

Weather Forecast:
Decidedly Cold

53rd YEAR, No. 22697

The London Advertiser

LONDON, CANADA—THE HOME OF UNBROKEN PROSPERITY.
THE LONDON, ONTARIO, ADVERTISER, SATURDAY EVENING, FEBRUARY 17, 1917. 160 COLUMNS.

HOME
EDITION

PRICE, TWO CENTS.

FIREST CITY BOY TELLS OF LIFE TODAY IN KAISER'S LAND

LONDONER BACK FROM PRISON CAMPS IN GERMANY RELATES HORRORS OF CAPTIVITY AND SAYS TEUTONS ARE STARVING

Pte. Ivan S. Rossiter Tells Story of Being Confined With Diseased Men, of Being Fed on Poorest Food, of Being Flea-Ridden and of Unbelievable Conditions—Battle of Somme Brought Better Treatment for British Prisoners—Captured After Being Wounded and Returned as Unfit for Further Military Service.

The first Londoner to survive the horrors of German prison camps and to be exchanged, incapacitated for further military service, is Pte. Ivan S. Rossiter, who arrived on Friday bearing accounts of German treatment toward Canadian and English prisoners of war which surpass in dreadfulness the worst reports which have been circulated in Canada. He is now with Mr. and Mrs. W. A. Tanner, 428 St. George street, and today gave The Advertiser an interview on his experiences.

He received no personal ill-treatment, as German military authorities take the greatest pains to prevent men who have been maltreated reaching their own countries with the story.

His tale is rather one of neglect and of brutal disregard of men who in many cases were almost mortally wounded.

THE FOOD FOR WOUNDED MEN.

For four months he lived in dirty barracks on rations consisting of water drawn from peat bogs, black bread and tinned meat, which was in such a condition as to be inedible.

"It's like heaven to be home again. Before I entered Germany I discounted stories of conditions there 50 per cent. After four months of life there I would add 50 per cent. Conditions in the prison camps are unbelievable," he said.

Among other horrors was the plague of fleas, which the Germans took no steps to prevent or deal with. These insects ate into the skin of the men, causing abscesses, to which no medical attention was given.

In barracks the prisoners slept on the floor with only straw for a mattress. A blanket was given to each one and a sack filled with paper for a pillow. Their utensils consisted of a bowl and spoon, their rations of dirty water and black bread. Soap was given but was of the most palatable than the water.

Better since the improvement has taken place since the battle of the Somme, he told The Advertiser. The Germans began to learn that with their British prisoners they were not to be put into force, and their treatment of all prisoners has become less harsh. Now that diplomatic relations between Germany and America are broken off, he feels that the Germans will go back to the old state. The presence of the American ambassador in London is a sign of some improvement.

Pte. Rossiter enlisted with the 1st Canadian Mounted Rifles at Medicine Hat in December, 1914.

Passing unscathed through a number of minor engagements he formed part of the Canadian force which constituted the front line at the battle of Zillebeke and the first of the Canadian line.

One Vast, Unceasing War.

Early in the morning the Germans opened a bombardment of unprecedented fury from guns of the heaviest calibre in their possession. So furious was the firing that it was impossible to distinguish the reports of the guns; they mingled into one vast, unceasing roar.

Pte. Rossiter was in a trench with two comrades. A shell fell close to them and he was followed by a heavier one which flattened out the entire trench. Rossiter and his companions were forced to other parts of the line, they crept back again to the trench.

A German aviator spotted them, disclosed their position to the artillery, and they became the target of concentrated fire. The second traverse was blown in and Rossiter received a wound in the leg. Crawling to a shell hole, he attempted to crawl out, but a shell carried away part of his right hand.

Captured by the Enemy.

A corporal came to his assistance, but while engaged in binding his wounds, was surrounded by a German soldier. The corporal was killed and the German force which poured down upon the Canadian lines, following up the attack and completely cold.

The Canadians, those who were left, fought to the last, said Pte. Rossiter, in many cases using their fists and feet when their rifles and bayonets were broken. Prevented by his injured hand, from offering any further resistance, he was captured and sent back to a dressing station.

His injuries were dressed here, and he was sent to a hospital.

He was sent to a hospital in England, and then to a hospital in Canada.

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FIRST LONDONER TO RETURN FROM DREADFUL HUN PRISON CAMPS



Pte. Ivan S. Rossiter, C. M. R., native-born citizen, who describes dreadful treatment of Canadians captured.

BIG BUSINESS AND LACK OF SHIPPING HAMPER RAILROADS

G. T. R. Vice-President Says the Situation Improving.

Montreal, Feb. 17.—Vice-President Howard G. Kelley, in charge of operation, Grand Trunk Railway, has issued the following statement with reference to freight congestion.

"The general railroad situation is abnormal by reason of the exceptionally heavy business and the balance of load movement being to the east. Conditions have been aggravated by shortage of ocean tonnage and irregularity of arrival of ships upon rearranged schedules, thereby disarranging all provision for loading ships and increasing switching and terminal delays.

The Coal Shortage.

"Combined with this is the actual shortage of coal supply and continuation for a period of several weeks of heavy storms and temperatures below zero. These conditions are most difficult to overcome, but every possible effort is being made to adjust them and relieve congestion. The Grand Trunk is now accepting freight freely at almost every point on the system.

"With a continuance of fair weather conditions this steady improvement will be maintained. Serious freight congestion has not been confined to Canada, but has been general all over the continent and in the eastern section of the United States remains especially severe."

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U. S. MODIFIES ITS DEMAND ON GOVT. OF KAISER

Now Asks for Explanation as to Sailors.

WILL SHIPS BE ARMED?

Wilson May Go Before Congress to Ask for Protection Measures.

BY E. J. ARCHIBALD.
[Special to The Advertiser.]

Washington, Feb. 16.—Up to a late hour tonight, no word of an official confirmation had been given out by the state department for the story so prominently featured by the morning papers, that the Americans captured by Germany on the British steamer Yarrowdale had been set free. The men may, of course, have been released as the result of a very respectable callous, but the fact has been omitted. The White House is concealing its hand with great care, but the most reliable information obtainable tonight goes to show that the press reports have had at least some effect.

Whereas last night we were told that a very sharp demand was being sent to Germany for the release, tonight it appears that this has been modified and a request has been sent, or will be sent, to Germany for an explanation as to why a number of American consuls and private citizens are being prevented from leaving Germany. It has been interesting to note the change in the public view since President Wilson delivered his famous address to Congress two weeks ago tomorrow. The prophets then insisted that this country would wait for some definite event, perpetrated by Germany before declaring war. In these days it seems a long time ago—everybody was convinced that the president's next appearance at the capital would be the immediate precursor of open warfare. Then it began to be whispered abroad that the president would not ask for war, but for power to take American merchantmen, and that war would follow on the heels of an attack upon the Yarrowdale.

What Will Happen?

Some days passed since American shipping was taken to a port of refuge. Incidents developed. Then those who foresaw what would happen declared that the Yarrowdale was not a case of a ship being taken to a port of refuge, but of a ship being taken to a port of refuge.

There is a pretty little problem which has been going on since the Yarrowdale was taken to a port of refuge. It is a problem which has been going on since the Yarrowdale was taken to a port of refuge.

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Patriotic Fund and Red Cross Victory Campaign

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SEND THE "CROAKERS" OUT TO THE MARSHES WITH THE FROGS

Then Probably London Will Forge Ahead and Reach 100,000 Like a Little American City.

A Londoner who has devoted much time to public service returned the other day from an American city, which, when he was visitor a few years ago, showed less than half the present population of London. On his last trip he found that the city transformed as though some giant had invoked a magic lamp. The little American city is now 100,000 population and forging ahead by leaps and bounds. It has several hundred factories, and so potent has been the seed that a second crop is growing up around the first.

Last year that city put up 3,000 new residences, and this year one company is erecting a similar number on a 62-acre tract that was sold a short time ago for \$52,000—a price which caused the throwers of wet-blankets to characterize the purchasers as "light-headed fools."

The Londoner in question believes and always has believed that London needs only a touch of the divine fire of real city spirit to bring about the same transformation. He heard the stories of the American city builders and found them not much different from London people, save in one respect—EVERY ONE WAS PULLING TO MAKE THIS CITY A GREAT INDUSTRIAL CENTRE.

They won!

SEND CROAKERS TO THE FROGS.

This new city had its croakers. The men who strove to advance the city had their troubles for a time, but after the city had landed a number of new industries the man with a grouse didn't have a look-in. If he wanted to croak he was invited to go out in the far off marshes with the frogs! But usually he was converted, because in spite of all he could do to prevent it, his property started to increase in value. When a croaker gets rich, he becomes the original optimist.

There was really no magic about the little American city's jump into the ranks of the big fellows. There was no giant except the God of the City that comes when citizens exhibit for the city the same pluck, enterprise, horse sense and business decency that they show in their respective lines of trade.

WHEN OPPORTUNITY IS AT THE DOOR.

London can grow to 100,000 in a few years, without sky-rocketing its future, if the real Old Mr. Opportunity is regarded as a benevolent old gentleman rather than a seditious tramp.

Opportunity has knocked on many occasions. We cannot complain that we have been passed by. We cannot complain that business does not grow healthy legs in London. We cannot complain that the city is not a success town in Canada. They know that this is the saddest, most certain-of-success town in Canada. They know the soil of London is charged with the vital ingredient that makes business grow. And they know that there is abundant soil.

THE RAILWAYS KNOW WHAT LONDON IS.

Ask your railways why they keep their district freight staffs so busy in London, and they will tell you "Big Business." Ask the men who have broken in here and they will tell you that London is a winner.

But why should a winner be raced at the country fairs when the big stake events are calling for entries?

London has only to watch its chances. Almost every chance has been lost. That may be "rubbing it in," but we all know it is the sober truth. A dozen of the great industries of the country have been within reach at various times, but the city seemed to need an ear trumpet or an alarm clock.

There are at least two vital industrial situations in the city at the present time—one is that of an automobile company that has been on the ground for several weeks. The other is a local mill toward which other municipalities have been directing their alien tones of industrial persuasion.

With the spirit aroused by the patriotic campaign, is not this the time to get at the weeds that grow in the industrial garden? Perhaps a new industrial district is required, adjacent to both railways. It may lie in another direction than that in which land is held by greedy speculators at \$4,000 and \$5,000 an acre. The real estate men of the city can help in the matter if they will, and no doubt many of them have ideas well worth considering in the matter.

Meanwhile remember the little American city that impressed one Londoner. One automobile company in that city is this year expanding to such an extent that its plant covers sixteen acres of land.

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WILSON STILL HOLDS HAND FROM WAR ACT AGAINST HUNS

2 Weeks' Break But No Immediate War Move Near.

CRISIS GROWING HOURLY

Washington Finding the International Situation Increasingly Difficult.

BY ROBERT J. BENDER.
[Special to The Advertiser.]

Washington, Feb. 17.—After two weeks of broken relations with Germany, President Wilson today finds the international situation increasingly difficult.

A break with Austria seems impending in view of persistent reports that all negotiations tending to dissuade Austria from following the U-boat course of Germany have failed.

Officials are convinced the economic situation in the United States, as the result of the virtual blockade of American ports by the German U-boat decoys, makes some action imperative.

Further, as additional evidence in the sight of this government, Germany's armaments are being increased without the usual formalities of warning, search and seizure.

In spite of this development of the last two weeks, however, there is no belated step immediately in sight.

WILL GO BEFORE CONGRESS.

Washington, Feb. 17.—What has virtually become a blockade of American Atlantic ports by Germany's ruthless submarine campaign was regarded by officials today as overshadowing the cultural situation.

"That President Wilson soon will go before congress to announce steps to relieve the situation was generally accepted view, but no time has been set for his action, and there was no indication of when it would be taken.

"The effect on the country of the shipping situation was reflected in the receipt of hundreds of telegrams by government officials today, urging that something be done to relieve the congestion.

Intolerable.

"Officials recognize that the holding of the majority of American ships in port is fast becoming intolerable. Piling up of freight on railroads, in docks and in the streets, and weather and other conditions, is reverberating upon the public mind.

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OVER \$172,000 COLLECTED FOR PATRIOTIC AND RED CROSS FUNDS

Campaign Off to a Splendid Start and Those in Charge Expect That More Than \$300,000 Will Be Raised.

The McClary Mfg. Co.	\$10,000
The C. S. Hyman Co., Ltd.	7,500
Robinson, Little & Co., Ltd.	7,500
Helena and Holcroft Hosiery Co.	7,500
Col. T. H. Hobbins	7,500
Sir George Gibbons	7,500
Huron and Erie Loan and Savings Co.	7,500
James C. Duffie	7,500
Empire Brass Mfg. Co.	7,500
T. H. Smallman	7,500
23. Leonard & Sons, Ltd.	4,000
Mr. and Mrs. George Robinson	3,500
R. C. Struthers	2,500
Smallman & Ingram, Ltd.	2,500
Ontario Loan and Debenture Co.	3,000
Sir Adam Beck	2,500
James C. Duffie	2,500
John McNea	2,500
John Pringle	2,500
London Rolling Mills	2,500
George M. Reid	2,500
Blair Estate	2,500
McLachlan, Granger & Co.	2,500
Wm. Heard	2,500
James Wright & Co.	2,500
London and Western Trust Co., Ltd.	2,500
C. R. Somerville	2,500
R. J. Young & Co.	2,500
George White	2,500
Canada Trust Co.	2,500
D. H. Howden & Co.	2,500
McCormick Mfg. Co.	2,500
London Mfg. and Machine Co.	2,500
D. S. Pettin & Sons, Ltd.	2,500
Mrs. Waterman	2,500
Sterling Bros.	2,500
J. Cronyn	2,500
London Brass, Ltd.	2,500
National Brass, Ltd.	2,500
T. F. Kingsmill	2,500
A. M. Smart	1,200
Northern Life	1,000
H. E. Boomer	1,000
Elliot, Marr & Co., Ltd.	1,000
Col. W. M. Gartschore	1,000
W. M. Spencer	1,000
Purdum & Furdum	1,000
City Gas Co.	1,000
Edward Adams & Co., Ltd.	1,000
Farnell Bread Co.	1,000
Hunt Bros.	1,000
M. Masoret & Co.	1,000
Greene, Liff, Ltd.	1,000
London Litho. Co.	1,000
W. E. Saunders	1,000
Gorman, Eckers & Co.	1,000
London and Petrols Barrel Co.	1,000
Silverwoods	1,000
T. G. Meredith, K.C.	1,000
T. K. and D. H. McDermid	1,000
Cowan's Hardware (D. J. Cowan)	1,000
R. D. Edgecomb	1,000
Wm. Weld Co.	1,000
Sherlock-Manning Co.	1,000
Western University	1,000
George S. Gibbons	1,000
Free Press	600
A. B. Greer & Son	500
Dominion Savings	500
Dr. Eccles	500
Kellogg Corn Flakes	500
McLeod, Nolan & Co.	500
Coates, Burns & Waniess	500
Wm. Wyatt	500
John Campbell & Sons	500
L. W. Mara	500
Geo. H. Belton Lumber Co.	500
H. Pocock (London Concrete)	500
Fraser & Moore	500
George B. Harris	500
Asphalt and Sons	500
Johnson & Barbour	500
Spittal Bros. & Co.	500
Harry A. Turner	500
Total	\$172,000

With subscriptions totalling about \$172,000, the London branch of the Patriotic Association fund and Red Cross by the way, received a splendid start. A big mass meeting in the Princess Winter Garden aroused the greatest enthusiasm. That the sum aimed at, namely \$200,000, will be reached is certain. The only question now is how much will the subscriptions exceed the request.

The meeting was large, although there was plenty of room for more. Begging sessions are not always popular, and many did not attend for fear they would be "kissed," but their fears were groundless. The man who could listen unmoved to the masterly appeals of Sir George Gibbons, Sir Herbert Ames and Sir George Reid, have lost the key to the safe. There was inspiration in every word, and the enthusiasm was genuine.

Crowd Aroused.

The crowd warmed up as a London audience had seldom done in recent years. Sir George Gibbons made a masterly presentation of the case, recd.

A BEAUTIFUL COMPLEXION

may be obtained by the use of Stuart's Calcium Wafers, the Greatest of All Blood Purifiers.

No need for anyone to go about any longer with a face covered with pimples, blotches, eruptions, and liver spots. These are all due to impurities in the blood. Cleanse the blood thoroughly and the blemishes will disappear.



"Stuart's Calcium Wafers will give you an excellent skin color and remove all facial eruptions."

That's what Stuart's Calcium Wafers are intended to accomplish and do accomplish. Their principal ingredient is Calcium Sulphate, the quickest and most thorough blood cleanser known.

These wonderful little wafers get right into the blood and remove impurities. In a few days are sufficient to make a marked improvement, and the blood is pure the whole system is a hundred per cent better.

Go to any drug store and get a 50-cent box of Stuart's Calcium Wafers. Get them today.

Don't fret any longer about those blackheads, pimples, boils, tetter, eczema spots, or skin eruptions; they men at go and "go clear" with Stuart's Calcium Wafers. A small sample package mailed free by sending coupon below.

FREE TRIAL COUPON

Send me a 50-cent box of Stuart's Calcium Wafers, and I will send you a 50-cent box of Stuart's Calcium Wafers, and I will send you a 50-cent box of Stuart's Calcium Wafers.

Name

Street

City

HOW CURED MY CATARRH

TOLD IN A SIMPLE WAY

Without Apparatus, Inhalers, Salves, Lotions, Harmful Drugs, Smoke or Electricity.



HEALS DAY AND NIGHT

It is a new way. It is something absolutely different. No lotions, sprays or steam. No lotions, sprays or steam. No lotions, sprays or steam.

I Am Free—You Can Be Free

My catarrh was terrible and I was in a state of despair. I was in a state of despair. I was in a state of despair.

RISK JUST TWO CENTS

Send no money. Just two cents. Send no money. Just two cents. Send no money. Just two cents.

Freight from East Has Been Badly Kept Back

C. P. R. Trains Have Been Tied Up for Weeks at a Time.

NO FORFEIT HERE FOR DEPORT BATTALIONS

Although plans are being made for the establishment of depot battalions at both Kitchener and London, no official authorization of the plan has been received at local military headquarters.

STUDENTS WILL PLAY "SHE STOOPS TO CONQUER"

Western University to Present Famous Irish Opera.

Men and Women Put Their Faith in Dodd's Kidney Pills.

They Have Proved Their Value By Their Cures For Over Twenty-five Years, and Have Friends Everywhere.

DECLARES AEROPLANE WAS HANGING OVER THIS CITY

Rev. W. G. Howson Says He Watched Its Searchlight in Early Morning.

REMOVING TO LONDON

A. H. Ingram, of Kincardine, Formerly of Electric Lighting.

HOOGS ARE SCARC

CHATHAM, Feb. 16.—A scarcity of hogs in Kent County is reported, due to a shortage of feed as a result of poor grain yield last year. The price which is being paid at present is \$12.

HOPE GIVEN UP OF MAJOR ASHLANT BEING ALIVE NOW

All Efforts To Get News of London Officer Fail.

Having no direct news, official or otherwise, to justify further hope of the late city engineer, Major W. N. Ashplant, being alive and a prisoner in Germany, his friends and relatives have given up all hope of hearing from him again. There is now little doubt that the major was killed in action, while leading the front waves of his company in the now famous charge of the Canadian troops at the taking of Courcellette in September last.

The major's only brother, Ald. Henry B. Ashplant, has for several months hoped "against fate" for better news, but now expects official confirmation of the worst at any time.

Correspondence of recent date from Ottawa, with hospital reports, tend only to confirm all city reports.

A memorial service in honor of Major Ashplant was held recently at his home town in England.

Among the bits of information gleaned from fellow-soldiers are the following:

Saw Him Hit

Missing, September 25, 1916.

Informant says:

"We were in trenches in the Chalk Pits, about 100 yards from an old sugar refinery in front of Albert, between Thiepval and Pozieres, and it was a surprise to us when we were told we had to attack that night. When we went over, I was the next one to Major Ashplant. I saw him hit. He was hit in the chest. He was hit in the chest. He was hit in the chest."

Thinks Body Brought In

Section of the 1st Battalion, The Buffs, supporting Major Ashplant's company when he was killed in action on the 25th of September, 1916, near Courcellette, has brought in his body. It was reported missing at first, but I am sure it was never lost.

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Important Announcement Re Change in Our Store Policy

The use of comparative prices will be discontinued in all our advertisements, taking effect on Monday, February 19th.

Smallman & Ingram, Ltd.

The Danger of Exaggeration

No matter how careful or how vigilant one may be or how severely the advertising copy is censored, comparative price quotations have a tendency of encouraging exaggeration and misstatements are apt to slip through.

They may be due solely to the over-enthusiasm and confidence on the part of the department head who prepares the copy concerning the merchandise, or an honest error of judgment on the part of another, but in either case the result is the same. We are determined to eliminate from our advertising any suspicion of such by absolutely eliminating the use of comparative or former prices of all goods reduced for special sales.

Our Policy Regarding Special Sales Will Continue as Before

There will be no change in our policy of offering special bargains; our sale features will continue to be saving events of the greatest magnitude, and even more so under our new policy, if possible.

When fortunate trade purchases comes our way, or merchandise for some reason is reduced in price, we shall offer our customers the full benefit of same, but in no case will comparative prices be quoted in our advertisements.

Reasons For This Change

The adoption of this policy in our advertising is, to some extent, due to unusual conditions existing today, which has resulted in unsettled prices, with fluctuations so erratic that it is difficult to determine the exact market value of merchandise, which has a tendency of breeding exaggeration.

While we have always carefully guarded our reputation for reliable, honest merchandising and fair treatment to the public, and have endeavored to avoid any methods which could in the least degree be subjected to criticism, having regarded the integrity of our printed or spoken word as too sacred to be shadowed by the slightest cloud of doubt, yet we feel that the time has come for still further action along this line, hence this change of policy, which we consider the most advanced step this store has ever taken with regard to advertising. This forward step (the eliminating of all comparative prices from our daily advertisements) is the result of evolution that is creating a better understanding and a spirit of greater confidence between the merchant and the public.

We feel that our plain statement that the merchandise offered is an exceptional value at the price will have sufficient weight.



ALLAY CONSCRIPTION FEARS TO GET HELP

Saskatchewan Grain Growers' Association Today Included in the list of the important resolutions dealt with by the Saskatchewan Grain Growers' Association today included proposals which it was hoped would ameliorate the present shortage of labor for farm purposes. The resolution, citing the fact that owing to enlistments a large number of men available for farm work had been withdrawn from civil life, suggested that the Canadian council of agriculture be asked to secure from the Dominion Government legislation reducing residence duties on a home-coming soldier from six to four months annually, military pay for soldiers willing to work in seedling time and harvest, and that active steps be taken at once to allay all such fears of conscription so that intending workers may not be deterred from coming in from the United States. The resolution was carried unanimously.

DECLARES AEROPLANE WAS HANGING OVER THIS CITY

Rev. W. G. Howson Says He Watched Its Searchlight in Early Morning.

REMOVING TO LONDON

A. H. Ingram, of Kincardine, Formerly of Electric Lighting.

HOOGS ARE SCARC

CHATHAM, Feb. 16.—A scarcity of hogs in Kent County is reported, due to a shortage of feed as a result of poor grain yield last year. The price which is being paid at present is \$12.

Severe Headaches and Pains in the Back Resulted From Deranged Kidneys and Constipation of the Bowels.

It is in vain to try to regulate and restore the healthful action of the kidneys until the liver and bowels are one pill a week. The kidneys and bowels are kept in good order and do not have any more pains in the back or head like I used to have. I was also a great sufferer from piles, constipation and torpidity of the liver. Dr. Chase's Kidney-Liver Pills, which is thrown on the kidneys, and in time they fall to stand the strain. The poison in the system gives rise to severe headaches, pains in the back and tired, depressed feelings.

Because they act directly on the liver and bowels, as well as on the kidneys, Dr. Chase's Kidney-Liver Pills are eminently successful in the treatment of kidney derangements.

Mr. William Loney, Marysville, N. B., writes: "I am glad to recommend Dr. Chase's Kidney-Liver Pills to anybody who is suffering from kidney trouble or constipation. I suffered for a long time from kidney disease and pains in the back, but have found that by using one pill a week the kidneys and bowels are kept in good order and do not have any more pains in the back or head like I used to have. I was also a great sufferer from piles, constipation and torpidity of the liver. Dr. Chase's Kidney-Liver Pills, which is thrown on the kidneys, and in time they fall to stand the strain. The poison in the system gives rise to severe headaches, pains in the back and tired, depressed feelings.

This statement is indorsed by Mr. F. Saunders, town marshal, who writes that Mr. Loney's letter is true and correct.

Dr. Chase's Kidney-Liver Pills, one pill a dose, 25 cents a box, all dealers or Edmondson, Bates & Co., Limited, Toronto.

Remember that imitations only appear. The genuine bear the portrait and signature of A. W. Chase, M.D., the famous Receipt Book author.

A PAGE OF GENERAL INTEREST TO WOMEN READERS

Baby's Own Soap

Best for Baby Best for You

"CHAPS" hurt grown-ups as much as they do infants.

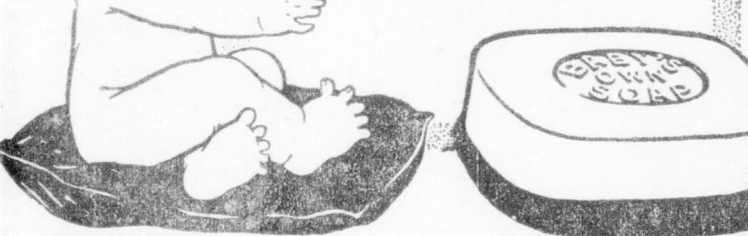
Do!

Wash in warm water with Baby's Own Soap—rinse well and dry perfectly—and your skin will be soft and never chap.

It's purity and skin-softening lather have made Baby's Own THE Family Soap of Canada.

Sold almost everywhere.

Made by ALBERT SOAPS LIMITED, MONTREAL.



DAILY BIBLE QUESTION CLUB

By Rev. T. S. Linscott, D.D.
(All Rights Reserved.)

The six daily studies for this week constitute the International S. S. Lesson for next Sunday. Read the Bible Story on which this study is based, as you ponder the following questions:

1. "Jesus Heals a Nobleman's Son." John, iv, 46-54.
Golden Text—"As thou hast believed so be it done unto thee." Matt., viii, 13.

17. Verse 52—What has been your experience in listening to or reading the testimony of Christians, as to whether God has been equal to, or better than, their faith?

18. Verse 53—What were the contributing causes for the nobleman, and his house, believing in Jesus?

19. What is the way, if any, by which Christian parents may be certain that all their children will become Christians? Consider here, and what would you say has been the influence of these two miracles?

Lesson for Sunday, February 18, 1917—Jesus at the Pool of Bethesda.

John, v, 1-15.



OPEN LETTER TO THE WOMEN OF CANADA FROM LADY GWENDOLEN GUINNESS

Captain the Hon. Rupert Guinness, A.D.C., C.B., C.M.G., R.N.V.R., senior officer of the Royal Naval Volunteer Reserve, and his wife, Lady Gwendolen Guinness, sailed a few weeks ago for England after having spoken in almost every town of any size in Canada from Sydney and Halifax on the Atlantic, to Vancouver and Victoria on the Pacific.

Their aim was to organize committees to secure recruits for the overseas division of the Royal Naval Volunteer Reserve, and the work which they launched was unanimously helped along by the Hon. Mr. Haugen for the Canadian Government, has already had splendid results, and hundreds of good recruits have joined the navy under the auspices of the R.N.V.R.

Before leaving the Lady Gwendolen made arrangements to have a specially designed souvenir pendant distributed through the various recruiting centres to the mothers, or wives—or sweethearts whose influence had helped to secure recruits.

This pendant is a very pretty one of silver—gilt—and bears the motto, "I helped to serve."

The badge is now, we are informed, being distributed by the committees and will doubtless be worn by many women as a badge of honor, as well as a souvenir of their loved ones. The illustration gives some idea of its general appearance, and the following is the open letter written by her ladyship:

TO THE WOMEN OF CANADA:
I am a line from the provinces of Canada, from Atlantic to Pacific, I have had the opportunity of personally witnessing the splendid spirit and untiring work of patriotic women everywhere in the Dominion.

I am convinced that here, as in Great Britain, the debt which is owed by the women of the Empire to our navy is not forgotten.

The iron hand of naval dominion alone shields us from the ruthlessness of an enemy who has not scrupled to make war on the helpless and defenceless. The power of the navy protects our loved ones on their journey to the battlefields, and preserves our homes in safety and prosperity. Recognizing this I am sure that every Canadian woman will do her utmost to secure that support for naval defence which has been asked for from Canada.

I am asking every woman who obtains a recruit for the overseas division of the Royal Naval Volunteer Reserve to accept a small silver pendant, a souvenir of her effort and sacrifice towards upholding the cause of humanity and civilization, and bringing the struggle in which we are all engaged to a speedy and a triumphant issue.

The new menace of unreserved Hun piracy adds further interest to the campaign for naval recruits, and enforces the necessity of increasing naval effort, and it is hoped that a still more generous response will be given to the naval recruiting committee call.

In the meantime, we feel we voice the feelings of many of our readers in extending our thanks to the Lady Gwendolen for the happy thought her gift embodies and to Captain Guinness and herself for their tireless exertions on behalf of the cause.

FRENCH DEEPLY GRATEFUL TO PRINCESS PATRICIA CHAPTER

I. O. D. E. Workers Have Had Most Satisfactory Year and Have Helped Various Canadian Units on Active Service.

The annual meeting of the Princess Patricia Chapter, I.O.D.E., was held at the residence of the regent, Mrs. Allen McLean, on Wednesday afternoon, when very satisfactory reports were given. The total sum of money raised by the chapter amounted to \$3,283.62. A short time ago it was decided to send supplies to the Secours National in France, to be distributed to the French. Miss Doris Barker received a letter of acknowledgement from Madame Richereau, thanking the chapter for its generous gift of articles, and inclosing several letters of interest, which were read by the regent, one from Lieut. Pierre Lyautey, nephew of Gen. Lyautey (acting minister of war), in which he said, "I want the people of Canada to know that the French are grateful for what has been done for them. I join the expression of my gratitude to that of my men. I have been too near to the misery of the troops at the beginning of this great war not to appreciate very highly the gifts which come from disinterested people, who seek from afar to do good."

Another letter of touching interest was that of Lieut. Brown, in command of the 5th Company of the 8th Territorial Regiment, who, on behalf of his men writes: "Thanks to you, my men, who have been in the trenches since October, had one instant of joy on this, the first day of January, a day which formerly was a day of rejoicing for all, and you softened for a moment the bitterness of being so far separated from their own people and hearths."

Officers Elected. At the conclusion of the usual business proceedings, the following officers were elected: Honorary regent, Mrs. Niven (acclamation); regent, Mrs. Allan McLean (acclamation); first vice-regent, Miss Nancy Niven; second vice-regent, Miss Margarette Stuart; corresponding secretary, Mrs. Harry Reason; treasurer, Miss Eula White; standard bearer, Mrs. Keith Hammond; ways and means committee, convenor, Miss Louise Dillon; buyer, Mrs. Gerald Pearson.

The following new members were welcomed into the chapter by the regent, Mrs. McKenzie, Mrs. Turner, Mrs. Phelps, Miss Lillian Johnson and Miss Doris Barker.

Mrs. T. H. Smallman, first vice-regent of the Municipal Chapter, who has always been interested in the work of the Princess Patricia Chapter, and an indefatigable worker in the order, was a gracious guest at the tea hour; also Mrs. Miller, second vice-regent of the Municipal Chapter; Mrs. Fred White, regent of the Lord Elgin Chapter, and Mrs. A. A. Campbell, organizing secretary.

Mrs. Gordon Ingram and Mrs. Carl Morse, presided at the tea table, and gave a happy hour of singing, flowers, and a pleasant social hour was enjoyed.

The following admirable report of the year's work was read by Miss Eula White, recording secretary for the past year:

Annual Report. Secretary's annual report of the Princess Patricia Chapter, I. O. D. E., year ending February 14, 1917.

Regent, Mrs. Allan McLean; first vice, Mrs. Margarette Stuart; second vice, Mrs. T. Gordon Ingram; corresponding secretary, Miss Doris Barker; treasurer, Miss Eula White; standard bearer, Mrs. Keith Hammond; ways and means committee, convenor, Miss Louise Dillon; buyer, Mrs. Gerald Pearson.

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Advertiser Patterns

1876—Ladies' Dress.



A SMART AND ATTRACTIVE DESIGN.

This style is good for velvet, taffeta, serge, gabardine, velour, novelty and mixed suitings. The waist is finished in blouse style and has the deep pockets added over the skirt joining.

The neck is rolled low at the deep collar joining. The sleeve is in bishop style, finished with a turnback cuff of contrasting material. The pattern is cut in six sizes: 34, 36, 38, 40, 42 and 44 inches bust measure. It requires six yards of 44-inch material for a 38-inch size. The skirt measures about three yards at the lower edge.

A pattern of this illustration mailed to any address on receipt of 10 cents in silver or stamps.

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

Name.....
Town.....
Province.....

Age (if child's or misses' pattern).....
Measurement: Bust..... Waist.....

Caution: Be careful to inclose the above illustration and section size of pattern wanted. When the pattern is sent measure your bust only mark 32, 34 or whatever it may be. When in waist measure, 22, 24, 25 or whatever it may be. If a skirt, give waist and length measure. When misses' or child's pattern, write only the figure representing the age. It is not necessary to write "inches" or "years," say, "10" or "12." Patterns cannot reach you in less than one week from date of application.

year. It is a creditable showing, but the continuing increasing demand for surgical supplies calls for greater efforts from all the members.

It is to be expected that there will be greater activities on all fronts in the spring, particularly the great drive that the Allies are preparing for on the western front, with its accompanying increased casualty list. This means that every organization should be forth its greatest efforts to meet a demand greatly in excess of any heretofore.

Cynthia Grey's Mail-Box

Will Relieve Ear Ache.

Dear Miss Grey:—At long last I have two blocks for my Auricle.

You will think I have been a good while at it. It was last fall I asked for the "June Pearl" and it came.

I saw in Thursday's paper where "June Pearl" asked for "Hold the Fort." You will find it inclosed; hope I am first.

Please print "To Relieve Ear Ache"; it may help some poor fellow who has two or three live coals in a teacup and sprinkle granulated sugar over them. Place a funnel over the teacup and steam and smoke go into the ear through the tube or neck of the funnel. This cannot injure the ear, and always affords relief quickly. I tried this a few nights ago for my little girl, and she soon went to sleep and awakened only at 3:30 a.m.

Well, Miss Grey, can you keep warm this cold weather?

I am very glad peace and quietness has entered the Mail-Box. I wish to all. STRATHROY READER.

P. S.—Almost forgot the real mission of my letter. I have a number of letters to you and I will send me "Aunt Nancy" address, and then I can send blocks direct. Will watch for an answer.

A. S. R.

Ans.—Perhaps you would like to send the blocks direct to me. I haven't your address now, or I would send you hers at once.

That ear ache could be well welcomed by some of our mothers. I am sure, and no doubt will find a trial by older folks who occasionally suffer with sore ears.

Send the sent to "June Pearl," the cold weather has been so bad to bear, but a day like Wednesday seems to compensate for all.

Cards and Calls.

Dear Miss Grey:—Will you kindly answer the following for my various cards. If none are written or printed thereon, make your return call at any time within three weeks. As one is supposed to "do as the Romans do," I fancy it will be best for you to follow suit in the matter of cards, and leave only your own. To leave your husband's as well, might be regarded as "showing off," since they have not done so.

Where Is Spunk?

Dear Miss Grey:—Where is "Spunk" and "Evelyn on the Farm"? I sent these girls' school recitations some time ago, but they have not sent me the ones they promised to. Don't you know, girls, that a lady never breaks her word?

I see by the Mail-Box where several girls are following for my various cards. If anyone would send some for me I would be glad to exchange, as I have some splendid ones which I recite at concerts all over the vicinity. I prefer comic ones.

Is the enlisting question? I think it is every boy's place to decide for himself without being called a shirker. Don't think I am not in favor of their going, though, as my own brother has gone long ago. SAUCY KATE.

Ans.—I have "Saucy Kate's" address if anyone writes.

Sends Music Too.

Dear Miss Grey:—Am sending the music and words of the hymn "Hold the Fort," asked for by "June Pearl."

Get a little today—now—from your nearest drug store. Always keep it on hand.

There are many things learned from experience, and observation that the older generation should impress upon the younger. Among them is the fact that scrofula and other humors, which produce eczema, boils, pimples and other eruptions, can be most successfully treated with Hood's Sarsaparilla.

This great medicine is a peculiar combination of remarkably effective blood-purifying and health-giving roots, herbs and salts, which are gathered especially for it.

Hood's Sarsaparilla has stood the test of forty years.

Get a bottle today—now—from your nearest drug store. Always keep it on hand.

Scrofula and All HUMORS GIVE WAY

There are many things learned from experience, and observation that the older generation should impress upon the younger. Among them is the fact that scrofula and other humors, which produce eczema, boils, pimples and other eruptions, can be most successfully treated with Hood's Sarsaparilla.

This great medicine is a peculiar combination of remarkably effective blood-purifying and health-giving roots, herbs and salts, which are gathered especially for it.



LUX

How soft & fresh & fleecy!

Just the way you want baby's "woolies" to be. It's been washed with LUX—that daintiest, purest of all soap products.

You see, woolens are different from other fabrics—they are especially harmed by alkali and by rubbing and twisting in the wash. LUX—pure essence of soap in flakes—is the only safe way to wash with, there's no need of rubbing or wringing when you use it.

LUX really won't shrink woolens—it does them good.

Get a package for yourself and see that YOUR folk's woolens get a long, useful, "scratchless" life.

Sold by all good grocers. British made, by Lever Brothers Limited Toronto 28

BIG NEW SCHOLAR'S COMPANION

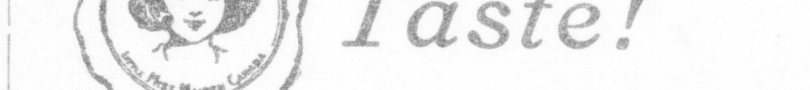


14 Splendid Premiums Given Away

Look at the picture: see what you get—not one, but 14 PREMIUMS—1. Beautiful lacquered Japanese Pencil Box, 2. Set of Water Color Paints, 3. Drawing Compass, 4. Hardwood Ruler, 5. Ink and Pencil Eraser, 6. 1/2" and 3/4" Rubber Bands, 7. Wonderful Fountain Pen, 8. Folding Rubber Ball, in bag, and a lovely Cameo Ring, or 11, 12 & 13 (for boys) 4 2-toned White, Complete Rubber Stamp, and a dainty 22-who Repeating Pencil and last, but not least, only \$4.00 worth of our great, big colored War, Patriotic and Art Pictures at 1c each, or of lovely St. Patrick, Easter, War, Patriotic, Birthday, Floral, Lover and Comic Postcards, at 3 for 5c. One Angel sold 14 PREMIUMS EVER GIVEN AWAY. NOT 1c TO PAY, just for selling 14 PREMIUMS. The GRAND PRIZE is a \$5.00 worth of postcards, or 5 minutes. You can do as well. Now, HURRY! don't let anyone get around ahead of you. ORDER, sell, pay, and by RETURN MAIL, you will receive your 14 DANDY PREMIUMS POSTPAID. Be sure to see whether you wish pictures or cards. The Gold Medal Co., Dep't. L. A. 63, Toronto.

Taste!

You will heartily enjoy the taste and aroma of Cowan's Perfection Cocoa — and further, it is the most wholesome nourishing Canadian beverage.



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

Do you think she could play it? I am referring to the crude copying of the notes, not "June Pearl's" musical ability.

Would be very grateful if you could let me of anything that will keep my poor old brain from aching. I can only write, for instance, a short time when have to rest or do something else, and with a pile of work to do, I sometimes object to that. Is physical culture any good? Please don't recommend me to medical, punch or massage doctors—I know all about them.

What can make bread dough form a crust before it has risen enough? Truly yours, FAN.

Ans.—If you keep your bread dough well covered with a tin or granite pan or dish, you will have no trouble with the crust forming, and after mulling into loaves, cover with a piece of clean cotton several layers thick.

Physical culture has been found helpful in some forms of back trouble.

For strengthening the muscles and increasing suppleness. You say you are not a musician, but if alling kindreds are the cause of your backache, I sincerely think exercise will set them right. I am sorry to think of you having to suffer so.

Shall mail the song to "June Pearl," who will surely be pleased to get notes so.

Chilblains

CURE THEM WITH

Compass Oil

Do not suffer from this malady. Just rub "Compass Oil" well into sore spots at bedtime, and cover with light bandage. Excepting in severe cases, one application will cure. But, no matter how bad your chilblains are, "Compass Oil" will heal them.

25c. ALL DRUGGISTS. 25c.

HORLICK'S Malted Milk for Infants

A safe milk diet, better than cow's milk alone. Contains rich milk and malted grain extract.

The Hosiery trade is booming. Help to meet the huge demand.

Industrious persons provided with profitable all-year-round employment on the Auto-Knitters. Experience and distance immaterial. Write for particulars, rates of pay, etc. Send 2c stamp. Auto-Knitter Hosiery Co., Ltd., Dept. 20E, 257 College St., Toronto.

SPINACH, PECK.....30c
For excellence and delicacy this is the cheapest vegetable now offered.
Main & Collyer
TELEPHONE 2831. P. O. BOX 278
LVE

Show Your Practical Sympathy with Slave-Raided Belgium

If ever Belgium needed sympathy—OUR sympathy—she needs it now! To the ravages of fire, sword and a savage, brutish soldiery, Germany has added deliberate, cold-blooded slave-raiding.

Over 100,000 Belgian workmen have already been snatched from their homes and taken into slavery in unknown places. The mothers, wives and children who beg for their release are driven back by the Huns in utter despair. Neutral protests have failed to change Germany's inhuman purpose, nor can the Allies free Belgian manhood until the Teutons are crushed.

But we can save the women and children through the neutral Belgian Relief Commission, which is feeding three million of them. We can express our indignation, and our sympathy with our Ally's wrongs, in a practical way, by giving more liberally than ever to the Belgian Relief Fund.

Make this a personal matter! Decide what you can afford to give, and send your subscriptions weekly, monthly or in one lump sum to Local or Provincial Committees, or

Send Cheques Payable to Treasurer Belgian Relief Fund

59 ST. PETER STREET, MONTREAL

The Greatest, Most Efficiently Organized Relief Work The World Has Ever Seen.

Subscriptions may be sent to Local London Committee, Mrs. A. T. Edwards, Treasurer, 183 Oxford Street, London.

MUSIC LESSONS FREE

In Your Own Home

HOW can we do it? Everybody asks. For a short time only we are sacrificing profits in order to advertise our school and our new method of teaching music in communities where we are not already known. Here is your chance. Start now, and before the winter is over you can be a finished player of your favorite musical instrument. You can delight your family and friends, and be sure of the cordial welcome everywhere extended to those who can entertain. Think of the pleasure you can yourself derive through all the years to come from your ability to play. Our new, simple method makes it easy, by just giving a little time to practice, to

Read What Students Say

WONDERFUL SYSTEM
"I just got home from school and the folks at home are delighted to hear me play the violin so well. They say I have a wonderful system of teaching music."—M. F. Alford, Carleton Place, Ont.

LESSONS ARE FREE
"Since I've been taking your lessons I've made over \$2.00 with my violin. Your lessons are really fine."—M. F. Alford, Carleton Place, Ont.

PLAYS ANYTHING
"I finished your course of lessons on the violin. I can now play anything I want to. I intended writing to let you know how I got along. When I started them I knew nothing about the violin, but now I can play anything I want to."—M. F. Alford, Carleton Place, Ont.

HEARTIEST APPROVAL
"I want to extend the heartiest approval of your Piano Course. It has done more for me than years of other lessons. So complete in its instruction, so complete in its method, I can only say that I am a great admirer of it."—M. F. Alford, Carleton Place, Ont.

Learn to Play, by NOTE, Any Instrument

And not a penny to pay for your instruction. Full Conservatory Course. No tiresome, "dry" exercises, no inconvenience, no "trick" music, no "numbers," yet simple, wonderful and easy—even for a child.

Already thousands have successfully learned to play by note by our new, easy, Home Study method, and are now expert musicians. No matter if you have never learned one note from another, or whether you have already studied music, this opportunity is for you. Mail the coupon below. We grade you before you start and fit your instruction to your special needs, instead of fitting you to the course. A beginner gets entirely different lessons than a student who has had some previous training.

Our lessons are prepared by artists who are masters of music and the profession of teaching it. If you came to New York to study under the members of our faculty, you would have to pay hundreds of dollars for your instruction. Instructors like Wilcox, Koehler, Bickford, Knoll, Clark and Newman charge \$10 for single lessons. Yet on this great advertising offer these same teachers give you lessons in your own home through our wonderful, new, simplified method—FREE. You fix your lesson hours to suit your own convenience, and the lessons, instead of being a drudge, are so fascinating that hundreds of pupils write: "I can hardly wait for the next lesson."

Free Lesson Coupon
U. S. School of Music, Dept. 139, 225 Fifth Avenue, New York City

Please send me your free book, "Music Lessons by Mail," explaining how I can learn to play. I would like to learn how to play the

Name.....
Address.....

U. S. SCHOOL OF MUSIC Dept. 139, 225 Fifth Ave., New York City

The Canadian Army in Action and the Advance of the Tanks



OFFICIAL FILMS

Of Our Own Boys in the Great Battles of the Somme and
First Pictures of Britain's Land Dreadnoughts

Every man, woman and child should witness the presentation of these marvelous pictures.

Approved and recommended to Canadians by His Majesty King George in a special cable received this week by Sir John Hendrie.

Better than the Battle of the Somme Pictures, which were seen by 15,500 London people.

How the Films Were Made

[Special to The Advertiser.]

LONDON, Jan. 12.—Every man, woman and child throughout the length and breadth of Canada should make a point of seeing the latest war films from the Canadian front. Far clearer than any preceding films of the kind, these wonderful scenes from the Canadian battlefield. Marvelously realistic, too, are the tanks, every portion of them in plain view as with big guns manipulating they pursue their reptilian course over all obstacles.

"Canada's movie photographers have no rivals in daring. Some of the pictures were taken in the heat of battle where the air was literally full of flying death and the operator in terrible danger every moment. Imagine standing out in 'No Man's Land' in an action filming the advancing soldiers, snapping Hun prisoners, while the shells burst in close proximity and bullets 'whip-lash' past in showers. Perched on the top of a parapet hiding in a shell hole, manipulating an instrument which the Bosch is as likely as not to take for a machine gun and act accordingly, is the portion of these daring movie men, whose work at such times is really more dangerous than that of the soldiers themselves."

Filmed under fire and issued to the Canadian people by the Canadian War Records Office in common tribute to those of her sons who fought so victoriously and to those who died victorious, and to be a living record in the national archives of Canada for all time.

No doubt many Londoners will recognize relatives among those shown in the Courcellette fight, in which the 1st and 18th Battalions took a glorious part. Watch The Advertiser for the hours of performances and prices. The admission charge will be within the reach of every pocket.

PRICES:

25 cents to all performances. War tax 2 cents, sold in lobby by returned soldier.

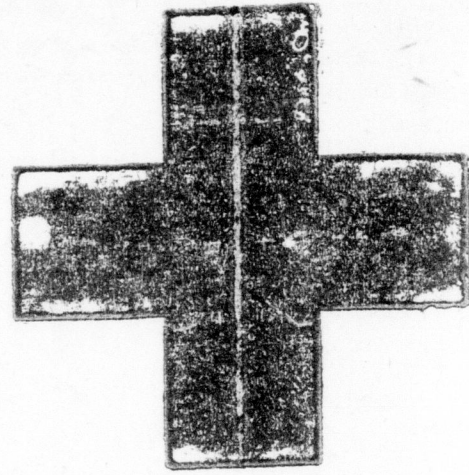
Presented under the auspices of The

London Advertiser

HOURS OF PERFORMANCE.

Matinee—1 p.m., 2:15 p.m., 3:30 p.m., 4:45 p.m.
Evening—6 p.m., 7:15 p.m., 8:30 p.m., 9:45 p.m.

At the LYRIC THEATRE for the full week commencing February 19



INTERESTING FACTS

concerning the work of Canadian Red Cross and Patriotic Assn. of London LONDON'S RED CROSS RECORD

All over Canada it is said that Red Cross workers are slackening in their efforts. This is not true of the London branch.

The largest shipment made during 1916 was in March, when (among other things) 6,000 pairs of socks were shipped from Hyman Hall, through the C. R. C. S. and C. W. C. A. Last month (January, 1917), the shipment included 11,000 pairs of socks, other articles in proportion.

The Women Are Ready To Work, But They Need The Sinews of War

EXPENDITURES DURING 1916 INCLUDED:

Materials	\$58,985.41
Boxes (regulation R. C. shipping cases)	1,500.09
Rent of Hyman Hall	500.00
Printing, postage and express	1,200.77
Princess Patricia Hospital, Ramsgate (for cots)	1,300.00
Chairs (invalid)	50.00
Special medicines and surgical appliances	200.00
Red Cross fruit kitchen	300.00
Western University Hospital Unit	11,571.31
Ambulance for same	2,020.11
Pathological building, Paris, France	1,950.00

Special departments of work include the following:

Special Comfort Fund

During 1916, \$5,250 has been forwarded from London, Ontario, to the C. W. C. A. headquarters in London, England, for this fund, which supplies smokes, socks, sweets and anything else the boys at the front may fancy.

Tell your lads that if they want ANYTHING from a gramophone to a safety pin, and want it quick, all they need to do is to get their officers to requisition the C. W. C. A. at headquarters. They will be supplied at once, free of all charge, so long as these at home don't let the fund get low!

Christmas Stockings

Every Canadian soldier in England and France received a Christmas parcel on December 25. In the Canadian Red Cross hospitals every patient, whatever his nationality, was given a Red Cross Christmas stocking; 3,000 were sent through this branch alone, besides many other kinds of "Christmas cheer." One of the boys, writing home, said "the Canadian women have done us proud."

Prisoners of War

For reasons that have already been stated in the press, no more private parcels can be sent to prisoners in Germany.

But from the Canadian Red Cross Society's offices in England (special department) each prisoner of war receives a weekly parcel of food to the value of \$2.00, besides six pounds of bread (two pounds from Holland, four pounds from Switzerland).

The Red Cross also supplies clothing for each man.

A parcel may be posted here, but the Government authorities in England will not forward it. All such parcels are sent to the Red Cross offices, to be examined and repacked in the authorized boxes.

This is not a Red Cross regulation. It is a Government regulation.

The prisoners are actually dependent on this supply of food.

There are at present 2,196 Canadian prisoners of war in Germany.

Each prisoner costs approximately:

\$120.00 a year.
10.00 a month
2.50 a week.
.35 a day.

The number of prisoners is increasing slowly but surely.

Last year this branch sent \$4,294.31 to this fund.

During that time private parcels in great numbers were being sent to the prisoners as well.

This year there will be no private parcels.

These men have lost THEIR freedom while protecting YOURS for you.

Can You Let Them Go Hungry?

THE LONDON BRANCH

Has some 300 contributory circles throughout Western Ontario. It was largely due to their magnificent and unflagging energy and co-operation that during 1916 there were shipped from Hyman Hall 3,140 boxes and 146 bales, containing goods to the value of \$189,115.86.

LONDON'S PATRIOTIC RECORD

Population about 57,300
LONDON has subscribed to Patriotic fund, Canadian Red Cross, British Red Cross, French Relief, Belgian Relief, Serbian Relief, Polish Relief, British Sailors' Relief, Soldiers' Hospitals, Soldiers' Insurance and other war funds, over \$800,000

THE LONDON PATRIOTIC FUND is a branch of the Canadian Patriotic Fund and has given assistance to over 2,000 families living in London.

This means to over 5,000 wives, children and mothers.

The London branch has paid to these dependents over \$190,000

A family receives an average monthly payment of only \$14.14

Or to each person \$ 4.62

This being in addition to a share of the man's pay and the Government separation allowance.

There are now on the fund 778 families.

This means disbursing the monthly sum of over \$10,000
Only those entitled to it receive assistance. Applications by persons not so entitled have been declined to the number of 1,222

Names of all subscribers will be printed in pamphlet form and distributed to every house.

Phone
300,000
**CAMPAIGN
HEADQUARTERS**
Bank of Commerce, Upstairs
Phone
300,000

"SERVE BY GIVING" CAMPAIGN

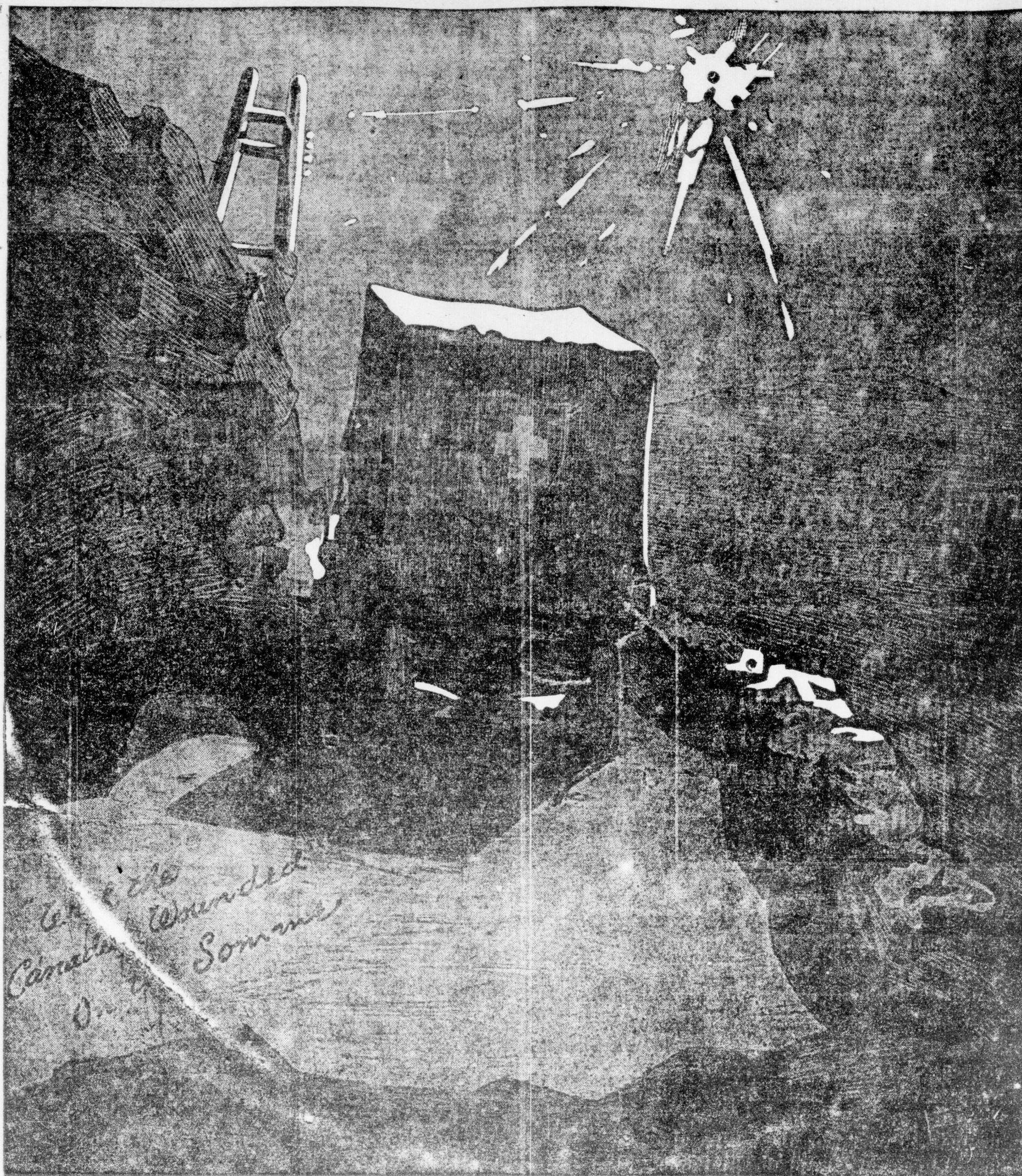
Patriotic Fund and Canadian Red Cross Appeal

Chairman of the Campaign Committee
Sir George C. Gibbons

President London Patriotic Association
W. M. Gartshore

Three
Days
Feb. 19, 20, 21
\$300,000
Three
Days

Payments may be made to the Canadian Bank of Commerce, A. D. McLean, Hon. Treasurer, Campaign Fund



Gr-r-r-ump! Bang!

"That was a near one! Wh. . . . Gad! That was close."
"Crouch Down! Driver, can't y' give the old ambulance
more gas? Make her hum!"

"Look out, everybody! Here's a bit o' road that's getting
what for. Hunch down, you chaps. Grip the sides, you. Hold
tight! Umpl . . . Ouff! . . . Gad! Everybody all right!"

And then you and I sit in our comfortable chairs, in warm rooms, safe as the proverbial "bug"—and we wonder if two dollars or twenty dollars, or fifty dollars (whatever it is in each case), is enough for the Patriotic Fund and Canadian Red Cross Campaign. Enough! There's no such word as enough in this war. The only time you and I can say we've given "enough" is when we absolutely and honestly CAN'T give another cent. If it doesn't hurt you to give—then you aren't giving anything worth while.

What's the use of this ad. piling on the agony? You know right well that you are infernally glad YOU aren't in that Red Cross ambulance. Never mind your reasons for being here at home. That's between you and your conscience. But this Patriotic and Canadian Red Cross Fund business is between YOU and YOUR CHILD—because it might be YOU in that Red Cross ambulance, and it might be YOUR CHILD was depending on this fund.

Forget your criticisms. Dig up this small part of your duty. Look at the Red Cross waggon in this ad—then think of your nice, comfortable bed at home. If you want to enjoy that bed, dig up! For an eased conscience it's cheap, very cheap!

DIG UP!

DIG UP!

DIG UP!

DIG UP!

PATRIOTIC FUND AND CANADIAN RED CROSS APPEAL

Bank of Commerce (upstairs) Cor. Dundas and Richmond.

Gentlemen: I am willing to contribute a certain sum, payable in instalments, during this year. Will you kindly send me further particulars?

Name

Address

Phone
300,000
**CAMPAIGN
HEADQUARTERS**
Bank of Commerce (Upstairs)

Phone
300,000

"SERVE BY GIVING" CAMPAIGN
Patriotic Fund and Canadian Red Cross Appeal

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

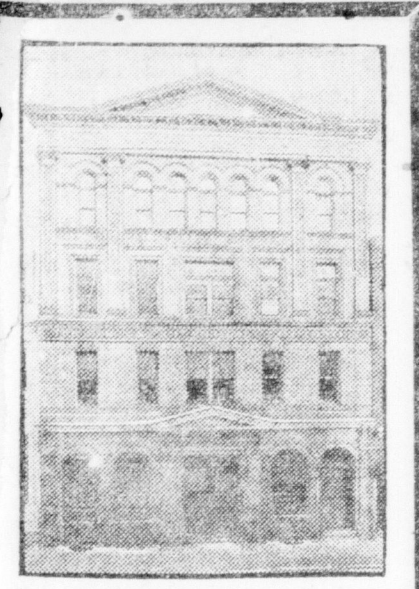
President London Patriotic Association:
W. M. GARTSHORE

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

**3
Days**

**FEBRUARY 19, 20, 21
\$300,000.00**

**3
Days**



Exterior view of the main branch building of the Huron & Erie Mortgage Corporation.

Annual Statements of the HURON & ERIE MORTGAGE CORPORATION and the CANADA TRUST COMPANY

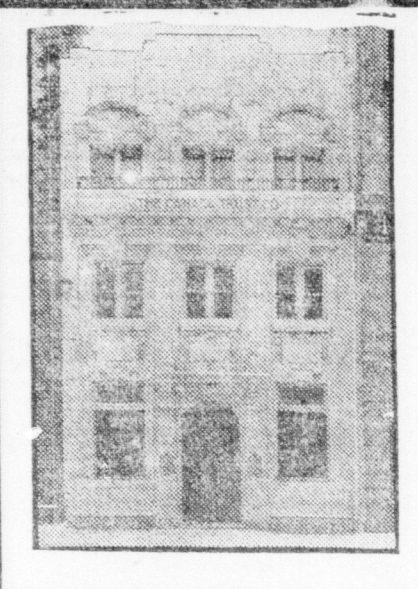
Synopsis of the **53rd** Annual Statementand the Year's Progress of the
Huron & Erie Mortgage Corporation

	1915	1916	INCREASE during 1916.
Assets	\$17,009,257.24	\$17,771,189.90	\$ 761,932.66
Savings Deposits	2,394,623.00	2,820,433.14	425,810.14
Debentures	9,029,125.63	9,171,235.26	142,109.63
Surplus Security	5,399,077.17	5,585,518.87	186,441.70
Composed of Paid-up Capital, Reserve Fund and Undivided Profits.			
Net Profits	428,197.34	440,310.08	12,112.74

Increase in combined assets of both Institutions during the year over \$2,000,000.00

Synopsis of the **15th** Annual Statementand the Year's Progress of the
Canada Trust Company

	1915	1916	INCREASE during 1916.
Assets	\$6,271,868.61	\$7,511,818.19	\$1,239,949.58
Investments			
Made by the Public	3,045,144.45	3,318,224.30	273,079.85
Surplus Security	1,442,395.15	1,504,093.43	61,698.28
Composed of Paid-up Capital, Reserve Fund and Undivided Profits.			
Net Profits	117,002.77	121,692.28	4,689.51



Exterior view of the main branch building of the Canada Trust Company.

Proceedings of the Huron & Erie Annual Meeting

The Fifty-third Annual Meeting of the Shareholders of the Huron & Erie Mortgage Corporation was held at the Corporation's offices in London, Ontario, on February 14th, 1917. The President, Mr. T. G. Meredith, K.C., took the chair, and Mr. Morley Aylsworth acted as Secretary.

The President, in moving the adoption of the Annual Report and Financial Statement, said:

"I shall not long detain you today, as the figures in the Report before you tell the story of another year under war conditions.

"The outstanding feature is the growth of THREE-QUARTERS OF A MILLION DOLLARS in the Company's assets, despite repayment to Great Britain of over half a million dollars on maturing debentures. This increase was rendered possible by the high standing of the Huron & Erie in Canada, and the energetic campaign for funds referred to at our last Annual Meeting.

"While the rates offered by the British and Canadian Governments necessitated an increase in our own, yet we are able to report profits somewhat in advance of former years, and these profits were earned only after making ample allowance for possible losses.

"For the first time in many years, no losses were incurred on sales of mortgaged properties which came into our hands, and we again have to report that we have no real estate on hand, other than office premises.

"Throughout the year the demand for mortgage loans was light, and in consequence additional investments were made in War Loans and in the debentures of municipalities, School Districts and Rural Telephone Companies, all of the latter being charged upon and amply secured by real estate in Canada.

"The progress of the Canada Trust Company was both absolutely and relatively in advance of that of the Huron & Erie. Despite repayments

of Scottish maturities, the assets of the Trust Company increased by nearly a million and a quarter dollars, thus bringing the total assets of both Companies beyond Twenty-Five Million Dollars. As the Reserve Fund of the Canada Trust Company now amounts to one-half of its Paid-up Capital, it is proposed this year to increase the dividend of that Company to 7% per annum, an increase which will benefit the Huron & Erie Shareholders to the extent of over nine thousand dollars.

"The Huron & Erie Mortgage Corporation continues to pay into the Dominion treasury, as a war tax, 1% of its gross profits, or more than \$10,000 per annum. In addition to the payment of this tax, certain smaller war taxes, and ever-increasing Provincial demands, the Corporation has given freely to various patriotic funds. You will later be asked to authorize the contributions made last year, and subscriptions for the current year, of \$7,500, to the Patriotic Fund and Canadian Red Cross Society. As the Canada Trust Company has already voted the sum of \$2,500 for the benefit of the same causes, the shareholders of the Huron & Erie will, directly and indirectly, this year donate at least \$10,000 to patriotic objects.

"These taxes and contributions are cheerfully paid, yet our Shareholders should not forget that Mortgage Companies are not making profits out of the war; on the contrary, they suffer (with countless others) from the abnormal conditions prevailing. Not only, as already mentioned, do we pay higher rates on our borrowed monies, and experience difficulties in investment, but various legislative enactments, particularly those of the Western Provinces, render more difficult the business of a Mortgage Company.

"The task of the staff of our joint corporations has not been an easy one. The additional strain imposed by war conditions, and the absence from the office of those members who have enlisted, made the burden of the remainder the heavier. I am glad to testify to the cheerful willingness with which this burden has been carried.

"It has been well said, I think, that, during the greatest war of all ages, no one desirous of preserving a reputation for common-sense will venture to predict what the future may hold. I can, however, assure those interested in the Huron & Erie that both the directorate and management will use every effort to maintain the Company's strong standing, to safeguard its welfare, and throughout (as heretofore) to make safety rather than profit the first consideration."

In the absence of Mr. Frank E. Leonard, the Vice-President and General Manager, Mr. Hume Cronyn seconded the motion to adopt the report, and spoke as follows:

Savings Deposits

3 1/2 %

Per Annum, Credited Half Yearly.

Total number of Huron and Erie depositors at the close of 1916.

8 6 4 9

Increase in number of depositors during 1916.

1 0 2 7

Debentures

5 %

Per Annum, Payable Half Yearly.

Total number of Huron and Erie Canada Trust investors at the close of 1916.

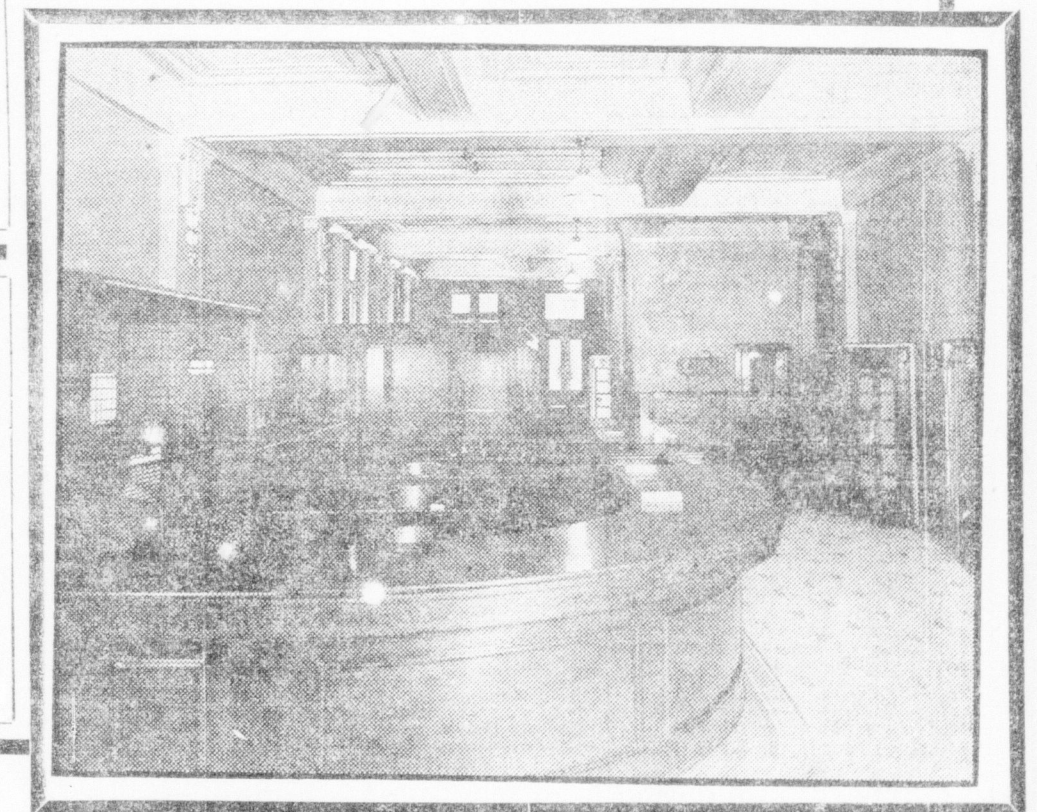
6 4 0 2

Increase in number of Canadian investors during 1916.

5 0 6



Interior view of the main branch building of the Huron & Erie Mortgage Corporation.



Interior view of the main branch building of the Canada Trust Company.

LIBERAL WHIP OF LEGISLATURE GIVES GERMAN STORY LIE

Disposes of Charges Levelled
by Currie.

STANDS BY HIS RECORD

Says It Will Not Suffer by
Comparison With War His-
tory of Traducer.

[Special to The Advertiser.]
TORONTO, Feb. 16.—C. M. Bowman, Liberal whip, in the Legislature today completely disposed of the attack made on him in the West since by election by Lieut.-Col. J. A. Currie, M.P. He would not bother, he said, about what Col. Currie had said, but Premier Hearst and Hon. I. B. Lucas, attorney-general, had appeared on the same platform and apparently countenanced the colonel's reckless statements.

"From the personal standpoint I

have been more than amply repaid in connection with these attacks made by Col. Currie, and the charges that he practically made that I was a pro-German agent," said Mr. Bowman, "by many expressions of resentment against such tactics, which I have received from the Conservatives of the county of Bruce, who have known me for so many years. I leave the matter of my record as to whether I have taken a man's part, in connection with the war, to the Conservatives of Bruce County, connected with the patriotic fund, to the Conservatives connected with the Bruce County preparedness league, and to the men of the 160th (Bruce County) Battalion, from the colonel down to the humblest private.

"So far as anything that I may have been able to do in connection with the war is concerned, all I have to say is that when the real history and full record of the war comes to be written I know that my record will not suffer by way of comparison with that of Col. Currie."

Mr. Bowman quoted from Eby's history of Waterloo Township, and pointed out that the first Bowman of whom they had trace was born in Switzerland in 1681, and when a very young man he, in company with his parents, moved to Holland, where they had promise of protection from William, Prince of Orange, afterwards William the Third of England. The family later moved to Pennsylvania, U. S. A., and then to Canada previous to the war of 1812, or shortly after. In Ontario they had made a record of which they were proud and the astounding thing to him was

that any public man would have the nerve and the hardihood to impugn the honor and the loyalty of a descendant of people who, for centuries, have been standing for full religious and civil liberty."

Land for Soldiers.

Hon. G. Howard Ferguson introduced a bill providing for the agricultural settlement of soldiers, which will give the Government power to take over land for the settlement of soldiers and to spend money in training them and giving them a start with live stock, machinery, implements, etc.

Wm. Proudfoot (Huron) introduced a bill to allow municipalities to adopt preferential voting.

A question by Hartley Dewart (Southwest Toronto) elicited the information that the nickel commission was appointed on September 5, 1915, and that to the first of February, 1917, it has cost the province \$49,493.

Motions by Messrs. Sam Carter and Chas. M. Bowman, relating to taxes paid by the nickel companies, the purchase of machine guns and town sites established and lands sold on the T. and N. O. Railway line were carried without discussion.

Even McGarry Giggles.

Hon. Mr. Ferguson, however, was a little baulky when Hartley Dewart asked about the taxes paid by the nickel companies for the years of 1915 and 1916. The minister's actions caused his most intimate colleague, Hon. Mr. McGarry, to giggle. Mr. Ferguson admitted that he knew what Mr. Dewart wanted, but he argued that the South-west Toronto member had not put the question in plain English. Mr. Dewart told Mr. Ferguson later that he did not think he was so obtuse.

GERMANS SAY THEY TOOK 850 FRENCH IN RIPONT DRIVE

Claim Victory in Champagne
District Fighting.

FRENCH WIN IN ARGONNE

Make No Mention in Official
Report of Boasts From
Berlin.

BERLIN, via Sayville, Feb. 16.—Troops of the German Crown Prince in an attack against French positions south of Ripont, in the Champagne yesterday, the war office announced today, on a front of about a mile and a half, captured ground to a depth of half a mile. The Germans took 850 prisoners, including 21 officers.

The attack, which was preceded by an intense artillery fire, was made mainly against the French positions at Maisons-de-Champagne farm and Hill 181, about one-third of a mile south of the farm. Four lines of French positions were stormed in the attack. The

French made counter-attacks last night and this morning, but were repulsed with losses. The German losses are said to have been small.

The official communication issued this evening says that reports received show that none of the fronts has anything of importance to report.

BILL SENDS THANKS.

BERLIN, via London, Feb. 16.—An official communication says Emperor William has telegraphed the German crown prince, congratulating him and his troops for their successful attack against the French in Champagne, which he says maintained their reputation for smart execution.

NO MENTION BY FRENCH.

PARIS, Feb. 16.—The war office communication issued this morning says: "At 11 o'clock last night in the region of Berry-au-Bac, in the Argonne we carried out successfully several surprise attacks, and brought back several prisoners."

"To the west of Les Maisons-de-Champagne the artillery activity continues, but without infantry action. The fire of our heavy batteries caused an explosion of an ammunition depot at Manne to the north of Tahure."

"In Lorraine, near Nomeny, a German reconnoitering party was surprised by our fire and scattered. The enemy left behind several dead."

"In the region of Louvemont artillery fighting has been reported. The fire of the French batteries caused an explosion of an ammunition depot at Manne to the north of Tahure."

"In the Vosges, to the south of St. Marie Pass an enemy long range gun this morning fired several shells in the direction of Nancy."

Debate communication:
"All along the Belgian front artillery

activity is being maintained day and night."

ENTER GERMAN LINES.

LONDON, Feb. 16.—The official communication from British headquarters in France issued this evening reads:

"We entered German positions south-east of Souchez during the night and captured eleven prisoners. The whole of our party returned safely. An enemy party that reached our lines north-east of Armentieres early this morning suffered a number of casualties and was at once driven out."

"The enemy's artillery has shown great activity in the neighborhood of Sailly-lez-Somme. There was considerable activity by both sides near Morval."

"Yesterday one British airplane and three German airplanes, one of which fell on our side of the line, were brought down in aerial fighting. Five other enemy machines were driven down damaged, while a ninth hostile airplane was brought down by our anti-aircraft guns. Four other British machines are missing."

PETER MARCHAND DEAD

Tilbury Township Resident is Dead of
Bronchial Pneumonia.

TILBURY, Feb. 16.—Peter Marchand, aged 73, is dead at his home from bronchial pneumonia. Deceased was born in Tilbury Township. He was a resident of that township until ten years ago, when he retired from farming and moved into town. He leaves his wife, two sons and two daughters, Moses, a former councillor, and Charles, a farmer in Tilbury North; Mrs. Alex Dupluis, and Sister Martin of the Ursuline Academy, Tecumseh.

PAPER MILLS MEN WILLING TO MEET PUBLISHERS NOW

Government Order May Be
Unnecessary Move.

OTTAWA, Feb. 16.—The Canadian Government has handed out the following announcement on print paper:

"Effective means have been taken by the Government to insure the supply of newsprint paper to the newspapers of the Dominion of Canada. On February 7 an order-in-council was passed leaving in the hands of the minister of customs absolute power to license the export of paper, and also to fix quantity and price at which it is to be furnished to Canadian publishers."

"The paper manufacturers were in Ottawa Wednesday, and had a conference with the minister. The majority of them are only too ready to meet the views of the Government. It is anticipated that the manufacturers will so arrange matters that it will not be necessary for the minister of customs to exercise the powers given to him."

There is no understanding as to the export business to the United States, though there is a belief that the requirements of that country will be favorably considered.

TIME FOR ROGERS TO QUIT, DECLARES HERALD

Calgary Paper Says Bob Should Not
Accompany Premier.

[Special to The Advertiser.]

WINNIPEG, Man., Feb. 16.—The Calgary Herald, Conservative, one of the string of Southern papers, has come out editorially, declaring that in view of the Gall findings, Hon. Robert Rogers should not be allowed by Sir Albert Borden to accompany him to England on his imperial mission. The paper says that the people have grown tired of Mr. Rogers, and it would be a good thing for the country if Rogers quit the Government.

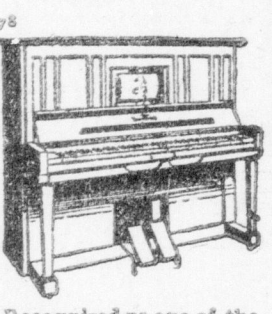
BABY'S OWN TABLETS OF GREAT HELP

Mrs. William Arlett, Ancaster, Ont., writes: "I have used Baby's Own Tablets for three years for my little girl and baby boy. I have found them of the greatest help during the teething period and always keep them in the house." The Tablets aid teething babies, because they regulate the stomach and bowels, thus preventing constipation, diarrhoea and convulsions. They promote healthy sleep and keep baby well and happy. They are sold by medicine dealers or by mail at 25 cents a box from The Dr. Williams' Medicine Company, Brockville, Ont.

TAYLOR'S THROAT AND LUNG BALM
Is entirely different from ordinary cough syrups, mixtures, etc. It cures.
Taylor's 6 Cut-Rate Drug Stores

BROWN OPTICAL COMPANY, LONDON
EYES EXAMINED
NO DRUGS USED
QUALITY GLASSES
GROUND AND FILTED
AT MODERATE COST
223 DUNDAS ST. Phone 1877

VE OLDE FIRME



Recognized as one of the most important musical instruments that has yet appeared, the

Heintzman & Co. Player-Piano

has set the standard for all player-pianos. A careful examination of its many exclusive features is necessary to an understanding of its undoubted leadership

Piano Warerooms,
242 Dundas St.,
London, Ont.

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

John S. Barnard
Optician,
194 DUNDAS STREET, ST.

WE REPAIR
Hot Water Bottles Just as Satisfactorily as Tires.
London Tire Repair Depot
A. WILKES,
354 Wellington St. Opp. McClary's.
PHONE 2334.

GEORGE E. LOGAN
FUNERAL DIRECTOR
AND EMBALMER
415 RICHMOND ST., LONDON.
Residence on Premises.
Phone 1968. Personal Attention.

SMITH, SON & CLARKE
UNDERTAKERS.
115 DUNDAS ST. PHONE 868.
622 DUNDAS ST. PHONE 878.
Residence on Premises.
Private Ambulance Service.

N. J. GRIFFITH
FUNERAL DIRECTOR AND EMBALMER.
104 Dundas Street, London.
Residence on premises. Phone 459.
Private Ambulance Service.
Delaware Branch, W. Acree, Mgr.

J. FERGUSON'S SONS
FUNERAL DIRECTORS.
OPEN DAY AND NIGHT.
180 KING STREET. PHONES 543, 573, 2056.

Scranton Coal
The most satisfactory coal for furnace or range. Send in your order.

JOHN M. DALY
PHONE 348. 19 YORK STREET.

Office To Let
STEAM-HEATED
Only \$8 a Month
APPLY
LONDON LOAN AND SAVINGS COMPANY

Cut Glass
The addition of one or two pieces of cut glass adds amazingly to the elegance and attractiveness of the table. We have recently received a shipment of beautiful new pieces in handsome shapes and perfect cutting. See our wonderful cut glass room.

Bon-Bon Dishes \$2.00 to \$7.00
Vases \$1.00 to \$10.00
Berry Bowls \$4.00 to \$9.00
Sugar and Creams \$3.00 to \$5.00
Water Sets \$9.50 to \$32.00

YOUNG'S
TWO STORES.
London East London

FOR THE GOOD THERE'S IN IT.
Eat this good bread at every meal.

JOHNSTON BROS. XXX BREAD
Delivered everywhere, or obtainable at best grocers.

SUNDAY APPOINTMENTS.
Huron College appointments for Sunday are: Godolphin, the Rev. Professor Wright, M.A.; St. Luke's, W. D. Davis; Bayfield, O. Mousley; Epiphany, 7 p.m., holy communion, the Rev. G. M. Cox, L. P. Hagger; Wyoming, W. Griffith; Atwood, H. G. Crosby; St. Mary's, F. G. Hardy; Chelsea, Green, W. Hendry; Burford, J. Chapman; Yarmouth Heights, A. Shaw; Parkhill, G. Vrooman; Aged People's Home, C. C. Burton.

Eye Talk
NO. 22.
Prosperity Versus Efficiency
If you want a thing done promptly, go to a BUSY man, the idle man HAS NO TIME.
If you want it done well, go to the successful man. A man to do well cannot be expected to accomplish for another something he has never succeeded in doing for himself.
IF YOU WANT GLASSES, COME HERE,
for my success is the best evidence that I can and will do for you all that skill, brains and pains can accomplish.
Yours for Clear and Comfortable Sight.

Carlyle TREBILCOCK OPTICIAN
PHONE 2351. 233 DUNDAS ST. ST.

YOU HAD BETTER GET THOSE TIRES LOOKED AFTER NOW, BECAUSE WE KNOW HOW.

LONDON'S RUBBER MAN
186 KING—REAR. PHONE 5124

ILLUSTRATIONS
If you have the desire and will pay the price, we can get you illustrations that rank with the world's best. Yes, we mean JUST THAT!

Federal Advertising Service
Telephone 5462.
312 Dundas Savings Building, LONDON, ONT.

BESSIE KNIGHT LEADS ON CLOSING DAY OF PHOTOPLAY CONTEST

Contest Will Be Over at Eight This Evening.

SURPRISES ARE EXPECTED

Votes Will Be Counted as Rapidly as Possible Tonight.

Tonight is the night of nights, for the big photoplay contest will close at 8 p.m. sharp, and the great race will be over. The votes will be counted as soon as possible, and the winners names will be announced from the stage at the Majestic Theatre during the second show or about 10 o'clock.

Monday's Advertiser will carry the complete list of winners and their standings. Bessie Knight has gained the lead today, and Jean McGregor is holding down second, and Dorothy Cole is running third.

With the men H. O. Gibson is leading the men, with Jack Nopper a close second, and Charles Brown is third. With our little friends Miss Mildred Kelly and Sam Munro are in the lead.

Many great surprises are expected when the complete results are announced, and it will be a happy company of winners that will act in this big home town movie which will be produced in this city all next week. During next week the Advertiser will have a special reporter detailed to go with the company and daily articles that will be of interest to the public will be published, as well as the story of the play. The Advertiser will also advise the readers where certain scenes will be filmed so that they will have an opportunity to look on and perhaps take part in some of the big scenes.

For Leading Lady.
Dorothy Anderson \$340
Freda Boyce 12,200
Isabel Coles 20,130
Marie Coughlin 22,310
Dorothy M. Cole 35,040
Violet Crowley 1,380
Helen Cleary 1,210
Edyth Nash Houd 24,180
Bessie Knight 42,970
Pearl Lewis 30,450
Emma Lily 4,000
Alma Larsen 1,120
Jean McGregor 35,850
Alice Orr 24,320
Florence Pipe 29,620
Jessie Rae 4,490
Lena Short 22,380
Gladys Smith 5,330
Myrtle Tomy 31,820
Hilda Tine 1,480
Gladys Wright 34,040
Pearl Langley 2,330
Willie Rice 11,030
Elva Oxford 4,950
Isabel Hind 4,050
Mrs. W. G. Ruge 1,610

For Leading Man.
Bert Hanley \$500
Henry Green 14,500
Frank Johnson 10,040
Frank Kennedy 4,200
Roy Lyons 12,820
Wilbert Marsh 6,340
Stanley Meredith 16,140
Jack Nopper 24,210
Vincent Perry 13,610
Niven Judd 1,400
W. A. Pestill 6,210
A. Allister Ward 13,500
William Richardson 1,200
Harold Thompson 2,720
Charles Brown 16,380
H. O. Gibson 27,140

DIED IN LONO.
Duncan White, aged 85, one of the oldest residents of Lono, died at his home, lot 8, concession 7, Friday. He was unmarried. Two sisters survive. The funeral will be held on Monday at Ivan Cemetery.

Dancing Is a Delightful Pastime
YOU'LL FIND YOUR CHOICE OF PUMPS AT COOK'S



This cut illustrates a Dancing Pump of exquisite lines. They come in Patent, Black Kid, White or Black Satin, with long tapering toes, turned sole and Louis heels.

\$5.00 UP.
A Dancing Pump Par Excellence. You can always get style, you can always get value in Shoes at

COOK'S
The Store That Serves You Best.

WANT FARMERS' WIVES IN MARKET BUILDING

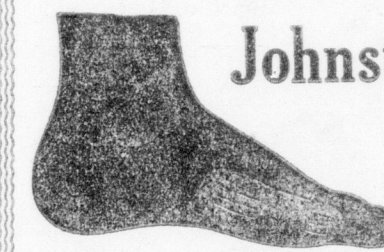
R. E. C. A. Would Out Present Tenants From Basement.

At the regular meeting of the Real Estate Owners last evening the following resolution was passed:
"Resolved, that this association endorse the idea to have all tenants vacate the basement in the market square. The city council should not keep premises to rent in competition with private citizens. Also we believe that part of the market-house should be converted into quarters for farmers' wives to sell their produce direct to consumers."

IT COSTS YOU NOTHING
To Have Your Foot Troubles Diagnosed
FOOT TROUBLE IS THE FUNDAMENTAL CAUSE OF MANY OF THE PRESENT-DAY ILLS.

R. J. Orr, D. C. O., formerly in charge of the Orthopedic Department of Blachford's, Toronto, but now of the Arrowsmith "First Aid" Foot-Relief Service, will be at our store three days beginning Monday, February 19, 1917, demonstrating the well-known Arrowsmith "First Aid" Foot Specialties, for the relief and cure of all foot ailments. Mr. Orr is a specialist of broad experience and can diagnose and prescribe for any foot ailment. Come and have him examine your feet—it costs you nothing. Special attention given to children.

REMEMBER THE DATES, FEB. 19, 20, 21.



PETERS SATURDAY NIGHT CANDY SALE

Butterchips Chocolate Chips
Made of the best Creamery Butter and the Highest Grade of Dutch Cocoa. Regular 25c lb. 19c lb.

ROSS' Limited FURS

It will pay to secure Furs at the low prices now quoted in MINK SETS, MUFFS, STOLEs AND NECKPIECES. NATURAL WOLF SETS. SABLE SETS, MUFFS AND STOLEs. HUDSON SEAL SETS, STOLEs AND MUFFS. BLACK WOLF SETS, STOLEs AND MUFFS. BLACK LYNX SETS, STOLEs AND MUFFS. ERMINE SETS, STOLEs, MUFFS AND NECKPIECES. NATURAL MUSKRAT COATS.

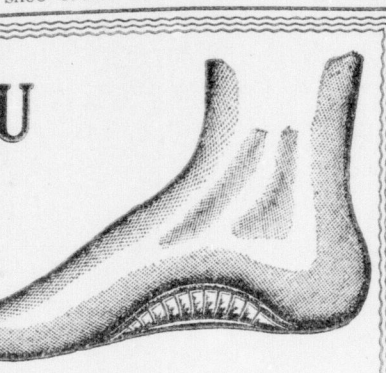
The tendency is upwards in fur prices but we are willing to clear all made-up stock at reduced prices.
CLEARING FALL AND WINTER COATS.
CLEARING FALL AND WINTER SUITS.
CLEARING SEVERAL LINES IN SKIRTS.
CLEARING LINES IN VOILE AND SILK WAISTS.

PHONE 1319. 196 DUNDAS STREET.

HUMAN HAIR PROTECTS AND ADORNS THE HEAD

And if you have thin hair—if you are bald—do not miss seeing Doreenwend's Exhibit of Human Hair-Goods for ladies and gentlemen at City Hotel on Thursday and Friday, February 22 and 23. The display will include ladies' switches, coronet and fancy braids, transformations, pompadours, waves, chignons, bangs, and for bald men toupees and wig structures that will benefit the health and appearance. There is no charge for a demonstration. Feb. 17, 20

BUSINESS IS GOOD.
London reports to Bradstreet's state that business throughout Western Ontario has been satisfactory, in spite of severe weather for the early part of the week. The winter commodities are finding a fairly ready sale, and woolens were advanced recently. Boot and shoe orders for fall delivery are fair.



at the higher levels, and shipments of spring goods have been made to the extent of about 50 per cent. Collections are quite good. The surplus of red clover is leaving a considerable quantity in the hands of farmers, and dealers as well state they will have to carry some over.

A good blanket of snow gives a favorable crop outlook.

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CEETEE UNDERCLOTHING
Guaranteed Not To Shrink.



C. H. WARD & CO.'S
ELEVENTH ANNUAL

Half-Price Jewelry Sale

Once a year, previous to stocktaking, we clear out all odds and ends in our store, and many articles in our staple lines are sold at the same reduction.

A splendid opportunity to save money on Wedding Presents, Birthday Presents, Card Prizes and Prizes for Curling and Bowling Tournaments.

Special Discount of 20% Off Everything in the Store

See north window and bargain tables, on main floor and in basement, for half-price goods.

Diamonds Half Price

\$4.00 Genuine Diamond Baby Rings, mounted in 10-k. gold, each...\$2.00
\$10.00 Genuine Diamond Rings, mounted in 14-k. gold, each...\$5.00
\$14.00 Lady's Belcher Diamond Ring, 14k gold...\$7.00
\$20.00 Lady's 3-Stone Ring, 2 diamonds and 1 emerald...\$10.00
\$20.00 Lady's Modified Tiffany Ring...\$10.00
\$25.00 Lady's 3-Stone Ring, 2 diamonds and 1 sapphire...\$12.50
\$30.00 Lady's Onyx Pearl and Diamond Ring...\$15.00
\$30.00 Lady's 3-Stone Ring, 2 diamonds and 1 ruby...\$15.00
\$50.00 Opal and Diamond Cluster Scarf Pin...\$25.00
\$60.00 Three-Stone Diamond Rings, 14k setting...\$30.00
\$90.00 Four-Stone Diamond Ring...\$45.00
\$100.00 Gents' Round Belcher Ring...\$50.00
\$120.00 Lady's Marquise Diamond Ring...\$60.00
\$120.00 Lady's Tiffany Ring, 1/2 and 1-32...\$60.00
\$160.00 Gent's Flat Belcher Ring, 14k setting, weight .75...\$80.00
\$200.00 Lady's Fancy Tiffany Ring, 18k gold, platinum head, weight .78...\$100.00
\$250.00 Lady's Marquise Diamond Ring...\$125.00

We will refund the money on any of the above Diamonds within one year of the date of purchase, or exchange for full value at any time.

Specials in Cuff Links

One tray of Cuff Links going at just one-half the regular prices.

Pearl-Handled Nail Files, Cuticle Knives, Corn Knives and Button-hooks; regular \$1.00. Special at, each...50c

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.

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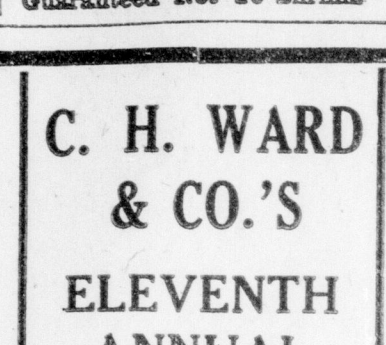
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