

mer of the trunk road from North Bay to Gravenhurst, was asked by a deputation from Parry Sound district, which waited on Hon. C. Howard Ferguson



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**MENNEN'S**  
**COLD CREAM**

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THE LONDON ADVERTISER COMPANY,  
LIMITED.

London, Ont., Thursday, Feb. 14.

### THE "DUMMIES" AT OTTAWA.

**D**URING the recent session of fuelless days at least one hundred perplexed citizens called personally or by telephone at The Advertiser office to secure information as to the application of the fuel controller's regulations. Those who were asked to interpret these clauses hesitated naturally because a misreading of the clauses (and it was not difficult to find ambiguous ones) might involve a serious loss or the imposition of a penalty. The owners of drug stores and news-stands, food stores and factories, country stores burning wood, and other classifications, were puzzled.

Owing to the endeavors of the newspapers which kept the wires busy in an effort to secure adequate information, there was little confusion eventually. The fuel controller's office did little to assist the situation, ignoring telegrams and taking the attitude that its laws were clear, and it could not be bothered with questions. On Tuesday several merchants inquired of The Advertiser whether or not fuelless days were to hold good during the coming week-end. The Advertiser immediately wired the fuel controller's office, but no answer was sent, and only after this newspaper's correspondent at Ottawa had been asked to inquire the information was secured. The fuel controller had relied on the newspapers to promulgate his orders and had left it there. His staff of "dummies" at Ottawa found it too wearisome to reply to telegrams which had a vital meaning to businessmen. Ottawa seems to have more than its share of official stuffed figures who function on pay day and rise to do their imitations when Washington speaks.

### ONE FRIEND LOST; A GREATER GAINED.

**C**OMING on the same day as Russia's declaration of peace with Germany, President Wilson's answer to the peace speeches of von Hertling and Czernin is inspiring. The Allies have lost one powerful nation's support, but they have gained the assistance of another, greater, more powerful and steadfast. The Teutons are in worse plight today than they were a year ago, in spite of their peace with Russia.

Two sentences from President Wilson's address to Congress tell the whole story:

"America is in the war and will put forth the whole strength and resources into the battle for the emancipation of humanity."

"America cannot see her way to peace until the causes of this war are removed, and its renewal rendered, as nearly as may be, impossible."

These are not simply the words of the president; they are the sentiments of the American people. Therein they differ from similar declarations made by Russia's former ruler. Whereas the Russian masses were ignorant of the causes of the war, and had no ideal or goal more than the defeat of the enemy, if possible, the American soldiers and masses realize that the United States entered the war for definite objects, the freeing of democracy from Prussianism and the future security of small nations, and they have entered heart and soul into the cause. There are men in the United States army who are ignorant of the ideals for which they are called to fight, but they are the few exceptions, and their ignorance will be dispelled before they reach France.

The United States has the men; possibly not so many as Russia, but enough. It has the money, which Russia lacked. It has its heart in the struggle. Can there be any doubt which ally is the more valuable? National pride alone would be sufficient to guarantee that the American declaration of terms will never be forsaken and that the great republic is shoulder to shoulder with France, Britain and Italy to the last.

When the causes of the war have been removed, or, in other words, when there is no longer a possibility of Germany renewing her attacks on civilization, and when the wronged nations shall have been given justice, the United States will talk peace, but not until that time. All the pessimism which Russia's defection causes ought to vanish before the promise of President Wilson and King George's speech in the British House of Parliament.

### CAUSE FOR CHEERFULNESS.

**T**HERE is good cause of rejoicing for those pessimistic as to the erudition of the rising generation. Let us relate the why: During the last two years The Advertiser has had at least one dozen office boys. Among their tasks is to tear from out-of-town newspapers the editorial and sporting pages for perusal at respective desks. We wish to record it as evidence for the plaintiff that none of these boys had to be shown where the editorial page was located more than ten times and where the sporting page was located not more than once.

### OUR DIVORCE LAWS.

**W**AR conditions have brought about a survey of divorce laws in Canada. The Brantford Expositor points out that divorcees for soldiers' whose wives were faithless in their husbands' absence are to be made cheaper. The Ottawa Journal-Press is in favor of cheap divorces for all classes in the community, but making it plain that easy divorces are not favored.

At the present time costs run a Canadian divorce into hundreds of dollars. It has been a luxury for the rich, and no doubt the rich need this matrimonial fire escape more than the poor. But it was the consideration for special privilege that inspired the law, and this is most undemo-

cratic. We do not have much discussion of divorce in this country. As a problem, it simply does not exist. Machinery for separation is provided, but comparatively few avail themselves of it. The city and country magistrates find that an oral spanking for cantankerous couples usually serves the purpose. But it will develop that war has caused some strange matings. Double marriages have been many; absence has not always made the heart grow fonder. And the more common sense used in the remaking of divorce laws, the better for the community.

### MORE "BONEHEAD" WORK.

**T**HE Ontario Railway and Municipal Board took a drastic step when it cut off the supply of natural gas to scores of factories in Western Ontario. Thousands of employees were thrown out of work, and industry in a number of places was brought to a standstill.

Was cutting off the supply without notice the only remedy for the gas shortage in private dwellings? A reasonable curtailment would appear as sufficient to effect the desired saving. But the Legislature had to respond to a clamor from Windsor, and in one day put through an act that proves far from sound, and much more "effective" than was necessary. It would appear that the "easiest way" is the way of government boards.

### KINDNESS THE MEASURE OF A MAN.

If each one for whom he did a kindness were to place a blossom on his grave he would sleep tonight "neath a wilderness of flowers."

**H**IS beautiful saying was quoted for old John L. Sullivan by a former Cincinnati sporting editor to his Sunday school class. It revealed some of the kindnesses of the pugilist, and set his example before the students. John L. was a public character, and the kind things he did for others stand out in clear relief. The world always considers it news to learn that someone about whom much is heard and printed had lovable qualities. Reporters are trained to look for the human traits in a man when the time comes for the obituary notice to be written. The famous man may have possessed millions, or won battles or built great enterprises, but if he lacked the qualities that lifted him above selfishness, his final news story will not thrill many. There are many plain people, men and women, in many stations, whose lives we cannot read, but whose days have been spent in helping someone. It may be said of them that if their kind deeds were to become blossoms they, too, would rest "neath a wilderness of flowers."

### VICTORY LOAN COSTS.

**I**SN'T it about time for the Government to issue a statement telling how much it cost to "put over" the Victory Loan? And isn't it about time for the people of Canada to realize that fat commissions were paid to gather in their money, on which they receive a generous rate of interest and a sure guarantee? The patriotic fund will be raised by volunteer effort, although many believe the time for the Government to gather and to administer this fund has arrived. Why shouldn't the Victory Loan, a much easier-selling proposition, have been "sold" by volunteers? The salesmen had no tremendous difficulty in getting people to take the loan. It was like selling dollar bills for a dollar and five cents. But what we started out to say was that the Government is overdue with the information, and that it will not be safe to sell the next loan in the same manner.

### GET READY FOR IT NOW.

**L**ONDON should get busy at once with advance publicity for the coming patriotic fund campaign. The amount asked will probably be the largest subscription in the city's history, and while it is certain that citizens will "make the grade," it will be well to adopt a measure of preparedness at once. Speakers who will inspire the people should be brought to the city. William Shepherd, a famous United Press correspondent, spoke in Hamilton to assist the fund, and London will reap a fuller harvest of dollars if those in charge of the drive get their campaign under way early. When a big circus comes to town the "advance men" are on the ground months in advance of the showing. They create the desire. This time London's campaign will be a three-ringed affair and it will require some circus methods weeks before the big show opens.

### EDITORIAL NOTES.

The fuel controller has made his demonstration, and Uncle Sam will be satisfied.

He's a poor millionaire in Canada who cannot wear one of the modish night-gowns.

If the victory of Germany has to be recognized before there is peace—good-bye peace.

Now that the female of the species is in Canadian politics to stay a lot of men will have to learn to say "No!" and mean it.

"Leave it to the newspapers" is the policy of conducting this country's affairs, as practised by the muddlers at the nation's capital.

"The London Advertiser appears to be in a position of splendid isolation," remarks a contemporary. Thank heaven for it! There is still a chance to hear the truth about affairs at Ottawa and elsewhere.

### LINCOLN AND HIS OWN SON.

A letter written by Lincoln in reference to a commission for his son Robert is well recalling in times when more or less influence is likely to be brought to bear to procure the rank and pay of an officer.

Lincoln wrote to Grant: "Please read and answer this letter as though I was not president, but only a friend. My son, now in his twenty-second year, having graduated at Harvard, wishes to see something of the war before it ends. I do not wish to put him in the ranks, nor yet give him a commission to which those who have already served long are better entitled and better qualified to hold."

"Could he, without embarrassment to you or detriment to the service, go into your military family with some nominal rank. I, and not the public, furnishing his necessary means? If not, say so without the least hesitation, because I am as anxious and as deeply interested that you shall not be incumbered as you can be yourself."

### POINTED PARAGRAPHS.

Better an ounce of today than a pound of tomorrow. Some people use religion as a cloak and some use it as an umbrella.

Lots of men don't have to travel far when they go to the bed.

Many women are to be found in the uttermost parts of the world.

Those who are present may have excuses to offer, but the absent ones are always at fault.

A night latch is like a tombstone when it is put up for a late husband.

She was a wise spinster who said she would rather be laughed at for not being married than to be unable to laugh because she was.

## The Advertiser's Daily Short Story

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THE UNPAID ACCOUNT.  
By Vincent G. Perry.

It was monotonous work in a Walker was doing, making out accounts for the month. She had made it a practice to find something interesting in all her work, and as she typed each statement she broke the monotony by trying to draw a mind picture of each person for whom she was making out a bill. Mrs. Urban was a jolly widow who owned a dozen cats and lived all alone. Mr. Little was a tall man with a great moustache; Mrs. Tibbitt was very methodical. And so she imagined what they all were like. She had never seen any of them and never expected to have the pleasure of finding out if her drawings were correct. She stopped her machine as she came to a familiar name on the list—Mr. Lawrence Wright.

"Hain't this Lawrence Wright paid his bill yet?" she asked Mr. Armstrong, the office manager. "His subscription is nearly three years in arrears, and I have billed him every month for at least two years."

"No, he hasn't, and I don't see any way out of it," Mr. Armstrong said. "There's nothing for it but to throw out the account. That's the way with these subscribers. They don't think they have to pay for anything, and if by some miracle they do start paying bills they leave a newspaper subscription to the last. I wish we could cut him off the list and see if that would bring him to time; but we can't, for he is a friend of Jones—a prospect for his daughter, likely."

"Our collectors can't be of much use or they could collect from a man who owes me money," Ina said, just loud enough for the head collector to hear. "Just try it yourself, Miss Walker," the head collector flashed.

"I will, and collect it, too, if Mr. Armstrong will consent," she laughed, delighted at being able to ruffle the calm of the collector.

"I am willing," the manager consented. "You can start out now if you like."

Ina had not been quite in earnest, but she would not withdraw after making the boast. She went to her typewriter and worked mechanically until she finished the accounts, and then unconsciously put her hand on the door handle and started out to collect the bill. On the way she tried to remember how she had pictured Mr. Lawrence Wright, but she had pictured him so often, and each time differently. She would have to start picturing him all over again, she decided. He would be pompous and overbearing, she thought. He would have a long nose, and would look her up and down as if she were far beneath him socially. She would show him that she could hold her own with any man, and tell him that she thought of him if she didn't get a check to cover the amount of the bill.

He lived in a handsome apartment house. She envied him that, even though he was fat and pompous. She rang the bell at the door, hearing his nameplate. The door opened and the man before her was fat and pompous. A second glance told her it wasn't Mr. Wright. It was a butler in livery.

"What name?" he asked. She said after a moment's hesitation. It was a bold step, but she felt it was necessary to gain an entrance. After all she was representing the president of the Times indirectly.

The butler ushered her into the reception room. She waited uneasily, her eyes taking in the room. It was very tastefully arranged and decorated. She hoped Wright would not appear in a bathrobe—men in bathrobes were one of her aversions. She was examining a beautiful reproduction of a master piece on the wall when a slight sound told her someone else was in the room. She tried to stifle a gasp in her throat, but realized in time it would be a clumsy move, and straightened up to face a tall, handsome man. He could not help seeing the surprised look on her face, but she knew he did not know it was because she had pictured him as fat and pompous; she was thankful he didn't.

"Did you wish to see me?" he asked pleasantly. His voice was in keeping with his appearance.

"Yes, I have a small account here for your Times subscription. It is just fifteen dollars—three years, it is a—years, you know. I would not have called, but we have mailed you a bill and we thought it likely you had let it slip your notice and would think us careless if we did not remind you."

"Hain't this been paid?" he exclaimed in true surprise. "I will write you out a check at once. This is just another of the bills I find my secretary has neglected. For three years I have been leaving all my affairs to him, and he has made a mule of them. I believe I could have done better myself."

"I am sure you could," Ina said earnestly. "It is a mistake for a man of brains to leave his business for others to do. Goodness knows what harm an unscrupulous secretary can do to a disinterested employer."

"Thank you for calling me 'a man of brains'!" he smiled. "I believe you are right about the rest of it. I have been taking life far too easily and have been depending upon my secretary too much. He is away on his vacation now, and I'm not going to let him come back. I have found many things he has left undone. Why, there was a stream of collectors here this morning, and I thought I didn't owe a cent. That comes from allowing another man to handle your funds and open your mail. I don't believe I can trust another one to do these things again."

"I should say you couldn't. Why don't you try a woman secretary?" she suggested.

"I never thought of that. How would you like the position?" he asked.

"Oh, I wasn't thinking myself," she blushed.

"But I think you would suit me," he replied. "They were waiting at the office for Ina with the expectation of a good laugh, but the laugh was on her side. The smile on her face told them that the minute she entered."

"I collected the money," she laughed, flourishing the check.

"They gathered around her to hear her experiences, but she wasn't very communicative."

"He was a fine man, and it was the fault of a dishonest secretary that he didn't pay before," was all she would say.

A full confession had to come when she resigned her position on Saturday night.

"You will be marrying him next," Mr. Armstrong prophesied.

"But how about Miss Jones, the president's daughter?" she asked, trying to hide her seriousness.

"Her engagement was announced this week. She is to marry a New York banker. There is no need to count her a rival," Armstrong assured her.

After she had made her departure the head collector turned to Mr. Armstrong and said:

"She's a pretty girl, and they say he's a handsome fellow. I wouldn't be a bit surprised if what you said comes true."

"Neither would I," Armstrong answered.

A year later they weren't surprised when it did come true.

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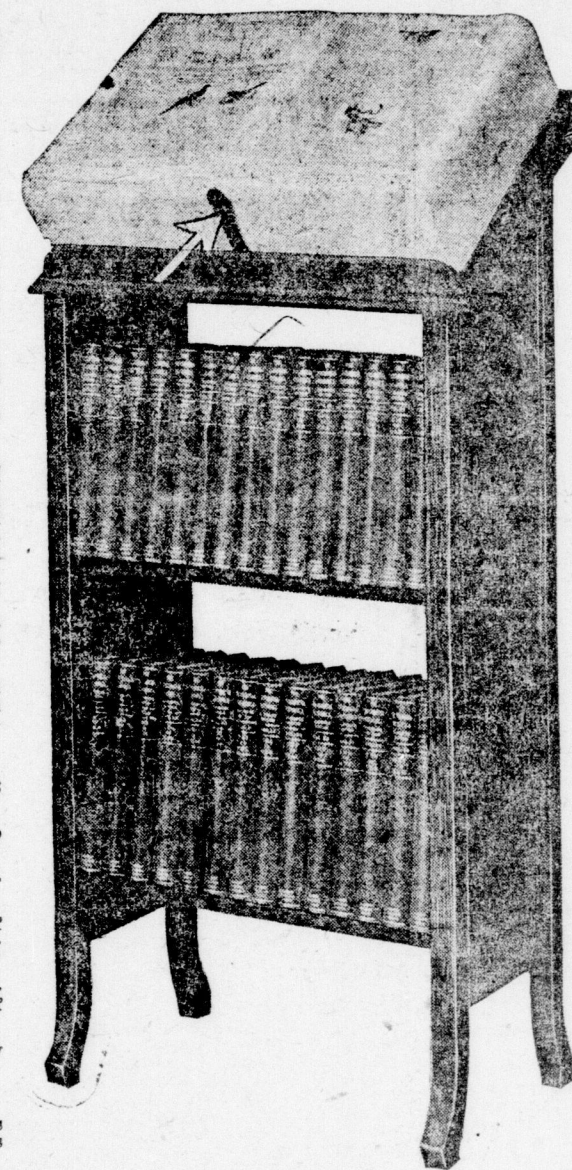
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## PAGE OF INTEREST TO WOMEN

MRS. ISAAC MARLATT  
RECEIVES RED CROSS  
LIFE MEMBERSHIP

Mrs. Marlatt Has Been President of South End Red Cross for Three Years.

The members of the South End Red Cross Auxiliary have presented their president, Mrs. Isaac Marlatt, with a life membership, in appreciation of her splendid services. Mrs. Marlatt has been president of this branch of the Red Cross for three years.

A quiet but pretty wedding took place at St. Peter's Church, Mount Pleasant, on Saturday, when Miss Maud Avery, daughter of Mr. J. H. Avery, was united in marriage to Harry Wesley Wilson, son of Mr. H. T. Wilson, of the city.

A quiet wedding took place Monday evening in the Centennial Methodist Church, Rev. H. J. Ferguson, the pastor officiating, when Miss Maud Avery, daughter of Mr. J. H. Avery, was united in marriage to Harry Wesley Wilson, son of Mr. H. T. Wilson, of the city.

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## SOCIAL AND PERSONAL

Readers are invited to phone all news of this kind to the society editor, Phone 3670.

Mr. and Mrs. F. R. Hardie announce the engagement of their daughter Alice Laura to William Henry Kenyon of Swallow, Alaska, the marriage to take place the early part of March.

H. E. Burton, secretary of the Dominion Grange, Port Stanley, was in the city yesterday, attending the banquet of the Western Fair directors at the Tecumseh Hotel.

R. H. Dowler of this city is on a purchasing trip for next winter's clothing.

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Be Clean—and Safe.

Think of the germ-laden things your skin and clothes must come into contact with every day. Then remember that there is a splendid antiseptic soap.

**LIFEBUOY**

**HEALTH SOAP**

Use Lifebuoy for the hands, the bath, the clothes, and the home. Its rich, abundant lather means safety. The mild, antiseptic odor vanishes quickly after use.

LEVER BROTHERS LIMITED

TORONTO

At all Food Grocers

173

RED CROSS

AND

C. W. C. A.

COLUMN

Just Like the Trenches.

These days of snow and slush and roads running away like rivers from beneath our feet and rain coming down for our health, but they ought to be good for our hearts. For they give us a vivid object lesson in the sort of conditions our boys are enduring in the mud and snow and misery of the trenches. If we get wet feet from walking a block or so, what must those poor fellows feel like after a day's march "up the line"?

The lesson of the day of the wet feet is a lesson in knitting. The boys can never have enough dry socks. Wet feet mean eventually trench foot and the situation, listen to this from a letter that came from a London boy on the field of battle in France to a London lady here on the field of the Red Cross campaign:

"The one thing we need a constant supply of is socks. During the wet season the men are standing in water, or walking in mud and water most of the time. So they continually have soaking feet, and if they cannot get dry socks about once in every 24 hours trench foot soon appears."

There is another part of his letter which we are all glad to read.

It was a wonderful improvement when the Red Cross placed depots of socks quite close to the lines, for each unit commander is able to exchange many pairs of wet socks as he wishes for an equal number of dry pairs every 24 hours. This one little thing has prevented a great many cases of trench foot that would otherwise have occurred."

So we have sock depots right up near the front line. That sure was a grand idea. But now comes the problem of keeping the depots supplied. That is a task that will demand that we put away all the pretty fancy knitting of gay sweaters and dainty scarves and cozies and all those soft luxuries that are keeping back many hundreds of warm socks from the trenches.

Surely when the boys come back they will cry shame upon the needles that descended to the knitting of trifles in the day of their dire need. Our needles should be concentrated in these terrible days to the winning of the war. If the coalman won't keep his needles and knit so fast that we will keep ourselves warm.

An Unfinished Task.

Hasn't it been a constant during this last bitterly cold month to think of our returned men at Exton, housed safely and warmly and many of them on the upward road to health? There would be more solid satisfaction in the thought did we know that the women of Western Ontario had finished our task and furnished the home for them completely. As it is, there are a few ragged edges of our work hanging loose that must be tucked in and finished neatly.

For instance, there is that lovely big kitchen. It is not yet fully equipped. Every woman in Western Ontario ought to invest just a little in that kitchen. And then we would all feel that we owned it.

Then there is the dispensary, which costs \$125, a nice little sum for an enterprising club of women to undertake. There are four nurses' offices at a sum of \$225 each, and four delightful little locker rooms that can be fitted up perfectly for only \$150 each. Then there is the anaesthetic room for \$225, and two wards for special patients at \$300 each. And one more thing—the electric light fixtures will cost in the neighborhood of \$700. Surely somebody will want the privilege of illuminating that fine building and making it bright and beautiful for the men whose days are darkened by the shadow of disease.

To Fit Every Purse.

So there is a list that contains something within the means of every society. If you haven't done anything toward furnishing the Alexandra Sanatorium, won't you choose your bit from this list and do it now?

MARIAN KEITH, Press Secretary.

POLLY AND HER PALS—It May Be a Strenuous Life, But Th nk of Being Paid For It.

IT'S A GREAT LIFE, IF YOU DON'T WEAKEN PA!

YAS, BUT THEY'S SECH A THING AS OVER DOIN' IT!

IM AFRAID THIS BEIN' A SOCIETY REPORTER IS TOO STRENUOUS FOR POLLY.

HEAVENS YAS! IT'S NUTHIN' BUT ONE ROUND OF 'OPERA'S, 'TEAS' AN' 'RECEPTIONS!

LAST NIGHT SHE WAS TO THE MILLION BEAN'S BALL, THE UPPER TARTY'S THEATRE PARTY AND THE DOLLAR MARKS DUCE!

AN' TODAY IT WAS LUNCH AT THE LONG GREEN'S, DINNER AT THE DOUGHBAGS AN' SUPPER WITH THE SPENDTHRIFTS!

SO HELP ME BOB, IF SHE KEEPS IT UP IT'LL BE THE DEATH OF HER!

"OH, DEATH WHERE IS THY STING?"

By Cliff Sterrett.

What would you think of a man who is always trying to make people believe he is patriotic, yet putting away one and a-half tons of flour, so he would not have to eat war bread?

There is only four in the family; he is a rich man and lives in town, while the farmers grow the wheat and no one around here has enough flour to last them till spring.

Ans.—Mrs. Newby, I hope you do not miss Muggins' kind and practical advice given for your vegetable canning. Am glad to be able to reprint the desired recipe for vegetable canning.

"Lassie," I think, was the gender of the method last summer.

"I saw where one of the readers of your page was asking for a recipe for canning peas and other vegetables. Here is one that is tried and true, and is good for corn, peas and beans. Nine cups of corn, peas or beans; one cup of sugar, one-half cup salt, one pint of hot water, set where it will heat gradually, then boil five minutes. Drain again; then season. This has been used for years and is always good, and does not take so much fuel as using the boiler on a warm day."

By Cliff Sterrett.

By Cliff Sterrett.







# Daily Magazine Page for Everybody

## Secrets of Health and Happiness

### Singing One Way To Help Improve Your Speaking Voice

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



DR. HIRSHBERG

You love to hear Miss A. sing. "Her voice is like music," you remark. How true! You are more the exception than the rule. This is because the average person's voice is due to sheer neglect, carelessness or because of thoughtlessness or ignorance on the part of those in charge of your body. The various vocal cords are not properly exercised, and the result is a voice that is not only weak but also is liable to become hoarse and sore. Two distinct environments are responsible for the quality of your voice; the outer conditions which include the air you breathe, and the inner conditions which include the condition of your physical self which helps to check, impede or facilitate the free, easy flow of speech after it has arrived. In your tender years such things as adenoids or swollen tonsils alter what might have been a melodious quality to your voice. These disorders of the nasal passages help to block the voice and the free borders of the vocal cords sometimes become irregular instead of two straight, stiff vibrating thin strings in the throat you have the bunched edges of two impaired strings besides the danger to the vocal cords themselves, there is the added difficulty of times to the free passage of the increased sound caused by the vibration of the human music cords.

**How Sound "Flow."**  
Infection of the nose and throat acts like an impediment in a water pipe. The pipe permits the water to trickle between the obstruction within it in irregular but persistent fashion. The flow cannot be entirely suppressed, but the water forced by the atmospheric, plus the high water pressure in the reservoir, makes its way out in highways and byways, and forms itself into a crooked stream.

Thus it is with your voice after the vocal cords which were not so to be in the brain and the bellows correspond to the atmosphere and water pressure in the reservoir. These cords do not flow of sound, but if the various pipes through which the sound travels

## HER PROBLEMS

By Annette Bradshaw

**D. P. Q.**—Please inform me of a good remedy for barber's itch.

A.—There are three kinds of barber's itch, each due to a different germ. Electric currents of the galvanic type may help you, or you may try the following:

Naphthalene ..... 46 grains  
Salicylic acid ..... 46 grains  
Glycerine ..... 2½ drams  
Spirits of vini ..... 2½ drams  
Oleumform ..... 2½ drams

**WORRIED.** Q.—Is palpitation of the heart serious? What can I do for it?

A.—This is not usually serious, and it is not necessary to take medicine for it. It is only necessary to keep quiet when it occurs, lie down. Nearly every one has it some time or other.

**MRS. S. L. Q.**—What can I do for a dry throat and parched mucous membrane?

A.—A teaspoonful of boracic acid in a pint of water used as a gargle is good. Irrigate the nose and throat with saline antiseptic fluid diluted three times in water.

Dr. Hirshberg will answer questions for readers of this paper on medical, hygienic and sanitation subjects that are of general interest. He cannot always undertake to prescribe or give advice for individual cases. Where the subject is not of general interest letters will be answered personally, if a stamped and addressed envelope is enclosed. Address: AID. INQUIRIES to Dr. L. K. Hirshberg, care this office.

## The Origin of Famous Sayings

Robert Burns. 1759-1796.

Oh wad some power the gillie gie us  
To see oursel's as others see us!  
It wad frae monie a blunder free us,  
And foolish notion.

—To a Louse.

Then gently scan your brother man,  
Still gentler sister woman;  
Though they may gang a kenning wrang  
To step aside is human.

—Address to the Unco Gild.

What's done we partly may compute,  
But know not what's resisted.

—Address to the Unco Gild.

## To-morrow's HOROSCOPE

By Genevieve Kemble

FRIDAY, FEB. 15.

Another extremely interesting and auspicious day is promised by the lively movements among the heavenly bodies, the lunar and mutual aspects being of unusual importance. There is but a minimum of the adverse, that being an affliction of Jupiter by Moon, which inclines to prodigality, losses and waste, a threat which should be nullified by the fortunate mutual positions between Mars and Jupiter. This latter great benefic parallels Mercury, making for most satisfactory results in all lines of endeavor, particularly in business, finance and the professions, a testimony emphasized by the gracious Venus, blessing art, music, literature, romance, social and domestic affairs. Altogether a day of every nature should be pushed with vigor, initiative and confidence.

Those whose birthday it is may expect a successful and happy year, avoiding extravagance. A child born on this day will be active, enterprising, popular and will succeed in business.

## We Specialize

in correctly filling the recipes which appear on this page.

## Cairncross' Chemists

216 Dundas St. Phone 830.  
"CUT PRICES EVERY DAY."

## Tomorrow's List

## C. H. Ward & Co.'s Greatest Diamond and Jewelry Sale

THOUSANDS HAVE ANNUALLY SAVED MONEY AT WARD'S HALF-PRICE SALE. THIS LIST INCLUDES BARGAINS THAT MEAN GREAT SAVINGS. MANY NOT LISTED BEFORE. READ EVERY ITEM.

## DIAMONDS AT HALF PRICE

- |  |   |
|--|---|
| \$150.00 Lady's 3-stone Ring .....\$75.00                                      | \$10.00 Tiepin, single stone .....\$5.00  |
| \$75.00 Lady's 5-stone, platinum top.....\$37.50                               | \$10.00 Tiepin, one-pearl, one-diamond.....\$5.00   |
| \$40.00 Round Locket, diamond centre.....\$20.00                               | \$20.00 Gent's Safety Scarfpin, platinum set, with one pearl, three diamonds.....\$10.00              |
| \$10.00 Lady's Single-Stone Ring, modified Tiffany, 14k gold .....\$5.00       | \$35.00 Diamond Cluster Tiepin .....\$17.50   |
| \$10.00 Lady's Ring, snake design, set with one diamond .....\$5.00            | \$50.00 Diamond Cluster with sapphire centre .....\$25.00   |
| \$14.00 Lady's Modified Tiffany Ring, 14k gold .....\$7.00                     | \$50.00 Diamond Cluster, with opal centre.....\$25.00   |
| \$25.00 Gent's Ring, fancy Belcher, 14k gold.....\$12.50                       | \$130.00 Diamond Cluster, with fancy diamond centre .....\$65.00                                      |
| \$40.00 Lady's Tiffany and Modified Tiffany Ring, 14k gold .....\$20.00        | \$40.00 Platinum Barpin, set with one diamond .....\$20.00  |
| \$45.00 Lady's Tiffany Ring, 14k gold.....\$22.50                              | \$68.00 Barpin, set with small diamond.....\$32.50  |
| \$50.00 Lady's Cluster Ring .....\$25.00                                       | \$25.00 Brooch, coil design, with diamond centre .....\$14.00   |
| \$50.00 Lady's 3-stone Ring, 14k gold.....\$25.00                              | \$25.00 Brooch, floral design, set with pearls, diamond centre .....\$12.50                           |
| \$100.00 Lady's Cluster Ring, 14k gold.....\$50.00                             | \$25.00 Brooch, fancy, set with five pearls, amethyst and one diamond .....\$12.50                    |
| \$120.00 Marquise Ring, 15 stone, 14k gold.....\$60.00                         | \$140.00 Platinum Necklet, set with 25 diamonds, in floral design .....\$70.00                        |
| \$120.00 Lady's Tiffany Ring, weighs 1 1/2, 1-32 .....\$60.00                  | \$150.00 Platinum Necklet, set with one large diamond, 10 small diamonds, one real pearl .....\$75.00 |
| \$200.00 Lady's 3-stone Ring .....\$100.00                                     |   |
| \$40.00 Brooch, 4-leaf clover, pearls and peridot, diamond centre .....\$20.00 |   |
| \$16.00 Tiepin, 2 diamonds, 1 sapphire.....\$8.00                              |   |
| \$100.00 Lady's 3-stone 2-diamond and genuine emerald .....\$50.00             |   |
| \$40.00 Cluster Tiepin .....\$20.00  |   |

## C. H. Ward & Co.

386 Richmond Street, Diamond Merchants and Jewelers, Phone 1084.

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## HER PROBLEMS

By Annette Bradshaw



—It just shows the contrast between grandma's conception of negligee clothes and grand-daughter's idea today.

## Adele Garrison's New REVELATIONS OF A WIFE

What Happened When Cousin Agatha Appeared on the Scene.

Here William, you drink this wine. You want get oop, dance you tango. Katie's voice rang out cheerily, and her smile as she proffered the cup of coffee to William would have heartened a man in worse plight than his.

William raised himself on his elbow and took the coffee. I noticed with much gratification that his hand was comparatively steady, and that his palor had been replaced by a faint color. I judged that he would be nearly himself again very shortly.

"Thank ye, Katie," he said gratefully, lying back again when he had drained the cup. "That tasted awful good."

"Taste like more, William," Katie asked teasingly, but I interposed.

"Tell her," I said.

"After a while, Katie," I decided, "I think he will be able to come into the house after a while. You can fix him up a nice light supper. You would better go back to the kitchen now, or Graham or her cousin may need you."

"I think I hear dot cousin-vomans movin' round opeastars ven I coom bring coffee," Katie returned appreciatively. After much strenuous effort I had broken Katie of referring to Cousin Agatha as "dot old devil vomans," and she had devised the epithet of "dot cousin-vomans," with which I didn't think it worth while to interfere.

"Got I tell her she ask you are, and vot's matter William?"

How William Won.

"Tell her," I began, but stopped abruptly, for my ear had caught the swish of a skirt in the barn below.

"Is that you, Cousin Agatha?" I called, making my voice as cheery and nonchalant as I could. "Have you need Katie?"

Cousin Agatha mounted the short

## DIARY OF A FASHION MODEL

BY GRACE THORNCLEIFFE.

**Solving the Problem of a Very Unusual Spring Suit.**

I happened into the fitting room just in time to hear Madame say:

"It was Tallyrand, I think who declared that many a reputation has been ruined by the shrug of a pair of shoulders. But if you don't stop shrugging yours, Julie, that suit will be ruined. M. Jacques is trying to work out that fulness between the shoulders which is an impossible task as long as you wriggle about like an eel."

M. Jacques was fitting the jacket of a tailored suit, and even if I hadn't heard Madame say that it had been designed for Miss Nash I would have known it. There was a certain air of characteristic of all her clothes; smart features of trimming that simply screamed "Florence Nash" at one.

The material was an English cloth, medium light in weight, of a dark navy blue.

The smartness of the suit depended almost entirely upon the box coat, which hung loosely from Julie's shoulders in slightly flaring lines. And I had to "look twice" before I discovered that the long sleeves were of the kimono type, so perfectly did they fit about the shoulders.

Instead of using buttons and buttonholes to fasten the coat, Madame introduced the idea of straps drawn through slashes and buttoned to the coat at each of the pointed ends. Two slashes bound with cloth were arranged on each side of the front just above the normal waistline.

The patch pockets were designed to correspond. Each side of the top was continued to form a pointed strap,

## What Daily Exercise Will Do To Improve Your Figure

BY LUCREZIA BORI

The Famous Spanish Prima Donna.

What woman is not willing to reach for that which may be hers if she will but exert a little energy to get it?

It requires effort to obtain anything worth while and one of these desirable things is a good form. There are very few women who do not long to have well-developed bodies, and those who have perfect measurements are willing to work hard to retain them.

A little time each day devoted to exercising will do a good deal in the way of taking off superfluous flesh and building up impoverished tissues and muscles. So whether you are too stout or too thin, these suggestions should interest you.

**How to Begin.**

It is to be remembered that severe exercise should not be taken immediately after a meal. If one were to exercise after eating heartily, the blood would be drawn to the part being exercised and withdrawn from the digestive organs. Before breakfast, or at least two hours after eating, would be the most desirable time for exercising.

In order to obtain the best results from any exercise, the room must be filled with fresh air, all tight clothing removed and the mind freed from worry and care.

Regularly is essential if one is to derive satisfactory results in an effort to improve the figure. A fixed time should be set aside for this purpose each day.

The following series of stretching exercises are excellent for an all-round development of the body.

First assume an erect standing position, then stretch the arms as far out in front of you as you can. Swing the arms to the side until they are on a line with the shoulders. Stretch each arm to one side and then to the other.

**Other Fine Exercises.**

The following exercise will develop the arms and legs and offer a splendid opportunity for expanding the chest. Kneel on the floor and stretch the right leg back as far as possible, the right arm down and the left arm up to the fullest limit. Reverse the position and repeat the movement ten times.

Now, lie flat upon the floor, face upward, and relax every muscle for a minute or two. Then, tense the muscles and stretch the body back, as far as possible without losing your balance, and as slowly return to the erect position. Do this, bending alternately backward and forward, three or four times.

In order to build up the physical being and obtain a good form, it is necessary for one to devote some time each day to physical training.

## "DOING MY BIT"

Practical Suggestions on Individual Ways to Help Win the War.

BY ALBERT BARRETT SAYRES.

**"Taking Stock" of Your Habits.**

In the first stages of adjusting one's household and household to any new situation the likelihood is that the average housewife does more than the situation requires. Then, realizing that she has undertaken a task greater than she had believed it would be, she thereafter permits the old customs to return, and a back period or setback that all her duty has been done in the first effort. What has been your experience in attempting to meet in every way the requests of the food administration?

Did you overdo it at first? Did you attempt the impossible? And having failed to overcome this weakness of established customs of years, are you slipping back into the old ways again? If an honest investigation of your contribution to the nation's needs proves that this has been the case, it is now your duty to lay plans for a strict adherence to the rules to which you have submitted.

No one in the government asks even the difficulty of any family. The substitution of foods that are plentiful for those that are scarce or more in demand because they can better be transported across the continent and over the sea isn't a difficult duty for anyone to perform. This was not only one to make democracy safe—it is a test of democracy.

Each member of every family on every farm, in every village and city is being tested today. Whether or not as an individual and we as a nation deserve the blessings of peace and plenty so long enjoyed depends on what you do each day to aid us all to win the war.

Don't attempt the impossible. Don't

## Good Night Stories

By Blanche Silver

Illustrated by Gruelle.

HOW ANN KEPT ST. VALENTINE'S

It was the day before St. Valentine's day. Some of Ann's friends were talking about the valentines they were going to send each other.

When little Ann drew near they stopped talking, for Ann was very poor, and they thought perhaps she might feel hurt to hear them talking about things she had no pennies to buy. But Ann heard, though she pretended she hadn't, and she soon said good-by and turned away bravely smiling.

Ann knew her mamma would have no pennies to give her to buy valentines and her little heart was very sad. Her eyes filled with tears as she ran home, and when she got there she hid her head in a pillow and cried and cried.

"Fiddlesticks!" exclaimed a merry voice. "What are you crying for?"

Ann looked up and right there on the pillow, sat her little friend Gocomack.

"Cheer up, don't cry," laughed Gocomack, turning a somersault down the pillow.

This made Ann forget her sorrow, and wiping her eyes she began to laugh.

"I know it's foolish to cry, but all the other children will have valentines to buy valentines and my mamma's too poor to give me any," replied Ann.

"Is that all?" cried Gocomack, "you just come with me and I'll show you something."

Taking Ann's hand he flew right out of the window and into the queerest place Ann had ever seen.

"This is the studio of the elfin artists," whispered Gocomack.

Ann looked around at the tiny drawing boards scattered everywhere. At each board sat a tiny elfin artist drawing and painting a tiny picture. There were hundreds of them. Some painted birds, some painted flowers, and some beautiful trees and babbling brooks, while others painted tiny cupids on the cutest of little cards.

"Every picture that's painted in your hand is painted first by one of our elfin artists," whispered Gocomack to Ann.

Something fell with a crash and Ann opened her eyes. It had all been a wonderful dream and she had painted several beautiful valentines.

What do you think? Ann jumped up and pulled out her little paint box and some paper, and when her mamma came home she had painted several beautiful valentines.

The next day each of Ann's friends received a pretty painted card from Ann, and each declared her picture better than any other valentines she had received.

Dear little Ann was very happy!

Resorts—Atlantic City, N. J.

## ALBA CREMA

Superb Toilet Cream. Differs from cold cream in not being greasy; differs from vanishing creams in not being dry.

Twenty-five cents.

BRUCE WALLACE, 419 Richmond St.

one of true happiness and love.

## CALEN HALL

Hotel and Sanatorium. Noted for its superior table and service.



## AMUSEMENTS, LECTURES AMUSEMENTS, LECTURES

**PATRICIA**  
ALL-FEATURE PROGRAM—BIG DOUBLE BILL  
The Sweetheart of the Screen.  
Mary Pickford in "Stella Maris" Shown at 2:45 and 7:30.  
TODAY, FRIDAY, SATURDAY, MATINEE AND NIGHT.  
GEO. WALSH —In his "ON TO BERLIN" AND 9:30.  
"AN INTERNATIONAL SNEAK"—A MACK SNETT COMEDY.  
Weekly War History

MAJESTIC  
THEATRE  
THE SHOW THE ORCHESTRA

JULIAN ELLINGE  
IN "THE WIDOW'S MIGHT"  
FRIDAY AND SATURDAY  
CONSTANCE TALMADGE  
IN "THE HONEYMOON"  
Vaudeville, Lonesome Luke Comedy, and News Weekly.

VALENTINE SOCIAL  
And Sale of Home-Cooking

First Presbyterian Schoolroom,  
FRIDAY, FEB. 15TH, 8 O'CLOCK.  
7u

## WINTER GARDEN

## St. Valentine Dance TONIGHT

10-Piece Orchestra  
A REAL TREAT  
ARRANGE YOUR PARTY  
FOR TONIGHT.

## Musical Art Society

GRAND OPERA HOUSE.  
TONIGHT, TONIGHT,  
SYMPHONY ORCHESTRA  
EIGHTY PLAYERS.  
ALBERT D. JORDAN, Conductor.  
SOLOISTS:  
Mme. Nell Gardini, Soprano  
(Metropolitan Opera Company.)  
Miss Wynne Pyle, Pianiste.  
Seats \$2.00, \$1.50, \$1.00 and 75 cents.  
Five hundred RUSH SEATS at 50c.

I. O. F.  
Court Concord No. 12, will hold their concert and supper for returned crippled soldiers in I. O. F. Hall, corner Richmond and King streets, on Wednesday, Feb. 15, 7 o'clock. Tickets on sale at door to general public, 25c for concert only, 1c basket, secretary of committee.

## Victory Bonds

It is advisable to sell your Victory Bonds at the London Stock Exchange, 418 Richmond street, next Bank of Commerce, London, Ont., F. B. Clarke, rather than by any other source out-of-town, as by so doing you will save time, trouble and money.

## PROFESSIONAL CARDS.

DANCING, SATURDAY NIGHT — Palace Academy, where the good dancers meet, best orchestra in town. Latest music, popular program. Lessons any time. Phone, Dayton & McCormick.

LONDON JUVENILE PIPE BAND. Expert dancers and entertainers. Concert engagements accepted, whole or part program provided. Sole booker, Pipe Major Macdonald, 480 Colborne, London, Phone 425.

GEORGE C. CARRIE  
(Late of New York City)  
VOICE SPECIALIST.  
Tone production to artistic finish. Interviews solicited by appointment. Studio, 555 Richmond, Tuesdays and Fridays. Telephone 2686.

SAM MUNRO, CANADA'S JUVENILE Harry Lauder, dancer, concert artist accepted. 101 Waterloo street. Phone 3129.

MRS. HENDERSON, TEACHER OF step dancing; expert dancers supplied for concerts and parties. 91 Wellington street. Phone 2670.

COBERT HANNAH, ELOCUTIONIST, entertainer, concert engagements, 367 Princess avenue. Telephone 3737.

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

SCHOOL — MODERN BALLROOM dances, 24 Dundas, Jack Corbett, instructor. Phone 1570.

VETERINARY SURGEONS.  
WILLIAM J. WILSON, VETERINARY —Horse and dog hospital. 84 King street. Phone 788.

V. McDONALD, VETERINARY SURGEON, 24 Riverview avenue. Phone 688. Phone 1786.

SURVEYORS.  
J. W. FARNCOMB, CIVIL ENGINEER, surveyor. Room 307, Dominion Savings, 125, Phone 552.

THAT SON-IN-LAW OF PA'S—Nobody Can Fool Pa, Either.

YA SAY YOU'LL GIMME A DOLLAR FER THAT O' BUSTED CHAIR? Y CAN HAVE IT FER NOTHIN IF YOU'LL TELL ME WHAT YER GOIN' TO DO WITH IT!

SCENE - PA'S OFFICE, 10 A.M.

## MEETINGS.

MEN'S UNION OF ST. ANDREW'S Church, Friday, Feb. 14, 8 p.m. Address by John J. Fote, of the Priory. Clary Manufacturing Co., Limited, on "Business Conditions." 7u

Notice to Farmers  
Mr. Halbert, president United Farmers of Ontario, will address meeting of farmers in County Buildings, London, Saturday, Feb. 16, 2 o'clock. 7u

REGULAR COMMUNICATIONS  
King Solomon Lodge, A. P. and A. M., Masonic Hall, this (Thursday) evening, at 7:30. Visitors welcome. S. R. Sampson, W. M.; Wm. Nichols, secretary.

REV. H. H. BINGHAM WILL GIVE his life's story in the Epworth Street Baptist Church, on Friday, Feb. 15, 8 p.m. The singing will be led by the joint choir of the Maitland Street and Talbot Street Baptist Churches.

WOMEN'S BIRTHS, MARRIAGES AND DEATHS—One insertion, 50 cents. Each subsequent insertion, 25 cents. Births, Marriages and Deaths—One insertion, 50 cents. Each subsequent insertion, 25 cents. Cards of Thanks—Fifty cents each insertion.

Articles For Sale, To Let, Help Wanted, Situations Vacant, Board and Lodgings, Lost and Found, Rooms to Let, and all similar condensed advertisements—First insertion, one cent per word; each subsequent insertion, one-half cent per word. No advertisement less than fifteen cents.

For all transient advertisements that are charged.

BORN, MARRIED, DIED.  
GRIFITH—On Feb. 13, to Mr. and Mrs. H. Griffith, a daughter, Helen Beatrice (stillborn). A. Quick, 7c

MARRIED.  
CHALMERS—DOUGLAS—At the residence of Mr. and Mrs. A. Douglas, 67 Thornton avenue, on Tuesday, Feb. 13, 1918, by Rev. James MacKay, Violette J. to J. Alfred Chalmer, Grandson, Sask. 7c

FOREMAN—HARTY—At St. Paul's Cathedral, London, Ont., on Wednesday, Feb. 13, 1918, by the Rev. Precentor Tucker, assisted by Rev. R. G. Peever, Helen Roberta, youngest daughter of Mr. and Mrs. Alexander Hart, 802 Talbot street, to the Rev. Clarence Wardlaw Foreman, B.A., curate St. Paul's Cathedral, son of the late Mr. J. W. Foreman and Mrs. Foreman, Toronto. 6u

SHORE—FISHER—At Holy Trinity Church, Vancouver, on Sunday, Monday, February 11, by the Rev. F. Clarke, Harriet Dennis, daughter of Mr. Arthur Fisher, Glenworth, to Clyde Fisher, son of the late Dr. John Shore, Keen, Washington. 6u

DIED.  
BROWN—At his late residence, 515 Maitland street, on Wednesday, Feb. 13, 1918, at 10:15 a.m., after a long illness, the beloved husband of Sarah Brown, aged 77 years.

From above address on Saturday, Feb. 16, at 2:30 p.m., services at 2 o'clock. Friends and acquaintances please accept the assurance of the family's sincere sympathy. Interment at Mount Pleasant Cemetery. 7u

FISHER—Accidentally killed, at Toronto, Ontario, on Sunday, Feb. 10, 1918, at 10:15 a.m., the late Mr. Fisher, 10, Cadet Francis Eugene Fisher, R. F. C., aged 20 years, dearly beloved son of Mr. and Mrs. C. E. Fisher, Carey Fisher, Petrolia, Ont. 6u

GIDLEY—At the family residence No. 2, Cherry street, on Wednesday, Feb. 13, 1918, at 10:15 a.m., the late Mr. Gidley, aged 56 years, beloved son of Mr. and Mrs. C. Gidley, at 2:30 p.m., services at 2 o'clock. Friends and acquaintances please accept the assurance of the family's sincere sympathy. Interment at Mount Pleasant Cemetery. 6u

HOOTON—At St. Joseph's Hospital on Thursday, Feb. 14, 1918, Annie, dearly beloved wife of John Hooton, 1414 Byron avenue.

General funeral services on Saturday, Feb. 16, at 2:30 p.m., at St. Joseph's Hospital. Interment at Mount Pleasant Cemetery. 7u

JONES—Suddenly, on Wednesday, Feb. 13, 1918, at 10:15 a.m., the late Mr. Jones, 1414 Byron avenue, at 2:30 p.m., services at 2 o'clock. Friends and acquaintances please accept the assurance of the family's sincere sympathy. Interment at Mount Pleasant Cemetery. 7u

KATHER—At his late residence, 812 Talbot street, on Monday, Feb. 12, 1918, Frederick Kaiser, dearly beloved husband of Anna Kaiser, aged 67 years, at 2:30 p.m., services at 2 o'clock. Friends and acquaintances please accept the assurance of the family's sincere sympathy. Interment at Mount Pleasant Cemetery. 7u

TAYLOR—At Victoria Hospital on Thursday, Feb. 14, 1918, David Taylor, 60 years of age, beloved husband of Alice Taylor.

Funeral from above address on Thursday, Feb. 14, at 3 services at 2:30 p.m., service at 2 o'clock. Friends and acquaintances please accept the assurance of the family's sincere sympathy. Interment at Mount Pleasant Cemetery. 7u

Taylor—At Victoria Hospital on Thursday, Feb. 14, 1918, David Taylor, 60 years of age, beloved husband of Alice Taylor.

Funeral from above address on Thursday, Feb. 14, at 3 services at 2:30 p.m., service at 2 o'clock. Friends and acquaintances please accept the assurance of the family's sincere sympathy. Interment at Mount Pleasant Cemetery. 7u

WANTED TO PURCHASE.  
AN EDISON DIAMOND DISC PHONOGRAPH. Apply at once to Box 24, Advertiser.

LIGHT TOURING CAR OR ROADSTER, in good condition, for cash. Box 202, Advertiser.

WANTED TO PURCHASE TWO GOOD roadsters, not over six years old, ten to eleven hundred. Apply London Fertilizer Company, Phone 638.

MILK ROUTE WANTED. — APPLY after six, 236 Grey street.

MELODEONS WANTED AT KEENE'S Antique Store, 243 Talbot street.

SCENE - HOME 5:30 P.M.

## FEMALE HELP WANTED.

GIRL WANTED FOR MAIL ORDER Department, Dominion Seeds, Limited, 119 Dundas street. 7c

YOUNG GIRL TO HELP WITH housework. Apply 572 Adelaide street. 7c

WANTED—A YOUNG LADY for office. State experience and location expected. Give references. Closed Saturday afternoon. Apply Box 207, Advertiser.

Stenographer, must be between 25 and 30 years of age, have good education, business experience, knowledge of city and present references. No others considered. Salary \$14 per week. Ontario Government Employment Bureau, 108 Dundas Street. No Fees.

WOMAN WANTED FOR WASHING and ironing. Must be reliable, giving particulars and references. If any, to Box 193, The Advertiser.

WANTED AT ONCE—EXPERIENCED stenographer, one with at least five years' experience in whole sale grocery or wholesale fruit business. Apply, stating salary expected, to Box 157, Advertiser.

WANTED—EXPERIENCED PREPARERS for millinery workshop, also salesladies for show room. Apply at Smallman & Ingram. 7c

COMPETENT MAID, REFERENCES required. Apply 281 St. James street. 7c

WANTED—EXPERIENCED COOK, general, clean, reliable, references required. Apply 281 St. James street. 7c

GIRL WANTED FOR GENERAL housework, small family, references required. Apply at once, Mrs. Lerner, 502 Hill street.

A WOMAN WANTED — ONE OF A kind, for a small family, references required. Apply to Rev. C. Thompson, 1008 Dundas street.

TOBACCO STICKERS WANTED. Apply to Mr. and Mrs. S. J. Clarke, 234 Clarence street. 7c

HELP WANTED.  
MACKAY SEWERS, LEVELING MACHINE OPERATORS, FINISHERS FOR MACKAY WORK.  
Apply Box 174, London Advertiser.

TEACHERS WANTED.  
A QUALIFIED TEACHER FOR S. S. No. 4, West Nissouri, Ontario. References at once, or later than Feb. 15, 1918. Apply to T. L. Hardy, R. R. No. 1, Thorndale. 7c

SITUATIONS WANTED.  
A MIDDLE-AGED MAN WISHES TO get a job as a commercial traveler. Apply to Box 204, Advertiser.

WORK IN WAREHOUSE OR STORE by married man, Box 205, Advertiser.

STATIONARY ENGINEER WANTS position, charge of small plant or assistant in large plant. Reliable and energetic. Address Box 193, Advertiser.

RESPECTABLE YOUNG WIDOW with one child, desires position as housekeeper in or near city. 160 Mount Pleasant avenue. 7c

WANTED — PAPER-HANGING and painting. Day or job. Work guaranteed. R. J. Emery, 124 Wilson street. 7c

LEWIS, 101 KING, BUYS AND SELLS all kinds second-hand house-furnishings. 7c

ALLIES DRY CLEANING, PRESSING, expert work, experienced tailors. 342 Talbot street. 7c

FOR GENUINE PLUMBING REPAIRS, call on Mr. S. H. Hammond, 745 King street. 7c

MORRIS FOR DRY CLEANING, pressing, 216 Grey, Phone 455.

MELOD & GREY, REAR ADVERTISERS—First-class livery and board. Bus parties our specialty. Phone 1277.

TRY OUR 25c DINNERS—FISH DINNERS Tuesday and Friday. Frank Allen Smith's Quick Lunch, 101 King street. 7c

MOVING AND STORAGE.  
UP-TO-DATE MOVING VANS—FURNITURE and pianos carefully handled. W. R. Flowers, 562 1/2 Colborne street. Phone 2626.

WE MOVE YOU CAREFULLY AND quickly—\$2 up per load. Phone 2529.

J. HENDERSON'S LARGEST moving vans and storage. Phone 1254. Residence, 573 Adelaide.

BRIGHTON THE MOVER—SPECIALTY in crating and shipping. Phone 1444.

ON MOVING DAY, REMEMBER "DAY, DAY, DAY" Motor vans. Fireproof storage at reasonable rates. Residents, 480 Maitland. Phone 2837. H. F. Day.

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

SLATE ROOFING—OUR SPECIALTY is slate blackboards. J. Whitaker, 511 King street.

AUCTIONEERS.  
ROSE & SHAW, LICENSED AUCTIONEERS—City Hotel, London, Ont. Specialties: farm sales.

## ARTICLES FOR SALE.

**Free! Free! Free!**  
1,000 FISH RECIPE BOOKS  
So great was the demand for these valuable books that we have secured another 1,000. These books are issued from the Food Controller's office, and as it is a national duty for you to create a desire for fish and save our beef for our boys in France, one should be in every household. One will be given away with each cash purchase. Owing to the conditions of the roads and our exceptionally heavy delivery, we ask all those who can to carry their parcels. 10,000 pounds of fish on sale for Lent.

FRESH CAUGHT LAKE ERIE HERRING .....10c lb.  
WINTER CAUGHT WHITEFISH, weather frozen.....15c lb.  
WINTER CAUGHT PIKE, weather frozen.....15c lb.  
WINTER CAUGHT PICKEREL, weather frozen.....15c lb.  
FRESH FROZEN HADDOCK .....12 1/2c lb.  
CODFISH .....12 1/2c lb.  
PINK SALMON STEAKS .....15c lb.  
WHITE SPRING SALMON .....20c lb.  
HADDIES, the best .....17c lb.  
FILLETS OF HADDIE .....20c lb.

Shrimps, Oysters, Ciscos, Kippers, Bloaters, etc.

**Andersons, the Big Store**  
Stores 1, 2, 3, 4, 5 Market House. Phones 1643, 1644.

DROPPED SINGER SEWING MACHINE—Nearly new; very cheap. 733 Queen's avenue, city.

FOR SALE—THREE HOLSTEIN cows, due February and March, or would exchange for young cattle. G. S. Bilton, lot 1, concession 2, London Township. 7c

A FEW SLIGHTLY USED SEWING machines at bargain prices, cash or easy payments. Open Friday and Saturday evening. Must make room for carport shipment. Singer Sewing Machine Company, 16 Dominion Savings Building, London. 7c

SOFT DRY WOOD, \$2.50 A LOAD. Apply 306 Grey, or Phone 2089. 7c

YORKSHIRE CANARIES, SINGERS, and parrot, good taker, 145 Mount Pleasant avenue. Phone 2332. 7c

FOR SALE—TEAM OF FARM horses, brood sow, etc., at west hall, lot 3, N. Adelaide W. McConnel, R. R. 3, Kerwood. 7c

PHONOGRAPH, \$10.50—PLAY ANY record. For particulars address Box 18, Advertiser. 7c

CABINET TALKING MACHINE—Golden oak case, complete with six double-sided records. Price \$10.00. Limited, 243 Dundas street, London. 7c

BLACK TEES ARE CHEAPER—35c, 40c, 45c, 50c and 60c. Sample 10c. Tyler's, 353 1/2 Clarence. 7c

ONE NEW MAHOJANY UPRIGHT piano, guaranteed; ten years; \$150 reduction from original store price; cash buyers only entertained. 600 St. James street. 7c

REAL ESTATE WANTED.  
WANTED—FARM, 50 TO 100 ACRES; not more than 10 or 12 miles from city. Preferably with good buildings. Address Box 8, Advertiser. 7c

WANTED TO RENT OR PURCHASE, good modern Dundas street home, with full grounds and waterloo street preferred. Good office and residence. Give full particulars. Price reasonable. Box 194, The Advertiser.

TO LET.  
TWO MODERN HOUSES TO RENT — South London. Phone 6725. 7c

HOUSE OR BYRON AVENUE — Electric light, charming, and modern. Disposition. Apply 33 Bruce street. 7c

TO LET—APPLY ALFRED Tyler, 353 1/2 Clarence. 7c

FOR RENT—FOUR-ROOMED FURNISHED apartment. Conveniences. Private entrance. Grand. References required. 129 Richmond avenue. 7c

HOUSE TO LET—MODERN. APPLY 78 Oxford street west. 7c

ROOMS TO LET.  
NICELY FURNISHED FRONT ROOM, modern, central. Apply 255 Talbot. 7c

NICELY FURNISHED ROOM, CENTRAL, one or two gentlemen. 361 Dundas. 7c

WANTED TO RENT.  
WANTED BY MARCH 25 — COTTAGE, with modern conveniences, electric light, central heating, and bath. South London preferred. Box 202, Advertiser. 7c

WANTED TO RENT — FARM OF 50 to 100 acres, with good description, to Box 102, Advertiser. 7c

WANTED TO RENT BY MARCH 1 — Cottage, with conveniences, also barn. Box 191, Advertiser. 7c

YOUNG COUPLE WANTS FOUR OR five roomed modern apartment or cottage, north end preferred. State full particulars to Box 112, Advertiser. 7c

WANTED BY APRIL 1—HOUSE—Central located; moderate rent. Apply Box 241, Advertiser. 7c

BOARD AND ROOMS.  
WIDOWER WITH TWO CHILDREN (aged 10 and 12) wants board in private family. Apply, stating terms, to Box 155, Advertiser. 7c

OSTEOPATHIC PHYSICIANS.  
DRS. MARIE H. HARRIS, REBECCA Harris, St. George Apartments, Wellington. Phone 1608. Refers to Dr. Harris, specialty catarrhal diseases.

E. S. DETWILER, D. O. HAS RE-MEDVED 1044 Waterloo, corner Queen's. Phone 3272.

Used Motorcycles  
BUY NOW!

1 Indian Twin, new tires, good order .....\$160  
1 Pope Twin and Side Car, all overhauled .....\$185  
1 Indian Lightweight, run less than 200 miles .....\$165  
1 Pope Twin and Side Car \$175  
1 Excelsior Twin, all overhauled, fine order .....\$135  
1 Gen, good order .....\$70  
1 Cyclomotor, nearly new .....\$70

See us or write for full particulars on these bargains. Now is the time to buy.

## Bicycle and Motor Sales Company

425 Wellington, Indian Agents.

## USED CARS FOR SALE.

SEE OUR SECOND-HAND FORD touring runabouts before you buy. Recently overhauled and painted good as new. Universal Motor Sales, Phone 6012. 7c

## USED FORDS

We have a number all in first-class condition for sale. We will work our specialty. Cut prices now.

## HUB GARAGE

374-6-8 DUNDAS ST. PHONE 6257.  
Charles C. Jones, Proprietor.

USED CARS — Anyone considering the purchase of a used car will do well by seeing our second-hand touring cars. We have a large stock of touring cars—Chevrolet, Buick and Ford—touring cars—at exceptionally low prices. DUNDAS AND CLARENCE STREETS. ywt

## AUTOMOBILE ACCESSORIES.

Special sale on all accessories until February 15. We also have a full line of all standard tires and tubes at H. W. WARE'S Accessories Store, 350 Dundas street, London, Ont. Phone 4005. ywt

## MISCELLANEOUS.

THE MANY PATRONS OF THE LONDON Mineral Baths will be pleased to learn that this institution is again open for bathing after having been closed on account of coal shortage.

DEBTS DUE MERCHANTS OR others, please call on us for collection, no charges. Rates and conditions on application. Canadian Bureau of Credit, 100 Bank Chambers.

CIRCULAR LETTERS, NOTICES, announcements, etc., perfect imitation typewriting done on our Flexotype machines at short notice. The Copy Shop, 3 Dominion Bank Chambers.

## LIVE LOBSTERS (Scalloped)

## FRESH MUSHROOMS

Served in best style.

## WONG'S CAFE

Ywt

## MEDICAL CARDS.

J. B. CAMPBELL, M.A., M.D.—SP. CLINICAL, diseases stomach and surgery. Hours, 1-4, 7-9, and appointment.

DR. KARN, SPECIALIST GENITO-URINARY and rectal diseases of men and women. 426 Richmond street, London.

DRS. FERGUSON & FERGUSON, South London, Phone 753. Dr. F. Ferguson, specialist in diseases of women. Dr. J. Ferguson, specialist, children's diseases.

DR. HOLMES, 341 RICHMOND—SP. CLINICAL, skin diseases, medical electricity. Hours by appointment only. 7c

DR. SEPTIMUS THOMPSON, PARK avenue, corner Queen's—Eye, ear, nose and throat.

DR. A. A. McLEAN, CORNER DUNDAS and William—Specialty, diseases of women. Dr. J. A. McLean, specialist, surgical treatment of women.

DR. G. L. CLARKE—EYE, EAR, NOSE and throat. 345 Dundas street.

DR. W. H. SHAW, M.D., L.R.C.P. and M.R.C.S. (England), 287 King street, Phone 829.

DR. W. M. SHOOTHAM, 420 RICHMOND—SP. CLINICAL, diseases of women and surgery. Hours by appointment only. 7c

DR. D. H. ARNOTT, 226 QUEEN'S avenue, in addition to regular practice, will accept special treatment for cure of liquor and drug habits.

DR. J. S. SCHIAM, CORNER KENT and Talbot streets. Phone 2250.

F. L. BURTON, M.D., L.R.C.P. and M.R.C.S. (England), 287 King street, Phone 829.

DERMATOLOGY.  
MARINELLA SYSTEM FOR FACE, scalp, chloasma. Removal of superfluous hair permanently. Miss Beattie, corner Talbot and Fullarton streets. 327

ASSIGNEE'S SALE BY PUBLIC AUCTION. Steam Tug Glen Erie, fish nets and all equipment of the Glen Erie Fish Company, will be sold subject to a reserve bid, by public auction at the Loney House, in the Village of London, Ontario, on Wednesday, the 22nd day of February, A.D. 1918. Full particulars and conditions of sale may be had by applying to D. A. Cattachan, assignee of the estate of John Price, deceased, or to Mr. McCrimmon, McCrimmon & McWilliam, solicitors for the said D. A. Cattachan, Royal Bank Chambers, St. Thomas, Ontario. Twenty percent of the purchase money to be paid down at time of sale, balance to be paid in ten days from date of sale. Dated at St. Thomas this 8th day of February, 1918. McCrimmon, McCrimmon & McWilliam, Solicitors for D. A. Cattachan, Assignee. Feb. 14, 1918.

ONTARIO LOAN STOCK FOR SALE

Tenders Will Be Received up to the 20th day of February, 1918, for the purchase of all or any part of one hundred and (100) shares of



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## THE PROOF IS IN THE EATING!

You'll never know just how tasty and nutritious

### Parnell's Breads

are until you try a trial loaf. Order one today from your grocer's, from our wagons, or by phoning us.

**Parnell The Breadman**  
Phones—929, 1390.

## Diamonds!

The most important feature in the buying of a diamond is the dealer you buy from. For many years we have been selling diamonds to people who know and demand the best.

### Quality That Counts

Ladies' Solitaires, \$15, \$20, \$40, \$75 and \$100.  
Ladies' Fancy Platinum Dinner Rings and Clusters, \$20, \$35, \$50, \$75 and \$150.

## YOUNG'S

Diamond Merchants and Jewelers.  
TWO STORES.  
LONDON. EAST LONDON.

## LOST—Your Appetite?

Don't worry! All you need is a big wholesome slice of

## Johnston Bros. XXX BREAD

Its deliciously different flavor will retain your lease on appetite and add goodness to all the rest of the meal.

AT YOUR GROCERS.

JOHNSTON BROS.

Phone 941.



COMPLY WITH THE NEW REGULATIONS.

Purchase a Pair of MACBETH AUTOMOBILE LENSES.

**Western Ontario Electric Co.**

Phone 4071. 237 Dundas Street.

**The London Loan and Savings Company of Canada**

INTEREST RATES ALLOWED

In Savings Bank 4 Per Cent

Debentures 5 to 5½ Per Cent

M. J. KENT, Manager.

## Rowat's COFFEE

50c per pound  
T.A. ROWAT & CO.  
250 Dundas St.  
Phone 3551-3552.

**REDS MURDER DOCTORS.**  
STOCKHOLM, Feb. 13.—The Aftonblad says that after a massacre which occurred at Kervo (Kerava), the guards were by the side of surgeons who left immediately, adding the paper, were murdered by the Red Guards on their arrival.

### LIBERAL EUCRE.

At the regular weekly eucure held in the Liberal Club rooms last night, R. Cabrera won first prize, with a high score of 99. The tournament between the Liberals and Whites will be played off on Friday night. In the last games the Liberals scored 2,042, against their opponents' 1,906.

"WHEN WE WANT to start advertising, you are going to be it." That's the cheery message a progressive firm "phoned us a day or two ago. Fine business for both."

## Federal Advertising Service

Dominion Savings Building  
LONDON, CANADA.

## Thursday—

### St. Valentine's Day

We have provided many special things in every department.

Appropriate Candies and Cakes, and a special St. Valentine's Supper in the Tea Room.

## PETERS LONDON

## ROSS', LIMITED

### FOR A FEW DAYS LONGER!

Suits, Coats and Skirts Will Be Sold at Manufacturer's Clearing Prices

**SALTS' PLUSH COATS**  
ENGLISH AND AMERICAN ALL-WOOL VELOUR COATS, ENGLISH WHITNEY AND CHINCHILLA COATS.

These garments are made in both plain and trimmed. Every one guaranteed and made in our own factory.

### Fall and Winter Suits

In serge, velour, gabardine, poplin, etc., in all the new colors, at less than wholesale price.

OUR OWN MANUFACTURE.

### FURS

Hudson Seal Coats .....\$135.00 and up  
Natural Canadian Rat Coats .....\$95.00 and up

All our own make and guaranteed.

FUR SETS—In Fox, Lynx, Wolf, Sable, Mink, etc., all at clearing prices.

PHONE 1319.

196 DUNDAS STREET.

## FURS

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