

MURRAY MINE
Anthracite Coal
 Egg and Stove, per ton, \$7.75.
 Chestnut, per ton, \$8.00.
 Mixed Wood, per load, \$2.50.
ANDERSON. Phone 1591
 495 York St.

WE DO NOT EXPERIMENT
WITH YOUR TIRES.

We are the oldest rubber shop
 in London.

London

Tire Repair Depot
 354 Wellington St. Opp. McClary's
 PHONE 2334. ywt

Satisfactory
Shoe Service
At Cook's

Real satisfactory shoe service can only be had from those who have made the buying, carrying, and selling of shoes and other articles of footwear a study. The business of selecting stock and fitting shoes requires training and experience. Every store has its own clientele and not every clientele is satisfied with the shoe merchant in selecting and buying the stock of shoes and shoes for his community must have an intimate acquaintance with what his trade wants.

In the fitting of shoes experienced training is equally necessary. It is possible for a salesman to make some people believe that he has put the right shoe on their foot and the customer goes away believing they have been properly fitted, but soon great discomfort develops, and poor salesmanship has been enacted. The good, experienced salesman will see to it that real comfort is insured with what he sells.

THIS IS SERVICE.

This is the Cook's Shoe Service. This is the kind of service that has built up our business and the kind of service we maintain in the

Two-In-One Shoe Store—

Cook's

TAYLOR DRUG CO.

Makers of the Famous Taylor's Throat and Lung Balm.

Taylor's 6 Cut-Rate Drug Stores

YOUR RUBBER
FOOTWEAR
WILL LAST
LONGER IF
PROPERLY
REPAIRED BY

LONDON'S RUBBER MAN
 186 King St. (rear). Phone 5124.

TIRED EYES

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

John S. Barnard
 Optician,
 194 DUNDAS STREET. ywt

Eye Talk
 NO. 47.

LOOK Where
You Are Going

Do not be deceived by glitter and sham.

INFERIOR GLASSES
 affect the eyes like a slow poison, do the system. Often they aggravate the very conditions they are expected to relieve.

THROW THEM AWAY!
 Do not for another moment tolerate anything so harmful.

YOUR EYES ARE WORTH MORE THAN A WHOLE SPEC-TACLE SHOP.

Have your glasses correctly fitted by

Carlyle
TREBILCOCK
OPTICIAN
 PHONE 2351. 233 DUNDAS ST. ywt

TODAY
AND MONDAY
Pickled Spareribs
2 lbs. 25c
WILSON'S
 Arcade Meat Market
 Phone 1119-1120

ICE! ICE!

MANUFACTURED ICE.
FILTERED WATER.

The Sure Pure Ice.

Phone 141 when you wish our wagon to call.

ARTIFICIAL ICE
SUPPLY CO.

The London Loan and Savings Company of Canada

Allow interest at from 4 to 5 1/2 per cent, according to length of time.

Money loaned to assist in purchasing or paying for Government Bonds.

M. J. KENT, Manager.
 Office—220 Dundas Street, London. ywt

CUT DOWN EXPENSES.

Eat Parnell's Bread

IT'S BETTER THAN MEAT TO BUILD UP THE SYSTEM.

Do not waste your stale bread. We'll send you a booklet containing many interesting recipes for dainty dishes made from bread.

PARNELL
 The Breadman
 PHONES 929-1390.

TheDiamond
Is the
Birthstone for April

\$7.50—Young ladies' heavily mounted ring.
 \$15.00—Young ladies' solitaire 11k ring.
 \$25.00—Ladies' solitaire, fancy setting.
 \$30.00—Ladies' Tiffany, platinum tops.
 \$50.00—Ladies', platinum top.
 \$75.00 to \$500.00—Modified Tiffany or Tiffany styles.

YOUNG'S
 DIAMOND MERCHANTS.
 170 Dundas St. 674 Dundas St.

Quality Counts
in—
Bread Buying

Johnston Bros' XXX Bread is absolutely pure, thoroughly baked, sweet as a nut. In buying XXX Bread you get the best always.

Phone 944 for a wagon to call.

Johnston Bros.
XXX Bread

MAN CHARGED WITH
WOUNDING A CAT

A resident of Manor Park, charged with wounding a cat, will appear before Justice Giesbrecht Tuesday in answer to a charge of cruelty to animals. The information having been laid by Humane Inspector Burgess.

MOTOR BUS SERVICE
TO DELAWARE ASKED

Similar Service May Also Be Carried to Melbourne.

Plans are practically completed for the inauguration of a motor bus line between Aylmer and St. Thomas. An application has been started for a similar line between Lambton and Delaware and the question is under consideration. If this materializes it is proposed to establish a service also between Delaware and Melbourne.

DORCHESTER SOLDIER, TOO.
DORCHESTER, April 27.—Mrs. Isabella Mossop received official word that her husband, Pte. Charles Mossop, who enlisted here, had been wounded and admitted to the 2nd Western General Hospital at Lily Lane, Moston, France. No particulars were given.

LAMBETH.—The collection in aid of the Red Cross Society taken last Sunday in the Methodist Church, amounted to \$17.

Mrs. A. G. House has returned from a month's visit with Mr. and Mrs. Miss M. Milne was a recent visitor with friends in Hamilton.

ALL that any advertising agency CAN do, we do. More than some of them DO do—we do.

Federal
Advertising
Service
 312 Dominion Savings
 Telephone 5482.
 LONDON, ONT.

Peanut
Brittle
 made to sell at 25c
 lb. Saturday night
 from 8 to 10:30.
 19c Lb.
 Peters--2 Shops

A. E. SILVERWOOD
IS NEW PRESIDENT
OF BOARD OF TRADE

Officers for the Coming Year Chosen Last Night.

GREATER PRODUCTION

Encouraging Reports on Work Presented by Secretary Gordon Philip.

At a meeting of the Board of Trade last evening A. E. Silverwood was elected president. He asked to be allowed to stand aside because of many business obligations, but the members declined to consent to his withdrawal. He was given every assurance of support in order to lighten as much as possible his duties. The nomination was made by E. C. Mitchell.

Frank E. Leonard was elected vice-president, the nomination was made by A. E. Silverwood.

Gordon Philip was again elected secretary, nominated by T. W. McFarland and E. H. Nelles, nominated by E. C. Mitchell, was elected treasurer.

An advisory committee, consisting of past presidents, was elected, comprising of E. C. Mitchell, T. W. McFarland, Samuel Stevely, Dr. Reason, A. R. Greer, Arthur W. White and George H. Belton.

Committee Conventions.
 The conveners for the various committees were elected as follows: Membership, J. J. Foote; trade expansion, J. J. Foote; shipping, W. W. Nobbs; railway and public utilities, J. J. Foote; White; industrial promotion, J. P. McDermid; civic improvement, D. H. McDermid.

Twenty-two names were submitted for the executive committee and of this number twelve will be elected at the next meeting. Those nominated were: Col. Garthory, Philip Foxe, J. P. Moore, A. T. Little, W. R. Yendall, E. Denham, Ray Lawson, J. K. McDermid, W. W. Managay, W. N. Managay, A. T. McMahen, J. J. Foote, Major Guire, Controller E. C. Mitchell, C. W. McFarland, E. C. Cooper, V. A. Buchner, H. E. Bowker and William Heaman.

One new member was added to the roster, Frank Leonard, secretary and manager of the Canadian General Electric Company.

Message of Condolence.
 Resolutions of condolence to the parents of Lieut. Col. Woodman Leonard, and Mrs. T. P. McCormick, were passed.

The resolutions in each case will be engrossed and sent to the bereaved families. The one to Mr. and Mrs. Leonard was moved by Mr. and Mrs. Frank E. Leonard and seconded by Arthur White, and seconded by Major Murphy.

That to Mrs. T. P. McCormick was moved by E. C. Mitchell and seconded by T. W. McFarland. Glowing tributes were paid to the memory of the deceased.

Reply from the provincial department to the board of trade's recent communication to the effect that the diversion of the current had created damage at Orchard Beach, had created delay, was received, stating that the matter would receive immediate attention.

A provincial engineer has since been at the scene surveying and investigating.

Industrial Commissioner Gordon Philip was appointed as a delegate to the civic improvement convention in Winnipeg.

Whether or not the London and Port Stanley Railway will meet the reduction is not known.

AWAIT PRESIDENT TO DISCUSS SUNDAY CARS

The finance committee of the city council will discuss the question of Sunday cars, as soon as arrangements can be made to have President Chas. Currie come to London and attend the conference.

This will probably be within a week or ten days. Mr. Currie is at present in Akron, Ohio, and will make a trip to this city as soon as convenient.

READY FOR SERVICE.
 Our stock of men's shoes is very complete now. Every taste, wish and price can be met in latest fashions and styles. We have a large stock of men's shoes, calf, black, russet, calf, with leather and Neolin soles, the prevailing modes for the season. We have 171 Dundas street. The Shoe Shop of Quality, Value, Service.

Will Extend Work.
 A vote of thanks to Miss MacRobert of the local provincial employment bureau, addressed the members of the board on the works of the bureau.

The speaker first of all outlined the organization. The plan is to form bureaus in every district where needed. From each bureau applications are sent in, and by inter-communication between the bureaus, the necessary information is procured. One of the objects of the bureau is to keep in touch with the possibilities of employment in this country. The success of the bureau will depend to a great extent upon the assistance and co-operation that the other provinces will lend.

The period of reconstruction following the war will be one where the bureau will be called upon for its most important work. Each bureau has two departments, one for the men and one for women. As the work grows each department will be divided.

Unskilled labor. In the women's department the bureaus in the province have been instrumental in placing many in positions that otherwise were unable to obtain work. In Middlesex County experience, Miss MacRobert said, had proved that the farmers wanted boys, whereas in Kent they demanded that none but experienced men be furnished.

Gaining Confidence.
 The success of the bureau depends largely upon gaining confidence between employer and employee. In conclusion the speaker thanked the members of the board of trade for the interest they had manifested in the bureau and its work.

A vote of thanks to Miss MacRobert was moved by Major Murphy and seconded by Controller E. C. Mitchell. The members passing the vote in the usual way.

NEGRO LIVED WITH YOUNG WHITE GIRL

Inspector Sanders Unable to Secure Record of Marriage.

Inspector Sanders has been informed that there is no record at Toronto of the marriage of Margaret Robinson, a white girl, under 14 years of age, and James Lawson, a colored man now serving a term in the county jail for having a quantity of liquor in his possession. When the man was convicted, it was discovered that the girl was living with the colored man, and it was stated that she was married. The marriage license was issued by a London man, and a note was produced, saying that the girl was 17 years of age, and giving the consent of the parents to the marriage. A charge of perjury and forger was laid against the man, Inspector Sanders stated today. The marriage was not consummated by a clergyman, so far as can be learned, by the license was issued. The inspector will secure other evidence before taking definite action.

GRAND TRUNK RAILWAY.
 A general change of time will be made effective Sunday, April 29. Full information from agents.

A CORDIAL INVITATION

Is extended to the women of London and vicinity to attend a

Demonstration of Baking

577 HAMILTON ROAD

Monday, April 30, to Saturday, May 5, at

CHAS. W. SUMMERS & SON'S STORE

377 HAMILTON ROAD.

The demonstration will be under the personal direction of Mrs. Clarry Hunt, the accomplished and gifted Australian Food Expert. These demonstrations will be absolutely FREE.

THIRTY-CENT FARE TO PT. STANLEY ON L. AND L. E. RAILWAY

Reduction in Fare Goes Into Effect May 1.

HALF-RATE FOR CHILDREN

Cheaper Tickets Also Available Between London and St. Thomas.

The London and Lake Erie Railway and Transportation Company announces today a reduction in passenger fares, effective May 1.

The rates will prevail for every day until further notice, and include a 30-cent fare to Port Stanley and return the same day, with a half-fare for children under 12 years of age. The single fare between London, Union and Port Stanley is 45 cents, the return fare good for stopover 60 cents, and the week-end rate 50 cents.

The rates between London and St. Thomas are 20 cents for same day trip, 25 cents single fare, 40 cents return for week-end, and 50 cents for two or more days.

The rates between London and Port Stanley are 20 cents for same day trip, 25 cents single fare, 40 cents return for week-end, and 50 cents for two or more days.

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THESE YOUNG LONDONERS SHOW THE RIGHT SPIRIT

One Enlists Very Day He Is of Age, One Rejects.

Two young men who Friday signed up with the 63rd Depot Battery at Queen's Park have by their action in enlisting gone a long way to show that the spirit of determination to do one's bit is not entirely dead yet as far as Londoners are concerned.

James Matthew Keiley, a young man of the city, enlisted as a private in the 63rd Depot Battery at Queen's Park, before he left, and on whether he became a day today, and immediately went out to the battery office and signed up.

Norman James Moore, the other young man, was employed in this city, but recently received an offer of a position with Marshall, Field & Co., of Chicago. He was advised by his father to join the recruiting office and find out whether he was physically fit to serve his country, and he was pronounced fit, and casting aside his chances of a good position he enlisted with the battery.

His brother went overseas with the 70th Battalion, was transferred to the 13th Battalion, and is now serving with the Army Service Corps in France.

YOUNG MINISTER KILLED.
 EXETER, April 27.—Mr. and Mrs. William Turnbull of Exeter, were notified by their daughter-in-law, Mrs. Reginald Turnbull of Dundas, that their son, Reginald, had been killed in France.

The young soldier was a bombardier in a howitzer battery, and enlisted when taking his final year in divinity at Toronto University. He was granted his degree following his enlistment, and was given a traveling scholarship. He was regarded as one of the brightest students of his year.

Before leaving for the front, in February, 1916, the young preacher-soldier was married to Miss Maud Ralph of Dundas, who is 28 years of age.

CONVALESCENTS' CHAPLAIN.
 CLINTON, April 27.—Capt. (Rev.) J. K. Fairfull, formerly chaplain of the 101st Battalion, left today for Kingston, where he will take up the work as chaplain in the convalescent hospital. The captain has resigned his pastorate of the Baptist church at Clinton and Auburn. Mrs. Fairfull and Miss Lillian for the meantime will continue to reside here.

SUFFERS FROM FEVER.
 CLINTON, April 27.—Mrs. Sewell has received word that her husband, Sergt. G. S. Sewell, had been admitted to a hospital in France suffering from fever. She is naturally anxiously awaiting further particulars.