

TRAFFORD'S Week-End Bulletin

Next week being Made-in-Canada Week in London we take this opportunity of drawing your attention to the display of Canadian-Made Furniture now on our floors. Here you will see the work of skilled Canadian mechanics truly demonstrated by the beauty and designs of our exhibit of Solid Black Walnut Dining-Room Suites—perfect in every way. Anyone contemplating purchasing furniture will do well to inspect this exhibit today. Last, but not least, this old, reliable firm of Trafford Furniture Company, with its reputation of forty years of square dealing, stands behind every transaction.

This Black Walnut Side Table Goes for \$42

Queen Anne Period, with large drawer. Worth \$55.00.

10 Per Cent Off PARLOR LAMPS

Your choice of walnut or mahogany stands.

Baby Carriages On Easy Terms

A small deposit is all that is necessary to secure any carriage in our store. Make your selection today. We have a good selection of Strollers and Sulkeys to show you.

EXTRA!

Reed Dinner Wag n
Removable tray, rubber tired, ball-bearing wheels, one only. On sale for \$22.50

Also one in black walnut, Queen Anne Period, at \$41.00, and three in fumed oak at \$38.00 to \$42.00.

ELITE TEA TABLES

Worth \$33.00. Two only—walnut and fumed. Your choice \$21.50.

Don't Throw Away That Old Chair

until our upholsterer says it is past repairing. Let us send our man to give you a price on upholstering your parlor suite, couch, etc. A large range of coverings to show you.

Pedestals and Jardinieres At Last Year's Prices

Some in quarter-cut oak, mahogany and walnut. Prices start at \$6.50.

Trafford Furniture Co.

11 MARKET SQUARE—129 DUNDAS STREET.

Fresh Caught Fish

Herring, Pickerel, Perch, Haddock, Fresh Cod.

OTHER VARIETIES.

Whitefish, Halibut, Salmon, Flounders, Sea Herring, Salt Mackerel, Kippers, Finnan Haddie.

THIS WEEK'S FOUR BIG LEADERS

Get in your stock of **CORN, PEAS AND TOMATOES.** 18c Per tin

Look at this **APPLE and PINEAPPLE JAM.** Four-pound \$1.00

PURE JAMS Any flavor Four-pound \$1.35

Only a few cases of LAUNDRY SOAP. Ten Bars for \$1.00

4 lbs. Choice Currants	\$1.00	Pilchards, tin	15c
4 pkgs. Seeded Raisins	\$1.00	Asparagus, tin	23c
4 lbs. Choice Prunes	\$1.00	H. & L. Dried Peas, 2 pkgs.	25c
Seedless Raisins, 1-lb. pkg.	\$1.00	Corn Syrup, 5-lb. pail	60c
Pure Marmalade, 4-lb. pail	\$1.00	Blended Jams, 4-lb. pail	73c
Apricot Jam, 4-lb. pail	\$1.00	Lytle's S. B. Sauce, bottle	20c
Crisco, 3-lb. pkg.	\$1.00	Sweet Pickles, jar	25c
Scotch Marmalade, 1-lb. jar	35c	Red Rose Tea, regular 70c lb.	64c
Carnation Milk, large tin	15c	Lipton's Regular 70c Tea, lb.	60c
Corn Flakes, pkg.	15c	Armour's Cleaners, 3 tins.	25c
Jelly Powder, 2 pkgs.	25c	Old Dutch Cleaner, tin	10c
Custard Powders, 2 pkgs.	25c	Palmolive Soap, 3 bars	25c
Worcestershire Sauce	25c	Ivory Soap, 5 bars	25c
Libby's Catsup, large	25c	Armour's XXX Oils, lb.	42c
Heinz Catsup, bottle	25c	Armour's Silverchurn Oils, lb.	40c
Tomato Catsup, quart bottle	25c	H. A. Oils, lb.	39c

Onn's Up-to-Date Market

PHONE 1206. 143 KING STREET. We Deliver to All Parts of the City. Early Orders Receive Prompt Attention.

NOORDERTOOSMALL

We issued a policy yesterday that netted us 25 cents.

NOORDERTOOLARGE

We recently covered a risk for \$150,000 in a single policy. Each order received the same careful personal attention. That kind of SERVICE is a matter of principle with us.

The Davis Insurance Agency LIMITED, 208 Royal Bank Bldg. Phones 776-222. ZAV

ARTICLES FOR SALE UP-TO-DATE FHa&N

NATIONAL CASH REGISTERS

Make Record Keeping Easier. JULIUS MADDI, BRANCH MANAGER, 350 Dundas Street, London, Ont. ZAV

"Say It With Flowers" Always the Ideal Gift



TRUSSES

\$1.50 to \$10.00. We have Trusses to fit all needs. Our fitters are experts. ANDERSON & NELLE, 285 Dundas St.

MADE-IN-CANADA ADVERTISING MATTER BEING DISTRIBUTED TODAY

Merchants Asked to Speed Up Decorating in Armories for Float Parade Progressing—Dance To Be Gala Event.

Twenty young women of Patricia chapter, I. O. E., started out this morning to place the made-in-Canada pennants, price and display cards, together with the questionnaires, in the hands of retailers, wholesalers, banks, in fact, every place of business in the city. The women's help in this departure is of great benefit, for Made-in-Canada week has developed to such proportions that the London Advertising Club finds itself almost overwhelmed. Miss Edna White, in charge of the women's corps, expects that this work will be carried on with the greatest expedition, and asks that all interested anticipate their needs.

When London takes on its patriotic dress Monday it will be a sight for the francophone to behold. Sir Henry Drayton is also excited, and Mrs. L. A. Hamilton of Toronto is also coming to London next week.

The committee handling the float parade, which will take place next Tuesday afternoon at 4 o'clock, is working with unexpected success. The chairman intimated that all the automobile concerns have already let contracts for elaborate showings. Several children from each of the schools will also be accommodated in the parade and the autos carrying the kiddies will bear the words, "Canada's Most Valuable Product—The Future Driving Force of the Nation."

The ladies have also relieved the Advertising Club of this detail and now have the all-around well under way. Secretary Tull said Thursday that the parade would be much larger than the fondest dreams, many manufacturers and retailers making entries as late as last night. One man on this committee said that over 1,000 made-in-Canada bicycles would parade.

The fact that five moving picture concerns will be here to "shoot" the feature creates a very strong incentive in the minds of all. The questionnaires, which will be handed out in all the stores is also a big feature, and it is expected that more will have to be printed to go round.

Gala Night. Owing to possible inclement weather the armories will be the scene of the gala night, when prizes will be given for the best costumes. Dancing will hold forth, a band providing the music and the Municipal Chamber taking care of the patrons. A small admission will be charged, and the entire proceeds will go to the Sick Children's Hospital.

P. W. Read, chairman of Made-in-

Ma don't bother about getting me any other lunch when she's got

POST TOASTIES in the house

-says Bobby Sold by Grocers Everywhere



Made by Canadian Postum Cereal Co. Ltd. Windsor, Ontario.

GOES TO JAIL FOR EIGHTEEN MONTHS

Thomas F. King Sentenced on Fraud Charge.

Thomas F. King was sentenced to 18 months in the common jail on a charge of fraud, to which he had pleaded guilty, by Magistrate A. H. M. Graydon in police court this morning.

J. M. Donohue, counsel for a number of the prisoner's creditors, asked that leniency be shown him, as these creditors might seek civil action. King had been in jail for some time, having been brought to bear on him, and he was required to raise about \$5,000. The institution, Mr. Donohue said, which wanted this money must have known that he was unable to raise it. However, he had paid it back, but as a result injurious had been done to King and to the public. The practice of making settlement out of court was described as "emphatic." The prisoner had valuable securities and was willing to make an assignment in favor of his creditors. "His state of mind should be taken into account. It is that pernicious practice that speaks most loudly in his defence. He also has a wife and children depending on him. It may be impossible for him to pay all, but he will attempt restitution," said Mr. Donohue, who added that the prisoner's father was dangerously ill.

The court declared that unfortunately the offence was not serious, but because all business depended on honor and credit, if persons and business were so paralyzed, no satisfaction as to his character had been obtained. The public must be protected," said the court.

AWAITING APPROVAL OF WILSON TO DOCUMENT TO HUNGARIAN GOVT.

Paris, April 16.—Delivery of the reply of the ambassadors' council to Hungarian objections to the terms of the treaty of peace between that country and the Allies is reported to be awaiting approval from Washington of certain clauses. As soon as President Wilson's answer is received the reply will be handed to the request for prompt acceptance of the terms.

TOWN PLANNING ZONES DESCRIBED BY W. J. DONALD

Niagara Falls Secretary of C. of C. Gives Points to Londoners.

Zoning in its relation to town planning was thoroughly explained by W. J. Donald, secretary of the chamber of commerce of Niagara Falls, N. Y., at a dinner held by the members' council of the local chamber of commerce in the Tuckman House Thursday evening. He gave an illustrated talk on the system that has been adopted by Niagara Falls. Town planning, Mr. Donald said, was making progress in many centres, due to the efforts of the chambers of commerce awakening to the fact that they must look farther than the mere securing of new industrial plants for their cities. They must also provide for the industries to expand after they are located. They must see that an adequate water supply is provided, that roads are suitably paved, and that the housing system is economical and efficient. They have begun to realize that an intelligent and systematic planning of a town has intricate connections with the business success of the community.

Lauded System. The speaker lauded the system of government in this country, which he said gave much more leeway to the municipalities in regards to town plan-

ning than that of the United States. He said that the system there was awkward, and the system of dividing the responsibility between the legislative and executive in vogue there was not so good. He said that in Canada a system of planning that United States cities in that country were adopting the views of the American system of civic government.

He dwelt for some time and illustrated his talk by maps on the mistakes that had been made in the city of Niagara Falls as it grew unsystematically during the past twenty-five years. The city, he said, could be taken as an illustrative example of the blunders made in any city, and the system of zone planning, which it had adopted, could be used by any community.

In Niagara Falls, N. Y., several railroads cut through the heart of the city, through the business centres, and along the waterfront, tracts of land which could not be sold had been given to educational institutions, the civic centre had been located in the wrong spot, foreign congested areas had grown up, the street car lines were constantly being blocked because of innumerable grade crossings, and there was a certain element which always fought every civic improvement because they did not want higher taxes. The tax rate in Niagara Falls, he explained, was 13 mills on a hundred per cent assessment, improvements.

After going into considerable detail in the improvements that have been planned and proposed in the city which included the moving of the railroad from the business sections of the city, bringing the passenger service over one line by means of an electric locomotive, laying out parks and playgrounds in congested areas, the building of beautiful drives, and the building of a certain unobstructed area, he told of specific plans which have been completed for the creating of eight zones. The zones would aid in the intelligent and commercially beneficial growth of the city.

The first zone would be the best residential district, the houses had to be built 30 feet from the street line, and had to be 13 feet apart. In the second class, the houses were not so far back, and were closer together. Double houses and tenements could be built in the third and fourth apartment and boardinghouses, with a limited height, in the fifth. The sixth was a commercial district, where stores, which were prohibited in the better areas, were located. The seventh was a residential industrial district, where clean factories operated, and in the eighth all the nuisance factories were located.

A particular section of the city was reserved for each class, but the zones were located according to existing conditions. Establishments already located in a zone would not be forced to move, but would be allowed to stay till it died out naturally.

Industrial Sections. The erection of houses would be discouraged in the industrial sections, because they often retarded factory development. With a special industrial area laid out sidings could be built by the railroads with the knowledge that they would be used. The size of the blocks would be smaller, the pavements heavier and the streets narrower. Workmen's houses could be erected in the neighborhood districts.

In the residential districts, schools suitable to the needs could be built. In the congested areas the schools could be built to answer the purpose of community centres, parks and playgrounds could be provided.

Advantages. The advantages to be gained from a zoning system were stabilized property values, increase in taxable land and an increased value of taxable land of 100 per cent. The system practically cost the city nothing except for administration purposes. It was great value from health standpoint.

The essential things to determine on district was to be used, and the intensity of use, all other problems would present themselves. It was essential that town planning was to be considered from a practical basis rather than as a means for creating a place of beauty. Mr. Donald attacked the skyscrapers of New York as one of the blunders of the city and in a city. He said that they did not pay for themselves.

HAMILTON DRIVERS OF COAL WAGONS ACCEPT OFFER OF COMPROMISE

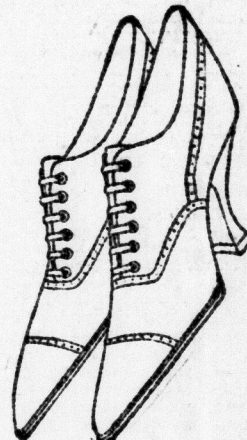
Hamilton, April 16.—Over 150 union coal drivers who were on strike this morning after the bosses compromised on demands for increased wages and shorter hours. Under the new arrangement the men will work a nine-hour day and have Saturday afternoon off during June, July and August. August drivers will receive \$24 and double wagon drivers \$26. The old scale was \$22 and \$24, and originally the men demanded \$25 and \$26.



Presenting the newest of spring styles at prices as low as Good Shoes can be sold. It is wise economy to buy early this season. It is good buying policy to invest while the assortments are at their best.

New and Fashionable Oxfords \$4.50 to \$12.00

Black Kid Oxfords, styled like illustration or with medium height military heels. Priced from \$4.50
Patent Colt Oxfords, with either French, Louis, Military or Cuban heels. Priced from \$5.00
Brown Kid and Brown Calf Oxfords, Flexible and Goodyear welted soles, new slender effects. From \$6.00
Cushion-Soled Dongola Kid Oxfords, soft and comfortable. Price \$4.50
The New Two-Eyelet Tie, in patent colt, with Louis heel, turn soles, long, slender toe. Price \$9.00



Black Kid Boots Selling At \$6.00 a Pair

Attractive in their smartness, built on modish lines, high-cut, Louis or Cuban heels, with or without tips, made of soft black kid \$6.00

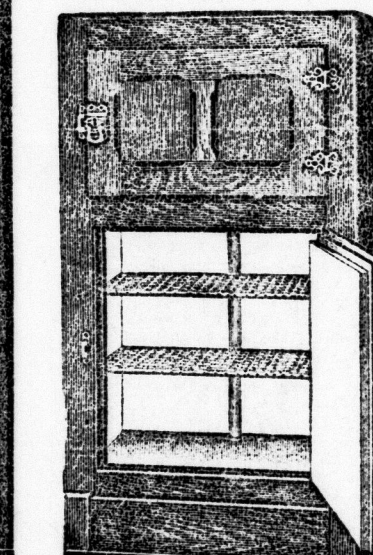
Brown Kid Boots for Discriminating Women Priced at \$7.50

Foresight and sufficient buying power enabled us to place orders for these Brown Boots that are impossible of duplication today.

Made of finely-textured Brown Kid on the newest, most desirable shapes, with either Louis or Cuban heels; a sensible purchase for the woman who cannot wear Oxfords but wants to wear Brown \$7.50 the pair

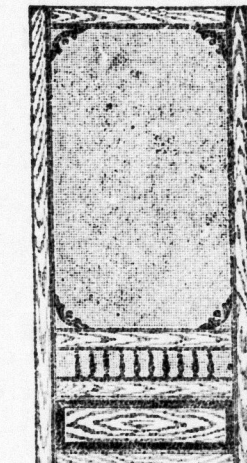


COWAN'S



Poultry Netting

2-inch mesh by 12 inches. Per yard	8c
2-inch mesh by 18 inches. Per yard	10c
2-inch mesh by 24 inches. Per yard	14c
2-inch mesh by 36 inches. Per yard	18c
2-inch mesh by 48 inches. Per yard	25c
2-inch mesh by 72 inches. Per yard	35c
1-inch mesh by 12 inches. Per yard	16c
1-inch mesh by 18 inches. Per yard	22c
1-inch mesh by 24 inches. Per yard	28c
1-inch mesh by 36 inches. Per yard	40c
1-inch mesh by 48 inches. Per yard	60c
3/4-inch mesh by 36 inches. Per yard	65c
1/2-inch mesh by 36 inches. Per yard	85c
Intermediate sizes carried in stock. Prices accordingly.	



Screen Doors

Plain, stained \$2.50
Varnished \$4.00
Fancy varnished \$4.50, \$5.00

Window Screens

No. 1, 14x22 inches extended 45c
No. 3, 18x32 1/2 inches extended 75c
No. 4, 18x36 1/2 inches extended 80c
No. 15, 14x40 1/2 inches extended 75c
No. 16, 14x60 inches extended \$1.25
SCREEN WIRE, a square yard 65c

Refrigerators!

Guaranteed Canadian - Made Refrigerators.
"Champlain," galvanized lined \$16.00 and \$18.00
"Puritan," enamelled lined \$25.00, \$30.00, \$35.00
"Imperial," enamelled lined \$50.00

SIMMERS' SEEDS

LARGE PACKAGES, Each - - - 10c

Cowan's Colossal Hardware

"THE STORE WITH A STOCK." 125-7 DUNDAS STREET. TWO PHONES—3461-3462. Two Deliveries Daily.