

Do You Know
That you can buy any 10c cigar for 5c every day in the week at any one of TAYLOR'S FIVE CUT-RATE DRUG STORES?

Your Choice
of Any
Article
in Our
North Window

C. H. Ward & Co.
Diamond Merchants and Jewelers,
886 RICHMOND ST. PHONE 1094.

We mine
our own
Coal and
sell direct
to you.

LARGE PEA
COAL, \$5.85
A TON.
We guar-
antee this coal
to have the
value of nut in the range and heater.
Save you \$1.25 per ton.

WEGNER CLOTHING CO.
Wholesale and Retail Dealers in
Overalls, Sweater Coats, Gloves,
Mittens and Raincoats.
London's Largest High-Class
Workingmen's Outfitters.
Exclusive Manufacturers Agents
for the Best Canadian and
American Makes of Overalls.
371 TALBOT ST., OPP. MARKET.
Open Evenings—Phone 1949.

W. J. Wray & Co.
234 DUNDAS ST.
Just Received a Shipment of
One-Day
Auto Clocks
Our Price, \$2.50 and \$3.00.
See Them.

DR. S. R. MOORE
DENTIST.
Removed to Suite 15-16 and 1, London
Loan Building, corner Dundas and Park
avenue.
COAL
Genuine Plymouth Anthracite,
from individual mines. Prompt
delivery. Prices on application.
JAS. H. HERRICK, AGENT.

NOTICE
Aggett & Co.
Plumbers, Hotwater and
Steam Heating.
NEW ADDRESS:
336 Ridout St.

THE BEST COAL IS THE
CHEAPEST IN THE END.
TRY OUR
D. L. & W.
Scranton Coal
Heaman & Son
YORK AND BURWELL STS.
Phone 312.

ABOUT YOUR EYES
Consult
C. H. TREBILCOCK
116 Dundas Street,
Formerly with Tait Optical Company.

B. A. Mitchell's
Drug Store
—H—H—H—
MOTH
BAGS

Get one and protect your
Furs and Winter Suits
against destruction. Prices
75c to \$1.25.

114 DUNDAS STREET.
Phone 623.

The London Loan and
Savings Company
allows
4% ON DEPOSITS
5% ON DERENTURES
Safety Deposit Boxes and goods
room spaces to rent.
Corner Dundas and Clarence Sts.

SNOWDRIFT
IS MADE BY
PARNELL
The Breadman

so you can rest assured that
it is as pure and clean as
virgin snow.

It is also wrapped and
sealed in waxed paper, by
electricity, to keep the good-
ness in.

TRY A LOAF
TODAY

It's Time You
Owned a
WALTHAM

Be it a lady's or gentle-
man's wrist watch, military
wrist watch, lady's small
gold watch, or gentleman's
high-grade, 23-jewel "Maxi-
mum," we have a large
stock of them on hand, in a
variety of prices that are
sure to appeal to your
pocket.

Being official watch in-
spectors for the Canadian
Pacific and Grand Trunk
Railroads places us in splen-
did position to handle the
watch business of London.

YOUNG'S
Home of Waltham Watches.
170 Dundas Street—674
Dundas Street.

JOHNSTON
BROS.
XXX Bread
Made of the richest Northern No.
1 hard wheat flour. It's thoroughly
baked, through and through, so
there can be no soggy, underdone
spots.

At your grocer's, or de-
livered. **Johnston Bros.**
Phone 944

WORK HAS STARTED
ON CLINTON BELFRY
Bell Will Chime Hours and Half Hours
—A Start On Library.

CLINTON, April 14.—Workmen are
now erecting the belfry on the post-
office, in which will be installed the big
bell in connection with the clock
that is to be placed in the tower. The
bell will be similar to the ones placed
in Seaford and Mitchell postoffices, and
will chime the hours and half-hours.
H. Hill has been awarded the contract
for the excavation and foundation
on the addition to the public library
and will start work at once.

MADE IN CANADA
Vest
Pocket
Kodak

The
Ideal
Soldier's
Kodak

As small
as a
note
book
or
diary,
and
will
tell
a
more
inter-
esting
and
con-
vincing
story.

\$7, \$11.50, \$13
Actual Size.
Films left here before 11 a.m. de-
veloped and printed by 5 p.m.

CUT PRICES
in Drugs and Patent Medi-
cines every day.

STRONG'S
DRUG STORE
184 Dundas Street, London, Ont.

NO BETTER WAY
to preserve your snapshots than in an
album. Many styles to choose from.
J. H. BACK & CO.,
210 DUNDAS STREET.

QUALITY IS ECONOMY
Cooking That Counts
Whenever you bake, to in-
sure absolute success, you
must use
"Purity" Baking Powder

Besides, it's PURE, being
made from pure cream of
tartar, and is safe to use.

Buy half a pound today,
15 Cents
CAIRNCROSS'

Dependable Druggists.
216 Dundas St. Phone 880.
170-yw

Hamilton's
Ale and Porter
Cannot be excelled. It's a
favorite drink with many,
and will suit you if you try
it.

T. & L. WITHDRAWS
REQUEST FOR PROBE

Delegates Agree To Council
Dropping Garbage Investi-
gation In City.

SHORT WEIGHT IN FLOUR
Insp. McCallum After City
Millers—License Fees for
Merry-go-Rounds Fixed.

Many phases of the garbage question,
short-weight flour, market supervision
and regulation of fees to be charged
for that elusive, seductive and pleasing
form of amusement, to wit, a merry-
go-round, occupied the attention of the
city council last evening. Chairman
A. W. Wilson was in and Ald. C. W.
Summers presided in the latter's place.

The garbage questions ran all the
way from the investigation asked for
by the Trades and Labor Council to an
informal discussion on the proposed
new city stables for the department. By
way of diversion, it was decided to
recommend Superintendent W. C.
Dodd's suggestion of graduated pay for
the collectors, and a proposed scale of
\$2.10 and \$2.20 per day will go to be
for the council. The request of the
collectors for a half day off on holidays
was listened to favorably, and the
superintendent was asked to report on
ways and means of working out such
a system.

The "investigation" fell through.
Delegates Hill and Hill, of the
Trades and Labor Council, who ap-
peared before the committee in its
support, voluntarily decided to with-
draw the request. The latter grew
out of charges by H. Kelly, a former em-
ployee of the department. The explana-
tion furnished by Superintendent Dodd
and Controller G. E. Rose was dis-
most satisfactory to Mr. Hollins.

Favor Ward Stables.
Some of the aldermen were in favor
of ward stables for the garbage service
rather than a single stable. They de-
clared that time now lost in getting the
collectors on their beat, and the reason
of the weight stamped on the sacks.
No action on the question
was taken, however, as it was laid
over for further consideration.

Superintendent W. C. Dodd reported
that he had furnished the city en-
gineers' department with two carts and
men from the department for use in
the street cleaning department. The
single carts will do the work formerly
done by a team and will mean a saving
of \$1.50 per day to the city. The
idea was commended. It is likely that
it will be extended to cover all street
cleaning carts.

Short-Weight Flour.
License Inspector J. W. McCallum's
report on short-weight flour, presented
to the board of control last week, was
brought to the attention of the com-
mittee. He reported that only one
of the local mills—that of Hunt Bros.,
Limited—was supplying flour that was
of the weight stamped on the sacks.
He was instructed to see that the by-
law compelling full weight be lived up
to.

Market Market Bylaw.
The market bylaw was amended to
make the market clerk responsible for
the carrying out of all its provisions.
After some discussion it was decided
to make a bylaw fixing merry-go-round
fees at \$5 per day, \$15 per month and
\$50 per year.

ST. THOMAS PLAYERS
PLEASE LONDONERS

Holy Angels' Dramatic Society Presents
"The Kerry Gow" at St. Mary's
Auditorium.

The Holy Angels' Dramatic Society of
St. Thomas, played its annual re-
hearsal in London last night at St.
Mary's auditorium, presenting "The
Kerry Gow." A large and appreciative
audience entirely filled the auditorium to greet
the St. Thomas players, who made a
notable hit with London playgoers
some time ago.

"The Kerry Gow" is an Irish comedy
drama that has delighted several gen-
erations. It has quite a strong line of
comedy in its dramatic makeup, well
brought out by the young St. Thomas
theatians.

In addition to the presentation of the
drama, solos sung during the evening
by Charles B. Finney and Clyde Nop-
per were well received.

The young Misses Sullivan, billed as
juvenile entertainers, presented a sepa-
rate number which delighted the
audience.

Miss Elizabeth Lilley accompanied the
vocal numbers at the piano.

The cast of characters in "The Kerry
Gow" was well selected for character
parts. All of them deserve much credit
for the large audience and abundant
applause, which met their efforts.

The cast of characters follows:
Alice Doyle.....Miss Leila Maxwell
Capt. Basil Sidney.....Thomas Moore
Dan O'Hara.....Joseph P. Butler
Raymond Drew.....Cornelius Doyle
Patrick Drew.....John Farrell
Valentine Hay.....Harley Forsford
Mr. O'Drive.....Dr. J. M. Cassery
Dennis Doyle.....John Houston
Lanty Lannigan.....M. J. Rallis
Boy George.....Leonard Dyer

GERMAN TRIUMPH
WOULD PUT CANADA
IN BELGIUM'S PLACE

Canadian Club Speaker De-
picts Horror of Invasion of
This Country.

"ARM CHAIR OFFICERS"

M. C. Cameron, K.C., Scores
Soldiers Who Hesitate
When Country Calls.

Too much confidence, unreasoning
optimism, and dangerous complacency
as to the outcome of the war, were
advised against by M. C. Cameron,
K. C., of Godrich, addressing the
Canadian Club at luncheon last even-
ing. "Every man within the age limit,
and whose surroundings permit, should
enlist," he said. The contingents now
at the front were largely composed of
men born in the British Isles. The
later contingents would include a great
percentage of native-born Cana-
dians.

Mr. Cameron also referred to the
"church parade and arm-chair offi-
cers" of the Canadian militia, who
were much in evidence at the divine
service, but hesitated when their coun-
try called for men to fight. Patriots
there were, who strained their vocal
chords in the name of King, but on
every possible occasion, and waved
the flag conspicuously, but did not
volunteer.

Mr. Cameron deplored the horrors of
war, terming the present combat a
"ghastly, fiendish fray," instigated by
the military oligarchy of Germany,
which believed it had the divine
sanction to conquer and domi-
nate all smaller nationalities. Brit-
ain, however, blocked these imperial
dreams of German supremacy. Britain's
entrance into the war was compulsory.
She stood by her pledges, and had she
not defended Belgium, she would have
deserved the contempt of the world.

The principles of human freedom and
Christian civilization demanded Britain's
action. There were worse things than
war—slavery and oppression, for in-
stance. War might become righteous,
even holy, but not so, slavery, oppres-
sion, wrong and corruption. British
soldiers were not sent to the front to
put a mental rather than a bodily sov-
ereignty, a sovereignty of heart and
soul, over the world. They were sent
to fight for self-government, and were Ger-
many to be victorious, Canada might
be invaded, and her people subjected
to the same treatment as that suffered
by the people of brave, heroic, little
Belgium. Canadians were loyal be-
cause they were free. The national
existence of Canada was at stake, and
Mr. Cameron, Canadians were ready
to give financial aid to Britain, but
they were not as eager as they might
be to offer themselves for their coun-
try's service.

He referred to the German treatment
of Belgium as "diabolical refinement of
cruelty." Canadian chivalry, love of
freedom and justice, he believed, were
not dead, and even now Canadians on
the firing line were showing what a
lot of manhood Canada bred.

The non-combatant also occupied a
vital and important place in the econ-
omy of war, not only in increasing
production of food and supplies, but
also by supporting the men at the front
with the proper national spirit at home.
He played a glowing tribute to the
national bravery of woman and especial-
ly to the brave sacrifices of Canadian
women who were giving their loved
ones to the service of their country.

B. C. McCannan presided. The at-
tendance was not as large as Mr. Cam-
eron's subject and address deserved.

FACTORY OWNERS FAVOR
EXTRA HOUR OF DAYLIGHT

Equivalent of Plan Already Adopted
By McCormick Manufacturing Co.—
Employees Appreciate Innovation.

The proposal to give the citizens of
London an extra hour of daylight each
day in the summer months apparently
commends itself to factory owners and
their workpeople. A number of those
most likely to be imposed in the in-
novation were approached, and in the
majority of cases the plan was ap-
proved.

At the McCormick factory the spirit
of the proposed bill already has been
adopted. Work now commences half
an hour earlier than usual in the
morning, and the employees are to
at 4:30 in the evening, instead of at
5 o'clock, as was the case formerly.

D. C. McCannan, purchasing agent
for the McCormick Company, declared
that the new rule was appreciated by
the employees, their one objection to
it being that they are not able to use
the special cheap tickets on the cars
going home at night. He pointed out
that if the factory were to be open
later, the setting forward of the clock,
this difficulty would disappear.

Mr. Shuttleworth, of the Shuttle-
worths hat factory, also declared that
the bill would be an advantage. He did
not know what was the feeling of the
workpeople, but declared that he in-
tended to support the subject on the
subject.

A number of factory employees were
asked for their opinion of the proposed
new measure, and with very few ex-
ceptions, declared they would be only
too pleased to start work earlier in
the morning in order to have a longer
evening. Factory owners and man-
agers, too, were almost unanimously
in favor of the proposal.

BUSINESS IMPROVES;
FAIRS TO GET GRANTS

TORONTO, April 14.—The fall fair
grant will be paid in full this year
on the same basis as usual. This an-
nouncement is made by the Minister of
Agriculture. It is pointed out that
last fall in the light of the general
financial conditions which prevailed
immediately following the outbreak of
war, it appeared to the Government
that it would be impossible to pay more
than fifty per cent of the grant, and
it was so announced. Since that time
there has been a marked improvement
and the outlook is for further improve-
ment in general conditions before July,
at which time the grants are payable.

Hence the Government is very
pleased to be able to announce that
the grant will be paid in full.

PARCELS ALL RETURNED.
Chiaso, April 15.—Via Paris.—Several
thousand parcel-post packages, mailed
from Germany to the United States, af-
ter being delayed here for some time,
have been returned to the senders by
the postal authorities, because the Brit-
ish and French Governments have given
notification that parcels addressed
German citizens in the United States
will be seized whenever they are found
on shipboard.

JOBS FOR CANUCKS
OPEN IN SCOTLAND

Needed to Turn Out Munitions of
War in Old Country.

An indication of the difficulty which
is being experienced in the old country
in the present time in getting men for
the work of turning out munitions of
war at a speed sufficient to satisfy the
demands of Lord Kitchener is contained
in the following advertisement which
appeared in The Advertiser yesterday,
and which, presumably, is duplicated in
other newspapers in different parts of
Scotland.

WANTED—ON THE CLYDE, IN
Scotland, for armament shops—500
turners for engine lathes, 350 milling
machine operators, 100 operators for
Brown & Sharpe, Cincinnati and
Churchill grinding machines; 100 ex-
perienced fitters, used to machine
not work; 50 planing machine hands.
Trades union rates, plus unlimited
piecework and overtime. Apply by let-
ter to Box No. 47, Keith & Co., ad-
vertising agents, Edinburgh, Scotland.

WEST ONTARIO
FARMERS WOULD
BENEFIT LARGELY
BY STOCKYARDS

Cattle Raisers and Drovers
Would Co-operate To Ad-
vantage of Each.

ONE MARKET IN ONTARIO

This In Toronto, and Privately
Owned—Prices Given Not
As High In U. S.

To the Editor of The Advertiser:
In a former letter I tried to show
how the establishment of stockyards
in London would benefit her business-
men. Let me now endeavor to show
how we may expect co-operation from
the cattle raisers and drovers. The
first place at which only one cattle
market in Ontario, which, by the
way, is owned by the Swifts, the pro-
ducers have no choice but to go to
that market or ship direct to United
States markets, which are now lower
than Toronto. If, therefore, we estab-
lish stockyards here we provide the
cattleman of Western Ontario with
another outlet—more competition. That
ought to mean something, and will,
I will now give you some of the reasons
why we may expect co-operation:

Owned by One Company.
As already stated, the Toronto
stockyards are owned by one com-
pany. This company charges the drover
or stockman for everything but
the air they breathe, and that is
somewhat tainted, as anyone will ad-
mit. This company also charges the
drover for using the market 10
cents per head for cattle and 2
cents per head for sheep, hogs and
pigs. This company also grows more
for his feed than it costs the com-
pany—sometimes worse than that.

It is charged a good round sum for
interest if he gets a show ship, then
collect his toll; if he buys a cigar
they benefit by it. If he offers his
cattle or other stock for sale he must
belong to the association (membership
fee \$100), or he can take his cattle
away with him. If he deems the hun-
dred dollar fee too steep he has the
choice of paying the association
\$12 for every carload he offers. If he
wants to take home a car of stockers
another \$12. All this is good business
for Swifts, and they are to be blamed
for using the Canucks as doormats if
the Canucks will stand for it. The
point I wish to bring out is that To-
ronto as a city gets none of this rake-
off. Swifts, however, benefit by the
buying power of the 13,000 to 15,000
cattlemen who go to the Union Stock
Yards every year to do business.

Make One Office.
It has been the idea of the London
stockyards committee to make our
cattle market an open one. We do not
intend to prohibit the commission men
operating on it—that would be folly—
but we do hope to fix matters so that
the owner of a car of cattle can sell his
own stuff, and also hope to have
the stockyards to be municipally-owned
and operated.

If the cattleman within a radius of
25 to 50 miles of London can bring
their stock in on the hoof they will
benefit to the extent of from 75 cents
per head down. If the same chaps buy
a car of stockers to replace the finish-
ed article they effect the same saving.
If we can bring buyer and seller to-
gether in London the whole of Western
Ontario will benefit to the extent of
the saving in freight and a good big
saving in time. If we can provide the
cattleman of Western Ontario with a
stocker market, a market for milk
cows and a market for export and
putchers' cattle, we ought to get his
business expeditiously. To handle
his business quickly we must place our
yards on the trunk lines and eliminate
as much as possible, all switching and
shunting of cars about the city; we
must, in short, make it as easy as
possible for him to do business in
London as we know how.

The rate on cattle is just the same
from London and nearby points to
Buffalo as to Toronto, hence we are
placing no handicap on the drover
who unloads here. If he finds our
market or Toronto market unsatisfac-
tory all he has to do is load up again
at an extra charge of \$3 per car, and
go on to another market. This happens
at TORONTO AND AT EVERY
OTHER MARKET.

OFFICERS OF I. B. S.

At the annual meeting of the Irish
Benefvolent Society tonight, Mr. P. H.
Ranahan, at present vice-president, was
elected to the presidency and it is ex-
pected that Mr. Nell Houston will be
elected secretary. Great interest is be-
ing taken in the meeting.

Fruit-growers will find John Shan-
non, representative of E. D. Smith,
the large American cities. Cooks, of
course, were the first to show in
London, made by a Canadian firm. The
loaves are in grey, fawn and sand, and
sell at \$3 and \$3.50. Come in and see
them.

J.P. COOK CO
THE STORE THAT SERVES YOU BEST

BRITISH ARTILLERY
HITS THE MARK 99
TIMES OUT OF 100

"Simply Buries the Germans
Alive," Says Gordon
Thompson.

12,000 PRISONERS TAKEN

Londoner Writing to Mother
Graphically Describes Ter-
rific Battle Experienced.

Writing from the front, while being
shelled from German aeroplanes, in a
letter dated March 28, to his parents,
Dr. and Mrs. Ainley Thompson, their
son Gordon, who went from London
with the first contingent, tells of a
terrific battle in which the Canadians
took part just before the letter was
written. He writes:

"We had a great scrap here, and
certainly showed a few hands. Our
artillery started about Saturday at
noon and shelled the German trenches
incessantly until Monday, and then
the infantry charged them. But there
wasn't much left to charge, for our
artillery had simply put them alive.

"Our artillery is 'great stuff,' the
writer declares, 'and we hit about 99
per cent of the time.'
"About 12,000 prisoners were taken
and sent down to the south base, to be
transported to England.

"Most of the week has been taken
up with aeroplane fighting, and we see
some interesting duels every day, while
the fine weather lasts. When I first
began to write this letter a bomb from
a hostile aeroplane shook the old
trench where we were quartered, and
we all went out to look at the plant.
The artillery subjected it to a perfect
rain of shells, and it turned tail and
disappeared over its own lines.

Meets London Boys.
"I see Sergt. Major Clinger quite
often, and he always has a little news
from London. Eddie Shumacker also
joined us again from England. I re-
ceived an Advertiser containing a pho-
tograph of Jack and Bruce McColl.
They are killed with the 48th about
a mile and a quarter southeast of
here.

The mail service is very irregular,
and I never hear from anyone but
yourselves nowadays. It will be nice
and warm here soon, but then I sup-
pose the diseases will appear, so we
must be careful in the future."

OUT-OF-TOWN VISITORS
TO SAY GOOD-BYE TO
SOLDIER LADS HERE

Many Relatives of Officers and Men
Are in London.

Many visitors from out-of-town
points are in the city today to say good-
bye to soldier relatives, who probably
will be leaving for Europe shortly. The
uncertainty of the troops' movements
has caused dozens of mothers, daugh-
ters, wives and sisters to make the trip
to London while they are still sure of
being able to see the boys who soon will
be on their way to the fighting line in
France or elsewhere where the British
and their allies are opposing the Ger-
mans and Austrians.

The trains from Chatham and Wind-
sor brought the largest quotas of vis-
itors, among whom were the following:
Mr. and Mrs. W. J. Baxton and Mrs.
Fatterson, of Chatham; father and
aunt respectively of Lieut. Don Ris-
sington, of the 18th; Mr. and Mrs. J. Kerr,
of Chatham; mother and father of Lieut.
Jack Kerr, of the 18th; C. Emery and
W. Watts, of Windsor; father and brother-in-law of Quartermaster G. Haron
Emery, of the 18th; James Anderson,
manager of the D. U. R., and his daugh-
ter, of Windsor; father and sister of
Cameron Anderson, of the 3rd Station-
ary Hospital Corps; Miss Mary Wigle,
daughter of Col. Wigle, of Windsor; Mr.
and Mrs. E. J. Baxter and Lieut. E. B.
Baxter, of Windsor; father, mother and
brother of Lieut. W. J. Haxter, of the
18th; Col. and Mrs. F. L. Loring, of
Windsor; father and mother of Lieut.
Alfred Loring, of the 18th.

DR. A. W. CHASE'S 25c
CATARRH POWDER

Is sent direct to the diseased parts by
improved Blower. Relieves the ulcers,
clears the air passages, stops drop-
pings, cures throat and hemorrhoids,
by eases Catarrh and Hay Fever,
etc. A box (blower free) except no
substitute. All dealers or Edmondson
Bates & Co., Limited, Tor. etc.

ROSS' Special
Ladies' Tailored
Suits, Coats
and Skirts

196 Dundas Street
PHONE 1319.

ROWAT'S COFFEE
Pleases people who are particular
50 Cents Per Pound.
T. A. ROWAT & CO.
250 Dundas St. Phone 3051-3054

MATTRESSES AND FEATHERS
Renovated and remade by the latest
improved methods. Goods called for and
returned same day.
The Keystone Bedding Co.
Phone 2623. 2yw

Opening Announcement

Saturday Morning NEW OPTICAL
PARLORS will be OPENED at 398
RICHMOND STREET—opposite
Smallman & Ingram's.

The parlors are equipped with the most modern appli-
ances known to science, and in charge of expert opticians,
and the people of London and district are assured courteous
treatment. The testing room is similar to those in the larg-