## WE'VE COMBINED REAL

**SMARTNESS** with ECONOMY

Today you'll find this store pre-eminent in its offerings of men's and young men's smart spring attire, and you'll find values that will not be had again for many years to come. Hundreds of garments here are being shown today, thanks to early and wise buying of cloths, at as much as \$5 less than wholesale prices for next season. Our earnest advice to you is to buy all the wearing apparel you possibly can now-the near future will see prices 50 to 75 per cent higher.

"Forbes" Famous All-Wool Worsted Suits, in new browns and olive shades, smart 2 and 3 button coats, plain, pinch-back and belted models. Wonderful wearing cloths, that are worth \$35, for ......\$24.00, \$25.00, \$26.50

Splendid Grey Worsteds in Plain Cloths, neat pin checks and pick-and-pick worsteds, wonderful qualities, many purchased three years ago, in well-made smart models. Average savings of \$7 per suit .....\$20.00, \$22.00, \$25.00

Belted and Pleated Suits for the young man, from 32 to 38 in size, a truly wonderful range of values in new greys, browns, tans and blues, in 2 and 3 piece styles. A dozen distinct models \$12.00, \$15.00, \$18.00, \$20.00, \$22.00

## British Raincoats

We emphasize the word British, because today's showing in most stores is of American, all cotton qualities. Here are the product of Britain's best makers in guaranteed qualities at old time prices ......\$12.00, \$13.75, \$15.00, \$16.50, \$18.00, \$20.00

## Boys' Suits Full of "Pep" at Payable Prices

Here are real clothes for real boys, smart snappy garments, that please the boys because all the little details have been looked after, and that'll please you because the values discount what are commonly offered elsewhere. We've got the variety, we've got the values, and we're getting the business.

Suits for the smaller fellow in sizes 24 to 28, many attractive models in pleated and bilted styles, greys and browns, in checks, str. bes and plaids . . \$4.85, \$6.00, \$7.50, \$8.50

Bigger boys' garments in new and interesting styles, belted and pleated, big full size bloomer pants, many with belts to match; sizes 29 to 36 . . . . \$6, \$7.50, \$9, \$10, \$12, \$15

### Blue Serge Suits to Order

Absolutely pure wool Indigo-dyed fast color serges, purchased over three years ago, and out of the market today at any price. We're selling two and three suits to a customer, made to your measure, in any style, first class throughout .. \$28.00, \$30.00, \$35.00, \$40.00

R. J. YOUNG & CO. LONDON EAST

## HIGHER FARES MAY BE DECIDED BY RATEPAYERS

Committee Will Very Likely Take a Vote of the People.

#### MAYOR OPPOSES INCREASE

Says That Citizens Are Being Asked to Pay the Stockholders' Dividend,

Discussion of the application of the

ondon Street Rallway Company for higher fares, at a special meeting of the finance committee of the city council last night indicated the determinacil last night indicated the determination of the councillors to send the question to a vote of the people.

From the discussion it would seem as if some of the city fathers, and the mayor in particular, are opposed to increased fares from the start. The mayor left no doubt as to where he stood. He said he was strongly opposed to it. He said they were asking the people to reach down in their pockets and give the stockholders of the company a 6 per cont dividend. He said that their estimates were 25 per cent above their expenditures last year, and they must cut down as the council has. The city is not going to turn over what it is is not going to turn over what saving to the street railway, he clared.

Would Not Consider.

At another stage of the discussion the mayor said: "I don't think the matter hould be considered for a moment."

President Currie said the people want-

President Currie said the people wanted good service and good equipment, and it was impossible to maintain this with the present charges.

The mayor rejoined with an unkind one: "If we got good service here, we would not know what to think of it."

Ald. Holmes and others asked additional information, and the discussion was adjourned until this is prepared.

President Charles Currie, Manager C. B. King, Secretary-Treasurer Leonard Tait, and Supt. Harry Hummeston appeared to present the case of the company.

The mayor, in reference to the company's claim that it is defaulting its capital obligations, stated that he has stock himself which is paying him no dividends, while Ald. Ashplant carried the point one further in voicing the view to President Currie that "Your funeral is our holiday."

funeral is our holiday."

Want An Extension.

Before the fares question was taken up the petition of residents of Quebec street for an extension on that street was considered, Mr. Currie stating that when extensions are to be considered Quebec street no doubt will be one of the first choices.

In this connection, however, he claimed that the city has now more mileage than it pays the company to operate. He contended that perhaps 50 per cent of the 30 miles of track in London does not earn anything now.

London does not earn anything now. As an example, he stated that the new Hamilton road extension means a loss to the company every time a car passes. London, he stated, has the cheapest street railway fares of any city in the world. Ald Ashplant questioned Mr. Currie to ascertain if the company's stock is

Denies Watering.

Mr. Currie's reply was an emphatic denial. He stated that the stockholders put in every dollar at par. In addition the company has invested

# On FOOTWEAR Friday and

In these days of high prices it behooves each and everyone to conserve money as well as foodstuffs. We'll wager you'll save many dollars here on your footwear needs today and tomorrow. Exceptional bargains such as these seldom occur nowadays, so why pass up an opportunity that affords you such savings. Read

MEN'S FINE BLACK GUN-METAL LACE SHOES, a big bargain. At ...... \$3.98

MEN, LOOK! A BEAUTIFUL LINE OF KO KO BROWN ENG-LISH WALKING SHOES, Aeme and Neolin soles, rubber heels, worth today \$7.00. Cut to \$5.95

25 PAIRS MEN'S BOSTON CALF LACE SHOES, they wear like iron, neat styles, \$4.00 value. Cut to ..... \$2.98

MEN'S KID COMFORT SHOES. plain toes. A snap at .....\$3.98

MEN. WE MAKE YOU THIS SPECIAL OFFER for Saturday only-any of New Spring Shoes, \$8.00 and \$9.00 values, for only ..... \$6.95

MEN'S BLACK WORK SHOES. plain toes, good and solid, suitable for farm or foundry work. Big special ...... \$2.98

MEN'S NAVY SHOES, made of genuine English box calf leather, plain toes, leather-lined vamps, all solid, worth easily \$7.00 a pair.  MEN'S TAN GRAIN WORK SHOES, plain and tipped; every man knows their wearing qualities. They go at ......\$3.48

through this ad and consider every item—each one carries a message.

BOYS' SHOES, tan grain leather. made to stand the hard knocks. Special price ......\$2.98

BOYS' FINE GUNMETAL LACE SHOES, neat styles and good fitters; they're sure to please you; \$3.50 and \$4.00 values. For \$2.98

YOUTHS' GUNMETAL LACE AND BUTTON SHOES, solid wearers. Go at ... \$2.49 and \$2.98

PROFITS SURRENDERED on this beautiful line of Women's Fine Kid High Lace Shoes, pointed toes, Lewis heels; a beauty and worth \$5.00 a pair. Special offer ..... \$2.69

ANOTHER BEAUTIFUL LINE OF WOMEN'S FINE KID HIGH LACE SHOES, matt tops. Special

for Saturday ...... \$2.98 BANG GO THE PRICES on this splendid line of Women's Tan Button Shoes, \$5.00 and \$6.00

values. While they last....\$2.50

WOMEN'S FINE DARK BROWN CALFSKIN HIGH LACE SHOES. with high and medium heels, neolin and plain leather soles; \$7.50

values. Cut to ......\$5.95 A MOST STRIKING RANGE of Ladies' Fawn Suede and Two-Tone Shoes, worth up to \$7.00 a pair, up-to-the-minute styles. Special for Saturday .....\$3.98

MISSES' DARK BROWN KID HIGH LACE SHOES, made on the new sport last. Special price \$3.89

Same style in Blacks .....\$3.48 BIG LOT OF CHILDREN'S SHOES, sizes 4 to 71/2. Go at

..... 98c and \$1.49 ATTENTION, LADIES! You'll

be delighted with our splendid showing of new spring styles, in plain blacks, browns, two-tones and greys. They're here for your inspection and priced to save you

BIG BARGAINS IN TRUNKS, SUIT CASES AND CLUB BAGS.
SPECIAL! SCHOOL BOOK
CARRIERS, 50c value, for...29c

## The Peoples Shoe Store

131 DUNDAS STREET.

12 MARKET SQUARE.

Knechtel & Co. A. D. Holland, Manager.

### \$193,000 of surplus earnings in the road, committee of boys' work: J. N. Norton, but no dividends are asked on this chairman; E. Noel, A. Watson, Dr. amount, as it is not shown in the stock issue. Bryant, R. Mills, Charles Foulkes, and John G. McDermid. issue in one instance by the fact that to meet notes of \$50,000 held against the company in a London bank, a call was into their own pockets to redeem the Mr. Currie claimed that the expens

Mr. Currie claimed that the expenses of the road are mounting at a rapid rate. Wages, he cited as an example. "You haven't paid wage increases yet," the mayor told him.
"No," Mr. Currie responded, "we can't pay it without the money to do so, but the men are entitled to just treatment notwithstanding."

Suggests Defaulting. Suggests Defaulting.
Ald, Ashplant suggested that the company default its obligation to redeem \$55,000 of its bond each year during the last ten years of its franchise, but the street railway officials could not supply the street railway officials. ould not see the feasibility of such a

by the Baptists in the Adelaide Street sible. Church Thursday evening, a permanent committee was formed to carry on work among the boys of the Baptist congre-Rev. P. K. Dayfoot gave a splendid address, based on the work of the Canadian Standard Efficiency Test program. He emphasized the facts that the movement is Canadian, that the work among boys is standardized, that the work is efficient, and that the method employed is a series of tests. A round table conference was also conducted by Rev. P. K. Dayfoot. D. H. Gillies, the chairman, gave a short address on the father and son movement. The toast to "The Fathers" was proposed by Charles Foulkes, and responded to by A. J. Clarke, who also proposed a toast to sons. This was responded to by singing "For He's a Jolly Good Fellow." "The Ladies" was proposed by A. J. Morgan, to which Mrs. Charles G. Moorhead, president of the Ladies' Aid, responded. The toast to "The Canadian Standard Efficiency Test" was proposed by John G. McDermid, and replied to by Rev. P. K. Dayfoot. Rev. P. K. Dayfoot gave a splendid Foot.

E. L. Brown of Talbot street choir rendered a solo. The audience joined in a sing-song conducted by Organist Cunningham of the Maitland Street Eaptist choir.

The following over the names of these

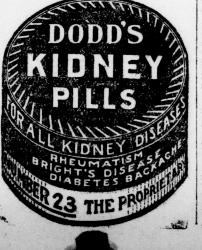
## SPEAK CONCERNING ALBERTA TEACHERS

Mrs. Maud Whitemore, who is to be present in the city on Wednesday next to speak in Cronyn Hall under the auspices of the Women Teacher's Gulld, comes to put before the public the urgent need for teachers in the Province of Alberta where there are one thousand schools vacant. Mrs. Whitemore is herself a school teacher in the Province of Alberta and well qualified to speak on conditions there

At the father and son banquet held

The Parties in the Adelaide Street side.

HAS SON IN LONDON.
INGERSOLL, April 11.—Mrs. Agnes
I. Bower, aged 75, relict of the late
ohn Eower, died today at her home iere, after a week's illness. John of London, George and Harry T. of Ingersoll, survive. The funeral will be held on Saturday afternoon.



# TO HELP BOYS

Acceptance of Responsibilities Will Solve Many Big Problems.

MORAL ISSUE INVOLVED

chise, but the street railway officials as cheme.

"We want to maintain good equipment and give the people of London good service, but we can't do it on the present rate of fare," said Mr. Currie.

"We know you are in a hard position, but so are we," was Ald. Ashplants
"You have sort to do the same as we are doing—cut down your overhead and your operating sepaness to the last penny. Don't spend a dollar that you don't have to," Mayor Somerville told Mr. Currie.

To this Mr. Currie responded that London has more service than is actually needed, and he asked if the council would let the company ut down. The mayor indicated that the company turnish for the following, Ald. Ald. Momes, Ald. Ald. Momes, Ald. Ald. Momes, Ald. Ald. Some and Chairman Harley joined in the discussion.

Ald. Hoimes asked that the company furnish for the following years—1837, 1900-05-10-12-14-15-16-17—the following details: Gross earnings, passenger earnings (week days), pa

appear small to the parent, but to the boys are life size.

Father and son ought to be chums. The boys yearn for the companionship of the fathers, but they will not ask for it. The father who wants to hold his boy will be a real companion to the boy. The boy will be encouraged in his hobby, and every boy ought to have one.

to have one.

Value of Money.

Value of Money. to have one.

Value of Money.

The value of money ought to be taught the boy by his father. A weekly allowance is a necessity for a boy. He should realize that this allowance is his own in relation to his parents, but he should be taught to give a certain amount to the church regularly.

There are four periods in a boy's life which the speaker outlined. The first period, up to 8 years, he is naturally under his mother's care. Between 8 and 12 years he begins to develop self-consciousness, and is inclined to become selfish. From 12 to 14 years he becomes clannish, and his thoughts are mostly occupied by his gang.

The Critical Time.

Over 14 years and up to 18 4s the most critical time in his existence, and it is at this time that the father must be ready to guide. Up to this age he is more or less under the mother's care, but now she loses control of him legals.

do so is a slacker, said the speaker

A Great Future. Canada has a magnificent future, bu the wealth of gold and other products of the mine and field will not make her reat, but the men and women will be he factors.

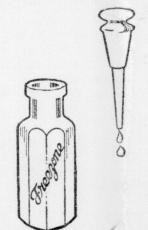
Bishop Williams and Canon Tucker ave brief addresses emphasizing the importance of the Father and Sor A resolution conveying greetings and A resolution conveying greetings and Christian fellowship was received from the Baptists, who were holding a banquet in Adelaide Street Church. A resolution was passed by standing vote in appreciation of the message from the Baptists, and reciprocating the Christian fellowship.

The Amplicaca were well represented



## CORNS LIFT OUT! **COSTS FEW CENTS**

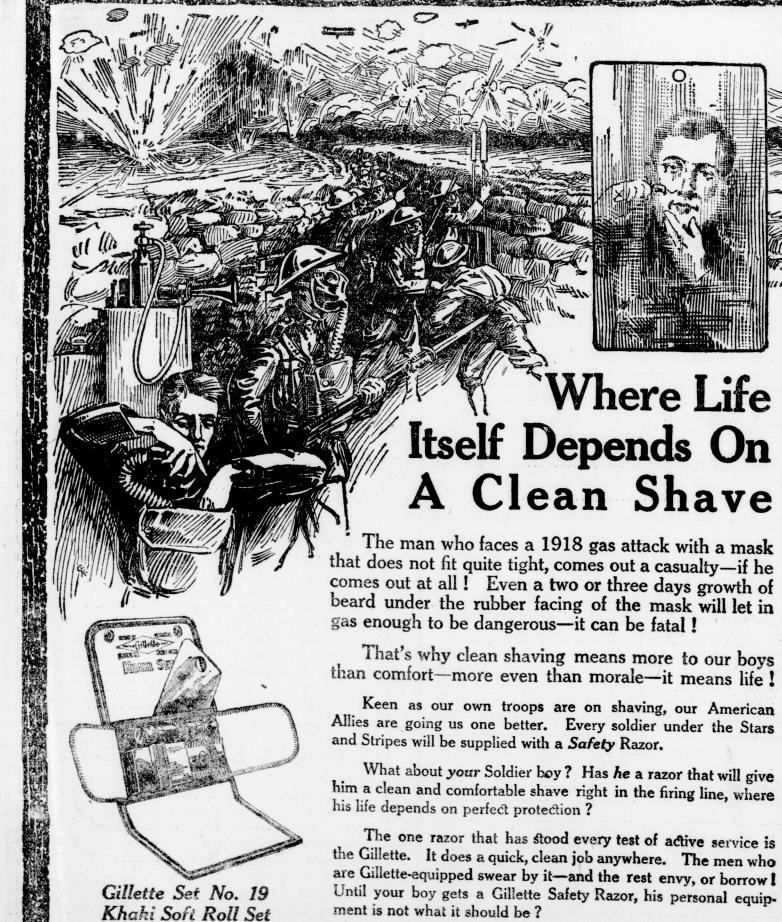
Drops of magic! Doesn't hurt one bit! Drop a little Freezone on a touchy corn, instantly that corn stops hurting, then you lift it off with the fingers. No pain! Try it!



Why wait? Your druggist sells a tiny bottle of Freezone for a few cents, sufficient to rid your feet of every hard corn, soft corn, or corn between the toes, and calluses, without soreness or irritation. Freezone is the much talked of discovery of the Cincinnati genius.

Itching Rashes

— Soothed —



GILLETTE SAFETY RAZOR COMPANY OF CANADA, LIMITED,

Office and Factory: Gillette Building, Montreal.