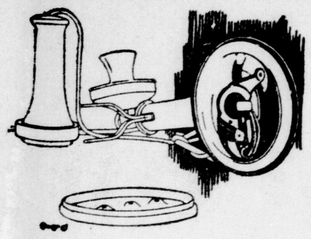


Your Desk Telephone

Here the felt-covered bottom plate has been taken off for a glimpse inside the telephone.

Note how the "cords" come in through a hole at the side and lead into the metal tube above.

Think how the tiny copper wires of the "cords"—as fine as hair and woven together for flexibility—must chafe and rub at these points if the instrument is jerked and twisted at the full length of the cord. And this chafing and rubbing means raspy, noisy transmission.

You can help to safeguard the quality of your telephone service by avoiding these sharp pulls and rough handling.

¶ An advertisement by The Bell Telephone Co. of Canada.

¶ Will you please read it and others of the series to follow?

The Bell Telephone Co. of Canada

"Good service * * * our true intent."

GRAND TRUNK PROMISES BETTER TRAIN SERVICE

Officials Meet Northern Town Representatives at Clinton Yesterday.

CLINTON, May 10. — Grand Trunk officials made a visit here today in response to a request from the Clinton Board of Trade, asking for improved train service with Toronto and Goderich.

Representatives were present from the local boards of trade of Goderich, Seaforth, Mitchell and Clinton, and a strong case was made out for better service.

C. E. Horning, D. P. A., from Toronto, acknowledged that some improvement could be made, and promised to give the matter due consideration, with a view to having the changes made with the issue of the new timetable in June.

Mr. Horning was accompanied by Mr. Wilson, master of transportation, Mr. Forrester, superintendent, of London, and Mr. Weatherstone, of Stratword.

The delegations from the adjoining towns consisted of the prominent officers of the councils and boards of trade.

STUDIES TRANSPORTATION

Forest Man Slated for Important Office in Federal Service.

FOREST, May 10.—This week George E. MacIntosh resigned his office as secretary-treasurer of the People's Telephone Company here, and has been succeeded by R. B. Crosbie. Mr. MacIntosh gave up the position to devote more time to his work as transportation agent for the Dominion Fruit Growers Association. He expects to leave this week on a month's visit to New Brunswick and Nova Scotia to study transportation methods in those provinces. Later on it is likely he will go to British Columbia on a similar mission. The indications are that before many months have passed he will be transportation manager of the fruit branch of the Dominion department of agriculture.

The death of Mrs. Morphy, wife of H. L. Morphy of Niagara Falls, Ont., formerly prominent merchant of Forest, occurred on Tuesday after a long illness. She was a daughter of the late Mr. and Mrs. M. Watson of Thedford.

DORCHESTER ELECTIONS

Church Societies There Held Their Annual Meeting.

DORCHESTER, May 10.—At the annual meeting of the W.M.S., the following were elected to office: President, Mrs. W. Lane; vice-president, Mrs. (Rev.) Veale; recording secretary, Mrs. A. George; corresponding secretary, Mrs. E McCann; superintendent department of Christian stewardship, Mrs. Jervis; superintendent cradle roll, Mrs. W. Young.

Mrs. (Rev.) Rivers and Mrs. Young were appointed to act as delegates at the branch meeting to be held in Petrolea the last of the month.

The Ladies' Aid of the Methodist Church held its annual meeting and appointed the following officers: President, Mrs. George; vice-president, Mrs. Sandy; secretary, Mrs. McCann; treasurer, Mrs. Lane; flower committee, Mrs. Boyes and Mrs. Sandy.

ENLARGING HOSPITAL

Wingham Board Will Spend $4,000 on Improvements There This Year.

WINGHAM, May 10.—To meet the growing demands of the Wingham Hospital, the board has this year decided to spend some $4,000 on improvements and additions. The present quarters are too cramped, and more room will have to be provided at once for the steadily growing number of patients. Many from the surrounding district are brought here now for treatment.

John Beattie, 4-year-old son of Mr. and Mrs. Robert Beattie, was badly bruised by being knocked down by a lad riding a bicycle. The injured lad ran in front of the wheel and was knocked over.

INGERSOLL ENTHUSED.

INGERSOLL, May 10.—The question of greater production during 1917 has been taken up here in a most enthusiastic manner, following the addresses at the meeting of the council by Messrs. Martin and Kelly, president and vice-president, respectively, of the Hamilton Board of Trade.

Committees from the council, "3,000 Club" and citizens generally have been appointed to go into the matter thoroughly. A canvass has been made of the different wards for the purpose of ascertaining the number of vacant lots and the degree of co-operation that can be expected in putting into effect the scheme as proposed by the organization of resources committee. Definite arrangements will shortly be made.

It is expected that all the potatoes required for seed will be brought here and sold at about $1 per bag. It also is probable that if such action is justified by the demands for land that part of Victoria Park will be broken up. It has been estimated that about 15 000 bags of potatoes would be necessary to meet the demand in Ingersoll for one year, and it is hoped to produce them this year in much larger quantities than formerly.

TURN CATTLE OUT.

ILDERTON, May 10.—Pasture for stock is late and very few farmers have turned any out, but some, who were out of feed, were forced to turn their cattle out, although they will "go back" for some time. It is expected most of the export steers will go to pasture in a few days now and some grain or hay will be fed to keep up the stock.

Fall wheat has not done as well as expected owing to continued cold weather, but some fine fields on the dry or well-drained farms are noticed. Clover also has suffered owing to cold and frosts, but with good warm weather now will be an average crop.

Nearly all of the Lobo farmers have finished seeding and some of the early sown fields are showing green, especially the barley, which sprouts much sooner than oats. The weather has been cold for the season, but with fine sunny days now the spring crops will be all right yet as the land was in fine shape and the cultivating well done in most cases.

Little outside help was received with the seeding or needed, some farmers claiming that inexperienced help, such as the city could supply, would be of little use for seeding, but might come in useful at harvest time if available.

PAINTING OF MAJOR SALE.

GODERICH, May 10.—At the regular meeting of Maitland Lodge, No. 33, A., F. and A. M., Bro. J. W. Trussler, photographer and artist, presented the lodge with a life-sized painting of the late Major Charles E. Sale. The lodge is grateful to Bro. Trussler for the painting as Major Sale was one of the most popular members of the order, and the picture will serve to keep his memory fresh with the members of the order. The painting itself is a splendid piece of work, and Mr. Trussler is being congratulated on his work.

SHOWER FOR SOLDIERS.

CLINTON, May 10. — The Young Ladies' Patriotic Auxiliary held a ward tea at the home of Miss Marion Gunn on Tuesday afternoon. It was a most successful tea in every way. The afternoon being fine, a number took advantage of the opportunity of going out. The proceeds amounted to $16. In addition there was a shower of soap and note-paper for the Clinton boys at the front, a fine collection having been brought in.

MEETS MAY 16.

KOMOKA, May 10.—The regular monthly meeting of the Lobo Institute will be held at the home of Mrs. D. McCallum on Wednesday afternoon, May 16. This is the annual business meeting.

CREDITON PIONEER

Michael Hertzel, Who Emigrated From Alsace 70 Years Ago, Dies There.

EXETER, May 10.—One of Crediton's old pioneers in the person of Michael Hirtzel, died at the home of his son. He had reached the age of 88 years and 25 days. He emigrated from Alsace, France, about 70 years ago, to Morriston, and later came to Stephen Township. His wife died a number of years ago, and for the past few years he has been living with his son George. He is survived by his sons, George and John of Crediton, Michael of Colvin, North Dakota, William of Detroit, Louis of Washington, Mich., and Wesley of Peace River, Alta., and daughters, Elizabeth of Elkton, Mich., Lena of Detroit, Saloma of Flint, Mich. and Eva of Capac, Mich. The funeral took place on Tuesday to the Evangelical Cemetery.

TOWN BUYS SEED POTATOES.

CLINTON, May 10. — The town council has purchased 300 bags of potatoes, which are to be sold to the citizens for seed purposes only. They are from New Ontario, and are reported to be an excellent sample. The price laid down here will be about $4 per bag. They are promised within a week, in plenty of time for spring planting.

Special Features

There are certain features — special exclusive features not found in other Player-Pianos — that make the

Heintzman & Co. Player-Piano

"The Different Player-Piano."

a distinctive musical creation.

One of these special features is its patented Aluminum Player-Action. The great trouble with the ordinary wooden action player-piano is air leakage in the valves which swell and shrink according to weather and climatic conditions. Being cast from a solid piece of aluminum without joints or seams, this is impossible with this instrument. This feature ensures absolute

PERMANENCE OF TONE

and volume under any condition, and makes the player-piano practically "wear-proof" and "trouble-proof." A thorough examination and comparison is invited.

HEINTZMAN HALL
242 Dundas Street

SUFFERED FROM SEVERE HEADACHES FOR TWO YEARS

Headaches are many and varying; but when the head starts to ache you may be sure there is some chief cause. The stomach may go wrong, the bowels become constipated, the blood may not circulate properly, but the presence of the headache clearly shows that unless the cause is removed some other baneful disease is liable to assert itself.

Burdock Blood Bitters has, for the past forty years, been curing all kinds of headaches and has proved itself to be a remedy that cures where others fail.

Mr. I. N. Petershen, Dnieper, Man., writes: "I am only too glad to be able to state that I derived wonderful benefit from Burdock Blood Bitters. I suffered from severe headaches for two years. I was treated by several doctors, but received no benefit until by chance I heard of B. B. B., and I at once procured two bottles and in a short time I was completely cured. I am, and always will be, grateful for what Burdock Blood Bitters has done for me. I am glad to recommend it to all who suffer from headaches."

B. B. B. is the oldest and best known blood medicine on the market today, having been manufactured for the past forty years by The T. Milburn Company, Limited, Toronto, Ont.

FROM ONE HUNDRED COWS (worth $9,000) thirteen hundred animals (net), worth, at present prices, approximately $104,000, may reasonably be expected in ten years. The British Cattle Supply Company, Limited, is now assembling a herd of ten thousand cows. It has half a million acres of suitable land. The operations will be directed by the most experienced cattle men in Canada. Its prospectus indicates the possibility of earning 50% per annum. This Company offers ten thousand shares of common stock ($1,000,000) at $100.00 (par) per share: 40% on allotment, 30% in 12 months, and 30% in 18 months. No preferred stock. No bonds. Over $2,500,000 of the $5,000,000 authorized capital is paid up. Application for allotment should be made to any branch in Canada of the Royal Bank, or direct to the Head Office of the British Cattle Supply Company, Limited.

PRESIDENT AND TREASURER:
T. E. Good (formerly General Manager and Treasurer of the Union Stock Yards, Toronto).

GENERAL MANAGER:
Harry Talbot (formerly Head Buyer, William Davies Co., Limited).

SECRETARY:
E. H. McElroy, M.P.P.

DIRECTORS:
F. H. Carlin (General Manager, Montreal Stock Yards).
S. M. Boren (ex-President, United States National Live Stock Association).
C. R. McKeown, M.P.P.

DIRECTORS:
J. H. Fussell (Vice-President, Fussell-McReynolds Co., Ltd.
A. N. Lambert (Manager and Treasurer, Winnipeg Stock Yards).
A. C. Garden (Manager, National Drug Company, and Hamilton Harbor Commissioner).
Wm. G. Beamish (Manager, Meat Department, T. Eaton Co., Ltd.).
D. B. Wood (General Manager, Wood Milling Company, and formerly President Hamilton Board of Trade).
J. C. Deane (Vice-President, Winnipeg Live Stock Exchange).

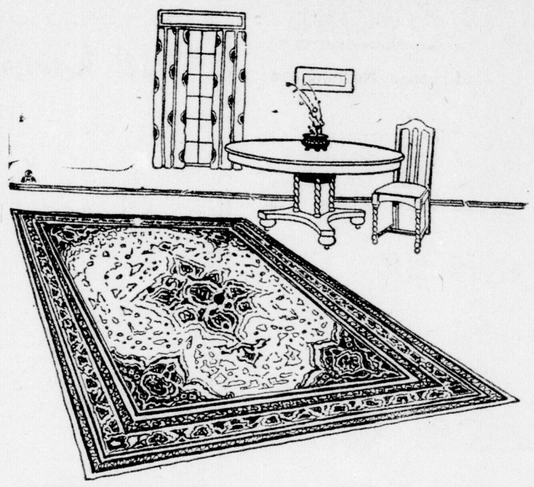
Prospectus on Request

British Cattle Supply Company, Limited

Union Stock Yards: City Offices, Excelsior Life Building, Toronto

A Wealth of New Ideas For Home Lovers

The things which we now invite you to come here to see and enjoy have been gathered after months of research and travel. And now with the coming of Spring the Ontario is ready to meet your every homefurnishing requirement as never before. It will inspire you to higher ideals of home beauty to come and see what wondrous things have been wrought for you. Here, too, you can purchase these necessities that always appeal to the modern housewife—Refrigerators, Stoves, Rugs and Draperies. You will be cordially welcome, whether you come to buy or not.



AT THE VERY BEGINNING OF THE SEASON WE ANNOUNCE

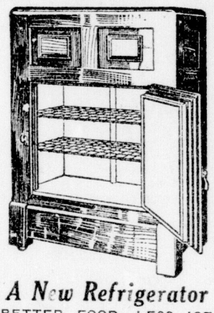
Special Prices on Rugs

COLLECTIVE BUYING PROVES THE METHOD.

Buying in association with more than 140 of the largest stores in Canada and the United States, we are extended concessions that enable us to quote prices far below the average. The factories in order to win the great collective orders, reduce prices, which, as in this case, justify a special announcement.

DOMESTIC AND COPIES OF ORIENTAL RUGS ARE HERE.

Rugs in nearly bewildering array—Wiltons, Axminsters, Brussels, Tapestry and Rag Rugs. On every one a special price. Rugs in every size are represented, all good colors, every imaginable design. Come, share in this opportunity. If you haven't all the cash, join the Rug Club.



A New Refrigerator

BETTER FOOD, LESS ICE.

Years of experience in the purchase of our refrigerator stock each year has taught us that only the best is cheap in the purchase of an ice-chest. Our display is without doubt the largest and best in town, and therefore you should come in and permit us to explain the advantages we offer. Prices from $8.50 to $50. Club terms, $3 cash and $1 weekly.

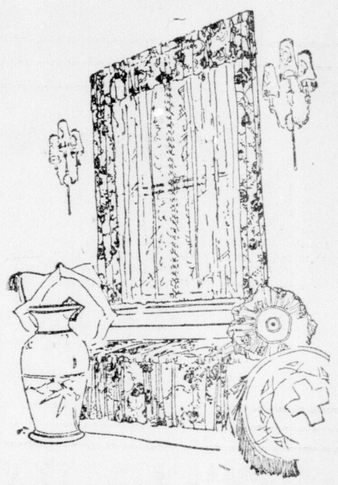
The Drapery Store Where Prices Are Lowest

Let us prove this statement to you. Every pair of Curtains, every piece of Drapery material, is marked with the idea, "How low can we sell this for?"

You will find our stock most complete in all lines. All the newest shades in cretonnes and chintzes, all the most artistic Curtains.

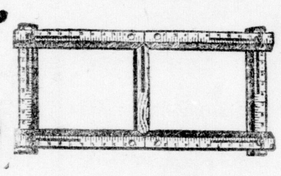
Many lines are reduced for Saturday and next week's selling. Below we list a few of the many attractive bargains awaiting you.

20 pieces Marquisette, fancy border, ecru or white, regular 35c, for.. ..... 22c
15 pieces Bungalow Net, ecru, ivory and white, regular 35c, for .. 22c
18 pieces Cretonne, beautiful patterns, regular 40c, for .. 29c
22 pieces Bordered Scrim, reg. 20c .. 15c
7 pieces Marquisette, white, reg. 50c yard, for 35c
60 pairs Lace Curtains, 5 patterns, reg. $2.50, for $1.75
50 pairs Lace Curtains, 5 patterns, reg. $4.00, for $2.75
36 pairs Marquisette Curtains, reg. $4.00, for $2.95



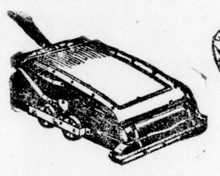
39c

CEDAR OIL MOP—Each packed in a separate tin.



99c

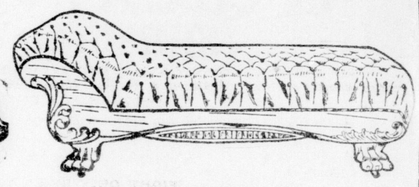
Curtain Stretcher—Only one to a customer. Same as shown above.



$5.95

VACUUM CLEANER.

Guaranteed Vacuum Sweeper, worth $8.50. Only 12 left to sell out of a shipment of 100. Come early.



$14.95

Massive Oak-Framed Couch, upholstered in Bradley leather. Steel constructed interior. Worth $22.

THREE-PIECE OLD HICKORY SUITE $9.95

The ideal furniture for exposed porches or lawns.

With Old Hickory furniture you need never worry about a sudden rainstorm coming up while you are away and spoiling your summer furniture.

Seats of Pliable Inner Bark Assures Comfort—

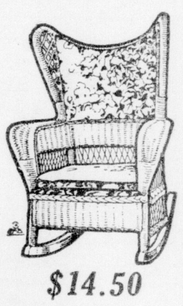
The seats are as soft and resilient as if upholstered over a spring construction frame.

Chair or Rocker..$2.50
Table $5.00

$29.00

LARGE REED CARRIAGE, REVERSIBLE GEAR, GREY, NATURAL OR WHITE—

Visit our basement and see everything that is made in Carriages, Carts, Cabs, Sulkeys, Strollers and Folders. The largest stock in Western Ontario. Club terms if you desire.



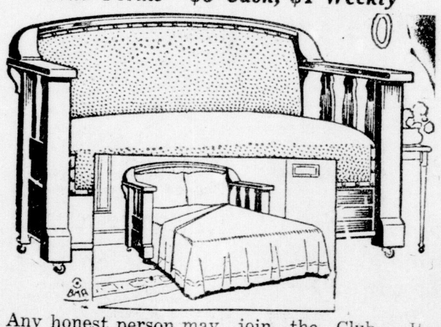
$14.50

ART TAPESTRY REED ROCKER—

A winter or summer Rocker. This is an article of furniture built for permanent use. In every part only the finest of materials are used. In summer it is a delightful porch Rocker. In winter it will cheer the living-room with its beauty.

Join the Davenport Club

Club Terms—$5 Cash, $1 Weekly



Any honest person may join the Club. It costs nothing to become a member.

Prices range from $28.00 to $75.00. Fumed or golden oak frames, upholstered in brown or black leather or tapestry.

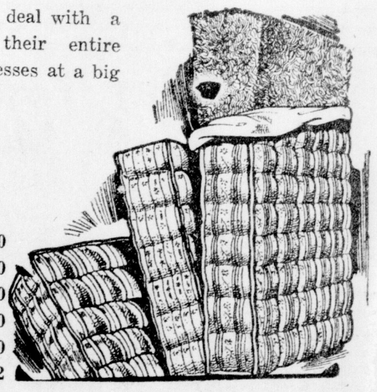
Twenty new Davenports and Divanettes just received today.

Factory Clearance of Mattresses

We have just closed a deal with a mattress factory for their entire surplus stock of mattresses at a big discount.

Note These Bargains

$5.00 Mattress for $4.00
$6.50 Mattress for $5.00
$8.50 Mattress for $6.50
$10 Mattress for $7.50
$12.50 Mattress for $10
$15 Mattress for $12



Agents for Ostermoor Mattress. Globe-Wernicke Bookcases.

The Ontario Furniture Co. Limited.

226-28-30 Dundas London's Largest Homefurnishers

Agents for Happy Thought Stoves. Pathe Phonographs. White Sewing Machines.