

THE people of any city become what they are and form their standards of right and wrong from the teachings of the Teacher, the Teacher, and the Press.

The London Advertiser

THE old newspaper definition of a good Journalist was a man with a nose for news, but The London Advertiser's requirement is a man with a passion for the truth.

57TH YEAR. NO. 23293

LONDON, ONTARIO, SATURDAY EVENING, MARCH 25, 1922.

THIRTY-TWO PAGES

PRICE, THREE CENTS

DAIL HEADS TO ATTEND PARLEY ON IRISH CRISIS

If Ulster Accepts Invitation, Will Hold Conference Tuesday.

IS AGHAST AT MURDERS Press Attacks Ulster Government's Failure to Exercise Repressive Measures.

London, March 25.—The colonial office received notification today that Arthur Griffith, president of the Dail Eireann, and Eamon J. Duggan, minister of home affairs, would arrive in London on Monday in compliance with the request of the British government for a conference on the critical Irish situation.

Michael Collins, head of the provisional Irish free state government, was reported as preparing to leave London this morning in response to the imperial government's invitation to a discussion of the situation growing out of the recent grave events in Ireland. Nothing has been heard from Sir James Craig, Ulster premier, who was also requested to come.

The London morning newspapers comment at length on the situation, especially expressing horror at the savage murders in Belfast of five members of the family of Ower, MacMahon. They term the tragedy the worst massacre in Ireland since Dublin gunmen slaughtered fourteen British officers there in November, 1920.

Lates reports from Belfast say the crime has profoundly shocked the conscience of every decent element of the city and it is feared more murders will occur as reprisals.

The Daily Sketch attributes to General Sir Nevil Macready, military commander of Ireland, the opinion that the fault lies with the Ulster Government, "who appear absolutely incompetent to exercise adequate control. On the other hand, frontier outrages, attributed to members of the Irish republican army, together with Eamon de Valera's speech, are cited by others as accounting in some measure for the inflamed feelings of the least controllable class in Belfast.

"The Times makes an earnest editorial appeal to the leaders of both sides to 'make the supreme effort to save their country in as critical an hour as any she has passed through in all her troubled history.' It adds: 'The civilized world recoils in horror before the lengthening tale of barbarous outrages, which have disgraced the north and south alike in the past three years.'

Craig Receives Invitation. Belfast, March 25.—Premier Sir James Craig this morning received the telegram from the Spenser Churchill, imperial secretary for colonies, inviting him to a conference in London on the Irish situation. The Ulster premier replied that the message would receive the earnest consideration of the Northern Government, and a further reply would be sent shortly.

It is unlikely that the second meeting will be held.

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The Weather

FORECASTS.

Today—Fresh east and southeast winds; becoming milder, with occasional showers.

Sunday—Southerly winds; partly fair and quite mild.

The disturbance over the Upper Missouri Valley last night is now centered northwest of Lake Superior. This movement has been attended by heavy snowfalls in Manitoba and Southwestern Saskatchewan.

Scattered showers occurred this morning over Southwestern Ontario.

The highest and lowest temperatures during the 24 hours previous to 8 a.m. today were:

High. Low. Victoria ... 48 26
Calgary ... 48 26
Winnipeg ... 54 22
Pt. Arthur ... 26 26
S. S. Marie ... 26 26
Dunlop ... 48 21
Kingston ... 48 21
Ottawa ... 44 24
Montreal ... 42 26
Quebec ... 26 16
F. Point ... 24 14
Tampere ... 44 26
Halifax ... 46 28

LOCAL TEMPERATURES.

The highest and lowest temperatures recorded in London during the 24 hours previous to 8 o'clock last night were: Highest, 51; lowest, 25.

The official temperatures for the 12 hours previous to 8 a.m. today were: Highest, 41; lowest, 26.

Barometric Readings.

Friday—9 a.m., 30.48.

Saturday—8 a.m., 30.57.

LONDON'S BONDERS BRING RECORD PRICE

Ask City Teachers To Cut Own Salaries

TRUSTEES ARE RELUCTANT TO CHANGE SCALE

Mayor and Board Members Will Explain Matters to Employees.

TASK WORRIES WILSON Mass Meeting of All School Teachers Called For Monday Afternoon.

Whether the salaries of London's school teachers are to be reduced this year is a problem that must be solved by the teachers themselves.

Such is the decision of the members of the board of education, and at the instigation of Trustee A. E. Silverwood, a mass meeting of public, collegiate and technical school teachers has been called for Monday next at 4:30 p.m. in the auditorium of the Collegiate Institute.

There will be no intimidation of the teachers, the trustees explain. Realizing full well the seriousness of the city's financial status, and most anxious to co-operate with Mayor Cameron Wilson and the council in an effort to lower the tax rate, the school trustees have admitted the practical hopelessness of their own situation relative to salaries.

Following a joint session Friday with the mayor and the finance committee of the council, the trustees considered the salary problem at considerable length. It was ultimately decided to let the question go to the teachers themselves for a decision upon which the trustees will stand or fall, they assert.

Speaking on the question Friday Trustee Bryden Campbell declared: "I can't help but feel that it is our duty to work in close harmony with the city council. It is most difficult to procure the salary issue as the mayor desires without hurting the feelings of old and trusted employees who, in early years, were not given fair consideration."

"Personally, I feel that their increase should have come a year ago. Then this controversy would have been avoided. Now we are compelled to face the situation when we have reached the 'peak' year of our tax load."

Trustee Campbell favored further consideration of the issue, however. Mayor Wilson explains that while pressing for some action upon the educational salary output he is not urging that the lower-paid teachers be reduced. He wants no contracts broken. He believes, however, that the gross salary expenditure can be substantially reduced by referring increases voted for 1922, asking that these be deferred possibly until another year at least.

"I certainly do not like to do this," the mayor declares. "It is truly a disagreeable task. Our taxes are accumulating each year nevertheless at an alarming rate and I feel that it required some one with courage to take up this entire question for action this year."

Mayor Wilson as well as members of the board of education, will attend Monday's meeting to present the case in full to the teachers.

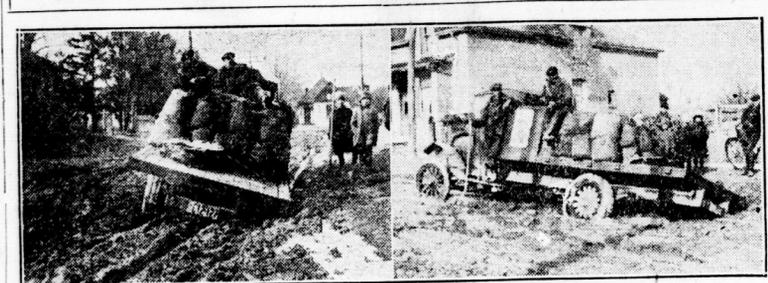
GRAIN IN STORAGE SHOWS INCREASE

Ottawa, March 25.—Canadian Press Cable.—According to returns received at the Dominion Bureau of Statistics for the week ending March 17, 1922, the quantity of grain in storage at the different elevators throughout Canada has increased by 1,893,924 bushels, made up as follows:

Wheat, 728,031 bushels; oats, 1,089,824 bushels; flax, 44,318 bushels, and rye, 91,951 bushels. Barley indicated a decrease of 236,761 bushels.

WILL STUDY U. S. COSTS. Paris, March 25.—Sir Robert Home, chancellor of the British exchequer, arrived in Paris last night, coming here to confer with Charles de Lasteyrie, French minister of finance, on the United States note concerning reimbursement for the cost of occupying the Rhineland.

When Trucks Sink In Sand On London Thoroughfares



SCENES ON FORWARD AVENUE.

FLANDERS fields did not have the monopoly on impassable roads. West London claims to have its share of them. Every spring delivery men fear a trip into the district across the river. Residents of that section of the city also fear the mudholes. This year, they claim, the situation is aggravated because in late autumn the roads were torn up to allow the laying of sewer pipes.

Probably one of the worst spots in West London is on Forward avenue, near Mount Pleasant avenue. Recently a truck loaded with coal sunk into the sand and was unable to make headway until a city truck and two teams of horses came to the rescue.

PREDICTS SOUP KITCHEN IN CITY

Trustee Wright Says Building of Schools Would Obviate Distress.

ATTACKS MAYOR'S STAND Upholds Ashplant's Policy Regarding Revised Tax in Annexed Districts.

"One of the first questions which should be thoroughly considered at once is the motion to collect school taxes from factories which have located in the so-called annexed districts since 1911."

So declares Trustee J. B. Wright, chairman of the advisory vocational committee of the board of education who states further: "I think that Aid. Ashplant is well within the city's rights in his demands on the mayor and other councilors."

"Mayor Wilson was a member of the city council at the time the city's contracts were broken with the City Gas Company and the London Street Railway Company. He was there when they allowed the gas company to undertake its illegal advance in rates. Now he declares he won't be a party to this demand. What is the difference?"

"The contract with the people of the annexed districts was made by a council that had not the slightest idea that the cost of living and the degree as has been the case. It was the same when they entered into an agreement with the Gas Company and the Railway Company. The council did not anticipate the increased cost of coal, etc., but later they were quite willing to break the contract."

"Then Mayor Wilson speaks at great length about cutting salaries. There has been no reduction of city hall salaries despite all this talk. The city engineer's department has discharged a few men who will not be needed this year as sufficient work will not be undertaken."

SEMENOFF OFF FOR WASHINGTON

Vancouver, March 25.—Booked through to Washington, where he will discuss with the United States authorities the affairs of the new regime in Siberia, General Gregory Semenov, Cossack leader, left Vancouver last night via Seattle. Madame Semenov accompanied him.

PREMIER'S HOLIDAY ENDS.

London, March 25.—Prime Minister Lloyd George is expected to return Monday from Criccieth, where he has been enjoying a brief vacation.

The child welfare department of the Soldiers' Aid has authority to open hostels throughout the province to care for neglected children of war veterans.

Instead of placing hostels at strategic points throughout the province, the Soldiers' Aid Commission has decided to open hostels in Toronto. These children from all over the province, whether they have been made wards of the commission or are just in their temporary care, must be railroaded to Toronto and lodged in Toronto institutions.

Attention was focused on this question Friday by the vigorous protest of friends of John A. Connor of 51 Oak street, who state that they have been informed by the department that his four little daughters must be taken from the city to a provincial hostel.

REAL ESTATE OWNERS FAVOR MAYOR'S STAND

Approve Policy of Alderman Ashplant Regarding Annex District Tax.

ASK MANY QUESTIONS Want to Know About Garbage Tenders and Efforts to Fix Pay of Help.

A resolution supporting Mayor Wilson in his endeavor to reduce the tax rate was passed at the meeting of the Real Estate Owners' Association Friday night. The resolution is as follows:

"That, in the opinion of the R. E. O. A., the mayor is making a move in the right direction in his efforts to put the tax rate on a lower basis, and is in keeping with the large increases made in the volume of assessments."

"A high assessment should be followed by a low tax rate, otherwise the business and manufacturing interests cannot successfully compete, and trade is bound to drift elsewhere. Also, if it is true that there are men and women in the civic service drawing incomes ranging from \$7 up to \$20 per day, and short days at that, the time is opportune for substantial and sharp reductions, as the labor man who dons the apron and overalls, the orphan or the widow, will be compelled to move to a less-taxed community. The duty of our civic administrators is to keep our city free of burdensome taxes and to get full value for every dollar of expenditure. London cannot afford longer to pay some of the salaries now in evidence."

In addition to the above resolution, the following queries are submitted: 1.—If the legislative powers, through ignorance or otherwise, allowed a council to discriminate or evade a legal school tax in the so-called annex, does it not follow that Ashplant is trying to do the right thing by correcting the wrong that has been forced on the honest taxpayers of the city, as now the council are participants in an illegal act. Their duty is plain. Why not act now?

2.—Why are tenders for garbage collection not in evidence?

3.—Why should any tender be forced to say how much salary he shall pay his help, or other impediments placed in the civic contract which has a tendency to shut out the legitimate tenderer? Why attempt such a ridiculous and one-sided proposal of doing public business?

NOTED ROYALIST DIES IN FRANCE

Paris, March 25.—Baron Denys Cochin, for many years a prominent royalist member of the Chamber of Deputies and member of the French Academy, died yesterday at the age of 73 years.

Baron Cochin was a member of one of the oldest French families. His forebears were prominently connected with the Council of Paris in the time of Joan of Arc, and since then the Cochins have figured prominently in French politics.

Baron Cochin was particularly distinguished himself in 1915 when, as minister without portfolio, he was appointed to co-operate with Lord Kitchener in the direction of the Anglo-French policies in the Near East. The decision of Greece to come into the war on the side of the Allies was largely attributed to his visit to Athens, where he was received with great acclaim.

JOHN J. PALMER IS PARTY LEADER

Fredericton, N. B., March 25.—John J. Palmer of this city was yesterday chosen leader of the provincial conservative party at a large convention here at which every county in the province was represented. He is one of New Brunswick's leading business-men, being president of the Hart Boot and Shoe Company of this city. Mr. Palmer is not a member of the legislature.

BANDITS GET 120 CASES OF LIQUOR

New York, March 25.—Seven armed bandits yesterday invaded a Brooklyn warehouse, bound the three watchmen, and carted away 120 cases of liquor valued at between \$6,000 and \$7,000.

Mrs. Connor, it appears, is at present seriously ill, but is expected to recover in time.

In 1921, when she was first confined to bed, the local Soldiers' Aid Commission undertook to care for the children, placing them in foster homes in the city. The father was more than pleased, and was able to visit them periodically.

The department now rules, seemingly, that they shall not remain in local institutions more than three months, and he will be compelled to forfeit traveling expenses at frequent intervals if he desires to visit them as before, which, as a workman, would prove a severe drain upon his earnings.

Rev. H. E. Ashby, a member of the executive of the local commission, claims, however, that this will be the first time that any arbitrary action will have developed from Toronto.

He explains further that the London officials have repeatedly urged the location in this city of a hostel, but the provincial authorities have to date ruled otherwise, holding that the Toronto institutions are adequate for the entire province.

The commission at Toronto holds that by centralization of the hostels in the one city, the overhead is considerably reduced, said the local commissioner.

It is not known whether the Connor children will be moved or not. The local child welfare officer, who is responsible for this work, has not been at his office this week, and what decision has been arrived at could not be learned.

Perfect Profile!



Mlle. DHERLYS.

Mlle. Dherlys is being toasted in Paris as the most beautiful woman in Europe. Artists proclaim her profile perfect.

CANADA MINERS WILL QUIT WORK

Alberta and British Columbia Men Plan Walkout For April 1.

REFUSE TO PAY SCALE Operators Leave Situation in Hands of Minister of Labor.

Calgary, March 25.—A cessation of work in all mines in District 18 of the United Mine Workers of America, comprising Alberta and Eastern British Columbia, will take place on April 1, according to a statement made by Robert Livett, international board member, after receiving a letter from the Western Canada Coal Operators' Association last night.

As a result of their special meeting yesterday the operators notified the miners of labor that they had selected W. W. McNeil of the workmen's compensation board, to act as their representative on the board of conciliation, also that they refuse absolutely to pay the present scale of wages, but will pay rates now posted at their mines to come into effect April 1, pending an announcement of the board's finding.

The situation now rests with the minister of labor. The operators have forwarded their letter to him and provided a chairman can be speedily agreed upon the investigation may commence within the next few days.

PLAN COMPLETE TIE-UP.

CLEVELAND, March 24.—A complete tie-up of the nation's entire coal industry by 200,000 non-union miners joining the solid ranks of a half million union workers was the program adopted tonight by the general committee of the United Mine Workers of America for a nationwide strike set for April 1. By a unanimous vote of its 116 members, the committee affirmed the policy of a general suspension of union workers, which prohibited the consumption of single state agreements, and followed this by directing union men to join the strike. The unanimity of action late today permitted a final adjournment tonight, although the committee had planned to continue its sessions tomorrow.

ADOPTED WITHOUT OBJECTION.

The resolution for an immediate call to the non-union men also provided that the international and district unions exert all their powers and influence to bring about a strike in the non-union coal fields of America. The resolution was adopted by the entire province.

Turn to Page 11, Column 6.

TORONTO FIRM GETS ISSUE AT \$100,164 BID

C. H. Burgess & Co. Pays 4 Cents Less Than Victory Bonds Command.

DECLARES PRICE HIGH Finance Commissioner Bell Claims London Gets Best Deal in Years.

The tender of C. H. Burgess & Co. of Toronto for \$257,500 worth of 5 1/2 per cent debentures of the city of London, \$100,164 will be accepted. The price bid is 16 4-10 cents above par and less than 4 cents below the present market value of 1374 Dominion of Canada Victory bonds.

The latter are for a longer term while the city bonds are of the 4-1/2 per cent nature.

Finance Commissioner Bell says the price is the best London has ever secured and exceeds all municipal and provincial bond offerings of recent years.

The issue is being disposed of to provide funds for the London and Port Stanley Railway, and consists of 25-year installment bonds, which gives them a life of 11 years. The price at which the city is selling them will net the investor 5.48 per cent.

Just recently the city of Woodstock placed an issue of 6-per cent 15-year bonds at \$102.47, which will net the investor 5.60 per cent.

The following are the prices as follows, plus accrued interest:

C. H. Burgess & Co.	100.164
Aemilius Jarvis & Co.	100.11
Gairdner, Clarke & Co.	100.10
A. E. Ames & Co.	99.794
Housser, Wood & Co.	99.67
Wood, Gandy & Co.	99.53
Ball, Gowanlock & Co.	99.31
National City Co.	99.31
Jones, Easton McCullum	99.27
MacNeil, Graham & Co.	99.23
Canada Bond Corporation	99.202
Municipal Bankers' Corp.	99.128
Canada Trust Co.	99.08
W. A. Mackenzie & Co.	99.07
Harris, Forbes & Co.	99.03
R. A. Daly & Co.	99.03
Nesbitt, Thomson & Co.	99.03
Stewart, McNair, Reid & Co.	99.03
Dymont, Anderson & Co.	98.94
R. C. Matthews & Co.	98.87
W. L. McKinnon & Co.	98.859
Continental Bond Corp.	98.07

ADJOURNS BANK ACTION

Court Allows Liquidator To Prepare List of Mortgages Held by London Loan.

Toronto, March 23.—The action brought by G. E. Clarkson, liquidator of the Standard Reliance Mortgage Corporation and the Standard Reliance Assets, Limited, against the London Loan and Savings Company, Malcolm J. Kent and the Dovercourt Land Loan and Savings Company, Limited, for a return of mortgages held as security for loans, has been adjourned sine die in order that Mr. Clarkson may have an opportunity to prepare a detailed statement of the securities held by the London company, extending over a period of eighteen years.

It was stated that Senator Proudfoot might wish to give evidence, but no demand was made.

J. B. McKILLOP IS BURIED SATURDAY

Members of the Middlesex Law Association, followed by all the Masonic lodges of the city, in a body, will lead the funeral procession of the late J. B. McKillop, who died being held this (Saturday) afternoon. From the A. L. Oatman funeral home the casket will be taken to St. Paul's Cathedral, where Rev. Dr. C. Waller Bell conducted the service, and thence in order that Mr. McKillop, who had been held in the city, where interment is to be made with all the solemn rites of the Masonic Order.

At 2:30 p.m. the body will lie in state, surrounded by the magnificent floral tributes which are so fitting a symbol to the prestige which Mr. McKillop enjoyed among his associates.

Stowaway Goes Without Food On Atlantic Trip, But Lives

NEW YORK, March 25.—When the hatch covers of the Royal Mail Liner Orbita were removed on her arrival here from Havre, yesterday sailors discovered the unconscious and emaciated form of 19-year-old Fritz Ahrens, a former cabin boy on German steamers. He had stowed away and been a prisoner in the dark recesses of the hold during the long trip across the Atlantic without anything to eat. He was hardly breathing when he was removed to the ship's hospital, and it took several hours to revive him. Physicians marvelled that he had lived through the voyage.

RESENTS TRANSFER OF LONDON'S YOUTHFUL WARDS TO TORONTO

The recent report presented to the executive of the local Soldiers' Aid Society by Edward Lance, secretary of the Soldiers' Aid Commission, shows that 20 London children have been transferred to Toronto for care in hostels in that center.

Many parents are asking why their children are being sent so far away from them when there are so many splendid institutions in London in which they could be cared for?

G. N. GORDON GETS DEPUTY SPEAKERSHIP

Liberal Member of West Peterboro Honored by Colleagues.

FIELDING SUBMITS BILLS

Government Will Bring Down Interim Supply Measure Monday.

OTTAWA, March 24.—(By Canadian Press)—Three quarters of an hour sufficed to complete the business of the House of Commons today. At three o'clock members assembled as usual, and at a quarter to four the bell which announces that the house has risen was ringing through the corridors. In the interim the minister of finance had tabled the estimates for the next fiscal year; first reading had been given to a bill providing for the amalgamation of the departments of the naval service, and militia and defence, the air board and the Royal Canadian Mounted Police into the department of national defence; announcement had been made that the government would bring down an interim supply bill on Monday for one-fourth of the total estimates and numerous questions had been answered.

When Hon. W. S. Fielding, minister of finance, announced that he would ask the house to consider interim supply, Sir Henry Drayton, former minister of finance in the Meighen government, protested. Last year, he said, Liberal members had called it a great moral wrong to vote money in this way.

Mr. Fielding said he could show that his attitude was not inconsistent. On motion of Hon. W. L. Mackenzie King, G. N. Gordon, Liberal member for West Peterboro, was chosen deputy speaker.

Defence Bill Introduced

Premier King was in his seat when the house met at 3 o'clock. Hon. W. S. Fielding tabled the estimates for the next fiscal year and announced that at the next sitting of the house he would make the customary report on the house resolve itself into committee of supply.

First reading was given to a bill respecting the department of national defence. Hon. George Graham, minister of militia and defence, explained that the object of the bill was to bring into the department the naval service, the air service, the department of militia and defence, and the Royal Canadian Mounted Police. He promised a more extended explanation when the bill came up for second reading.

Amend Immigration Act

James S. Woodsworth (Labor, Winnipeg Centre) introduced a bill to amend the immigration act. Mr. Woodsworth's amendment is framed to repeal the sections under which other than British-born can be deported from Canada without a trial. Mr. Woodsworth also introduced a bill to amend the sections of the criminal code dealing with the same subject.

After the balance of the notices of motions had been allowed to stand half a dozen private bills on the order paper were referred to the various committees.

Fielding Defends Action

"Perhaps my honorable friend will be able to show us that the attitude taken by the opposition was entirely in error and ours was not an improper precedent," he said.

Hon. W. S. Fielding said he could show that his attitude this year was not an inconsistent one. The only reason for asking the partial vote now was to carry on the public service.

Sir Henry Drayton: "The same condition obtained last year."

As the question was about to be put Hon. Arthur Meighen rose to suggest that as there was no other business on the order paper the house go back to the reply to the speech from the throne, in order to give the minister of railways an opportunity to deliver his promised speech.

The prime minister: "The minis-

ter will make his speech at the appropriate time."

In answer to further questions by Mr. Meighen the prime minister said the house would take up the estimates on Monday, and if there was time government measures, it being understood that any estimate objected to would be held for further consideration.

The house adjourned until Monday at 3 p.m.

WORLD NEWS CUT SHORT

LONDON, March 24.—Provisions worth 18,000,000,000 rubles will be sent into the drought-stricken provinces of the Ukraine by the Menonites' Famine Relief Organization, under an agreement just concluded, says a Moscow dispatch to the Russian trade delegation here.

LONDON, March 24.—The Rome correspondent of the Daily Herald understands that the Russian government has granted a request from the pope that the vatican be represented on the international commission for relief in Russia headed by Dr. Fridtjof Nansen.

Seven papal delegates are going to Russia shortly, he adds, and the pope may also send a personal mission to the Volga region.

NICE, March 24.—William E. Leeds, while driving with his wife, the former Princess Xenia of Greece, in an automobile toward Monte Carlo, came into collision with another machine driven by Mlle. Fevre.

The car of the French woman fell 15 feet into a ravine, and Mlle. Fevre was injured.

VIENNA, March 24.—Two fragments of Phidias sculpture have been discovered in the Hofburg, or Imperial Palace, whose numerous apartments and lofts and cellars are filled with unlisted cases of relics, accumulated through centuries of Hapsburg reign. They are marble relics in excellent preservation, and experts pronounce them to be free from the original frieze of the Parthenon.

They contain two professional figures, one with head turned over the shoulder as if in conversation with the other. Presumably they were acquired by the late Archduke Ferdinand.

LONDON, March 24.—The narrow escape of Lord Reading, Viceroy of India, from death while tiger hunting at Jalpur is reported by the Daily Express's Allahabad correspondent.

The jungle rules caught fire, it is said, causing a stampede of elephants and hunters and causing the viceroy, Lord Reading fired twice, wounding the animal and driving it away, while Lloyd George's son-in-law, Major Carey Evans, sent a last and fatal bullet into the beast.

LONDON, March 24.—The members of the Russian Socialist Revolutionary party imprisoned in Moscow will have a public trial before a revolutionary tribunal, and not be judged secretly, as was charged last week by members of the party living outside of Russia, says a message from Moscow today to the Soviet trade delegation here.

The recent messages to the Soviet capital protesting against the alleged secret trial of these prisoners are the result of the Western Socialists being informed, says the message, of the abolition of the Cheka and substitution of the state political department, continued the message, had the fundamental purpose of public trials of cases of treason and political crimes against the existing regime.

ANNUAL PILGRIMAGE

Considerable interest is being shown in the 19th annual National Pilgrimage, under the patronage of the Catholic Women's League of Canada.

The itinerary has been announced, and includes the important points on the continent. The sailing date from Montreal is May 4. An illustrated program will be sent on application to The Jules Hone Travel Agencies, Montreal.—Adv. M. 29, 25.

FAVORS \$100,000 VARSITY GRANTS

LONDON, March 24.—(Canadian Press Cable)—The royal commission appointed to investigate the application of Oxford and Cambridge universities for increased financial assistance has issued its report, recommending an annual state grant of £100,000 to each university. Of this amount £10,000 is earmarked for the library of each of the two universities. The grant of a lump sum to meet pension arrears is also recommended by the commission.

DIES FROM BURNS

BRANTFORD, March 23.—Miss Jennie Robb, the victim of an unfortunate accident at the Brant Sanatorium yesterday, died in the general hospital a few hours after being removed there at the orders of Dr. F. G. E. Pearson.

SIDE LIGHTS AT OTTAWA

By JOHN J. McLELLAN, Advertiser Staff Correspondent.

HOUSE OF COMMONS, Ottawa, Ont., March 24.—Probably the one cabinet minister confronted with the problem of getting through the most business in a far too short day is the minister of railways, W. C. Kennedy.

The minister has been interviewed by ninety deputations in nine days, an average of ten per day.

The Honorable Mr. Kennedy, notwithstanding the pressure of business, has absented himself from the house as little as possible, but in order that the most minute detail, concerning that great problem the railways, might not escape his notice, he has diligently scrutinized the pages of Hansard containing such verbatim addresses as he was unable to hear through more pressing business of the moment.

And it is said that he is now credibly informed of all the references, and suggestions made throughout the entire debate, even though his time was taken up with visiting delegations to the number of ten a day.

CONSIDERABLE astonishment is being expressed this afternoon in the corridors by private members at the economy the government has accomplished in the different departments. The total reductions in the estimates, \$138,452,291.93, is viewed as a great accomplishment and members declare that it truly coincides with the promises and pledges that members of the present administration made during the recent election.

It would seem that in every direction wherever possible economies have been made. Perhaps, however, the most outstanding reduction this year is in connection with the government railways. This decrease of \$168,267,796.70, has gone so far as to not only to make the reduction generally great, but has been enough to cover those departments in which increases were necessary.

This would be much further decreased if some enactments were brought forward regarding the railway. It would be within the power of the government to collect on the canals which are linked with the railways.

For some sessions back there has been talk of bringing forward legislation that would be the means of utilizing the canals as revenue sources other than the revenue sources that they are now in power.

The great reduction in the railway estimates may be attributed to the obligations during the past year which have been met and need not be met this year. But if the matter is searched into and the figures intricate as they are, sought out, it will be found that whatever obligations dispensed with through there being met last year are negligible.

CONTAINED in the estimates is \$10,000 for harbor repairs, or public works for harbor works for Port Stanley.

Here are the estimates chargeable under public works to the ports and harbors on Lake Ontario and Lake Erie.

The position of Port Stanley may be noted.

Reconstruction, reconstruction to breakwater, \$21,000; Collingwood breakwater reconstruction, \$37,000; Depot Harbor, repairs to coal docks, \$1,900; Goderich, repairs to docks, \$8,600; Kingsville repairs and renewals to piers, \$5,500; Leamington, repairs to piers, \$2,000; Midland, repairs to wharf, \$3,900; North Bay, reconstruction to wharf, \$39,000; Owen Sound, wharf reconstruction, \$4,000; Parry Sound, wharf improvement, \$29,000; Pelee Island, repairs to piers, \$1,000; Pembroke, repairs to wharf replacements, \$25,000; Port Burwell, repairs to harbor works, \$25,000; Port Colborne, repairs to breakwaters, \$75,000; Port Stanley, repairs to harbor works, \$19,000; Providence Bay, repairs to wharf, \$3,000; Rondeau harbor, repairs and improvements, \$16,000; Sheguandah wharf reconstruction, \$4,700; Southampton, repairs to breakwater, \$4,000; Whitby, reconstruction to pier, \$13,000; Wharfedale, repairs to breakwater piers, \$1,000.

These are the appropriations that Parliament will be asked to vote next Monday or on the day following on all matters of public works connected with Lake Erie and Lake Ontario. The appropriation for the Port Stanley Harbor, which are to be voted are the same as last year.

KENT County Council will have a deputation in Ottawa Wednesday next, the day that the tobacco growers will wait on the government. It is understood that the county council will approach the government concerning public works matters.

NOW that the estimates have been tabled members will probably be occupied over the week-end with multiplication, division and subtraction.

It will be a new thing for them to find that it is more difficult to understand government figures than to compute their own income tax. They are likely to become more involved in government figures than in their income tax, but it will be good practice for them to wrestle with the figures, in preparation for the income tax returns, which it will be necessary for them to file in 1922, when the government will be collecting a return on their \$4,000 indemnity.

THERE are no appropriations to be voted for public works in London this year so far as the estimates have been examined. There are no pressing needs in the way of government buildings in the Forest City.

Toronto may need a customs house and a new postoffice, but not provision for them is in the estimates.

FOR some fifteen years between the dates 1896 and 1911, Hon. W. S. Fielding, at the head of the department of finance of Canada, guided the ship of state through a sound course, away from shoals and eddies, whirlpools and maelstroms. Today he is again at the head of the department of finance, clever years older, in truth, an old man, past the three score years and ten of proverb. But though he is older there is no

more nimble brain on matters in Canada at the present time, and well might he need an agile brain for the task that is his.

When the estimates were brought in in 1911 the last year the present minister of finance was in office the total amounted to \$137,000,000. Today the interest on the national debt alone is \$140,000,000.

So that the interest on the national debt, which in principal more than approaches, but is two billions, is greater than the total sum for maintaining the government of Canada in 1911.

So the problem faced undismayed by the minister of finance today might make a great deal younger man egotistically self-reliant turn back. But the Hon. W. S. Fielding begged leave today to table estimates which were decreased from last year of approximately one hundred and thirty-eight million. An achievement for a new government.

BANK OFFICIALS DENY CHARGES

Sir H. Montagu Allan Appears Before Court in Montreal.

MACAROW ENTERS PLEA

Former General Manager of Merchants Bank Pleads Not Guilty.

MONTREAL, March 25.—Sir H. Montagu Allan, summoned to the police court in connection with the now defunct Merchants Bank, appeared before Judge Cusson this afternoon. He was not asked to plead. After the case had been formally adjourned till March 31, Sir Montagu said to a reporter that he intended to plead not guilty to the charge that he had concurred in the submission of a false financial statement to the federal authorities.

Sir Montagu's statement follows: "I do not consider myself guilty, and I will plead not guilty. I am advised by my counsel that in deference to the court anything further to say should be said before the judge at the proper time. Irrespective of the case, I would like to point out that if I had acted in any other manner than I did there would have been a run on the bank, and the situation been worse."

Mr. Macarow entered a plea of not guilty when he appeared before the court.

OFFICIALS SUMMONED.

MONTREAL, March 24.—After consultation between representatives of the federal departments of finance and justice, Judge Victor Cusson, district magistrate, this morning issued summonses to Sir Hugh Montagu Allan, president of the defunct Merchants Bank, and D. G. Macarow, general manager of that institution, to appear in the police court to answer charges in connection with the October report, made under the bank act, on behalf of the Merchants Bank.

Both Sir Montagu and Mr. Macarow appeared with their lawyers before Judge Cusson in the course of the day. N. K. Laflamme, K. C., M. P., is acting for Mr. Macarow, and Aime Geoffrion, K. C., for Sir Montagu Allan. Mr. Macarow's case was set for March 31, and Sir Montagu Allan's for March 29. C. A. Wilson, K. C., is acting for the government departments.

The charge against Sir Hugh Montagu Allan for having "falsely and negligently concurred in the preparation of the October financial statement made by the Merchants Bank to the department of finance," which did not show that the bank's reserve fund was impaired.

The charge against Mr. Macarow is for having "falsely and wilfully made a deceptive return to the federal government on the bank's standing."

The Merchants Bank was compelled to accept an offer from the Bank of Montreal to sell out when it was found that owing to enormous bad debts incurred in loans made to the brokerage houses of Thornton, Davidson & Company, and Fairbanks, Gosselin & Company, and a number of commercial concerns, its reserve of \$8,000,000 had been seriously impaired.

The sale was ratified by the shareholders of both the Merchants and the Bank of Montreal and also by the minister of finance.

The complaint against Sir H. Montagu Allan reads: "I am credibly informed, have reason to believe, and do verily believe, that Sir H. Montagu Allan, of the city of Montreal, district of Montreal, being then and as such president of the Merchants Bank of Canada, a chartered bank having its head office in the city of Montreal, said district, in contravention of the provisions of section 153 of the bank act and other provisions, negligently prepared, signed, approved and concurred in a monthly account, statement, return, document and report for the month of October, 1921, respecting the affairs of said bank, containing false and deceptive statements relating to current loans and overdue debts, and as to the assets, financial position, condition and affairs of the said Merchants Bank, the said return made and sent by the said Sir Montagu H. Allan as

such president aforesaid to the minister of finance and receiver-general for the Dominion of Canada, and received by the said minister of finance and receiver-general, thereby committing an indictable offence, wherefore I pray for justice, and I swear and acknowledged before me at Montreal the year and day first above-mentioned. (Signed) VICTOR R. CUSSON.

UNDER BANK ACT.

OTTAWA, March 24.—Section 153 of the Bank Act, to which reference is made in the complaints against Sir Montagu Allan and D. G. Macarow, formerly president and general manager of the Merchants Bank, respectively, reads as follows:

153A.—The making of any wilfully false or deceptive statement in any account, statement, return, report or other documents respecting the affairs of the bank, or

B.—The using of any false or deceptive statement in any account, statement, return, report or other

document respecting the affairs of the bank with intent to deceive or mislead any person, is an indictable offence punishable, unless a greater punishment is in any case by law prescribed therefor, by imprisonment for a term not exceeding five years.

2.—Every president, vice-president, director, auditor, general manager or other officer of the bank or trustee who negligently prepares, signs, approves or concurs in any account, statement, return, report or document respecting the affairs of the bank containing any false or deceptive statement shall be guilty of an indictable offence punishable, unless a greater punishment is in any case by law prescribed therefor, by imprisonment for a term not exceeding three years.

INITIATE PLANS TO ENTERTAIN BYNG

ST. THOMAS, March 24.—Partial

arrangements for the entertainment of the governor-general when he visits St. Thomas, April 17, were made at a special meeting of the city council, Friday night.

Although nothing definite was decided upon, it was estimated that the official reception would be held on the steps and in the auditorium of the city hall. The distinguished guests will be welcomed by the mayor, members of the city council, city officials and members of the county council, and county officials, who will be invited to assist in the ceremony.

URGES CABINET TO INTERVENE

LONDON, March 24.—Unless the government is asked to intervene there will be a complete stoppage in the engineering industry affecting one million men. Returns today from the vote taken on the proposed managerial control agreement showed a majority of nearly three to one

against the acceptance of the employers' terms.

Prior to the taking of the ballot, efforts had been made to arrive at a settlement between the labor mediators and the chairman of the Employers' Federation, but these proved futile.

TRAFFIC EARNINGS DROP

Decrease Shown in Revenue of Canadian National Railways.

TORONTO, March 24.—Traffic earnings of the Canadian National Railways for the third week of March show a decrease of \$38,205.94 over the same week of 1921, the respective figures being \$2,311,763, and \$2,379,968.94.

For the period, January 1, to March 21, there is a decrease shown of \$5,844,957.07, compared with last year, the totals being respectively \$22,483,627.21, and \$28,328,584.28.

GRILL SERVICE.

Planked Steak for one, Bread and Butter, Pie and Pot of Tea, 80c.

SMALLMAN & INGRAM LIMITED

Dark Green Oil Opaque Window Shades, 88 Cents Each.

Flat Extension Rods, 15 Cents Each.

Marquessette Curtains, \$2.85 Pair.

Bordered Scrim, 17 Cents Yard.

400 yards, Bordered Scrim, 35 inches wide, bordered both sides, with neat drawn-work effect, in ivory only. Sale price, per yard 17c.

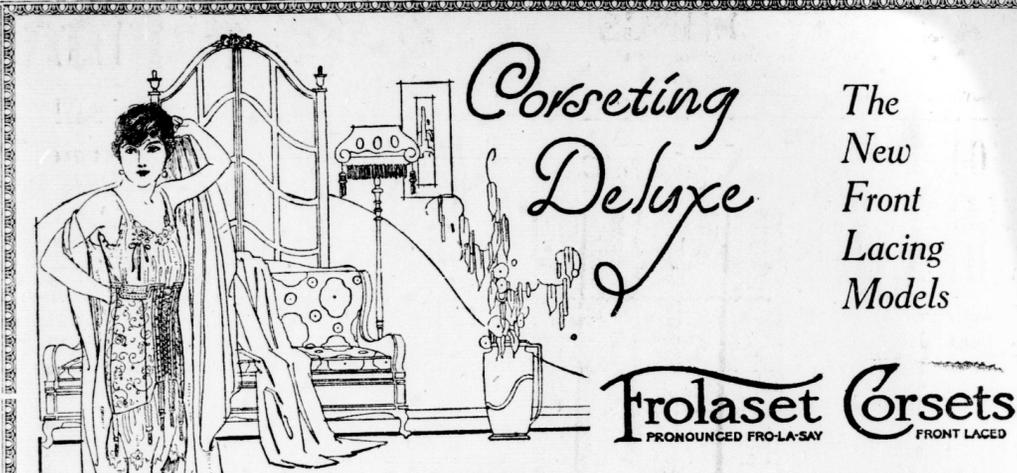
AFTERNOON TEA.

Buckwheat Pancakes and Maple Syrup, 15c.

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Corseting Deluxe

The New Front Lacing Models

Style Plus Comfort—A Good Combination

The satisfaction of appearing well dressed is secured through the combination of comfort and style that comes with the wearing of above corsets. These corsets have recently been added to our stock, and we are prepared now to meet every demand for front-lacing models. There is a front-lacing corset for almost every type of figure in our corset department, and every taste may be pleased by the wide range of styles and fabrics, coupled with the extremely moderate prices, which range from \$4.50 to \$15.00.

HERE ARE THE MODELS

Frolaset Front Lacing Corsets

MODEL 1225—A lightly-boned Corset for misses or small women. The top is low, with a curved elastic section set in under the bust and arm. The skirt is medium length, with elastic section in the back. Sizes 21 to 28. Price \$4.50

MODEL 8455—A lightly-boned Corset for the slender to medium figure. The top is two inches above the waistline. The medium length skirt is sloped to slightly longer lines over the hips and has a three-inch elastic section in the back. Made of pink figured batiste and filled with "Mightybone." Sizes 22 to 28. Price \$7.50

MODEL 8044—This design is intended for the stout figure. The low bust has an elastic V-shaped section set in and slopes to slightly higher back. Has long substantially boned skirt reinforced through thighs to reduce and take care of excess flesh. Made of heavy pink coutil and filled with "Mightybone." Sizes 24 to 26. Price \$9.50

MODEL 6555—This model has a low comfortable elastic top. The long skirt is cut straight around the figure, has short front clasp with eight hooks at bottom of clasp. Made of firm striped coutil and filled with "Mightybone." Sizes 23 to 30. Price \$8.50

MODEL 4955—An unusually good model for the medium to straight figure. An inserted circular section under the bust allows much needed fullness when seated. The flat, heavily boned back terminates in a five-inch section of elastic. Made of figured silk broche and filled with "Mightybone." Sizes 26 to 30. Price \$12.50

MODEL 2377—A beautiful silk broche model for the tall heavy figure. The top is two and a half inches above waistline. The skirt slopes to extreme length over the hip and has a four-inch section of elastic set in back. This Corset is heavily boned with "Mightybone." Sizes 25 to 28. Price \$15.00



Fur Storage

The "Gainsborough"

Have you read about it? Ask to see this Hat in the Millinery Section. Second Floor.

We Are Now Ready for Your Furs

The life of your fur coat and other furs will be lengthened by keeping them in their own atmosphere, away from the summer heat in cold storage. With storage space about doubled this season we will be able to take care of all.

Inquire at Fur Department or telephone and your furs will be called for, placed in storage and returned when you desire.

Insured against destruction by moth, fire, etc., for whatever valuation you place on them.

SPRING FASHION SHOW

Wednesday, Thursday and Friday, March 29, 30, 31. Mornings, 10-30. Afternoons, 3 o'clock.

Tickets may be had now, reserving your seat for whichever performance it will be convenient for you to attend. Orchestra morning and afternoon.

FOUR SPECIAL ITEMS IN OUR DRAPERY DEPT.

New merchandise bought at Special Prices, which we are placing on sale today. No great quantities and we expect to clear them out in a short time, so be on hand early Today or Monday.

Dark Green Oil Opaque Window Shades, 88 Cents Each.

200 only, Oil Opaque Window Shades, standard size, 37x70 inches, mounted on good Spring Rollers, complete with brackets and slat. These are seconds, and are in dark green only. To clear, sale price, each 88c.

Flat Extension Rods, 15 Cents Each.

300 Flat Extension Rods, extend to 48 inches, complete with brackets. Sale price, each 15c. Extensions for these rods. Sale price, each 15c.

Bordered Scrim, 17 Cents Yard.

400 yards, Bordered Scrim, 35 inches wide, bordered both sides, with neat drawn-work effect, in ivory only. Sale price, per yard 17c.

Marquessette Curtains, \$2.85 Pair.

85 pairs Lace-Edged Marquessette Curtains, made of splendid quality Marquessette, much better grade than found in curtains at this price. Hemstitched band and trimmed with very attractive Torchon Laces. Sale price, per pair \$2.85

GRILL SERVICE.

Planked Steak for one, Bread and Butter, Pie and Pot of Tea, 80c.

SMALLMAN & INGRAM LIMITED

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Bordered Scrim, 17 Cents Yard.

This Is Hobberlin Week —At Orth's

We invite you to this Spring showing of custom-tailored clothes for men and young men. Order your Spring and Easter suits now.

ORTH, Limited

YOU WANT GOOD SEEDS

Why Not Buy Young & Ferguson's New Fresh Seeds

Evergreen Lawn Grass, lb. .60c
Shady Nook Lawn Grass, lb. .70c

White Lawn Clover, lb. 75c
Gladioli Bulbs, per 100 \$2.50
Sheep Manure—5 lb., 10 lb., 25 lb., 100 lb. bags.

Caldwell's Chick Feed for Baby Chicks, 6 lbs. 25c; \$3.00 per 100 lbs.

137-139 KING STREET. PHONE 1335 W.

DODD'S KIDNEY PILLS

FOR ALL KIDNEY DISEASES

RHEUMATISM, BRUISES, DIABETES, BACKACHE

4087 THE PROPRIETOR

FOR some fifteen years between the dates 1896 and 1911, Hon. W. S. Fielding, at the head of the department of finance of Canada, guided the ship of state through a sound course, away from shoals and eddies, whirlpools and maelstroms. Today he is again at the head of the department of finance, clever years older, in truth, an old man, past the three score years and ten of proverb. But though he is older there is no

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The Reliable Family Medicines

Watch Your Kidneys

Pain in the back, nervousness and lack of ambition are the first warnings of deranged kidneys. The Warner's Safe Kidney and Liver Remedy for quick and beneficial action.

WARNER'S SAFE REMEDIES

Warner's Safe Kidney and Liver Remedy for fifty years has been the dependable medicine for kidney disease and its oftentimes terrible effects, and is purely a vegetable compound made from the fresh juices of spicy plants and medicinal roots as are best known to be beneficial in such cases.

Warner's Safe Remedies Co. Toronto, Ont.

The housewife of the hour knows its great bread-making power

DIAMOND FLOUR

Becomes a habit

HUNT BROS. LTD. LONDON, ONT.

Looking For a Drop?

No Need To Look For That In Lumber Prices

BECAUSE WE HAVE ALREADY DROPPED.

Here are some of the actual reductions we have made from our highest prices:

Dimension \$25 per M. Shingles \$4 per M.
Sheathing \$25 to \$30 per M. Oak Flooring \$150 per M.
Flooring \$25 to \$40 per M. Siding \$25 to \$40 per M.

"LET'S BUILD"

GEO. H. BELTON
Lumber Co., Limited

RECTORY ST. and G.T.R. PHONES: 117-118.

THE SEEDS WITH THE PEDIGREE

GROW FINEST CROPS

STEELE, BRIGGS' SEEDS

Choicest Seeds from Selected Stocks

For 50 years satisfied customers have been enjoying the benefits of increased crops through sowing Steele, Briggs' Seeds.

Sold everywhere in Canada. Ask your dealer for them.

Write for new illustrated catalogue

STEELE, BRIGGS SEED CO. LIMITED
HAMILTON TORONTO WINNIPEG

The Grocer who handles first quality Flakes knows

THERE'S A DIFFERENCE

and this is the reason why he features

Kellogg's TOASTED CORN FLAKES

QUALITY FLAKES
LONDON FLAKED AND KELLOGG BAKED

Put up only in the red, white and green package with these distinguishing marks of superiority

"Made in Canada"
and **"London Ont."** printed in red on the face of every package that contains the genuine original Canadian Kellogg's.

Insist and demand—get the London-made Brand and refuse substitutes of the "Just as good," the "Cheaper" and the "Try 'em" variety.

Behind these quality Flakes is the prestige of the premier Canadian Toasted Corn Flake makers with their up-to-date Plant and Ovens—the best in America—with a capacity to supply the trade with fresh flakes. No necessity to "load up". Order often as required.

THE BATTLE CREEK TOASTED CORN FLAKE CO., LIMITED
LONDON, Ont.

INFORMS LABOR MEMBERS AID IS APPRECIATED

Premier Drury Replies to Question Submitted by M. M. MacBride.

BILL IS WITHDRAWN

Measure Introduced by Dr. H. A. Stevenson Planned by Government.

TORONTO, March 24.—This afternoon's session of the Legislature was largely devoted to minor bills, although there was a considerable amount of pointed debate arising out of statements made by members speaking under special privilege before the orders of the day.

One of these debates arose out of a report published in a Toronto paper, in which one of the govern-

DANDERINE

Stops Hair Coming Out; Thickens, Beautifies



Thirty-five cents buys a bottle of "Danderine" at any drug store. After one application of this delightful tonic you cannot find a particle of dandruff or a falling hair. Besides, every hair shows new life, vigor, brightness, more color and abundance.—Advt.



Elected Mayor

CHARLES J. PARKER.

BRANTFORD, March 24.—Charles J. Parker, who was elected mayor of Brantford today by a majority of 124 votes, is a native son of the Telephone City, and one of its most enterprising and popular citizens.

ment former supporters were interpreted as reflecting on the Labor members. It resulted in Premier Drury stating that the government regarded its Labor and U. F. O. supporters as equal and statements from other representatives of the government side that the two groups were united.

The premier announced that a bill would be introduced this session that would extend the scope of the municipal act in regard to married women voting in municipal elections. The bill of R. R. Hall, of Parry Sound, to force holders of unimproved lands to do two days statute labor on roads for each 100 acres owned, and which was intended to apply especially to northern sections of the province, was defeated on its second reading. The bill which would eliminate the necessity of government inspection of threshing machinery was allowed to go to committee after considerable opposition.

Will Amalgamate Offices.

A bill was introduced that will amalgamate the offices of sheriff in Toronto and York county, and another to amalgamate the registry offices of the county and city. These were government measures, and Attorney-General Raney explained that they were recommendations of the public service commission. These were the only recommendations that would be put into effect this session. The commission will continue its investigations, and other recommendations in regard to sheriffs, registrars and jail officers may be made next session, affecting other parts of the province.

Dr. H. A. Stevenson (London) moved the second reading of a bill which would amend the assessment act in order that the names of married women may be entered in the voters' lists together with those of their husbands as tenants or owners of property in municipalities, and thereby be given votes in municipal elections. However, after some discussion, the member for London withdrew the bill when Premier Drury stated that the government proposed introducing a bill along much the same lines. The government bill, the premier explained, would provide as well that where a husband had property in his name of sufficient assessment his wife should also have a vote on municipal bylaws.

EXPECT REPORT ON POLICE QUIZ

Brantford Authorities Believe W. D. Gregory Will Issue Statement in Day or Two.

FILE REPORT WITH RANEY

Estimate That Recent Investigation Will Cost the City \$10,000.

Special to London Advertiser.
BRANTFORD, March 24.—The report of Commissioner W. D. Gregory, K.C., referring to the recent police probe, is expected every day now by city hall officials. This report will be forwarded to the new mayor, who will present it to the city council. The original of the report goes to Mr. Raney in Toronto.

It has been pointed out that the investigation called for a consideration of police magistrate and police departmental matters as a whole. Any action resulting from the coming report which would affect the police magistrate would have to come from Mr. Raney's department as the police magistrate comes directly under the provincial legal department.

The police chief and members of the force, however, come directly under the local police commission, consisting of the police magistrate, the county judge, His Honor Judge Harty and the mayor.

The only control the council has over the police commission, it was pointed out today, is to order the stoppage of all payments of money. The provincial department would then have to order a writ of mandamus, ordering the city to pay money demanded by the police commission, and such mandamus would have to be aired before a judge other than the local county judge. Although only a few accounts have so far been submitted, it is estimated in official circles that the recent probe will cost the city in the neighborhood of \$10,000.

A list of sixty-five cases will face Magistrate Blake of Galt, when he makes his debut in the police court Saturday morning. All of the cases are for alleged breaches of the Motor Vehicles Act. This will be the busiest morning since Magistrate Livingston took his leave of absence.

A day or so ago Captain Bridge, police matron, was called upon to take charge of a couple of young girls who ran away from the S. A. home at Hamilton. They told that they had only been in the home for a day or so when they got homesick for their native town, Simcoe, and so they took French leave. The police matron saw that they were safely turned over to the maternally home and left them there in a happy frame of mind.

A. J. SMALL CASE HEARD

TORONTO, March 24.—Justice Middleton's decision that the action of Thomas Flynn, claiming \$52,500 as a commission on the sale of A. J. Small's theatres, might go to trial, but not against the Small committee, composed of Mrs. Small and the Capital Trust Company, went to the second divisional court at Osgoode Hall today, and judgment was reserved. Mrs. Small was present.

VETERAN CATTLE DEALER OF HURON COUNTY PASSES

Robert Winter Dies in His 73rd Year at His Home in Seaford.

Special to London Advertiser.
SEAFORTH, March 24.—Robert Winter, the veteran cattle dealer of Huron County, passed away this forenoon at his residence, North Main street, following an illness of a few weeks, in his 73rd year. The deceased, who was born in Roxborough, Scotland, had been in business in Seaford for more than fifty years, and was well-known throughout the whole of Western Ontario. He was also one of the oldest shippers on the Toronto market.

Besides his widow he is survived by a family of two sons, Rufus in Nelson, B. C., and Robert in Goddard, and three daughters, Mrs. Wm. Ament, Seaford; Miss Hazel, of the staff of the Toronto Conservatory of Music, and Miss Frances at home. The funeral will take place from the family residence Sunday afternoon, March 26, at 2:30 p.m. Interment will be made in Midland Bank Cemetery.

On Thursday, March 23, death removed another old and esteemed resident of the town in the person of Elizabeth "Carmelina" Carmichael, widow of the late Mr. George Whiteley. The deceased, who was 69 years of age, had been an invalid, suffering from rheumatism for a number of years.

She is survived by two sons, Mr. Chester Whiteley of New York, and Mr. Palmer Whiteley of Hamilton, and one daughter, Mrs. (Dr.) Livingston, at home.

RHEUMATISM vs. T.R.C.'s
Lumbago, Neuritis, Sciatica

Have you given up? Have you resigned yourself to that old, gnawing pain that nothing seems to relieve? Do you think because you can't get Hot Springs or take some expensive treatment that you have no other alternative? We have many cases considered hopeless, tried everything—baths, serums, electricity, who found recovery in using T.R.C.'s (Templeton's Rheumatic Capsules). We have thousands of letters that prove beyond doubt T.R.C.'s to be the most practical and successful Rheumatic remedy sold. At druggists, \$1.00 per box. For Free Trial write Templeton, Toronto.

UPSET STOMACH

In five minutes "Pape's Diapepsin" ends

Indigestion Gases Flatulence
Sourness Acidity Palpitation

"Pape's Diapepsin" relieves stomach distress in five minutes. You don't want a slow remedy when your stomach is bad—or an uncertain one—or a harmful one—your stomach is too valuable; you mustn't injure it with drastic drugs. Pape's Diapepsin is noted for its speed in giving relief, its harmlessness, its certain action in regulating sick, sour, gassy stomachs.

Keep this perfect stomach doctor in your home—keep it handy—get it in a large sixty-cent case from any drug store, and then if you should



Give "California Fig Syrup"

Harmless Laxative for Your Child's Liver and Bowels

Hurry mother! A teaspoonful of "California Fig Syrup" today may prevent a sick child tomorrow. If your child is constipated, bilious, feverish, fretful, has cold, colic or if stomach is sour, tongue coated, remember a good "physic-laxative" is often all that is necessary. Children love the "fruity" taste of genuine "California Fig Syrup" which has directions for babies and children printed on bottle. Say "California" or you may get an imitation.



Introducing Paint Products You Became Familiar with Years Ago

TODAY many of the finishing varnishes and paints used by industrial concerns are made by Scarfe's.

For forty-four years Scarfe's have been making Quality Finishes for the leading manufacturers of Canada. The "brand-new" finishes on the majority of their manufactured products have been supplied from our plant.

Scarfe's products, after forty-four years' test, are offered to the public for the first time in cans.

The Paints, Varnishes, Stains, etc., put up by Scarfe for the householder are of the same high quality that has placed Scarfe's products foremost in favor among the industrial users of Canada.

SCARFE'S SURFACE SATISFACTION

BRANTONA
PAINTS AND VARNISHES
THOMAS Furniture Co.
LOCAL DISTRIBUTORS.

Made by SCARFE & CO. Limited, Brantford, Ont.

WEAK HEART NERVES BADLY SHATTERED

Many a woman who should be strong and healthy, full of life and energy, is bound by the shackles of ill-health. Some disease or constitutional disturbance has left its mark in the form of a weak heart, shattered nerves, impoverished blood and an exhausted condition of the whole system.

MILBURN'S HEART AND NERVE PILLS

they will find a remedy that will supply food for the exhausted nerves, one that will strengthen and regulate the weak heart and invigorate the whole system.

Mrs. W. W. Pearse, 14 Seaton street, Toronto, Ont., writes: "I was left with a weak heart and in a run down condition from the flu. My nerves were badly shattered, and I had such pains around my heart I could not sleep much at night. I took several doctors' medicines without getting any better. My husband got me to try Milburn's Heart and Nerve Pills, and after I took one box I got relief, and after taking six boxes I have been well and not bothered since."

Price, 50c a box, at all dealers, or mailed direct on receipt of price by The T. Milburn Company, Limited, Toronto, Ont.—Advt.

Miss M. Bayington Tells How Cuticura Healed Her Scalp

"I was troubled with a scalp trouble for several weeks. It broke out in pimples and my hair fell out. My head itched and burned a great deal. I tried different remedies without success. I saw Cuticura Soap and Ointment advertised and sent for a free sample which helped me. I purchased more, and after using one cake of Cuticura Soap and one box of Cuticura Ointment, I was completely healed." (Signed) Miss Marian Bayington, Prentiss, Maine, Feb. 27, 1921.

Keep your skin clear by using Cuticura Soap and Ointment for every-day toilet purposes and Cuticura Talcum to powder and perfume. Bathe with Cuticura Soap and hot water. Before bathing, touch pimples and itching, if any, with Cuticura Ointment. Dry and dust lightly with Cuticura Talcum, a powder of fascinating fragrance.

Sample Each Free by Mail. Address: "Lysman, Ltd., Box 24, St. Paul, Minn." Send every-where. Soap 5c. Ointment 10c and 50c. Talcum 5c. 50c. Cuticura Soap shaves without soap.

A. KELLUM DIES SUDDENLY.

Special to London Advertiser.
INGERSOLL, March 23.—Stricken with heart-failure while sitting in a chair, death came with startling suddenness today to Alex. Kellum, an old resident of Beachville. He was in his 70th year, and had been in his usual health. He was a life-long resident of the district, and formerly was in the employ of the Standard White Lime Company. He is survived by his widow.

London Advertiser

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TELEPHONE NUMBERS. 3670 PRIVATE BRANCH 3670 EXCHANGE.

Getting an Alibi.

It is possible, in this age of stiff competition, for a man to carry religion into his business, and arrive?

Broad question, perhaps, but one that is exciting no small amount of comment right now the world over.

When every allowance has been made both for the good qualities and the incidental defects which are likely to be found in any system whatever, we nevertheless find it impossible to resist the conclusion that in certain fundamental respects the system itself is gravely defective.

The solution of the industrial problem involves, in short, not merely the improvement of individuals, but a fundamental change in the spirit of the industrial system itself.

That report, reduced to plain English, says that under our present social and industrial system, little can be done toward putting the tenets of Christianity into active operation in the carrying out of business and commercial relationships.

And yet, what does the church do? It finds a world, critical and ready to read its members' lives rather than the Bible; expecting something better than from a professing Christian than from one who makes no professions; looking to see if there is really anything in all the preaching, preaching and professing of the church and its members.

And the peculiar part is that the world is absolutely right and justified in its expectation that the professing Christian shall show in his daily life that he really has something in the way of inspiration, heroism and power that can be obtained in no other way and from no other source.

It may be urged that our economic system is wrong, that our industrial organization is all out of tune—all that and more is brought up time and again, but it will never succeed in making an alibi for the individual church member who blows hot on Sunday and cold and lake-warm during the week.

Children Starving.

THE SITUATION in famine-stricken Russia has gone away east and beyond a discussion as to whether or not we believe in LEVIN or TROTSKY or any one else connected with the shambles they have set up over there as a government.

The real situation is this: Millions of people in the great valley of the Volga are starving to death. Every day sees the number of dead larger.

It is a positive fact that it is not possible to save them all. The men and women know they must die. There is nothing else for them to do. Every day brings them closer to the state where their powers of resistance are done for, where in that faint, bleak land, they will have to lie down with the knowledge that they will not rise again.

The one chance is to care for the children. There is assurance that food sent from the recognized channels in this country will reach Russia and do so quickly. That should be all that people ought to insist on. When Canadians know for a fact that they are feeding starving children in Russia, they are not going to hold back.

The one big element in this work must be haste. It is not a matter that can be attended to a week or two weeks from now just as well as today. In two weeks from now thousands will have gone to the open public graves.

Canadians dare not hold back in the face of this situation. There is a challenge to the people of the world in the situation as it stands today, and if we fail to respond, then God help us, for humanity will have ceased to exist.

Old and Not Needed.

WITHIN the last few days there has been mailed from the Ontario Department of Agriculture a resume of the statistics covering the year 1920. In many ways it is not right to refer to the publication as a resume, as, in fact, it is more of an exhaustive report.

ture at various places. Then follows a review of the growing season of 1920, and the various departments of farming are taken up in this way. Now, there are parts of this information that it is quite right and proper should be kept on record, and it might be there are others that could, if thought advisable, be summarized and sent to interested sections of the country.

It is hard to see, though, how there can be justification for publishing all this material now and shipping it out. People are not particularly interested in being bombarded with figures of what took place in 1920, particularly if they lived through the very conditions described, and know very well just what took place every month of the year.

Bruce Financiers.

THE CRITICS of Bruce are out this week to hammer home the fact that we are spending too much money, and that the more we spend the more we must dig up.

J. J. HUNTER, in the Kincardine Review, devotes his attention to the provincial treasurer, and addresses him after this manner:—"PETER SMITH, you are some spender. They used to say the Grits and Tories were good at it, but you have them backed off the map. You show a surplus of \$23,000. Was it your report shows that you spent nearly \$8,000,000 more than last year. Your surplus apparently has come from a tremendous increase in revenue. The people of this province want to know why it took \$4,415,269 more in 1920 and \$7,115,112 more in 1921 for ordinary expenditures than the Hurst government spent during its last year in office. Times are hard and prices are coming down. Expenditures should follow the same trend."

Then WM. McDONALD, in the Chesley Enterprise, thumbs over the report of what the Hydro Radial Commission cost. Here is his analysis of the situation:—"The Hydro Radial Commission did good work, but it was altogether too costly an affair. We notice by the public accounts for 1921 that the cost to this province was \$105,528.65. The five commissioners received \$5,000 each for some 9 months' work of considerably less than 8 hours a day, and a secretary was paid \$300 a month for 12 months. Rev. W. A. Amos of Palmerston, was paid \$1,352.65, in addition to the \$5,000 for his services, for traveling expenses. That's away ahead of preaching, for which he received \$25 per Sunday, so far as making money is concerned. FRED BANCROFT, the Hamilton barber, was paid only \$245 for traveling expenses. FRED is not used to making big money at the barbering business and he was more modest in his charges than the ex-clergyman. One expert witness was paid the modest sum of \$9,874.23, and I. F. HELLMUTH, a Toronto barrister, didn't lose any money on the big radial job for he was paid \$22,712.50 for legal services. These figures seem so preposterously high that some of our readers might doubt their accuracy. Call at the Enterprise office and see the facts for yourself in the Blue Books.

In other words, if you don't believe what you see in the Enterprise, go in to the office and be convinced. WM. McDONALD and his Blue Books are there to deal with any doubting Thomas who may be abroad in Bruce.

British Bacon Trade.

KINCARDINE HAD a representative of the Harris Abattoir speaking in that town a few days ago. He had recently returned from Great Britain, where he had gone to look into the depleted bacon trade in the old land. Britain imports about 600,000,000 pounds of bacon in a year, of which Canada supplies 15 per cent. Denmark 35, Sweden and Holland 25, and United States 25. As things are drifting at present, Canadian bacon will soon disappear from the British market, and the reason will be that Denmark, with greater uniformity, and a product that is more true to bacon type, will have crowded the Canadian bacon out of the British market.

The bacon shipped by the Danes brings a price of seven or eight cents more than that paid for the Canadian product, showing that the British is really a quality market as far as bacon is concerned. Canadian farmers can have that British market. They can grow their own feed, something the Danes have to import, and this alone gives them an advantage of five or six cents a pound in the finished product.

One quick way to encourage raising the bacon type of hog—around 200 pounds—would be to pay the farmer delivering them a worthwhile premium.

There is a market in Britain that could be developed to \$80,000,000 a year for Canadian bacon. It is a big figure, but it is quite possible, provided Canada puts the type and quality of Canada put on that market that British consumers demand.

LITTLE 'TISERS

A new device has been brought out whereby a message given on a telephone can be received and repeated afterward if the party wanted did not happen to be present. Well, say, if there are any kinks around where telephone conversations are going to be repeated afterward we know of a few phones that are going to be taken out instanter.

Now listen to this: CHARLES SHEARN, M.P. for South Toronto, rises in the house to make a speech, and says: "I did not intend, Mr. Speaker, to participate in this debate." Likewise, E. B. RYCKMAN, East Toronto, says: "I did not intend to take any part in this debate." Upon what humble meat

25 YEARS AGO TODAY Here We Have Items of Local and District Interest As Recorded in The Advertiser of 1897.

SATURDAY, MARCH 25, 1897. Weather—Fair.

The office that will be most debated from now until Good Friday is the chairmanship of the C. W. A. There are four names mentioned for this position: T. Arthur Beament, Ottawa; P. E. Corey, Petrolia; A. O. Hurst and A. E. Walton, Toronto.

L. O. L. No. 792 gave a concert at Bryanston on Tuesday evening. In the breach of promise trial, W. C. Coe was counsel for the plaintiff and T. A. Eschler for the defendant. Mr. A. Eschler acted as judge. The evening's entertainment was commenced by an address from Mr. Eschler. Miss Beatrice Shand gave three numbers, and Miss Daisy Lewis recited and danced an Irish jig, and Will Thom, the comedian, was recalled repeatedly.

The annual meeting of the Forest City Bicycle Club was held at Payne's Cycle Emporium last evening. The election of officers resulted as follows: President, Mr. William Payne; first vice-president, Mr. Thomas Knowles; secretary, Mr. C. W. Ellis; captain, Mr. Robert Lamb, first lieutenant, Mr. Walter Wigmore.

The twentieth annual meeting of the Irish Benevolent Society was held last evening in the parlors of the Tecumseh House, with the president, Dr. George C. Davis, in the chair, and the following members present: Dr. Sippi, B. C. McCann, P. Murray, J. McPhillips, J. L. Fitzgerald, John Lewis, Jerry Collins, Jerry McDonald, Patrick Boyle, T. J. J. Kirkpatrick.

At the annual meeting of the Elgin Priory and Pet Stock Association the following officers were elected for the next year: Honorary president, Judge Ernest; president, A. W. Graham; first vice-president, J. W. Newberry; second vice-president, B. S. Dinner; secretary, J. C. Orr; treasurer, William Davidson.

LEGAL QUERIES

Editor Advertiser: Will you kindly answer the following questions in your legal column: Question—If a wife dies leaving a husband and no children, and she owning property and money in her name, without a will, who can claim it, the husband or her people? Answer—One-half to the husband and the other half to the next-of-kin.

Question—Does the government take the same percentage when a man dies if he makes a will or not, not having any children, and how much can he be worth before they take any? Answer—No will exempt up to \$5,000. If will, it depends on the terms of the will to whom it is devised or bequeathed.

Question 1.—Can real estate be bequeathed and executors given power that the estate cannot be sold, mortgaged or encumbered in any way without their signature? Answer—Yes.

Question 2.—Can the executors be given power to appoint successors after their decease? Answer—Yes.

Question 3.—Can real estate be bequeathed so it cannot be sold but must pass to the heirs of the benefactor or their nearest of kin? Answer—Yes, but they can only be restrained from selling for a limited time.

A SUBSCRIBER. London, Ont., March 24, 1922.

COMMON SENSE WAYS TO KEEP WELL

Death Rate Takes Slump

IN ENEEN TWENTY-ONE was the healthiest year in the United States and Canada yet recorded. This, according to statistics compiled by one of the greatest life insurance companies having nearly 14,000,000 industrial policy-holders.

The death rate attained the low figure of 8.54 per 1,000 lives. This is 13.7 per cent lower than the 1920 death rate, which in turn marked the minimum recorded up to that time. It is 31.9 per cent lower than was the rate for 1911. Just what those figures mean in actual saving of life is best shown by the fact that if the 1920 death rate had prevailed in 1921, 18,661 more would have died; if the 1911 death rate had prevailed, 54,942 more deaths would have occurred. The decline in the 1921 death rate was accomplished largely through re-

WHILE RUSSIA STARVES

By EVELYN SHARP in Manchester Guardian.

THE day we neared Alexievsky, the most remote Quaker relief outpost in Southern Samara, where the famine has done its deadliest work, we passed three of these isolated hoots. The impression they conveyed of death and abandonment is unforgettable. House after house stood silent and empty, the snow left to drift high up against mud walls that gaped open in patches, and the roof nearly always gone—no doubt taken for fodder by neighbors who happened to survive a little longer. In one of these hamlets everybody had died of starvation, our drivers told us; in the other two some three or four families were still left out of thirty or forty, the rest having succumbed to hunger or gone away, probably to die of typhus in a refugee train, in the forenoon attempt to fetch grain from Tashkent for the Ukraine. Driving at a funeral pace past these skeleton snowbound houses, so rapidly sunk into decay, one found it difficult to believe that, until six or eight months ago happy peasants lived and reared their families, and happy children laughed and played in the streets there, out on the great steppe that stretches down southwards to the borders of Asia and away on the east to the Ural.

The startling vision of a gaunt face at a window-pane suddenly accentuated the desolation of it all, for it added a touch of tragic reality to what might otherwise have seemed a phantom of the imagination, a kind of mirage in the steppe. THE next morning I happened to be in one of the Alexievsky stovias, or dining-rooms, where the children come for their daily portions of soup, cocoa and milk, chocolate (three stocks a week) and bread. There are 27 of these stovias run by the Friends' Relief Mission in the volost town of Alexievsky, and fifteen more for which the local soviet is responsible. Only some 3,000 odd are left of Alexievsky's former population of 8,000. It is impossible to obtain exact statistics of

the number of deaths in the famine regions, partly because the total mounts daily, but chiefly because burial has become impracticable in the ordinary way, and it is extremely difficult to keep count of the unburied, who lie in sheets and unused windmills, and occasionally in the churches, as well as in open pits in the churchyards. THE one we were visiting was typical of all the Quaker stovias, now to be found in all the villages of the Buzuluk department of Samara. It was in a peasant's house, and supplied about fifty children. A baby slept suspended from the ceiling in a wooden cradle; older children squatted together on the top of the stove and peered down at us in silent curiosity. In two large cauldrons the soup and cocoa were boiling; while a still and patient group of children and mothers stood waiting with beautiful old earthenware and metal vessels, shaped like Greek vases, in their hands. From a beam in the roof hung a primitive pair of scales, in which portions of bread, about a quarter of a pound for each child to the peasant inspector, a woman chosen by the parents themselves. She looked a lady of the fiercest rectitude, and I would not willingly have been the stoviova proprietor who tried under that searching scrutiny to rob the children of a crumb that was due to them."

TO THE EDITOR

FISH IN THE THAMES.

Editor Advertiser: Sir,—Now that the ice is all clear of the Thames River, a large number of fish will leave Lake St. Clair and will come up the river to the spawning bed between Wardsville and St. Marys and Woodstock. Having been informed that the usual net licenses issued between Kent Bridge and the mouth of the river are valid only

until the 30th of April next, it is to be hoped that these license holders will use their generosity and allow some of the mullets, suckers and carp to continue their way, so that the Indians from the Muncie Reserve will be able to procure a few for their domestic use, as the past few years this section has been so depleted of all kinds of fish that the Indians have given up all hope of ever being able to get enough fish at one time for a meal.

I would also like to call the attention of the game and fisheries department of this city to the great necessity of the inspectors paying particular attention to the Thames from the village of Byron to the mouth of the stream, and endeavor not to allow the amount of rascality to go on this season that has occurred in the past, as I have been well informed that there has been a large amount of chicken wire purchased for use as fish nets, to be used at various points on the said river. Anyone familiar with the river knows the numerous amount of contrivances (illegal) that are used, not only for the taking of soft fish, but for bass and pickerel as well. Yours very truly, FRANK MANNING.

LEARN A WORD EVERY DAY

TODAY'S word is SPECTER. It's pronounced—spek-ter, with accent on the first syllable. It means—a ghost, a spirit, an apparition, a phantom. It comes from—Latin "spectrum," an image. Companion word—spectral. It's used like this—"Appearance of a specter at Antigonish, N. S., caused a party to be sent there to investigate."

COMRADES IN ARMS.

Guest—Do you make a reduction to people in the same line of business? Manager—Yes. Are you a restaurateur? Guest—No. I'm a thief by profession.

Baby's Health In the Spring

The Spring is a time of anxiety to mothers who have little ones in the home. Conditions make it necessary to keep the baby indoors. He is often confined to overheated, badly ventilated rooms and catches colds which rack his whole system. To guard against this box of Baby's Own Tablets should be kept in the house and an occasional dose given the baby to keep his stomach and bowels working regularly. This will prevent colds, constipation or colic and keep baby well. The Tablets are sold by medicine dealers or by mail at 25 cents a box from The Dr. Williams' Medicine Co., Brockville, Ont.—Adv.

Our Own Country.

Question—Canada will soon complete one of the great scenic automobile roads in America. Where? Answer—The Dominion parks branch of the Canadian Government will complete during the summer of 1922 an automobile road which will link up the national parks in the Rockies with the Glacier and Yellowstone and other American parks, making a route of wonderful scenic beauty.

Question—What is the enrollment of the University of Saskatchewan? Answer—The University of Sas-

AN APPEAL on behalf of the Starving Children in Russia. From indisputable evidence of those who have lately returned from the famine district in Russia, millions of Children are doomed to starvation unless immediate assistance is afforded. The Canadian Government does not feel justified officially, in appropriating public monies for this relief work, unless the move is first supported by voluntary subscriptions on the part of the people of Canada. The Canadian Committee of the Save The Children Fund has been formed for the purpose of collecting donations on behalf of some ten million children who will inevitably starve to death without this assistance. The Government has the assurance of Lord Weardale — Chairman of the British Fund — of Dr. Nansen, International High Commissioner of Relief in Russia — and Mr. Herbert Hoover, on behalf of the United States, has also given similar assurance — that all foods sent to the famine districts are carefully guarded and reach their destination intact. The food supplies at the disposal of the Save The Children Fund and other relief organizations in the famine area are inadequate to cope with the situation, while the need for more is immediate and pressing. The people of Canada are asked to come to the rescue of the starving children of Russia by subscribing to the Save The Children Fund. All money contributed in Canada is expended on Canadian foodstuffs. Shipments are already on the way through this organization. 25 cents will feed a child for a week. \$1.00 will ensure sufficient food for a month. \$500.00 will establish another kitchen to feed 100 children until next harvest. Cheques and money orders should be forwarded through local banks or direct to Sir George Burn, Treasurer, Save The Children Fund, Elgin Building, Ottawa, Ontario. Canadian Committee of the Save the Children Fund. Honorary President: Hon. W. L. MACKENZIE KING, C.M.G. Honorary Vice-Presidents: Rt. Hon. ARTHUR MEIGHEN, Hon. T. A. CRERAR, Hon. RODOLPHE LEMIEUX. Honorary Secretary: Sir LOUIS DAVIES. Honorary Treasurer: Hon. W. S. FIELDING. Hon. T. A. LOW, Minister without portfolio representing the Government. President, Col. HERBERT J. MACKIE. Treasurer, Sir GEORGE BURN.

HE PAID A VISIT TO "TREASURE ISLAND"

Account of Trip Written Especially
For Boys' Own London Tiser.

Editor Boys' Own Tiser:

Picking up a daily paper one day last week, I noticed a paragraph about a lady organizing a treasure hunting expedition to Cocos Island. I thought that perhaps a word or two from one who has seen this famous island might be of interest to some of your readers.

Cocos Island is a small island in the Pacific, about 600 miles off the west coast of Panama, and about three degrees north of the equator and is the property of Costa Rica. The island was first brought into prominence by Stevenson, in his famous book "Treasure Island," and one can get a very accurate description of it there.

There is a legend in South America that Captain Morgan, the famous buccaneer, or as some books call him, Black Morgan, used this island for his headquarters for repairing his ships and storing his booty.

During the late war one of the duties which fell to the British navy was to search and patrol every island in the Pacific, and Cocos is only one of many hundreds.

Leaving Panama one evening we arrived at Cocos just after dark the next, and dark in the Pacific is dark; one cannot see two yards ahead.

In order to get our bearings to enter Chatham Bay, the only safe anchorage there, we put on a searchlight and it was one of the prettiest sights I ever saw when that circle of light played on the famous Great Banyan tree, several hundred feet about us, while all around was pitch black. Here it was, according to the book, that Morgan lived under its branches. It is the highest point of the island, and from its shelter one can see miles to seaward on either side.

In the morning I went with A. N. Other in a canoe we had, and landed on the beach, and we were on the famous Treasure Island we read so much about as boys. There is a lovely beach, just the place one could imagine Morgan's men wading out waist deep and unloading kegs of brandy, bales of silk, etc., from their boats.

We made our way round and up the hillside, through creepers and bushes, with giant cactus and coconut palms all around us, until we came to the banyan tree at the top. From the tree to one part of the beach there is still a clearing down the hillside used by Morgan's men for their camping ground. The last record of a trip done by Morgan was to Lima, in South America, where he sacked and burned the town, taking amongst other things the Gates of Lima. These gates, which were the cathedral gates, were of solid gold, crusted with jewels. When last seen Morgan's ships were headed towards Cocos, but a great storm came up and he was never seen again, and no one knows whether he reached Cocos or perished on the way out. Standing under the great banyan one can picture the scenes as described in Treasure Island, and can see what a splendid lookout Morgan had, both to seaward and over his own men. Looking around the island one can see traces of the different expeditions which have been to the island, but have had little luck. Here and there are places where they have been digging, while in one little cave we found sledge hammers and crowbars. In another part of the island is a little store of food and a well, placed there by the Costa Rica government to aid shipwrecked sailors. The only life on the island is some small pigs, monkeys and lots of birds. We did not find anything suspicious on the island, so at sunrise we said goodbye to "Treasure Island." This is a true account.

MR. SULMAN, EX-M. L. A. FOR CHATHAM, TO SPEAK

Combined Trail Rangers of Askin
Church Plan Great Things.

The Trail Rangers of Askin Street Church are holding a joint lecture on April 25. The speaker will take for his subject, "The Islands of the Southern Seas." The speaker is very well acquainted with his subject, having traveled extensively in the regions he will speak on.

IN GREAT LUCK.

"Mister," began the seedy-looking man. "I haven't got no home and—"
"No taxes to pay," interrupted the man addressed, "no coal bills; no worry lest the landlord raise your rent. Permit me to congratulate you."

"I have no job and—"
"Lucky chap! No danger of getting fired."

"But I'm serious, mister. I have no money and—"

"No temptation to spend it foolishly on able-bodied beggars. Why, you're the very child of fortune. Good-day."

TAYLOR STATTEN SENDS WORD TO THE BOYS OF LONDON

TAYLOR STATTEN is "The Big Chief" of boys' work in Canada. He is the originator of the C. S. E. T. plan, and is regarded as one of the most outstanding figures in boys' work in the world today. There are thousands of boys in Canada, a great number of them being in London, who count it a great privilege to have heard and to have come to know Mr. Taylor Statten. Mr. Statten is secretary of the National Boys' Work Board, and this article was written by him from Calgary expressly for The Boys' Own London Tiser:

"Last night while meeting with the Alberta Provincial Boys' Cabinet, I first learned of 'The Boys' Own London Tiser.' News of its publication has spread to Edmonton and Calgary, and the boys of both these cities are considering following your lead. This morning I received a copy from Mr. Houlding, and I want to congratulate you on your splendid publication. It is a winner. The boys of London have always been about two jumps ahead of those of other cities, and while the 'Toronto Boys' Own Tely' nosed you out in this special enterprise, you are now demonstrating to all other cities in Canada of the size of London that such a paper is possible.

During the past two months I have visited the maritime provinces and all the western provinces with the exception of British Columbia. I have never seen such enthusiasm over boys' work as is evidenced in every city and town throughout the Dominion. I was in the office of a big businessman in Calgary yesterday, who is giving a large amount of time and "oodles" of money to the Tuxis Boys and Trail Ranger work. I asked him how he became interested, and his reply was that everybody seemed to be talking about boys' work. He went to one of the meetings and heard Mr. Forgie, the Alberta boys' secretary, was impressed with his earnestness and his ability, and also with the progress that had been made, in the Tuxis boys' movement, and he volunteered to assist. He claims that it has brought more joy and satisfaction to him than anything he has ever done.

On Wednesday last, I met a member of Parliament for Alberta, who has decided to give several months to promoting C. S. E. T. throughout the province in a volunteer capacity. He has seen what this thing has meant to the boys of his community; in fact, he claims that it was the boys who were instrumental in electing him to Parliament.

The Alberta Boys' Parliament is the best training in citizenship organization that I have seen. Thirty-seven boys came from all over the province and transacted business that has materially helped in promoting the C. S. E. T. work.

When Mr. Forgie came out here eighteen months ago, there were but sixteen communities in which C. S. E. T. groups were organized; now there are 101, so you see that while you are doing your best for boys' work in London, it is also spreading all over Canada.

I talked with a man yesterday, who had been at the farthest north "Father and Son" banquet, in the Peace River district. There are several Trail Ranger Camps and Tuxis Boys Squares up there.

The following poem indicates the spirit of those who are doing this work in the West.

- A SLOGAN.

Bite off more than you can chew,
Then chew it.
Plan for more than you can do,
Then do it.
Hitch your wagon to a star,
Keep your seat, and there you are.



TAYLOR STATTEN.

ON THE SIDE.

AS THE SAYING GOES:

Small things amuse small minds, but there's another saying about things having far reaching consequences.

The oak tree that sheltered Charles Stuart from pursuers made it possible for the Stuarts' to return to England.

The steam of Watt's kettle helps us ride the Huron and Bruce instead of a prairie schooner. Reading the ads in the Boys' Own Tiser save you money.

ON THE SIDE.

Hymie Wilensky—"Gee, I've got a cold in my head."

Archie Cherrin—"Glad to know you've got something there."

"Do you suppose there ever was a human being who didn't talk about his neighbors?" I asked the cynical man.

"Yes," he said.

"Name him then."

"Robinson Crusoe."

Teacher—"Give me a sentence from a dead language."

Pupil—"What will you have."

An Ohio bachelor recently died, says the Southern Lumberman, and left his former girl, who gave him the "cold shoulder," \$100,000. This is one instance of gratitude in this cold world at least.

IS DANCING PROPER?

Recently we have enjoyed a very distasteful controversy between the Ministerial Alliance and the board of education on the subject of "Dancing in High Schools." We have heard this question discussed at great length by the above bodies, so possibly it would not be out of taste to hear what students in London and other districts think of high school dancing.

It has been proven without a doubt that if the boys and girls of today want to dance they will dance. We think that dancing under good supervision and indulged in by respectable persons is a good healthy pastime. The superintendent of schools in Chicago, Ill., Dr. Peter A. Mortenson, says that only 3 per cent of the student bodies is responsible for the degrading effects dancing is supposed to have in schools. The other 97 per cent are perfectly above suspicion. Superintendent Mortenson goes farther and says, "The greatest force for good in the modern educational system is the sentiment and public opinion of the main student body."

Fred Bennett, the Chicago boy leader, is quoted in the Chicago Daily News as saying: "If a boy's father, principal or teacher, tells him dancing or anything else is not what it should be, he gets sore, but if one of his fellows says it is all wrong he ponders on the subject." The same psychology is observable in girls, according to the young philosopher. "If a girl's mother tells her skirt is too short she laughs and says that all the girls wear 'em. If the teacher tells her she gets sore, but if I tell her—well, she thinks it over."

Expressly noting that 97 per cent of the high school pupils are "normal, sensible young people," the Daily News says editorially: "Youth is impressionable, and the bad example of even a small element is likely to have undesirable effects. Rational recreation is essential, but it is notorious that the line of propriety is often overstepped at dancing and other parties." It apparently thinks that it is up to the students to decide for themselves what is proper and what not.

We wish to stand on record as being entirely in favor of allowing student bodies and other organizations of the like, to govern their own affairs on this question. It is a pleasing "sign of the times" to note that our board of education indorsed the idea of our students' union in allowing them to conduct their "At Home."

BOYS' COUNCIL CHAMBER.

The proposition of meeting in the local council chambers by our Boys' Council is being widely discussed at the present. We note that the Boys' Council have discussed this at their last meeting, but so far have not given out anything for publication.

A precedent for this may be found in the city of Toronto. Mayor McQuire of that city said he was greatly pleased to welcome the future "legislators" of the country to the Toronto council chambers.

Sitting in the "seats of the mighty" should encourage the young men of the Boys' Council to greater deeds through being associated with the great men of the past in this ancient council chamber of ours.

Question—How strong is the Salvation Army in Canada?

Answer—The Salvation Army in Canada has over 1,200 field and staff officers and 400 corps.

Question—Who wrote the "Anne" books of Prince Edward Island?

Answer—Mrs. Ewan Macdonald. "L. M. Montgomery" is the author of the popular "Anne of Green Gables" books.

GAME SUITABLE FOR GROUPS

Conducted By R. P. LIDDLE, Y. M. C. A. Staff.

Mr. Leader, Try These Games at Your Next Meeting.

I SEE, I TASTE, I FEEL, I HEAR, I SMELL.

Test 1—Give each player a few seconds to observe articles on a table.

Test 2—Let each taste a number of things.

Test 3—Let each reach into a bag and feel objects.

Test 4—Count words while someone reads a paragraph.

Test 5—Smell various substances. Each player keeps a record of his test. He writes this down at the end of each.

CENTER CLUB BOWL FOR TEAMS.

An Indian club is set up in the center of each circle. When the leader gives the signal one person from each team attempts to bowl the club over by using a small ball. The

USE FOR PIECES.

Save odd bits of ribbon so that when your silk blouses rip in the seam you can use the ribbon for reinforcing. The advantage of this is that the ribbon needs no hem and is neater than the ordinary patch.

FOR TENDER MEAT.

Fowl, veal and mutton can be made quite tender by putting it in a heavy brown paper covering for the fore part of the roasting. When the meat is nearly roasted the paper should be removed so that the outside can brown.

FOR STALE BREAD.

If you would restore a loaf of bread to its former fresh condition wrap it in a wet cloth for a minute, then remove the cloth and put the bread in a slow oven for about 20 minutes.

RESTORING COLOR.

When color has been destroyed by acid apply ammonia to neutralize the acid, then saturate with ether or chloroform and the color will usually return.

ball is then passed to the second player, who takes his turn. This continues until everyone has had three turns. Scores are kept, and the circle having the highest score is pronounced the winner.

OBSERVATION RACE.

Contestants, blindfolded, stand with their faces to a wall. Back of them, along a track, over which they are to run, hats, handkerchiefs, books, etc., are placed. At a signal from the starter, the players tear the bandages from their eyes, and race down the track, taking care to mentally note all objects along the line. At the finish all stand with backs to the course until they have made reports to the judges. The winner is he who reports correctly upon the greatest number of articles in the order that he passed them. This can be played in teams.

RIVAL BIDDERS.

The clergyman's eloquence may have been at fault, still he felt annoyed to find that an old gentleman fell asleep during the sermon on two consecutive Sundays. So, after service on the second week, he told the boy who accompanied the sleeper that he wished to speak to him in the vestry.

"My boy," said the minister, when they were closeted together, "who is that elderly gentleman you attend church with?"

"Grandpa," was the reply.

"Well," said the clergyman, "if you will only keep him awake during my sermon I'll give you a nickel each week."

The boy fell in with the arrangement, and for the next two weeks the old gentleman listened attentively to the sermon. The third week, however, found him soundly asleep.

The vexed clergyman sent for the boy and said: "I am very angry with you. Didn't I promise you a nickel a week to keep him awake?"

"Yes," replied the boy, "but grandpa now gives me a dime not to disturb him."

SINGLE-TRACK MIND.

"When is your daughter thinking of getting married?"

"Constantly."

BOYS' WEEK TO BE HELD APRIL 14 to 21

GEO. SLADE ELECTED HEAD OF ALERTS

Full Slate of Officers Elected at Alert Club Regular Meeting.

The Alerts class of the Wellington Street Methodist Church met on Tuesday night for their mid-week activities, George Slade, president of the class, presiding.

The following officers were appointed: President, Geo. Slade; secretary, Kenyn Knowles; treasurer, Fred McKewn.

The motto of the class being Pro Fide, Pro Utilitate (for faith, for service) and the class slogan being:

A-lmighty
L-ord
E-ver
R-eveal
T-hyself
S-wiftly.

The meeting concluded with a game of indoor football.

THE CAMEL IS HERE

Technical High School Puts Out Its First Paper.

"The Camel," the authorized publication of the London Technical High School is now in print. This is the first school paper ever published, and it is the aim of the London High School Publishing Company to make this paper one of the most up-to-date ones.

Shares were sold in the company early in the term, and the students took a marked interest by buying practically all the stock on the market. The boys and girls have for the last two weeks been handing in some excellent work in cartooning and editorials. This paper was unavoidably delayed for one week on account of the press being unable to publish it on the time appointed. The students who have taken part in this movement are now looking forward to a large circulation. The paper may be purchased at Wendall Holmes, Graves, or from any student of the Technical school.

MAITLAND STREET WOLVES

The Maitland Street Wolves have again taken the lead with something new. They are taking a special training course, "Practical Christianity," under the tuition of Rev. A. T. Sowerby, who will give the boys a series of talks along this line. The subject promises to be a live one and many interesting meetings are expected to be held.

Dr. Sowerby terms these talks with the boys round table talks.

To develop the educational side of their program each Tuxis boy who is a member of this group must give a fifteen minute speech on some practical subject, before the end of this month.

The Wolves are not so ferocious as may be suggested by their names. This can easily be seen by studying their name:

W-olves
O-f
L-ondon
V-alue
E-verything
S-square.

Judging by their activities there are no "dead" wolves in this group.

EAST LONDON BOYS HAVE A TRUE FRIEND

Garage Dealer in That End Showing a Real Interest in the Lads.

Great interest was shown by the people living on the south end of Egerton street, when early in the spring of last year they donated enough money to equip the boys of that district with a full baseball equipment and also supplied them with an excellent baseball diamond.

During the summer, Mr. Rumble, an east end garage dealer, took the team to Thorndale and Stratford in a large motor truck. The baseball season ended successfully, but that was not enough for the boys. They are now looking forward to organizing a hockey league.

Mr. Hyatt told the boys that if they got a hockey league started, Hyatt Bros. would present a silver cup to the winner. With this object in view, the boys elected Mr. Rumble president. Mr. Rumble secured the ice at Victoria Park until the mild weather set in, and this week they are playing the eight remaining games at the Westminster rink.

"Hawks on Duty."



This time they swooped down on the Baker.

LONDON WILL HOLD EASTER WEEK FOR HER FUTURE MEN.

The many organizations in this city who are continually working for the public welfare, have joined themselves together to "put across" a big idea. The New York Rotary Club was the first organization to grasp the magnanimity of this task. In May of last year New York was given over almost to the "Men of Tomorrow" during the first week. There was a great parade of fifty thousand live and kicking boys. This army of boys and young men, representing as they did, every organization in the U. S. metropolis, marching sixteen abreast was four miles long.

Our parade will not be as big in quantity as our American friends, but what we lack in this we will make up ten-fold in quality. Every boys' organization in the city regardless of color, station or creed will be in this big BOYS' WEEK.

The Tecumseh Junior Baseball Team will begin their training on

Saturday, March 25, if weather is permissible; if not, it will be carried over till the following Saturday, April 1. Any boy wishing to become a player of this team should report on the above date at Union Hill diamond, on the corner of Adelaide and Oxford streets, at 1:30 o'clock. The team is managed by T. Burke, and captained by C. Handley. They expect a very successful season.

On Saturday, March 18, the Weiners were defeated by the New St. James Pirates in a scheduled game of basketball at the "Y." The Weiners had four men to the Pirate's five, but the Pirates were handicapped by the absence of three of their regulars. The Weiners were 4 up on their rivals at half-time, but in the last half the Pirates pulled themselves together and won by 1 point. Burton played goal for the Pirates, and Spence was the pick of the losers. Score 15-14.

LONE SCOUTS CONFAB

Meet At Y. M. C. A. and Discuss Business.

The third meeting of the Lone Scouts of London district was held in the Y. M. C. A. on Friday, March 24. A sing-song, taken charge of by a Y. instructor, began the program. The meeting was then carried on in a businesslike manner under the leadership of Grand Chief Frank Clark of the Lone Scouts of London.

Various things were discussed in regard to the union of all the tribes in the city. Boxing matches were talked of first, and it was settled that the tribes would furnish boxers to represent them. The dates of the boxing matches, which will be held in the regular meeting place, will not be settled until next Friday night, the time of the next meeting. A baseball league was then particularly dwelt upon. Besides the entries already received many other tribes newly heard of will also furnish teams. Relay races and other sports will be settled upon next meeting.

We would like to impress upon the Lone Scouts and Lone Scout Tribes of the city that we want every Lone Scout Tribe to be represented at our weekly gatherings. We also wish to inform them that they are free to operate alone as usual. The object of the union is to make it more interesting and more interesting to belong to a tribe, in which case we can carry on such things as baseball and other leagues and sports.

We expect a record turnout at the next meeting on the evening of March 31 at the Young Men's Christian Association Building.

ATTENDANCE CONTEST.

For the second time the Hurons Trail Ranger camp won the attendance contest held among the five camps which comprise the Ki-Y Club, and so obtain for another month the big Ki-Y pennant which adorns the walls of the Ki-Y club room at the Y. M. C. A.

The officers of the Hurons are Chief Ranger, "Paddy" Haines; tally, Bob Morris; cache, Harold Paddock.

WILL PROBE EMIGRATION.

Ottawa, March 23.—By Canadian Press.—Frank S. Cahill, Liberal member for Pontiac, Que., has given notice that he will move in the House of Commons for the appointment of a special committee "to investigate the cause and volume of emigration from Canada and the means best calculated to promote immigration, and to report the result of such investigation at an early date."

LONE SCOUTS ELECTION

Lively Meeting For Semi-Annual Election.

At a very enthusiastic meeting on Friday, March 17, the Lone Scouts elected their officers for the next six months. The minutes were first read and accepted as read; then a sing-song was held to allow the tardy ones time to arrive. The meeting then started in earnest, Major Murtagh giving the boys a talk on the necessity of using their very best judgment in electing their officers. Next the nominees for Grand Chief were called upon to state their platform. Frank Clark was elected Grand Chief by a majority of two votes. For the office of Sachem, or Assistant Chief, Fred James of the Red Fox Tribe was elected. The voting took up some time, and at the end results were as follows:

Grand Chief—Frank Clark.
Grand Sachem—Fred James.
Grand Scribe—Francis Floyd.
Grand Wampum Bearer—Harry Finns.

Assistant Grand Wampum Bearer—Frank Galloway.

Major E. E. Murtagh is the official Grand Major of the whole city. For the position of Lieutenant-Major, Lloyd Houlding was chosen.

The Grand Council of the London and District Division, L. S. A. is as follows: Council Chief, Frank Clark; Council Sachem, Fred James; Council Scribe, Francis Floyd; Council Wampum Bearer, Harry Finns. The other members are: Russell Brewer, Ivan Westlake, Howard Obeay, W. Galloway, F. Galloway, Mark Williams, Frank Livermore, and Leslie Boyce.

Business matters will be proceeded to at once, and plans for the proposed baseball league will be talked over at the next council meeting. A Basketball League is on the bill, and a complete athletic program will shortly be organized in which all Lone Scouts will have a change to take part in their favorite games.

A hike is in the wind for Easter, and the boys expect to have a jolly time if the weather permits.

Lone Scouts who have not gotten in on this yet are missing the time of their lives, and are advised to get in touch with the Grand Chief, or any of the other officers before they are left too far behind, through Mr. Lloyd Houlding of the Y. M. C. A. He will be glad to furnish any particulars concerning the organization.

So come, Lone Scouts, and B-O-O-S-T London over the top in Lone Scoutdom.

YOUNG JUDEANS HAVE WONDERFUL SPEAKERS

Young Man From the Above Group Gives an Inspirational Speech.

On March 18 the Young Judeans held their semi-monthly meeting at the Y. M. C. A. A curious incident occurred at this meeting. At the opening hour, 8 o'clock, there was a good showing of members, but it seemed as if it was the officers "day off," for only one officer, the president, was present. The constitution says that a meeting cannot be opened without at least two officers present, so the members had to sit and wait with the best patience they could muster till another officer appeared. At 9 o'clock those present were becoming very uneasy, when in walked the treasurer, and after some exclamations the meeting proceeded.

One of the most important things in the program of a Young Judean Club is to see that its members learn about the doings of and the events concerning the Jewish nation. For this purpose Hymie Ginsberg was chosen to be the club's reporter. His report this week was very interesting, containing an account of the constitution of Palestine.

After discussing the report, Hymie Wilensky, an appointed speaker, in continuation of the oratory contest, delivered his speech. He chose for his subject "The Past, Present and Future of the Jewish Nation." He began by describing the great trust of Abraham in God, by telling of the time when he was about to sacrifice his son Isaac to God. Then gradually tracing the Jewish history, he showed the part Moses, the great leader, played in the liberation of the Jews from Egypt and acquiring the Promised Land. Rapidly he sketched the history of the monarchy, the breaking up of Palestine into two states, Judah and Israel, its captivity in Babylon, its return, and finally its scattering over the whole world, in which condition it is now. During the remainder of his speech he told about some of the Jews known the world over, such as Disraeli, once prime minister of Great Britain; Sir Herbert Samuels, high commissioner of Palestine; Mendelssohn, the great musician; Heine, the renowned German poet, and Professor Weismann, the great chemist and president of the Zionist organization of the world. From a clipping he read that in the past year there were 8,000 Jewish immigrants to the Holy Land, and this, he said, was a fair sign that in the near future Palestine would again be populated by the Jewish nation. He then brought his speech to an end by reading the speech of the United States senator, the Hon. Seldon P. Spencer, on "The Restoration of the Holy Land."

Mr. Goldstick, the club's director, was present at the meeting. He commended the speaker highly for his splendid material and manner of delivery, and then made some criticisms. After the departure of Mr. Goldstick the boys discussed matters until the janitor reminded them that it was 10 o'clock, and the meeting was adjourned. The next meeting will be held on April 1. Let every member be there.

SCOUT TROOP MEETING

St. George Acquires New Scoutmaster.

At the last regular meeting of the St. George's Troop, Boy Scouts, a new assistant scoutmaster in the person of R. M. Gallagher was introduced by Scoutmaster Beesley. It is expected that Scoutmaster Gallagher will take charge of the whole group during the summer months, and possibly through the camping season. This group is showing up well at the special lenten services, which are held each Tuesday in St. George's Church at 7 p.m. Scouts of other troops are invited to be present at these services, or boys who would become scouts. The subject is "A Birdseye view of the Bible," and Scoutmaster Beesley is the lecturer.

DUNDAS CENTRE SCOUTS HOLD REGULAR MEETING

Patrol Leader Burrows Captures Competition For Neat Uniforms.

Last Sunday evening the young people of Dundas Centre Church, consisting of Senior Girls' Club ("Sehab"), Canadian Girls in Training, Trail Rangers, Boy Scouts and Nikator Club attended church in a body. The Nikator boys ushered.

After the service a social hour was held in the schoolroom, about 100 people being present. A sing-song started the function, and Mrs. W. B. Wortman sang. Mr. J. Parnell Morris gave a talk on music, after which a light refreshment was served. Rev. Capt. Garbutt was chairman for the evening.

The social hour was arranged by the Nikator Club and refreshments served by the Senior Girls Club ("Sehab").

CONTINENTI LABORE

Askin Hawks Are Live Group.

The Hawks are one of many live groups in Askin Street Methodist Church, and with their motto of "(Continenti labore omnia superabimus)" are out to put across just what it stands for.

The Hawks were organized and started the C. S. E. T. program in the fall of 1920, and since that time have been forging ahead with the most wonderful success in their religious, physical, educational and social life, and what does this mean? It means that C. S. E. T. is doing for the Hawks what it should be doing for every C. S. E. T. group.

The success of the Hawks cannot be traced to any one individual, but it has been only by the united effort of every member, and by the co-operation given by the church and Sunday school that they are made an outstanding group in London.

The officers of the Tuxis Club are Pretor, Harold Todd; scription, Reg. Werner; comptor, Charles Maddiford, and of the trail rangers' camp: Chief ranger, Arnold Webb; tally, Elgin Speiran; coche, Charlie Wilson.

This organization, though composed for the most part of younger fellows, is showing some of the older groups how to play basketball. They also have been singularly successful in holding Sunday morning services for the "Ki-Y" Club.

INVINCIBLES INITIATE

Weekly Meeting Brings New Member.

At the weekly meeting of the Invincible Club last Thursday evening, Rev. Mr. Watts, who was a guest at the meeting, was initiated into the club as an honorary member.

Sponsor Bert Bell, Mentor Wilf Boyce, Pretor Andy (Anderson), Scription Bud Ralph and Comptor George Cannon performed the initiation ordeal, after which Mr. Watts made a short speech.

The new name, "Incass," has been chosen by the club and was officially passed and will be adopted after the basketball series is finished.

Next Thursday an open debate will be held. The subject to be discussed will be, "Resolved that the white race has conferred more blessings than ills upon the other races."

Our Assortment Of

Easter Candy Novelties

Is the most varied and beautiful that we have ever shown. We have everything. Come in and see them. We specialize in the manufacture of novelty candy for every occasion.

RUTH'S 646 DUNDAS STREET.

Patricia

HEY, FELLAHS!

Don't miss the biggest serial ever made.

WITH STANLEY IN AFRICA

Featuring GEORGE WALSH, the popular star.

Don't miss the first episode, commencing Thursday, March 30. Following chapters shown every Thursday, Friday and Saturday for eighteen weeks.

WE UNDERSTAND

BOYS

THAT IS WHY OUR

Photographs

of Boys are so successful.

The Darragh Studio

217 DUNDAS STREET.

Technical High School

EXHIBITION OF WORK

NEXT WEEK

Wednesday, Thursday and Friday Evenings

Public Invited

Admission FREE

:: In The Social World ::

DUNDAS CENTRE SOCIAL

Young People Enjoy Sunday Evening.

On Friday evening, March 17, a weekly meeting of the 8th London Troop was held at Dundas Center. The meeting was opened with prayer. This was followed by various scouting inquiries. Classes were held in first aid and signalling. Scout Alan Foot passed the artist proficiency badge. In the competition for neatness in uniform and equipment, Patrol Leader Burrows is in the lead at present, but there are some others who are not far behind, so a close run is expected. Other various work was indulged in. After playing games the meeting was dismissed and the scouts left for home.

WEINERS ENTERTAINED

Are Guests At House Party.

The members of the Weiner Club were guests of Miss Mary Tichbourne at a very pleasing party held at her home on Richmond street on the evening of March 22. Games were played while others of the guests danced.

One game, which proved exceedingly interesting, was the "Donkey Game."

Each guest received a piece of colored paper, in the shape of a tail, and also a pin. These tails had numbers on them and each guest was blind-folded in turn and was required to pin the paper tail in the proper place, on the donkey which was pinned on a sheet of paper and hung on the wall.

Everyone had a different idea of the location of the tail and roars of laughter were in order. The party broke up with everybody perfectly happy.

MANY PASS MUSICIANS' TEST OF SCOUTS' LEADERS

Burrows and McCallum Successful in Getting Their Badges.

The patrol leaders of the 8th London Group, Boy Scouts, met at the residence of the scoutmaster for the weekly officers' meeting. The scoutmaster presided over the meeting. Important business was brought to the front immediately. Plans for a proposed means of raising money to expand the treasury of the troop were discussed. The scout banquet to be held soon was spoken of. Patrol Leaders Burrows and McCallum passed their musician's tests for those proficiency badges. After the meeting was ended the officers left for their clubroom. The scouts present were: District Scoutmaster Cristall, Scoutmaster Metcalf, Troop Leader Rodda, Instructor B. Bell and Patrol Leaders Blackwell, Phipps, Burrows and McCallum.

MR. OLLEY SPEAKS ON A SCOUT'S USEFULNESS

Latter Day Saints Troop Hear Very Instructive Lecture.

On Monday, March 20, the 29th London Troop of Scouts met at the headquarters, the Latter Day Saints' Church. Scoutmaster Blanchard was in charge of the program.

Mr. Olley, well-known lecturer, gave a very much appreciated address to the fellows. He stressed the uses a boy should put his time to, scoutcraft being the best thing he knew for boys.

The meeting was not as large as would have been liked, owing to sickness in the troop.

WEINER BOX SOCIAL

St. Patrick's Party Well Enjoyed.

The Weiner Club of Talbot Street Baptist Church held a successful box social and St. Patrick's party combined at the home of Lawrence Spence, 10 Blackfriars street, on the evening of March 17.

Each fellow was requested to bring his sister, or some other fellow's sister, and a box of eats.

During the afternoon of March 17 a box was left at Somervilles office in care of Mr. Hudgell, the mentor of the Weiner Club. This "box" was to be given to the couple having the best decorated box.

After several very interesting games the time for judging the boxes arrived. Mrs. Spence, the host's mother, was the judge. Secretary "Bullets" Schott and his "sister" received first prize.

When the mysterious box was opened it was found that it contained a "booby" doll.

After lunch more interesting games were played.

The party broke up at an early hour.

TRAIL RANGERS' SUPPER

Interesting Discourse On Bird Life.

The regular meeting of the Dundas Centre Trail Rangers was held Wednesday, March 22. The Rangers met for supper at 6:15, and after a luscious spread, a short but snappy sing-song was led by the "grand chief."

The meeting was then opened with the customary ceremony and business meeting followed.

Mr. Saunders, the speaker of the evening, was then called upon. He conducted an examination by which the boys might win their bird-life badges, after which he gave a brief talk, demonstrated the calls of several birds and exhibited a few of his many specimens. The papers of all those who wrote the examination were then collected by the mentors and the result will be announced in a later issue of the Boys' Own Tiser.

The boys then adjourned to their group rooms at the devotional period.

THIRD LONDON'S DOINGS

Hold Successful Weekly Hike.

On Saturday last the Third London Troop had its usual Saturday afternoon hike.

The Wolves started out and left various signs, and meaning messages were hidden somewhere in the vicinity of the signs. At the end of the trail the scouting ground was reached and a big fire was at once kindled and billies put on to boil.

Half an hour later the Beavers, with shouts of glee, descended on the Wolves, brandishing all the notes that had been hidden. Soon the smell of sausages, steak and other enticing eats were wafted on the breeze. Tea was made and the eats were soon on the way to the usual places.

When nothing was left but the paper, which the eats had been wrapped in, various games, including a new flag raising game, were indulged in.

At seven o'clock a move for home was made. On the last mile, several boys did the "Scout's Pace" test, for the second class badge.

We are proud to announce that Patrol Leader Paice, of the Wolves, is now our first second class scout. We look forward to having several more in a few weeks.

Recently the Ram Patrol, feeling more voracious than sheepish, decided to call themselves the Wolves.

GOOD WORK, MR. PLEWMAN.

We have in front of us a report of the Ontario Boy's Work Board for the past year. This board is a part of the Ontario Religious Education Council of the Evangelical Churches and the Y. M. C. A. in the Province of Ontario. Mr. Chas. Plewman, the executive secretary, in his annual report states that there are 902 organized groups of boys in Ontario, composed of 15,000 boys. The number of communities affected are about 250.

It is pleasing to note that there are [Special to The Boys' Tiser.] give so much of their valuable time to the boys.

MR. David Allan,

physical director at the "Y," is on the high road to recovery. We are sure everyone will be pleased to hear this. Mr. Allan has been suffering from appendicitis for some time and recently went under an operation to have the organ removed.

The Boy's Own London Tiser. Published weekly by the boys of London.

Staff.

General manager, J. Allan Kay. Managing editor, Dave Finlayson. Editor in chief, Bob Rolfe. Social editor, Jack Johnson. Sporting editor, Phil Burton. Circulation manager, Bert Bell. Advertising manager, Mayer Lerner.

DAYLIGHT SAVING.

As the short winter days commence to be supplanted by the longer and brighter summer ones, and as the evenings become lighter and more spring-like, reminding us that spring has come and summer is not far distant, and beckoning us into the great open and out-of-doors, we are reminded once more of the much-argued and ever-prevailing question at this mid-season period, namely, "Daylight Saving."

So numerous and oftentimes inappropriate are the arguments in favor and against this subject, that it is extremely difficult in many cases to determine just what the exponents of a certain phase of this question are endeavoring to make clear. As previously acknowledged, it is doubtless an undisputed fact that the vast majority of the citizens are in a non-committal sort of a way unconcerned with this question, which in their estimation has been previously threshed out and passed up as unsuitable for the city of London. Nevertheless, they appreciate the advantages it contains, and its disadvantages are also realized.

The whole dispute reverts back to the question of business and social distinction. Last year the Labor party, which, if we are correctly informed, is decidedly opposed to it, was, in the estimation of many, directly responsible for its defeat. This party holds a strong foothold at present, as evidenced by the election of their candidate to our provincial legislature.

On the other hand, those who like to take advantage of the longer evening afforded by this system, either in their garden or in some form of healthful outdoor recreation, appreciate to the greatest extent the extra hour of daylight resulting. In our estimation this system of utilizing the daylight to a greater extent should either be adopted as a Dominion-wide principle or not be attempted by the respective cities, as they decide. It makes it very confusing in commercial circles, where it is absolutely essential that railroad time be recognized, when this city has adopted it and the next stop on the line has not.

The city of Montreal, the largest commercial metropolis of Eastern Canada, has again adopted the daylight saving plan, and has completed arrangements to have it go into effect on the 15th of next month. At present no steps have been taken in our fair city to have the plan adopted this year, when it is essential that the utmost production of vegetables and fruit be realized, as this city as well as the rest of the Dominion is passing through a very crucial stage. Unemployment is the predominating question at issue. Home production is one method of increasing our staple food supply, and also of affording work for the men in the evenings.

However, the whole question reverts to one main point: that is, is the extra hour of daylight afforded to us in the evening as beneficial, and is it utilized as much as it is in the morning under our present time system? In our estimation it is an undisputable fact that the evening hour benefits the citizens in general more than the hour in the morning, which is only appreciated by a few.

The United States of America has approximately ten million automobiles. An American paper in discussing this says: "We have one auto for every ten people." We hope they will take some spare axes and springs along, if they all want to go to the lake shore at one time.

There are five men in the United States with incomes of over five million dollars, according to the internal revenue department of the United States treasury. The department states that two of these plutocrats hail from Michigan and three from the "Empire State" (New York). The two Fords, Henry and Edsel, are likely the Wolverines who take the "pudding," and John D. Rockefeller and his son lead the New York aspirants. But how about the third New Yorker? Editors seem to be puzzling about this very much. Why worry? It isn't us.

The Literary Digest calls our Prince "Eddie" "The prince of publicity, Britain's best loved ambassador to all the world." Where are the "knockers" who say our throne is tottering?

Lloyd George states, "We in Canada no longer belong to the British Empire, but are a part of the great British Commonwealth of free nations." George can say it as well as do it.

Willie R. Hearst seems to have the habit of cropping up whenever any bouquets are being handed to the empire. This time he states through his New York American "that during the arms conference we got everything the United States had but the kitchen stove, and we are coming back after this, in order to cook up another war." Cheer up, Willie, old boy. Perhaps it is too bad that England has granted Ireland a free state. We hope, however, you will soon find something else to get "righteously" indignant about how the empire is being run.

IN THE FIELD OF BOYS' OWN SPORTS

C. S. E. T. BASKETBALL

Teams Show Result of Training — Several Clubs Tied For Stellar Position.

The C. S. E. T. League is well under way. The standing of the league is becoming more interesting and already many people are picking out their favorite. Some good games were played in the past week, and the boys are showing up better as they are becoming more experienced and seasoned.

In the senior group the Maple Leaf club were defeated by the Nikators by 2 points. More games were played in the intermediate section than in any other. The Meteors defeated the Aces in a one-sided affair. The Pirates almost had to walk the plank but emerged victorious over the Weiners in the last few minutes of play. The Comex won from the Nikators by a default. St. Mathew's won from the Wingfoots in a close affair, the younger boys putting up a stiff fight, but weight and age told in the final round. The Weiners swamped the Aces, winning by 24 points.

Intermediate B.

The Swastikas won from the Falcons, and the Maple Leaf club escaped destruction by the vigilant Hawks and won by 9 points. The Zetos won from the Trojans by default. The Micmacs were too much for the New St. James boys and gave them the tail end of a 24-9 score. The Hawks took revenge upon the Swastikas and came out a winner by a good margin.

STANDING. Senior.

	Won	Lost
Nikators	1	0
Excelsiors	1	0
Etimars	0	1
Maple Leafs	0	1

Intermediate A.

	Won	Lost
Pirates	2	0
Meteors	2	0
Comex	2	0
St. Mathew's	1	1
Wingfoots	1	1
Weiners	1	2
Nikators	0	1
Hawks	0	1
Aces	0	2

Intermediate B.

	Won	Lost
Zetos	2	0
Maple Leafs	2	0
Ahmeeks	1	0
Hawks	2	1
Micmac	1	1
Swastikas	1	2
Trojans	1	1
Falcons	0	2
New St. James	0	2

Junior Group.

	Won	Lost
Wingfoots	2	0
Hawks	1	1
Gordons	1	1
St. Andrew's	1	1
Cubs	1	1
Senecas	0	2

KI-Y SWIMMING MEET

Weekly Event in "Y" Tank.

Alfred Calhoun and Robert Frith were the winners for the seniors in the weekly swimming events held in the Y. M. C. A. tank last Thursday, while John Reeves secured another first for the juniors. The standing of the leading contestants is now as follows: Harold Neil, 14 points, Alfred Calhoun, 10 points; Robert Frith, 8 points; Frank Haines, 5 points, for the seniors, and John Reeves 13 points and George Whitworth 9 points for the juniors.

BOYS' NAVAL BRIGADE

Hold Weekly Meeting At Armories.

Wednesday night at the Armories the usual shoot was held. Before shooting began Mr. Akiens was presented with a new warrant, having been promoted to chief warrant officer on account of the extra work he is doing in connection with the Naval Cadet Corps.

The results of the shooting are as follows: Bryce was top with 45, R. Barnes 44, W. Brooks 41. The race for the medal and cup looks like being a race to the finish. Horner is leading Adams and Barnes by 4 points. Crocker, Clements and Barnes are tied for the medal. An exciting contest is promised at the armories next Wednesday night.

Saturday afternoon, March 18, the 8th London Troop held an enjoyable hike into the country. Leaving at 10:30 a.m., the scouts arrived at their destination about half-past eleven. Fires were lighted and preparations were made for dinner. Patrol Leader McCallum completed his second-class tests, and with Patrol Leader Burrows and Scout Foot, passed part of his first-class cooking test. After dinner more scouts arrived. With them was District Scoutmaster Cristall. Signalling was indulged in, and "snaps" were taken. After a fine afternoon of sport the boys left for home.

THE HAWKS LOSE THIS GAME TO WINGFOOTS

Some Exciting Moments Were Witnessed in the Playing Period.

The Wingfoot Juniors defeated the Askin Hawks on Saturday, March 13, at the "Y." This is the second game the Wingfoots have won, and they have great hopes of keeping up their reputation. Although the game was not very fast, there were some very exciting moments. At the end of the game the score stood 9-12 in favor of the Wingfoots.

Wingfoots.	N. Grey, d.
J. Ferguson, f.	Hawks.
H. Pollock, f.	R. Baker, f.
F. Gunther, c.	J. Pritchett, c.
J. Gordon, d.	D. Mennell, d.
	E. Perry, d.

BOYS' NAVAL CADETS ACCEPT THE CHALLENGE

Sharpshooters Will Try Their Luck With Winchester Team.

The Boys' Naval Cadets have accepted the challenge from the Winchester Rifle Team, Group 716, to shoot on Wednesday, April 5.

The boys held their regular practice on March 22. The tournament with the Winchester Club is looked forward to, and all the boys tried to impress the instructor with their marksmanship. C. Boyce came first, making the high score of 45. William Harding and Charlie Barnes were tied for second place, making a score of 44.

ST. THOMAS ADANACS LOSE

The Etimar basketball team defeated the Adanac Club of St. Thomas in a well-fought-out contest on Thursday evening, the score being 25-13.

KNOX CUBS DEFEAT SENECAS

Askin Street, Treated To Small End of 6-2 Score.

The Cubs of Knox Church tasted their first blood when they defeated the Askin Street Senecas, 6-2, in their second C. S. E. T. basketball game. There was some excellent team work on both sides.

Cubs—H. Rowley, 4f; A. MacArthur, 2f; W. Haylock, c; A. Fitzsimmons, g; J. Haylock, g. Senecas—D. Goodge, 4f; Dale, 2f; M. George, c; H. Gray, g; W. Orchard, g. Referee, L. Spence.

Question—What mileage is comprised in the Canadian Government system of telegraphs?

Answer—Canada's telegraph mileage under government control shows 31,000 miles of poles.

NATIONAL ATHLETIC CONTEST NEWS

Circular Advises Mentors To Awaken Their Groups to the Conditions.

[Special to the Boys' Tiser.] Toronto, March 24.—Arrangements have been completed for the national athletic contests to be held April 22 to 23, both dates inclusive. All groups taking up the C. S. E. T. must register before the date of the contests to be able to take part. In addition to the awards offered by the national committee the provincial board is offering additional prizes. The following are the events:

Tuxis.
Standing broad jump.
Running high jump.
Three-potato race.
Five-potato race.
Eight-pound shot-put.
Trail Rangers.
Standing broad jump.
Running high jump.
One-potato race.
Three-potato race.
Floor push.

ASKIN ST. METEORS TOOK GAME FROM ACES

Fast Game of Basketball Between Two London Teams.

The Askin Street Meteors won from the Aces of the First Presbyterian in a basketball league game last Saturday evening. This makes the second win for the Meteors and keeps them near the top of the league.

The game was closely contested throughout as the Aces put up a hard fight. Chambers, a defence man of the Meteors, and on his first season in basketball, played a fine game and we see in him the makings of an expert defence player. His playing did much to keep the Aces' score down. The line-up:

Meteors—Dutton (1), Roberts, forwards; Dalgleish (2), centre; Chambers, Chapman (3), guards.

Aces—Walker (1), Simmons, forwards; McCausland, centre; McDermot, Adams, guards.

WINGFOOTS WIN IN PRACTICE GAME.

The Wingfoot Intermediates defeated the Ahmeek's 2nds in a practice game Saturday night, March 18, at the Y. M. C. A. The game was very exciting, and both teams had a fine workout. The Wingfoots displayed some very fine skill, especially in the first half, the score being 14-0, the Ahmeeks not being able to count during that time. The game came to a close with a score of 38-20.

Question—Canada's coal reserves are said to be very rich. What is their estimate?

Answer—Canada has some of the world's most promising coal fields in reserve, including Nova Scotia, with two billion metric tons, and British Columbia with 23 billion metric tons.

Letters to the Editor.

To the Editor:
The 17th of March was St. Patrick's Day, known the world over, but not observed anywhere as much as in Ireland. Let me tell you how this day was celebrated when I went to school there.

The school I attended was a military school, and a very well known one at that. The boys of this school were English, Irish, Scotch and Welsh, with the Irish in the majority. On St. George's Day the English were the rulers of the square, and incidentally the Irish ruled on St. Patrick's. The proud possessor of "a rare Oirish name" could be seen on this day decked in the brightest and best green ribbon obtainable. The boys, having the day to themselves, would get up games and contests among different groups. The names of the teams would invariably be England versus Ireland. There would be innumerable fights on this day, some sham and some serious and disfiguring. We will just step inside the school gates and take a look around.

It is about 9 o'clock when we start our rambling, and the boys are just getting the day nicely started. "See that fellow over there?" "No, the one with the green sash on." "Yes, yes, I see him. Doesn't he look funny?" The person who has attracted our attention has the honor to be Patrick Kelly, and who would not like such a name as that? He is engaged in marshaling the boys for the feature of the day. This is more or less of a free-for-all charge with the English boys at one end of the square and the Irish at the other. Pat steps between the opponents and starts to tell them than an Irishman was never yet beaten, but he gets too excited and shouts with all his might that well-known cry "Ireland for Ever!" This is a signal to commence, and the boys come tearing down from both ends of the square, and soon are engaged in a terrible melee. It seems so to us as we stand apart from them; but look, there's Jimmy Smith running off with Mike Rourke's green hat. He tosses it into the air, and when it comes down again tramps on it. He is immediately seized by a patriotic Murphy and rolled in the dirt. This arouses the ire of two more bystanders who are English, and soon there is a miniature battle going on. We get so excited that we can scarcely restrain ourselves from joining in. But soon the combatants tire of this strenuous work and separate to sit down for a while.

A SUBSCRIBER.

DOCTOR S. P. REYNOLDS ATTENDS HAWK MEETING

Askin Trail Rangers Delight in Entertaining "Older Boys."

The Askin Street Hawks had the pleasure of entertaining the genial dentist at their last weekly meeting. The doctor is very much interested in the boys, and will likely turn out often to their meetings. The reception he got on Wednesday was great. The Hawks are pleased to have their church laymen who are interested in their welfare out to their meetings.

BONES ARE HARD ENOUGH.
"Oh, Mame," said a girl to her friend as they came out of the movies, "wouldn't you like to have been made love to by an old-time knight?"
"No fear!" replied the other. "Sitting on an iron knee never appealed to me."

Every occasion of importance necessitates the use of Flowers. See that they come from

DICKS FLOWER SHOP

Boys--A Question

How do you get the water in the Watermelon?

THE ANSWER: PLANT

Dominion Melon Seed

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Joyous crops laugh back at a boy who tickles the garden with a spade and then sows seeds "That won't stay planted."

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WOMEN'S HOME AND MAGAZINE PAGE

NOTHING MARGOTTY ABOUT MRS. F. W. HAY

Liberal Leader's Wife Discreet and Tactful, Hasn't An Enemy.

SHE'S ALWAYS PUNCTUAL

Born in Missouri, Lived Greater Part of Her Life in Town of Listowel.

Written specially for Woman's Department of Advertiser by FLORA J. NICOL, Listowel.

Women of Ontario, especially Liberal women, are naturally much interested in the wife of the Liberal leader. Mrs. F. W. Hay was born in Missouri, but came with her parents to Listowel when about five years of age. Here she attended public and high schools, and here she, as Josephine Higgins, became the bride of Wellington Hay at the age of 20. Ever since, Listowel has remained her home.

How does her home town feel about her new position? It is truly well pleased, for Mrs. Hay has not an enemy in the place.

Is she qualified to take her place in case her husband should become premier? Judge for yourself from these characteristics: Mrs. Hay is not a public speaker, she is good on a committee, as her work as a member of the Listowel Patriotic League during the war showed, as well as on the board of the Listowel Memorial Hospital, which was donated to the town by Mr. and Mrs. Hay.

Same and Businesslike. She is sane and businesslike in judgment, can work with others without friction, is not self-assertive, but yet knows her own mind, and without antagonizing others, abides by her decisions.

Another characteristic is her punctuality. Like her husband, she never keeps anyone waiting when an engagement is made. If the Hays invite friends for a motor trip to start at 1 o'clock, as the 1 o'clock bell proclaims the hour the motor will be at the door. However, unlike Queen Victoria, she does not regard unpunctuality in others as a heinous sin, if there is a reason for it. There she would show that she is tactful by some remark that would make the tardy person feel at ease.

This lady is exceedingly discreet—no "Margottry" trait in her make-up. Unlike Asquith, Hay will never be pitted or blamed for his wife's wagging tongue in regard to either public or private affairs. A story is told of P. W. which illustrates how much of the "you can pump the town pump but you can't pump me" is in his make-up.

Keeps Own Counsel. When a young man has a bank clerk, and being moved to a new town, he was invited to a dance, and of course went. One of the social leaders of the place, feeling that something should be known of the stranger's claims upon the upper ten,

WITH THE BRIDES

WATSON—BOYLAN.

A pretty wedding took place Monday afternoon at the home of Mrs. M. Boylan, Dresden, when her daughter Laura was united in marriage to Mr. Gordon Watson, son of Mr. and Mrs. John Watson of Windsor.

The ceremony was performed by the bride's uncle, Rev. Geo. Rivers of Hensall, assisted by Rev. J. H. Osterhout of Dresden.

The bride, who was charmingly gowned in white georgette and carried pink roses, was given in marriage by her brother, Mr. Fred Boylan of Sarnia. The rooms were bright and sweet with the carnations and the immediate relatives and friends, and numbered about 20.

Western Ontario Women's Activities

Address News For This Column to The Editor of Woman's Page.

EMBO W. I. HOLDS SOCIAL.

A shamrock social held under the auspices of the Embro Women's Institute at the home of Mrs. A. McKeen was a decided success in every respect. The proceeds amounting to \$23.60, a green color scheme was appropriately carried out in the decoration of the rooms, the tables adorned with shamrock plants.

EMBO METHODIST GUILD. Sewing, business and a social half-hour over dainty refreshments constituted the program of the March meeting of the Embro Methodist Guild, held in the home of Mrs. Cope. The vice-president, Mrs. Hutchinson, took the chair in the absence of the president.

asked him what his father did. "Oh, he runs an ashery," was the answer. He read the motive and enjoyed the situation. Mrs. Hay is not strong on repartee, but her personality prevents undue questioning. Loyal in friendship, courteous to acquaintances, she is these not golden qualities? Mrs. Hay has kept a close and intimate friends since girlhood, and of her large circle of acquaintances none bear her a grudge. The Liberal leader's wife detests being photographed, but her mental and moral self are mirrored in her everyday life. Add to this a pleasing smile, bright, humorous eyes, a faultless dress and a voice "ever soft, gentle and low," an excellent thing in woman.

Mr. and Mrs. Hay arrived in Listowel Friday evening, having stopped in Toronto on their way home from New York.

Keep in Mind V. O. N. Service

Unsolicited Donations Prove Welcome Help; Layettes Replace Newspapers For Babies.

A few days ago members of the class taking the social service study week course of the London Girls' Cabinet were discussing their field day program. Would they be allowed to go visiting with the nursing staff of the Victorian Order of Nurses? Miss Symonds, supervisor, replied that in some homes it might be all right, in others such visits would be upsetting. If they paid visits to some homes in London they would be liable to find little new babies wrapped in newspapers, because nothing cosier or more suitable had been awaiting their arrival into a "cold, cold world."

And that brought to the foreground the continuous need by Victorian Order Nurses of layettes and old linen to meet such cases. This year's expenses no appeal for funds, as a member of the United Welfare family, there are friends of the order, who, realizing the vast amount of good work being done and ever-increasing demands, come forward of their own accord with assistance. This year's expenses have been especially heavy, and the help of a fifth nurse has recently become imperative in order to meet the night calls. Under the circumstances, especially welcome are donations being the following voluntary donations sent in to the treasurer during the months of January, February and March: Rose Croix, A. and A. S. R., \$20; Recorder, No. 27, C. O. C. F., \$2; Sir Adam Beck, \$5; Ruth Chapter, \$10; Commercial Travelers' Association, \$100; Tuscan Lodge, \$10; Richard Coeur de Lion, \$15; Kilwinning Lodge, \$10; C. F. Lister, \$5; Miss Harris, \$25; Mrs. E. B. Smith, \$10; Mrs. Ashplant, \$5; Mrs. Bullen, \$5; Mrs. Niven, \$5; Catholic Women's League, \$60; Miss Sangster, 1 baby quilt; Mrs. J. E. McConnell, 1 large bundle old linen, clothing; Mrs. White, from Lord Elgin Chapter, Mrs. Higgins, 40 towels; Mrs. Goodman, from Riverview Mothers' Club, supplies and drugs for two obstetrical cases; Miss Florence Fox, two large bundles old linen; Miss Leach, for Helping Hand Guild, infants' dresses, infants' petticoats; Miss Carling, from Mr. Fraser, two infants' dresses, two petticoats, two adult nightgowns, large bundle old linen.

Wind Up Social Service Study Week By Considering Choice of Vocation

A new understanding of need to be found right in the city of London, a clear idea of the various welfare agencies organized to serve the community, a vision of service and a fresh enthusiasm and inspiration to carry back to club and group work and daily life; these are some of the things which have been granted during the past week by the girls who have earnestly participated in social service study week, under the auspices of the London Girls' Cabinet.

According to Miss Helen D'Avignon, secretary of Girls' Work of the Y. W. C. A., "a beginning has only been made in giving the girlhood of London an insight into social service and its possibilities. It is hoped to make study week an annual event of increasing efficiency, and who knows, a number of girls who have taken the course this week may be inspired to become the trained workers deemed so essential to welfare and relief activities."

ZONE CENTRE HAS LIVE INSTITUTE

Organized only a few weeks ago, with Mrs. Mahuska as president, and Mrs. Ida A. Weaver secretary, Zone Centre Women's Institute is demonstrating that it is a real live society, with officers and members intent on getting worth-while things accomplished. A report received tells of a St. Patrick's social evening held in the hall, at which there was a large attendance of men as well. Mrs. Dan Buchanan of the Zone Town Line Institute delivered an able address, and the remainder of the evening was spent in chat, and a buffet supper was served. Mesdames Greene, Lawson, Snow and Kew presiding. Mrs. Gwino poured out tea, Miss Lily Lugg assisting. The silver collection brought up the funds of the institute branch to almost \$10.

The Zone Centre Institute has decided to take the sewing course offered by the Women's Institute branch of the department of agriculture. On advice of Mrs. Bedford, it is intended to form one or two circles of fifteen or sixteen each, rather than a large class of say thirty. The view taken is that the smaller classes will afford opportunity for more individual attention, and thus give better results.

The March meeting was held at the home of Mrs. T. Kew, humorous anecdotes forming the response to roll call.

W. Smith, agricultural representative for Kent County, will give a demonstration talk at the meeting of April 19 on "The Culling of Poultry."

A bright affair of Friday evening was the "At Home" given by the members of the Orient Club, in their rooms. Dancing was enjoyed until midnight, and after the first half of the program a dainty buffet supper was served.

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Cleanse and Beautify the Skin giving the glow of Health and Youth
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EGG-O
BAKING POWDER

Pity the Poor Silk Worm

It Works Overtime to Meet Demands of Modern Woman of Fashion.

WE ARE living in the Silk Age. It is painful to think what the life of the silkworm of today must be, working overtime to keep pace with the demands of a luxury-loving period.

Of course there is a reason behind this amazing popularity of silks. The public has learned that there is nothing so mentally gratifying as well as physically comfortable as silken raiment.

The new spring silks are irresistible. Meteors, radiums, crepe-tulle, failles, taffetas, foulards and georgettes are with us in bewildering profusion and designs too lovely for words.

There is a silk for every taste, and a color for every type. Both printed designs and plain are shown. Lovely Persian designs, print calico patterns, swaggar dots and squares, and gay Roman stripes are there to be chosen, as well as black, which still holds its own, and plain colors.

Many a gown is severely plain as to its bodice, for no other apparent reason than to make a more favoring background for the jewels of the fair wearer.

Pearls are still in high vogue, but glass beads are lately amazingly smart, while the novelty jewelry of jade, coral, amber and semi-precious stones (or their clever imitations) is increasingly popular.

WOMEN'S CLUBS

WRENS VISIT SHELTER.
Miss Daisy Johnston and her patrol of "Wrens" from the St. George's Girl Guides, visited the Shelter for Children on Wednesday evening and entertained the kiddies with games. Each child was presented with a bag of goodies. The guides were shown through the building by the matron.

On Friday evening the St. George's Guides attended the lecture at the Crornyn Memorial Parish Hall, the last of social service study week in which they have been keenly interested.

GIVE FRENCH PLAY ON 30TH.
"La Collette d'Oncle Pierrot" is the title of the play open to the public which Alliance Amateurs is presenting in the auditorium of the Hyscon School Thursday evening, March 30, at 8 o'clock. A most ambitious effort, the play will be put on with adequate costuming, several children as well as adults to take part. A synopsis in English and French, which, nevertheless, may be enabled thereby to follow the drift and enjoy the presentation. The adult members of the cast are: Dr. E. Seaborn, Dr. Young, Madame Morin, Misses Jeanette Wilson, Irene Page and Inez Arosemena, and the children, Mary and Grace Shuttleworth, Elizabeth Fisher, Helen Zavitz, Betty Clarke, Barbara Fraser.

TO BRIGHTEN-UP HOME.
Redecoration of corridors, fresh paint and new linoleums and other "spring housecleaning" touches, made the Agnes MacPhail Home in a delightfully bright place for the aged inmates. Thoroughly appreciative, too, are the old people of the improvement in their surroundings, made possible by the Women's Christian Association. Friday afternoon, when the president of the W. C. A. and other members of the board paid a visit, several of the members of the home family were enjoying the first day of real spring sunshine out on the verandas, rejoicing in the brightness both without and within.

GIVES ADDRESS BY REQUEST.
By special request, Mrs. K. P. R. Neville repeated for the benefit of the Rectory Street Mothers' Club Thursday evening the helpful address on the emotional life of the child during the pre-school age, which she delivered at the educational convention under the auspices of the Union Mothers' Club, held in the city recently.

DISCUSS MOTHERS' PROBLEMS.
An informal discussion on problems of mothers, led by Mrs. A. G. Calder, first vice-president of the London Union Mothers' Club, constituted the helpful program of the March meeting this week of the Teumseh Mothers' Club, presided over by Mrs. S. J. Martin.

DADDIES DO DEBATING.
Carrying out to the letter suggestions made at the educational conference for home and school cooperation,

recently held in the city, the Ryerson Mothers' Club is not only letting the fathers of the district in on the next club meeting Tuesday evening, March 28, but laying upon them the burden of the program. The "daddies" will debate the question, "Resolved, that competition is detrimental to school children."

ENTERTAIN STAFF.
A very enjoyable evening was spent at the home of Mr. and Mrs. Frank E. Windsor, 878 Hellmuth avenue, on Thursday, March 23, when they entertained the staff of the Nordheimer Piano and Music Company, Limited, on the occasion of the closing of their London retail store and transfer to W. McPhillips, Limited. The evening was spent in euche, the gentlemen's prize being won by Mr. H. Hoogers, and the ladies' prize by Mrs. George Matthew, Mr. Windsor, the manager, was the recipient of many good wishes for his success in his new work. Violin solos by Messrs. Windsor and Ceely, and songs by Mr. Matthew were greatly enjoyed. A dainty supper was served, after which the evening was spent in music and dancing.

MANAGE SALE.
The following committee are in charge of the home-cooking sale being held under the auspices of the Senator Coffey Chapter, I. O. O. E., in the old Advertiser building Saturday: Miss Darcy, Mrs. Coffey, Mrs. R. M. Burns, Mrs. Barclay, Mrs. Callaghan, Mrs. Forristal, Miss Dromgole, Mrs. Amearo and Mrs. Parnell.

PRESBYTERIAN EXECUTIVE MEETS.
Arrangements in connection with the annual meeting of the Ontario provincial W. M. S., which opens in Ottawa on April 18, will be made by the executive of the London Presbyterian at a meeting to be held on Thursday next, March 30.

MEETING IN GALT.
The general council of the W. M. S. of the Presbyterian Church in Canada meets this year in Galt in May.

WANT WOMAN M. P.
Miss Agnes MacPhail, M.P., is one of the speakers the members of the executive of the Girls' Canadian Club have got their hearts upon securing for the club before the season is over.

MAITLAND B. Y. P. U. ANTICIPATES.
The B. Y. P. U. of Maitland Street Baptist Church is anticipating an interesting entertainment on Monday evening, March 27, consisting of a musical program by George Lethbridge, organist and choir master of First Presbyterian Church, assisted by Miss Williams and C. Burnett, also a reading entitled "The Mansion" (Henry Van Dyke), by Miss May Daniels, president of the society.

Personals

Mrs. T. L. Irwin is spending a few days in Chatham, the guest of Mrs. W. R. Irwin.

Mrs. R. M. Burns and Mrs. Coffey have returned home after spending a few days in Buffalo.

Miss Beryl M. Boug has returned from Boston, after a most enjoyable visit with Mr. and Mrs. Walter B. Clarke.

Mr. and Mrs. W. J. Clark, Ridout street, entertained at a delightful euche party of six tables Thursday evening. During the evening a dainty supper was served by the hostesses.

A jolly surprise party was arranged at the home of Miss Rae Morgan, Princess avenue, Friday evening by a number of her friends. The evening was spent in music and games followed by a dainty supper.

Mrs. E. B. Smith has invited the Lord Roberts Chapter, I. O. O. E., to meet at her home, "Tuellyn," South London, on Monday afternoon, and in consequence the March meeting will take place there instead of "Lenmore," as first announced.

Mrs. R. Ray was the hostess, Wednesday of the weekly sewing-tee held under the auspices of the Wortley Road Mothers' Club in aid of the War Memorial Hospital. Mrs. E. Rogers, 138 Teumseh avenue, will lend her home next Tuesday evening for tea.

Mr. and Mrs. William Horner, Elias street, entertained Tuesday evening at a delightful party, when they celebrated their wedding anniversary. Excellent dance music was supplied by Maloney brothers, and the evening was spent in dancing, followed by a dainty supper. An interesting event was the presentation to the host and hostess of several pieces of French ivory.

Mrs. Andrew Beattie was the hostess Thursday evening of a most enjoyable dinner party, given at her home in Teumseh avenue. The table was bright with yellow daffodils tastefully arranged in the center, and covers were laid for sixteen. Euche was played in the evening. The prize going to Mrs. Fonger. Other guests included, Mrs. John Lawson, Mrs. E. Wilson, Mrs. John Stevenson, Mrs. Johnston, Mrs. Uphall, Mrs. Farr, Mrs. Cahill, Mrs. C. Percy, Mrs. Fitzsimmons, Mrs. Love, Mrs. Duncan, Mrs. Stuart, Mrs. V. K. Greer, and Mrs. Saunders.

Mrs. W. Walker lent her home in Cheapside street Friday evening for the successful dance and euche given under the auspices of the Trafalgar Chapter, I. O. O. E., to raise funds for the War Memorial Hospital. The hostess was assisted in receiving the guests by the regent, Mrs. E. J. Ram, Mrs. W. McLeod and Mrs. J. Laughton. The rooms were attractive with bright spring flowers, which also centered the table, where a dainty supper was served. Ten tables of euche were in play, and following cards, dancing was enjoyed. Mrs. M. Logan and Mrs. Carney assisted Mrs. Walker in carrying out the excellent arrangements.

An informal "at home" will be held under the auspices of the St. John's, St. George's and London Chapters in the Masonic Temple on Wednesday evening, March 29. The committee in charge have arranged a splendid program for the entertainment of the Companions, with their wives and lady friends as guests of honor. The evening's entertainment has been divided into three phases. Commencing at 8:15 p.m., a two-hour program of excellent talent has been secured through the efforts of Mr. Sigwart. Upon the conclusion of this part of the program supper will be served in the banquet hall. The remainder of the evening will then be devoted to dancing. A ladies' reception committee will also be on hand to extend the hand of welcome to the guests of honor.

In honor of Mrs. A. Graham, first vice-president of the London Presbyterian W. M. S., who is leaving the city shortly for her new home in Chesley, Mrs. J. M. McEvoy entertained at the tea hour on Friday. The guests included the London members of the presbyterian executive, and during the progress of the tea Mrs. D. L. McCrea, president, presented the guest of honor on behalf of her associates with a life membership pin and a handsome pair of walking candle-sticks with fancy candles.

Clusters of sweet peas added a charming decorative touch to the living-room, and in the dining-room the tea table, presided over by Mrs. Sudeen Pickles, was adorned in a color scheme of crimson and gold, carried out in flowers. Miss Anderson and Miss Gladys McEvoy assisted in serving.

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No matter how old, how dirty, how dilapidated, tie a rope around them and send to us to be made into
The Famous VELVETEX Rugs
Reversible—Will wear a lifetime—Prices reasonable. We have hundreds of recommendations from satisfied customers.
SEND FOR VELVETEX LEAFLET. We pay express both ways on large orders. One way on small orders.
CANADA RUG COMPANY
88 CARLING STREET, LONDON, ONT.
Established 1909. Phone 2488.

Parisian Cleansing Service Should Be Your Service This Spring
Our most modern methods and the careful thoroughness of workmanship insure the removal of all soil, every stain, and restores the original pattern of the fabric.
If it is badly faded let our experts dye it.
Your fabrics are pressed by real tailor's presses, on machines that allow the steam to slowly permeate through, thereby assuring you strictest sanitation.
558—PHONES—559
SOME WAY AND SOME HOW
THE PARISIAN BE YOUR LAUNDRY
Laundrers, Dry Cleaners, Dyers and Rug Cleaners. J.W.T.

How young those ankles make her look!
"YOU'D be surprised, Molly, if you knew I was responsible for that! When she first arrived, she asked me to tell her what were the best stockings she could buy."
"Of course, I said Mercury—I've worn them for years—and I told her about them being seamless with a wide top and full fashioned calf. She asked how they fitted around the ankle—I just raised my foot to show her, and that was just! And you know yourself how well they wear."
"So she went right down and bought Mercury—now she's got as trim an ankle as I ever saw."

Mercury
Hosiery
Mercury Mills Limited—Hamilton—Canada.
MAKERS OF HOSIERY AND UNDERWEAR FOR MEN, WOMEN AND CHILDREN

Organize Trapshooters' League ★ Shamrocks Are Confident of Win

STARTS AS THREE-CLUB CIRCUIT

Woodstock, London and Tillsonburg Start the Organization Going.

SHOOT FIRST IN MAY

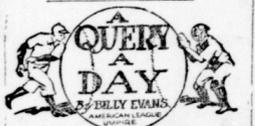
Sam Vance, Canadian Olympic Representative Prime Mover in Novel Idea of League.

TILLSONBURG, March 24.—Tonight at a meeting following a friendly shoot at the traps the Southern Ontario Trapshooters League sprang into existence, with this town, Woodstock and London as the first entrants. The executive committee of the new league, which is a novelty in its way, were appointed as follows: Tom Baker, London; G. Marr, Woodstock, and Sam Vance, Tillsonburg.

The first shoot will be held in Woodstock about the middle of May, the exact date to be determined upon later. Heretofore trapshooting has never been organized in leagues, though in several parts of Western Ontario towns hold inter-club affairs, which have created good competition. However, it is suggested that the idea of league organization will have a still better effect on the sport, and with many good gun clubs scattered over the southwestern peninsula of Ontario the Southern Counties League has every prospect of growing to be a big organization within a very short time.

Much of the credit of organization is due Sam Vance of the Dominion as one of the finest trapshooters Canada has ever produced.

In the afternoon a friendly shoot was held. James Payne of Tillsonburg was first, with his townsman, Vance, second. W. Staples of Woodstock was next, Gordon Marr of Woodstock fourth, and F. Grigg of Woodstock fifth. A banquet followed the afternoon's sport.



One or no outs with runner on second base or lower. "A" contends that it is good baseball for runner to hug base when batter hits his line drive, but that in case the ball is caught or missed, and had baseball for him to take any lead off base before ball is caught or missed, he should not take lead off until ball is caught, sufficiently far to return to base in case ball is caught.

Who is right? B is positively correct. The base runner must have in mind two things in the case you cite. He must protect himself from being doubled up in case the ball is caught. Likewise in case it falls safe, he must be in a position that will enable him to make the steal possible. Taking into consideration his own speed, and the strength of the throwing arm of the fielder making a play on the ball, he must decide just what is the proper lead to take off the bag.

WOMEN BARRED IN CANADIAN SENATE

MONTREAL, March 25.—The department of justice has issued an official ruling that no woman senators can be created in Canada without an amendment to the British North America act.

The official declaration is "that under the British North America act as it now stands, it is not competent for the governor-general to summon any female person to the Senate."

The ruling was made in response to an inquiry made by the prime minister, the Hon. W. L. Mackenzie King, who had received a request from the franchise committee of the Montreal Women's Club asking that in view of the admission of Lady Rhonda's claim for a seat in the house of Lords, Canadian women might be admitted to the Senate and whether an amendment to the British North America act would be necessary.

The Seely AFTER-SHAVE
THE ORIGINAL
Stops the Stings
Dries Immediately
Not Sticky
35 AND 50 Cts at ALL DRUGGISTS

Prince George Hotel
TORONTO
In Centre of Shopping and Business District
250 ROOMS
100 with Private Bath
EUROPEAN PLAN
E. WINKLEY THOMPSON, MAN'G. DIR.

BASKET BALL JERSEYS
All Wool, Assorted Colors, ONLY EACH \$2.50
BROCK'S
111 Dundas St., Corner of Talbot St. The Sporting Goods Store of London.

Gerard of Ottawas To Aid Crippled St. Patricks Team.

OTTAWA, March 24.—(By Canadian Press.)—St. Patricks' chances successfully to defend the Stanley Cup were materially strengthened tonight, at least in so far as the local viewpoint is concerned, when it became known that Eddie Gerard, captain of the ex-champion Senators, would play for the Ottawa team in the remaining games of the championship.

Eddie himself announced to gether Royal Bank of Canada, approached by Manager O'Donoghue of the Toronto team, and after being assured that Manager Patrick of the western invaders had expressed willingness to permit an "outsider" to replace Harry Cameron, who was painfully injured on Tuesday last, expressed pleasure at being able to help keep the historic trophy in the senior Canadian hockey league.

'PEG ROYALS LOOK DANGEROUS CREW

Meet Toronto Dominions in First Game For the Title Today.

TORONTO, March 24.—Great interest is being taken in tomorrow afternoon's game at the Arena, which brings together the Ottawa Senators and Toronto Dominions in the first game for the Bogaert Cup, and the hockey championship of Canada.

The Ottawa Senators, who were victorious in the snowstorm and Oxfordford last night, are expected to win the second race, this time rowing from Westminster to Putney, and Cambridge University will decide for another twelfth month the supremacy in rowing of either the Oxford or Cambridge Universities.

BROOKLYN DODGERS RATED STRONGER TEAM

PITCHING ACE AND TWO RECRUITS



INFIELDER YOST. PITCHER GRIMES. CATCHER DEBERRY.

WILL MOVE FOR NEW LACROSSE RULES

Brantford Club Wants Return To Old Style of Twelve Men.

BRANTFORD, March 24.—J. W. Bethune, president of the Brantford Lacrosse Club, and Bill Hamburg, manager, will both be out to have the lacrosse club's lacrosse team changed over to the twelve-man team when they go to Toronto on Good Friday, April 14, to attend the annual meeting of the Ontario Amateur Lacrosse Association.

GODERICH MAN HEADS BIG FOUR BALL LEAGUE

Goderich, Teeswater, Wingham and Zurich Make Up Snappy Circuit.

GODERICH, March 24.—With the organization of the Big Four Baseball League at Clinton, the game got away to a good start for the season of 1922.

The following officers were elected: Honorary presidents, George Ferguson, Teeswater; Wm. Sommerville, Goderich; L. Kennedy, Wingham; M. Fretz, Zurich; president, J. H. Hays, Goderich; first vice-president, M. W. Teifer, Wingham; second vice-president, J. H. Linklater, Teeswater; third vice-president, Tolly Wurm, Zurich; secretary-treasurer, C. Gray, Wingham; executive committee, Dr. Shaw, Clinton; John Wiggins, Goderich; Melvin Donahue, Teeswater; Lee Hoffman, Zurich.

PRUDHOMME IS EASY VICTOR IN SARNIA BOUT

Former Princess Pat Made Punching Bag of Friesa Pug—Other Bouts Fast.

SARNIA, March 24.—Nearly 1,000 fight fans turned out in the city hall last night to witness the boxing bout between Billy Prudhomme and Fred Friesa.

LONDON NORMAL TEAMS TRIUMPH

The Stratford Normal School cage ball teams were defeated by the local Normal School basketballers last night at the Normal School, the local girls winning to the tune of 11-1, and the boys.

The game was fast, and the score was no indication of the play. Miss Mary McKay scored seven of the winners' points. The other girls who scored were N. Tutt (3), G. Crane (1). For Stratford Miss N. Wilhelm scored their only tally.

The boys' game was exciting. The lads from Stratford were away off form in shooting. The locals had some rapid combination. Deely, a former C. I. L. boy, as good for the winners, scoring eight of their baskets. Wilson was a local star, scoring seven of the school teachers' points. Crowe with four and Washington's two finished the scoring. Langford, Kinkaid and Campbell each scored two for the losers.

The teams: Stratford Nor. London Nor. Langford. Centre. Deely. Campbell. Centre. Deely. Wilson. Fisher. Washington. Dolbe. Centre. Deely. Crowe. Stewart. Guard. Crowe. Kinkaid. Sub. Whiteman. Horwood. Y.M.C.A. Scorer—Kay.

BYNG WILL VISIT SARNIA, APRIL 18

SARNIA, March 23.—Governor-General Lord Byng, accompanied by Lady Byng and two members of the staff, will visit Sarnia on the afternoon of April 18, remaining in the city until evening. Notice of the visit came by official documents to Mayor George Crawford. An address of welcome on behalf of the city will be made, and a public reception will also be held.

GEORGE D. TEAHAN DIES AT WINDSOR

Windsor, March 24.—George D. Teahan, third son of Dennis Teahan, proprietor of the Teahan Furniture Company, Sandwich street, died at the family residence, 351 Sandwich street, shortly after 3 o'clock this morning.

MUTT AND JEFF.

Mutt Breaks Training For One Whole Day. LISTEN, JEFF: MUTT, YOU CERTAINLY MISSED IT TODAY! THE CHAMBER OF COMMERCE HAVE CALLED ALL THE BAL PLAYERS TO A SWELL LUNCHEON, SO THE BOSS DECLARED IT A HOLIDAY! SOME FEED!



ARMORIES WILL BE PACKED FOR TILT

Queen City Girls Sure To Play Separate Game on Foreign Court.

WERE FIRST WINNERS

Colemans, However, Not Tired Yet of Looking at the Lady Beck Cup.

Shamrocks meet Toronto Girls tonight at the local armories basketball court for the provincial girls' championship, and are determined to emerge winners for a second time of the Lady Beck trophy.

As the Colemans were only beaten out of a win in the last few moments of play in the Queen City last Saturday, and were forced to end the argument at 16-15 count, they should win on their own court and with the home folks cheering them on. The won't be winning on a run though, and quite freely admit they'll probably think they've been through a Sledge of Drogheda celebration before the evening ends and they are forced, apologetically of course, to accept the safekeeping of the cup for another year.

The Queen City girls are much heavier than the locals. Toronto fans who jammed the West End in Toronto last Saturday night were more than surprised at the sort of basketball the two teams put up, and tonight's game should see both teams playing at top form, as it must be the last chance for one of them. Two hundred and fifty seats which were reserved for the game have been disposed of, and it looks like a packed house of basketball devotees.

Complex and Techs against Aylmer High School five will furnish the preliminary events of the evening.

Following the presentation of the Lady Beck Cup, at which Mayor Cameron Wilson will officiate, a dance will be given the spectators.

Billy Evans Says

A play that always creates trouble in baseball is where a base-runner is committed to hold his base on a fly ball that is caught before he tries to advance.

It is his idea for the runner on third the moment a fly ball is hit to the outfield to assume a crouch position, such as used by sprinters waiting for the crack of a gun. The runner is to pay no attention to the ball and to strike the hands of the fielder.

I am positive such a scheme for starting would add at least a step to the base-runner. That is often the distance between out and safe. I am waiting for some manager who believes in innovations to try it out.

100-TO-9 SHOT WINS TURF CLASSIC

Liverpool, March 24.—The Grand National Steeplechase, run here tonight was won by Hugh Kershaw's Music Hall. Joseph Widgeo's Drift was second, and J. C. Bullitt's Taffytus was third. Thirty-two horses started.

The betting on Music Hall was 100 to 9 against, on Drifter 18 to 1, and on Taffytus 66 to 1 against.

The only other horses to complete the course were Sergt. Murphy, the American entry, and Double Escape.

Music Hall won by twelve lengths. The three favorites in the betting, Shaun Spadash, Southampton and Clashing Arms, fell early in the race.

This Is Hoberlin Week

---At Orth's We invite you to this Spring showing of custom-tailored clothes for men and young men. Order your Spring and Easter suits now.

ORTH, Limited

WILSON'S "The National Smoke" RACHILOR
Still the most for the money 10c.
ANDREW WILSON & CO. TORONTO AND MONTREAL

"Bill Martin" Lived At Hotel, But Always Paid His Way

WINNIPEG, Man., March 24.—"Bill Martin," the newest species of liquor law violators, was behind police doors last night. Bill is a convenient chair, equipped with a liquor cabinet which opens at the back corner of the seat, and was used, it is explained, in a local hotel for the benefit of thirsty citizens. Whenever occasion demanded, it is charged, that the chair was sent up and the room registered as occupied by "Bill Martin." William Hogan, proprietor, yesterday paid a \$500 fine for breach of the Manitoba temperance act.

ADJOURNS FISH LICENSE CASES

Magistrate Hunt Grants Postponement of Port Stanley Men's Trial.

B. DAVIDSON APPEARS

Claims Misunderstanding to Blame For Prosecution by Government.

Special to London Advertiser.

ST. THOMAS, March 24.—Affairs at the request of his counsel, J. B. Davidson of this city, the case against seven fishermen of Port Stanley, charged with fishing without a license, was adjourned one week.

Consent for the postponement was given by W. K. Cameron, K.C., who is conducting the prosecution on behalf of the provincial government.

Mr. Davidson asked for the adjournment in order that he might secure more information.

Mr. Cameron said that he believed many of the misunderstandings which apparently have led to so much feeling would be cleared up by the postponement.

There probably were mistakes on both sides, he said, but he was confident that the government had no wish to prosecute any persons who were not guilty.

Mr. Davidson remarked that the action of the department of fisheries seemed very drastic and wholly unwarranted, so far as he had been able to learn from past customs of the officials.

He understood that the fishermen who are being prosecuted had sent

Professor Crow Characterizes His Dismissal From O. A. C. As Kaiserism

Special to London Advertiser. GUELPH, March 24.—Affairs at the Ontario Agricultural College, connected with the horticultural department, took another turn today, when Professor J. W. Crow read another letter from President Reynolds supplementing that of March 13.

It will be remembered that in the last letter received by Professor Reynolds he had been given until May 1 to vacate his department. The professor commented publicly on the justice of that order, and the result was another received today requesting

him to retire and relinquish the keys of office a week from today. Asked what would be his next move, Professor Crow stated that the last move had been made. The government, through the president of the college, holds the last trick, and there was nothing to do but abide by the decision, since it was decreed that he had to go.

"It is Kaiserism," concluded Professor Crow, "and that is the best I can say for the system that has engineered my dismissal."

Special to London Advertiser. The unfortunate crop conditions in 1921 in many parts of Canada, more especially for oats, led the Seed Purchasing Commission of the seed branch at Ottawa, to hold in reserve considerably more than half a million bushels of No. 1 seed oats for this spring's seeding.

This grain was stored in government interior terminal elevators at Calgary and Saskatoon. Early in March about 400,000 bushels of this grain had been disposed of, a considerable proportion of it going to Ontario, Quebec, and more eastern points. The Seed Purchasing Commission supplies seed oats in car loads only and at the net cost of the re-cleaned seed.

It is understood that during recent months bankers and others have persisted in encouraging merchants to be cautious. Reports reaching the seed commissioner indicate that seed merchants have been so guided by these precautions as to have in many cases an insufficient supply of seed grain to meet the full requirements.

So much of the success of a crop depends on the quality of the seed sown as well as the promptness of getting it into the ground when the proper seeding time arrives, that farmers who have not already secured their full requirements of seed should see to it without further delay.

PULP EXPORTS DECREASE

Canadian Trade For February Shows Decline of \$782,272.

TORONTO, March 24.—Canada's exports of pulp and paper for February, 1922, were valued at \$8,049,208, compared with \$8,881,480 in January, and \$8,668,815 in February, 1921, thus showing a decline of \$782,272 from the previous month, and of \$219,607 from last year, according to the records of the Canadian Pulp and Paper Association. Newspaper exports were greater than in January, being 70,729 tons, compared with 67,701 tons in the previous month, and with 52,835 tons in February, 1921. Total wood pulp exports were less than in January, 1922, but considerably above the total for the corresponding month of 1921. In February, 1922, pulp exports amounted to 43,519 tons valued at \$2,447,488, compared with 42,096 tons valued at \$3,454,015 in January, and 18,538 tons valued at \$1,628,976 in February, 1921. Pulpwood exports showed a total of 98,429 cords, compared with 8,094 cords in January, and 195,937 cords in February, 1921.

MOTORIST UNDER ARREST.

HAMILTON, March 24.—Harry Bamford, 28 Butternut avenue, Toronto, who was the driver of an automobile which figured in an accident on Sunday, March 12, on the Toronto-Hamilton highway near Burlington, when several people were injured, was today arrested on a charge of criminal negligence as he left the hospital. He was released on bail.

HOLD SEED OATS FOR HARD TIMES

Govt. Purchasing Commission Stores Grain For Distribution When Crop Conditions Bad.

IN TERMINAL ELEVATORS

Dispose of 400,000 Bushels in March in Ontario and Eastern Points.

Special to London Advertiser.

The unfortunate crop conditions in 1921 in many parts of Canada, more especially for oats, led the Seed Purchasing Commission of the seed branch at Ottawa, to hold in reserve considerably more than half a million bushels of No. 1 seed oats for this spring's seeding.

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FINANCIAL AND COMMERCIAL

LARGE ATTENDANCE AT CITY MARKET

Eggs Take Another Decline, Selling At 25 Cents Dozen, Wholesale.

There was an exceptionally large attendance on the local market on Saturday.

Eggs declined again in price, and sold at 24 1/2c wholesale and 25c retail. There was an active demand, and in many cases the farmers were sold out early in the morning. About noon a few farmers were offering eggs at 25c a dozen retail. Buyers are not expecting the price will go any lower. As soon as the storages begin to purchase eggs next month, it is quite likely that the price remained firm.

Butter was plentiful and was retailed at 45c per lb for creamery and 40 1/2c for dairy.

Maple syrup was in good demand and was selling at \$16 1/2 per gallon and 90c per quart.

Apples were fairly plentiful, but the price was not firm.

Grain, per Cwt.—Barley, per cwt., \$1.40 to \$1.60; Oats, new, per cwt., 1.30 to 1.55; do, old, per cwt., 1.80 to 1.85; Wheat, per cwt., .80 to 1.20.

Hay, per ton, 17.00 to 19.00; Straw, per ton, 10.50 to 10.50.

Vegetables, per bushel—Cabbage, new, each, 10 to 15; do, per doz., 2.00 to 2.00; Carrots, per basket, 50 to 50; do, per bunch, 7 to 15; do, per doz., 75 to 1.50.

Hubbard squash, each 10 to 15; Potatoes, per doz., 40 to 40; Onions, green, doz., 40 to 40; do, dried, doz., 6.00 to 6.00; Turnips, per doz., 70 to 70; Vegetable marrow, 15 to 15.

Fruits, Retail—Apples, 5-lb pails, 5.00 to 5.50; do, cooking, bu., 2.00 to 3.00; do, eating, bu., 1.75 to 2.00; Grapes, each, 35 to 40; Honey, Wholesale—Honey, 5-lb pails, 80 to 90; do, comb., 80 to 88.

Honey, Retail—Honey, 5-lb pails, 90 to 90; do, strained, lb., 20 to 20; do, comb., 40 to 40; Maple syrup, gallon, 3.00 to 3.00; do, per quart, 90 to 90.

Dairy Products, Retail—Butter, creamery, lb., 45 to 45; do, crocks, lb., 40 to 40; Eggs, new-laid, doz., 25 to 30; Poultry, Dressed, Wholesale—Butter, creamery, lb., 40 to 41; do, dairy, lb., 38 to 38; do, crocks, lb., 37 to 37; Eggs, doz., basket, 25 to 25; do, crate, doz., 24 to 25.

Poultry, Dressed, Retail—Chickens, each, 1.25 to 1.25; do, per lb., 22 to 22; Ducks, per lb., 22 to 22; Turkeys, per lb., 25 to 25; Old fowl, per lb., 25 to 25.

Live Stock—Hogs, alive, cwt., 12.50 to 12.75; Sows, fat, cwt., 8.00 to 8.00; Pigs, small, pair, 10.00 to 12.00; Cattle, Dressed, Wholesale—Hog, fat, 400 to 500, 10 to 10.04; Beef, hinds, lb., 15 to 15; do, fronts, lb., 14 to 14; Hogs, dressed, cwt., 15.50 to 17.00; Lamb, choice, each, 25.00 to 25.00; do, hinds, lb., 27 to 27; do, fronts, lb., 27 to 27.

Veal, choice, 100 to 100; do, hinds, lb., 25 to 25; do, fronts, lb., 29 to 29; Cow hides, No. 1, 5 1/2 to 5 1/2; do, No. 2, 4 1/2 to 4 1/2; Horse hides, No. 1, 9 to 9; do, No. 2, 7 to 7; Kip, per lb., 5 to 7; Lamb skins, each, 60 to 60; Wool, coarse, per lb., 7 to 7; do, medium, lb., 12 to 11; do, fine, per lb., 12 to 12.

WALL STREET REVIEW New York, March 25.—Business on the stock exchange during the week fell off moderately from the active and broad movement of the preceding week. With the diminished dealings came an irregular but general reaction of prices. Causes for the reversal were presented by the confusion attending bonus legislation at Washington, tighter money rates and labor disturbances, of which

the impending coal strike was the foremost influence. Industrial conditions were more hopeful, especially as affecting the iron and steel trade. Higher prices for finished steel and finished products kept pace with a pronounced expansion of output. Railroad returns were disappointing, despite increased car loadings. The cut in the Northern Pacific dividend was accepted as evidence that railroad executives deemed it unwise to maintain dividends unless earned. Call money rates several times rose to 5 1/2 per cent on the greater inquiry from brokerage houses, together with the drawing down of local reserves by interior banks. Purchases of time funds also were less liberal, but commercial paper of the best class sold at 4 1/2 per cent for short dates. The most encouraging feature of the financial markets was the unabated demand for new underwritings. Those aggregated considerably over \$100,000,000, and in almost every instance subscriptions exceeded offerings.

CANADIAN STOCKS

Toronto, March 25.—A. J. Pattison & Co. report the following quotations on Canadian stocks in London today: Canadian Pacific Railway, 152 1/2; Canadian National Electric, 102 1/2; Canada Steamships, voting, 100; Dominion Steel, 23; Shawinigan Falls Power, 113 1/2.

NEW YORK STOCKS

New York, March 25.—Wall Street, 10:25 a.m.—Steels, equipments, motors and their subsidiaries, together with several miscellaneous issues, helped to lift the average of prices at the dull opening of today's stock market. United States Steel preferred, Lackawanna Steel, Studebaker and Fisher Body were higher by fractions to 1 point. Kelsey Wheel and Machine, American Ice, Ann Arbor preferred and Cuban Cane preferred lost 1 point each, and oils showed further weakness.

GRAIN

Chicago, March 25.—Opening: Wheat—May, \$1.31 1/2; July, \$1.17 1/2; Corn—May, 59 1/2; July, 61 3/4; Oats—May, 36 3/4; July, 38c.

CANADIAN MINERS WILL QUIT WORK

Continued From Page One.

without objection and practically without discussion. The endorsement of the policy of a general suspension of the union miners was the committee's acceptance of the program laid down by the union's convention a month ago, the suspension being ordered with the avowed purpose of gaining wage increases for anthracite miners and retaining present wages for the soft coal workers.

Although taking action which the union leaders said they hoped would stop the mining of a pound of coal after April 1, the committee declared itself as not intending to cause any public suffering. In line with this stand the committee authorized the district union officials to permit any mine to be operated whenever necessary to meet an emergency. Under this program the officials said it would be possible to supply fuel for public institutions and for those who were the big stocks now on hand run low. The aim of the strike, it was explained in this connection, was to prevent the mining of commercial coal as a means of forcing operators to concede the union's wage demands.

Provide Necessary Protection In addition the committee also affirmed the provision of the strike call providing for all necessary protection being given to the miners during the strike.

The rift in union forces threatened before the meeting by the expected fight of Frank Farrington of the Illinois district union and opponent of international President John L. Lewis, disappeared almost before the opening of the meeting when Farrington announced that his union would not make a contract with Illinois operators without the sanction of the policy committee.

DAIL HEADS TO ATTEND PARLEY

Continued From Page One.

sage to London will be sent today, as the Ulster cabinet has been summoned to meet on Monday for other business, and it is understood Secretary Churchill's invitation will be considered at that time. A member of the cabinet, interviewed this morning, expressed the belief that unrest caused by the revision of boundary clauses in the Anglo-Irish treaty was responsible for the present disorders in Belfast.

The gunmen were busy again this morning. Three men ambushed John Beresford, a Protestant and an employee of a morning newspaper. He was wounded twice.

Several men entered the home of a coal hawker in George street, East Belfast, set it afire and then shot a pony and a donkey belonging to the hawker. David Christie, who stopped in the street by several men, who interrogated him regarding his religion.

He turned and fled, escaping unhurt, although a shot was fired after him.

IDEAL FENCE

"The Fence Without a Fault"

The wire used in making "Ideal" Fence is the highest grade fence wire made. Every wire is full gauge, covered with a smooth, heavy but even coating of galvanizing, and of the right temper to give it maximum strength. This high-grade wire is woven into "Ideal" Fence—Heavy "Ideal" Fence, of which every wire—line wires, stays and even the lock—are full No. 9 gauge.

If you pay more for any fence than the prices quoted below on "Ideal" you are paying too much; you are not getting full value for your money. If you pay less, then you are not paying enough to get the service, strength and lasting qualities that you get in "Ideal" Fence—the fence universally described as the "fence without a fault."

HEAVY "IDEAL" FENCE

Table with columns: Style, No. of Wires, Hght. ins., Stays to Rod, Spacing of Horizontals, Price per Rod. Rows include styles 6400, 7400, 7480, 842, 847, 935, 948, 950, 1048, 10481.

MEDIUM HEAVY

Table with columns: Style, No. of Wires, Hght. ins., Stays to Rod, Spacing of Horizontals, Price per Rod. Rows include styles 726, 834, 936, 949, 1150, 11501.

EXTRA HEAVY POULTRY

Table with columns: Style, No. of Wires, Hght. ins., Stays to Rod, Spacing of Horizontals, Price per Rod. Rows include styles 1448, 1660.

"IDEAL" FARM GATES

Table with columns: Style, Price. Rows include 3 ft. x 48 inch Walk Gate, 3 1/2 ft. x 48, 10 ft. x 48, 12 ft. x 48, 13 ft. x 48, 14 ft. x 48.

FENCE SUPPLIES

Table with columns: Item, Price. Rows include BARB WIRE, 4 pt. 4 in., 4 pt. 6 in., 25 lb. Galv. Staples, 25 " No. 9 Galv. Brace Wire, 100 " " Coiled Spring Wire, Ideal Fence Stretcher, Single Wire Hand Stretcher, Steel Fence Post, 7 1/2 ft. long.

Farm Fence and Lawn Fence Catalogue

Sent on Request

Day's Legislative Doings at Ottawa

MONDAY IN PARLIAMENT.

In the Commons. Interim supply bill for one-fourth total estimates will be brought down. Estimates will be taken up. If time permits government bills on order paper will be discussed.

In the Senate.

YESTERDAY IN PARLIAMENT.

G. N. Gordon (Liberal, West Toronto) chosen deputy speaker. Estimates totalling \$466,983,359 for fiscal year ending March 31, 1923, tabled by finance minister.

First reading given bill providing for amalgamation of the departments of naval service and militia and defence, air force and Royal Canadian Mounted Police into one department, to be known as the department of national defence.

First reading given amendments to the Immigration Act and the Criminal Code, introduced by James S. Woodsworth (Labor, Winnipeg Center).

The House adjourned at 3:45 p.m. In the Senate.

Senator Proudfoot asked the government what steps had been taken to liquidate the claims for loss of property during the war, and if Hon. J. D. Hazen was still commissioner for this purpose.

The Senate adjourned until Wednesday next.

CANE FIRES WILL CUT SUGAR CROP

Havana, March 24.—Havana trade papers, basing their estimates on press reports from the interior, are predicting that the 1921-22 sugar crop will suffer heavily from the cane fires which have been in progress since March 1.

Reports to the department of the interior on the losses in January and February gave a total of 50,000,000 arrobas (an arroba is equal to 25 pounds) of cane burned. February showed the greater total of the two months. Press reports since March 1 have told of several cane fires each involving the destruction of millions of arrobas. These reports express the fear that the total of cane destroyed in March will exceed that for both January and February.

GOLD AND SILVER

London, March 25.—Bar silver, 33 1/2 per ounce.

Advertisement for IDEAL FENCE AND SPRING CO. OF CANADA, LIMITED. Includes text: "Above Prices are Freight Paid", "Ideal" Fence and Spring Co. of Canada, Limited, McDougall St., Windsor, Ont. 2095.

Advertisement for Cowan's Cocoa. Includes illustration of a woman and children, and text: "Cowan's Cocoa is playing an important part in building up the health of children. In many schools it is daily supplied at the lunch hour, and is recognized not only as a delicious beverage but as a nourishing food."

Advertisement for Cowan's Cocoa. Includes illustration of a tin of cocoa and text: "HEALTHFUL. COWAN'S PERFECTION COCOA. TRADE MARK REGISTERED. 1 LB. NET. REFRESHING."

Advertisement for HIGHLAND GOLF CLUB, LTD. ROOM 65, BANK OF TORONTO CHAMBERS, LONDON. Subscriptions for STOCK and applications for MEMBERSHIP are now invited. TWO HUNDRED AND FIFTY SHARES OFFERED AT PAR. Future Offerings, if any, at a PREMIUM. 35p-1x

Advertisement for The Ontario Loan and Debenture Co. "51 Years of Service." A. M. SMART, President. T. H. MAIN, Manager. Includes illustration of a man at a desk.

Advertisement for Cunard Line CANADIAN SERVICE. Three Days on the St. Lawrence On Your Trip to Europe. Includes illustration of a ship.

Advertisement for CANADIAN PACIFIC STEAMSHIPS LIMITED. SAILINGS FROM ST. JOHN. Includes shipping schedule table.

Advertisement for ST. LAWRENCE SAILINGS. Quebec—Cherbourg—Southampton—Hamburg. Includes shipping schedule table.

Advertisement for CITY OF LONDON. WE OFFER—ST. JOHN—LONDON. ST. JOHN—LONDON—ROTTERDAM. Price to yield 5.60%. Victory Bonds. ALL ISSUES "AT THE MARKET".

Advertisement for This Is Hobberin Week ---At Orth's. We invite you to this Spring showing of custom-made Spring and Easter suits now. tom-tailored clothes for men and young men. ORTH, Limited

INSURANCE
G. M. GUNN & SON, LIMITED
 (George C. Gunn, Allan M. McLean)
 Fire, Life, Accident, Automobile.
 W.M. SCARLETT, 665 DUNDAS
 St. Tel. 3425W (Tanners). Insurance of
 all kinds in good, reliable companies.
D. D. LETHBRIDGE, INSURANCE, LTD.
 Dom. Sav. Bldg. Tel. 650-4922.
FOR INSURANCE—FIRE, PLATE
 glass, hold-up and robbery, stock and
 accident—see S. Wilson, 215 Rich-
 mond street. Phone 2104W.
ABBOTT ASSURANCE AGENCIES
 All forms of insurance in best British
 and Canadian companies. Bank of
 Toronto Building.
BURGLARY, AUTO AND ALL KINDS
 of insurance. J. Stanley Meredith,
 Dom. Sav. Bldg. Tel. 4470 and 4461.

J. A. NELLES & SON
 Fire, Life, Accident, Marine, Plate
 Glass, Rent and Automobile. at

B. N. CAMPBELL
INSURANCE
 309 DOMINION SAVINGS BUILDING
 and systems. 668 Dufferin. Phone 4987.

ROOFING
HALL—PRACTICAL SLATER, AS-
 PHECT SHINGLES. 458 Adelaide street.
 Phone 2573J.
SLATE ROOFING—OUR SPECIALTY
 is slate shingles. J. Whitaker,
 551 King street.
SHEET METAL ROOFING, EAVES-
FRONTS, MILLER BROS. Phone 3426J.
ARTHUR MOULD, ROOFING CON-
TRACTOR—Gravel, asphalt, etc. 789 W.
 salsburg. Expert repairs. Tel. 789W.

PATENTS
RIDOUT & MAYBEE, 186 YONGE
 street, Toronto, solicitors of patents
 and experts in patent law. Send for
 our handbook.

MONEY TO LOAN
PRIVATE AND TRUST MONEY TO
 loan, lowest rates. T. W. Scandrett,
 98 Dundas street.

CLEARING AUCTION SALE
 of 26 choice dairy cows, hay and grain,
 on Lot 8, Con. 1, North Dorchester, 1 1/2
 miles west of Putnam, Tuesday, March
 28, 1922, commencing at 10 a.m.
 S. Brady, Auctioneer; W. W. Wallis,
 Proprietor.

4th Annual Stock Sale of Horses
 New milch cows, springers, young cattle,
 brood sows, sows, a quantity of
 machinery, including blower, sprayer,
 loader, mower, cultivator, sleighs. Leslie
 Griffith, byron, prop. Laidlaw & Johnston,
 auctioneers.

Farm of 120 Acres
 with good frame house, bank barn and
 silo, also farm stock and implements
 and household effects. 10, 100 1/2,
 Dufferin (one mile west of cheese
 factory) on Wednesday, March 29,
 1922, at 1 p.m. sharp; farm will be
 for rent if not sold. Elliott Walker,
 prop.; Laidlaw & Johnston, auctioneers.
 87k-wtk.

BUILDINGS FOR SALE
 A large number of buildings of
 different sizes and types, including
 permanent buildings for the
 establishment of local industries,
 and light buildings suitable for
 moving bodily for summer cot-
 tages. Camp equipment could
 also be supplied with the latter.
 Heating systems, lavatory
 appointments and plumbing for
 sale separately or as part of the
 building.
 Address all inquiries to The
 Hydro-Electric Power Commis-
 sion, Box 245, Niagara Falls, Ont.
 81c-wtz.

ADMINISTRATOR'S SALE OF
FARM AND STOCK—BY
THE CANADA TRUST COM-
PANY.
 Administrator of the estate of the late
 John Squires, on the premises, lot 16,
 concession 12, Lobo, on Friday, March
 24th.
 The farm will be put up in two par-
 cels:
FIRST—100 acres, with good bank
 barn, dwelling house and outbuildings,
 well drained and fenced; good water
 piped to barn; good orchard, etc.
SECOND—50 acres, good pasture land
 with never-failing springs, fenced.
 Entire farm stock, implements and
 household effects to be sold without re-
 serve. One fast driving horse, JACK
FATHEEN, will be included in the sale
 of horses and stock.
 Sales commencing at 1 p.m.
 For further particulars apply to The
 Canada Trust Company, opposite post-
 office, London, or H. A. Stanley,
 auctioneer, Lapan, or H. S. Blackburn,
 solicitor. 89u-ty.

FOR SALE
SEALED TENDERS
 will be received up to the 16th of April,
 1922, for a lot of land, situated, owned
 by the Church of Christ, corner of
 Dundas and Elizabeth streets, London,
 Ont., with or without a proposed
 church building, the highest or any
 tender, not necessarily accepted; pos-
 session December 1, 1922. All communi-
 cations to be sent to J. H. Versey, 492
 English street. b

MAIL CONTRACT
 Sealed tenders, addressed to the
 Postmaster-General, will be received at
 Ottawa until noon, on Friday, the fifth
 day of May, 1922, for the conveyance of
 his Majesty's mails, on a proposed con-
 tract for four years, six times per week
 over Bornholm No. 1, Rural Mail Route,
 from the 1st of July next.
 Printed notices containing further in-
 formation as to conditions of proposed
 contract may be obtained at bank forms
 of tender may be obtained at the post-
 office of Bornholm, and at the office of
 the postoffice inspector.
 D. J. McLEAN,
 Postoffice Inspector's Office, London,
 March 24, 1922. 93c-t

IMPORTANT DISPERSAL SALE
 COMPRISING 30 HEAD REGISTERED HOLSTEINS,
 26 FEMALES, 4 MALES.
BURNBRAE HEAD FARM, MELROSE,
FRIDAY, APRIL 7, 1922,
 at 2 o'clock. Ten miles west of London, on Sarnia Gravel Road, two miles north
 of Lobo Station, C. P. R. and G. T. R., at which noon trains from the east will
 stop day of sale, also regular trains from west terminus G. T. R. and 1 o'clock C. P.
 R. Conveyances will meet all trains. The selection of the animals for the
 foundation of this herd have been very carefully chosen, as the catalogue will
 show. Particular attention is directed to the ages of this herd. The females are
 all under five years, with the exception of one seven-year-old cow. No females
 have been sold since the inception of the herd. Write for catalogue to sales
 manager, Dan Campbell, Komoka, Ont., or SCOTT BROS., Proprietors, Hyde
 Park, Ont.
 Terms.—Cash or time up to ten months, if purchaser so desires, with interest
 at 8 per cent per annum.
 Auctioneers: T. MERRITT MOORE, AUSTEN WINTERS.
 Clerk—A. E. MCKAY. 93k-t

COULD HARDLY MOVE IN HER BED

Eight Boxes of 'Fruit-a-tives' Completely Relieved Her.



MADAM RICHER.

Labelle, P. Q., April 18, 1921.
 "It is my duty to tell you and pub-
 lish to all what your remedy, 'Fruit-
 a-tives', has done for me.

"I suffered with Rheumatism for
 ten months, could hardly move in
 bed, and was miserable all the time.
 I tried several physicians and took
 many remedies, but they left me at
 the same place, in bed and suffering,
 the Rheumatism was so bad.

"I finally started in taking 'Fruit-
 a-tives', and continued the treatment
 regularly, as I found myself getting
 better. After using eight boxes of
 'Fruit-a-tives' (which cost only \$4),
 I am completely well, without a
 trace of Rheumatism."

Madam J. RICHER.
 50c a box, 6 for \$2.50, trial size 25c.
 At all dealers, or sent postpaid on
 receipt of price by Fruit-a-tives,
 Limited, Ottawa.

ASK TRANSFER OF RESOURCES.
WINNIPEG, March 24—With the
 approval of all the groups Premier
 Norris will bring before the Mani-
 toba Legislature a resolution calling
 for the transfer of natural resources
 to provincial control by the federal
 government, and also for the com-
 pensation for all public lands and
 natural resources alienated by the
 federal authorities.

Cooper's Auctions
 THIS AFTERNOON.
 Watson's, 583 Hamilton road.
 General Drygoods, Boots, etc.
 SALE AT 2.30.
 TONIGHT.
 374 Dundas Street.
 Large consignment of choice house-
 furnishings, etc. Also large stock of
 general household rubbers, etc.
 SALE AT 8 O'CLOCK.

TUESDAY, MARCH 28.
 143 Grey Street.
 Mr. D. J. Campbell has instructed me
 to dispose of the complete contents
 of his well-furnished home. In part:
 Helmsman & Co. upright grand ma-
 hogany-cased piano, three-piece parlor
 suite, tables, lamp in mahogany,
 and brass combination secretary-hour-
 case, walnut rocker, leather couch,
 rockers, cosy-corner, White rotary
 dromedaire, quarter oak library
 table, electric reading lamps, large
 rug, carpets, ornaments, mantel
 clock, curtains, lamps, cushions, mir-
 ror, bath spray, massive quarter oak
 dining-room suite, buffet, table and
 diners, dishes, glassware, dressers, iron
 and brass combination secretary-hour-
 case, feather bed, Hoosier kitchen cabinet,
 refrigerator, tubs, boiler, sealers, tools,
 toboggan, trunk, lumber, croquet set,
 kitchen goods, etc. This is an extra
 good sale of high-class goods. You will
 be pleased with the many fine pieces
 displayed.
 SALE AT 10 A. M.
WEDNESDAY, MARCH 29.
 418 Piccadilly Street.
 Contents of this beautifully furnished
 home, in part: Massive chesterfield
 chair, walnut gate-leg table, Windsor
 chair, rocker and table, walnut hall
 table and sofa, wicker rocker and
 chest of drawers, coil springs, mattress,
 Brussels rugs, electric reading lamps,
 clock pictures, curtains, modern wal-
 nut bedroom suite (Queen size), bed-
 chifonier, dressing table with bench
 and bed, four-poster bed, dressing
 table with chair, and tables in walnut,
 chest of drawers, coil springs, felt mat-
 tresses, medicine chest, Chicago Jewel
 cabinet gas range, Model refrigerator,
 china cabinet, dishes, glassware,
 canned fruit, sealers, tubs, kitchen
 goods, etc. One of the best sales of
 the year.
 SALE AT 10 A. M.
 Large sale of general dry goods,
 boots, raincoats and notions, etc., every
 day by private sale at my rooms, 374
 Dundas street. Come and share in the
 bargain.
 Commission Auctioneer and Valuator.
 C. N. COOPER
 874-78 Dundas St. Phone 1332.

Port Stanley Notice
 The council of Port Stanley hereby
 notices all ratepayers that it intends to
 introduce the system of paying taxes
 twice a year, beginning 1922.
 In order to do so the collector's roll
 must be in the collector's hands in July
 of this year. It will be necessary to strike
 the rate in June and as all estimates
 must be prepared by that time, notice
 is given that all notices requiring
 an expenditure of money or requisi-
 tions for grants must be placed before
 the council not later than its May meet-
 ing, after which no applications will be
 entertained.
 A meeting of council will be held April
 10 and 11, 1922.
 Dated March 1, 1922.
 J. S. ROBERTSON,
 Municipal Clerk.

BOWLING

Civil Service won the second series
 of the Forest City League, ending with
 25 games won and only 7 lost. Dowlers,
 Alerts and George White & Sons were
 closely bunched in the race.

Standing.	Won.	Lost.
Civil Service	25	7
Dowlers	23	10
Alerts	22	11
George White & Sons	22	11
MacLean	19	14
D. S. C. R.	18	15
Gas Meters	17	16
MacLean	17	16
Public Utilities	13	20
Boiling Mills	12	21
Canadian Oil Company	11	22
Theatrics	0	22

HYDRO LEAGUE.

Standing.	Won.	Lost.
Line No. 2	14	10
Line No. 1	8	13
Operators	7	14
Newton	129	164
Hamilton	209	99
Falconer	143	126
Peterman	116	98
Ivey	197	166
Totals	822	667

TOURNEY SCORES.

The ten-pin bowling tournament which
 has been going on all week will not
 finish until Saturday night, it is ex-
 pected. There will be several events
 rolled off before the totals are in.
 Europe made sure of the first money
 in the event for five-man teams, with
 a grand total of 3,025. Albas, of the
 City League were next, three pins be-
 hind.

The scores of the week's tourney are
 as follows:

MONDAY.	THURSDAY.
Home-Brems..... Hcp.	Home-Brems..... Hcp.
Dalton..... 128 173 129—430	Dalton..... 128 173 129—430
Butler..... 168 174 171—513	Butler..... 168 174 171—513
Bell..... 187 156 187—530	Bell..... 187 156 187—530
Crawford..... 211 189 166—566	Crawford..... 211 189 166—566
Totals..... 865 806 820—2491	Totals..... 865 806 820—2491
Free Press..... Hcp.	Free Press..... Hcp.
Hately..... 164 159 148—471	Hately..... 164 159 148—471
McLean..... 184 157 157—498	McLean..... 184 157 157—498
Moore..... 146 156 156—458	Moore..... 146 156 156—458
Cameron..... 149 155 147—451	Cameron..... 149 155 147—451
Thompson..... 175 156 182—513	Thompson..... 175 156 182—513
Totals..... 799 778 790—2367	Totals..... 799 778 790—2367
TUESDAY.	TUESDAY.
Hyman..... Hcp.	Hyman..... Hcp.
Lashbrook..... 210 148 146—504	Lashbrook..... 210 148 146—504
Martin..... 164 159 162—525	Martin..... 164 159 162—525
Benedict..... 155 158 156—519	Benedict..... 155 158 156—519
Moore..... 142 124 129—395	Moore..... 142 124 129—395
Sherritt..... 155 182 178—515	Sherritt..... 155 182 178—515
Totals..... 816 842 892—2450	Totals..... 816 842 892—2450
Tecumseh..... Hcp.	Tecumseh..... Hcp.
J. Smith..... 117 150 158—425	J. Smith..... 117 150 158—425
Falconer..... 147 123 122—422	Falconer..... 147 123 122—422
W. Crawford..... 152 155 182—529	W. Crawford..... 152 155 182—529
Galagher..... 136 152 152—440	Galagher..... 136 152 152—440
Moisse..... 138 152 187—527	Moisse..... 138 152 187—527
Totals..... 570 709 801—2080	Totals..... 570 709 801—2080
WEDNESDAY.	WEDNESDAY.
Crawford Peaches..... Hcp.	Crawford Peaches..... Hcp.
Lamb..... 175 156 157—488	Lamb..... 175 156 157—488
Rose..... 187 172 189—548	Rose..... 187 172 189—548
Adams..... 205 172 195—572	Adams..... 205 172 195—572
T. Crawford..... 216 170 149—535	T. Crawford..... 216 170 149—535
Totals..... 971 835 861—2667	Totals..... 971 835 861—2667
El-Horos..... Hcp.	El-Horos..... Hcp.
Fontana..... 168 175 148—491	Fontana..... 168 175 148—491
McGowan..... 191 184 152—527	McGowan..... 191 184 152—527
Rosster..... 187 158 178—523	Rosster..... 187 158 178—523
McGowan..... 204 181 171—556	McGowan..... 204 181 171—556
J. Fox..... 172 223 145—540	J. Fox..... 172 223 145—540
Totals..... 873 964 937—2774	Totals..... 873 964 937—2774
THURSDAY.	THURSDAY.
Eureka..... Hcp.	Eureka..... Hcp.
Rhodes..... 185 198 117—500	Rhodes..... 185 198 117—500
Dalton..... 184 221 192—597	Dalton..... 184 221 192—597
H. Smith..... 201 164 178—543	H. Smith..... 201 164 178—543
McGowan..... 153 170 178—501	McGowan..... 153 170 178—501
Glazier..... 182 187 202—571	Glazier..... 182 187 202—571
Totals..... 575 820 771—2166	Totals..... 575 820 771—2166
Albas..... Hcp.	Albas..... Hcp.
Warning..... 172 146 209—527	Warning..... 172 146 209—527
McGowan..... 198 198 146—542	McGowan..... 198 198 146—542
Rosster..... 187 158 178—523	Rosster..... 187 158 178—523
Hatch..... 158 158 178—523	Hatch..... 158 158 178—523
Karrys..... 205 205 205—615	Karrys..... 205 205 205—615
Totals..... 897 906 961—2764	Totals..... 897 906 961—2764
Beavers..... Hcp.	Beavers..... Hcp.
Wilson..... 168 174 156—499	Wilson..... 168 174 156—499
Hatch..... 184 221 164—569	Hatch..... 184 221 164—569
D. Catalano..... 191 184 152—527	D. Catalano..... 191 184 152—527
Sandford..... 137 156 170—463	Sandford..... 137 156 170—463
N. Fox..... 177 208 141—526	N. Fox..... 177 208 141—526
Totals..... 826 886 782—2503	Totals..... 826 886 782—2503

FRIDAY.

Vincent..... Hcp.	Vincent..... Hcp.
Bel..... 153 156 146—455	Bel..... 153 156 146—455
McGowan..... 134 155 156—445	McGowan..... 134 155 156—445
Totals..... 287 311 301—899	Totals..... 287 311 301—899
Crummer..... Hcp.	Crummer..... Hcp.
Boyce..... 137 193 184—514	Boyce..... 137 193 184—514
Totals..... 290 328 354—972	Totals..... 290 328 354—972
Falconer..... Hcp.	Falconer..... Hcp.
J. Smith..... 126 125 127—388	J. Smith..... 126 125 127—388
Totals..... 289 289 288—866	Totals..... 289 289 288—866
Warning..... Hcp.	Warning..... Hcp.
Orr..... 149 171 124—444	Orr..... 149 171 124—444
Totals..... 304 387 302—993	Totals..... 304 387 302—993
Mortimer..... Hcp.	Mortimer..... Hcp.
M. Sansone..... 170 138 144—452	M. Sansone..... 170 138 144—452
Totals..... 301 286 292—879	Totals..... 301 286 292—879
Martin..... Hcp.	Martin..... Hcp.
J. Smith..... 158 167 190—515	J. Smith..... 158 167 190—515
Crummer..... 153 190 170—513	Crummer..... 153 190 170—513
Falconer..... 185 166 168—519	Falconer..... 185 166 168—519
Moore..... 146 156 156—458	Moore..... 146 156 156—458
W. Crawford..... 189 182 178—529	W. Crawford..... 189 182 178—529
Rosster..... 137 177 178—492	Rosster..... 137 177 178—492
Adams..... 183 191 189—563	Adams..... 183 191 189—563
McGowan..... 198 155 201—554	McGowan..... 198 155 201—554
McCue..... 145 165 130—440	McCue..... 145 165 130—440
Sandford..... 200 180 156—536	Sandford..... 200 180 156—536
Totals..... 158 167 190—515	Totals..... 158 167 190—515

L. C. I. GETS SMALL LEAD ON STRATFORD

Have Only Three Points To Go Into Next Game in O. B. A. Juvenile.

Stratford held the London Collegiate
 to a 20 to 17 score at the latter's gym-
 nastium last night, so only need to over-
 come a 3-point lead in the return game
 tonight at Stratford.

The game was an O. B. A. Juvenile
 event, that provided some excitement.
 The locals led at half-time by 13 to 5,
 but the visitors out-scored them in the
 closing period by 12 to 7. Stratford
 had a much heavier quarter on the floor
 than the locals, and should encounter
 no difficulty in the return game. The
 summary:
 London C. I. (20)—Lawrence 11, Wil-
 liams 4, Warnock 4, McLean, Wilson,
 Westman, Harbour 1.
 Stratford C. I. (17)—Wright 10, Mc-
 Hattie 5, Krauter, Fennell, Neilson 2,
 A. McNab.
 Referee—Sedje, Stratford.
 Red Sox (15)—Murphy 1, Devlinny 1,
 Hill 4, Wilkins 2, Stevens 2.
 Tigers (15)—Turley 2, Gorman 2,
 Hungerford 5, Bowen, Cummings 2, Mc-
 Donnell.
 Technical (12)—Casselman 5, Sall-
 vensky, Spence 5, McGregor, Adams 2,
 Appleford, Uptrekeve.
 Collegiate (14)—Beard 2, Newell 10,
 Burton 2, Ardiel, Morris, O'Rourke.

MONDAY.

Karrys..... Hcp.	Karrys..... Hcp.
Hunter..... 212 182 202—597	Hunter..... 212 182 202—597
Totals..... 368 326 407—1101	Totals..... 368 326 407—1101
Wilson..... Hcp.	Wilson..... Hcp.
D. Catalano..... 164 148 167—481	D. Catalano..... 164 148 167—481
Totals..... 344 307 325—976	Totals..... 344 307 325—976
Singles.	Singles.
Karrys..... Hcp.	Karrys..... Hcp.
Hunter..... 206 235 214—655	Hunter..... 206 235 214—655
Wilson..... 203 203 171—577	Wilson..... 203 203 171—577
McGowan..... 149 212 191—552	McGowan..... 149 212 191—552
Hatch..... 181 189 193—663	Hatch..... 181 189 193—663
Totals..... 847 978 888—2713	Totals..... 847 978 888—2713
TUESDAY.	TUESDAY.
Glazier..... Hcp.	Glazier..... Hcp.
Dalton..... 169 153 172—514	Dalton..... 169 153 172—514
Totals..... 358 324 311—993	Totals..... 358 324 311—993
Elwood..... Hcp.	

ROWAT'S TEAS
From the Better Gardens,
65c, 75c, 85c, \$1.00 and \$1.00 Pound.
T. A. ROWAT & CO.
250 Dundas Street. Phone 2051-3052.

PHONE 412

Hunt Bros.

COAL

EGG, STOVE AND NUT \$16.00
PEA \$14.00
COAL \$14.00

276 WATERLOO STREET, ST. T.

Carlyle TRECILCOCK OPTICIAN

233 Dundas Street. Phone 2351.
Two Doors East of Majestic.

WELCOME
to inspect the most up-to-date Optical
Frames in the city.

AGRANOVE JEWELER AND OPTICIAN.
644 DUNDAS. OPEN EVENINGS.
Phone 1742W.

De Luxe Cafe
For Quality, Service and Re-
finement.

Excellent Dance Music
Daily from 6 to 7:30 and 11 to
12:30.

Over John A. Nash's
THE JEWELER
Phone 1430 for reservation.
BERT THOMAS, Manager.

DON'T WORRY OVER YOUR TIRE TROUBLES

Double Mileage
PUNCTURE-PROOF SERVICE.
ASK

ART WILKES
London Tire Repair Dept.
354 Wellington St. Opp. McClary's.

Oxy-Acetylene Welding
We Weld Cast Iron, Auto Parts,
Machinery, etc.

Dennis Wire and Iron Works
FOOT OF DUNDAS STREET.
PHONE 3601. law-t

MOTORS
OVERHAULED—REPAIRED.
ELECTRIC MOTOR REPAIR CO.
349 Talbot Phone 7174.

We have Trusses to fit
all needs.
Our fitters
are experts.
\$1.50 to \$10.00.
ANDERSON & NELLES,
256 Dundas St.

YOUR CHOICE OF ANY ARTICLE
IN OUR NORTH WINDOW

\$1.00

C. H. WARD & CO.
Diamond Merchants, Jewelers and
Opticians.
386 RICHMOND ST.
Phone 1084.

Premium Pea \$13.75
Scranton Pea \$12.75

JENKINS FUEL CO.
PHONE 1391. Mar. 31

REGULAR, RETURNING, IN-
CREASING, SATISFIED
AND FRIENDLY
CUSTOMERS.
Quality Always—Not Occasionally.

WILLIAM MARTIN COAL COMPANY

PHONE ONE-ONE-ONE.
No Other Phone Number.
717 Richmond St.—No Other Office.
ywt

The London Loan Company of Canada
MORTGAGES AND REAL
ESTATE AGREEMENTS
PURCHASED.
M. J. KENT, Manager.

NEW Fur Chokers
\$8.00 UP.
BELTZ & CO.

WHY BAKE WHY TOLL
over a hot stove baking bread,
when you save nothing and only
too often have poor luck? Just
order

JOHNSTON BROS' XXX BREAD
And have this delicious bread on
your table at every meal.

JOHNSTON BROS.
PHONE 944.

Fishbein's Ladies' Ready-to-Wear
Exclusive Apparel at Low Prices.
234 DUNDAS STREET
(Near Wellington).

Ontario Dry Cleaners
PHONE 6955V.
516 TALBOT STREET.
Work called for and delivered. Dry
cleaned and pressed. Quick service.
t-t-t

**ATTRACTIVE GOODS AT
HYPNOTIZING PRICES.**

Wray's Jewelry, Ltd.
234 Dundas Street.

SINCE 1868

TAYLOR'S THROAT AND LUNG BALM
has been the favorite house-
hold remedy for coughs,
colds and all bronchial af-
fections. Sheer merit alone
has made this medicine the
standard cough remedy for
over 50 years.

35c, 65c and \$1.20
Manufactured and Sold
Only at

TAYLOR'S DRUG STORE
New address
390 RICHMOND STREET,
Half Block South of Dundas.
Phone 694. zat

Table Lamps
Exceptional designs, Elegant Shades.
Prices \$2.50 to \$15.00.
312½ DUNDAS STREET,
Opposite Armouries.

TRUCK COVERS
CARTER & SON
TENTS, AWNINGS AND COAL BAGS
Phone 6197. 351 Giebe St.

Bristol Essery
630 Maitland St. Phone 1089.

EGG STOVE CHESTNUT
\$16 Per Ton
First Quality PEA COAL \$12.75
Prompt Delivery.
MIXED WOOD \$4.50 per load
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COAL AND WOOD
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D. H. GILLIES & SON
PHONE 1312.
Corner Adelaide and Bathurst.

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More wear, men!
And more style.
Ask your dealer
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214 DUNDAS ST.
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Why Go South?
Visit the
St. Catharines Mineral Springs
Saltwater Baths, Massage,
Electricity.

Write for booklet to Manager,
The Welland
St. Catharines. xt

ESTIMATES CUT FISCAL YEAR BY \$138,452,291

Hon. W. S. Fielding Shows How Government Will Effect Economy.

\$42,800,000 TO RAILWAYS

Operating Deficits and Costs of Improvements Included in Appropriation.

OTTAWA, March 24.—(Canadian Press).—Provision made in the estimates for the coming fiscal year tabled in the House of Commons this afternoon by Hon. W. S. Fielding, minister of finance, include notes "to meet expenditures made or indebtedness incurred (where amount available from net operating earnings may be insufficient), or on behalf of, the Canadian National Railways and the Canadian Government Merchant Marine."

The railway estimates include an item of \$42,800,000 to meet such expenditures "by, or on behalf of, the Canadian National Railway, the Canadian Northern Railway or any company comprised in the Canadian northern system or any one or more of them, on the following accounts:

(a) Operating deficits;
(b) Acquisition of property, materials and supplies;
(c) Interest and sinking funds on notes, securities or obligations;
(d) Principal and interest of maturing or matured loans, secured or unsecured;
(e) Construction and betterments;
(f) Co-ordination or consolidation of railway lines and facilities.

"The amount herein authorized may be applied from time to time, in the discretion of the governor-in-council, by way of loans in cash or by way of guarantee, or partly one way and partly the other."

Provides \$25,750,000 for G. T. R.
"An amount not exceeding \$25,750,000 is provided for expenditures made or indebtedness incurred by the Grand Trunk Railway Company or any line included in the Grand Trunk system, excluding, however, expenditures or indebtedness incurred in or on behalf of the Grand Trunk Pacific Railway, except guarantees by the said Grand Trunk Railway Company of securities of the Grand Trunk Pacific Company."

For the Grand Trunk Pacific an item of \$15,000,000 is provided.
The estimates tabled today also contain an item of \$4,360,720; loan to the Canadian Government Merchant Marine, Limited, repayable on demand with interest at a rate to be fixed by the governor-in-council upon such terms and conditions as the governor-in-council may determine, and to be applied in the payment of—

(a) Deficits in operation of the company and of the vessels under the company's control during the year ended Dec. 31, 1921.
(b) Working capital and deficits in connection with such operation during the fifteen months ending March 31, 1922.
(c) Capital expenditure in connection with the vessels under the company's control.

In last year's estimates the votes for the Canadian National Railways were \$50,000,000; Grand Trunk, \$89,687,833, and Grand Trunk Pacific, \$25,000,000.

Agricultural Estimates Increase.
Agricultural estimates for the coming year show an increase of \$127,360.50 in the amount to be voted. Experimental farms vote is increased \$44,360.50 from \$1,270,539.50 in 1921-22 to \$1,315,000 in 1922-23; entomology, from \$25,000 in 1921-22 to \$28,000 in 1922-23; administration and enforcement of the destructive insect and pest act, from \$190,000 to \$235,000, and fruit, from \$145,000 to \$157,000.

Estimates for the department of immigration show an increase of \$344,000.

Under a heading of pensions an amount of \$33,000,000 is provided for European war and active militia pensions, as compared with \$30,958,359 for the preceding fiscal year. Salaries and contingent expenses of the board of pension commissioners for Canada are reduced from \$625,000 in 1921-22 to \$71,000 for the coming fiscal year.

In the railway department estimates, chargeable to capital, provision is made for a vote of \$2,700,000 for construction and betterment on Canadian government railways as against a vote of \$4,117,994 last year.

For railway equipment and materials and for improvement to existing equipment, etc., a vote of \$2,800,000 is provided as against \$1,993,000 last year.

Under the heading of canals, there is \$8,000,000 for Welland ship canal construction, an increase of \$3,000,000 over last year. An item of \$240,000 for Trent Canal construction and betterments shows a decrease of \$99,000 from last year's vote.

In public works department the vote for Ottawa parliament buildings is reduced from last year's figure of \$1,000,000 to \$700,000; reductions are made in the vote for harbor and river works. The vote of \$270,000 for Port Arthur and Fort William harbor improvement is replaced by a re-vote of \$125,000; the St. John harbor improvements vote is reduced from \$1,250,000 last year, to \$850,000; Toronto harbor improvements from \$1,000,000 to \$850,000; and Toronto island breakwater protection from \$175,000 to a re-vote of \$50,000.

Naval Expenses Reduced
Naval service estimates the chief reduction is in the vote to provide for the maintenance of the Royal Canadian Navy.
This year's provision is \$1,500,000 as against \$2,500,000.

The chief items of increase are:
Pensioners, \$288,900; agriculture, \$127,860.50; immigration and colonization, \$344,000. The general pensions item shows an increase of \$1,615,221.58, owing to requirements for European war pensions exceeding last year's vote by \$2,395,640.62. This increase is attributable to the fact that last year's appropriations were not adequate.

The total capital vote for railways and canals, public works and marine

Bank Teller Pining in Prison For Family.

KINGSTON, March 24.—John Doughty, former secretary for Ambrose J. Small, is not the only prisoner confined in that institution who is falling in health due to worry. The young bank teller, Brown, who was sent down from Toronto to serve five years on a charge of theft, is worrying himself to death over his confinement, and from what can be learned he may not live to finish his sentence.

Brown is worrying about his wife and children, and the prison authorities have given him a job in the kitchen.

GODERICH MAN FINED

John Porter Convicted on Charge of Assault.

Special to London Advertiser.

GODERICH, March 24.—Magistrate Reid in police court today gave his decision in the assault case in which John Porter was tried a week ago for assaulting Barrie Willson.

Upon the evidence being taken a week ago the magistrate reserved his decision until today when he found Porter guilty of assault upon Willson and imposed a fine of \$5 and costs of \$14, amounting to \$19 in all.

Dudley Holmes, Jr. defended Porter while Crown Attorney Charles Seager prosecuted.

GETS JAIL TERM FOR LIQUOR THEFT

ST. THOMAS, March 24.—Reid Campbell of this city was sentenced to not less than six months and not more than two years in the Ontario Reformatory by Magistrate P. Hunt in the county court today, when he appeared on a charge of stealing a quantity of whiskey from a G. T. R. freight car in Yarmouth Township two weeks ago.

Reid was arrested last week, and when he was arraigned in court he pleaded guilty to the offence. When he appeared for sentence today he made a plea for leniency. He claimed that it was his first offence, and that in the future he intended to go straight.

\$35,000, of which \$20,000 is a re-vote, as against \$500,000 last year.

For housing loans there is a re-vote of \$350,000, as compared with \$12,000,000 last year.

shows a reduction of \$10,412,826.99, principally due to the elimination of the appropriation for shipbuilding. Public works capital shows a decrease of \$2,718,349.60, while railways and canals capital shows an increase of \$2,245,467.61.

An appropriation of \$8,411,800 is made for adjustment of war claims. The net decrease of the present main estimates from total appropriations for the preceding year is \$138,452,291.53.

The main estimates for 1921-22 totalled \$582,062,698.20.

The item for pay of the Royal Canadian Mounted Police force is cut this year, as compared with last year, from \$1,586,126 to \$1,456,532, a reduction of \$129,594.

Printing Figures Cut.
There is a further reduction in the vote for subsistence and other expenses of the force. The total vote for Dominion lands and parks is reduced from \$5,128,900 in 1921-22 to \$4,936,950 in 1922-23.

The air board estimates are cut from \$1,625,000 last year to \$1,000,000 in the estimates for this year.

Under the heading of miscellaneous printing has undergone a drastic cut. This year's figure of \$25,000 compares with that of \$100,000 last year. Expenses under the Canada temperance act to be voted total

J. FERGUSON'S SONS
176-178 KING STREET.
Funeral Directors and Embalmers.
Handsome Motor Car or Hearse
Equipment.
Day or Night Service.
PHONES:
Office 543. Residence 2956W-656J.

N. J. GRIFFITH
FUNERAL DIRECTOR AND EMBALMER
104 Dundas Street, London
Residence on premises. Phone 459.

The Funeral Home
COR KING AND COLBORNE STS
THE OATMAN SERVICE has reached a very high standard of excellence. Nowhere in the country is there to be found a more completely equipped undertaking establishment.

A. L. OATMAN, Funeral Director.

This Is Hobberlin Week ---At Orth's

We invite you to this Spring showing of custom-tailored clothes for men and young men. Order your Spring and Easter suits now.

ORTH, Limited

Our 19th Annual National Pilgrimage
Under the patronage of the CATHOLIC WOMEN'S LEAGUE OF CANADA.

To Lourdes, The Eucharistic Congress at Rome, The Passion Play at Oberammergau, France, Italy, Austria Tyrol, Bavaria, Germany, Belgium and England.

ITINERARY: Montreal, Cherbourg, Paris, Bordeaux, Lourdes, Nimes, Marseilles, Nice, Monaco, Genoa, Rome, Naples, Pompeii, Mount Vesuvius, Rome, Florence, Venice, Trent, Innsbruck, Munich, Oberammergau, Nuremberg, Mayence, the Rhine, Cologne, Brussels, Paris, London, Liverpool.

Leaving Montreal May 4, by the S. S. "CANADA" of the White Star Dominion Line, via the St. Lawrence route.

Returning to Montreal July 15 by the S. S. "CANOPIC" of the same company, with privilege of remaining over in France or England, as long as desired.

\$850 including all expenses. First-class hotels only used. Ideal trip for ladies and gentlemen.

For illustrated program and bookings, write to the organizers:
The Jules Hone Travel Agencies
83 ST. JAMES ST., MONTREAL. 88u-zt



GIVE THEM BAKER'S COCOA TO DRINK

The almost unceasing activity with which children work off their surplus energy makes good and nutritious food a continual necessity. Of all the food drinks Baker's Cocoa is the most perfect, supplying as it does much valuable material for the upbuilding of their growing bodies. Just as good for older people. It is delicious, too, of fine flavor and aroma.

MADE IN CANADA BY
WALTER BAKER & CO. LTD.
Established 1780
MONTREAL CANADA DORCHESTER, MASS.

Booklet of Choice Recipes sent free

10¢

CASCARETS

For Constipated Bowels, Sick Headache, Upset Stomach, Colds, Bilious Liver

The nicest cathartic-laxative in the world for grown-ups or children is candy-like "Cascarets." One or two tonight will clean your bowels right. By morning all the constipation poison and sour bile will move out —thoroughly! "They work while you sleep." Cascarets will not sicken you like salts, oil, calomel or harsh pills. They physic fully, but never gripe or inconvenience. Ten, twenty-five, fifty-cent boxes at any drug store.

WHY Do We Trouble To Label Every Loaf of Bread We Make?

Do you think it is because we like the extra labor entailed in seeing that every loaf carries our label or spending the money necessary to put a label on every one of the millions of loaves of bread sent out from our bakery every year?

Of course, it is not. The Parnell label on a loaf of bread is the Parnell guarantee to you that the loaf is all it should be in quality, purity, perfection and weight.

Parnell's Bread

is always right. We know it, and we want you to feel and to know that when you ask your grocer for a loaf of Parnell's and see the Parnell label on the bottom of it, that you are getting the finest bread it is possible for expert bakers, working with highest-grade materials in a modern factory, to produce. Our label is our guarantee to you.

ASK FOR A TRIAL LOAF TODAY.

PARNELL BAKING COMPANY
PHONE 1390.

What Kind of Food For Your Child?

The wrong kind of food for the kiddies soon means a sick child.

Don't impair the kiddies' health by feeding them rich, heavy foods that clog and choke up the little systems.

All the nourishment they need for abundant heat and vitality is found in their own perfect, complete food—Bread.

NEAL'S GOOD WHITE BREAD

keeps little people hearty and active, because it is made from all-pure ingredients, that turn at once into heat—like the right coal in the furnace.

Ask your grocer for the beautiful big loaf, in the nifty, waxed wrapper.

Phone 1313-2173.

Neal Baking Co., Ltd.
Bread Factories at
Windsor London St. Thomas Sarnia



"TRUTH IN ADVERTISING."

Blazing New Trails

For a Better Understanding of Better Advertising

Advertising As An Ethical Force

A Message to Canada from Charles Henry Mackintosh, President the Associated Advertising Clubs of the World.

ADVERTISING, as an ethical force, is not yet fully appreciated by many of those who employ it constantly even in its higher manifestations. The business-building power of honest advertising has long been recognized by forward-looking merchants and manufacturers, but not all have come to see advertising as the creator of a new sense of the essentiality of honesty in business. It was seen some years ago that advertising must be true if it is to be trusted, and that it must be trusted if it is to be productive of profitable results—and from that thought-seed has sprung the present tree of Truth-in-Advertising. Advertising, however, is merely the reflection of the thing advertised in terms of the sense and morality of the advertiser. Back of honest advertising there must be honest business, and so the Truth-in-Advertising movement was, in reality, a foreshadowing, or mirroring, of a new conception of Honesty-in-Business based upon a scale of ethical values never before generally applied in the processes of trade.

"Caveat emptor," let the buyer beware, has been the rule of trade throughout the centuries. It might continue to be the rule today, were it not that advertising, with its indefinite multiplication of the power and responsibility of the individual trader, acted as a mental microscope on the relations between buyer and seller; revealing the fact that the continuity of these relations, under conditions of aggressive competition for the purchasing power of the buyer, must always rest upon the determining factor of his GOODWILL.



CHARLES HENRY MACKINTOSH.

WHEREVER goodwill goes, there will trade go also; and the goodwill of the buyer waits upon the service and the truthfulness of the seller.

Men do not continue to trade with those who have tried to cheat them if there are others whose desire is to give honest and friendly service, and who make that desire known through the medium of advertising.

Advertising has not created the need for honesty in business; it has merely brought more people to realize the inevitable nature of that need. Now it is a fundamental fact in human nature that people do not take important action except upon personal conviction of the need for such action. Philosophers and teachers may recite the rules of ethics indefinitely, and we may nod our heads and murmur, "That's so!" but it takes the shock of personal experience before most of us will change the emphasis upon that phrase of acquiescence and say instead, "That's so!" with the force of absolute conviction.

Personal experience with the destructive force of misused advertising, and with the constructive force of advertising intelligently employed perhaps by competitors, has brought thousands to believe what has hitherto been only a copy book maxim to them—that, in business, and in advertising, which is the reflection of business, absolute honesty is the only successful policy.

And so we are entitled to recognize in advertising perhaps the greatest modern force making towards practical and applied ethics.

London Advertising and Sales Club

London

Canada

"IN LONDON WE LIVE."



"TRUTH IN ADVERTISING" DISPELS DISHONESTY FROM TRADE

ADVERTISING AND SALES CLUB IN LONDON FOSTERS TRUE SPIRIT OF SERVICE

Members Ever Ready To Further City's Progress in Business World With Actions Which Speed Surge of Industrial Prosperity.

BY RUSSELL F. BOYD.

DURING the recent war a spirit of service, service of a kind seldom before demonstrated to the present generation, made its power felt in Canada. During the same period, in 1915 to be exact, there grew up an organization that has since become a force for good in the Dominion. And all because its members were wise enough to adopt this spirit of service and foster it every day and every hour of the day!

That club—the Advertising and Sales Club of London—has done as much as any other organization to put London on the business map of the world.

Among its officers are numbered many of the most successful businessmen of the city.

The club survived the war years and the period of depression which followed, and is now 100 per cent prepared to surge ahead with the tide of prosperity.

To Thomas H. Yull, president of the Federal Advertising Agency, belongs the credit for the idea that crystallized in the form of the aforementioned club. When he conceived it, he took into his confidence Harry B. Muir, publisher of The London Advertiser, and Thomas E. Walsh, then of the advertising department of The London Advertiser and now of the Federal Advertising Agency. They discussed the matter thoroughly and decided to form the club.

With a nucleus of sixteen members, the organization was launched. Today it has an active membership of seventy.

Every member is a booster of the club, London and Canada. Retailers, manufacturers and printers were on the original membership roll. They joined because they believed there was need for a society that would promote the interchange of ideas.

The first meeting was, and all since have been, held in the Tecumseh House. At the initial meeting, Thomas P. Elliott, director of Smallman & Ingram, Limited, was elected president. This post he held for two years. John J. Foster, general sales manager of the McClary Manufacturing Company; W. J. Ashplant of Hubert Ashplant & Sons; John Cottam, and D. George Clark, advertising manager of the McClary Manufacturing Company, in turn succeeded him.

Perhaps the biggest "stunt" the club succeeded in "pulling" was the "made-in-Canada" week. During that week the longest parade ever seen in London was held in the interests of Canadian products. At a cost to the club of \$500, the procession was filmed, the picture later being sent to London, England, where it was first shown, after which production was sent to all parts of English-speaking countries and in this way not only advertised Canadian goods but brought the city of London to the attention of millions of people.

Source of Much Interest. During this successful week, questionnaires placed in the stores for shoppers to answer were a source of much interest. More than 200 prizes were given for the best answers. The questions dealt with the faults and good points of the stores, and the answers gave the merchants ideas as to the desires of the buying public.

Window dressing contests entered into the program, thirty prizes being awarded to the owners of stores whose windows were considered to be dressed in a manner whereby "made-in-Canada" were displayed to best advantage. Prizes were also given for the best floats in the parade and for the best costumes at the carnival held in the Armories. Each costume was supposed to represent a well-known brand of goods. Fifty prizes were set aside for this event.

One of the most important events in the program was the mass meeting held in the Masonic Temple. Among the prominent speakers were Professor Rutherford of McGill University; Miss Grace E. Kennedy, Toronto; and P. W. Stewart of Montreal. They delivered to the people of London the message of the week.

Trade journals on both sides of the international boundary have asked for accounts of this great achievement. Advertising clubs of both Canada and United States have not yet stopped talking about the event. Many of them have requested and been furnished with information as to how to "put over" such a "stunt." Only recently Mr. Yull explained the matter thoroughly during an address in Windsor. He has done so in several other cities.

During the "made-in-Canada" week the club received checks, cash and goods from the manufacturers of Canada, so pleased were these men of big business with the event.

Early in the history of the club a woman came to London posing as a nurse and claiming that she was soliciting advertising for a publication being put out by Victoria Hospital nurses. Many merchants were victimized by her. However, the club hearing of her activities, took action and stopped further deceptions. She attempted a similar campaign in Hamilton, but again the Advertising and Sales Club of London exposed her, forcing her this time to leave the country.

Motto of Club. "Truth in Advertising" is the motto of the club. The members live up to and see, as far as possible, all others in London do. Some local advertisers who over-estimated the facts in some of their advertisements, were interviewed by members of the club and told of the folly of doing such. They were grateful for the advice and since then have adhered more closely to the truth. When the war was raging, the club took part in all patriotic drives and movements, putting teams in the field in the Red Cross, Victory bond

Believes Advertising Club Benefits London.

D. GEORGE CLARK, advertising manager of the McClary Manufacturing Company, and president of the Advertising and Sales Club of London, describes the club as a "place for one to go and get ideas and reports of what other large advertisers are doing."

The members, Mr. Clark asserts, are not sellers but men who can trace results to advertising, and who can and will tell of their mistakes in marketing their product so that the other fellow may profit by them. The members obtain unbiased opinions at the meetings.

A club of this kind, he states, helps to eliminate petty jealousies among businessmen.

"Our firm is particularly favorable to clubs or meetings of this kind," Mr. Clark remarks. "Hardly a week passes but one or more of the executive staff attends some meeting of manufacturers or sellers."

The Advertising Club, he is firmly convinced, is a benefit to the city and the merchants in general, as well as to the members.

Mr. Clark believes that it is the duty of every businessman to belong to the club, or to send one of his staff to get the advice and suggestions, which are valuable aids to the merchant.

Trade prospects this year, Mr. Clark is of the opinion, are based on crop prospects. The condition of the



D. GEORGE CLARK

crops will be reflected on trade throughout the year, he declared. "We are planning not for a boom year but for a better year. "Advertised goods will come into their own more this year than any other," added Mr. Clark. The McClary Company has spent \$2,000,000 in advertising in the past twenty years, and expects to reap much benefit from this cumulative advertising this year.

Champions Service Without Fear or Favor.

"TIPS" are often valuable. It was a "tip" from a friend who had passed the half-century mark in life that induced Harry B. Muir, publisher of The London Advertiser, to enter the newspaper business.

"I started in the advertising business when I was trying to determine what work would give me the greatest amount of satisfaction in its performance. A kindly gentleman suggested advertising as the greatest path on earth to success provided a



HARRY B. MUIR.

man was willing to work 18 hours a day and never admit he was through. This friend offered to guide my steps if I was willing to take the road, and I have never regretted my choice.

"Initial training in newspaper advertising consisted in selling, not white space, but ideas and sugges-

tions prompted by a keen desire to expand profitably, on a sound basis, the business of the merchant, manufacturer or professional man. That policy is as good common sense today as it was fourteen years ago.

"Success attended my efforts, primarily, I believe, because I liked the work and the people I was associated with. The more I came intimately into contact with all phases of newspaper work, the more pleasure I found in the business.

"The success of The Advertiser, evidenced daily by an ever-increasing number of readers and advertisers, is due to the earnest efforts of a loyal, harmonious staff devoted to the work of publishing a good newspaper upon which the people of London and district can depend — a newspaper without fear or favor, determined to champion what seems in the best interests of a majority of the people in the district it serves."

Mr. Muir believes that the immediate future holds much in store for Canada.

"We are on the threshold of a great era of prosperity in Canada," he declares.

"London and Western Ontario have demonstrated the solidarity of their position during a trying period in the past year, as evidenced by the continued good business reports from our merchants in every line of business."

The Advertising and Sales Club of London, Mr. Muir states, purposes not only to educate its members in all things pertaining to the construction of better advertising, but to function as well as a publicity organization for the community.

Organizations working for the good of the community should feel free to project their messages through the Advertising and Sales Club, he declares.

Every resident of London, Mr. Muir concludes, should be a booster of London.

If travelers who come to do business here boost the city to outsiders, it is surely the duty of Londoners to do their share, he points out.

STUNTS BASED ON TRUTH WIN PUBLIC FAVOR

London Advertiser Fashion Pageant Proves Value of Novelties to Merchants.

THOUSANDS LAUD MERIT

Honest Publicity Paves Way to Success, Despite All Handicaps.

In the days of King Arthur, when each day brought its crop of unusual feats, doughty knights received a goodly living by introducing novelties. The wise men known as court magicians had to plan new things every day to hold the royal favor. If they grew stale they were quickly placed in the discard.

And so today in the business world, the man who introduces the novelties—"stunts" as they are called nowadays—reaps the biggest harvest. But let him once grow stale, and, like the magician, he is nosed out of the race by a more enterprising fellow.

The present generation, accustomed as it is to rapid changes in all things, even in the mode of living, is not satisfied with routine. "Old stuff" is the remark heard when something is attempted a second time. Surprises are the food and drink for the people of the present-day world, and if they are not provided all interest is lost.

Must Win Public.

In advertising, "stunts," legitimate and well-seasoned with truth, are what is most sought, for advertising is the modern town-crier, and it must first engage the attention of the public before it can give its message.

"What is really a 'stunt'?" the person unfamiliar, perhaps, with the technical phrases employed in the advertising field asks, and hence the following example is of pertinent interest.

The London Advertiser, aided by the merchants of London, sought to tell the people that they could buy just as good clothes at just as reasonable prices right in London as they could in distant cities. Mere word messages might make the public

stop, look and listen, but the object sought was to make the people remember. The fruit of all the planning was the most elaborate fashion revue ever staged in London.

Models Well Trained.

Local merchants each contributed thousands of dollars in clothes, footwear, jewelry, millinery and furniture. Twelve of the most beautiful girls of the city and a number of young men were engaged as models, and trained to wear the various

pieces of finery as the creators intended.

Thousands of Londoners attended the pageant during the week, and were amazed to learn that such wonderful creations as those worn by the models were made in London, and in addition, four of the leading merchants devoted their windows to advertise the show.

The show was not of the usual stilted promenade variety, but each participant was coached as to his

part in the affair, which represented a reception in the home of one of the elite.

The message was delivered to the public, and it remained. In addition, the spring season was opened a few weeks before its usual time, and the merchants of the city who participated reaped benefits.

Everything was presented as represented, truthfulness being one of the points on which The London Advertiser and the merchants of London pride themselves.

The Aim of the Huron & Erie

- to provide security for the hard-earned savings of every man, woman and child who enters our door.
- to aid every patron in the carrying out of his financial undertakings, as much as it is within our power and as much as he desires our aid.
- to promote among our employees a feeling of loyalty and good fellowship that will create a willing desire to be faithful co-workers and polite, considerate servants of those who favor us with their patronage.
- to transact business faithfully and fairly; to mingle the rules of courtesy with the laws of business—that is our aim.

3 1/2 %
and
4 %
on deposits.
5 1/2 %
on Debenture
\$100 or more.

The Huron & Erie

MORTGAGE CORPORATION

Four Branches in London.
Richmond Street Opposite Postoffice.
Market Square.
Dundas Street Opposite Rectory Street.
Corner Elmwood Avenue and Wortley Road.
T. G. Meredith, K. C., President.
Hume Cronyn, General Manager.

D. McEachern, Secretary. G. L. Spry, Advertising Manager.
Members The Advertising and Sales Club of London.



Truthful Bicycle Advertising



GEO. A. WENIGE.

Is an outstanding figure in bicycle development. He is the only man who has gained the confidence of his fellow dealers to the point of holding the dual position of president of Canadian Bicycle Dealer's Association and vice-president of the National Bicycle Dealer's Association of the United States.

WHAT IS ONE of the reasons for our wonderful success in this business in a few years. We have grown from a "hole in the wall on Clarence street" to the largest Exclusive Bicycle merchants in Canada, and when we talk to you through these columns we do so just as honestly as we would if we were talking to you personally.

Truthfulness Is Bound To Win

We know this—by following that principle we have won. When we advertise our Bicycles as made in Canada, we do so honestly because we know that to be a fact, and when we tell you that there is no better Bicycle made anywhere at any price, and few as good, we do so honestly, because we know the Bicycle business from A to Z, and if there was a better Bicycle built we would have it, as it is our sole aim to give you the best value for your money at all times.

We Have Sold Thousands of Red Bird Bicycles in London

during our short time in business, more than all other makes combined. We have sold two, three, four, five, six, and in one case seven in one family, and we are proud of such sales. We appreciate that kind of confidence placed in us.

We count it as an asset, and all the dollars in the world would not induce us to betray that confidence.

This confidence was created by honest merchandising.

The "Red Bird" Name Plate

is your guarantee of quality and Canadian workmanship.

GEORGE A. WENIGE behind a sale is your guarantee of honest salesmanship and fair dealing.

Bicycle and Motor Sales Co.

425 WELLINGTON STREET.
PHONE 3182.



The Pendulum Of An Advertising Agency Is Service

Service keeps the works of this organization ever on the go.

To serve advertisers faithfully, and to serve them so well that the fruits of our service will ripen into good sound dollars in their coffers, is the aim of this agency.

It is our business to make advertising a paying proposition, and that is the end to which we strive.

Federal Advertising Agency Limited.

Per *[Signature]*

306-308 DOMINION SAVINGS BUILDING, London, Canada.

ADVERTISING ATTUNES ALL AGES TO BEST THOUGHT OF DAY

Truth Vital Complement to Big Success In World of Advertising

Novelty Also Plays Great Part in Enhancing Value of Publicity in Newspapers; Story of Musa-Shiya, the Shirtmaker, Recalled.

As interesting as fiction are the stories of the phenomenal growth of London businesses, some of which have graduated from the "hole in the wall" class to the department store stage. It is doubtful though whether these stories could have been told had it not been for one thing—advertising.

Ask almost any businessman who is enjoying a good custom how he built up his clientele, and the same answer will be forthcoming—successful advertising.

Some of the business leaders have developed their trade faster than others, but probably it will be found that the success of each was gauged by the extent to which he used advertising and the manner in which he used it.

Advertising is as powerful as dynamite. But whether it blasts the way to success or destroys the man who uses it depends on one thing—truthfulness. To the man who has the goods to back up his claims will come the conquest.

Novelty in advertising also plays a great part in enhancing its value. One outstanding instance of this is described in the following story which has been cited as an example in all parts of the continent.

Between the fish market and the river in Honolulu, Musa-Shiya, the shirtmaker, keeps shop. His is a little place, half-hidden from the eyes in an obscure neighborhood. Perhaps the neighborhood deserves to be hidden, for Musa-Shiya says: "The fish market is notorious, and the river not much for advertise." Few knew of the little Jap; fewer went to him, with their trade.

Though thus obscured fairly effectively, there came a day when the little shirtmaker wished for more publicity. That was a day, shortly more than two years ago, when Musa-Shiya called at the Honolulu dock for a shipment of shirting from an English textile house.

Year after year Musa-Shiya had sent his order for shirtings to the Englishmen. The first year of the war his order was unacknowledged. The second year passed and there were two orders in England for Musa-Shiya that were unfiled. He sent more orders. Patience and persistence were his two virtues.

Patience and persistence made this particular day the saddest day of his life, when he read the customs house manifest on a huge box from England. The orders of five years had been filled in one shipment! The little shirtmaker saw his end. It was beyond him to save himself.

Nok Musa-Shiya had a friend, a haole friend, a big businessman, who had his offices in the important business section of the city, and in whom he had much faith. He thought of him, and then decided he would tell him the story and act on his advice.

The haole friend was inspired. The little shirtmaker agreed that the big businessman's advertising agency should run the shop of Musa-Shiya should it so desire.

But if the haole friend was inspired, then the man who took charge of the small account of the little Japanese shirtmaker, as a mark of courtesy for one of his company's important clients, was filled with a breath of genius when he decided the little Jap's course of action.

The little shirtmaker began to live in the advertising pages of a Honolulu newspaper. The advertising man had chosen the obvious and easy overlooked style of copy. He wrote Musa-Shiya's tale of his business as the little Jap might have spoken it in pidgin-English.

He found the way to bring people to an obscure shop. The advertisements, attracting attention by their typography and drawings, were read.

If the reader of the advertisement stopped to analyze the copy he would find that it dwelt upon the fact that the little shop was hard to find, but once found there were great rewards to be had in unusual shirtings for the persistent one. Of course the copy didn't neglect to say that price would be in keeping with the size of the shop. By this method the advertising man created great interest in Musa-Shiya throughout Honolulu.

During the first week, the advertisements followed close upon one another. At the end of the week the advertising man called on the little shirtmaker. "You didn't think it could be done, did you?" he asked the little Jap. "No, but business very good and everybody say very nice advertisement." Musa-Shiya answered in his happiness.

Week after week the little Jap's business continued to grow. His story told in the advertising columns of the Honolulu newspaper in his imitable style attracted tourists who clipped the advertisements and sent them to their friends, and in a short time the shirtmaker received orders from all parts of the world. His little shop became too small for him and he finally opened a large house. Today he is one of the successful businessmen of Honolulu, and has a huge bank balance.

One does not need to go so far afield to find that truthful and unique advertising pays. There are merchants in London who will testify as to that. But when they give you their testimony they will stress the word "truth," for that means more than everything else in advertising.

and data on trade conditions in the territories contiguous to those cities, particularly the Prairie provinces and British Columbia. All this data is of course at the disposal of all the clients of our different offices.

"Advertising has a fixed place in the selling policy of most manufacturers and merchandising houses, and many of them would be as likely to withdraw their traveling salesmen as to discontinue their advertising."

"I believe there will be a greater development and growth in advertising during the next five years than has taken place during the last twenty."

"Our Canadian publications have reached a very high standard. Our great dailies, leading farm papers and magazines will compare favorably with publications of their kind in any country in the world. Canadian readers may expect a continued improvement and need not buy foreign publications to get world news and the best of current literature of all kinds."

"The calibre of the men generally engaged in advertising work is of a high order and the business is now attracting many university graduates and offers splendid futures to these young men. Women, too, are making good in the business, both in the selling and service departments."

The Persians have a different name for each day in the month. It is just 25 years since wireless telegraphy was discovered by Marconi.

"Truth in Advertising" Yields Big Dividend.

IN August, 1914, J. B. Hay, second vice-president of The Advertising and Sales Club of London, and president and general manager of the Hay Stationery Company, Limited, opened a small retail store at 173 Dundas street.



J. B. HAY.

Today the five-story Hay Stationery Company Building near the corner of York and Richmond streets stands as a monument to seven years of hard work.

During the first year business increased to such an extent that a small manufacturing plant was opened on King street. It was soon found that larger quarters were required and the plant was removed to the Woodmen of the World Building on Richmond street.

At the same time a wholesale business was being built up.

Two years later, in December, 1919, the present quarters were occupied by the company.

Since the opening of the retail store on Dundas street, the payroll of the company has been increased from three employees to 50, and the floor space from 1,500 square feet to 16,000 square feet.

Today the Hay Stationery Company, Limited is the leading general stationery business in Western Ontario.

Business is increasing each month

and Mr. Hay feels that the prospects for the future are bright.

The Advertising and Sales Club has been the source of many valuable suggestions and ideas. Mr. Hay states, adding that his firm has lived up to the motto of the club—"Truth in Advertising."

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Find High Type of Service Presages Success.

MUCH can be accomplished in a few short years!

Thomas H. Yull, president of The Federal Advertising Agency, and a member of the executive of The Advertising and Sales Club of London, has demonstrated the truth of that statement.

In 1915, when Mr. Yull had nothing but a knowledge of the publicity business and an intense ambition to

become an advertiser, he secured a girl assistant.

However, his policy of delivering a high type of service, and not being influenced by the consideration of personal gain except that which would come through serving his clients to their own best interests, spelled success for him.

Today the Federal Advertising Agency has a personnel of fourteen. Among those associated with Mr. Yull are T. E. Walsh, George Yull, Vincent G. Perry, Reginald R. Farquhar, W. F. Slack and S. Percy Westaway.

The agency has its own copy-writers, plan men, research and market men. A branch office was opened in Hamilton in October and is making its influence felt there.

Mr. Yull now has 53 clients, 18 of whom were secured last year, and had never advertised before. One London firm that used to spend \$500 a year in advertising, now spends \$15,000. Now this firm has orders totalling \$100,000 to fill. And to the Federal Advertising Agency the president gives the credit for putting the concern on the map.

Business of the agency increased 25 per cent in the past twelve months. Two piles of checks sent from coast to coast each month show the territory covered. The agency has its own checks which advertise London.

Every year Mr. Yull attends the world advertising conventions. He has attended those held in St. Louis, Mo., Indianapolis, Ind., and San Francisco, Cal., and other cities.

Mr. Yull sees prosperity just ahead in all the following lines, with which he comes into personal contact: the products, canned goods, hotels, rugs, trust companies, vulcanizing, hair tonic, steel equipment, iron work, pianos, seeds, flour, furnaces, kitchen cabinets, ladies' dresses, hardware, savings, fences, coffee, food products, boilers, engines, life insurance, washing compounds, cigars, bread, biscuits, shock absorbers, motor trucks, paints, boots and shoes, spraying machines, steel sash, threshing machines, tractors and medicines.

And Mr. Yull declares he has acquired much valuable information by belonging to The Advertising and Sales Club.



THOMAS H. YULL.

found an advertising agency along the lines of his own ideas, Mr. Yull purchased a second-hand typewriter. This and a kitchen table was the only equipment he possessed, and for five months he did not even have a

Wins Success Working 60 Minutes in Each Hour.

HAROLD W. DONAHUE, assistant manager of the J. B. Hay Stationery Company, Limited, and treasurer of the London Advertising and Sales Club, is one of London's successful younger businessmen.

In the autumn of 1914 he entered the employ of the company, working in the film developing section and doing messenger service. He was in knee pants at the time. The firm, figuratively speaking, was also in knee pants at the time, for it had just been opened a few months earlier.

The firm and Mr. Donahue grew up together, both attaining much success.

As the firm developed from a retail store to a manufacturing concern Mr. Donahue rose in rank until he became second in charge of the 150 employees. When he joined the firm the payroll had but three names on it.

Mr. Donahue believes that success only comes by putting in 60 full minutes in each hour.

He declares that better times have come, and that prosperity is on its way. He believes that business conditions are gauged by what people say, think and do.

There would be no unemployment, he declares, if people would stop talking about numbers being out of



HAROLD W. DONAHUE.

work, and instead look for work or provide work for others.

work, and instead look for work or provide work for others.

Lauds Power of Advertising in Business World.

JAMES E. MCCONNELL, of McConnell & Fergusson, advertising



JAMES E. MCCONNELL.

agency, finds that Canadian manufacturers and merchants have come to realize that advertising is an invaluable selling force. And each year ranks of the advertisers are being greatly increased.

Mr. McConnell's firm is lauded for the high quality of its work by business institutions from the Atlantic to the Pacific.

"The power of advertising as a business force can perhaps be best demonstrated by a reference to the growth and increase in the numbers of firms engaged in its handling," Mr. McConnell declares.

"When Mr. Fergusson and I started this business nineteen years ago there were only five or six advertising agencies in Canada and only one or two of these were represented by offices in more than one city."

"At the present time Canadian national advertisers are served by some 50 or 55 advertising agency offices employing, I would judge, more than 2,000 people."

The growth of our own business has necessitated the establishment of fully-equipped offices in five other cities, Toronto, Montreal, Winnipeg, Vancouver and Windsor. These offices have been established to give more prompt service to our clients in those cities than could be given at a distance, and also in order that we might have first hand information

and data on trade conditions in the territories contiguous to those cities, particularly the Prairie provinces and British Columbia. All this data is of course at the disposal of all the clients of our different offices.

"Advertising has a fixed place in the selling policy of most manufacturers and merchandising houses, and many of them would be as likely to withdraw their traveling salesmen as to discontinue their advertising."

"I believe there will be a greater development and growth in advertising during the next five years than has taken place during the last twenty."

"Our Canadian publications have reached a very high standard. Our great dailies, leading farm papers and magazines will compare favorably with publications of their kind in any country in the world. Canadian readers may expect a continued improvement and need not buy foreign publications to get world news and the best of current literature of all kinds."

"The calibre of the men generally engaged in advertising work is of a high order and the business is now attracting many university graduates and offers splendid futures to these young men. Women, too, are making good in the business, both in the selling and service departments."

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The Canada Trust Company Strives

—to conduct

the management of each estate in its charge upon a safe and sound basis.

—to be considerate

of all problems which arise in the course of management of estates and to solve them with the discretion we use in our own business.

—to impress

those we serve with the feeling that their interests are the first consideration of our organization.

THE CANADA TRUST COMPANY

Four Branches in London.
Richmond Street Opposite Postoffice.
Market Square.
Dundas Street Opposite Rectory Street.
Corner Elmwood Avenue and Wortley Road.
T. G. Meredith, K.C., Hume Crobyn,
President, General Manager.
D. McEachern, G. L. Spry,
Secretary, Advertising Manager.
Members The Advertising and Sales Club of London.

Advertising and Sales Club Offers "Prince of Mythland" At Majestic

Arrangements for the musical extravaganza, "The Prince of Mythland," which will be presented at the Majestic Theatre from April 17 to direction of Mr. Jack Cortese, will of the Advertising and Sales Club of London, are well under way. The preliminary work is being attended to by the Ad Club's production committee, composed of J. B. Hay, T. H. Yull, H. W. Donahue and Allen Gow.

Not the smallest detail is being neglected. The manner of unfolding the story gives every opportunity for the introduction of solos, duets, chorus numbers, ballet dancing and other features.

Much beautiful scenery and many wonderful costumes will be in evidence during the prologue, the four acts and the grand transformation. Special electrical color effects will be introduced.

A full concert orchestra, under the direction of Mr. Jack Cortese, will render the 40 musical numbers.

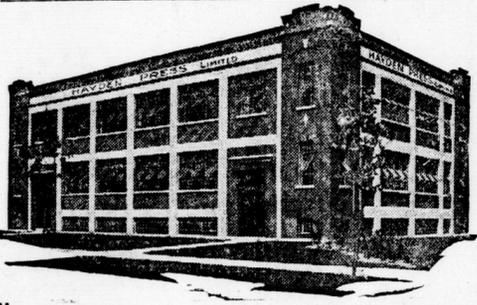
The cast of 175 of London's best vocal and dramatic artists and dancers will be under the direction of Elmo A. and Mrs. Drake, who presented a London cast of 140 people in "Queen Zephira," under the patronage of H. R. H. the Prince of Wales, in October, 1919.

Rehearsals of the more difficult work required have already been held. General rehearsals will be held next week.



THOMAS H. YULL.

found an advertising agency along the lines of his own ideas, Mr. Yull purchased a second-hand typewriter. This and a kitchen table was the only equipment he possessed, and for five months he did not even have a



A Modern Plant
Devoted to Many
Phases of Advertising.

Printing—the Working Ally of Good Advertising

THE finest advertising message ever written would reach few people if it were not printed. Printing is the greatest agency modern knowledge uses to open the door to trade. Get your message into the hands of a good printer. By the attractiveness and smart appearance of your printing will your product be judged.



HAYDEN PRESS, LTD., has a modern plant for all kinds of good printing, a broad range of type to suit the character of the work required, equipment that always keeps in advance of the times, a staff qualified in all departments—and a service that provides everything in printing required by the advertiser. Let us print your calling card or your catalogue, your office stationery or your house organ.

HAYDEN PRESS, Ltd.

York and Wellington Streets.
Phones 247 and 248.

"We can't do all the printing, so we only do the best"

Mr. Advertiser

Are Your Advertisements Read?

An interesting Photograph in your advertisement made by



will assure you that your advertisement "will be read."

Studio: 214 Dundas St.

"Photographer to the Particular."



"BUSINESS is not made by lying awake at night time, but by keeping awake in the daytime."

We offer to take care of your needs in a wide-awake manner. When you turn the button your electric light, lights.

Our Service is waiting for you to turn the button. Try it today.



HAY Stationery Company Limited

331 RICHMOND STREET.
Phone 5600.

"Everything from a Pin to a Safe."

Do not leave out the bookcase when planning new equipment. Come in and look them over. Macey Sectional bought as required.

ADVERTISING INCREASES SALES AND CUTS COSTS TO PUBLIC

"Truth-in-Advertising" Pays Best In Getting Permanent Results

Falsification of Printed Message Forfeits For Businessman Confidence of Consuming Public, Who Remember Deception Long Afterwards, Even When Advertiser Has Right Goods To Deliver.

Advertising written without regard for the truth may lose its pulling power, but advertising telling the truth, whole truth and nothing but the truth does not.

The man who falsifies his advertising will in time lose the confidence of the public and perhaps some day when he does back up his message with the goods, the consumers will not patronize him, believing that he is still falsifying.

London, thanks to merchants living up to what leading advertising men hold as their motto "truth in advertising"—is practically free of advertisements that do not tell the truth.

Then again advertising will not get the maximum in results if the advertising is not followed by good salesmanship. Advertisers, sometimes when the articles they have boosted do not sell as readily as they expected, approach the advertising manager of the medium in which they have placed their advertisements and complain that the results were not all they might have been. However, it has been found time and again that the fault lies with the selling end of the campaign.

Must Know Trade Lines. This is not the only thing with which the advertising head of a newspaper must contend. He must have a knowledge of all lines of trade in order to be able to understand and advise the advertiser no matter from what branch of the business world he may come.

He must be able to make the prospect see that publicity is the most important factor in the promotion of his business.

And he often has a difficult task for men as a rule have their doubts with them at all times, especially when an opportunity is offered them.

The explanations are in order when the type used in the advertisement is not quite right. And it is his duty to tell the advertiser that space at the top of the page next to reading matter is not always available.

Has Much To Explain. When rates are boosted because circulation has taken a big jump the advertiser does not always understand that he is reaching more consumers and fails to take kindly to the increased cost. Then, again, must the advertising head step in and explain.

After the prospective advertiser has been won over from a prospect and has acknowledged that advertising is the motor that keeps the wheels of his business going, he must remember many things.

Furnishing his copy in such a state of perfection that it will not need changing when he sees it in the proof, is one important matter for him to remember in order that he may experience the minimum of

trouble in placing his advertising. Doing this eliminates much cause for worry. Another point to remember is "early copy." Putting an edition of a newspaper out is a race with time. Therefore the earlier the copy is in the better. Every advertiser should plan advance copy.

Message To Public. And it is well to remember that the space purchased is an investment. The material put in it should be carefully prepared. It is the message to the public. When the merchant buys advertising space in a newspaper, he has obtained the full value of his money—if the newspaper is reputable and enjoys the confidence of a large number of subscribers.

Possession of advertising space in a newspaper gives to the merchant a wonderful opportunity of reaching

thousands of people who buy, and within a shorter time than he could by any other means.

Advertising reduces the cost of selling and because it can be used from day to day or periodically according to the desire of the advertiser, it gives him the advantage of being able to launch a selling campaign at the moment when it is most needed.

Daily newspaper advertising has an advantage over other advertising inasmuch that it achieves its object, which is to deliver an appeal to the buyer, in much less time than any other kind. And it costs less too!

Daily newspaper advertising has kept the business machinery of many institutions running throughout the period of depression just left behind. Then what will it do at this time when the wheels of industry are gathering momentum each day, gradually developing the speed that will be required when the spirit of better times which has already made itself felt in many lines, becomes general.

Each move meant an increase in floor space.

Expects Coming Year To Be Best in History

ROBERT M. BURNS, manager of the Catholic Record, and a member of the executive of the Advertising and Sales Club of London, has had much to do with the growth of the publication which he controls.

When he joined the staff of the paper 21 years ago, its circulation was 9,000. Since that time it has increased by 25,000.

The Catholic Record is the leading Roman Catholic publication in Canada. Its circulation is national.

During the past few years, owing to the period of depression, now safely a relic of the past, circulation did not increase as rapidly as in previous years, but all the old subscribers were held, while many other papers of a similar class had their mails cut considerably.

Mr. Burns who, by the way, did not achieve success over night, but rather by hard and consistent effort, expects the coming year to be the best in the history of the paper, and in the history of all other business activities in Canada.

He believes that The Advertising and Sales Club is an asset to the community, and believes that every



ROBERT M. BURNS.

firm should have at least one representative on the membership roll, for that firm's own benefit, if for nothing else.

Was Pioneer in Outdoor Advertising in Canada.

PETER GLEN, of Glen Bros, sign painters, and a member of the executive of the Advertising and Sales Club of London, was the pioneer in outdoor advertising in Canada.

Forty-five years ago he opened a sign painting shop on Dundas street, west of Talbot street, moving from there to Wellington street, just north

Shortly after Mr. Glen opened his business in London he began writing special advertising signs of his own invention.

During a trip to New York he obtained the idea of a bulletin board, and on his return introduced it here. His first bulletin board, on which there were ten large signs, was located on the east side of Richmond street, between Piccadilly street and the C. P. R. tracks.

His two brothers, Arthur and Norman, have associated themselves with him in business and a staff of eight is now employed.

Glen Bros. introduced outdoor advertising in Winnipeg, and covered all the principal cities and towns of the northwest five times.

Owing to the high cost of materials signboard advertising became almost prohibitive during the war. Since peace has returned, however, business in this line has increased with renewed vigor.

The Advertising and Sales Club, Mr. Glen believes is one of the best things ever inaugurated, because it educates the local buyer and restores confidence to big business men. The suggestions obtained at the meetings are good, he states. He feels that the advertising club is a permanent fixture.

Business prospects in his line were never better, he declares. Last year was a poor one, but it was only the lull before the storm of better times, he feels confident.



PETER GLEN.

of Dundas street, then to the Spencer Block, corner of Wellington and Dundas street, and finally to his present establishment at 420 Talbot street.

Each move meant an increase in floor space.

FIND PROBLEMS IN ADVERTISING

Merchants Recognize Need of Thought in Planning Printed Messages.

PUBLICITY POTENT FORCE

Brings Best Results From Carefully Prepared Copy, Properly Placed.

Advertising, like all big commercial forces, presents its problems. Scribbling any kind of copy for an advertisement and handing it to the first medium that claims the advertiser's attention does not pay. The subject requires study.

When a merchant is planning a show in his windows he does not dump his stock in any old way. He arranges each article in such a way that the entire display attracts the prospective buyer and leaves a good impression with him.

The same applies to writing advertising. The man who outlines his argument in a convincing way will get far better results than the man who does not exercise care in preparing his copy.

Conditions today are diametrically opposite to those a few decades ago. Then it was a question of supplying the demand. Now, since the introduction of modern machinery, it is a question of getting the demand for the supply. However, the problem is solved by advertising, not just advertising, but convincing, truthful advertising.

Advertising, especially newspaper advertising, is valuable because by repetition it keeps the name of the article advertised before the eyes of the public and creates a desire for the goods.

Must Bring Results. In order to be valuable an advertising medium must carry the message the advertiser had prepared to a certain number of prospective buyers. Not only that but it must bring results, and for a reasonable outlay. In proportion to the faith that its readers place in it, does the medium increase in value.

There are various kinds of media and they are placed in two categories called active and passive. The former launches the attack creating the desire of the reader to buy what it is boosting, while the latter finds the buyer in an active mood, the buyer ordering the article, because the advertisement tells him how he can obtain it, and at a time when he most wants it.

Active advertising is also known as creative advertising, and passive advertising as reference advertising. Active advertising includes that in newspapers, magazines, trade papers

and technical papers, street cars and sign boards, and passive advertising, that in directories, catalogues, commercial registers and encyclopaedias. Both classes have their place in securing a market for a product.

Reaches Great Numbers. Newspaper advertising is valuable because it reaches such great numbers of persons who desire the daily

news. The fact that it publishes daily or twice or more times daily is important, because the advertiser is enabled to deliver his argument to the public while interest is at a high pitch. Then it confines its appeal to certain territory and covers that territory thoroughly.

Most important of all, however, no matter what the medium used, is the preparation of copy. The advertiser

may lose all instead of gaining if he rushes blindly into the advertising field with his message. There is one point in connection with preparing the advertisement and that is a knowledge of the class of people one wishes to reach. The space purchased for the advertisement is an investment, and it must be developed to get results.

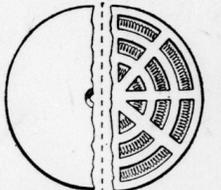


The Element--- The Oven

TEST POINTS IN AN ELECTRIC RANGE

Two things you get in McClary's Electric Range—but in no other—have made cooking by electricity the easiest, cleanest, safest method of cooking in the world.

McClary's Protected Element removes the worry, expense and delay caused by short-circuiting, burning out and other damage when the ordinary exposed element is touched with a fork or kettle or when syrups or greas boil over on it.



McClary's Ordinary Protected Element Exposed Element

McClary's seamless, round-cornered, porcelain, enameled, washable oven is as easily cleaned as any other enameled cooking utensil.

McClary's Seamless Oven operates like a fireless cooker—once it is heated it remains heated until the baking or roasting is done—thus economizing on electric current.

See McClary's Electric Range at

The Hydro Shop

DUNDAS STREET

Phone 1297.

235 Dundas Street



"SAY IT WITH FLOWERS."

"SAY IT WITH FLOWERS."

Keeping Everlastingly At It Wins Success



The constant drop of water wears away the hardest stone. The sharp-edged tooth of Rover cuts the toughest bone. The ever persistent wooer is the man who wins the maid. The "Everlasting Advertiser" is the chap who gets the trade.

Successful business houses are those that have always been the "Everlasting Advertisers," never letting up, but year in and year out have always kept their place of business, and their wares before the eyes of the public through the medium of the printed word. In so doing, they have built up a large volume of business, enabling them to buy quality merchandise in large quantities at lower prices (than the man with a smaller turnover and who does not advertise), which they can in turn sell to the customer for a reasonable figure, giving the benefit of their large purchases. The constant advertiser, by drawing people to his place of business, is the big helper in keeping the wheels of commerce moving. To sell he must buy, and for him to buy, something must be manufactured or produced. When you read an advertisement, remember that behind the ad and the merchandise it is featuring are the means by which many are gaining their living. The first law of mankind is being maintained, that of "work and replenish the earth," and the more goods sold means more work for all.

Yours in Truth in Advertising.



DICKS Flower Shop

235 Dundas Street, London.

Advertisements Prove Fount of Knowledge For Buying Public

EVERY person does or should read the daily newspaper! News, however, is not carried in the news columns alone, for in the advertisements can be found information that is valuable to the householder; in fact, to any consumer. Advertisements not only tell the world where bargains may be found, but offer real sound advice for the buyer. He is educated to ask for his particular need when he makes a buying excursion instead of wandering aimlessly about, taking a chance on all his purchases. Advertising tells him the truth, for only the truthful advertiser can survive long in the business world today.



THE ONLY RULE FOLLOWED BY

ART WILKES

IN ADVERTISING IS TRUTH AND QUALITY.

We never waste our customer's money on unworthy tires or tubes.

Our quality standard of new goods is unequalled.

Twelve years of truthful service to the public proves this.

Time is money—when your car is running on a wounded tire the longer you delay having that wound dressed the more it is going to cost you in tire depreciation. Have our experts vulcanize it at once.

You get "Quality Vulcanizing"—not the average at

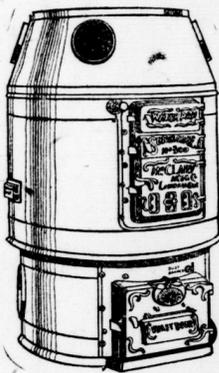
London Tire Repair Depot

354 WELLINGTON STREET.

Phone 2334.

Opposite McClary's.

The Best for Your Home



McClary's

Sunshine Furnace

PIPE OR ONE REGISTER (PIPELESS)

One of these McClary's Furnaces—the pipe, or the one register (pipeless)—is especially suited for your type of house.

Not only is there a Sunshine model for every type of home and kind of fuel, but McClary's see to it that the Sunshine Furnace is properly installed to heat every room in the house.

Every dealer who sells McClary's Sunshine Furnace is thoroughly equipped to advise you on your heating problem. Consult a McClary's dealer today.

McCLARY'S

London, Toronto, Montreal, Winnipeg, Vancouver, St. John, N.B., Hamilton, Calgary, Saskatoon, Edmonton.

ADVERTISING FOSTERS DISLIKE OF ANY PRODUCTS BUT BEST

ADVERTISING OF REAL VALUE TO BUYING PUBLIC

Truth Recognized as Dominant Factor in Success of London Merchants.

FIND QUALITY COUNTS

Consumers Educated by Daily Reading as to Merit of All Articles.

London merchants know the value of advertising, but what do the consumers—the members of the great buying public—think of it?

If you ask the average man on Dundas street he will probably dismiss it with: "Oh, the public pays for it."

Happily, however, this is not the case, for if the man who made that sweeping assertion considered the matter carefully enough he would find the reverse was true—that both buyer and seller benefit alike.

Modern scientific advertising, it has been proven, pays its own way, and has earned a prominent place in the assets column. It so increases the business of the man who takes advantage of it that he is able to cut the profit on the individual article, and yet because of the larger volume of business reap just as great a total of profit.

Unscientific advertising is the only kind that fails to bring results for merchant and consumer alike. Not only does advertising precede an appreciable saving in dollars and cents, London businessmen have found, but it raises the public standard of taste.

Truth Big Factor. Truth has long been a factor in the advertising done by London business houses, and this has aided much in establishing mutual confidence between the customer and the merchant.

When a merchant sets out to advertise his wares, he knows that he is entering a field filled with competitors. Therefore, he stresses some quality or qualities that his goods possess, which others do not. This stressing of quality appearing daily, as it should, before the eyes of the householder leaves an indelible impression that he cannot escape.

Thus Londoners are educated to the fact that quality counts, and they learn to ask for the better grades of merchandise. No longer does the cheap article satisfy.

Educate Householder. Scientific advertising has educated the householder to practice economy—not the economy of the miser, who thinks that he is saving by denying himself, but the economy that makes him buy the best because it endures and is true value.

Then advertising puts the consumer on his guard. Through daily reading he learns the names of the various things which are widely used and have made a mark for themselves. When the name of a well-known auto, piano or the like, is brought to his attention he involuntarily associates certain qualities with that article.

The names of certain brands of cigarettes, cars or bicycles are better known to the public than the names of some of the leading men of the period. And truthful advertising has created this state of affairs.

If it were not for advertising, London merchants and manufacturers would only sell to persons within easy traveling distance. With the aid of advertising, however, the merchant is able to tell his story through the newspaper to residents of the most remote village, and those

Declares Advertisers Get Best Results.

A. R. MALTON, director of McConnell & Fergusson, and a member of the executive committee of the Advertising and Sales Club of London, observes a healthy tone in business at the present time. And Mr. Malton is in a position to draw conclusions, for he handles many of the largest accounts for McConnell & Fergusson.

"Business is easy to secure for those who go after it," Mr. Malton states. "Those getting the best results are advertisers."

Speaking of the Advertising and Sales Club, Mr. Malton declares: "You get out what you put into it." "When the members of an advertising club co-operate in developing the sales idea or publicity, the advertising club succeeds," he added.

"The officials of the Advertising and Sales Club of London are certainly aggressive. Their aggressiveness this year is going to make the club show better results."

"Advertising is so closely linked with sales that time spent with the club is well worth while to any executive of any company."



A. R. MALTON.

Sees Awakening of Service Spirit in Canada.

GILES R. TAGGART, American consul at London, is an active member of the Advertising and Sales Club.

Mr. Taggart joined the organization, he declares, for the same reason that he joined many other clubs in the city, namely, to mix with the best class of citizens.

He has been greatly helped in his work by the special lectures given by some of the biggest advertising and business men of Canada and the United States.

Prosperity, Mr. Taggart believes, will come when there is an awakening of the consciences of people working for others, and when those people stop watching the clock.

There must be a revival of religion in business, he thinks. He sees signs of an awakening of this conscience in Canada, of a recognition of the rights of others.

The service spirit advocated by the clubs today is simply what men have had impressed on them by their church pastors ever since they were knee high to a grasshopper, is his belief.

In recent years, Mr. Taggart states, men have come to think less of themselves and more of their brother. Mr. Taggart did not occupy the post he now holds by mere chance,



GILES R. TAGGART.

but by dint of hard work. Prior to entering the U. S. government service he was associated with various business concerns in the United States.

"Truth in Advertising" Yields Big Dividend

G. L. SPRY, advertising manager of the Huron & Erie Mortgage Corporation, and a member of the executive of the Advertising and Sales Club of London, attributes much of the success of the Huron & Erie in recent years to "truth in advertising."

"The nationally-known advertising business point of view is worth in many cases more than the paid-up capital and reserve fund."

"Webster's dictionary says truth is the true state of facts or things. The duty of the court of justice is to discover the truth. Witnesses before the court of justice are sworn

to tell the truth, the whole truth, and nothing but the truth."

"The national advertiser of today who builds for the future must visualize in Canada's growing population, to whom his appeal is directed—a 'court of justice,' not whose duty it is, but whose privilege it is to discover the truth. The local advertiser will realize that the handful of potential buyers in his district are all charter members of this 'vast court of justice.'"

"If your advertised wares or investments are as represented and they give satisfaction, the purchaser

discovers the truth about them, and you have made a friend. Should they fail to satisfy, he discovers a repeat order would be unprofitable, and straightway forgets you."

"Has advertising proven an important factor in the development of the business of the old Huron & Erie?"

"A few figures will answer that question. Savings deposits and Canadian debentures: 1912, \$5,199,971; 1914, \$3,533,636; 1916, \$7,150,312; 1918, \$3,320,193; 1920, \$13,255,074; 1921, \$14,235,058.

"Total assets: 1912, \$14,624,452; 1914, \$16,418,166; 1916, \$17,771,190; 1918, \$18,207,750; 1920, \$22,647,815; 1921, \$22,712,516.

"During 1921 we said 'Business is good; go and get it.' The above figures show an increase of \$970,000 over 1920 in savings deposits and Canadian debentures.

"What are the prospects for 1922? We believe they are what you make them. It is easier to be optimistic than to be pessimistic, because while good, and that's the time to go into business. To keep that way until the profit and loss account for the year is closed is essential. To automatically extend it through another twelve-month period should bring results. We are hopeful."

Business Builder Heralds Era of Prosperity.

GEORGE G. WESLEY, chairman of the publicity committee of the Advertising and Sales Club of London, and manager of the British and Colonial Press plant, is a business builder.

Since Mr. Wesley came to London he has increased the business to such an extent that he has found it necessary to increase his staff from three to fourteen employees.

A year ago more floor space was required, and the plant was moved to the Farmers' Advocate Building on Carling streets from its original location in the Greene-Swift Building. Equipment as complete as that in the largest Toronto concerns has been installed.

The firm has its own artists, and turns out a high grade of work. Mr. Wesley entered the engraving business 20 years ago. He and his brother operated an engraving plant in St. John, N. B., for many years.

For some time Mr. Wesley was employed as sales manager of the "Simmons" Gas Company, Toronto. Leaving that firm he went overseas, serving with the Canadian Field Artillery. When the armistice was declared he returned to the Toronto company for a short period, and then came to London to manage the British and Colonial Press.

He values his membership in the Advertising and Sales Club, not only because of the co-operation of the members, who are all advocates of good engraving, but because of the many helpful suggestions he receives at the meetings.

Business at present is good and increasing daily, Mr. Wesley reports, and he believes that the long-heralded era of prosperity has now dawned.

people in turn know where they can buy a certain article, what it will cost, and have an excellent idea of the worth and appearance of the article without ever having left their homes to investigate.

Saving in Labor. Consumers are greatly indebted to this force of advertising for it enables them to order their existence methodically and with a saving of labor.

By enabling the merchant to make a quick turnover, advertising helps to reduce prices.

For instance, John Smith, an enterprising London businessman, has a certain amount of goods that he wishes to dispose of. He tells his story through the columns of the newspaper. On the day of the sale hundreds of people are attracted to his store. He sells all his wares and is able to do so at a lower figure than the man who does not draw the crowd, for the expenses in connection with the storing of the particular stock of which he disposes is re-

duced, proportionately as to the length of time he has it on his hands.

To sum the whole matter up, London merchants and London consumers by advertising and reading advertisements each in turn are drawn closer together, get better results both in buying and selling than they would if such a thing as advertising did not exist, and they become thoroughly versed in the true secret of economy.

agency which adopted as its slogan "Truth well told" made an admirable selection," stated Mr. Spry.

"Truthful advertising has established for many of our large industrial and financial institutions an asset the value of which would be hard to estimate in gold—an asset which from the prospects-for-new-

Goodwill Keeps Wheels of Industry in Motion

Goodwill! That more than anything else keeps the wheels of industry revolving. Goodwill is relished by the best and worst of men. It is something that cannot be bought for money, but it can return money if employed in the proper way.

Goodwill in advertising is essential. Businesses that consider goodwill their biggest asset are the ones that have a good clientele of regular customers, who come to regard business as a friend, working not only for monetary gain, but working for their benefit as well.

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Goodwill! That more than anything else keeps the wheels of industry revolving. Goodwill is relished by the best and worst of men. It is something that cannot be bought for money, but it can return money if employed in the proper way.

ADVERTISING STIRS PUBLIC FROM INDIFFERENCE TO ACTION

ADVERTISING IS BEST SALESMAN

Leaders in Business World Recognize Value of Good-will It Creates.

WAYS PAYS, FOR ITSELF

London Advertiser Profitable Medium for Retailer and Wholesaler Alike.

carefully-chosen newspaper advertisement is one of the most successful sales- any business house can employ. It extends trade, it creates goodwill, and it is needed most. Of vast importance is it to the retailer, the wholesaler and the manufacturer. News- papers will create goodwill of a far greater value than other publications. All this is not mere talk or "puff," but the verdict reached by a study of the business world after a careful study of the subject.

The extension of the market, news- paper advertising does not call on the pocket of its employer. It is an out-put asset, paying for itself by step of the way. It does this by placing such a demand for the goods it brings before the public that the merchant is able to turn over his stock quickly, making a good profit out of the large total receipts. It means reducing overhead ex- penses, saving the businessman an ap- preciable amount. Thus advertising is all that the advertising man says, for it benefits both the consumer and the seller. The consumer is benef- ited because the profit exacted by the advertiser does not have to be as large as the profit taken by the man who does not yet see the light.

Reaching the Consumer. The goodwill of the dealer is sought by the manufacturer. The dealer bases in his local paper. He uses it to his advantage, and believes in others who use it. Therein lies the secret of the value of advertising by manufacturers. The paper reaches the customers of the dealer, and he knows that if the manu- facturer brings his wares to their at- tention, that those wares will find ready sale on the shelves in his establishment.

It is simply a case of the retailer recognizing the man who helps him sell. And local advertising certainly helps him.

The London Advertiser enters the ranks of tens of thousands of retailers' homes. It covers its territory thor- oughly. It is a newspaper for adver- tisers who believe in proper selection of advertising medium.

When, accepting the argument of others in the business world, it will be the retailer, the wholesaler and the manufacturer to advertise in The London Advertiser—a newspaper with enviable reputation.

AS THEORIES ON SLEEP PRODUCTION

J. Victor Haberman Says All Mental Associations Come to a Standstill.

There are several theories as to what actually causes sleep. Dr. J. Victor Haberman discusses them in the Medical Record, and comes to the following conclusions: Sleep is a sequence of psycho- logical phenomena, originally more consciously associated, now coming off automatically, like some- thing down a groove. It is not a "least resistance" groove, but rather a complex series of links or acts of conscious and reflex acts, associations and psycho-reflexes, running off automatically, a psycho-physical series commensurate to an automatized association of ideas. Thus at (approximately) the stated time—night—we go to the

Believes Appeal Must Visualize Public Need

ALLAN D. GOW, sales manager of the London Printing and Litho- graphing Company, and secretary of The Advertising Sales Club of Lon- don, believes in studying the con- sumer, visualizing his surroundings and forming an idea of his needs, be- fore making an appeal to him.

He has been in the employ of the London concern for two years, coming to the city, with years of experience with the firm in Winnipeg behind him.

By persistent effort he has risen to the position which he now holds. Business in the printing and litho- graphing trade is good, Mr. Gow reports. Although orders in the label department are not as numerous as usual, the advertising department is sending to capacity.

The Advertising and Sales Club policy is one that provides for the protection of the consumer as well as the advancement of the merchant, Mr. Gow states.

In his particular line of business he sees a rosy future, and believes that the present revival is only a tiny sample of what is coming.



ALLAN D. GOW.

Believes Advertising Betters Civic Viewpoint.

A. M. SMITH, sales manager of the McClary Manufacturing Com-

pany, is one man who, in helping to develop a large business concern, developed with it.

Business in his line is considerably better than it was year ago, he re- ports, and he is convinced the re- covery will come gradually and surely.

When the farmers get on the land and the country takes hold of the spirit of spring, Mr. Smith believes there will be a general improvement in conditions. Canada, with her great natural resources and with an abnor- mal demand from Europe for wheat, cannot help but make great advances, he declares.

The trade in electrical appliances in Western Ontario has increased greatly in the past five years, he finds. This trade, Mr. Smith pre- dicts, will become one of the biggest in the district in the near future. The McClary firm has had to make special provision to take care of it.

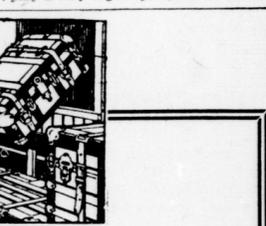
The Advertising and Sales Club, he declares, exerts a wonderful influence for the betterment of the community.

One feature that he likes about the club is the way it co-operates with the various chambers of commerce in the district.

and not only into the eyes (the 'sandman'), but actually prove a kind of sand—or inhibiting substance—within the cortical cells, slowing up the molecular speed (or drawing in of dendrites, if you will). In this way it comes about that energy is not handed on, the nerve charge not being propulsive enough, not going through. Hence, the associations show breaks—and, finally, no longer connect.

"We can feel it coming on—and in a measure strive to ward it off. In- deed, the fatigue products, whatever their nature, or rather their activity, may be combated. Thus, however, fatigue-products burdened we may be, if a book is interesting enough we tirelessly read on. The need of completing a task may keep us at it long past the usual sleeping hour. Desire for enjoyment (the dance, the card game) may make us quite immune to 'products'!

Abnormal Sleep. "On the other hand, the cortex, i.e., the ganglion cells, may start the sleep process—and here too begins the chapter of abnormal sleep—by receiving an inhibiting potion, if we may conceive it so, either through the accumulation of its own fat- products or fatigue products accu- mulating in the body and brought 'thither by the circulation. These so-called fatigue products need not play any part in the sleep process (as we have seen above), or they may be co- active and help in the cutting down of energy; or again, they may at times prove sufficiently insistent to play a very cogent part, and so throw



Defy the Baggage Smasher

Our trunks are built to stand hard usage. No more worrying about the rough handling. You know that your things will arrive intact.

These trunks come in all sizes and are equipped with the latest conveniences. Stop in and look them over—you'll need one on your trip.

We stock Club Bags, Suitcases, Ladies' Bags and Purses, Music Cases and School Bags, etc.

Truth in Advertising prevails at "London's Leading Leather Goods Store."

Jas. McCormick
395 TALBOT STREET.

PRISON REFORM IS FAVORED BY JUDGE RUSSELL

Believes Prisoners Should Be Paid For Work to Help Families.

IS BEST FOR CRIMINAL

Declares Labor's Stand Only Deterrent to Inauguration of New System.

SYDNEY, N. S., March 25.—Before sentencing twelve men, convicted on charges in connection with the rioting at New Aberdeen, Cape Breton, in January, when a store of the Dominion Coal Company was looted and \$80,000 worth of damage done, Mr. Justice Benjamin Russell, of the Supreme Court of Nova Scotia, made the following comment upon the penal system of Canada.

"For many years a few ardent ad- vocates of prison reform had been endeavoring to obtain public recog- nition of the necessity for some changes in our methods of prison administration, but the voice has been a voice crying in a wilder- ness. It is obvious to you as it is to every judge who has to pro- nounce sentence upon a criminal who is the bread winner of a family, the punishment falls more heavily upon the innocent wife and children than it does upon the actual criminal him- self. This is a matter to which refer- ence is made in the very excellent report of a committee, appointed by the last and out-going administration at Ottawa. I have never been able to see any good reason why a pris- oner, simply because he is imprisoned within the walls of a penitentiary, should cease to be responsible for the upkeep of his family; and there is no good reason in ordinary times why he should not be compelled to pro- vide for them. I believe that the great question, and indeed the only question, that presents itself in this connection; the only thing that pre- vents the introduction of a system made to support his family, is the objection made by organized labor itself. The difficulty lies in the ob- jection that has been made to the proposal that prison labor should be permitted to come into competition with the industry of the free laborer.

Objection Not Justified. "The representatives of the people in our Legislatures have naturally been deterred from enacting the necessary legislation by the fear of the vote of organized labor. Walt Whitman, in one of other of his poems, speaks of audacity of elected men. I have never been able to understand this phrase. If he had spoken of the timidity of elected persons, I should have been better able to appreciate his words; I am speaking with a sense of conviction on this subject, having, in more than one sphere, experienced the feelings of an elected person myself, and I

will not pretend to have been any more free from the temptation to sidetrack a difficult proposition than the average elected person. But I wish to show from the report to which I have already referred that there need be no cause for timidity in this case; that there is no reason in the world for the objection that has been raised by the labor organ- ization to the proposal that the con- victed prisoners should be allowed in the penitentiary, and compelled in the penitentiary, to do some remun- erative labor by means of which he can be made to minister to the sup- port of his wife and children. This very able report of the commis- sioners, appointed by the minister of justice in the late administration, to advise upon the revision of peni- tentiary regulations and the amend- ment of the penitentiary act contains the following paragraph: "The penitentiary act has since 1868 directed that convicts be kept at hard labor. This is not now being done for the simple reason that the contract system, having most prop- erly been abolished, no useful work

correct this condition will adversely affect the free worker. Leaving aside the question of the degree to which his chance of happiness is dimini- shed by the possibility that he him- self, his son, or his brother, may become, by evil chance, the direct or indirect victim of this pernicious system, the suggestion, cannot be supported. The whole number of skilled and unskilled manual workers in Canada is about 1,500,000, and it is sheer nonsense to imagine that, even in times of wide-spread unem- ployment, the organization of the penitentiaries so as to productively employ their 2,000 convicts would perceptibly affect general conditions. The committee, therefore, most em- phatically recommends statutory provision to provide productive labor for all convicts. Such provision need not extend to any work except for what is known as "state use," and can, in Canada, not extend any com- pulsion beyond the Federal Service, but the evidence taken by the com- mittee has satisfied it that manu- facturers within this limitation will afford more than ample scope for all the industry and activity which the penitentiaries can put forth."

pendents of the prisoner, who is serving a term in the penitentiary, as to object to the proposal that the convict should be at liberty, and under compulsion to contribute to the support of his wife and children.

that the convict himself should be remunerated for his work, but I do not feel justified in enlarging upon this suggestion beyond the considera- tion which has been so deeply im- pressed upon my mind by the ex- perience of this term of court, and by contemplation of the consequences which must necessarily follow from the punishments which are presently about to be imposed."

Goodwill Keeps Wheels of Industry in Motion

GOODWILL! That more than anything else keeps the wheels of industry revolv- ing. Goodwill is a thing which is bought and sold, but it can return money if employed in the proper way.

Goodwill in advertising is essential. Businesses that consider goodwill their biggest asset are the ones that have a good clientele of regular customers, who come to regard business as a friend, working not only for monetary gain, but work- ing for their benefit as well.

can be provided in sufficient quan- tities except at penitentiaries still under construction. Humanitarian opinion very properly denounces the stone pile, which, had as it undoubt- edly is, is perhaps better than com- plete idleness for any man; it will not often either kill him or render him mentally unstrung, as, such idleness and confinement certainly will.

Instead, therefore, of a penitentiary sentence developing the habit of in- dustry, it develops either that of idleness, or, more probably, the much more dangerous habit of going through the motions of work with- out effecting any results. In the penitentiaries there is a convict popu- lation of nearly two thousand. They cost almost a million dollars a year to maintain and guard, although properly employed, the convicts could not only make the penitentiaries self-sustaining, but earn something beyond. That they should not have a chance to do so is due not so much to intentional cruelty as to traditional prejudice, against which every penitentiary official inveighs. The results are not only a serious waste of public money, but also a grave menace to society. Of 1,930 convicts on March 31, 1920, 365 were under the age of twenty years, and 435 more under twenty-five, so that these evil habits are being devel- oped by the state among its younger and more easily influenced citizens almost, it would seem, in order that they might become chronic centers of social infection.

"It is sometimes suggested that to

The Style's the Thing



WHETHER you wear Spectacles or Eye- glasses—whether your preference is for dark shell, light shell or gold—whatever style improves your appear- ance most—in our frames and mounting you will find perfec- tion of fit and ease, plus the highest qual- ity of material and ex- cellence of workman- ship.

BROWN OPTICAL CO.

223 Dundas Street, London. Phone 1887. Branches: Montreal and Windsor.

Save Your Carpets

THIS SPRING—BUY A

Eureka Electric Vacuum Cleaner

Regular Price \$56.50—Price For This Month

Only \$50.85

The Big Special Features of The Eureka Which Make it so Easy and Convenient to Handle.

1st., The Curve in The Handle; 2nd., The Convenient Button Switch; 3rd., The Eureka Runs on Rollers; 4th., The Hook for Holding the Cord; 5th., The Wide Floor Nozzle, 12"; 6th., The Eureka Weighs only 10 lbs.; 7th., The Large Dust Bag.

The Best Advertiser The Eureka has is the Person Who Owns One.

The PURDOM HARDWARE

Quality and Service.

124 Dundas St. Phones: 2800-2801.



You Are Certain of Many Years of Service With a

McClary's Gas Range

The cooking range is the most used article of furnishing in the house. It is important that it be convenient, sanitary and lasting.



McClary's Gas Ranges have popularized themselves because they possess distinct advantages proven through a generation of tests. They give you the ideal method of cooking together with certainty of many years of service.

You are not limited to a few types when selecting a McClary's Gas Range—we carry a complete line which gives you a selection from the large capacity to the small two-burner.

Come in and talk over your cooking problems with us—we can show you the correct McClary's Gas Range for your home.



Use—GAS APPLIANCE CO.

THOMAS FURNITURE CO.

LONDON.

OUTDOOR ADVERTISING

Phone 1845

The Signry Limited LONDON-WINDSOR



Outdoor Advertising

is not glanced at and thrown away. It is permanent. It delivers its message every day in the year.

ADVERTISING KINDLES PUBLIC DESIRE FOR TRUE ECONOMY

PROVES WISDOM OF ADVERTISING

Authority Points Out Necessity of Publishing Facts to Secure Business.

TRUTH GREAT FACTOR

Urges Advisability of Convincing Public Now Is Time To Buy.

Advertising if properly employed will do more than any other one thing to pull a business out of the mire of depression and give it a flying start on the road to prosperity. This has been proved times innumerable.

First Move of Merchant.
Of course advertising alone will not close the actual sale. There are other factors that enter into a campaign to increase trade.

Truthful advertising is the first move of the merchant. Newspaper advertising is the best because it brings a maximum of results at a minimum cost, and it covers a field thoroughly, reaching practically every consumer in that area. However, the advertisement must not only reach the consumer but by its attractiveness, claim his attention and convince him that it has a message for him personally.

When the merchant has done all this, it will not pay him just to sit down and wait for the crowds to invade his establishment. The place of business itself must be made just as attractive as the advertisement. Its windows must be carefully dressed, its contents arranged in an artistic manner, and the goods must be of as high a quality as the advertisement represented.

Salesmanship counts for much in the campaign for increased business. There is little use of attracting the public to the store if the public is going to be turned away by poor service at the counters.

Overtake Prosperity.
If every business man in Canada advertised truthfully and convinced the buying public that the present was the time to buy and, most of all, boosted made-in-Canada, how soon this country would overtake prosperity!

Optimism, not of the shallow kind, but real optimism that is put into practice day by day in business, will do more than anything else to banish unemployment and stagnancy which have been partly the result of the "hard times" talk of the pessimist.

Co-operation is needed in every municipality and in the country as a whole. Boosters are needed, and the best way to boost is to advertise.

Goodwill and Service—His Aim at All Times.

HARRY J. McCALLUM, city passenger agent for the C. P. R., and a member of the executive of The Advertising and Sales Club of London, puts into practice what the club preaches.

By his untiring efforts to please the traveling public he has not only won promotion for himself but has gained a wide circle of personal friends.

Goodwill and the best brand of service possible is his aim at all times. The Advertising and Sales Club, he declares, helps its members to understand the other fellow and see his point of view. It also broadens one's knowledge of the various lines of business.

Membership in the club is a good investment. Mr. McCallum testifies. Every place of business should take an interest in the club by having one of its members or its employees become an active member, is Mr. McCallum's firm belief.

Business in Canada, as he sees it—and he receives reports from many industries through being in contact constantly with their travelers—is improving steadily, and the future holds much good in store for the business man.



HARRY J. McCALLUM.

CZAR SELLS HIS CARS AND WINES

Boris of Bulgaria Sets Example of Frugality To People.

REFUSED OFFICIAL AID

Court's Cost Less Than Canadian Corporation President's Salaries.

SOFIA, March 24.—Young Boris, the Czar of the Bulgars, is so much in need of cash to maintain his modest household that he has sold some of his automobiles and all of the wines and liquors belonging to his father, the self-exiled Ferdinand. English visitors to Bulgaria have been surprised to find old vintage wines and rare champagnes from the royal palace on the tables of Sofia's hotels at \$2 a bottle.

The former Czar Ferdinand, now barred from Bulgaria, enjoyed in his days of imperial power all the luxuries and extravagance of the royal sovereigns of the Elizabethan Age. But his son, who is beloved of all the people for his simplicity and lack of ostentation, lives almost as humbly and plainly as one of his peasants. Bulgarians say that when the father fled the country, just before the armistice, he took with him all the crown jewelry, money and realizable assets and left the son nothing.

Refused Government Aid.
Boris's civil list is much below the salaries received by Canadian corporation presidents. The young ruler has repeatedly refused financial assistance from the government, because he felt the country's need of economy and conservation was too great. He is doing everything he can to make both ends meet. The various palaces built by his father are now the property of the state, otherwise he could realize something on their sale.

In his desire to set an example of economy and frugality to his people he long ago stopped all entertainments and court functions. He maintains a modest household of three or four servants and one or two guards.

Boris is just past 25. His people say he has all the virtues of his mother, Princess Marie Louise of Parma, and none of the characteristics of his father. He is full of body and delicate in features. He has a compelling charm of manner and an earnestness and sincerity that win instant admiration.

His chief motive of life is work. He is never idle. He is just busy with affairs of state he is studying. Horticulture, natural history and engineering are his hobbies.

CLEAR PERU OF YELLOW FEVER

Government and Rockefeller Foundation Successfully Carry Out Campaign.

DIRECTED BY DR. HANSON

Populace at First Resented Closing of Theatres and Churches.

Lima, Peru, March 24.—The campaign conducted jointly by the Peruvian government and the Rockefeller Foundation, which has resulted in ridding the Pacific coast of South America from a scourge of yellow fever, was a test of human endurance and also a battle against ignorance and opposition.

"Our chief obstacle," said Dr. Henry Hanson, director of the international health board, "was the ignorance on the part of the public. The inhabitants in general did not wish to accept the diagnosis of yellow fever, saying that it was pernicious malaria with vomiting of blood. However, there was a sufficient number of medical men there who had seen yellow fever before and were satisfied as to the nature of the disease."

In one town the populace rose in

arms against the enforced closing of moving picture theatres and churches and mobbed the sanitary office, intending to kill the director in that district and stop the campaign. The men in the office escaped through a hole in the roof of the building and troops were called out to end the riot.

Continues Severe.
The epidemic continued severe in that place for Dr. Hanson withdrew all his sanitary forces to protect a section of the country where they were more needed.

An idea of the magnitude of the campaign may be gained from the fact that Dr. Hanson's assistants made more than 800,000 house visits and inspected more than 1,000,000 water containers.

After yellow fever was stamped out in Guayaquil in 1919, the disease stealthily spread to the northern provinces of Peru and in early 1920 Dr. Henry R. Carter was sent to combat it. He believed he had it stopped, but instead, it had crept into the department of Lambayeque.

Upon learning of its reappearance, the Rockefeller Foundation asked the Peruvian government if help was needed and President Leguia accepted their offer. Dr. Hanson, who made a name for himself in sanitary work in Panama, has directed the campaign as a joint project for the Foundation and the Peruvian government, each paying 50 per cent of the expenses. The outside world will little realize the tremendous piece of work quietly carried on by this America doctor, who himself fell sick with the disease he was fighting.

Officially Recognized.
In January, 1921, the epidemic was officially recognized and the campaign

begin. The disease became so firmly established that Dr. Hanson and his corps of assistants could not check it until it had spread to 37 of the principal towns of the department of Lambayeque and Libertad.

"The inhabitants were dying by the hundreds," said Dr. Hanson, "the death rate being between 25 and 60 per cent, but it was a physical impossibility for us to attend to individual cases because of lack of personnel. Our job was to prevent the spread of the epidemic."

"We organized our campaign on a military basis," continued Dr. Hanson. "The job was so big that there was no other way to handle it. I had about 300 employees, in addition to a detachment from the Peruvian army. My American assistants have been Major L. H. Dunn and Messrs. M. M. Seely, I. W. Pickett and John P. Corrigan. Colonel Vergne of the French army

mission to Peru was a very valuable adviser and helper in the campaign."

WATCH YOUR SPARK GAPS.
There are few things more annoying to the motorist than a missing, skipping motor. Besides the certainty that this condition is imposing a serious strain upon the engine, clutch, transmission and the rest of the propelling system of the car, due to the irregularity of the power impulses, it means increased gasoline and oil consumption and carbonized cylinders.

Too frequently motorists are prone to suspect the carburetor and start to tinker with the adjustments, when, as a matter of fact, there is nothing the matter with the mixture. The whole trouble may be due to uneven

spark gaps, caused either by bent electrodes unintentionally in moving or cleaning the plugs, or sometimes in replacing them, or the points becoming pitted, to such an extent that the gap is materially widened. By spacing the gap so there is a space of one thirty-second of an inch between the actual firing surfaces of the two points the condition may be quickly and easily corrected.

Budapest, Hungary, embraces the historic town of Ofen, once a Roman colony.

French scientist spent 45 years and nearly \$50,000 in an attempt to produce a blue rose.

Interior of Hong Kong Island barren.

Shoe News! Savings Without Equal For Men, Women and Children

Unrestricted choice of our entire stock. Prices greatly reduced for Saturday's and Monday's selling. Be sure to see the big values we are offering.



SLATER SHOES FOR MEN
Made of selected black calf leather, roose and rounding toes. Regular \$9.50. A limited number of pairs to go at only **\$5.95**

MENI We give you your choice of a big range of excellent quality Brown and Black Calfskin Shoes, welted soles. Values up to \$8.00, for **\$4.95**

MEN'S TAN GRAIN LEATHER WORK SHOES
They're made to stand hard wear, for only **\$3.29**

A BIG LOT OF MEN'S FINE SHOES.
Broken sizes and lines. Marked away down for quick clearance **\$1.48**

BOYS' GOOD SERVICEABLE SCHOOL SHOES.
To go today and on Monday at only **\$2.48 and \$1.98**

LADIES' PATENT AND KID LEATHER 2-STRAP PUMPS
Cuban heels, perforated patterns and real snappy styles. At **\$3.98**

A WONDERFUL ASSORTMENT OF LADIES' PATENT AND KID LEATHER PUMPS, OXFORDS AND STRAP SLIPPERS.
Marked to clear at **\$3.98, \$3.48, \$2.98, \$2.69**

SNAPPY SPRING FOOTWEAR FOR LADIES.
In Oxfords and Strap effects, suede kid, patent and calf leathers. Every pair marked to save you money. See them.

MISSIE'S AND CHILDREN'S FOOTWEAR.
In all the pleasing styles, at prices to suit your purse.

The Peoples Shoe Store
131 DUNDAS STREET. 12 MARKET SQUARE.

What We Want the Name Perrin's to Mean to You

We want you, first of all, to associate the name, Perrin's, with biscuits—the very best kind of biscuits that can be made, too.

We have always striven, and we are striving just as hard today, to make Perrin's Biscuits so well, and from materials so good, that you can't think they are anything but the best.

Then we want you to know that "Perrin's" is a good place to work. Our employees are contented, industrious people, who are working hand in hand with the firm to achieve success and keep up the good name of this organization.

Honest effort on the part of the firm, and whole-hearted co-operation of the employees, form a combination of which we are proud.

D. S. PERRIN & CO., LIMITED.

Per
J. H. Ireland

Advertising Paid London In Wealth Untold.

"In London We Live." Perhaps this slogan circulated by The Advertising and Sales Club of London a few years ago did as much as anything else to attract attention to the city.

Outsiders asked, "Why?" London's residential sections, wonderful climate, unexcelled drinking water, progressive industries, educational advantages and religious institutions were a few of the answers given.

Home-seekers and industries which would not have inquired had the slogan not been circulated, were attracted to London. Advertising paid London.

HER WEDDING RING

Should Come From Barnard's



Ask for this very interesting brochure on the newest and best in bridal and engagement rings.

BARNARD'S
Fine Bridal Rings.
399 RICHMOND ST. LONDON.

Put In a Season's Supply SHIRT SALE \$1.48

We haven't been able to offer Shirts of such high quality in several years at this price. So consider yourself fortunate in being able to participate in this great event. At this price every man should put in a season's supply of these Shirts, the products of the best makers in the country.

One great big tableful of Fine Shirts, all the wanted colors, and pretty patterns, new spring shipment, sizes 14 to 17. No limit, buy all you can carry. But be here early today. Values up to \$3.00.

Raising of business standards—Truthful Advertising—is what we stand for. We believe that truth and service is the very life of business.

R. J. YOUNG & COMPANY



An Old Saw

"A poor workman blames his tools." A good one doesn't—he sees to it that his are above reproach. Tools that make his work easier and pleasanter and are a pleasure to keep in ship-shape condition. Come here for high-grade Tools and Hardware of all kinds at reasonable prices.

Our Golden Rule Policy insures a square deal.



W. A. O'DELL
Hardware
Talbot St. Opposite Market.

Why Every London Business House Should Have an Active Membership in The Advertising and Sales Club of London

NO MATTER how successful a manufacturer or merchant may appear to be in the marketing of his product, he can always learn, from somebody else, something which will increase his ability along the selling line.

The business of advertising and selling requires constant study to keep up with competition. New ideas must be learned, new plans must be tried, if increasingly good results are to be obtained. No man can truly say to himself: "I have attained the full measure of results which I can hope to attain for my business," and yet he may get to thinking that way if he does not mix with other men who are encountering the same difficulties and overcoming them day by day.

If a man takes the attitude that he can learn no more from contact with his fellowmen, and fails to take advantage of opportunities offered, by which he can learn of methods being successfully used, not only in other cities, but his own city, he becomes narrow and that narrowness is reflected in the progress of his own business.

The Advertising and Sales Club of London is a meeting place for those who earnestly are seeking after ideas for their better advancement in the marketing of their merchandise. Speakers of international reputation in the advertising and selling field, are heard at regular intervals throughout the winter. Discussion of the different addresses are free and open; no member need feel backward in seeking to obtain the information which he requires to improve himself for the better handling of his own business. The very association with men who are devoting their time and energies along a similar line of endeavor has a broadening and educating effect.

There is no retailer in the city of London, no matter how circumscribed his field of endeavor may appear to be, but can obtain ideas and suggestions for the bettering of his own business conditions by being a member of a club such as the Advertising and Sales Club of London.

Principals of larger businesses may have too many other engagements, and their time may be too fully occupied to spare the time to properly attend the regular meetings of the club. They have, however, in their employ, associates whom they should delegate to become members of the Advertising and Sales Club and who should have impressed upon them the fact that it is part of their training, part of their duty as a member of that establishment to attend regularly and glean information from the meetings which will reflect itself in the general betterment of the establishment.

The small fee, which provides a membership in the club, rather than being a deterrent, should be a stimulant to the businessmen of this city to encourage members of their staff to become actively engaged in the work of the club.

A representative Advertising and Sales Club means, for a city such as London, better merchandising on behalf of the business establishments, better fellowships amongst the "rank and file" of the different establishments, which must mean a much better London.

The Advertising and Sales Club of London
D. GEO. CLARK, President.

ADVERTISING AIDS REPUTATION OF GOOD MERCHANDISE

ROSE HAS BEEN FAVORITE FROM EARLIEST TIME

Rich and Poor Alike Pay Tribute to "Queen of Flowers."

CAN BE GROWN EASILY

Careful Pruning Essential for Production of Finest Blooms.

The rose has been a favorite from earliest time. So deep a hold is it on the affections of the people that it is often spoken of as the "queen of flowers." It is figured in the literature of all ages and all times.

People in all stations of life yield homage to its beauty of form and color and to its delicious fragrance. It is loved by poor and rich alike. It is grown in the dooryards of the most pretentious cottages, where the occupants are staid in mind and raiment, as well as on the grounds of large estates, where the choicest things that money can buy. It is also grown in immense quantities under glass, and the most popular winter cut flower on all occasions.

Cut-flower roses should have the ground entirely to themselves. They should not be set among other plants nor have other plants between them, not even pansies, or any low-growing material. They need clear cultivation throughout the season every year.

Secure Finest Flowers.

For the production of individual blooms of greatest perfection, as well as to secure a succession of bloom, severe pruning of the rose must be practiced. When a large number of blooms of small size is the aim, the pruning is less severe. When dormant bushes are in the spring, prune at time of cutting, leaving only two or three main buds with four or five eyes on each. The stems will then be six inches or less in length. From established bushes remove all weak and crossing branches every year before growth begins. For fine specimens of some roses, for fine specimens of the remaining shoots to four or five eyes, but for the greatest mass of bloom only one-third one-half the length of the shoots should be cut away.

Prune Teas After Growth Starts.

Teas and their hybrids should be pruned after growth starts, rather than before, or about the time growth starts. Trim in the same manner as the hybrid perpetuals. Because of their usually more delicate growth they will look much smaller when the work is done, however. The longest growing roses should not be pruned until the weaker ones have overtopped, the tendency of the plants is to grow wood, rather than to bloom. A few varieties will stand the extremely close pruning described. When pruned for specimen blooms, the teas and hybrids will be only six inches to eight inches high. Thin and moss roses could be treated the same as the teas and hybrids, except that it is not desirable to cut them quite closely.

Pruning in Summer.

When a flower is cut from a tea or other perpetual bloomer, by two or three strong eyes of the current season's growth should be left on the plant. This will give roses very long stems. It may seem like destroying the bush to cut so much off, but if the object is the production of roses, the cutting away of the surplus wood will retain the desired end. The greatest temptation to leave buds is where there are two or three buds on one branch, some being small when the terminal one is open. This temptation to follow a bad practice can be avoided by pinching off all side shoots after a bud has formed on the end of the branch. This prevents the formation of two or more buds on one stalk. It will encourage additional buds on varieties which bloom more than once a year.

MORRIS DECLINES OPPOSITION OFFER

WINNIPEG, March 23.—A report published here today that sixteen past members of the Manitoba legislature, including ten from the dependent farmer group, have agreed to the premiership of Hon. T. C. Morris, if the premier will drop from his cabinet Hon. T. H. Johnson, Hon. Edward Brown and Hon. W. Armstrong, replacing two of them by members of the new group. The suggestion is made that under an arrangement the Legislature might complete its full elected term, and an election this year be made unnecessary.

TALK DISPOSAL OF CANTEN FUNDS

Saskatoon, Sask., March 24.—Establishment of an old age pension fund, allocation of an equitable basis to representative boards of trustees in various provinces, were the suggestions for disposal of the canteen funds induced by the convention of the Saskatchewan Command, Greater Veterans' Association, which closed yesterday. President R. B. Maxwell last night presented John Cameron with the highest honor of the association, a certificate of membership.

Finds Business Trend Presages Prosperity

CHARLES S. BOWIE, secretary of McConnell & Ferguson, advertising agency, and chairman of the Better Business committee of The Advertising and Sales Club of London, is one of the younger businessmen of the city who has made good. Until he entered the advertising field he had not found his vocation.

Mr. Bowie was employed in railroad offices for a number of years. Ten weeks before he joined the Canadian Expeditionary Forces he obtained a position with McConnell & Ferguson. When he returned from overseas he resumed his work with that firm, and has been in the same business since that time.

In many lines of trade he finds business improving and showing signs of a good future, while in a few, he says, the actual recovery has not started, but is due soon.

Mr. Bowie, who is a native Londoner, finds it pays to be a member of The Advertising and Sales Club. It has helped him to a great extent, he states, being the means of his gathering much valuable information.



CHARLES S. BOWIE.

Squeaks and Rattles Can Easily Be Remedied in New or Old Car

Annoying Noises That Detract From Owner's Pride in Otherwise Satisfactory Automobile Are Due to Lost Motion, Which May Be Eliminated.

SQUEAKS and rattles subtract a great deal from the owner's satisfaction, even when the car has no other faults, and to obviate them is the aim of the motorist.

The new car often has an annoying squeak or two, difficult to locate, and by the time these are worn away the rattles begin to make themselves heard.

Next to shabby paint and upholstery, rattles determine the age of the car, and many automobiles seem prematurely old simply because they rattle excessively.

It is the purpose of this story to show how such troubles may be located and cured. A squeak is due to relative motion between two unlubricated surfaces. It may be prevented by keeping the two parts from direct contact or holding them apart so that they cannot scrape.

By interposing a film of oil or grease or some more substantial material such as rags, felt, paper, fibre composition or even sheet lead, a squeak can be cured, the kind of material to use depending on circumstances.

Rattles are due to lost motion between two parts and may be eliminated by taking up the lost motion or else by holding the parts so that motion is no longer possible.

Noises produced by large parts or surfaces can be most conveniently detected by a home-made stethoscope fashioned from a tin can and a rod of iron. One end of the rod, which should be about 2 feet long, in diameter and about 1/2 inch in diameter at the top of the can, should be inserted into the top of the can in the center, the bottom of the can being removed. It is important to remove the bottom of the can and not the top, because the bottom is usually corrugated or beaded for strength, while the top is flat and therefore makes a much more satisfactory diaphragm for sound. The other end of the rod should be slightly rounded so that it will not scratch any fine surfaces. The end of the rod is then placed on any parts suspected of squeaking or rattling and the sound is magnified by the can.

There are so many places on different makes of cars where squeaks may occur that it is impossible to give absolutely specific directions. However, one quite frequent place is where the fender comes in contact with the frame, there being just enough relative movement between the frame and the splash guard of the fender to cause a noise.

In some cases this may be prevented by prying the two parts a little farther apart, but in others it is advisable to wedge in a strip of felt. Of course, this cannot be done if it will be unsightly. The same advice applies to splash guards, which are

Lauds His Home Town as Best Place to Live

W. R. JARMAIN, proprietor of the Forest City Laundry and a member of the executive of The Advertising and Sales Club of London, is one of the many native Londoners who has found his own home town a good place to live and carry on a business to success.

Years ago he entered his father's business, the Forest City Laundry, which has been in operation for 23 years. Later Mr. Jarmain became proprietor, and today he controls a plant which has eight times the floor space of the original one.

When he entered the business the staff numbered five. Today 40 persons are employed. He has also installed the latest type of machinery. Mr. Jarmain believes the period of business depression is now passed, and that the recovery of business will be gradual. The slump experienced he regards as one of the worst Canada has faced, but, he explains, it could not be avoided because for two or three years previously the number of non-producers had never been so great.

The Advertising and Sales Club is a wonderful help to any business, Mr.

now frequently located well below radiator and front frame members.

Felt Prevents Scraping.

The scraping of the hood on the side frame members, or on the cowl or radiator, can usually be prevented by the use of felt.

In the ordinary construction of a sheet metal body the practice is to build a wooden skeleton to which the sheet metal panels are attached. The ribs in the skeleton are designed not to touch the panels but to come fairly close to them, the ribs being simply to stiffen the members to which the panels are secured. It sometimes happens, however, that a panel will rest on a rib and a squeak will result. If it is possible to reach such a point the easiest remedy is to wedge felt between the ribs and the panel.

Frequently it will be found that a squeak is due to the fact that a bolt or screw has loosened, allowing two parts that normally should not touch to come together. The remedy, of course, is to tighten the bolt or screw.

In addition to the general class of squeaks just described, noises occasionally occur in springs, demountable rims, wheel spokes, brake and steering posts. The noise sometimes emitted by the speedometer pinion can best be described as a squeak also.

The latter is almost invariably due to the pinion being set in too tight mesh with its driving gear and it is just a moment's work to loosen it up sufficiently to eliminate the sound.

Springs, as almost everyone knows, squeak simply because they are unlubricated. A satisfactory method of lubrication, and one which should be used once a month to prevent noises of this sort, is to take some engine oil and mix it with graphite to form a very thin paste, and paint the sides of all four springs with this mixture.

Results will be observed after the car is operated for a couple of days. This gives sufficient time for enough of the paste to work in between the leaves to lubricate them thoroughly. At the end of this period the springs should be washed free of all lubricant still remaining on the sides.

Jack Frame Up High.

Another method of lubrication is to jack the frame of the car high in the air, thus removing the weight from the springs and rendering it easy to force lubricant between the surfaces of the leaves. Cheap and effective tools can also be purchased for forcing the leaves apart without the use of a jack. There are various sorts of spring inserts which are very effective.

With a car having demountable rims the driver in his haste to be on his way after changing a tire will often neglect to tighten one wedge as much as required, with the result that a dull squeak is experienced.



W. R. JARMAIN.

Jarmain testifies. It taught him to advertise and broadened his views of business, he declares.

The obvious remedy is to tighten this wedge.

If wooden wheels are not made of seasoned material it sometimes happens that in the course of time they dry out and loosen up sufficiently to squeak. The most satisfactory, and incidentally, the most expensive cure is to have the wheels rebuilt by an expert wheel builder, but some relief can be obtained by soaking the wheels in water. This matter is quite automatically taken care of if the car is washed as often as it should be there is small chance for the occurrence of this trouble.

A squeak in the brakes is usually due to the gumming of oil which collects on the brake surfaces. The consequence is that when the brake is applied, instead of gripping smoothly, it touches for an instant only and then the drum flies around again. The brake lining touches again, and again the drum escapes, this process going on at such a high rate that a musical sound, technically speaking, is produced. The remedy is to cut the gummed oil by applying kerosene to the brake band. In case kerosene is not handy or available a few drops of oil spread over the brake drum will do the trick. In fact, it is quite likely that the efficacy of the kerosene is not so much due to its cleansing properties as to its lubricating qualities.

The squeaking of a steering post or a steering wheel shaft can usually be remedied by applying a few drops of oil. If there is no oil hole on the post, the central nut should be removed and oil squirted down the interior. If the squeak does not stop immediately, it will in a short time; that is, when the oil has worked around to the point where the squeak is produced.

Anti-Rattling Devices.

Let us consider rattles. There are few cars that have been used a great deal which do not have rattling doors. The time was when this was not an easy thing to remedy, but now there are many anti-rattling devices which are effective and simple for the owner to apply. These take two forms, one, some sort of a rubber bumper which holds the door tight and the other a spring device which accomplishes the same purpose.

Anti-rattling locks which hold the door tight regardless of wear are also manufactured. The fact that so many doors rattle would seem to prove that owners are not aware that anti-rattling devices are on the market, and furthermore, that these are inexpensive and easy to insert.

Brake rods commonly rattle, but there is an easy remedy for them. It consists in applying coiled springs in tension between any two rattling members. These may be purchased for some cars ready to apply. In other cases it will be necessary to obtain coiled springs and apply them

in whatever manner is deemed best. Braided steel cable will be found most serviceable for tying the ends of the spring to the off-ends parts. Wire cannot be used because it will chafe and break in a short time.

A rattling noise, the significance of which is not always appreciated, can be caused by loose wheel bearings. This noise, by the way, is a danger signal, as bearings wear out much more rapidly when they are out of adjustment and rattling is a sign of this condition. Taper roller or ball wheel bearings may be very readily adjusted by placing the cones a little tighter into the hubs. Care should be taken, however, not to adjust them too tightly. The wheels should run free and there should be no binding from this cause.

A variety of noises may be produced by loose tools and other metal parts in the tool box. Consequently, it is desirable from this standpoint as well as others to carry the tools in a kit bag and to pack the other articles in so that they cannot bump about. It may even be desirable to pack the box with cotton waste to insure silence on this score.

Lamps, fenders, spare tires, tire carriers, horns and other car fittings which are bolted on sometimes rattle because of loosening bolts. When this occurs it is time to tighten them, otherwise they may be lost or the threads ruined.

A loose tie rod will sometimes cause an annoying rattle. Put in new bushings, or insert washers which will minimize the lost motion.

In a general way this covers the question of locating and eliminating rattles and squeaks.

Whether your car has been in use all winter or whether it has been jacked up, it will need a certain amount of attention to put it in condition to run.

TUNING UP THE CAR FOR SPRING

Generous Cleaning Essential to Adequate Service Throughout Summer Season.

REMOVE ALL RUST SPOTS

Universals and Bevel Gears Should Be Examined Lest Play Has Developed.

The car that has been in jacks will need a generous cleaning, after which all oil compartments should be drained and cleaned and refilled with fresh lubricant. The gear compounds should be fairly heavy for warm weather work. Grease should be used for spring shackles and other parts provided with suitable cups or pressure nipples.

A car that has been jacked up all winter does not deteriorate unless rust has set in, but if you were thoughtful you would have provided against this in the fall by greasing those parts. However rust is removable by means of kerosene or special rust removers. All bearings should be repacked with grease. This applies only to chassis bearings, such as those in the wheels, steering knuckle pins, perhaps, etc. Brakes should be looked over and the linkages oiled copiously. Lubrication of the entire chassis and slight adjustment here and there are all that really will be needed.

Nothing to Do. The tires, if they were properly stored, perhaps, have not deteriorated much, but if they were left on the car in a cold garage they undoubtedly will have lost much resiliency, due to hardening of the rubber. There is nothing you can do to them.

A car that has been run all winter must be gone over very thoroughly. The procedure is somewhat the same as for the car in storage, except that adjustments will be necessary to greater degree. Water and mud no doubt have done their damage in rusting spring leaves and in covering the underneath parts of the chassis. A good cleaning is therefore very essential. The change to

different oils likewise is quite necessary. Just the Pan. There is no need to do any more to the engine than to remove the oil for a good cleaning. Do not try to change oil simply by draining, as this is not effective enough. After

the winter you will find a good quantity of water and sediment in the crank case. The gasoline line, vacuum tank and main tank will call for a good cleaning. Also flush the water system thoroughly. It may be necessary to supply new hose connections.

Stunning Suits

For Easter \$19.50, \$25, \$35 and \$50



Street, sportsmanlike or dressy models in the slim effect so popular for spring. Cape Effects, Box Effects or Belted Styles with long notch lapels. Some have Bell Sleeves elaborately embroidered. Mostly shown in Tricotine, while some are in Serges, and the selection is now at its best.

Fashionable Tweed Suits

\$22.50

in Homespun. All shades and sizes.

Artistic Ladies' Wear Co.

211 DUNDAS STREET.

Truth and Confidence

THE successful firm must be able to gain public confidence. It is the very backbone of business. Practically everything you buy is recommended. You have confidence in the firm or you wouldn't buy. The result of confidence—business. We have the public confidence because we believe in truthfulness, both in advertising and business.

We guarantee satisfaction, and we give it every time. Sixteen years' experience, combined with our policy of satisfaction, puts us in an enviable position. Let us demonstrate to you—personally—the way we do business. You will soon have confidence that F. Steele is the man to supply you with glasses.

Read our advertisements, daily messages of truth.

F. STEELE

210 DUNDAS STREET.

COWAN'S FIRE SALE

SPECIALS

Look over the following list and see if there isn't something mentioned that will interest you. All goods are listed at special prices.

Paint! Paint!

The old reliable, Sherwin-Williams paint gives your work that lasting finish. We have stocked Sherwin-Williams products for the past 35 years, and the quality speaks for itself.

Special inside paint. Price, 1/4-pint, 30c; 1-pint, 55c; 1-quart, \$1.00.

Stepladders.

Strong and durable. Bolt under every step. Price 4-foot \$1.35 5-foot \$1.65 6-foot \$2.25 7-foot \$2.60 8-foot \$3.00

Glidden's Auto Enamel.

Now is the time to figure on painting your car. Why not use something good and get a real finish? We can guarantee a real finish with Glidden's auto enamel. 1/2-pint, 60c; 1-pint, \$1.05; 1-quart, \$2.00.

Rubber, canvas and leather belting below cost.

Specials.

Electric light bulbs, 40-50-60, each 35c

Kopaline Varnish.

We have stocked this well-known varnish for 15 years, and can honestly say we have never had a complaint about the quality of the varnish. It is the old reliable.

For interior or exterior use, 1/2-pint, 40c; 1-pint, 75c; 1-quart, \$1.50; 1/2-gallon, \$3.00; 1-gallon, \$6.00.

Hair clippers \$1.47 Stix-It cement, tube 10c Lunch kits \$3.65 Cocoa mats 90c, \$1.40, \$1.75 Vacuum bottles \$1.35

Butcher knives 25c Paring knives 13c Scissors, pair up 45c Pocket knives, 15c up Brooms 44c up

Rope.

7-16-in., 3-4-in., 7-8-in., 1-in., 1 1/2-in. A limited quantity of each size left. Price per foot, 1/2c to 10c.

Specials.

Buster Brown wagons, 1, \$5.50; 2, \$7.00; 3, \$7.50.

A Full Stock of Field and Poultry Fence. Get Our Quotations Before Purchasing.

Cowan's Hardware Store

CARLING STREET. PHONES 3461-3462



We Stand Back of Our Advertisements

This policy has built up our business.

SEE OUR HEAVY LINES OF SHOES AT BARGAIN PRICES.

Men's, Women's and Children's Shoes in the latest spring styles.

Men's Work Shoes, Ladies' Oxfords, Pumps and High Shoes.

You save money on every purchase you make at our store.

Everybody's Shoe Store

115 DUNDAS STREET.

Jas. Barter, Proprietor.

ILLUSTRATORS DESIGNERS ENGRAVERS

ROBERTS ENGRAVING COMPANY

HALF-TONE AND LINE ETCHING

LONDON, CANADA.

ADVERTISING CREATES MARKETS FOR GOODS OF QUALITY

READY TO STAGE PASSION PLAY

Oberammergau Authorities Announce Final Dress Rehearsal Will Be May 9.

FACE ECONOMIC PROBLEM

Directors Receive Thirty-Five Thousand Applications From Abroad For Seats.

OBERAMMERGAU, Bavaria, Mar. 24.—(By the Associated Press).—Preparations for the first post-war revival of the Passion Play have progressed sufficiently to enable the committee of elders to announce that the final dress rehearsal will be held May 9. The first regular performance will be given on May 14.

Thirty-five thousand applications for seats and sleeping accommodations already have been received from abroad and, while the local management has not yet received indications as to the extent to which Germans will patronize the productions of the play, it assumes that German attendance will more than quadruple the foreign patronage.

Give Wednesday Performances.

Anticipating an unusual influx of visitors in July emergency cotage management has decided to give Wednesday performances during these months.

Economic conditions have obliged the village elders considerably to amplify their directing staff, not so much as concerns the production of the play as to solve the problem of accommodating thousands of visitors for whom the comforts and conveniences of travel before the war are now not available.

The conditions under which the play will be revived this year have shocked the rural simplicity of these peasant play producers and, while determined to prevent the sacred enterprise from becoming basely commercialized, they are now beginning to realize that the war's aftermath has produced an economic environment with which they are compelled to reckon.

The municipality of Oberammergau has peremptorily rejected a proposition that it levy a tax on foreign visitors which, it declares, would be out of harmony with the origin and traditions of the play, and also would conflict with the purpose of the present revival which is regarded as one of achieving reconciliation between Germany and the other nations. The town fathers, however, announce that they have been forced to assume a considerable initial expense in preparing for the production, reconstructing the theater which will seat 4,200 spectators, and in providing costumes.

Needs Municipal Improvements.

Oberammergau also is sadly in need of municipal improvements to give the village a presentable attitude when the first guests arrive. A new church bell alone called for an outlay of 170,000 marks, while repaving the main streets has cost almost as much.

All told, this hamlet which, in peace times, had a budget of insignificant proportions, already has staked its municipal existence on the outcome of this year's productions.

Oberammergau will be able to furnish accommodations for 1,000 visitors, who prefer to sleep in the village in order to be on hand for the early opening performance. Unterammergau, close by, is arranging quarters for 1,500 others, while the well-known convent at Ettal, half an hour's travel distant, is preparing to install 500 more. Thus the management of the play believes that it will be amply able to accommodate the overflow of visitors.

The problem of feeding the guests is more intricate, and to solve it the elders have appointed a commissary department which will co-operate with the Bavarian food controller and the co-operative society of Regensburg.

Stern rebuke awaits the profiteer who should attempt to conduct a lunch stand here in defiance of established regulations, or violate fixed price schedules. In fact, legitimate dealers and speculators of all categories are being emphatically informed that Oberammergau is bound to prove disappointing to them if they regard it as an opportunity for a quick clean-up.

SAYS CONDITIONS ARE A DISGRACE

Estevan, Sask., March 24.—"The condition of affairs which exist in the southern part of this province and, for that matter, along the Canadian border, are a disgrace to the people of Canada," declared Chief Justice Brown here yesterday, referring to rum running, when sentencing Thomas Kelly and A. Atkinson, convicted of liquor robberies, to two years in the penitentiary. The judge said the conditions could be remedied by the Canadian Parliament passing legislation prohibiting the export of liquor to prohibition countries.

ICE CREAM MEN ELECT OFFICERS

Ottawa, Ont., March 24.—J. Gillespie, of Pembroke, was elected president, and Morden Nielson, of Toronto, vice-president, of the Canadian Ice Cream Manufacturers' Association for the ensuing year at the annual meeting in the Chateau Laurier yesterday. D'Arcy Scott, of this city, was re-elected secretary-treasurer. The convention waited on the railway commission to inquire into the freight tariff on the new ice sweetmeat. In the afternoon the members of the convention waited upon Hon. W. R. Motherwell, minister of agriculture, acting on behalf of Hon. W. S. Fielding, minister of finance, on the sales tax question and the tariff on dairy equipment. They were assured that their rights would be protected.

Declares Prices Are Surely Heading Downward.

F. W. ST. LAWRENCE, secretary and assistant manager of D. S. Perrin & Co., and a member of the executive committee of The Advertising and Sales Club of London, holds an optimistic view regarding general business conditions.

"Prices are slowly but surely heading downward," he states. "Business is harder to secure than a few years ago, but there is still plenty for those who can put forth the extra effort now required."

Mr. St. Lawrence became associated with D. S. Perrin & Co. 20 years ago, when all goods for shipment used to be trucked through the front of the factory to teams on Dundas street. Since that time the firm has made wonderful strides. Business at present is reported as good, very little having been lost during the period of depression.

The Advertising and Sales Club, Mr. St. Lawrence declares, has helped him see the other fellow's point of view, and has given him a better knowledge of other lines of business.



F. W. ST. LAWRENCE.

Montreal Advertising Men Pledge Themselves to Serve Public First

MONTREAL, March 24.—Resolutions were unanimously adopted at a general meeting of the Montreal Publicity Association affecting the standards or practice to which all members must subscribe as well as future applicants before gaining admittance to the association.

The resolutions read as follows: "We pledge ourselves to remember that advertising is and should be, first of all, an exponent of the square deal, and that it is only when business men put the interest of the buying public first that they take the best advantage of their opportunities. We will not at any time knowingly do anything which will injuriously affect advertising nor will we carelessly speak ill of any advertising medium.

"We will work together to the end

of making all advertising more truthful and of greater benefit to the buying public. We will exercise care, individually, at all times, to see that every advertisement with which we have anything to do shall measure up to the plain simple truth. We stand firmly for constructive advertising and condemn, without reserve, all forms of destructive advertising.

"To each other we pledge patient service toward the upbuilding of advertising in this community. To all businessmen of this community, we pledge co-operation toward the advancement of the community's business along sane and proper lines. To the public, whom we as a club serve primarily, we pledge our best efforts to make advertising the servant of the people in the truest sense."

REVIEWS NEEDS OF PHONE SERVICE

Expert Declares Canada Occupies Second Place in Matter of Efficiency.

ADVISES MUTUAL HELP

Demonstrations Are Given Delegates to Conference Held by Ontario Board.

Delegates from rural telephone companies, as well as representatives of the Bell Telephone Company, were present at a conference held by the Ontario Railway and Municipal Board in St. Peter's Parish Hall Friday morning. The meeting is one of a series which are being held throughout Ontario, with the object of furthering co-operation between the Bell Telephone Company and connecting rural companies, together with more efficient intercommunication and improvement in maintenance methods and practice.

Experts Advice.

Francis Dagger, electrical and telephone expert, and representative of the Ontario Railway and Municipal Board, in a short address before the practical demonstrations which occupied the greater part of the conference, stressed the need for efficiency in intercommunication. Mr. Dagger especially emphasized the need of efficiency where long-distance communication was concerned, pointing out the loss in both time and money where rapid communication was hampered.

"Canada takes second place in the world for development in telephone service," said Mr. Dagger. "We have nine telephones to every hundred people, and in a country which is laced and interlaced with millions of miles of telephone it is an absolute essential that the best service possible be provided. No telephone company is sufficient unto itself, the efficiency of service depends upon its communication with other companies, and to this end the conferences are being held."

SIX PERSONS ARE BURNED TO DEATH

Portage La Prairie, Man., March 24.—Six persons were burned to death in a fire which destroyed their homes at Amaranth, Man., north of this city early this morning. The dead are Mr. and Mrs. Max Warhaft, their three children, and a maid.

WOULD INCREASE TAX EXEMPTION

Toronto, March 23.—Wilson Crockett, M. P. P., for South Wentworth, has introduced a bill in the legislature to increase the exemption from income tax assessment of people who have dependents to care for. The present act grants \$200 exemption for every child under the age of 18 years. This bill would give a person another \$200 exemption for dependent father, mother, children or other relatives.

FORGETS HATE BRED FROM WAR

British Soldier Saves German Attacked by New York Thugs.

ACT PLEASES OFFICER

Patrolman Gives Brother Irishman Leave To Go To Lodgings.

New York, March 24.—Racial hatred and bitterness between the Briton and Teuton, bred of four years of warfare, were forgotten by two men of these races here this morning, when a British soldier—and an Irishman—saved the life of a German dangerously wounded by two bawery thugs.

Ernest Sandberg, a German, was murdered by two men, one of whom stabbed him. As he fell, groaning, to the sidewalk, John Joseph O'Brien, 66th Field Artillery, 22nd Division, British army, here awaiting discharge papers, appeared on the scene and went into action. The man nearest him he knocked, stunned and helpless, into the middle of the street, then he turned on the man who had stabbed Sandberg. That worthy decided to leave, but O'Brien applied his boot to the fleeing tough for half a block before his genuinely cowed quarry escaped. Then O'Brien returned to the scene of the fight. The first ruffian had vanished.

O'Brien administered first aid to Sandberg, called a taxicab and ordered a fast trip to Bellevue Hospital. On arriving there O'Brien tenderly carried in the wounded German and, like the good Samaritan, asked that the man be given the help of a doctor. O'Brien's work had undoubtedly saved Sandberg's life.

Policeman Mulcahy, who conducted the preliminary inquiry, seemed very happy over the incident, and let O'Brien go to his lodgings in a building given over to housing veterans of the world war.

Wanamaker Had Faith In Advertising.

WHEN John Wanamaker first opened a store in Philadelphia he decided to tell the public what it needed and where it could get it. On the day of the opening he took in \$24.67. So convinced was he that publicity was a great factor in boosting business that he spent \$24 for an advertisement the next day and kept 67 cents for change.

"I suppose I lose 50 cents on every dollar I spend for advertising," he remarked on one occasion, "but I can never make out which 50 cents it is."

INTERVIEWS DOUGHTY IN KINGSTON PENITENTIARY

Prison Official Retient As To Call Made by Man on Small's Secretary.

KINGSTON, March 23.—It was learned here today that John Doughty, serving a term of six years in the penitentiary for the theft of \$105,000 of Victory bonds from Ambrose J. Small, the missing theatrical magnate, had a visit yesterday afternoon from a man who had quite a lengthy interview with Doughty. The prison authorities are mum about the matter, but it is believed that the man is a detective, and was here to see Doughty and to question him about certain checks, and for the following up of certain clues in connection with the case. The supposed detective has been described as a very short man. It could not be ascertained here whether or not he was a member of the Toronto police force or a member of the provincial force.

It is understood that the movement to get Doughty out on a ticket-of-leave is still progressing, and it may be that the visit of the stranger to the penitentiary might have had something to do with this. Petitions for the release of Doughty were sent the rounds in Kingston some time ago, and were very largely signed.

"ALTERNATIVE VOTE" MAY BE TRIED IN ONTARIO

Premier Drury Orders Draft of Bill Prepared for Legislative Action.

Ottawa, March 24.—A Citizen news item today says: "It is anticipated that the Ontario government will very shortly introduce a bill providing for the use of the 'alternative vote' method of election for all future provincial general elections in Ontario. At the request of Premier Drury, Ronald Hooper, honorary secretary of the P. R. Society of Canada, has prepared a draft of such a bill, with all necessary schedules, and will shortly proceed to Toronto to collaborate with the authorities in putting the bill into final shape to be introduced in the legislature during the present session.

"The present alternative vote method," Mr. Hooper states, "is not, of course, true proportional representation; but it is an important step in that direction. The use of the alternative vote method will at

GEDDES PLEADS FOR MORE UNITY

Oakland, Cal., March 24.—Sir Auckland Geddes, British ambassador to the United States, told a luncheon of the University of California at the annual charter day banquet last night that as he had traveled across the United States, he had found "that you have the same ideas, the same hopes and the same object as the British people have."

"We want the United States people to think of the British as being the same kind of people as themselves, and that by a sympathetic understanding and unity of purpose we shall together carry the pennants of civilization to the uttermost parts of the earth," he said.

Siam is one of the few monarchies of the tropics.

In the Western Australian desert there are wells which yield water only at night.



Sincerity!

OUR policy of absolute sincerity in all our business dealings; in manufacturing, in advertising, in salesmanship, and service to customers after the sale, is the one great factor contributing to the unquestionable supremacy of Heintzman & Co., in the Canadian musical circles.

For seventy years we have been serving the Canadian public, and serving them well, giving to them a piano, which for workmanship, material and inherent artistic musical qualities, is unsurpassed.

ONE PRICE ONLY:

Our price tags are used for the purpose all price tags SHOULD be used for—to show the value we place on and expect for our pianos. The price marked in plain figures on all piano tags is absolute and final and not subject to the slightest deviation. Here are the prices on our favorite models:

Apartment Upright	\$570
Style Ionic	\$610
Style Classic	\$650
Player-Piano	\$1,050
Miniature Grand	\$1,250
Studio Grand	\$1,350

These Pianos come in fancy figured walnut and mahogany cases, as well as fumed oak. As to finish, there is the high polish, satin finish, and the new Russian Laquer finish.

USED PIANOS

Upright Piano	\$ 75
Upright Piano	\$265
Upright Piano	\$365
Heintzman Upright	\$485
Heintzman Player	\$850
Square Piano	\$ 75

All pianos purchasable on easy terms if desired.

Here again we have demonstrated that sincerity and truthfulness make sales and friends. No misrepresentation, but value for value received, has enabled us to dispose of good used pianos almost as fast as they come in. A partial list of our present stock is given here. Select any one—you cannot make a mistake.

Ye Olde Firme
Heintzman & Co., Ltd.
Dundas Street, London

KILL ATTEMPT TO HOLD PLEBISCITE

Edmonton, March 24.—An amendment to the liquor act, asking that a plebiscite be taken in a year's time on the question of permitting the sale of seven per cent beer, was killed in committee when the liquor act amendments were taken up yesterday in the legislature. Attorney General Brownlee pointed out that if sufficient numbers of persons in the province wanted such a plebiscite they could secure it through the direct legislation act, which was still on the statute books.

Members of the House joined, in a protest against the use of stool piggies in any shape or form in convictions for infractions of the act.

The proposed amendments, covering the opening of government dispensaries, limiting of the amount that can be sold by a drug store on a doctor's prescription to six ounces, and other minor features, all were approved by the House.

The Truth About Prices at the Good Shoe Store

Comparisons may be odious. They may also be instructive and enlightening when properly made. For the benefit of Our many Patrons—past, present and prospective, we have compiled a rather interesting table of Comparative Prices on Standard Grade Merchandise covering a period of two years.

	Spring 1920	Spring 1921	This Spring
Ladies' Black Kid Shoes, high grade	\$12.00	\$10.00	\$ 8.50
Ladies' Black Kid Shoes, medium grade	9.00	7.50	6.50
Ladies' Brown Calf Shoes, high grade	12.50	10.00	8.50
Ladies' Brown Calf Shoes, medium grade	10.00	7.50	6.50
Ladies' Brown Kid Shoes, high grade	13.50	12.00	9.00
Ladies' Brown Kid Shoes, medium grade	11.00	9.00	7.00
Men's Black Calf Shoes, high grade	17.00	14.00	10.00
Men's Black Calf Boots, medium grade	10.00	8.00	7.00
Men's Brown Calf Boots, high grade	18.00	14.00	10.00
Men's Brown Calf Boots, medium grade	\$12.00	\$ 9.00	\$ 7.50
Men's Brown Calf Oxfords, high grade	15.00	10.50	9.00
Men's Brown Calf Oxfords, medium grade	10.00	7.50	6.00

Ashplant's
THE GOOD SHOE STORE

British & Colonial Press

Artists, Engravers,
Commercial Photographers

WISE advertisers are always on the lookout for something new that will put that little added touch into their direct mail pieces—that additional appeal that gets results.

You will find it interesting to have us tell you about the advertisers we are serving.

Manufacturers of high-grade printing plates, color and line engravings, Ben Day work.

British & Colonial Press
"Farmers' Advocate" Building. — 122 Carling Street.
LONDON

The PLAYHOUSE and the MOVIE THEATRE

EDITED BY CABR.

Jane Cowl Comes To Grand in Stellar Attraction of Season

"Smilin' Through" Is Latest Vehicle—"Little Symphony" of New York to Play at Patricia on Wednesday—"Prince of Mythland" Coming.

LONDON is given the opportunity of seeing but few premier attractions of the theatrical and concert stage. There comes in a season but one such distinguished singer as Galli Curci and there comes but one actress of the calibre of Jane Cowl.

Galli Curci has come, received her magnificent ovation and gone on her way again. That delight is past for this season. But the wonder of Jane Cowl's acting is yet in store. Indeed, her coming is as near as Monday and Tuesday of next week, when the Grand Theatre will present her most successful play, "Smilin' Through."

Particular interest attaches itself to this play for Canadians, since the playwright is a countryman, Allan Langdon Martin.

Another outstanding attraction of the week will be the playing of the New York "Little Symphony Orchestra," at the Patricia Theatre, on Wednesday night, under the direction of its distinguished leader, George Barrere, who claims the honor of being the world's greatest flautist.

A concerto number by Miss Helen Little, accompanied by this famous ensemble, is also a part of the splendid program promised by the Institute of Musical Art, under whose auspices the concert is being held.

The Grand Theatre has also a very next week, which will feature Conway Tearle and Charlie Chaplin, as well as a splendid vaudeville bill.

JANE COWL AT GRAND.
Unquestionably the outstanding dramatic event of the season in London is the coming to the Grand Theatre on Monday and Tuesday evenings of next week of Jane Cowl, the superb actress of the stage, in her most successful play "Smilin' Through." It is a fantastic comedy by a new

Canadian playwright, Allan Langdon Martin, and it has been hailed all around as offering the beautiful Selwyn star the best opportunity of her career. Besides, the play has attracted a good deal of attention because of its spirit scenes, in one of which Miss Cowl appears as the ghost of a lovely girl slain accidentally just as she was about to become a bride. But it is no ordinary ghost scene, full of chilling thrills. On the contrary, fairer apparition was never seen—as may easily be guessed by those who recall the star's belle-like qualities.

Miss Cowl first appears as a girl in love with a youth about to go to the front with the British army. It is a pretty scene in an English garden. But the girl's uncle rages. He will let her have nothing to do with

Theatre Directory

AT THE GRAND. TODAY, 2:15 AND 8:15 P.M.—

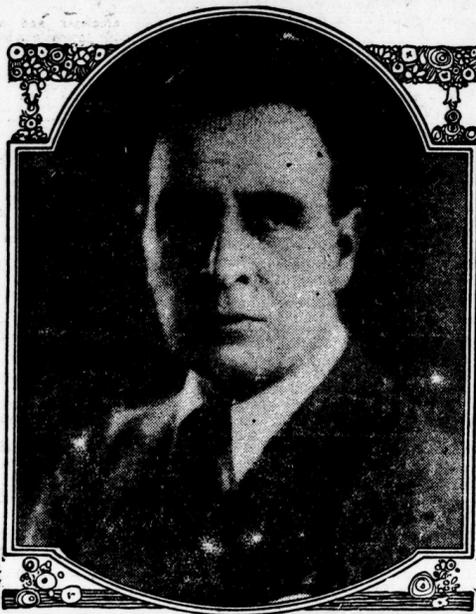
The most interesting musical event of years, "The Beggar's Opera," sung by the original cast from the Lyric Theatre, Hammersmith, London, Eng., after a sensational run of two years.

MON. AND TUES., 8:15 P.M. (No Matinee)—The superb mistress of the stage, Jane Cowl, in her production of "Smilin' Through."

WED., THURS., FRI., AND SAT., 2:15 AND 7:30 P.M.—Conway Tearle in his best picture, "A Wide-Open Town." Charlie Chaplin in "Shanghai'd." Five big-time vaudeville acts: Ben Ab Diz and Bryson, iron jaw and balancing novelty; Betty Chenard, singing and dancing comedienne; The Espinosas, spectacular characteristic dancing revue; Wichman and Ward, singing, posing, modeling, comedy; Allan and Clark, black-faced comedians.

SPECIAL ATTRACTION. WED.—New York "Little Symphony" Orchestra presented at Patricia Theatre under auspices of Institute of Musical Art.

FAMOUS STARS COME TO GRAND



Conway Tearle, who comes to the Grand Theatre, Wednesday, Thursday, Friday and Saturday, of next week, in his best picture, "A Wide, Open Town."

the son of the wretch who tried to shoot him but shot his affianced instead. Then the tragedy referred to is enacted, with Miss Cowl as the airy, fairy creature, in bridal dress, and it is through this secondary role that the star is enabled to stalk forth as the charming ghost. All ends happily, thanks to the spirit's intervention. There are tears in the play, as in all successes in which Miss Cowl has taken part, but there are many bright and cheerful scenes that reveal new sides of her art.

There has already been an active demand for seats for this great attraction, and there is no doubt that London theatregoers will turn out en masse to greet this charming star.

CONWAY TEARLE AT GRAND.

With Conway Tearle in what is conceded to be the best picture in which he ever appeared, "A Wide Open Town," Charlie Chaplin in "Shanghai'd" and a vaudeville bill that will rank with the best offered this season, there is every reason to expect that the program at the Grand Theatre next Wednesday, Thursday, Friday and Saturday will please the many patrons of that popular theatre.

The Conway Tearle picture will prove particularly attractive. It is filled with action and presents one of the stories which Tearle interprets so well. It shows the development of the principal character from a ragged little urchin, born amidst the most unhappy element, into a young businessman who works his way to success against great obstacles. As its name implies, the scenes are laid in "A Wide Open Town," where the sky is the limit in all lines of endeavor. Faire Binney, who has appeared in a number of leading Broadway productions, has the leading feminine role.

Charlie Chaplin, king of funmakers, comes in the comedy role, "Shanghai'd." In this the ubiquitous Charlie appears as a man who has been shanghai'd or kidnapped into service aboard a sailing ship. The opportunities for the peculiar Chaplin



Miss Jane Cowl, Mistress of the American Stage, who will be seen in her supreme production, "Smilin' Through," at the Grand Theatre, Monday and Tuesday night.



Charlie Chaplin, who stars in "Shanghai'd," at the Grand Theatre, the last half of next week.



Miss Marjorie Chard, as Mrs. Coaxer, one of the leading characters in "The Beggar's Opera," the satirical opera at the Grand Opera House today.

"TIZ" FOR TENDER SORE, TIRED FEET

Ah! what relief. No more tired feet; no more burning feet, swollen, bad smelling, sweaty feet. No more pain in corns, callouses or bunions. No matter what ails your feet or what under the sun you've tried without getting relief, just use "TIZ."

"TIZ" draws out all the poisonous exudations which puff up the feet; "TIZ" is magical; "TIZ" is grand; "TIZ" will cure your foot troubles so you'll never limp or draw up your face in pain. Your shoes won't seem tight and your feet will never, never hurt or get sore, swollen or tired.

Get a box at any drug or department store, and get relief for a few cents.—Adv't.



VAUDEVILLE AT GRAND.

The vaudeville bill is headed by The Espinosas, a New York turn, which has appeared with great success on Broadway, as one of the attractions of the big revues. They present a spectacular characteristic dancing act with special scenery, and are sure to win friends by their clever work. Ben Ab Diz and Bryson have a sensational iron jaw and balancing novelty. Betty Chenard is a petite and pretty comedienne, who sings and dances her way into the hearts of her audiences. Wichman

"LITTLE SYMPHONY" ORCHESTRA.

Next Wednesday evening, March 29, the Institute of Musical Art will present "The Little Symphony" of New York, an orchestra in miniature, under the direction of George Barrere at the Patricia Theatre. Wherever music at its best is known and loved the name of this master musician has taken root. His establishment of "The Little Symphony" but adds another achievement to a long list. His services in the field of chamber music have brought him the acknowledgment of the cognocent, while from the day he played his first concert in America sixteen years ago and the reputation which preceded him from Europe was verified, he has stood unassailably "the world's greatest flautist."

Those who were fortunate enough to hear this famous organization when it appeared in London under the auspices of the Musical Art Society, some four years since, have pleasant memories of the delight then enjoyed, and from present anticipations a magnificent audience will greet this superb body of instrumentalists.

Mr. Barrere and his players will

THE LONDON ADVERTISING CLUB PRESENT The Musical Extravaganza "THE PRINCE OF MYTHLAND" WEEK OF APRIL, 17 TO 22

NOTE.—The Majestic Theatre has been taken over for all rehearsals and as headquarters. Elmo A. Drake, director and manager. Majestic Box Office. Phone 1706.

OFFICE OPENS 9:30 A.M.

present a most attractive program, one number of which will include Saint-Saens' delightful concerto in G-minor for piano and orchestra, played by Miss Helen Little, daughter of Mr. and Mrs. Arthur T. Little. Miss Little has recently returned from Paris, where she has been studying for a year with Joan Battailla, the celebrated Spanish teacher.

MUSICAL EXTRAVAGANZA.

Elmo A. Drake, director and manager of the London Advertising Club's big musical extravaganza, "The Prince of Mythland," to be presented by a cast of 175 of London's best vocal, dramatic and dancing talent, has taken over the Majestic Theatre on behalf of the Advertising Club, for the next three weeks for all rehearsal work and also for the week of April 17 to April 22, for dress rehearsals and the public presentation of the piece.

The Advertising Club proposes to put this production over in a big way, knowing that they have secured a proposition that will be one of the best ever presented here, and they propose to contribute a good amount of the net proceeds to the Children's War Memorial Hospital. Starting Monday next, March 27, all rehearsals will be held on the Majestic stage, and that the entire cast will be perfectly at home on the stage by the time the production is ready for its initial performance immediately after Easter.

Lake Victoria, in Africa, is one of the largest bodies of fresh water in the world.

Salt beds covering an area of 40 square miles exist in Nova Scotia.

Spring Medicine

New Needed by Nearly Every One to Purify the Blood and Build Up Strength.

Few come to these trying spring days without weariness, debility, that "tired feeling," caused in large part by impure, de-vitalized blood. Change of season often "takes all the strength out of me," as many people say.

The tonic and blood purifier needed is Hood's Sarsaparilla. It

quickly dispels that exhausted feeling, enriches the blood and benefits the mental, muscular and nervous systems. In a word, says a druggist, "Hood's Sarsaparilla is our most dependable restorative." Only the best tonic and purifying ingredients used—roots, herbs, barks and berries, such as physicians often prescribe. A record of 46 years successful use. It will do you good. Try it this spring. A mild laxative, Hood's Pills.

Hood's Sarsaparilla

IS THE IDEAL SPRING MEDICINE.

DYE FADED CURTAINS, SKIRT SWEATER, DRESS OR COAT IN "DIAMOND DYES"

Each package of "Diamond Dyes" contains directions so simple any woman can dye or tint her old worn, faded things new. Even if she has never dyed before, she can put a rich, fadeless color into shabby skirts, dresses, waists, coats, stockings, sweat-

ers, coverings, draperies, hangings, everything! Buy Diamond Dyes — no other kind—then perfect home dyeing is guaranteed. Just tell your druggist whether the material you wish to dye is wool or silk, or whether it is linen, cotton, or mixed goods. "Diamond Dyes" never streak, spot, fade or run.—Adv't.

Today 2:15 **GRAND** Tonight 8:15

THE MOST INTERESTING MUSICAL EVENT OF YEARS.

THE BEGGAR'S OPERA

Sung by the original cast from the Lyric Theatre, Hammersmith, London, England, after a sensational run of over two years.

WONDERFUL MUSIC—BRILLIANT SATIRE—LADIES' ORCHESTRA.

PRICES—TONIGHT 25c, 50c, 75c, \$1.00, \$1.50, \$2.00
MATINEE TODAY 25c, 50c, 75c, \$1.00, \$1.50

Two Great Radiant Nights MONDAY and TUESDAY

At 8:15 Sharp

The SELWYNS present THE SUPREME MISTRESS OF STAGE ART

JANE COWL

in ALLAN LANGDON MARTIN'S All-Surpassing Comedy Triumph

"SMILIN' THROUGH"

None but the most distinguished players in Miss Cowl's support! SET IN A SCENIC FRAME OF EXQUISITE BEAUTY!

Positively a Guaranteed Attraction

PRICES—50c, 75c, \$1.00, \$1.50, \$2, \$2.50

2 Nights Only--No Matinee--2 Nights Only

Seats Now On Sale--Get Them Early

Wednesday, Thursday, Friday and Saturday, Next Week

CONWAY TEARLE

An Action PICTURE "A WIDE OPEN TOWN" Full of Thrills and Laughs

CHARLIE CHAPLIN

IN ANOTHER OF HIS BIG LAUGH HITS

"SHANGHAIED"

A FIVE ACT VAUDEVILLE BILL THAT WILL SET ALL LONDON TALKING.

BEN AB DIZ & BRYSON Sensational Iron Jaw and Balancing Novelty.

BETTY CHENARD Dainty Singing and Dancing Comedienne.

A GREAT BIG HEADLINER, "The Espinosas" SPECTACULAR CHARACTERISTIC DANCING REVUE.

WICHMAN & WARD Singing, Posing, Modeling, Comedy.

ALLAN & CLARK Black Face Artists in Musical Comedy.

Just Get These Prices—Matinees—All Seats 15c. Evenings—Reserved, 15c, 25c, 35c.

Genuine

Aspirin

WARNING! Always say "Bayer" when you buy Aspirin. Unless you see name "Bayer" on tablets, you are not getting Aspirin at all. Why take chances?

Accept only an unbroken "Bayer" package which contains directions and dose worked out by physicians during 22 years and proved safe by millions for

- Colds
- Headache
- Neuragia
- Rheumatism
- Toothache
- Neuritis
- Lumbago
- Pain! Pain

Handy "Bayer" boxes of 12 tablets—Also bottles of 24 and 100—All druggists. Aspirin is the trade mark (registered in Canada) of Bayer Manufacture of Monacocetate of Salicylicacid. While it is well known that Aspirin means Bayer manufacture, to assist the public against imitations, the Tablets of Bayer Company will be stamped with their general trade mark, the "Bayer Cross."



What You Must Consider When Buying a Piano

- STONE** —Yes, that's an important factor in a good piano, but a piano must not be judged on tone alone.
 - CONSTRUCTION** —Ah, that's a big thing in a piano. A well-constructed piano is made by the most skilled workmen and from the best materials.
 - FINISH** —It is upon this point that the beauty of the instrument depends. Grace of design and style of finish don't make a piano, but they do make it beautiful.
- It is because the Sherlock-Manning Piano combines all these essentials—quality of tone, faultless construction, beauty of finish, that it is called "Canada's Biggest Piano Value."

SHERLOCK-MANNING

20th Century Piano

The Piano worthy of your Home

Order direct from us. Handsome Art Catalogue mailed on request.

Sherlock-Manning Piano Co.

LONDON - - - CANADA.

AUTOMOTIVE SECTION

BUY YOUR CAR NOW.

AUTO DEALERS OF CITY REPORT TRADE ACTIVE

Receive Inquiries For All Popular Models in Motor Line.

NOTE OPTIMISTIC TREND

Farmers Are Showing Preference For Closed Cars This Season.

BY J. L. MIDDLETON.

Business conditions, from an automotive standpoint, in London and all over Western Ontario during the past week have been exceptionally good. Not only are people feeling better, but they are buying, and that is the real thing. According to reliable information, a return to optimism in the great farming districts of the province has been noted. In the many cities and small towns in Ontario merchants and automobile dealers are doing better. Some of them being entirely content with the return of business activity.

Inquiries Are Reported. This has affected every line of commodity. A large number of automobile dealers report inquiries and sales, and believe that before many days things will be moving along just as though nothing had happened. People have waited to the last moment before purchasing. Merchants have been skeptical about replacing depleted stocks, but with the turnover of the last few weeks they are sending rush orders to wholesale houses and manufacturers, and the general movement is one that can only mean better business everywhere.

Manufacturers Busy. Sensing this return to normal, Canadian automobile manufacturers have been building accordingly, and the demand which now is coming will be met. According to one manufacturer, the trend toward closed cars even in the farming districts is impressive, and the action on the part of this manufacturer in meeting this demand with sedans and coupes priced very little more than the touring models is meeting with a remarkable response.

In the matter of price, further reductions are not looked for," said F. E. Spooner of Detroit, in a letter to the London Advertiser. "Stabilization of automobile prices is believed to have been reached in the industry. The average price of the majority of the principal standard touring car models is now 22 per cent below the average price on September 1, 1920, but the price of the greater quantity of cars sold represents a much greater reduction, some as much as 42 1/2 per cent.

Series of Price Cuts. This reduction has been brought about by a series of price cuts spread over more than a year, so that we now stand at what appears to be the end of the period of price revision rather than at the beginning. Under these conditions there is no sound logic or sense in putting off buying an automobile. There is every indication that those who do wait will pay much more than those who buy now.

London dealers can sell you a car at a price to suit every pocketbook. They can sell you an automobile for business or pleasure—a closed or an open car—it makes no difference—you may take your choice. Fine Display Offered. My advice is to visit the many fine showrooms in the city and see all of the cars on display for yourself. Then get together and buy. If you haven't looked into the various conditions that London dealers have on display for 1922, you have a real treat in store—a genuine revelation—an eye-opener, before you.

POOR PAINT JOB RUINS BEST CARS

Nothing so detracts from the appearance of a motor as a poor paint job, it is declared.

It frequently leaves the car looking a great deal worse than if it had not been repainted at all. "So often, when a car acquires a little age, and summer sun and winter rain have shrouded the once lustrous finish and caused the paint to crack, the owner gets a notion that it will be more economical for him to repaint and revarnish the car himself. But nine times out of ten he doesn't know any more about that kind of work than a baby does about phonographs.

Any car that is worth taking the ordinary amount of pride in is worth taking to an expert for repainting when that becomes necessary. It is not only more satisfactory in the long run, but is much less expensive, for the simple reason that an expert job lasts.

REPAIRING A CRACKED SPOKE. It occasionally happens that a skid against the curb or some other blow upon the side cracks one or two of the spokes in a wooden wheel. If you drill a hole through the split portion, insert a rivet, and hammer the head down tightly it will make a very practical repair. The rivet head will prevent side play in one direction, while the shank of the rivet will prevent motion at right angles. When a rivet is painted to match the wheel the repair will not be noticed, except when the spoke is closely inspected.

OVER-PRIMING. In case the motor will not start do not keep flooding the carburetor. Prime the motor by putting gasoline in the petcocks. If this does not work look for ignition troubles.

AUTO FUEL LOSSES LEAVE LITTLE FOR POWER

IMPORTANCE of keeping the engine in good shape to get the most out of it is evidenced by a diagram of power losses in the average car.

The diagram, prepared by automotive engineers, shows the dispersion of energy from fuel as it passes through the engine of the average touring car traveling at a speed of 40 miles an hour on direct drive.

Through radiation, friction and various forms of resistance, the power dwindles down to a little above 5 per cent for the actual movement of the car.

Radiation. With a perfect motor, engineers have found that more than 35 per cent of the fuel's heat energy is lost at the start by water cooling. Direct radiation by exhaust gas takes another 35 per cent.

Resistance through exhaust pipes, muffler and by engine friction bring the remaining power to about 20.8 per cent of the original thermal capacity of the fuel.

That is all the power the engine transmits to the rest of the car. It represents the amount of energy remaining for useful work. Of this 20.8 per cent, however, more than 8 per cent is lost in friction from transmission and through the tires. Air resistance takes another 7 per cent, which leaves only 5.4 per cent as all the excess power that can be obtained.

Dependent on Car. Each design of engine and car has a different energy diagram, but

there is not much difference in the percentages of power losses.

The highest efficiency obtained in the best types of stationary internal combustion engines is about 35 per cent.

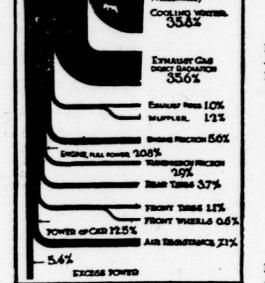
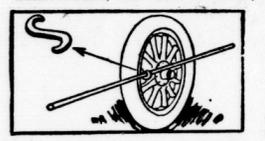


DIAGRAM OF AUTOMOBILE ENGINE FUEL LOSSES. Internal combustion engines is about 35 per cent. That is the Diesel type. Modern high speed automobile racing and airplane engines approach within a few points of this value.

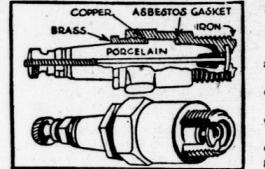
TO STRAIGHTEN WHEEL.



Small wheels, like those of Fords, if bent out of true, can be straightened by means of a long steel bar and an S-hook. The wheel is rotated until the high spot is found. The bar is attached to a spoke on the opposite side, the bar is inserted and the wheel forced straight.

CARBON-PROOF PLUG.

French autoists obtain a carbon-proof spark plug for their motors. A revolving metal disk takes the place of the outside electrode, and



keeps oil or carbon from the spark gap. The disk has a hole in the center to form the gap with the central electrode.

WRIST TROUBLE METER.

A small meter to detect battery, starter and ignition failure is made



to be attached to the wrist, so as to leave both hands free in searching for the source of trouble. It indicates

AUTO NOTES

Keep battery terminals clean. First motor car race averaged 5 1/2 miles an hour.

Air-cooled engine requires heavier oil than a water-cooled motor. Excessive carbon causes the engine to overheat.

Every state in the union now has a highway department. France is offering a prize for the discovery of a gasoline substitute.

Motor bus in England is termed a char-a-banc. One motorist in every three is careless at grade crossings, investigation has shown.

Out of 12,000 persons killed on the highways in 1920, 7,000 were struck at grade crossings. Cuba turns her molasses crop into denatured alcohol for automobile use.

Some of France's small motor cars can go as fast as 60 miles an hour.

Thirty miles a gallon is average gasoline consumption of some of Europe's small cars. If the car misses regularly in one or more cylinders, the miss is due to faulty ignition.

If engine overheats see if spark is retarded, or if the mixture is too thick.

Too much priming causes gasoline to wash the oil from the piston and cylinder walls.

Ammunition works in Germany are now manufacturing automobiles and automobile parts.

Indians Now Worship Automobile In Place of Idols of Ancient Days

People in India are turning from Brahminism and Animism, and passing by, without a thought, Christianity with all of its higher teachings, to take up new forms of idol worship. The new idols are not laboriously carved out of ebony or jade in a dark, dingy corner of the priest's thatch-hut, nor are they fashioned of sacred clay from the banks of the nearby stream.

They are made of tin and iron and vanadium steel and are the most peculiar idol which has yet been seen in India. The idol, which is about six feet wide and six feet high, has large luminous eyes shaded with green eyecids, and a voice which is hoarse and raucous and

uttered in a guttural tone. The idol, which is about six feet wide and six feet high, has large luminous eyes shaded with green eyecids, and a voice which is hoarse and raucous and

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British Government of India to the Lutherans to support and operate. When Mr. Rupley received at the railway station in Ranchi, 200 miles inland from Calcutta, a large package of new slides to be used with the stereopticon, his enthusiasm was great. At once he packed machine and slides into his little motor car and started out for Champur, 100 miles farther into the hills and 50 miles from a railroad.

As the driver shot forward to take the last of the hills on high the commotion, while yet afar off, attracted the terrorized attention of a farmer. Here was a new sort of devil to worship.

In great fear he fell to his knees, bowed his head and raised his hands in supplication, while his lips feverishly murmured a babel of strange prayers to all the most sacred deities to have mercy upon him, so that he might yet eat rice and curry in the bosom of his family.

"Lizzie," however, rambled serenely on her way up the hill to the town of Champur, while Mr. Rupley had a good laugh at the expense of the poor terrified native.

TO SILENCE RATTLING SPRING CLIPS. Rattling spring clips may be quickly and easily silenced by wrapping the lower portion with fine tape, either sufficiently to prevent them from moving or just enough to cushion them. The tape can be painted over to match the spring so that it will not impair that detail of the car's appearance.

PROTECT BATTERY CONNECTIONS. The heavy copper cable used for battery connections often becomes corroded inside the insulation to such an extent that it is severed completely, causing a break in the circuit. This corrosion is due to the gas of the sulphuric acid in the cells, which, in combination with the damp atmosphere, attacks the copper and converts it into a powdery copper sulphate. A very simple and effective preventive of this condition consists in coating the wires at and around the terminals with petroleum jelly, cup grease or some non-fluid oil.

BATTERY ACIDS. Drill a hole in the bottom of the battery box to permit the overflow of water or the acid to escape. Ventilation is also provided by placing four small wooden cleats in the bottom of the box to raise the battery from the floor. Boil these cleats in paraffin before they are put in place, as this prevents deterioration due to the action of the acid.

Auto Tops. Auto Trimming, Slip Covers, and Covers, California Tops, all kinds, made and repaired.

We also carry a full line of Auto Trimmings.

Mose Wilson. Corner York and Talbot Sts. Next London Battery Co.

F.M. Stevenson. 229 Horton Street, London. DEALERS WANTED.

Car Makers, in Efforts to Induce Buying, Lower Prices to 1913 Level

DETROIT, March 24.—The present condition of the automotive industry, with respect to manufacturing costs and the prices placed upon the finished product, many manufacturers are going to find themselves in difficulties unless things change. The craze to get their cars down to a figure that would start buying has brought many to the point of ruin. In spite of the high price of labor and the taxes, and many other items that add to building cost in the end, cars are today selling at about the 1913 figures. Makers are actually selling their cars to dealers and distributors at less than the manufacturing cost and the public is reaping the benefit.

Conditions of today cannot continue. If continued, the lining up of the giants of the battle coming, will be made more and more possible as the days go by. The independent manufacturers not in combination and the manufacturers who are controlled largely by bankers, who will be unwilling to stand the pressure, will have to go out of business unless the price of cars increase. Throughout the manufacturing district, it is admitted that there will have to be a price increase before very long, and that others will have to follow.

The threatened shortage of cars for spring long predicted is going to be a certainty, no matter what the volume of buying may be. There is no stock of cars to speak of in storage, dealers and distributors refused to load themselves with surplus stock, and now with the spring demand started, the makers will be unable to meet it. The fact that record-breaking attendances were reported at all shows that the fact that retail sales were and are undoubtedly good at every show, is indication of business for a year at least or better than the business of 1921.

he is in a position to feel thoroughly content as regards his tire equipment, no matter what happens.

Examine the castings of tires for cuts. If cuts are filled with heat-a-cut dough the cuts will not grow bigger.

Tubes should receive special attention, for once they have been placed inside the casings they are forgotten. Test the tubes for slow leaks. Put new plungers in the valves even if the old ones appear satisfactory. The rubber washers in the plungers become stiff and hard after a time, and it is good policy to change them at least once a year.

The pump should be tested, especially the rubber tubing and the connections. If the leather piston head in your hand-pump has dried up it may be softened by a liberal application of vaseline. If it is gone beyond help you can get a new leather at a supply store. The same advice as to inspection of connections applies in the case of a mechanical pump, attached to the engine. See that the pump is well oiled, especially in the cylinder, but avoid excess oil, as it may find its way into the inner tube.

When these few things have been done, and the motorist has equipped his car with a cold-patch kit for punctures, a blow-out patch for emergency use, a can of soap-suds for inflation, a tire gauge for testing inflation, and a good spare,

he is in a position to feel thoroughly content as regards his tire equipment, no matter what happens.

VULCANIZING TIRES AND RUBBER BOOTS TIRE ACCESSORIES

G. W. KIRK. W. FRONT ST., STRATHROY. Red Store Service Station. PHONE 137.

The tire mileage is unusually high



PRICES DELIVERED. Sedan \$2,148, Coupe \$1,915, Touring Car \$1,315, Roadster \$1,275. Panel Business Car \$1,466, Screen Business Car \$1,320.

W. J. CHISHOLM

PHONE 6128W. 478 RICHMOND STREET.

Visit Our Used Car Showroom on King Street Any Time

We will try to treat you courteously. We have at all times a large number of USED CARS to select from, as we are continually taking cars in as part payment on new Overlands, Studebakers and Packards.

A few choice cars listed below:

1 McLAUGHLIN, K45, SPECIAL TOURING, 4 cord tires, brand new, body newly finished, extra good top. Car looks like new \$1,400.00

1 McLAUGHLIN ROADSTER, 5 tires, bumper, in first-class condition. Can recommend it highly \$1,350.00

1 OVERLAND COUPE, 1921 model, 5 tires. Car only gone about six thousand miles and looks like new \$900.00

TIME PAYMENTS CAN EASILY BE ARRANGED.

Frank McLaughlin. OVERLAND - STUDEBAKER - PACKARD MOTOR CARS. PACKARD TRUCKS. 86-90 KING ST. TELEPHONE 8

PAIGE The Most Beautiful Car in America



THE Paige 6-44 is a smaller brother of the famous 6-66. There is a difference in power, wheel base, seating capacity and price. But both cars have one thing in common—the spirit and beauty of a Kentucky thoroughbred.

To merely look at the 6-44 is a pleasant experience. But to drive it, to tap that mighty reservoir of fifty horse power, to sink back in the cushions and feel the gentle sway of perfect spring suspension—these are things that mean the real thrill of living.

Surely you are entitled to a good motor car when it means so much in health and happiness. The 6-44 has always been good, but this year it is much better than ever. And at the greatly reduced price, where can you find a sounder, safer investment?

Table with 2 columns: The New 6-66 Prices and The New 6-44 Prices. Lists models like Lakewood, Larchmont, Daytona, Sedan, Limousine, Coupe and their prices.

Hodgins & Fergusson, Ltd. PAIGE DISTRIBUTORS. 68-72 YORK STREET. PHONES: Sales 1257; Service 1208. Dealers Desiring Territory, Kindly Communicate with Above.

CITY AUTO DEALERS SURE SQUARE DEALING AIDS SUCCESS

TAKES PRIDE IN CANADIAN AUTO

H. L. Cole Secures Large Number of Orders For London Six Machine.

PLANT IS IN LONDON

Praises Rapidity of Organization Work of London Motors, Limited.

On his return from an extensive tour of the Maritime Provinces, H. L. Cole, sales manager for the London Motors, Limited, in that section of the Dominion, described industrial conditions there as practically normal.

Mr. Cole takes pride in his capacity as sales manager, in being able to distribute to the Canadian automobile trade, a car designed by a Canadian, W. R. Stansell, and built in London, Canada, by Canadian workmen. He was the first private owner of a London Six, the product of the plant, and exhibited it throughout the southeastern part of Canada.

"There are several fundamental requisites in cars which are expected by Canadian motorists," declared Mr. Cole, "the first being a well built car and one giving good service; second, well balanced car; third, an easy driving and economic car of operation; fourth, a fine looking car. I can truthfully say I have never found these qualities in any other car to such an extent as we find them in a car that is produced right here in London. Invariably a car with such qualities as are found in the London Six are only to be found in the highest priced cars.

"In the few months of sales endeavor spent in the east, we have booked bona fide orders to date for 117 London Six cars of the various models, and the prospects for the months of April and May indicate a heavy volume of business from the eastern provinces. Knowing the conditions as I do in the east, it is not a question in my mind as to how many cars we can sell, but the question is, can we produce them fast enough to meet the demand. I am fully convinced from what I have seen during the last few days that preparations are being made for a large production during 1922.

"My present visit to the plant of the London Motors, Limited, has been an inspiration to me. When I left London last August, taking back with me to the east the first production car delivered by this company, there were many things within the company's plant yet to be accomplished before production could be reached. There were extensive renovations needed in the factory's various departments and a multitude of other details to be taken care of, and it looked to me like a full year's job to accomplish these things.

"I return now to find that W. R. Stansell and his staff have simply accomplished in this brief time what looked to me like the impossible, and the most gratifying thing to me today is in the fact that I know when cars are ordered from our eastern dealers these cars can be shipped on decidedly short notice and according to schedule. I believe that through the efforts of our sales organization, coupled with the energetic support of W. R. Stansell's leadership in producing 'Canada's Quality Car,' the staff employed at present should be increased many times within the next few months."

The chief purpose of Mr. Cole's present visit to the plant of London Motors, Limited, is for the arranging of an early consignment of cars to the east.

A BRUSH FOR SPOKES.
Two bottle-cleaning brushes, removed from their handles, joined together and fitted into one handle so that the brush ends form a narrow V, make a very efficient brush for quickly cleaning the spokes of the artillery wheels of a motor car.

THE DIFFERENTIAL'S USE.
The function of the differential in automobiles is to give flexibility to the axle, through which the power is transmitted to the wheels. When the car is turning a corner, the outside wheel travels farther than the inside wheel, and the difference is taken care of in the differential by an arrangement of bevel gears and pinions.

'T WAS NEVER THUS

I'M SORRY I RAN INTO YOU—I GOT RATTLED I GUESS

BY CAVENAUGH

NOT AT ALL—IT WAS ALL MY FAULT—I CUT IN ON YOU TOO CLOSE



WARN DRIVERS NOT TO "SLIP" CLUTCH

Experts Claim Starting Second Gear Is Also a Bad Practice.

BAN UNNECESSARY WEAR

Clutch Should Always Be Allowed To Engage Gently.

THE person who habitually slips the clutch is courting danger. He increases the wear tenfold so that finally it will hardly hold at all. Then some day he will need it badly to pull him out of a tight place and it will fail entirely.

The purpose of the clutch is to connect the engine to the transmission and to disconnect it, at the will of the operator. This is necessary, particularly for shifting gears, to prevent grinding or stripping. When allowed to engage it should always be done gently so as not to break some part of the transmission.

This caution applies particularly to the low speed when starting the car from a standstill, as the strain is then excessive. As the clutch is engaged the accelerator pedal is depressed slightly to give the engine sufficient power to carry the load. As the clutch takes hold it must do so smoothly, speeding up gradually until it moves at the same speed as the flywheel. It is evident from this that the clutch slips first and holds afterward.

Slipping in this manner is a necessary evil that causes the lining to wear out in time. The length of time may be long or short, depending on the driver. One of the most serious faults is to drive with the feet on the clutch and the brake pedals. The clutch is partly released by this practice causing almost constant slipping and the car will lack speed. To overcome this the driver feeds more gas causing the engine to overheat and also wasting gasoline.

Intentional slipping is also disastrous if continued. It is usually due to a disinclination to shift gears. The car is approaching a block in the traffic, which will probably open if we do not arrive too soon, so we slow down slightly.

We have choice of several methods. If we throttle down too far the engine will stall. If we shift to second speed it may do us, and then many drivers dislike to shift gears, apparently for no other reason than that they dislike to, forgetting that gears were placed on the cars for just such occasions.

A third method is to allow the car to coast by throwing out the clutch

Tells How Motorists Can Obtain Full Mileage From Gasoline Used

Gasoline is not as plentiful as water, and never will be. It is a problem, therefore, to get as many miles as possible out of every gallon consumed. A few fundamental principles, if properly observed, will help to increase the efficiency of the motor.

First of all it is important to see that the power plant is tuned up. The compression must be good in each cylinder; the ignition system and its auxiliaries, the spark plugs, should be working properly. The mixtures of most cars are too rich. This means that gasoline is being wasted and the engine subjected to excessive and unnecessary carbonizing.

After making sure that the engine is operating at its best, take the car out on a good smooth road and see how it coasts. If the tires are not properly inflated, if the front wheels are out of alignment, or if the brakes drag, the car will be found to come to a stop much quicker than it should after the power of the motor is cut off.

This indicates all too clearly that gasoline is being wasted, to say nothing of the unnecessary wear on the tires (if they are too soft or the wheel alignment is faulty) or on the brakes (if they are dragging), or both. For wastes go together, and one leads to

and causes others, from the motorist's standpoint.

Another common way in which fuel is wasted is to permit the engine to idle when the car is standing still. Most engines, with throttles closed, will run idle at about the same r.p.m. as when driving the car at a speed of ten miles an hour. Hence, when the motor is idling, somewhat less than the same quantity of gasoline is being consumed as when the car is traveling ten miles an hour over average roads. Thus the wastefulness of this practice becomes apparent. It is ordinarily wise to let the engine idle a moment or two before starting the car, but to let it idle for any long time when it is not necessary is economically wrong.

MENDING A FUEL LINE.

The usual method of repairing a broken gasoline pipe is to slip a piece of rubber tubing over the broken ends. Such a repair is often unsuccessful because the rubber tubing cannot withstand the vibration of the pipe for any length of time. A more satisfactory repair may be made by winding a short piece of tape about the broken ends of the

DON'TS

TO AVERT AUTO ACCIDENTS.

- Don't speed.
- Don't fail to give arm signal properly before making turn.
- Don't try to steal the other fellow's right of way.
- Don't cut corners.
- Don't turn in the middle of the block—anywhere.
- Don't fail to give arm signal on leaving curb or when slowing down.
- Don't fail to give strict attention to the road and to other cars—inattention to driving duties causes many accidents.
- Don't drive on the wrong side of the street.
- Don't try to beat a street car to an intersection—it is dangerous to yourself as well as to pedestrians and other motorists.
- Don't pass a standing street car.

PREVENTING BRAKE SLIPPAGE

The most common cause of brake slippage is oil on the brake bands. This oil makes its way from the differential housing to the brake drums in most cars. To clean off the brake bands, squirt kerosene on them freely. This will serve to dissolve any grease or oil and will give the bands greatly increased gripping power.

CARE AFTER REBORING.

An old car fitted with new bearings, reground cylinders, new rings, etc., should be driven slowly for at least 500 miles.

EXTRAS.

Every car should carry an additional fan belt, one or two tires with tubes, spark plugs, electric bulbs, fuses, a can of cylinder oil and some grease, an assortment of bolts, nuts and washers, and valve stems and plungers. Anti-skid chains and a tow line should be included in the list.



JUST ONE WEEK

March 25 to April 1

For one week only we are going to give some one the chance to buy an extra good used car at their own price.

We have a 1921 Chevrolet Touring in our showroom, it has been thoroughly overhauled and the tires and finish are good. We have been asking \$600 for this car, now we want your bid and regardless of who or what the highest bid is, it goes. Come in and look it over then fill out the Form below.

London, Ontario.

Ontario Garage and Motor Sales, Ltd.

Please enter my bid of Dollars for Chevrolet Touring now on display in your showroom. Said car to be awarded to the highest bidder at 8:30 p.m., April 1.

If my bid is successful I agree to pay either all cash or 50 per cent cash and balance in not more than six monthly installments with usual charges for interest, insurance and brokerage.

Name

Address Phone

ONTARIO GARAGE AND MOTOR SALES, LIMITED

S. H. ROWED, Manager.

PHONES 5459-2431. 397-401 DUNDAS ST. LONDON.

"The Home of Satisfactory Service."

Used Cars of Quality

Here are four excellent buys. If you are looking for a real good automobile, take your choice.

- CHALMERS SEDAN
- OLDSMOBILE TOURING, 4 CYLINDER
- OLDSMOBILE TOURING, 8 CYLINDER
- DODGE ROADSTER

These cars are all mechanically correct and will be sold on a thirty-day guarantee.

W. R. Simpson

OLDSMOBILE DISTRIBUTOR.

781 DUNDAS ST. PHONE 45.

ANY TIME you drive into our garage you are assured of three important things—first, that whatever is done to your car will be done right by a trained mechanic who knows your car thoroughly; second, that it will be done according to a Ford standardized practice for doing that thing in the quickest and best way; and third, that if any replacement is required it will be made with a genuine Ford part. These three things mean that the repair will be permanent, not merely temporary. You are assured also of courtesy—and of an honest standardized price, O. K'd by Ford—that you, as well as your car, will be treated right.

Reliance Garage

"Super" Ford Service

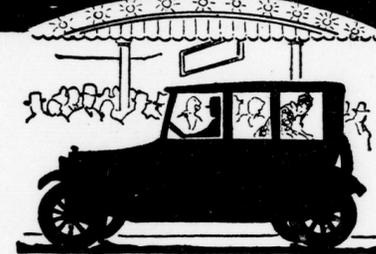
ANNOUNCING OLDSMOBILE NEW PRICES

Four Cylinder Touring	\$1,475
Four Cylinder Roadster	\$1,475
Four Cylinder Coupe	\$2,145
Four Cylinder Sedan	\$2,295
Twin Four Touring	\$2,395
Twin Four Roadster	\$2,395
Twin Four Coupe	\$3,145
Twin Four Sedan	\$3,325

W. R. Simpson

DISTRIBUTOR.

781 DUNDAS ST. PHONE 45.



night

Night—the hour for relaxation and gladness. All dressed up for the Theatre, the Bridge Party or the Dance. The Sedan newly polished and running smooth as sailing—the last word in comfort. What a time for a blow-out! Wouldn't it take all the joy out of life? In fair weather or foul, changing tires in darkness is not a fit job for a man in his best toggery; and, yet, that's what will happen if you do not disarm Accident by Precaution. Equip your car with "Gutta Percha" Tires—they carry on, unfaltering, through all weathers and circumstances, day or night, on all cars and on all roads.

"GUTTA PERCHA" TIRES

"Quality all Through"



Automotive Slogan Contest!

Twenty-Five Dollars In Cash Prizes

First Prize : : \$10.00 Third Prize : : \$5.00
 Second Prize : : 7.50 Fourth Prize : : 2.50



<p><u>What Is It?</u></p> <p><i>"A Flow of Power."</i></p> <p>Who Sells It?</p>	<p><u>What Is It?</u></p> <p><i>"The Truth Is Mighty and Shall Prevail"</i></p> <p>Who Sells It?</p>	<p><u>What Is It?</u></p> <p><i>"The Gold Standard of Values."</i></p> <p>Who Sells It?</p>	<p><u>What Is It?</u></p> <p><i>"A Good Name."</i></p> <p>Who Sells It?</p>	<p><u>What Is It?</u></p> <p><i>"Ask the Man Who Owns One."</i></p> <p>Who Sells It?</p>	<p><u>What Is It?</u></p> <p><i>"The Standard of the World."</i></p> <p>Who Sells It?</p>	<p><u>What Is It?</u></p> <p><i>"The Most Beautiful Car in America."</i></p> <p>Who Sells It?</p>
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<p><u>What Is It?</u></p> <p><i>"Sets the Pace."</i></p> <p>Who Sells It?</p>	<p><u>What Is It?</u></p> <p><i>"The Home of Satisfactory Service."</i></p> <p>Who Sells It?</p>
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Rules Governing the Contest

(1)—This novel and entertaining AUTOMOTIVE SLOGAN CONTEST is being held at the suggestion of local Automobile Sales and Service Stations, so that the people of London and district may become familiar with the slogans of Automobiles and Service Stations in the city of London.

(2)—Twenty-Five Dollars in Cash Prizes will be paid to the winners. First prize, \$10, second prize \$7.50, third prize \$5.00, fourth prize \$2.50.

(3)—The first prize will be awarded to the contestant whose answers first reach us giving the largest number of correct answers. The second, third and fourth prizes will be awarded in consecutive order.

(4)—The contest will commence on Saturday, 18th March, and will end midnight, Wednesday, 29th March. All answers sent in by mail must positively bear a post mark dated not later than 29th March to qualify.

(5)—Every subscriber or reader of The London Advertiser is eligible to compete, but under no condition will anyone connected with the automobile industry or The London Advertiser staff, be allowed to qualify.

(6)—The correct answers with the names of the successful contestants will be published in the Automotive Section of The London Advertiser on Saturday, April 1st.

(7)—Three officials of the Middlesex and London Branch of the Automotive Retail Dealers' Association will act as judges and their decision will be final.

Here is an excellent opportunity to show what you know about the many fine automobiles handled by local dealers, also the service station slogans. Everyone has an equal chance to win and the contest should prove both interesting and informative. Do not delay—send your answer in today, for it is the first correct or nearly correct answers that will win the prizes.

NOTE:—Write the name of the car, service station below "What Is It?" and the name and address of the dealer handling same above "Who Sells It." Tear out this page and mail it along with your address to

*The Automotive Slogan Contest Editor,
"London Advertiser," London, Ontario.*

<p><u>What Is It?</u></p> <p><i>"Ironing Out the Bumps"</i></p> <p>Who Sells It?</p>	<p><u>What Is It?</u></p> <p><i>"Leland-Built?"</i></p> <p>Who Sells It?</p>
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<p><u>What Is It?</u></p> <p><i>"Ask the Man With the White Hat."</i></p> <p>Who Sells It?</p>	<p><u>What Is It?</u></p> <p><i>"The Envelope Tells the Truth."</i></p> <p>Who Sells It?</p>	<p><u>What Is It?</u></p> <p><i>"The Good _____."</i></p> <p>Who Sells It?</p>	<p><u>What Is It?</u></p> <p><i>"The New Series '_____' See Us First."</i></p> <p>Who Sells It?</p>	<p><u>What Is It?</u></p> <p><i>"T_____y For Bargains."</i></p> <p>Who Sells It?</p>	<p><u>What Is It?</u></p> <p><i>"Canada's Quality Car."</i></p> <p>Who Sells It?</p>	<p><u>What Is It?</u></p> <p><i>"When Better Automobiles Are Built _____ Will Build Them."</i></p> <p>Who Sells It?</p>
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Buy London-Made Products

Succeed With London

Keep Our Home Factories Busy

"Make good with your product and then advertising can make good for you."

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 T. H. YULL, President and Managing Director.
 304-308 Dominion Savings Building, London, Canada.

Best because we take care to make it so.
NEAL'S GOOD WHITE BREAD

EGGETT & CO.
Sanitary Plumbers
 Steam and Hot-Water Fitters.
 Estimates Furnished.
 336 Ridout Street Phone 210

O'Brien College
 351 RICHMOND ST., LONDON
 Specialize in Salesmanship,
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H. F. DAY
 Moving, Crating, Storage
 Telephone 2387 480 Maitland St.

BERT WEIR
 REALTOR
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DON'T THROW YOUR OLD CARPETS AWAY.
 They Make New Reversible "VELVETEX" RUGS
 Send Postal for Velvetex Leaflet No. 1X
 CANADA RUG COMPANY
 98 Carling Street, London, Ontario

VESTA—Two Year Guarantee Battery.
MODERN BATTERY & TIRE REPAIR
 We Specialize in Batteries and Tires.
 366 Ridout St., near King, Tel. 5974

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RUDDY BREAD, 8c At Any Grocery Store.
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R. M. BRISCO CO., LTD.
Auto Sundries
Sporting Goods
 258 DUNDAS STREET
 Phone 3922J

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 MAKERS OF
Work Clothing for Men and Boys
 Overalls, Coats, Shirts,
 Cotton Gloves and Aprons.
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RUGGLES MOTOR TRUCK COMPANY, LIMITED,
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A. W. MACFIE.

CHIROPRACTIC Physician, Dr. Macfie, practices successfully for 8 years in London.

HAS BIG PRACTICE IN CHIROPRACTIC

Dr. A. W. Macfie, one of London's foremost practitioners of chiropractic, is an ardent believer in the success of that system, the world's outstanding drugless health method. Dr. Macfie graduated from the Ross College of Chiropractic, Fort Wayne, Indiana, in 1914, and has practiced successfully his profession for eight years in this city.

He has one of the largest practices in Western Ontario, while his work in the field among chiropractors has not been overlooked. His success is due to his mastery of the science, and also to his upright treatment of patients.

For five years Dr. Macfie was secretary of the Drugless Physicians' Association of Canada, and for one year he was president of the same association. He is also a member of the newly-organized Ontario board of chiropractic examiners.

Dr. Macfie points out the popularity of the chiropractic science, there being in Canada and the United States at the present time over twenty million followers of this health method, while the practitioners numbered fifteen thousand in the same countries.

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 A TRIAL
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Auto Truck Service
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Succeed In London

MAN cannot live unto himself, and this universal truth is particularly true of the man in the business world, of the merchant right here in London. The merchant needs your assistance and support, householder; you need the merchant, and a commercially progressive city, such as ours, truly needs you both. Let us go hand-in-hand along the route to a greater metropolis, and thus make the Succeed Page prove a real symbol of the city's future progress. We must help both the merchant on the first rung of the ladder of financial prosperity, and the merchant at the top.

Now that the wave of business depression has fallen into the trough, we may hopefully say of London, that as the tide in her commercial status approaches, each and every citizen will substantially show his appreciation of the renewed signs of advancement.

What folly it would be to have our city, hitherto a booming municipality, fall into a rut just as business is beginning to brighten. Let us boost our merchants more than we have ever boosted them before, by helping to increase the general optimism in this revivifying season of the year.

The opportunities of the time are too great to be neglected; so do not let us pass by on the other side, the side of decline, but let us gather gear by every means justified by ideal citizenship. If we aim at that greatest of all goals in the business world, commercial success, we will, through perseverance and co-operation surely reach it, reach it in the most honorable way.

AUTO ELECTRIC SERVICE GROWS

"We Know How" has been the slogan of the Auto Electric Service since its formation a year ago, last August, and one has only to look at their long list of satisfied customers to recognize the success attained already.

Both Mr. L. Price and Mr. J. Hawke served in the motor transport section of the Canadian forces overseas, where the ambulances and other motor cars were operated on "all fours" or "all six" all the time.

In August, 1921, they started their electrical business at 347 Ridout street, but their work has increased to such an extent that they have found it necessary to employ extra men, and on April 1 they are moving to larger quarters at 39 King street, so as to handle efficiently their increased business.

Recently Mr. Price and Mr. Hawke took over the Western Ontario agency for the Auto-Lite, Delco, Remy and Connecticut Electrical Appliances, and have the official service station here for the firms manufacturing these units.

Havana filled cigar, is all hand-made and by union men.
 Mr. Pennecoff's invitation to all people who enjoy a real good smoke is to try a Morena and get the most for their money.
 Many other brands of cigars are made at the factory, including the "Bon Ton," a five-cent cigar, which is rapidly gaining a reputation.
 Each month proves that the cigars manufactured by the Morena Cigar Company are gaining many friends, because each month finds more Morena and Bon Ton Cigars in use.

D. L. and W. Scranton Coal
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AWNINGS, TENTS, Flags, Coal Bags, Horse Covers, Wagon Covers
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 Successor to Bexton & Carson General Repairing—Garage in Connection—Mechanic.
 Engines and machinery of all descriptions thoroughly overhauled.
 Rear 65 King and 65 Dundas Sts.
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USED TIRE SALES BUSINESS GROWS

"Considering the fact that we have been in business only one year, we have done well," said Mr. H. M. Maine of the Ontario Used Tires Sales, when interviewed as to how business was progressing. Mr. A. G. Leonard and Mr. Maine specialize in all lines of rubber repair work, vulcanizing tires being their chief branch. Buying the best of poor tires and rebuilding them, their aim is to resell these to the citizens of London at the cheapest possible prices.

They opened their business at 351 Talbot street, but six months later, they were forced to move into larger quarters at 329 Talbot street and add to their staff. By guaranteeing all work, large or small, they have built up London an enviable reputation as tire specialists, and it is their desire to give the people of London efficient service all the time.

BEAUTY PARLORS ARE UP-TO-DATE

The dainty and up-to-date Hair and Beauty Parlors of Mmes. Wells & Hunter, Dominion Bank Building, are visited by many discriminating lovers of the art of beautifying the face and hair.
 Those desiring facial treatments, whether their complexions are affected by Canadian winds or whether apparently hopelessly wrinkled, have only to call at this well-equipped beauty parlor in order to have their blemishes removed.
 Mmes. Wells & Hunter are recognized specialists in various scalp treatments and shampoos, which indubitably promote a luxurious growth of hair.

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Machinists and Engineers
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 BEST IN LONDON
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 Our prices for fixtures and wiring are less than "the other fellows."
 Phones: 7457, 6834W, 2237F.

PARKER & ALLEN
PLASTERERS
 STUCCO WORK A SPECIALTY.
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BUSINESS OF RAYMOND BROS. GROWS RAPIDLY

Partners Optimistic of Future for Manufacture of Tents, Awnings and Covers.

In the fall of 1903 Raymond Bros. first established their firm in this city. In the spring of the same year they had opened a factory in Windsor, but realizing the fact that London was the logical export center for Western Ontario they moved their headquarters here.

The three brothers, Alfred, George and Joseph, had had considerable experience in the manufacture of tents, awnings, flags, tarpaulins, waterproof covers, etc., in Detroit, Mich., and foreseeing the possibilities of the industry in Canada they decided to start their enterprise in the Forest City.

They enjoyed considerable success from the beginning and in 1918 found it necessary to open a branch factory in Windsor to handle the trade in Elgin and Essex counties. Starting with a staff of three they have increased their business to such an extent that twenty-five employees now are kept busy all the time, besides having agents in all the larger Western Ontario towns.

Alfred Raymond, senior member of the firm, who has imported all grades of canvas and duck from England and the United States, declares that the Canadian made product equals any of that which he has imported. The hardware fittings, however, especially for awnings and tents, have to be procured in the United States as they are not made in Canada.

He asserts that the business depression has affected his line of industry as well as many others, but notwithstanding that fact, he is optimistic regarding the present season.

LONDON OPTICAL HELPS EYESIGHT

To avoid or lessen eye afflictions, the London Optical Company is issuing the following preventive measures to those who, unlike the optometrist, do not clearly realize what injuries may result from a misplaced axis or unclear lens.

"The glasses should be frequently cleaned by a lens cloth, not by the fingers or a soiled handkerchief, because the lenses become blurred even by the slightest contact of the lashes.
 "To insure correct vision, one should call upon the eye specialist at regular intervals that he may readjust the axis if necessary, for too great care cannot be taken with regard to the proper placing of the axis, which may fall out of alignment even with a slight loosening of the lens within the frame.
 "To insure correct vision the public should call at the London Optical Company, Dominion Savings Building, Richmond street, and have their eyes scientifically examined.

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Chiropractor
 Dominion Savings Building
 London, Canada
 Modern Electrical Equipment, X-Ray. Approved by Ontario Board of Chiropractic Examiners.

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 Estimates Furnished.
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 Expert Radiator and Auto Sheet Metal Worker.
 BRAZING OF ALL KINDS
 Telephones: Day 2327, Night 5448
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UNION MADE WRAY'S WORK GARMENTS WEAR WELL
 SMOCKS, OVERALLS, WORK PANTS.
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 Special Face and Scalp Treatments
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 is a sign of desirable stock. Sell the piano the public seeks.
SHERLOCK-MANNING
 The Piano worth a year's home
 It's "Canada's Biggest Piano Value."
Sherlock-Manning Piano Company
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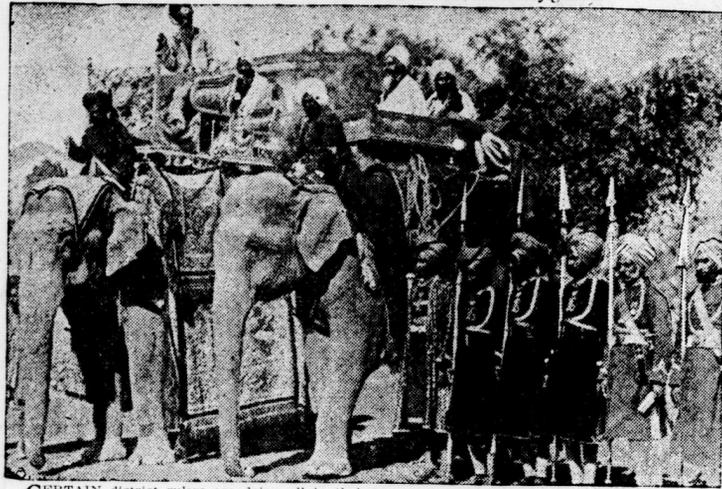
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 MADE IN LONDON BY
LONDON PROVISION CO.
 130 BRISCOE STREET
Sausage, Bacon, Smoked and Cooked Meats
 SOLD ALL OVER THE CITY.

John Duval Dodge Freed From Prison.



DETROIT auto millionaire, who recently paid a \$100 fine and spent five days in jail for exceeding the speed limit. He was so lonesome while in jail that on his release he donated a radiophone outfit to the prison for the entertainment of its inmates.

Native Chieftains in India, With Armed Bodyguard.



CERTAIN district rulers are doing all in their power to augment the embarrassment caused by their subjects to British officials in India. They are here depicted in all their native splendor.



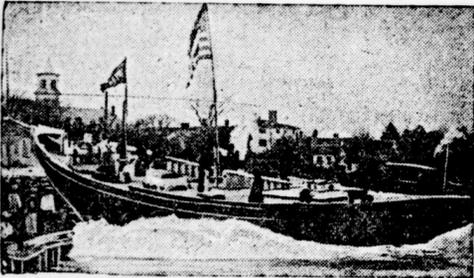
LOUIS JOSEPH VANCE, English novelist, whose works have an international reputation. He is a member of the Authors' League of America.

Leader of India's Feminist Movement.



SARJORI MAIDU, a strong exponent of women's rights. She is also an ardent supporter of Gandhi, the Indian nationalist leader, who is now serving a six-year jail term.

Contender For Fishing Schooner Title.



AMERICANS have built the "Puritan" to contest the honor won by the Canadian boat "Bluenose" in the international race between fishermen last year.

Goes Over the Hurdle With Lots To Spare.



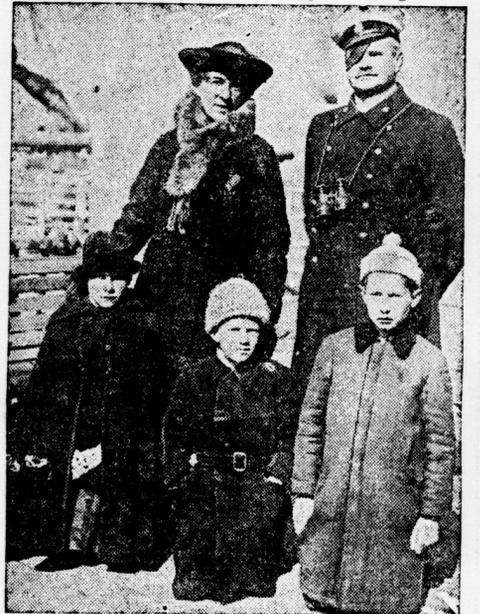
MISS ELIZABETH HAMMOND wins blue ribbon in the jumping contests at a recent English horse show.

Stages Fox Hunt For Children.



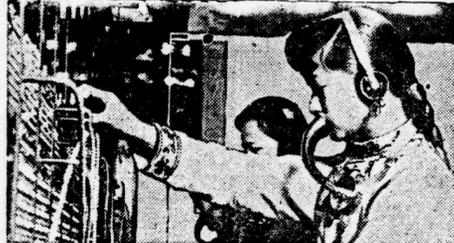
LADY ASTOR recently gave a hunt at Hever Castle, England, to which only children were invited. Little Viscount Herington and his sister, Lady Violet, are seen rounding up the hounds.

From Commander to Steerage Passenger.



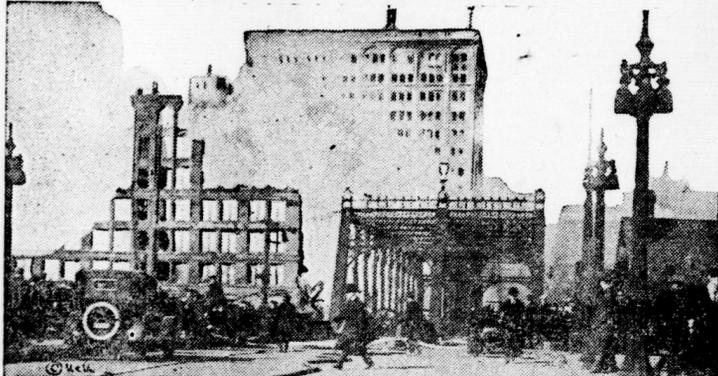
ADMIRAL ALEXIS ZIEFF, who was in charge of the Russian torpedo fleet in the Baltic during the world war, together with his wife and family, recently arrived on this side of the Atlantic, having traveled in the third class of the steamship Constantinople.

China Advances With Civilization.



THE eastern nation keeps step with her more progressive western sisters. There are no numbers asked for in this telephone exchange, all persons wanted being named. It handles about 8,000 calls daily.

Blaze That Caused Five Million Dollar Loss.



A FIRE, which is thought to be of incendiary origin, swept through a block in Chicago's business district recently, entailing the loss of one life and considerable property damage.



CRITICS declared that Hon. Lettice Digby, daughter of Lord Digby, is the most beautiful of English titled women.

What a Town Looks Like After Being Hit by Tornado.



TWENTY-FIVE were killed and 100 hurt when a tornado devastated this town in the Mississippi district. Whole houses were lifted up in the air and collapsed like a pack of cards.



H. R. H. PRINCE OF WALES, heir to the British throne, now on his way to Japan, after a four-months' tour of India.



MRS. BABE RUTH, wife of the premier baseball player of the world, predicts that the star will make 75 home runs in the coming season.

Wherever the British Flag Flies, Cricket Becomes a Sport.



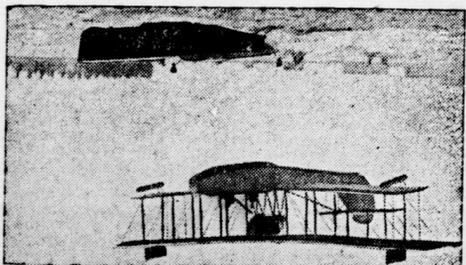
LITTLE African pickaninies find the national game of their protectors a good pastime. To bring the equipment right up-to-date they improvise grass for shin guards.

Exciting Moment in Football Game.



SPECTATORS have a moment when opposing players make wild dash after ball in a thrilling rugby match between London Hospital and University College men, recently played in England.

Motorboat and Hydroplane Contest Title.



"BABY GAR," which has broken several world's records for speed boats, was recently matched for a race with a plane. The air racer was well ahead at the finish of the trial.



CHAUNCEY MITCHELL DEPEW, famous lawyer, railroad president, politician and orator, although in his 88th year, is still young.



THE Maharajah of Kapurthala is a strong upholder of English ideals. In his endeavor to propagate the customs of the old country among his subjects, he is teaching them how to play cricket, which they are taking to with great gusto.

Pictures Gandhi Behind Bars.



THE LONDON ADVERTISER artist depicts the Indian leader as he would appear in his prison. The famous agitator for a free and independent India, declares "No prison can hold captive a just cause."