

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 cheeks 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 belted styles, greys and browns, in checks, stripes 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

TWO STORES

R. J. YOUNG & CO.

LONDON 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 London Street Railway Company for higher fares, at a special meeting of the finance committee of the city council last night indicated the determination of the council 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 cent 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 saving to the street railway, he declared.

Would Not Consider. At another stage of the discussion the mayor said: "I don't think the matter should be considered for a moment." 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 Currie, Manager C. H. King, Secretary-Treasurer Leonard Tait, and Supt. Harry Hummiston 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."

Before the fares question was taken up, the petition of residents of Quebec street for an extension on that street was considered. Mr. Currie stated 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. 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 watered.

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

SAVE MONEY WHERE

On FOOTWEAR Friday and Saturday

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

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

MEN, LOOK! A BEAUTIFUL LINE OF KO KO BROWN ENGLISH WALKING SHOES, Acme 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. They go at only \$3.98

MEN'S TAN GRAIN WORK SHOES, plain and tipped; every man knows their wearing qualities. They go at \$3.48

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 \$2.99

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

MISSIES' 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 7½. 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 money.

BIG BARGAINS IN TRUNKS, SUIT CASES AND CLUB BAGS. SPECIAL! SCHOOL BOOK CARRIERS, 50c value, for... 28c

The Peoples Shoe Store

131 DUNDAS STREET.

12 MARKET SQUARE.

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

\$123,000 of surplus earnings in the road, but no dividends are asked on this amount, as it is not shown in the stock issue.

He explained the growth of the stock 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 made on the stockholders, who went into their own pockets to redeem the paper.

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 a wage increase 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."

Ald. Ashplant suggested that the company default its obligation to redeem \$25,000 of its bonds held against the company in a London bank, a call was made on the stockholders, who went into their own pockets to redeem the paper.

We want to maintain good equipment and give 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," Ald. Ashplant's summary.

You have got to do the same as we are doing—cut down your overhead and your operating expenses to the last penny. Don't spend a dollar that you don't have to," Mayor Somerville told Mr. Currie.

Will Get Fair Deal. To this Mr. Currie responded that London has more service than is actually needed, and he asked if the council would let the company cut down.

The mayor indicated that the city would deal fairly with the company in such matters. Ald. Moorhead, Ald. Holmes, Ald. Manross and Chairman Harley joined in the discussion.

Ald. Holmes asked that the company furnish for the following years—1917, 1920-25-10-12-14-15-16-17—the following work: regular boys in standardized, passenger earnings (week days), passenger earnings (Sunday), summary operating expenses, and dividends paid show, assets and liabilities, gross earnings per car mile, net earnings per car mile, number of miles of track.

COMMITTEE NAMED BY BAPTISTS WILL CARRY ON BOYS' WORK

At the father and son banquet held by the Baptists in the Adelaide Street Church Thursday evening, a permanent committee was formed to carry on work among the boys of the Baptist congregation.

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 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 F. McDermid, and replied to by Rev. P. K. Dayfoot.

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

The following are the names of those who were appointed to the permanent

committee of boys' work: J. N. Norton, chairman; E. Noel, A. Watson, Dr. Bryant, R. Mills, Charles Foulkes, and John G. McDermid.

MRS. WHITEMORE TO SPEAK CONCERNING ALBERTA TEACHERS

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

The minister of education is negotiating with the presidents of transcontinental railways for special rates. Salaries in rural schools vary from \$150 to \$300 per year, and board and room can be obtained for from \$20 to \$25 per month.

As the department will undertake to secure positions for all teachers and will direct the inspectors to assist them in reaching their schools and in securing suitable boarding places in their districts, it is desirable that applicants for the department of education, Government schools, Edmonton, if at all possible.

HAS SON IN LONDON.

INGERSOLL, April 11.—Mrs. Agnes H. Bower, aged 75, relict of the late John Bower, died today at her home here, after a week's illness. Three sons, John of London, George and Harry T. of Ingersoll, survive. The funeral will be held on Saturday afternoon.

Value of Money.

The value of money, and money ought to be taught the boy by his father. A week's allowance is a necessity for a boy. He should realize that this allowance is his own in relation to his parents, and 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: 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 chummy, and his thoughts are mostly occupied by his gang.

The critical time.

Over 12 years and up to 18 is 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 largely. If the father does not accept the responsibility, the boy will drift to other sources, and thus get out of reach entirely. The speaker advised the fathers to encourage their boys to cultivate the companionship of noble girls. (Cries of "Hear, hear" from the boys.)

The slackers are not all among those who could go to the front but do not

FATHERS MUST DO THEIR PART TO HELP BOYS

Acceptance of Responsibilities Will Solve Many Big Problems.

MORAL ISSUE INVOLVED

Important Discussion at Banquet Attended by Over 400.

That the successful solution of the Father and Son movement rests with the fathers of today, and they must shoulder their responsibilities, was emphasized by R. W. Allen, editor of the Canadian Churchman, at the "Father and Son" banquet in Cronyn Hall last evening. A father's responsibility does not end with providing food and other necessities for the boys, but there is a moral issue that must be undertaken. It is infinitely harder to mold a life than it is to make a living. Mr. Allen thought fathers ought to take time to help their boys by the foundation for a noble life. The time thus spent will reap results more beneficial to both father and son than if the same time were spent in amassing wealth.

Should Remember.

Fathers should remember that they were once boys, and should not expect their boys to be angels. (Applause by the boys.) The boy's viewpoint should be recognized by the parent also, the speaker thought. A great deal of patience should be exercised when dealing with sons. Fathers should also sympathize with their boys in their difficulties and troubles. These may 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.

Value of Money.

The value of money, and money ought to be taught the boy by his father. A week's allowance is a necessity for a boy. He should realize that this allowance is his own in relation to his parents, and 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: 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 chummy, and his thoughts are mostly occupied by his gang.

The critical time.

Over 12 years and up to 18 is 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 largely. If the father does not accept the responsibility, the boy will drift to other sources, and thus get out of reach entirely. The speaker advised the fathers to encourage their boys to cultivate the companionship of noble girls. (Cries of "Hear, hear" from the boys.)

The slackers are not all among those who could go to the front but do not

do so, but every man who has the ability to live a noble life and does not do so is a slacker, said the speaker.

Canada has a magnificent future, but the wealth of gold and other products of the mine and field will not make her great, but the men and women will be the factors.

Bishop Williams and Canon Tucker gave brief addresses emphasizing the importance of the Father and Son movement.

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 Anglicans were well represented at the banquet, nearly 400 being present.

A Sure FIG SEN Laxative 10 and 25¢

Quality Standard

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 genitis.

Itching Rashes

Soothed

With Cuticura

AN Ointment, Soap & Lotion. Cuticura Soap, 25¢. Cuticura Ointment, 25¢. Cuticura Lotion, 25¢.

Prepared by "The Cuticura Company," Boston, U.S.A.

Prepared by "The Cuticura Company," Boston, U.S.A.

Prepared by "The Cuticura Company," Boston, U.S.A.

Prepared by "The Cuticura Company," Boston, U.S.A.

Prepared by "The Cuticura Company," Boston, U.S.A.

Prepared by "The Cuticura Company," Boston, U.S.A.

Prepared by "The Cuticura Company," Boston, U.S.A.

Prepared by "The Cuticura Company," Boston, U.S.A.

Prepared by "The Cuticura Company," Boston, U.S.A.

Prepared by "The Cuticura Company," Boston, U.S.A.

Prepared by "The Cuticura Company," Boston, U.S.A.

Prepared by "The Cuticura Company," Boston, U.S.A.

Prepared by "The Cuticura Company," Boston, U.S.A.

Prepared by "The Cuticura Company," Boston, U.S.A.

Prepared by "The Cuticura Company," Boston, U.S.A.

Prepared by "The Cuticura Company," Boston, U.S.A.

Prepared by "The Cuticura Company," Boston, U.S.A.

Prepared by "The Cuticura Company," Boston, U.S.A.

Prepared by "The Cuticura Company," Boston, U.S.A.

Prepared by "The Cuticura Company," Boston, U.S.A.