Mayor Gives Aldermen to

Understand Bitter Re-

marks Must Stop.

Paving Superintendent W. Hunter,

who has been fired several times during

the past month or so, was really fired

Arch Preserver Shoes

in all outward respects look like the best and most styl-ish shoes of regular lines. THEY ARE THE MOST SATISFACTORY SHOES MEN CAN WEAR.





Becoming Eyeglasses

We carry many styles of very becoming eyeglass mounts, and are experts in the art of proper fitting. Prices moderate.

JOHN S. BARNARD Optician. 194 DUNDAS STREET.

WEDNESDAY MORNING HADDOCK, 12½c Lb.

FRESH CAUGHT.
Pickerel, Perch, Whitefish, Herring. WILSON'S Phones 5600-5601



DIAMONDS

Diamond Rings from \$5 to \$350, neluding single diamond rings, three and five diamonds, and many fancy settlings in newest designs.

C. H. WARD & CO. DIAMOND MERCANTS. 386 Richmond Street.

Consult us about your Electrical supplies. We carry a complete stock. Estimates given on wiring contracts. Western Ontario Electric Co. 237 Dundas Street. Phone 4071. A. T. TAYLOR. E. L. CAMPBELL

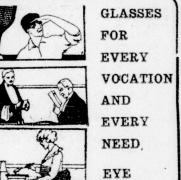
Our RETREADING is QUALITY Work, Not the

London Tire Repair Depot 154 Wellington Street. Phone 2334. A. WILKES. Opp. McClary's.



Average.





HELPS

OPTICIAN

233 Dundas Street, Two Doors East of Majestic. Phone 2351. Give Us One Trial on that pair of shoes you need repaired. Will call for them and guarantee sat-

MODERN SHOE REPAIR COMPANY, PHONE 2310. More Mileage. Less Punctures.



Rubber Man BRUCAMAN. 346 DUNDAS STREET. PHONE 5124.

AND THEN HE CUSSED. Because he found that his battery was not working properly, and because he had not taken our advice to send if BENSON-WILCOX ELECTRIC CO. 264 Dundas Street. Phone 2671.

The London Loan and Savings Company of Canada

INTEREST RATES ALLOWED In Savings Bank 4 Per Cent Debentures 5 to 5 Per Cent

M. J. KENT, Manager,

PARNELL'S FUR

goes farther because of the fine ingredients used in its manufacture and the excellent recipe from which it is made,

DARNELL'S

just what you have been looking for to help cut down the high cost of living.

TRY A LOAF TODAY.

PARNELL THE BREADMAN Phones-929, 1390.

Diamonds

--\$6.00--YOUNG LADIES' HEAVILY-_\$15.00__ YOUNG LADIES' SOLITAIRE

14K. RING. _\$25.00_ LADIES' SOLITAIRE, FANCY SETTING.

\$32.00 LADIES' TIFFANY, PLATINUM TIPS.

\$90.00 LADIES' PLATINUM TOP. QUALITY AND SERVICE.

YOUNG'S JEWELERS AND OPTICIANS. TWO STORES. 170 Dundas St: 674 Dundas St

"Yes, Mrs. Brown, this is the grocer's."

"Weil, I called to ask who makes that delicious bread you Johnston Bros.

JOHNSTON BROS

CANADIANS HAVE **ENJOYED CHEAPEST** TEA, IS CLAIMED

New Tax Brings Out Interesting Facts and Figures.

For the first time since the year 1879, Canada is paying a tax on tea. In the ears that have intervened, Canada has njoyed cheaper tea than practically any other country in the world, according to prominent London broker. This, he adds, holds good, in face of the fact that tea has advanced in price from 50 to 100 per cent since the outbreak of

The increase has been due, not to the first cost, but to the enormous advance n transportation charges, war insur-unce, etc., consequently the big advance, proportionately, has been made on the cheaper grades. It costs just as much don a pound of tea that formerly cost
25 cents a pound as it does a tea de
luxe that formerly retailed for 60 cents
a pound. Even with the war tax placed
a pound, to in port such a luxury just this week, tea is not such a luxury just now as pessimists were prophesying last fall that it would be by May, 1918. Apart from the war tax, tea is really a better price than last October, owing to the large quantity not reckoned upon which

IT COSTS A LOT TO LIVE

But don't let the matter of expenses keep you from having your eyes cared for. Sight is more important to you than clothing, food, or anything else. Also you'll find our prices decidedly reasonable. The Brown Optical Company, Specialists, 223 Dundas street. Phone 1877.

b thon of the restless quest of man for happiness.

The good fairy Berylune leads the children through every walk of life, and they meet in personified form all the vices and virtues, as well as wealth and poverty. The cruel wars loom up in terrible form, and the commodities live and talk. Even the dead are brought back from the grave, and in the Azure Palace the unborn, in great multitudes, impatiently await their advent upon the earth.

HENRY FORD SAYS:
"Any man who can make anything in public demand, better, cheaper, and on a more standardized basis than anyone else, can sell practi-cally all he can maks." Doing that, and advertising, put Ford in the



STORAGE fire and theft.

BELTZ & CO.

BAKERS WILL HELP FOOD CONTROLLER IN **CONSERVATION WORK**

Fats and Sugar.

Bakers from all over Western Ontario from Owen Sound to Windsor, who met here yesterday to discuss conservation measures, after listening to addresses by Commissioner C. J. Bodiey of Toronto. Thomas McFarland and C. Currie of the D. S. Perrin Company, and Frank McCormick of the McCormick Company, passed the following resolution on motion of George Fawkes of this city, seconded by F. M. Bond of St. Thomas:

"Be it resolved, therefore, that we, the members of the trade assembled, realizing the necessity of conservation at this time, and the perplexities survounding the office of the food control, the heavy of the terest of the trade assembled, realizing the necessity of conservation at this time, and the perplexities survounding the office of the food control, the heavy of the terest of the trade assembled, realizing the necessity of conservation at this time, and the perplexities survounding the office of the food control, the reduction allowed the sugars, in our own manufacture of cake, etc., and circulate the information obtained to other manufacturers of the trade assembled as a set is set of the set of t measures, after listening to addresses by

Presbyterian Union Series Ends Last Night.

"That details of crime should not be published in the press" was the subject of the final debate of the Presbyterian Young People's Union in the First Presbyterian Church Monday evening, the judges awarding the decision to the affirmative, which was taken by Miss firmative, which was taken by Miss McKee and Miss Stevens of St. Paul's Church, West London. Miss Campbell and Miss Copeland of the Hamilton Road Presbyterian Church upheld the

Monday was moving day at the local mobilization centre. The staff is now located in its new quarters on the top floor of the Carling Block, at the corner of Richmond and Carling street. Memof Renmond and Carling street. Members of the Engineers, Service Company and the "Blue Bonnets" were busy moving the files from the armories to the new office. In a few days the staff will be at home in its new offices. Many volunteers reported for service to bring from its original home to Lonto bring from its orign from its original home to Lonto bring from its original home

MAJESTIC

The woman who faces every difficulty and trial calmly after making herself a real good cup of tea need not feel that her main prop is removed. Tea is still quite accessible. Nevertheless, deputations of tea merchants went Monday from Toronto and Montreal to interview the Government in regard to some points not considered quite satisfactory in the new regulations.

INSPIRING WAR SONG.

The "Watch on the Rhine" is worth more than two on the wrist, and it is taking the combined strength of the Allies to "wind it up." "When We Wind Up the Watch on the Rhine" is the title of one of the most inspiring war songs, and can be heard in the Player Roll Department of Mason & The Word in the Indian in the Indian in the Player Roll Department of Mason & The Word in the Indian in the Indian

war songs, and can be heard in the Player Roll Department of Mason & Risch, Limited, 248 Dundas street, London. It is said to be one of the favorites of the boys in line, and expresses the anti-Prussian sentiment of the entire civilized world. You should add this song to your musical library.

b with the imaginary visions conjured by cold type.

The obvious intention of the author was to open the eyes of humanity to the beauties surrounding our everyday life, and to which we are blinded by familiarity. The two children, Mytyl and Tyltyl, therefore, typify the average person, and their pursuit of the blue bird is an allegorical representation of the restless quest of man for happiness.

only the marvelous strides made in the art of moving pictures have made it possible to produce a work of this magnitude. It has been a stupendous task, requiring thousands of feet of multiple photographic exposures and the presentation of hundreds of actors in important parts, as well as the construction of huge settings, which, it is said, will establish new records in this direction.

In addition to "The Blue Bird," a genuinely funny film featuring Lyons and Moran is shown. A news weekly film presents scenes of interest at home and abroad.

and abroad.

The Majestic Concert Orchestra render the overture "Zampa," a high-class musical number in which many startling effects are introduced.

On Friday and Saturday Charlie Ray in "Playing the Game" is the attraction.

Rowat's Pleases People Who Are Particular. 50c per pound COFFEE T.A.ROWAT & CO. Phones 3061-3058. OF PAVING DEPT. DEFICIT FACES CITY

to Increase Fares Dies IF EXTENSION MADE Quietly. Rebates Allowed by the Hydro FIRE OF PERSONALITIES

TORONTO OBJECTING TOO Pledge Help in Saving Flour, Similar Conditions Apply to Queen City System As

Commission Too Small.

ON LIGHTING BILLS

In London. as London in getting a rebate from its last night, when the council, by a 9 to Toronto is having the same trouble hydro department for the street lights, 6 vote, decided to dispense with his

condition is serious.
CHATHAM, May 6.—Miss Leona O'Neill of Clayborne, who is in St. Joseph's Hospital as a result of being injured in an auto accident some days ago, was reported today as not being nearly so well. Mrs. Faubert, who was hurt in the same accident, has gone to her home.

PATRICIA

A year, Had he been might have looked at it a little different might hav

shipant, Ald. Morchead followed. The ship method which was taken by Miss McKee and Miss Stevens of St. millis McKee and Miss Stevens of St. millis McKee and Miss Stevens of St. millis McKee and Miss Copeland of the Hamilton Road Presbyterian Church upheld the negative. The judges were Profess of St. millis McKee and Presbyterian Church upheld the negative. The judges were Profess of the meating, made some complementary remarks regarding the ability of the debaters, and stated that it was very hard to reach a decision. The meeting, made some complementary remarks regarding the ability of the debaters, and stated that it was very hard to reach a decision. The meeting medical of the meeting medical of the meeting medical of the meeting medical of the million. Mrs. John Gemmell gave to brief address on child welfare work, and urged all present to ald the association on tag day, which is being failed the profess of the milliary patients of the profess of the milliary patients of Byron Sanatorium.

The annual reports were read, and the meeting expressed of the milliary patients of Byron Sanatorium.

Hencetting expressed of the milliary patients of Byron Sanatorium.

Hencetting were professed that still the meeting and bus were the control of the same than the still the meeting and the still the meeting and the meeting expressed of the military patients of Byron Sanatorium.

Hencetting were professed that still the meeting and the professed with the still the meeting and the professed with the still the pr

Ninans at the hospital. Sir Adam said that the province at resent paid \$3 a week per patient, and e hoped to get a 50-cent jump. He aid that soon the association would maid that soon the association would have a half-million plant at Byron, and twas about \$70,000 behind. During last year it had lost \$19,000. He cited losts to show the reasons for the increased cost, and asked the city to grant the request. The additional cost to the city will be about \$3,500 to \$4,000.

allowed to increase the fares had The board of control mended that no action be taken esent. "Any objection?" asked mayor. None was voiced. "Cardeclared the mayor. So the mat-The council also reiterated its position in regard to soldiers' insurance.

Deputations from the War Veterans,
Trades and Labor Council and Independent Labor Party were present, and
in short and long speeches called upon
the council to back up the boys in the
trenches by insuring them, and thereby
take care of their wives and children. take care of their wives and chindren. Ald. Ashplant was also strong for the reopening of the matter. Some time ago the council decided not to continue the insurance. There was a long discussion on the proposal to reopen it. It was defeated by a close vote. Mayor Replies.

Ald. Ashplant chided the council for Aid. Assipant childed the council for throwing down the men in the trenches. He did this several times and at last aroused the ire of the mayor. He turned the chair over to Controller Saunders and replied to the alderman's GLADYS BROCKWELL DIRECTION WILLIAM FOX Featured in a stirring photoplay, for Liberty," showing at the Patricia



der the overture "Zampa," a high-class musical number in which many start-ling effects are introduced.

On Friday and Saturday Charlie Ray in "Playing the Game" is the attraction.

Marguerite Clark's photoplay, "Rich Man, Poor Man," has been held over to a later date and will not be shown Thursday and Friday this week, as previously announced.

Scene from "The Blue Bird," a photoplay adapted from Maurice Maeter-linck's play of the same name, showing at the Majestic today, Wednesday and Thursday and Friday this week, as previously announced.

They have done me a world of good.

Thomas Henderson swore he was been when drinks were served to a number of soldiers.

Ernest Simple, called by the prosecution, as a witness, said he had morning linck's play of the same name, showing at the Majestic today, Wednesday and to a later date and will not be shown Thursday and Friday this week, as and Moran comedy, and a News Weekly.

May Time and Blooming Flowers In Our New Wash Materials Street Railway's Application For a Summer Frock or Suit

Warm days have been so long delayed in their coming they will probably arrive with a rush. Our Wash Goods are ready-a large assortment of dainty materials. The prices are very moderate considering the extreme advance in cost of cotton. Many could not be

RICH SILK MIXTURES, in stripes, pink, blue, grey and cream. At per yard......60c POPULAR FIGURED VOILES, in plaids, stripes, floral and figured; green, pink, mauve, PLAIN WHITE VOILES, 45 inches wide, 30c to 75c. Our special value 50c yard HONEYCOMB BEDSPREADS, a limited quantity, about two dozen; we are offering at old price. They are certainly a bargain......\$2.95 BUNGALOW NET, something attractive for the windows; ecru, ivory and white; 40

TEN PIECES TUSSAH SILK, a full yard | ONE PIECE WHITE BROCADED POPLIN wide, washable and beautiful, in a choice range of colors; worth \$1.25 a yard. On sale at 89c

EIGHT PIECES CREPE DE CHINE, 36 inches wide, most serviceable and attractive, in the newest colors; worth \$1.50. On SUITING, a yard wide, washable, serviceable and attractive; worth \$1.00. On sale at

ONE PIECE CREAM PANAMA SUITING Priestley's make, 54 inches wide; worth

300 Children's Wash Hats, all new patterns, at 25 per cent below regular prices.

Girls' Fancy Trimmed Hats, in big variety, selling fast; we have about 200. Clearing price 98c each Straw Hats for boys and girls, several designs, at very low prices. At, each . . .

RADIUM SILK HOSE-Colors black, white, pearl, steel, taupe, navy, champagne, two shades cerise, brown; all sizes 81/2 to 10; two very special lines. Old prices, per pair

SILK-ANKLE HOSE-In the very popular makes, "Radium," "Puritan Make," Queen Quality and L. Mc. Brand. Very special value, old stock prices. Clearing this week at 59c per pair. Make sure of a good supply of these, as hosiery of this quality and price will be at a premium very soon.

LADIES' LISLE HOSE-Black, white, tan, medium and dark brown, flesh, mustard, pearl, steel and sand. Three attractive lines at, per pair 50c, 60c and 75c | two-and-one ribbed; sizes 5 to 91/2, 15c to 25c

SILK LISLE-In old stock, "Mercury" make, in black or white, sizes 81/2 to 10. Per pair 75c

MERCERIZED HOSE, with balbriggan feet, imported split feet, 81/2 to 10. Only, per BLACK LISLE, with natural wool sole;

very hard to stock at present; all sizes. Very COTTON HOSE-Radium and Queen Quality, ribbed elastic tops, black or white, old

dye; sizes 81/2 to 10. Per pair25c CHILDREN'S BLACK COTTON-Old dye,

I. H. CHAPMAN & CO.

239, 241, 243 Dundas Street

dian Service.

of soldiers was a federal matter and The magistrate held that it devolved upon Maul to explain the presence of the iquor in his bar. One bottle was found by Inspector Birrell in the bar. The United States plan had much commend it. Personally, he was willing to sacrifice his all, but he did n RAILWAYMEN NEEDED

commend it. Fersonany, its national forms to sacrifice his all, but he did not think that it was proper that the city should carry the burden. It was unfair to the men in the trenches that one should be insured, while the two men beside him were not. The mayor's statements were applauded. No. I committee will now take the matter up with other cities and try and bring pressure to bear on the Federal Government to inaugurate a scheme of caring for all Canadians.

Back to Committee.

of talk over and to facilitate transfer of such men are reporting for service and heve well, says an engineer's bulletin, for the such that men are reporting for service and heve well, says an engineer's bulletin, for the such that men are reporting for service and heve well, says an engineer's bulletin, for the such that men are reporting for service and heve well, says an engineer's corpus the proper of such the such that the proper dualifications. It would be well, says an engineer's bulletin, for the such that the proper dualifications. It would be well, says an engineer's bulletin, for the such that the proper dualifications. It would be well, says an engineer's corpus the proper dualifications. It would be well, says an engineer's corpus the proper of such that the proper dualifications. It would be well, says an engineer's such that the proper dualification

vittee, to see what money it has. The council adjourned at midnight PRAISES METHODS OF

HANDLING SOLDIERS Lauds System.

"Work Among the Returned Soldiers" was the subject of a lantern lecture given by Dr. S. T. Bartlett, under the auspices of the Dundas Street Church auspices of the Dundas Street Church Epworth League in the Sunday school room on Monday evening. The lecture was largely attended and greatly enjoyed. Dr. Bartlett showed over one hundred lantern slides, which are supplied by the Dominion Government, showing the work done by the Government for the returned soldiers. The slides showed the Canadian soldier when he was wounded at the front and taken from the battlefield to the hospital by the Red Cross and then from there to England, and the fine treatment the

England, and the fine treatment the soldiers received when they are in England. The returned soldier arrived at Halifax, the reception that he receives, and the training he is given in Canada his future occupation, for his future occupation, were also shown. The story which Dr. Bartlett gave was written by a returned soldier, who spoke highly of the treatment accorded the returned men. A solo by John Carlcoff made up an enjoyable

USUAL \$200 FINE

of O. T. A. Charge.

Fred Maul, convicted on a charge of bar, was fined \$200 and costs in police court Monday. In default of payspend the next three months at Castle pimples. The charge, laid on information furnished by Inspector Birrell, was that Maul had whiskey in the bar on the evening of March 15.

The charge, laid on information furnished by Inspector Birrell, was that three boxes of Dodd's Kidneys. I took just three boxes of Dodd's Kidney Pills, and they have done me a world of good.

They have cured me."

M.S.A. ENFORCEMENT IN QUEBEC STRICT

Owing to the great need for skilled Deputy Registrar Wismer

> enforced to the fullest extent in Disenforced to the fullest extent in District No. 5 (Quebec) was the information given out Monday by W. E. Wismer, deputy registrar of this military district, but who has been in charge at Quebec City for some weeks.
>
> Deputy-Registrar Wismer was in the city on a brief visit. He left for Ottawa last evening and will proceed to Quebec, where he expects to remain for some months.

WEAK, EMACIATED, **NERVOUS AND PALE**

Mrs. Frank Berry Says She pected.

The offices of Deputy-Registrar Wis-Found a Cure in Dodd's Kidney Pills.

Got Quick Rellef From Ills That Spring From Sick Kldneys. New Jersey, Northumberland County,

Owner of Windsor Hotel Bar Convicted Mrs. Berry says. "I was weak, emaciaving liquor in the Windsor Hotel eyes were dull and heavy, and I was ment of the fine and costs Maul will harsh, and my face was marked with

"I was always tired and weak, and I

AND TO FULL EXTENT

Says Work Speeded Up.

Changes in Methodist Churches Marked by Banquet.

A meeting of the Methodist Ministerial Association was held on Monday morning in Wesley Hall. Hearty congruit that was conferred on him by the Wesley Theological College, Montreal. A committee composed of Rev. Dr. Barber, Rev. J. E. Hoimes and eRv. W. J. Ashton to arrange a farewell banquet for the ministers who will be leaving the district in June, among them Dr. Dougal, who will be transferred to Hamilton, and Rev. T. E. Sawyer of Ilderton. An excellent paper on the "Rural Church Problem" was given by Rev. J. R. Peter of Delaware.

Ouebec, where he expects to remain for some months.

Deputy-Registrar Wismer stated that when he assumed charge of the deputy-registrar's office at Quebec he for some months.

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Deputy-Registrar Wismer stated that when he assumed charge of the deputy-registrar's office at Quebec he for on the prestry of the deputy-registrar's office at Quebec he for of the district and claimed exemption. Over 9,000 appeals filed charmed exemption.

It is a provided that when he assumed charge of the deputy-registrar's office at Quebec from the prestry of the staff of Mr. Wismer had dispatched over 6,000 claims to the central appeal judge.

The district, which comprises several counties surrounding Quebec City, has a larger population than this military district. In the Quebec district there were 14,000 men of the ages of 20, 21, and 22 years. These are all subject to the first call. On May 15 the first of these 14,000 will be called to Quebec City, followed each day by a certain number until the quota is exhausted. Questionnaires will be submitted to the remaining 26,000 men of ages from 23 to 34, inclusive, who had been granted exemption.

A percentage of farmers, lumbermen and shipbuilders, who have bona fide claims will be granted such, it is expected.

The offices of Deputy-Registers Wisconstants

mer at Quebec occupy the entire seventh and eighth floors of the hotel Chateau Frontenac. A military guard remains on duty day and night. New Brunswick Woman Tells How She MOUNT BRYDGES MAN COMMITTED TO JAIL

New Jersey, Northumberland County, N. B., May 6.—(Special).—Mrs. Frank Berry, a well-known resident of this place, is just one more added to the host of New Brunswick women who are singing the praises of Dodd's Kidney Pills.

"Podd's Kidney Pills have cured me," Mrs. Berry says. "I was weak, emaciated and nervous. I would start in my sleep, and had bad dreams and nightmare. I was unable to do my work, my eyes were dull and heavy, and I was troubled with biliousness, headaches and constipation. My hands and feet were always cold, my skin was dry and I NONDON FIREMAN INJURED.

LONDON FIREMAN INJURED CHATHAM, May 6.—C. P. R. Fire-nan W. A. Armstrong of London was sainfully injured about the face today when he fell from his locomotive in the

TAYLOR'S THROAT AND LUNG BALM GUARANTEED TO STOP THAT

COUGH-25c. Taylor's 6 Cut-Rate Drug Stores