

WHAT MAKES YOU THINK

that the obstinate sore from which you are suffering is incurable? Ordinary ointments may have failed, but Zam-Buk, owing to its unique composition, cures cases that have defied all other treatment.

Mrs. R. Terrell, of 169 Dorion St., Montreal, P.Q., says: "For five years I suffered with a sore on my leg, caused by a bruise. At first I did not think it so serious, but gradually it became worse, until it developed into an open sore. I suffered intensely, and at last walking became so painful that I was obliged to remain in the house all the time. I tried numerous remedies, the best of which only gave temporary relief. Finally Zam-Buk was recommended to me, and I commenced applying it regularly. There was soon a marked improvement in the condition of the sore. I persevered with the treatment, with the result that in less than two months the sore—although of five years' standing—was completely and permanently cured. I cannot express the relief I feel at being free from suffering, and I shall never again be without Zam-Buk."

Zam-Buk is equally good for eczema, abscesses, poisoned wounds, ringworm, scalp sores, blood-poisoning, boils and piles, as well as cuts, burns, scalds and all skin injuries. All druggists and stores, or Zam-Buk Co., Toronto, 50c. box, 3 for \$1.25.

ZAM-BUK

ARMY SERVICE CORPS GETS EIGHTEEN RECRUITS

The Army Service Corps has seemingly been very successful in getting recruits. In the first two weeks of February, the following seventeen men were accepted for service overseas in the unit: C. P. Dixon, Sparteburg, S. C.; U. S.; Sutherland, Detroit; H. Peterson, Galt; J. D. Davis, Bridgeton, S. M.; Wolfe, Kitchener; H. Wilkins, Bridgeport, Ont.; C. H. Gooding, Elmira; P. W. Pequegnot, Kitchener; J. A. Hackett, Wallenstein; F. C. Jones, Kitchener; S. B. Langdon, Winterbourne; G. R. Demerut, J. H. Oldfield, G. A. Torrence and J. T. Partridge of Windsor; A. L. Marshall of Wolsely, and H. W. White of Elmira, Ont.

OXO

OXO CUBES are exactly suited to the needs of men in training for the war. They build up strength to resist climatic changes, they promote fitness, and counteract the effects of cold and fatigue.

CUBES

COUNCIL REFUSES DEBENTURE ISSUE FOR HYDRO SHOP

Proposition Not Included in City of London Bill.

WILL COMPLETE AUDIT

Enforcement of Militia Act To Be Further Considered.

The council last evening refused the request of the utilities commission for \$50,000 in debentures to complete the hydro shop. The issue will not be included in the city of London bill, and there seems to be no possibility of the commission getting the money this year.

Controller E. S. Little was the only member of the council supporting the motion. He pointed out that the building was needed; that it meant a development in the hydro enterprise; that it would be a step towards the completion of the hydro shop in the city hall, the shop could be sold for at least as much as it cost.

Ald. Moorhead wanted the structure built out of surplus. He thought there was sufficient for the purpose. He kept work and money until the soldiers returned, said Controller Shaw.

Will Complete Audit. The audit muddle was finally straightened out, and Andrew Dale and Arch Sereton were finally authorized to complete the audit of the books for 1916, for which they will receive \$500 and to audit the books for 1917, for which they will receive \$450. This will include all clerical assistance, etc., but they will be allowed to retain their private practice. This order will mean a saving of about \$1,800. If P. G. Jewell is consulted by heads of departments or by the utilities commission, the city or the commission, as the case may be, will pay the cost.

Ald. Copp and Ald. Cunningham were in favor of amending the bylaws governing poolrooms in order that they be allowed to run only four days a week, instead of six, as at the present time. The matter was referred to No. 1 committee.

Would Amend Act. A deputation from the Mothers' Clubs from the city, headed by Mrs. Harry Winnett, protested against the desired amendments to the motor vehicle act as proposed by the Safety League, by which pedestrians were to keep only to crossings when going from one side of the street to the other. They declared that this would be a grievous burden to them, as it was impossible to keep children from crossing the streets in the middle of blocks. It would place the onus for accidents on the pedestrian, which was unfair. They objected to the proposal to increase the speed limit from 15 to 20 miles for automobiles. The matter will be taken up by No. 2 committee at once, and a recommendation presented to the council at the next meeting.

It was decided to reject the stalls in the basement of the market house. Some time ago the council voted to give this portion of the building over to the butter and eggs dealers, who came from the country, but the council last night decided that this was unwise.

Further Consideration. The resolution passed by several councils, to the effect that the militia act be put into force in Canada, was sent back for further consideration on the motion of Ald. Ashplant. He would not support any motion that did not provide for a conscription of wealth as well as men. The council agreed to send the matter to the committee on Beddome & Brown were given the

Where to Enlist

INFANTRY.
149th Battalion Headquarters—Queen's Park.
241st Scottish Borderers—Armstrong's, Waterloo and Dundas streets. Major H. A. Kingsmill and Capt. W. H. Irvine in charge.
216th Bantam Battalion—Armstrong's.

MOUNTED RIFLES.
Canadian Mounted Rifles—Armstrong's.

ARTILLERY.
63rd Depot Battery—Queen's Park. Major N. K. Cameron, commanding. Armstrong's.

SPECIAL CORPS.
256th Railway Construction Battalion—374½ Richmond street, Armstrong's.

Army Medical Corps—Wolsely Barracks. Armstrong's.

Army Service Corps—Queen's Park. Armstrong's.

Engineers—Carling Heights. Armstrong's.

Railway Workers—Armstrong's.

Cycle Corps—Armstrong's.

The Armories recruiting office is open from 9:30 o'clock until noon in the morning, and from 2 o'clock in the afternoon until work is over.

Royal Canadian Voluntary Naval Reserves—Associated Kin Headquarters, Carling and Richmond streets.

contract for insuring the firemen at \$12.01 per man per \$1,000.

The council put an effective block in all soliciting schemes such as Nurse V. King worked the citizens for not so long since, and in future the consent of the police commissioners must be obtained before the scheme is permitted.

A close watch will be kept by the Ad Club to prevent the citizens being imposed upon.

Ald. H. B. Ashplant established quite a record in the way of marathon speaking. According to statistical authorities present, he spoke no less than 55 times, consuming all the way from fifteen seconds to ten minutes.

Flattering to the Original

But Imitations Only Disappoint

There are many imitations of this great treatment for coughs, colds, croup, bronchitis and whooping cough. They usually have some sale on the merits of the original, but it should be remembered that they are like it in name only.

This is a facsimile of the package bearing portrait and signature of A. W. Chase, M.D.

LONDON MAY LOSE PART OF M'CLARY'S UNLESS GAS COMES

Letter From Firm Tells of Urgent Need of Fuel.

DISTRIBUTION PLANNED

Ratepayers To Vote on Proposal to Raise Money for System.

That a portion of the McClary Manufacturing Company's plant would have to be moved out of London, if natural gas is not furnished within a reasonable time, was the somewhat startling announcement made to the council last evening by Lieut.-Col. W. M. Garthshore, in a letter to that body. The council did not see fit to grant the request to allow McClary's to connect at its own expense with the Southern Ontario Gas Company's main just outside the city. City Solicitor Meredith stated that it would be impossible to give the company a franchise for a period exceeding one year, and that at the expiration of the time the matter would have to be voted on.

The council did pass a resolution to the effect that the utilities commission be empowered to distribute natural gas. This will be referred to the City of London bill. In the meantime the McClary Company was said over until tenders for natural gas are received.

Will Take a Vote. It developed, however, that the utilities commission, in case the Legislature does give it power to distribute natural gas, will have to have a vote of the people to raise the necessary money. This vote cannot be taken save at a regular municipal election, which is next January. In the meantime, the McClary Company will be without natural gas, and London is in danger of losing one of the biggest industries within its limits.

The company has received flattering offers to go elsewhere, and is considering them. Lieut.-Col. Garthshore explained at some length the position of the company, and it is a most reasonable one. It is not our intention that anything in this subject should be construed as a desire on the part of this company to obtain an exclusive franchise or a perpetual supply of natural gas from any one source," said Col. Garthshore.

Want a Supply. "Our sole intention was to facilitate at the earliest possible moment a supply of natural gas for manufacturing purposes, recognizing the delay that authorities undertook to introduce it. We would be perfectly satisfied to obtain this supply from any source that you may determine, and can only repeat that the matter is extremely urgent and should be adopted with the least possible delay. For several years a supply of several million feet of gas has been passing our doors. It would be just as reasonable that the railway trains should carry coal past London as that this natural fuel should not be utilized. The scarcity of fuel, oil and coal, and the increasing cost of same, is such that natural gas will have to be brought to the plant or a portion of the plant moved to the natural gas."

CRIMINAL, Feb. 19.—A Valentine box social was held in the basement of Crumlin Presbyterian Church, and was largely attended. The proceeds amounted to about \$30. Among those who participated in the program were: Mrs. (Dr.) Armstrong and Miss M. Hobbs, elocutionists; Gumb quartet; Miss Reia Gee and Miss R. Wilson, soloists.

THE TONIC THAT BRINGS HEALTH

"Fruit-a-lives" Builds Up the Whole System.

Those who take "Fruit-a-lives" for the first time, are often astonished at the way it builds them up and makes them feel better all over. They may be taking "Fruit-a-lives" for some specific disease, as Constipation, Indigestion, Chronic Headaches, or Neuralgia, Kidney or Bladder Trouble, Rheumatism or Pain in the Back. And they find when "Fruit-a-lives" has cured the disease, that they feel better and stronger in every way. This is due to the wonderful tonic properties of these famous tablets, made from fruit juices. Fifty cents a box, 6 for \$2.50; trial size, 25c. At all dealers or sent postpaid by Fruit-a-lives, Limited, Ottawa.

MAYOR NON-COMMITTAL ON LETTER TO OTTAWA

Sidesteps All Efforts To Find Out About Hospital.

There was another flurry at the city council last night as to whether or not the grounds of St. Joseph's Hospital, at the front has been greatly facilitated. It was brought up by Ald. Copp, who asked the mayor whether he did write the letter.

"I told Controller Shaw to go ahead and find out," answered his worship. "I gave him my full permission to produce the letter."

"Did you or did you not write the letter," persisted Ald. Copp. "You have no right to write a private letter of such a character, if this is true." Controller Shaw hinted that Mayor Stevenson destroyed the shorthand notes made in City Clerk Baker's office. This Mayor Stevenson denied, and challenged Dr. Shaw to produce the notes or the letter.

"Your friend, Flanagan, heard me talking about the matter, and he told you to destroy the notes," declared Controller Shaw. "I want to know who your stenographer is. I want to know who wrote the letter for you."

"If the letter is in Ottawa, you can get it," retorted the mayor. I told you to get it."

The mayor promised to answer Ald. Copp's question in due time.

AIDS RETURNED SOLDIERS. HYDE PARK, Feb. 19.—The patriotic dance in the Hyde Park hall, under the auspices of the Red Cross Club, was a most decided success. The crowd, which numbered more than 200, did full justice to the excellent supper provided. The proceeds are in aid of the Byron Sanatorium for returned soldiers.

SORE ABSOLUTELY PAINLESS. No cutting, no plasters or pads to press the sore spot. PUTNAM'S EXTRACTOR makes the corn go without pain. Takes out the sting overnight. Never fails—leaves no scar. Get a 35c bottle of Putnam's Corn Extractor today.

VICTIM OF LONDON ACCIDENT IS BURIED

Girl Who Died of Burns Is Buried at Exeter.

EXETER, Feb. 19.—The funeral of Miss Lola Taylor, youngest daughter of John Taylor of Exeter, who died in St. Joseph's Hospital, London, on February 15 as a result of burns received when her kimono caught fire from an oil heater at her boarding-house on Saturday afternoon, was held at the residence of her father, Melbourne street, on Saturday afternoon. Interment was made in Exeter Cemetery.

The funeral services were conducted by Rev. Mr. Reid, assisted by Revs. MacMurtrey and Kettle. Besides her parents, Miss Taylor is survived by four brothers, Nelson of Copple, Alta.; Frank of the American navy, Gordon with the Mechanical Transport, now in France; Ernest, at home, and three sisters, Mrs. Will England of Copple, Alta.; Mrs. Agnew of Winnipeg and Mrs. Jas. McTavish of Shakespeare. The pallbearers were six young men from the Young Men's Bible Class of James Street Methodist Church. The many floral offerings showed the esteem in which the young lady was held by her many friends. Among them being gates from Mr. Westervelt and the members of his business college, also a wreath from the young ladies of her boarding-house in London. Miss Taylor had just been received into the First Methodist Church three weeks ago.

FACILITATES CASH SENDING TO FRONT

The Canadian Bank of Commerce Has Supply of New Notes on the Bank of France.

Through the enterprise of the local branch of the Canadian Bank of Commerce, the sending of money to soldiers at the front has been greatly facilitated. The bank has secured a supply of Bank of France 5-franc notes, which it is selling at the rate of 6 francs for 35 cents.

These notes are actual cash, and are consequently accepted cash value anywhere in France, which makes their use preferable to postal money orders and other vouchers, the cashing of which in France entails formality.

The notes are accepted cash value anywhere in France, which makes their use preferable to postal money orders and other vouchers, the cashing of which in France entails formality.

Those having relatives or friends at the front will find this means of sending money very convenient, and will doubtless take full advantage of it instead of utilizing more cumbersome methods.

WEDDING BELLS

FERGUSON—MACIVER. A quiet wedding was solemnized Saturday afternoon at New St. James' manse, St. George street, when Miss Annie Jane Maciver, only daughter of Mr. Hugh Maciver of Lobo, was married to Douglas Ferguson of Lobo. The ceremony was performed by Rev. James MacKay of New St. James' Church. After the ceremony the happy couple left via G. R. for Sanda and other western points. Mr. and Mrs. Ferguson will reside on the old Maciver homestead.

HENDERSON—LOBB. GODERICH, Feb. 19.—A very quiet but pretty wedding was solemnized at "Atherton Farm" the home of Mr. and Mrs. W. H. Lobb, when their second daughter, Elsie May, and George C. Henderson, Radisson, Sask., were married by Rev. A. Sinclair, in the presence of immediate relatives. At 6 o'clock to the strains of Mendelssohn's Wedding March rendered by Misses Joy and Vera, sisters of the bride, the bride, gowned in white silk crepe trimmed with radium lace and carrying a shower bouquet of white roses and lily of the valley, was given away by her father, under an arch of evergreen and white satin. She wore the conventional bride veil caught up with orange blossoms sent to the bride direct from California.

The treat that its lovers learn to expect from a cup of "SEAL BRAND" COFFEE, is always realized to the full for "Seal Brand" holds its aroma and flavour to the last spoonful in the air-tight can.

1/2, 1 and 2 pound tins. Whole-ground—pulverized—also fine ground for Percolators. Never sold in bulk.

CHASE & SANBORN, MONTREAL.

MISS OLIVE, sister of the bride, wearing a gown of pale pink silk crepe, acted as bridesmaid, while the groom was supported by his brother, Horace, of Paris. While the happy young couple were receiving congratulations of their friends, Miss Joy played the Bridal Chorus, and during the signing of the register Miss Luella sang "Because," and Miss Vera rendered "All Mine Alone." The wedding party repaired to the spacious dining hall, tastefully decorated in Valentine effect. At the conclusion of the dinner the Rev. Sinclair, as master of ceremonies, proposed the toast to the bride, which was responded to by the bride's father, the groom's father and the groom.

The happy couple left on the early train for Branford, Niagara Falls and other points. The bride's traveling suit was of navy serge and hat to match. Mr. and Mrs. Henderson will shortly depart for their new home in Radisson, Sask.

DON'T BE BILIOUS, HEADACHY, SICK OR CONSTIPATED

Enjoy life! Live your liver and bowels tonight and feel great.

Wake up with head clear, stomach sweet, breath right, cold gone.

A successful concert was held Monday evening in St. David's Anglican Church, Hamilton road.

The major part of the program was provided by George Steer, who gave many solos and readings, which were heartily enjoyed.

A feature of the program was a playlet entitled "Mrs. Martin Entertains the Sewing Circle," which was presented by the True Blue Class of the Colborne Street Methodist Church. This playlet was full of laughter and provided much enjoyment for the audience. A duet by Miss Reid and Miss Tribe, and a selection by H. McDermott were well received.

Solos, which were rendered by J. Foster, Mrs. Fry, Mrs. Seef and Miss Lola Graham were greatly enjoyed.

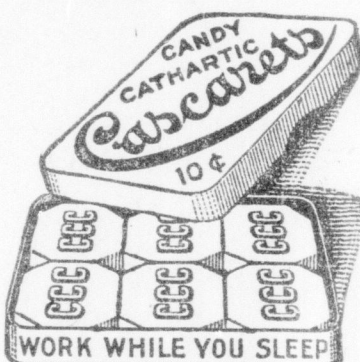
A reading by Miss Ethel Tribe and a drill under the direction of H. N. Watson, made up a fine program.

IN POLICE COURT

Mayor Stevenson and Henry Macklin, J.P., held a brief session at the police court today.

One young man, charged with being intoxicated on the street, pleaded guilty, and was fined \$10 and costs, the minimum fine being imposed, although it was his third offence. A representative of the Salvation Army pleaded for leniency and as a consequence he escaped with the small fine.

Joseph McGuire was charged with driving his team past a standing street car. He explained that he had waited until all the passengers were off the car and as there was no one boarding the car he drove past. With this explanation, he was discharged. Robert Reem-er pleaded guilty to a breach of the traffic bylaw and paid a fine of \$2 and costs.



WORK WHILE YOU SLEEP

Take one or two Cascarets tonight and enjoy the nicest, gentlest liver and bowel cleansing you ever experienced. Wake up feeling grand, your head will be clear, your tongue clean, breath sweet, stomach regulated and your liver and thirty feet of bowels active. Get a box at any drug store now and get straightened up by morning. Stop the headache, biliousness, bad colds and bad days. Feel fit and ready for work or play. Cascarets do not gripe, sicken or inconvenience you the next day like salts, pills or calomel. They're fine!

Mothers should give a whole Cascarte any time to cross, sick, bilious or feverish children because it will act thoroughly and cannot injure.

Jule and Jay J. Allen Present

Official! Authentic! Historic!

The Canadians in Action and the Advance of the Tanks

The Official Moving Picture of the Battle of Courcellette

Under the auspices of The London Advertiser, the official moving pictures of "The Canadians in Action and the Advance of the Tanks" are being presented by Jule and Jay J. Allen today and all this week

at the Lyric Theatre daily and continuously from 1 p.m. until 11 p.m. These pictures are official, having been produced under Government and military auspices; they are authentic, having been indorsed by His Majesty the King, and they are historic, being a record of first importance of Canada's national life, produced for the Canadian War Records Office, under Sir Max Aitken (Lord Beaverbrook).

THE BATTLE OF COURCELETTE, SEPT. 15-16, 1916, was the greatest single military operation in which Canadians have ever co-operated. This film is a magnificent pictorial supplement to the facts. It will link future generations with these eventful times as truly as it bridges 3,000 miles for those of us who have sons on the battlefields of France today.

This is the first film ever shown in Canada depicting the British tanks in action. The tanks were introduced into the war the day these pictures were taken. They are shown close up in conjunction with the advance of the Canadian troops, monstrous, mysterious, unique.

THE CANADIANS AND THE TANKS—Everybody should see them. It is a debt to yourself, your soldiers and the proper understanding of new-made Canadian history.

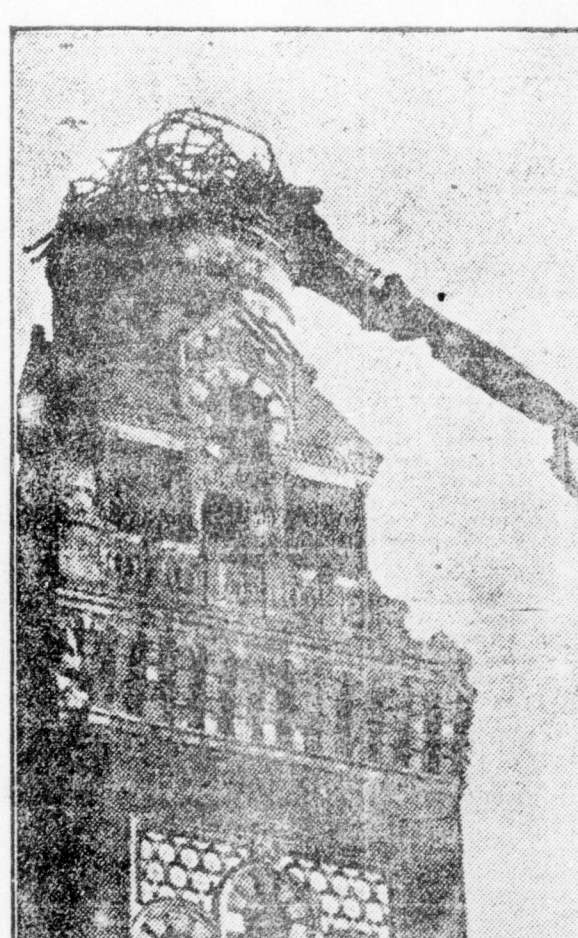
Eight Performances:
1 p.m., 2:15 p.m.,
3:30 p.m., 4:45 p.m.,
6 p.m., 7:15 p.m.,
8:30 p.m., 9:45 p.m.

Lyric Theatre

25 Cents
With War Tax
Added Gains Admission To All Performances.



Patching Up the "Pipped."



Cathedral in Ruins.

INTERESTING INFORMATION FOR Earners, Savers and Investors

TO INVESTORS

THOSE WHO, FROM TIME TO TIME, HAVE FUNDS REQUIRING INVESTMENT MAY PURCHASE AT PAR

DOMINION OF CANADA DEBENTURE STOCK

IN SUMS OF \$500 OR ANY MULTIPLE THEREOF.

Principal repayable 1st October, 1919.

Interest payable half-yearly, 1st April and 1st October by cheque (free of exchange at any chartered Bank in Canada) at the rate of five per cent per annum from the date of purchase.

Holders of this stock will have the privilege of surrendering at par and accrued interest, as the equivalent of cash, in payment of any allotment made under any future war loan issue in Canada other than an issue of Treasury Bills or other like short date security.

Proceeds of this stock are for war purposes only.

A commission of one-quarter of one per cent will be allowed to recognized bond and stock brokers on allotments made in respect of applications for this stock which bear their stamp.

For application forms apply to the Deputy Minister of Finance, Ottawa.

DEPARTMENT OF FINANCE, OTTAWA,
OCTOBER 7th, 1916.

The Professional Executor

When you want your watch mended you take it to a professional jeweler, not to some friend who seems to have a mechanical turn of mind.

On the same principle you choose a doctor, a lawyer or a dentist.

Why, when you appoint an executor for work more important than any of the above, do you pick out a friend with no experience and with untried ability?

Why not select a professional executor—one who knows how? The business of this Company is to manage estates, and it invites you to consider most carefully the advisability of its appointment as your executor and trustee.

The Fidelity Trusts Company of Ontario

Dominion Savings Building - London.

T. H. PURDOM, K. C.,
President.

W. J. HARVEY,
Manager.

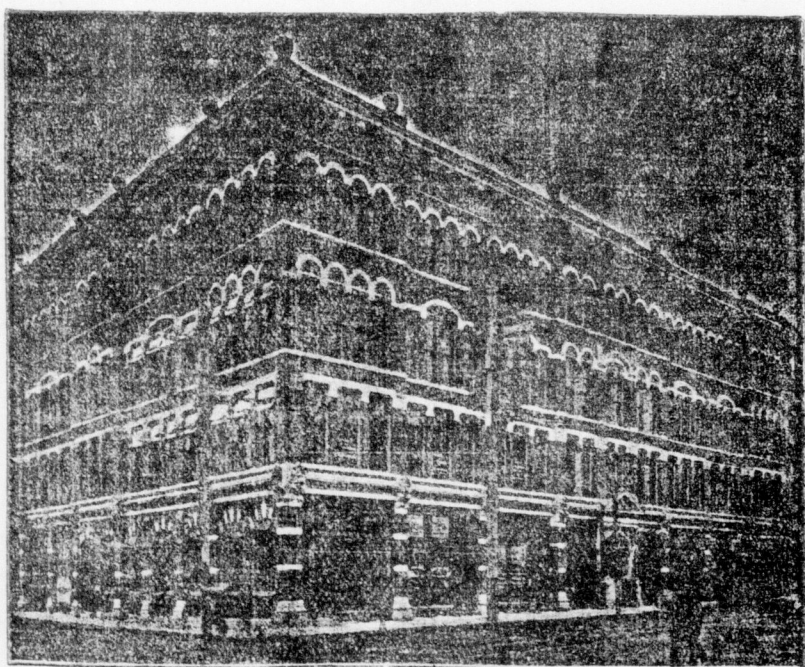
The Consolidated Trusts Corporation

GEO. G. McCORMICK, President THOS. BAKER, 1st Vice-President
R. G. FISHER, 2nd Vice-President

Act as Executors and Trustees for estates; invest money in choice real estate mortgages; Government bonds, etc., at highest interest. WILL forms free of charge.

Office - London Loan Block, 220 Dundas Street

The Dominion Savings and Investment Society LONDON - ONTARIO



Dominion Savings Building

Absolute Security for Depositors and Debenture Holders

Total Assets \$2,283,105 01
Total Liabilities to the Public 1,072,384 60

Margin of Security \$1,210,720 44

T. H. PURDOM, K. C.,
President.

NATHANIEL MILLS,
Manager.

Industry, Thrift, Banking, Insurance, Investments

THRIFT

BY R. C. MacKNIGHT.

Since the beginning of the war we have heard and read a great deal about Thrift. What a giant it is when nation-wide, and what a heavenly blessing to the individual, and there is no doubt that if this war teaches Canada Thrift our future as a nation is made. Many think Thrift is meanness, miserliness, hoarding, that Thrift may give a man savings certificates of various kinds, but he will lose his friends. The miser loses the love of his children and dies cackling the parting from his hoard, but he is not thrifty—by no means. Thrift does not sacrifice the person to possession, the life to livelihood, the national loss of many to the gain of the few.

Family thrift and resulting savings, is a great blessing, but it is not thrift if done at the expense of the mother's health or the children's physical or educational development. Savings at the expense of a group is thriftless, but it is thrift to respect the human rights of the individual. Forethought is necessary, and its exercise is a privilege which will pay dividends.

The Thrift instinct is heaven-born, and strange though it is, the creatures we call inferior have this in generous measure. If the instinct was not powerful, the wild things in our country would be destroyed by the elements in a short time. Think of the squirrel—doesn't this thrifty little fellow suggest something to you? The thrifty man is a great asset against the day of adversity or declining years, and when the time comes, he has his own resources to rely upon. Think of the improvident man and his wasted opportunities. But Thrift also means more than the conservation of dollars and cents. It means the proper development of manhood and womanhood to the fullest usefulness and realization of responsibility to himself and the state. Thrift will help a man realize the importance of an independent spirit personally and economically for the stability of our state.

The United States has been termed a Nation of Wasters and Spenders. Are Canadians any better? Do the 2,000,000 people of Western Ontario realize that a saving of ten cents a day, exclusive of Sundays, for each person would amount without interest to \$62,500,000 in a year? The people of Western Ontario can by Thrift, help very materially to win the war. There is no doubt of this, and furthermore by the cultivation of this great social asset, the people will carry, without hardship, the taxes that are not mentioned or thought much of now, but will be the cause for much public discussion in years to come.

The immediate consideration is, however, to win the war. Thrift is essential to success. The finance minister is reported to have said that if Canada can furnish the credit, she can get five hundred million dollars' worth of munition orders from the United Kingdom. In addition to this he mentioned our own large war expenditure, and emphasized clearly the fact that only by increased production and economy in expenditures could we obtain the necessary money. "The policy I recommend, therefore, is one of national saving and investment of these savings in national securities."

Western Ontario is, in our estimation, able to invest annually, a sum that will be astonishing. The purchasing power of this choice section of Canada which has been accumulating surplus assets for years, is enormous. By application and the cultivation of Thrift, large sums can be annually conserved. Waste of any kind is a crime in these times. Furthermore, from coast to coast a large percentage of our people have been living beyond their means continually, and the day is at hand when great effort should be made to have an anchor to the windward. This means more work, more production of essentials only, more economy in living, and the saving of a substantial surplus.

Thrift in the individual is important, but when this develops gradually to Thrift for the nation, the results become amazing, magnificent. Thrift and savings by the people will mean increasing amounts which our banks can lend the Imperial Government for munition purchases, so that our manufacturers may get cash payment, which is in turn distributed through the workers to all lines of business, and our country will be kept going. Thrift will mean increasing credits through the banks. Thrift will mean increasing purchases in Canada of our annual issue of municipal bonds, and in this way minimize the annual addition to our debt to foreign countries, and prevent to larger and larger extent the annual drain of interest payments which is already very large. When we consider our foreign indebtedness which has been estimated at \$4,000,000,000 to Great Britain, and about \$1,000,000,000 to the United States, we are forced to the conclusion that our population of 9,000,000 odd is too small. We must have immigration, and at least 1,000,000 a year, otherwise how are we to liquidate our debts and pay our way? Our new loans, our new pensions after the war? Our taxes will be enormous because of our debts. The enormous demands for our foodstuffs and munitions will cease after the war. We must have tens of thousands more workers to attack our immense resources and produce wealth to carry our taxes. Extravagance among our people now is suicidal, and not patriotic. Let every man who has the interest of Canada at heart live and preach Thrift. It is a national duty.

The situation cannot be better summed up than the following from the monthly letter of the Canadian Bank of Commerce under the caption of National Finance: "The estimated expenditure upon war account for the fiscal year ending March 31st, 1917, is \$432,740,000, as compared with an expenditure of \$218,901,822 up to January 20 of the current fiscal year. This sum has been provided by loans, and by the very substantial credit balance on Consolidated Revenue account. The Minister of Finance has obtained the sanction of Parliament to borrow \$100,000,000 for further requirements, and has intimated that it will be necessary to borrow for war purposes during the coming year \$250,000,000 apart from the sums required to establish imperial credits in Canada. Up to the present time \$116,000,000 has been advanced through the Imperial Munitions Board, and \$34,000,000 will shortly be advanced for this purpose, or \$150,000,000 in all."

During January, the minister arranged to offer to the public War Savings Certificates in denominations of \$25, \$50 and \$100, maturing in three years, and issued at \$21.50, \$43 and \$86, respectively. Up to the end of January 5,000 applications have been received, totaling \$400,000. To the first war loan 25,000 individual subscriptions were received, to the second 30,000, and it is hoped that the interest aroused by the certificates by the issue of these will lead to a more general participation in national loans. The great possibilities in this direction are evidenced by the lavishness so obvious in domestic and personal expenditures. It is of great importance that the war debt should be assumed to as large an extent as possible by the people of the Dominion itself, that no apology is needed reiterating the necessity of real personal sacrifice to attain this end. The Premier of Great Britain in speaking upon this question on January 18th, said:

"Men and women—the first charge—the first charge—upon all surplus money over your needs for yourselves and your children, should be to help those gallant young men who have lived and died for the cause of our country. (Cheers.) The more we get, the surer of victory. The more we get, the shorter the war. The more we get, the less it will cost in treasure, and the greatest treasure of all, brave blood. The more we give, the more the nation will gain. You will enrich it by your contributions—by your sacrifices. Extravagance—I want to bring this home to every man and woman—extravagance during the war costs blood—costs blood. And what blood? Valiant blood—the blood of heroes. It would be worth millions to save one of them. (Cheers.) A big loan will save myriads of them; help them not merely to win; help them to come home to shoot for the victory which they have won. (Cheers.) It means better equipment for our troops. It means better equipment for the Allies as well, and this—and I say it now for the fiftieth, if not the hundredth time—is a war of equipment. That is why we are appealing for your subscriptions. But what we can do, it is our duty, it is our pride to do."

The Du Pont Powder Company, Wilmington, Del., earned \$82,000,000 net for the year 1916.

The prices of American securities seem to be well within the safety level, and, according to Bache's Review, there are many remarkable opportunities for investors of courage.

One-hundred-dollar bonds are becoming very popular and are meeting with wide distribution. In many instances \$1,000 bonds have dropped in price, while orders could not be filled for \$100 bonds at near the \$1,000-bond price.

On December 30, 1916, our twenty-two Canadian banks held Canadian municipal securities, and British, foreign and colonial public securities other than Canadian, in the amount of \$187,978,798. Railway and other bonds, debentures and stocks, \$64,107,540.

AN IMPORTANT NEW INDUSTRY.
The "British Cattle Supply Company, Limited," with head office in Toronto, has been incorporated under Dominion charter with a capital stock of \$2,500,000 dollars. The business of the company will be to carry on by wholesale or otherwise purchasing, shipping, producers of, and dealers in, livestock of every kind, and livestock products.

WEIGHTY QUALIFICATIONS FOR A YOUNG MAN SEEKING A POSITION.
A few days since, upon walking into the office of one of our principal merchants, I found him looking with a puzzled expression over a number of letters and papers.

"These are answers to an advertisement for a reliable young man," he explained. "Here is one that is peculiar. It may interest you. This applicant states that he has saved enough money since leaving college to buy a \$500 bond, and also carries an insurance policy for \$5,000. Why do you suppose he mentions these facts?"

"It is the best recommendation that he could possibly give you," I said. "Why?"
"For many reasons, some of which are the following: First, that he is industrious and frugal, and has learned to save his money; secondly, before he could secure a policy with a first-class insurance company it was necessary for him to be physically sound, which is evidence that to a certain extent he is also morally sound. He must be free from hereditary diseases and injurious habits. His ancestors must have attained at least an average longevity—the best evidence of vitality in him. Moreover, from a social standpoint, it is an indication of unselfishness, economy, caution and foresight. It shows confidence in his ability to earn more than is necessary merely for his support. What better recommendation could you desire? All these other testimonials are open to the suspicion, at least, of partiality or personal motives."
"Well," said he, "this is to me a new way to look at an insurance policy, but I believe it is the correct view to take of it."

Mortgage

Bonds

For

Safe

Investment

To derive entire satisfaction from the investment of your surplus funds you must be in a position to feel that your money is safely placed and producing as high an income return as is consistent with safety.

We own and offer issues of Mortgage Bonds, available in small as well as in large amounts, and which, with assured safety of principal, yield 6 per cent per annum and over.

Our offering list will be sent on request. Inquiries from small investors will receive our most careful attention.

Royal Securities Corporation

LIMITED

12 KING STREET EAST, TORONTO.

164 ST. JAMES STREET, MONTREAL.

Transportation companies have lately adopted the motto of

SAFETY FIRST

but "Safety First" has always been the policy of the Corporation as related to

DEPOSITS AND DEBENTURES

For every dollar deposited or on debentures there is \$2.73 of security. Look up the Government blue books and see where you can get better security.

4 PER CENT

Paid or compounded half-yearly on deposits of \$1 and up.

5 PER CENT

Paid on \$100 or up. Call and make arrangements now. Make your money work as hard for you as you have for it.

Strong

Safe

Successful

The Peoples Loan and Savings Corporation

HEAD OFFICE: 428 RICHMOND STREET, LONDON, ONT.

BRANCH OFFICE: 6 SANDWICH STREET WEST, WINDSOR, ONT.

RUSSIAN BONDS

ISSUED BY IMPERIAL RUSSIAN GOVERNMENT.

At Present Time They
Cost

100-ruble bond costs .. \$ 29 00
500-ruble bond costs .. 145 00
1,000-ruble bond costs .. 290 00

Read Gold and Dross column in Toronto Saturday Night, Feb. 3, for their opinion of these bonds.
Bonds delivered when payment made.

EXPECTED VALUE WHEN
PEACE DECLARED.
100-ruble bond \$ 61 00
500-ruble bond 305 00
1,000-ruble bond 610 00
6 1/2 per cent interest allowed in the meantime.

F. B. CLARKE

416 Richmond Street, Next Bank of Commerce, London, Ontario. Office Phone 658. Residence 3742.

THE NORTHERN LIFE ASSURANCE COMPANY OF CANADA

Has found 1916 to be a year of **SPLENDID PROGRESS**, as the following figures will show:

	1916.	1911
Assets at 31st December	\$ 2,823,784	\$1,622,102
Income for year	558,716	363,190
Surplus, 31st December	101,514	53,135
Policies Issued and Revived	2,580,392	1,933,945
Insurances in force, 31st December	11,181,726	7,856,197
Policy Reserves, 31st December	2,052,827	1,088,947
Paid to Policyholders	119,598	39,861

The Company is extending its organization, and is prepared to offer advantageous terms to competent producers.

Head Office - LONDON, ONTARIO

MR. J. M. FERNLEY

Superintendent of Agencies, East, - Cor. Queen and Yonge Streets, Toronto, Ont.

MR. J. W. GLENWRIGHT

Superintendent of Agencies, West, - P. Burns Building, Calgary, Alta.

A PAGE OF GENERAL INTEREST TO WOMEN READERS

Only Fine, Flavoury Teas
are used to produce the famous

TEA

blends. Every leaf is fresh, fragrant full of its natural deliciousness. Sold in sealed packets only.

Cynthia Grey's Mail-Box

(Correspondents are requested to make their inquiries as brief as possible, and to write to the editor, as 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.)

Powder and Complexion.

Dear Miss Grey—I have just commenced to work in an office, and as the other girls use powder on their faces I started to use it on my face. A friend of mine tells me that by the time I am 30 if I continue to use it my face will be covered with a growth of hair. My features are fairly regular, and I am healthy, but my complexion is not good, the skin being rough. This friend tells me that a mixture of tragacanth, glycerine and alcohol on my face at night and wash off with warm water in the morning, and then bath with cold water, and it will give a smooth skin. Please tell me if this would be all right to put on my face or if there is anything better kindly let me know.

to make a powder, rub into hat well, then leave it over night with the powder on it, and in the morning shake and brush well. This will give this a good way. Hoping this will help "Farmhouse." I sign myself, WESTERNER.

Ans.—Good girl. "Westerner" Come again some time; we may help you a bit.

The Lorette Legend.
Dear Miss Grey—Will you please give me some information about the Lorette Rock on the Rhine in Germany? Near what cities is it and how far is it from Cologne? I have heard that the Lorette is supposed to look like a woman. I am in anticipation. I am KAY.

Cleans Her This Way.
Dear Miss Grey—Here I am asking for nothing, but ready to give something. I see in tonight's Advertiser that "Farmhouse and Beginner" is asking how to clean a white-corded velvet hat. This is how I clean mine, and find it very good. One-half pint of gasoline and enough ordinary flour

Ans.—If you will ask at the free library, "Kay," you will find out plenty of reading matter about this rock and its legend. In brief, I will give what information I can. The Lorette is a legend, the derivation from the German means "to be on the watch" or "to lurk" rock is in the Rhine, near a little village called St. Cologne. The story is, of course, that a maiden once threw herself into the Rhine at this point because of a faithless lover, and herself became a siren, whose voice lured fishermen to death. The tale is similar to other legends found in widely diverse parts of the world. It is said that a reeling echo at this point may partly account for the legend. As to the appearance of the siren, I do not know if it is the usual "long-haired mermaid" type or not, but presume so. This legend was set to music by many German musicians, including none other than the great Liszt himself.

Music and Flowers.
Dear Miss Grey—Will you allow me to come again soon? I could not stay away when I saw that article written on our page, "Life on the Farm." I really was very angry when I read it. Now I wish to tell the writer a few things, and then he says what she thinks about it.

Here is a list of musical instruments which we have: Piano, violin, phonograph, guitar, zither and mouth organ, and we find lots of time to play them all, too. All our neighbors have some kind of music, and on summer evenings we can hear music floating on the air; often singing, too.

In summertime we always have small picnics, and when the wild flowers are in blossom you may see an afternoon ten or fifteen girls going out to the woods with a lunch basket. You just ought to take a peep into that basket, and the thought of the newspapers, that the majority of applicants for enlistment in the American army, did the very good thing of reading the following poem to a supernatural cause.

8 Verses 5.—Why is there reason to believe that this man's impotence was caused by youthful sin? (See verse 14). Some time ago it was reported in the newspapers, that the majority of applicants for enlistment in the American army, did the very good thing of reading the following poem to a supernatural cause.

PREPARE NOW

For the Slushy Days
We have just received another big shipment of Men's and Women's High-Grade Rubbers. Now on sale, 49c at per pair.

KNECHTEL & CO.
238 Dundas Street. Opposite Majestic Theatre.

ECONOMY AND EDDY'S MATCHES

BUYING THE CHEAPEST ARTICLE IS OFTEN THE POOREST ECONOMY.
WE DO NOT CLAIM TO MAKE THE CHEAPEST MATCHES, BUT WE DO CLAIM TO GIVE THE MOST OF THE BEST FOR THE LEAST MONEY THEREFORE ALWAYS, EVERYWHERE BUY EDDY'S MATCHES

Doctor Tells How to Strengthen Eyesight 50 Per Cent in One Week's Time in Many Instances

A Free Prescription You Can Have Filled and Use at Home. Do you wear glasses? Are you a victim of eyestrain or other eye troubles? If so, you will be glad to know that according to Dr. Lewis there is real hope for you. Many who have been failing say they have had their eyes restored through the principle of this wonderful free prescription. One man says, after trying it, "It was almost blind, could not see to read at all. Now I can read everything without any glasses, and my eyes do not water any more. At night they would pain dreadfully; now they feel fine all the time. It was like a miracle to me." A lady who used it says: "The atmosphere seemed hazy with or without glasses, but after using this prescription for fifteen days everything seems clear. I can even read the print without glasses." It is believed that thousands who wear glasses can now discard them in a reasonable time, and multitudes more will be able to strengthen their eyes so as to be spared the trouble and expense of ever getting glasses. Eye troubles of many descriptions

you may see them coming back laden with sweet-smelling wild-wood flowers, and happy as larks. The very idea that farm people have no recreation—why it is perfectly ridiculous. In winter there is not much to do but enjoy oneself and go to parties of every description—euchre parties, dances, raffish parties, sleigh-rides, skating, and a hundred and one other things. At all these you see country lasses dressed just as fashionably as their city sisters. They powder, too, mind you—so it will drop off, but just reasonable. I must add that what she said may be so of a few farmers—but, goodness, it is not fair to judge the many by the few. SETTING SUN.

This Helps.

Well Cynthia, dear, didn't you get a bunch of thorns last week? Now let them put your page is just dandy, and everybody gets fair play.

"June Rose" was asking the name of a book. I think she will find it in "The Twelfth Door," by Charles Sheldon. What's "Homebird"? Can't she write and tell us what she thinks of Miss Collier's article? I think she lives on a farm. "Just One Girl" will have to change her name, won't she? So many girls think just the same. So I do. But, really, the boys don't, as I want to kiss me like that. Do you suppose they don't like me?

Will the printer-man use bad words which miss this writing? With best wishes from the editor, NODDY.

Ans.—Of course, if YOU say the pure is O.K., our face will be wreathed with smiles again, and all will be lovely! The printer-man will be most careful in resolutions to never say anything worse than "oh, sugar," so I feel perfectly safe in passing your epistle along to him. I, too, am really hungry for a "Homebird" letter.

Makes Things Miserable.
Dear Miss Grey—I suppose you won't mind if I hang my hat on that but I will try to tell you what I can in the visit.

Re "Just One Girl's" letter, I would like to speak a few words on that. There is a lot of ways a person can be slow or soft; for instance, take a girl when out in company if she is soft, it makes things miserable. It's the life of a soldier, in any case, but it is very seldom that you can cross a girl that is "soft." I mean slow of getting into love and company.

I do not know anything about "Just One Girl" but by the way she spoke in her letter she might improve. If she would spruce up a bit. There is a place to be, but when a girl is fast and staid-headed, people should not approve of that in company. I try and have a little life or the world would be dead if the people were all slow, and hugging—it is the girls that cause that, don't you think "Just One Girl" that the boys will try to kiss you unless you show some signs of life, bless my heart, I have stayed two minutes and only intended to stay ten, so please hand me my hat. Well, good-bye everybody. PROXY.

Suit at Wedding.
Dear Miss Grey—Kindly let me know as soon as possible the proper suit for a gentleman to wear at an afternoon wedding. Would a black suit be proper? Your reader always.

Ans.—Fashion calls for a black coat in cutaway style, and a vest to match. A light-colored one, and grey striped waist, would be very nice. However, at a wedding, where the guests are all men, men wear their "simple suits" or black, with a grey tie.

Another One III.
Dear Miss Grey—Thought I would write and tell "A Soldier's Friend" of good cheer. A box I sent for "Dionysius" was delayed until New Year's. My nephew said, "I sure don't like it." It was a good one, but my last letter was not so good. When I was killed in action, it was a good one, but my last letter was not so good. When I was killed in action, it was a good one, but my last letter was not so good.

Ans.—Hoping soldiers' wives will find these few words a comfort and cheer. Have directions for booties and knitted jacket, and as soon as possible send them to the soldier.

Certainly you may visit us again.

Missed Two Lines.
Dear Cynthia—How do you clean a white silk lining of a ring case? I know a song and the lines go like this:

"Row, boatman, row us o'er the stream
The breeze is fresh, the stars are gleaming,
Sweet music fills the air,
Then home again we'll be once more."

Can anyone give me the words of the two lines I mentioned in my letter? I got them, but a couple of lines that would be suitable to fit in.

I think that the words I sent in a recipe for home-made macaroni is a true Italian; if she was not she wouldn't have the recipe so good. I speak up and tell us, for I feel confident that you art. Why does not "Mrs. Homebird" and the circus troupe speak up?

Hoping I have not troubled you too much.

HENRIETTA DE PREZIS.

Ans.—I do not think you can clean the lining; could you remove it and paste in a piece of new silk?

2. Perhaps some of our readers can supply the missing lines. I do not know the verse myself.

Original Lonsy's Comment.
Dear Miss Grey—It was with much contempt that I read the letter from "Just One Girl's" friend in the page today. Perhaps it is not my place to comment on this, and again when you consider that I was one who disagreed with "Just One Girl's" letter, I feel that I am in a position to say that if my writings weren't more and more insulting, I would consider this person is slandering me, as well as our editors. Now look here, "J. E. P." did you donate towards that quilt with charity in your heart, or was it honor your vanity? The latter, very likely, from the tone of your letter.

Advertiser Patterns



A Very Attractive Dress.
Waist 1849-Skirt 1871—Comprising Ladies' Waist Pattern 1849 and Ladies' Skirt 1871.

The waist is a popular model, with its full revers, and the skirt is new and novel with its jaunty pocket trimmings. Serge, gabardine, voile, corduroy and broadcloth are nice for the skirt. The waist is cut in six sizes: 22, 24, 26, 28 and 30 inches waist measure. The skirt is cut in six sizes: 22, 24, 26, 28, 30 and 42 inches bust measure. It will require 3 1/2 yards of 36-inch material for the waist, and 4 1/2 yards of 44-inch material for the skirt for medium size. The skirt measures three yards at the foot.

The illustration calls for two separate pieces, which will be mailed to you on receipt of 10 cents for each pattern, in silver or stamps.

ADVERTISER PATTERN DEPT.
Please send above-mentioned pattern, as per directions given below, to:

Name.....
Town.....
Province.....
Age (if child's or miss's pattern).....
Measurements: Bust..... Waist.....

Caution: Be careful to inclose the illustration, and send size of waist and bust. The pattern is to be sent to you only once. When it may be used, it may be used. When it may be used, it may be used. When it may be used, it may be used.

1. Would you kindly print at your earliest convenience, a baby's jacket, either knitted or crocheted, please? And also print soldier's knitted socks, beginning with the 64 stitches?

2. Kindly would you also print a pair of baby's mittens, beginning with the 64 stitches? 3. What do you think of my writing? 4. May I call again? 5. Will you send me a "GRUNT"?

P.S.—Hoping soldiers' wives will find these few words a comfort and cheer.

Have directions for booties and knitted jacket, and as soon as possible send them to the soldier.

Certainly you may visit us again.

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Hoping I have not troubled you too much.

HENRIETTA DE PREZIS.

Ans.—I do not think you can clean the lining; could you remove it and paste in a piece of new silk?

SILK CREPE DE CHINE WAISTS \$2.95

—This house is noted for big waist specials. Here's an entirely new offering of 240 Silk Crepe de Chine Waists, in sky, navy, maize, flesh and white, very latest style features in collar, cuff and sleeve; sizes 34 to 44 (note the range of sizes). On sale, a special bargain, at \$2.95.

Suits in Stout Sizes

—Extra Large Size Suits for stout women, all this season's make, including fine serges, broadcloths and chevots, blues and black; the range of big sizes is from 40 to 47; regular prices, \$12.50 to \$30.00. Final clearing prices—\$9.50, \$12.50, \$13.50, \$15.00, \$20.00.

COATS Many Big Clearings

WOMEN'S BLACK BEAVER COATS
Full-flare skirt, Empire style, trimmed with velvet, in large sizes; also Misses' Grey and Brown Duveline, in loose, flaring styles, with large collar; were \$15.00. Choice.....\$10.00.

MISSSES' COATS, WERE \$10.00, AT \$5.00.

—Another group of Women's Winter Coats, splendid warm garments, with chin-chin collars; were \$12.50 formerly. Now reduced to.....\$8.00.

Pleated Serge Dresses

—New in, New York style for spring, fine blue serge. At \$16.50 and \$19.50.

Suitsings & Coatings

—Spring-weight suitsings and sport coatings, 54 inches; regular values \$2.50 and \$3.00. Our price, per yard.....\$2.00.

J.H. CHAMMAN & CO.

"THE SATISFACTORY STORE."
230, 241 AND 243 DUNDAS STREET.

more than one of your species in existence. I will say that I am positively certain Miss Grey can clear herself of all these false charges if "J. E. P." will give her the fair play she asks for herself, and trot along the proofs of her charges.

Ans.—The girl has happened I remain with best wishes. Sincerely yours, ORIGINAL LONELY.

Why is it?
Dear Miss Grey—Thought I would drop in for a moment. Why is it that the city people are always pitching into us farmers? What would they do if it wasn't for us? Why, they'd starve, of course. They think there is nothing to do in the winter time but sit around the stove and eat, and they are hundreds of things we can do. I would not try to tell you all, because a newswriter would hold me for just what I was there to give that city girl a hay-maker's hug. I'll bet it would change her ideas about us farmers, the good of the world.

What is a good recipe for hashbrown? I suppose the city girls can tell us. What are the meanings of Edythe, Clarence, Thelma and Dennis? What is good to take mumps off the face? I know, Miss Grey, the next time I write I will send you a half dollar for the prisoners' fund I remain.

Ans.—Edythe is a name meaning happiness, or rich gift; Clarence means illustrious; Thelma is a Norwegian name, and also a common name, but I am not sure; Dennis is supposedly derived from the Greek Dionysius, another name for wine.

Try taking half a teaspoon of Epsom salts and cream of tartar (mixed) every morning in a glass of water.

Young Man's Advice.
Dear Miss Grey—I cannot say I am a constant reader of your page, but now and then I look in and see what the boys and the girls are talking about. I have read letters from all over the world, and I am sure you are very good, and others I did not quite agree with. After reading my friend's letter, I thought I would give you my opinion about the hugging and kissing problem. I think you are right, and I believe in a kiss or two.

Idea of treating a young man who may make these advances. I think the most ladylike way of any I know, and I think you are right. I would let her know there was one at least who approved of her method.

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Spring Models in C. C. a la Grace Corsets

—ANTIPON BELT CORSETS, made by C-C a la Grace makers, especially designed for full figures, long hip with pulley hose supporters, elastic sections front and back, graduating front clasp, low bust, embroidery trimmed. This perfect-fitting model at \$3.50.

—C-C A LA GRACE CORSETS, new spring model, long hip and low bust, made of best quality coutil, four hose supporters; quality and workmanship are alike of the highest order. Price.....\$1.50.

Many New Wash Goods Are Here
—The first spring showing of Wash Goods, including voiles, whipcords, sport skirtings and summer suitings.

Ends of Table Linen

—Many new desirable lengths and qualities in another shipment of mill ends of Table Linen, 1, 1 1/2, 2, 2 1/2 and 3 yards long, some have slight imperfections. At, per end, 75c to \$2.00.

Saxony Flannelette

—A thousand yards in desirable ends of 2 to 10 yards, pretty stripes; worth 25c. At sale price, per yard.....15c.
—Habutai Wash Silk, in white or black, 36 inches wide. At, per yard.....75c, \$1.00 and \$1.25.

PUT CREAM IN NOSE AND STOP CATARRH

Tells How To Open Clogged Nostrils and End Head-Colds.

You feel fine in a few moments. Your cold in head or catarrh will be gone. Your clogged nostrils will open. The air passages of your head will clear and you can breathe freely. No more dullness, headache, no hawking, snuffing, mucous discharges or dryness; no struggling for breath at night.

Tell your druggist you want a small bottle of Ely's Cream Balm. Apply a little of this fragrant, antiseptic cream in your nostrils, let it penetrate through every air passage of the head; soothe and heal the swollen, inflamed mucous membrane, and relief comes instantly. It is just what every cold and catarrh sufferer needs. Don't stay stuffed-up and miserable—Advt.

Sunlight Soap

The best and purest household soap made

Surprisingly Good Cough Syrup Made at Home.

Costs Very Little and Easily Made, But is Remarkably Effective.

You'll never really know what a fine cough syrup you can make until you prepare this famous, home-made remedy. You not only save \$2 as compared with the ready-made kind, but you will also have a more effective and dependable remedy in every way. It overcomes the usual coughs, throat or chest colds in 24 hours—relieves even whooping cough quickly.

Get 25 ounces of Pinex (50 cents worth) from any good store, pour it into a 16-oz. bottle and fill the bottle with plain granulated sugar syrup. Here you have it. It is a fine, effective supply of the most effective cough syrup that money can buy—at a cost of only 40 cents or less.

The prompt and positive results gained by this pleasant-tasting cough syrup have caused it to be used in more homes than any other remedy. It quickly loosens a dry, hoarse or tight cough, breaks the inflamed membranes that beset the throat and bronchial tubes, and relieves almost immediately. Splendid for throat tickle, hoarseness, bronchitis, croup and bronchial asthma.

Pinex is a highly concentrated compound of genuine Norway pine extract, combined with gualacal and has been used for generations for throat and chest ailments.

Avoid disappointment by asking your druggist for "25 ounces of Pinex" with directions for use. A guarantee of absolute satisfaction or money promptly refunded, goes with this preparation. The Pinex Company, Toronto, Ont.

CEETEE UNDERCLOTHING

Guaranteed Not To Shrink.

Whenever the children suffer from earache, think of CEETEE.

COMPASS OIL

Three drops, heated in spoon, and dropped into ear, cures.

HORLICK'S Malted Milk for Invalids

A nourishing and digestible diet. Contains rich milk and malted grain extract. A powder soluble in water.

SPINACH, PECK.....30c

For excellence and delicacy this is the cheapest vegetable now offered.

Main & Collyer
TELEPHONE 2231. P. O. BOX 275

LOOK!

If you were told of

colds and bronchitis, as certain in its action on all chest troubles as anti-toxin is on diphtheria, or vaccination on small-pox, wouldn't you feel like giving it a trial?

Peps is the discovery!
Peps are little tablets, containing certain medicinal ingredients, which, when placed upon the tongue, immediately turn into vapour, and are at once breathed down the air passages to the lungs. On their journey, they soothe the inflamed and irritated membranes of the bronchial tubes, the delicate walls of the air passages, and finally enter and carry relief and healing to the lungs.

In a word, while no liquid or solid can get to the lungs and air passages, these Peps fumes get there direct, and at once commence their work of healing.

FREE TRIAL Cut out this article, write across it the name and date of this paper, and mail it (with 1c. stamp to pay return postage) to Peps Co., Toronto. A free trial packet will then be sent you. All druggists and stores sell Peps, 50c. box.

Peps

CE LACROSSE GAME
HELD AT WOOSTOCK

WOODSTOCK, Feb. 19.—An ice lacrosse game, the first played in Woodstock, was put on at the Arena here tonight for the benefit of the Oxford Returned Soldiers' Association, and proved to be some exciting. The team

This game was followed by a three-period hockey game in which the players

The star among the teams was Russell "Handkercock," a one-time Toronto University player, and still a formidable stick welder. The play was fast and

OBSTINATE

YIELD TO

DR. WOOD'S
Norway Pine Syrup.

After I had taken a bottle of Dr.

Dr. Wood's Norway Pine Syrup I felt better so I took two or three more and was entirely cured. I have three children and I always give it to them when they have a cough or cold."

"Dr. Wood's" is put up in a yellow wrapper, three pine trees the trademark, price 25c and 50c. Manufactured

ly by The T. Milburn Co., Limited,
Toronto Ont.

HI! HOW "TIZ" HELPS
TIBER, LEAVING FEET

TIRED, ACHING FEET
Instant Relief for Sore, Swollen, Tender, Calloused

Feet and Corns.

You're footsick! Your feet feel tired, rubbed up, chafed, aching, sweaty, and they need "Tiz."

and sore-proof. "Tiz" takes the pain and burn right out of corns, callouses and bunions. "Tiz" is the grandest foot-aidder the world has ever known. Get a 25-cent box of "Tiz" at any shoe store and end foot torture for a whole year. *Moves here, slides, etc.*

...and you'll only wish you had tried 'Em' sooner. Accept no substitute.

5¢ bottle **Cod Liver Oil & Tar**
 is a scientific remedy in which the

powerful curative properties of Cod Liver Oil and Tar are combined. The mucous effect of the oil having been removed, the extractive principles remain to build up wasted strength and remove the irritation set up by Coughs, Colds, Bronchitis and other afflictions of the respiratory organs. Try it, for it

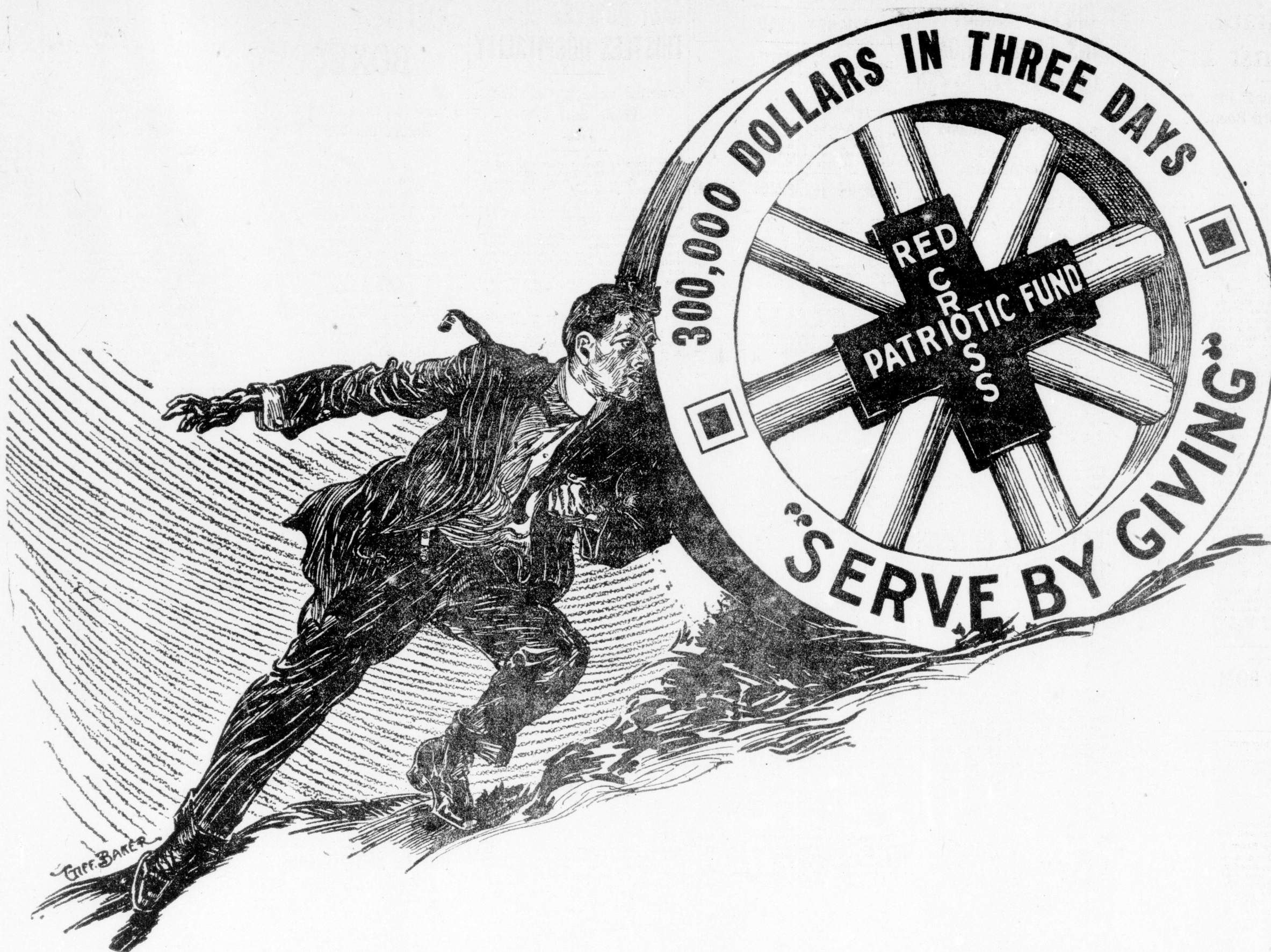
Does stop coughs
Pure Blood

You can keep your blood in good condition—have a clear skin, and bright eyes, by taking

BEELHAM'S PILLS

Largest Sale of Any Medicine in the World
Sold everywhere, in boxes, 25c.

Number of hauls	Yellowtail snapper (%)	Red snapper (%)	Black drum (%)	Atlantic croaker (%)	Striped bass (%)	Atlantic silverside (%)
1	75	55	15	8	4	2
2	80	60	18	10	5	2
3	78	58	16	9	4	2
4	76	56	14	8	3	1
5	74	54	12	7	2	1
6	72	52	10	6	1	0
7	70	50	8	5	0	0
8	68	48	6	4	0	0
9	66	46	4	3	0	0
10	64	44	2	2	0	0



One Last Hard Push

and Over She Goes! Over the Mark!

Put your shoulder to the wheel and we'll make the grade.

We're two-thirds up the hill. But the tough, hard, real struggle STARTS now!

We've got the ready money, the big money, the money that looks most on paper. But it's the little money, the five-dollar bill, the twenty-dollar check, that'll boost us up to the mark and over.

Rich folks don't make campaigns a success. Plain folks' quarters and bills are the things that show the WHOLE city is game to help the boys at the front and the soldiers' folks at home.

You Mustn't Let Us Miss You This Time

Practically every society and organization---both men's and women's---are assisting in securing the contributions. Someone will call at every door. Never mind cleaning up when they ring your doorbell---open it, and place just as much as you can in their charge or sign the card and say how much you will give, and when. That will show where your heart is.

PITCH IN AND PUSH! IT'S YOUR CAMPAIGN!

TOMORROW IS THE LAST DAY!

SERVE BY GIVING CAMPAIGN

Patriotic Fund and Canadian Red Cross Appeal

Chairman of the Campaign Committee:
SIR GEO. C. GIBBONS

President London Patriotic Association:
W. M. GARTSHORE

Phone
300,000

CAMPAIGN
HEADQUARTERS
Bank of Commerce (Upstairs)

Phone
300,000

3
Days

FEBRUARY 19, 20, 21

\$300,000.00

3
Days

Payments May Be Made to the Canadian Bank of Commerce---A. D. McLEAN, Honorary Treasurer, Campaign Fund

Special Discount of 20% Off Everything in the Store
POSTOFFICE OR EXPRESS MONEY ORDER MUST ACCOMPANY ALL MAIL ORDERS.
WE POSITIVELY WILL NOT SUPPLY THE JEWELRY TRADE AT ABOVE PRICES.

C. H. WARD & CO.

DIAMOND MERCHANTS AND JEWELERS. PHONE 1084 386 RICHMOND ST.