinations, all sizes, with long or short sleeves or drawers; all sizes 34 to 44. \$1.25 to \$1.50.

Guaranteed Blue Serge Suits Ready-To-Wear or Made-To-Order, \$20 to \$30

Ready-To-Wear Made-To-Order

Smartly made of cloths bought over two years and a half ago; worth \$10.00 a suit more today; all sizes. At \$20.00, \$22.00, \$25.00.

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AMUSEMENTS, LECTURES

WINTER: GARDEN

"JAZZ"

BAND

OF TWELVE PIECES.

TONIGHT

JAZZ MUSIC EVERY EVENING.

New York Craze.

TO-NIGHT

MOCHA PATROL.

MASONIC TEMPLE.

A Chevrolet Automobile for Someone.

Admission 10c

48c

Canadian War Loan

Wanted to buy five hundred Canadian War Loan bonds, due 1926, 1931 and 1937. See us if you want to invest in bonds.

F. B. CLARKE

London Stock Exchange, 416 Richmond.

Next Bank of Commerce, London, Ont.

PATRICIA

TODAY-SATURDAY.

Skinner's Dress Suit

The Big Success.

3-SWELL VAUDEVILLE ACTS-3

Next week: Geo. M. Cohen in "Broadway Jones."

THREE BIG DANCERS EVERY WEEK

Monday, Wednesday and Saturday nights, Palace Academy. Best floor in London. Six-piece orchestra. Five expert instructors. Phone. Daytime and McCormick.

GEORGE A. STEER, ELOCUTIONIST

and soloist—concert engagements accepted. Care The Pardon Hardware Company, London, Ontario, 3381.

ROBERT HANNAH, ELOCUTIONIST

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TONY CORSE & SON, ORCHESTRA

TRA, original, 161 Maple, Phone 1570.

Violins and wood instruments repaired. Bows rehaired.

ORDINARY SWEDISH MOVEMENT

and electrical work. 181, 241, 261, 281, 301, 321, 341, 361, 381, 401, 421, 441, 461, 481, 501, 521, 541, 561, 581, 601, 621, 641, 661, 681, 701, 721, 741, 761, 781, 801, 821, 841, 861, 881, 901, 921, 941, 961, 981, 1001.

ELITE MANICURE AND GUITAR

Orchestra. Concert engagements, Gordon Donaghy, 470 Dundas, Phone 5553.

MUSIC FURNISHED FOR PARTIES

balls, banquets, etc. 123 Queen's Avenue. Telephone 3738.

PERSONAL

DISC RECORDS EXCHANGED

Phone P. Williams, 2390.

FARMERS AND OTHERS

take notice that the following notices are hereby given: Wm. Walker's blacksmith shop, Wellington road, between 1st and 2nd streets, West, London, Ontario, 3381.

GLENWOOD PRIVATE HOSPITAL

Nervous cases a specialty. 435 Ridout street. Phone 2198.

SCIENTIFIC PALMISTRY AND

Phrenology—Accurate, scientific and reliable advice. 181, 241, 261, 281, 301, 321, 341, 361, 381, 401, 421, 441, 461, 481, 501, 521, 541, 561, 581, 601, 621, 641, 661, 681, 701, 721, 741, 761, 781, 801, 821, 841, 861, 881, 901, 921, 941, 961, 981, 1001.

CANCERS CURED BY PLASTER

method—Established 40 years. Henry E. Ward, 181, 241, 261, 281, 301, 321, 341, 361, 381, 401, 421, 441, 461, 481, 501, 521, 541, 561, 581, 601, 621, 641, 661, 681, 701, 721, 741, 761, 781, 801, 821, 841, 861, 881, 901, 921, 941, 961, 981, 1001.

WANTED

WANTED TO RENT—MODERN

house, central, with 4 rooms, possession May 1. Box 13.

WANTED—SECOND-HAND VANS OR

tanks for bringing purposes. Phone 2198.

WANTED TO RENT—MEDIUM

sized house, modern or partly; good sized garden. 181, 241, 261, 281, 301, 321, 341, 361, 381, 401, 421, 441, 461, 481, 501, 521, 541, 561, 581, 601, 621, 641, 661, 681, 701, 721, 741, 761, 781, 801, 821, 841, 861, 881, 901, 921, 941, 961, 981, 1001.

COTTAGE BY ISL OF MAY, BY TWO

adults. Box 4.

WANTED BY YOUNG WOMAN

Room, with light housekeeping privileges. Box 2. Advertiser.

COTTAGE—CENTRAL, WITH

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WANTED—SMALL SHETLAND

pony, city brook, state priced. Box 224. Advertiser.

TO PURCHASE—SMALL BRICK

house, preferably a bungalow, in good location; must be modern and reasonable. Speculators save time and money by not answering this advertisement. State location and price. Apply Box 239. Advertiser.

COTTAGE OR 1 1/2-STORY FRAME

building, suitably located, for 1917, terms and location. Apply Box 220. Advertiser.

MONEY TO LOAN.

WANT LOAN OF \$2,000 ON HURON &

Erie stock. Will pay 6 1/2 per cent. Box 230. Advertiser.

PRIVATE LOAN AND TRUST MONEY

loan on farm and city property; lowest rates; terms to suit. T. W. Seand, 435 Dundas street. Phone 5553.

PRIVATE FUNDS TO LOAN—LOW

rates. U. A. Buchner, corner Talbot and Carling.

PAWNBROKERS

WANTED—ANYTHING YOU

DON'T WANT.

Clothing, shoes, bicycles, tools—anything. Highest prices paid. 211 King street. Phone 5238. Silverman, 211 King street. 7447-2x.

GARMENT CUTTING

LEARN GARMENT CUTTING AND

secure a first-class position. Our graduates design advanced styles in measure or by eye. 227 Dundas street.

MISCELLANEOUS

REMOVAL NOTICE—AFTER MAY 1

Singer Sewing Machine Company will occupy their new store, 16 Dominion Savings Building, King street.

NOTICE TO THE PUBLIC—YOU CAN

now see the world's renowned Empire mechanical milk producing farm at 5 o'clock, Charles Street, London, Ontario, representative, Savoy Hotel, R. Fonger, agent, 38 York street.

LARGE WORKING BOXES GIVEN

free. H. Taylor, 140 Ridout street south. 474-2x.

PASTURE FOR THE MONTH—STY

only, excellent grass, 1000 ft. by 1000 ft. R. R. No. 4, London, Phone 2476.

CIRCULAR LETTERS, NOTICES,

announcements, etc., perfect imitation typewriting done on our Flexo-type machines at short notice. The Copy Shop, 3 Dominion Bank Chambers.

DERMATOLOGY

MARINELLA SYSTEM FOR FACE,

scalp, chloasma. Removal of superfluous hair by electrolysis. Miss Beattie, corner Talbot and Palliser. Phone 2037.

CONDENSED ADS.

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Erie stock. Will pay 6 1/2 per cent. Box 230. Advertiser.

PRIVATE LOAN AND TRUST MONEY

loan on farm and city property; lowest rates; terms to suit. T. W. Seand, 435 Dundas street. Phone 5553.

PRIVATE FUNDS TO LOAN—LOW

rates. U. A. Buchner, corner Talbot and Carling.

PAWNBROKERS

WANTED—ANYTHING YOU

DON'T WANT.

Clothing, shoes, bicycles, tools—anything. Highest prices paid. 211 King street. Phone 5238. Silverman, 211 King street. 7447-2x.

GARMENT CUTTING

LEARN GARMENT CUTTING AND

secure a first-class position. Our graduates design advanced styles in measure or by eye. 227 Dundas street.

MISCELLANEOUS

REMOVAL NOTICE—AFTER MAY 1

Singer Sewing Machine Company will occupy their new store, 16 Dominion Savings Building, King street.

NOTICE TO THE PUBLIC—YOU CAN

now see the world's renowned Empire mechanical milk producing farm at 5 o'clock, Charles Street, London, Ontario, representative, Savoy Hotel, R. Fonger, agent, 38 York street.

LARGE WORKING BOXES GIVEN

free. H. Taylor, 140 Ridout street south. 474-2x.

PASTURE FOR THE MONTH—STY

only, excellent grass, 1000 ft. by 1000 ft. R. R. No. 4, London, Phone 2476.

CIRCULAR LETTERS, NOTICES,

announcements, etc., perfect imitation typewriting done on our Flexo-type machines at short notice. The Copy Shop, 3 Dominion Bank Chambers.

DERMATOLOGY

MARINELLA SYSTEM FOR FACE,

scalp, chloasma. Removal of superfluous hair by electrolysis. Miss Beattie, corner Talbot and Palliser. Phone 2037.

FEMALE HELP WANTED.

MALE HELP WANTED.

MAN WANTED

REAL ESTATE FOR SALE.

ARTICLES FOR SALE.

ARTICLES FOR SALE.

Indian Motorcycle

Bicycle & Motor Sales Co.

LEGAL CARDS.

THE OLD PRICES

SUMMER, THE JEWELER

Cleveland Bicycles

GURD'S, 185 DUNDAS ST.

SAVE MONEY

By Buying Your Auto Tires at

J. A. BROWNLEE'S

LONDON ART WOODWORK

COMPANY, LTD.

ARCHITECTS

H. C. McBRIDE, MEMBER ONTARIO

Association of Architects, etc. Edge

ARTHUR E. NUTTER, ARCHITECT

Rooms 15, 16, Dominion Bank Cham-

bers, Dundas and Richmond. Tele-

phone 555.

WATT & BLACKWELL, MEMBERS

Ontario Association of Architects

and Engineers, 100 King street, West, London, Ontario, 3381.

WILLIAM G. MURRAY, ARCHITECT

Rooms 15, 16, Dominion Bank Cham-

bers, Dundas and Richmond. Tele-

phone 555.

JOHN M. MOORE, ARCHITECT

Rooms 15, 16, Dominion Bank Cham-

bers, Dundas and Richmond. Tele-

phone 555.

E. C. CARROLL, ARCHITECT

Member Ontario Association of Architects, 100 King street, West, London, Ontario, 3381.

CHIROPRACTIC

DR. MACFIE, CHIROPRACTOR—RE-

moved to Room 212, Dominion Sav-

ings Building, corner King and Rich-

mond, Phone 4710; residence, 3710.

DR. J. A. MACFIE, CHIROPRACTOR—

Dominion Savings Building, corner

King and Richmond, Phone 4710; residence, 3710.

DR. KREIGER, CHIROPRACTOR—

Specialist in Rheumatism

SOMEBODY IS ASLEEP
ON SUNDAY CARS;
"EXPIRE" ON MAY 1

Right To Operate Not Considered by Council.

ANOTHER LONG BATTLE?

Manager Writes To Council in Regard To Renewal of Right.

The bylaw granting the right to the London street railway to operate cars on Sunday expires on May 1.

The council has taken no steps to consider an extension of the privilege, and it looks as if nothing will be done unless there is a special meeting called soon.

The next regular meeting of the council will be held on May 7, which will mean that no cars will be operated on May 6, unless definite action is taken on time.

Manager C. B. King, of the London street railway, has written to the city council regarding the matter, but no notice has as yet been taken of the communication.

If the council hagglers as much this year as it did last year, the citizens will have to wait a few Sundays.

RETURNED MEN MARCH;
BIG FESTIVAL HELD
TO CELEBRATE YPRES

Canada Tucker Will Address Men—Public Invited.

On Monday next local returned soldiers will celebrate a fitting manner the anniversary of the battle of Ypres. At 2 o'clock the returned men will meet at the market square, and parade from there through the principal streets to St. Paul's Cathedral, where Canon Tucker will preach. This meeting is open to the public, and citizens are urged to attend.

Members of the Returned Soldiers' Band have volunteered their services for the parade, and it is likely that the headquarters band will attend in a body.

Major Baron Osborne will act as marshal at the parade.

In the evening Grand Ypres Festival will be held in the Masonic Temple, featuring the Mocha Temple Minstrels, which met with such a success recently.

Returned soldiers will act as ushers, and at the conclusion of the musical dancing will follow, with refreshments.

The proceeds of this festival are in aid of the Returned Soldiers Association, and the newly formed C. E. F. Returned Chapter, L. O. D. E. and so that by purchasing tickets citizens are doing their bit in a small way.

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MANY UNITS WILL
LEAVE FOR EAST
IN A SHORT TIME

Three Battalions in District Soon To Depart.

MANY DRAFTS SELECTED

Artillery, Medical Corps, Dental and Engineering Men Are Notified.

In keeping with the policy of the military authorities of sending overseas every available man as soon as possible, several drafts from the different units in this district are expected to leave for eastern training points in the near future.

Three battalions of infantry are in process of formation in the district, and while it is not likely that in the time at their disposal they will be able to reach full strength of 1,000 men, yet it is expected that the men of these units will be sent overseas as drafts in the near future.

The three infantry units are the 241st Battalion at Windsor, the 126th at St. Thomas, and the 122nd Battalion at Galt.

May Reach Establishment.

In addition to being an infantry unit, the last-named battalion has enlisted a considerable number of men under foreign battalion regulations, and this may enable the 122nd to reach full strength before its departure.

Of the artillery units in the district, all three have been prepared for some time for overseas service. The 241st Depot Battalion at Queen's Park will be sent to about 150 men, in addition to a number of officers, the Division Artillery Column at Queen's Park, about 50 men, and the 64th Battery at St. Thomas, about 50 men, and the 64th Battery at St. Thomas, about 50 men.

Members of the Returned Soldiers' Band have volunteered their services for the parade, and it is likely that the headquarters band will attend in a body.

Major Baron Osborne will act as marshal at the parade.

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Financial, Market and Commercial Section

THE LOCAL MARKET

Potatoes were firmer on the local market today, selling for \$3.60 to \$3.75 a bag, an increase of 10 since Thursday. There was no change in other vegetable prices, although only a small supply was offered. They are expected to be plentiful on Saturday.

Seed onions have a good sale at 20c to 25c a box, and Dutch sets sell for 35c a quart. Green onions bring 40c to 50c a dozen, and the same price prevails for radishes. Lettuce sells for 40c to 50c a dozen heads.

The poor quality of most of the apples offered has brought the price down to \$1.10 a bushel, but even at this price the demand is slow.

The market for butter and eggs is fairly brisk, and eggs are slightly firmer, with little change in prices on Saturday. Cream rolls sell for 20c and 30c a dozen, and the single Rhubarb retail for 24c. Dairy butter in crocks sells for 42c a pound, while pound rolls bring 43c to 44c. Creamery butter is steady at 46c to 47c a pound.

The demand for maple syrup has slackened a little, and the highest price is \$1.85 a gallon. Some bring only \$1.75 a gallon. Quarts sell for 45c to 50c. Ten-pound pails of honey bring \$1.00 to \$1.10.

The poultry market is dull, chickens at \$2.00 to \$3.00 a pair, being practically the only offering.

Live hogs were easier today at \$15.50 to \$16.00 a cwt., a decrease of 10c a cwt. from Thursday's quotations. Fewer hogs are being offered, and the market is looking a corresponding drop, and sold for \$13 to \$13.10 a cwt. live-weight. There was no change in price of dressed hogs, which sold for \$20 a cwt. Prices of other butchers' meats were steady.

Calf skins were the principal offering in the hide market, because many dealers are disposing of their stock. The general price was 25c to 30c a pound.

Grain, per cwt. Wheat, new, per bu. 2.00 to 2.10 Oats, per bu. 1.20 to 1.30 Potatoes, per peck. 65 to 70 Cabbage, per doz. 1.50 to 2.00 Carrots, per doz. 1.50 to 2.00 Turnips, per doz. 1.50 to 2.00 Radishes, per doz. 1.50 to 2.00 Beets, per doz. 1.50 to 2.00 Spinach, a bushel. 1.00 to 1.10 Apples, per bu. 1.10 to 1.20 Hay, per ton 12.00 to 13.00 Straw, per ton 8.00 to 9.00

Dairy Products, Retail. Butter, creamery, lb. 40 to 42 Butter, dairy, lb. 38 to 40 Eggs, per doz. 34 to 36 Hens, per doz. 30 to 32 Maple syrup, quart. 1.00 to 1.10 Maple sugar, gallon. 1.75 to 1.85

Dairy Products, Wholesale. Butter, creamery, lb. 40 to 42 Butter, dairy, lb. 38 to 40 Eggs, per doz. 34 to 36 Hens, per doz. 30 to 32 Maple syrup, quart. 1.00 to 1.10 Maple sugar, gallon. 1.75 to 1.85

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YESTERDAY'S CASH
GRAIN RANGE

CHICAGO. Chicago, April 19.—Cash wheat: No. 3 red, \$2.54; No. 2, \$2.55; No. 1, \$2.56; No. 4, \$2.57; No. 5, \$2.58; No. 6, \$2.59; No. 7, \$2.60; No. 8, \$2.61; No. 9, \$2.62; No. 10, \$2.63; No. 11, \$2.64; No. 12, \$2.65; No. 13, \$2.66; No. 14, \$2.67; No. 15, \$2.68; No. 16, \$2.69; No. 17, \$2.70; No. 18, \$2.71; No. 19, \$2.72; No. 20, \$2.73; No. 21, \$2.74; No. 22, \$2.75; No. 23, \$2.76; No. 24, \$2.77; No. 25, \$2.78; No. 26, \$2.79; No. 27, \$2.80; No. 28, \$2.81; No. 29, \$2.82; No. 30, \$2.83; No. 31, \$2.84; No. 32, \$2.85; No. 33, \$2.86; No. 34, \$2.87; No. 35, \$2.88; No. 36, \$2.89; No. 37, \$2.90; No. 38, \$2.91; No. 39, \$2.92; No. 40, \$2.93; No. 41, \$2.94; No. 42, \$2.95; No. 43, \$2.96; No. 44, \$2.97; No. 45, \$2.98; No. 46, \$2.99; No. 47, \$3.00; No. 48, \$3.01; No. 49, \$3.02; No. 50, \$3.03; No. 51, \$3.04; No. 52, \$3.05; No. 53, \$3.06; No. 54, \$3.07; No. 55, \$3.08; No. 56, \$3.09; No. 57, \$3.10; No. 58, \$3.11; No. 59, \$3.12; No. 60, \$3.13; No. 61, \$3.14; No. 62, \$3.15; No. 63, \$3.16; No. 64, \$3.17; No. 65, \$3.18; No. 66, \$3.19; No. 67, \$3.20; No. 68, \$3.21; No. 69, \$3.22; No. 70, \$3.23; No. 71, \$3.24; No. 72, \$3.25; No. 73, \$3.26; No. 74, \$3.27; No. 75, \$3.28; No. 76, \$3.29; No. 77, \$3.30; No. 78, \$3.31; No. 79, \$3.32; No. 80, \$3.33; No. 81, \$3.34; No. 82, \$3.35; No. 83, \$3.36; No. 84, \$3.37; No. 85, \$3.38; No. 86, \$3.39; No. 87, \$3.40; No. 88, \$3.41; No. 89, \$3.42; No. 90, \$3.43; No. 91, \$3.44; No. 92, \$3.45; No. 93, \$3.46; No. 94, \$3.47; No. 95, \$3.48; No. 96, \$3.49; No. 97, \$3.50; No. 98, \$3.51; No. 99, \$3.52; No. 100, \$3.53; No. 101, \$3.54; No. 102, \$3.55; No. 103, \$3.56; No. 104, \$3.57; No. 105, \$3.58; No. 106, \$3.59; No. 107, \$3.60; No. 108, \$3.61; No. 109, \$3.62; No. 110, \$3.63; No. 111, \$3.64; No. 112, \$3.65; No. 113, \$3.66; No. 114, \$3.67; No. 115, \$3.68; No. 116, \$3.69; No. 117, \$3.70; No. 118, \$3.71; No. 119, \$3.72; No. 120, \$3.73; No. 121, \$3.74; No. 122, \$3.75; No. 123, \$3.76; No. 124, \$3.77; No. 125, \$3.78; No. 126, \$3.79; No. 127, \$3.80; No. 128, \$3.81; No. 129, \$3.82; No. 130, \$3.83; No. 131, \$3.84; No. 132, \$3.85; No. 133, \$3.86; No. 134, \$3.87; No. 135, \$3.88; No. 136, \$3.89; No. 137, \$3.90; No. 138, \$3.91; No. 139, \$3.92; No. 140, \$3.93; No. 141, \$3.94; No. 142, \$3.95; No. 143, \$3.96; No. 144, \$3.97; No. 145, \$3.98; No. 146, \$3.99; No. 147, \$4.00; No. 148, \$4.01; No. 149, \$4.02; No. 150, \$4.03; No. 151, \$4.04; No. 152, \$4.05; No. 153, \$4.06; No. 154, \$4.07; No. 155, \$4.08; No. 156, \$4.09; No. 157, \$4.10; No. 158, \$4.11; No. 159, \$4.12; No. 160, \$4.13; No. 161, \$4.14; No. 162, \$4.15; No. 163, \$4.16; No. 164, \$4.17; No. 165, \$4.18; No. 166, \$4.19; No. 167, \$4.20; No. 168, \$4.21; No. 169, \$4.22; No. 170, \$4.23; No. 171, \$4.24; No. 172, \$4.25; No. 173, \$4.26; No. 174, \$4.27; No. 175, \$4.28; No. 176, \$4.29; No. 177, \$4.30; No. 178, \$4.31; No. 179, \$4.32; No. 180, \$4.33; No. 181, \$4.34; No. 182, \$4.35; 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No. 301

Quality Store

Pure Maple Syrup, per gallon\$2.00
Pure Maple Sugar, per pound20c
Usual supply of Fresh Vegetables.

HARRY RANAHAH
PHONES 1024-3323.

For Friday and Saturday

WE WILL HAVE
NAVEL ORANGES
Good size, Sweet and juicy.
30 Cents a Dozen

Two packages extra fancy Seeded Raisins for 25c.
Extra special. While they last, 2 pounds Lima Beans for 25c.
Choice White Beans, 15c.
We have a few of those extra choice Grapefruit left at 3 for 25c.
We also have a few Pineapple Oranges left.
We will have our usual supply of Fresh Vegetables.
GIVE US A CALL.

WILLIS & CO.
Corner Richmond and Albert Sts.
Phone 3279.

'SQUARE DEAL' TALORY

London's Greatest Cut-Rate Druggist.
6—RED STORES—6

Our Cake Department

Will Feature For Saturday

RHUBARB TARTLETS.
COCOANUT TARTLETS.
LEMON TARTLETS.
Nicely Boxed2 for 5c
"The Ever-Ready Dessert."

Candy Special

SATINETTES.
A rich nut centre with a brittle satin outside. Regular 40c lb.
SALE PRICE27c lb.

Peters -- 2 -- Shops

METHOD OF CLEARING LAND OF COUGH GRASS

Harrowing and Plowing Almost Completely Exterminated Weed.

When the land for the experimental station now located at Morden, Man., was purchased in 1915, it was found to be badly infested with couch grass (also called quack, twitch or quick grass). In an effort to exterminate this weed 45 acres of that part of the farm which appeared to be the worst infested was treated as follows:

About the 1st of June it was plowed four inches deep and well harrowed. The spring-tooth cultivator was then used, serving to draw the roots well to the top of the ground. Next a chain harrow was employed. This instrument brought all the loose grass to the surface and left it in large rolls all over the field. These rolls were then forked into heaps to dry and were burned about August 1.

Immediately after this the land was again plowed, and again given the treatment outlined above, and was finally plowed a third time late in the fall. In the spring of 1916 it was well har-

rowed, then sown and cross-sown with barley, at the rate of 1½ bushels per acre each way. There was a good crop of grain, and it was almost impossible to find a blade of couch grass on the whole area.

RECRUITS COME STEADILY FOR THE 63RD BATTERY

Many Fine Young Men Sign Up With Popular Unit.

Recruits from all over the district are pouring in for the 63rd Battery. Those who signed up Wednesday and Thursday are: Thomas Wilson, Ford, Ontario; James P. Brown, Tilbury; Alex. Linton, Hastings; George W. Clement, Winchester; Frank Lacroix, Montreal; Carl Martin, Putman, Wallaceburg; Frederick Mann, Wardsville; Peter James McMenamy, Windsor; James P. McEwen, Ridgeway; Robert F. Miller, Windsor; Joseph H. Gilmartin, Walkerville; Harold P. Huddart, St. Thomas; Andrew McEwen, St. Thomas; Jack A. Wilson, Ford; Peter Kilvine, Sarnia; Joseph Maikel, Port Stanley; Gordon R. Woodson, Windsor; George J. Perry, Petrolia; James M. Inverarity, Windsor.

25TH ANNIVERSARY

Ailsa Craig Couple Happily Surprised On Silver Wedding Day.

AILSA CRAIG, April 19.—An enjoyable evening was spent at the home of Mr. and Mrs. Charles Barnes on Wednesday when friends and neighbors gathered to celebrate the 25th anniversary of their wedding. The evening was spent in dancing and cards, during which a presentation of silverware was made and a suitable address read by Mrs. James A. Smith. Mr. and Mrs. Barnes were completely taken by surprise, but made a very suitable reply. The happy gathering broke up early in the morning, wishing Mr. and Mrs. Barnes and family many years of happiness in the future.

L. T. C. JOHNSTON KILLED

Preston Officer Trained Here With the 11th Battalion.

Word was received in the city today of the death of Lieut. L. C. Johnston, killed in action in France. Lieut. Johnston trained here with the 11th Battalion. He was a son of Rev. J. B. Johnston of Preston and a grandson of the late James Johnston, one of the pioneer builders of London.

WARWICK BOY KILLED IN AUTO ACCIDENT

Meets Death In Kamloups, B. C., Smashup.

FOREST, April 19.—Joseph McChesney, 4th line, East Warwick, received a telegram from Kamloups, B.C., stating that his son, Joseph Herbert, had been killed in an auto accident in that city. Mr. McChesney, Jr., was teller in the Imperial Bank there, and went west four years ago. His brother, Dr. D. H. McChesney of Seattle, is bringing the body home for burial.

FUNERAL OF MRS. CANFIELD

INGERSOLL, April 19.—The funeral of Mrs. (Dr.) Canfield was held this afternoon from the family residence, Thames street south, to St. James' Anglican Church, thence to the Ingersoll Rural Cemetery. The large attendance and the wealth of flowers were striking tributes to the esteem in which she was held.

The service at the church was conducted by the rector, Rev. E. J. M. Jenkins, and the vestry was filled. The pall-bearers were: Dr. Rogers, Dr. Williams, C. C. L. Wilson, J. C. Norrworthy, M. Walsh and C. H. Sumner.

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BROWN OPTICAL COMPANY LONDON

EYES EXAMINED
NO DRUGS USED
QUALITY GLASSES
GROUND AND FITTED
AT MODERATE COST
223 DUNDAS ST. Phone 1877

Men of London This Is For You!

We cannot advise you too strongly to buy shoes from present stocks, at present prices. No matter whether you buy in this store or elsewhere. There is no economy in waiting for lower prices. WE SAY IT AD- VISEDLY. PRICES CANNOT BE LOWER FOR SOME TIME. The war continues, and leather suitable for any purpose is in such abnormal demand that the prices of shoes must make further advances.

OUR STOCK IS COMPLETE. OUR PRICES ARE RIGHT. Come and be fitted while you have the best choice. Present stock could not be duplicated at same cost. We are not selfish in telling you this. Think it over and suit your action to your conclusion.

We shall be glad to serve you.

J. P. Cook Co., Limited

The Store That Serves You Best.

Eat Oranges? Here Is a Special

Delicious Oranges of extra size and quality. Eat one every day and watch how healthful you are. This size regularly sells for 40c per dozen.

Friday and Saturday 33c PER DOZ.

only

PURE MAPLE SYRUP

Anyone who has purchased our Guaranteed Maple Syrup will tell you "it is the best." Try some and convince yourself.

\$2.00 per gallon. 50c per bottle.

ORDER HOMINY

We have Pearl Hominy, an appetizing and delicious vegetable. Have you tried it? Also Hominy Grits; these make porridge, griddle cakes, or can be fried. You'll like them.

Pearl Hominy, 25c tins.

Hominy Grits, 15c package.

BETTY'S HOME-MADE MARMALADE

Guaranteed to be absolutely pure. You will agree it is "just as good as mother made." Order it today. 15c, 30c and 40c glasses.

BUY CHEESE HERE

Our Cheese Department is one of the most complete. We have all the leading varieties kept under proper conditions. Limburger, Roquefort, Cream, Old Canadian, White and Yellow Cheese, and Oka.

PHONE Have you enjoyed the lessened labor of phone orders? Phone early. Two phones.

T. A. ROWAT & CO.

250 Dundas St. Phone 3051-3052.

EVENTUALLY, Why "not" now?

Macey

Filing Cabinets sold exclusively by

STATIONERY

173 DUNDAS STREET.

THE LAKE OF BAYS.

A delightful spot in the Highlands of Ontario for this summer. New illustrated publication just issued by Grand Trunk Railway System tells you all about it. Free copy on application to R. E. Ruse, C. P. and T. A. London, Ont.

A BOND OF SYMPATHY.

[Toronto Star.]

When a German meets a Russian nowadays the question, earnestly asked, probably is: "How did you that revolution go about, begin, Mein friend?"

These Prices Good For Saturday Only

THE GREATEST SALE EVER HELD AT THIS STORE STARTS AT 8 A.M. TOMORROW.

Many of these specials will be picked up quickly, so phone or shop early to save disappointment.

All Meat A1 Quality; Ingersoll Products

Save Money!

Every day we put on some special meat bargain at a big reduction—lower in price than any other butcher in the city. Have you, Mrs. Housewife, been taking advantage of this opportunity to save money? Start now, watch for our small advertisement in the black circle on the back page of this paper, every day except Friday.

Shoulder Fillet Veal. Hurry for this one24c lb.
Deep Sirloin Roast of Beef30c lb.
Breast of Young Lamb16c lb.
Chuck Pot Roast18c lb.
Shoulder Roast22c lb.
Blade Roast Cut Short 25c lb.
Rolled Pot Roast22c lb.
Lean Beef Cuttings18c lb.

RUSH SPECIALS

Point Brisket or Pickled Spareribs15c lb.
Shoulder of Lamb, with blade bone out for dressing. 25c lb.

WILSON'S Arcade Meat Market
RICHMOND STREET

C. P. D. WEGNER.

ESTABLISHED 1907.

N. M. WEGNER.

You Don't Need a Magnifying Glass

To find the bargains at WEGNER'S GREAT REORGANIZATION SALE of Men's Clothing, Furnishings, Hats and Caps. This stock must be reduced by \$8,000.00. Hundreds and hundreds are taking advantage of this big money-saving opportunity. Don't delay—act quick—and buy for the future as well as the present. It's like saving money and putting it in the bank.

MEN'S FINE SHIRTS.

Up to \$1.50 values, stiff cuffs, Crescent, Arrow and W. G. & R. brands. Reorganization price\$1.00
Regular \$1.00 Shirts, sizes 14 to 16. Reorganization price45c

UNDERWEAR.

All Spring and Summer Underwear at a saving of 15c to 25c a garment.

Sample Pants

250 pairs of Travels' Samples, \$5.00 to \$6.50 values, for\$4.69

PARAMATTA RAINCOATS

Regular \$15 values. Reorganization price\$9.95
Regular \$10 values. Reorganization price\$5.95

1,500 PAIRS MEN'S PANTS.

Values up to \$2.75. Reorganization price\$2.25
Values up to \$4.00. Reorganization price\$2.65
Values up to \$5.00. Reorganization price\$3.65
Values up to \$6.50. Reorganization price\$4.69

EXTRA SPECIAL.

Blue Serge Suits, guaranteed color, in all sizes. Regular \$21.00 to \$25.00. Reorganization price, \$15

MEN'S SUITS.

150 Suits, Worsteds and Tweeds. Up to \$15 values. Reorganization price\$9.95

SUSPENDERS.

25 dozen, including the "Duplex" Regular 35c value Reorganization price25c

NECKWEAR.

If you need a real good Necktie now is the time to get it.

Regular \$1.00 value. Reorganization price75c

Regular 75c value. Reorganization price .2 for \$1.00

Regular 50c value. Reorganization price, 3 for \$1.00

HATS—HATS—HATS.

Regular \$3.50 values. Reorganization price\$2.50

Regular \$3.00 values. Reorganization price\$2.00

Regular \$2.50 values. Reorganization price\$1.75

Regular \$2.00 values. Reorganization price\$1.50

Several dozen travelers' samples, some worth up to \$2.00, for\$1.00

SOCKS.

200 dozen, light and heavy weight. Regular 35c values. Reorganization price4 for \$1

OVERALL SPECIAL.

25 dozen Leather Label Overalls, union made, blue and white stripe. Regular \$1.75, for\$1.50

500 DOZEN OVERALLS.

Railroad Signal Overalls. Regular \$1.75. Reorganization price\$1.50

Great Mogul Overalls Regular \$1.50. Reorganization price\$1.25

Wegner's J. M. D. Overalls. Regular \$1.25. Reorganization price\$1.00

MEN'S WORK SHIRTS.

300 dozen at Wegner's low prices, 50c, 65c, 75c, 85c, \$1.00 and \$1.25.

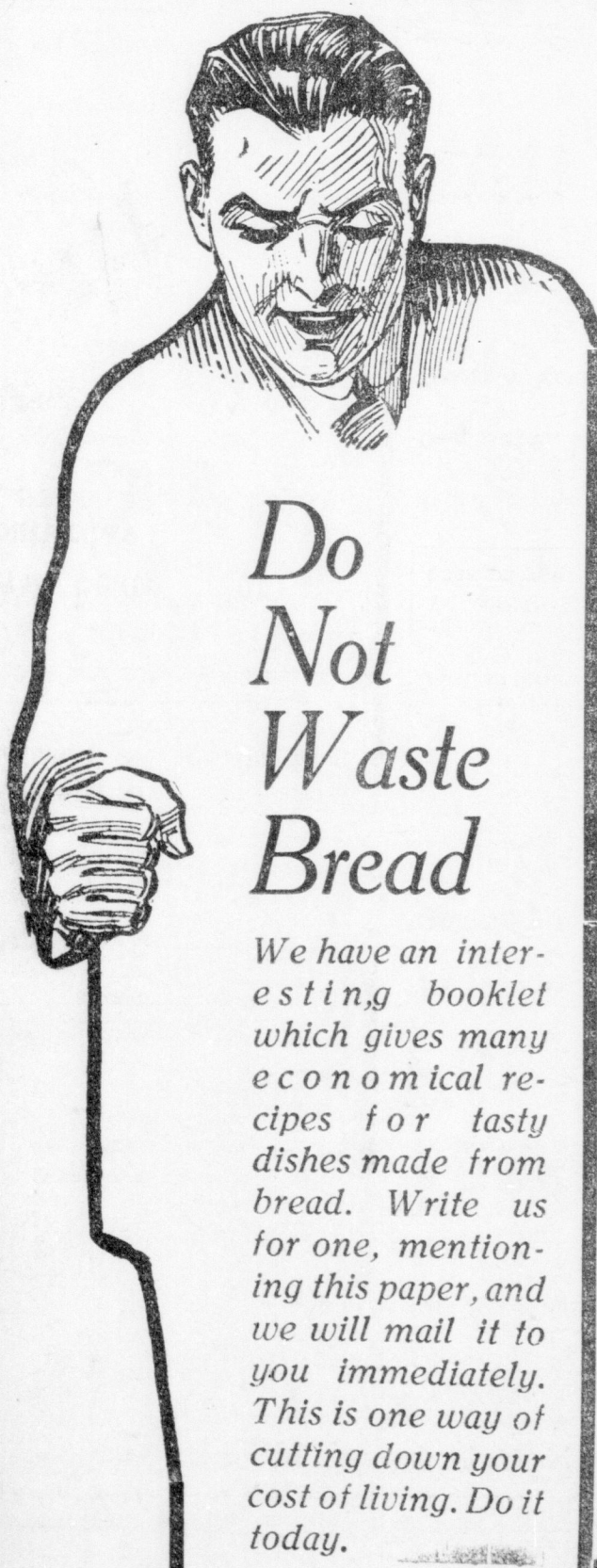
Open Every Evening.

Danish Language Spoken Here.

C. P. WEGNER

"The Heart of London."

371 Talbot Street. Opp. Market.



"I Simply Had To Do It Against My Will!"

I kept the price of bread down as long as I could, giving the citizens of London and district the best bread I could possibly make at less than 8 cents a loaf, namely 13 tickets for \$1.00—which is 7.69 cents a loaf. Nowhere else in Canada did such prices prevail. The reason I could sell at that price was that some time ago I bought heavily of all necessary ingredients. The price I paid was much lower than prices today, that is why I sold bread for 13 tickets for \$1.00. I might have raised the price six months ago, but I preferred to give the public the benefit of wise buying as long as possible.

I Have Had To Buy Materials Recently on the Open Market

Prices on flour, sugar, malt extract, salt, yeast and shortening have advanced so high I am forced to ask the public for the increase. Since the last increase in the price of bread

Flour advanced \$3.00 a barrel, sugar \$2.00 a hundred, malt extract \$4.00 a hundred, shortening \$6.00 a hundred and salt 25 cents a barrel. Light delivery wagons, which used to cost \$150.00, are now \$225.00. Horse feed, repairs, and in fact everything used in the manufacture and delivery of bread has advanced.

I Am Not Apologizing for the Advance, I Simply Want To Explain My Position to My Customers

I leave it to them to judge after reading these facts. I have been doing business in London for 40 years, and I feel that the citizens appreciate what we have done for them in giving them quality and purity bread at the lowest possible price.

F. E. PARNELL, Manager.

LARGE STANDARD WEIGHT 24-OUNCE LOAF - Now 9 CENTS

SMALL STANDARD WEIGHT 12-OUNCE LOAF - Now 6 CENTS

All Tickets Now Out Redeemed at Old Price.

PARNELL The BREADMAN

PHONES: 929-1390.