

The Place is 238 Dundas Street

The Doors Swing Open 9 a.m. Saturday, April 24, 1915.

Come whether you need shoes right now or not; stock up for the future. It's mighty good business at these prices. If you can't ride, walk—any way to get here. You will never regret it.

PRICE-WRECKING SHOE SALE

KNECHTEL & CO., of Stratford, one of the most reliable shoe houses in Western Ontario, are opening up a new shoe store at 238 Dundas Street. With a view of introducing ourselves and becoming quickly acquainted with the buying public, we have decided to inaugurate one of the most spectacular and tremendous Price-Wrecking Shoe Sales ever held in Western Ontario.

THE BIG SALE STARTS SATURDAY, APRIL 24th, at 9 a.m. Remember the Place 238 Dundas Street

Our entire \$30,000 stock will be slaughtered at the most suicidal reductions that ever dazzled the buying public of the City of London and vicinity. From a thousand different directions there will come eager buyers, yes, miles and miles distant, voicing their approval of this gigantic price-wrecking, purse-pulling shoe sale. The entire stock will be ablaze with exceptional bargains, bargains that will fairly shout their money-saving power to you at prices that are an insult to the quality of the high-grade shoes, when you consider that the prices of leather are soaring higher and higher every day. This **BIG PRICE-WRECKING SHOE SALE** will break the record of any ever held in Western Ontario. Prices are riddled, crushed, and hopelessly cut down; in fact, almost unrecognizable until seen. You can't afford to stay away. Come, bring your friends; call them on the 'phone tonight, and tell them what's going to happen. You will certainly do them a kindness. **NOW! RIGHT NOW IS YOUR OPPORTUNITY TO BUY REAL BARGAINS. GRASP IT!** Quick action will mean big savings FOR YOU. Plenty of salesmen to serve you properly. Low prices talk. Ours will fairly shout.

The Following Prices Will Give You Just a Faint Idea of Actually What is in Store for You:--

MEN'S

Men's White Canvas Laced. Buy them for summer wear. Regular \$1.25, for **48c**

Men's Kid Plain Toe Gaiters, easy fitters. Regular \$2.50. They're yours for **\$1.23**

Men's Tan Calf Blucher, Goodyear welt, choice quality. Regular \$4.00 and \$5.00. Sale price..... **\$2.73**

Men's Patent Leather Blucher. A large assortment of styles and sizes. Regular \$4.00 and \$5.00, for..... **\$2.23**

Men's Box Calf and Kid Blucher, Goodyear welt, splendid styles. Regular \$4.00 and \$4.50. To go at..... **\$2.48**

Men's Gunmetal Blucher; best to be had. A large assortment. Regular \$5.00. To go at..... **\$3.98**

Men's Box Calf and Kid Blucher. Regular \$4.00 and \$4.50. The wrecked price is..... **\$2.98**

Men's Gunmetal Blucher, Goodyear welt. Regular \$4.50. Clearing at..... **\$3.23**

Men's Box Calf Blucher, leather lined, heavy soles. Regular \$4.50. Out they go at..... **\$3.73**

Men's Tanned Rough Skinned Work Shoes. Regular \$2.50. They're yours for..... **\$1.48**

Men's Tan Calf Blucher, regular \$5.00 and \$5.50. It's too bad, but they're yours at..... **\$3.98**

Men's Tan Calf Blucher, regular \$4.00 and \$4.50. To clear at..... **\$2.98**

Men's Patent Blucher, choice styles. Regular \$5.00. Wrecked price is..... **\$3.48**

Men's Tan Oxfords, regular \$4.00. Out they go at..... **\$2.73**

Men's Work Shoes, a large range. Regular \$2.00. Take 'em away at..... **\$1.23**

Men's Work Shoes, a higher grade stock. Regular \$3.00. To clear at..... **\$1.98**

Another lot, regular \$3.50. Clearing at..... **\$2.48**

Men's Tan and Black Regulation Military Shoes, regular \$5.50. While they last..... **\$4.73**

Men's Gunmetal Blucher. Choice styles, best quality. Regular \$4.00 and \$5.00. Have an eye for these at..... **\$2.48**

LADIES'

Ladies' Chocolate Kid Blucher, brown suede tops. Regular \$3.00 and \$3.50. These are a snap at..... **\$1.73**

Ladies' Battleship Grey and Fawn Top Lace Shoes. Regular \$3.50 and \$4.00. To clear at..... **\$2.68**

Ladies' Kid Lace and Button Shoes, patent tip. Regular \$3.00 and \$3.50. Sale price..... **\$2.18**

Ladies' Patent Button Cloth Top, regular \$5.00. The wrecked price..... **\$3.23**

Elderly Ladies' Soft Kid Lace Shoes, plain toes. Regular \$2.25. A snap at..... **\$1.48**

Another lot of these at..... **\$1.43**

Ladies' Tan Calf Blucher. Regular \$3.50, to clear at..... **\$2.48**

Ladies' Patent Leather and Gunmetal Pumps. Regular \$3.00 and \$3.50. Have an eye for these, at..... **\$2.38**

Ladies' Patent Leather Pumps. See these sure. Regular \$2.25, for..... **\$1.38**

Ladies' Patent Leather Button, kid and cloth tops. Regular \$3.50 and \$4.00. While they last..... **\$2.38**

Ladies' Heavy Lace Shoes, regular \$1.50 and \$1.75. A genuine snap..... **98c**

Ladies' White Canvas Lace, regular \$1.00. To clear at..... **63c**

Ladies' Kid Button, patent tip. A real snap. Regular \$2.00, clearing at..... **\$1.38**

Ladies' Kid Buskins. Splendid house slippers. Regular \$1.00 and \$1.25. Out they go at..... **73c**

Ladies' Kid Oxfords, regular \$2.50. They're yours at..... **\$1.98**

Ladies' Patent Leather Lace Shoes, assorted styles and sizes. Regular \$4.00 to \$5.00. To clear at..... **\$1.48**

GIRLS AND BOYS

Misses' Patent Pumps—and right now the time is ripe for these—regular \$1.50, for..... **98c**

Misses' Patent Pumps, "Classic Brand." Regular \$2.50. Going at..... **\$1.83**

Misses' Gunmetal Oxfords and Patent Pumps. Regular \$2.00, \$2.25. While they last..... **\$1.43**

There'll be Crowds on Saturday Morning

We're expecting crowds—great big crowds. What else could we expect, when shoe prices are fairly howling—well, in fact, in many cases going out at less than the cost of raw material. Be here when the doors swing open. Let the break-fast things go. You know the old, old story, "The Early Bird," etc.

OUR MOTTO--Absolute Satisfaction to Every Buyer.

GOODS DELIVERED PROMPTLY TO ANY PART OF THE CITY

Look! Look!

Every pair of Shoes tagged and marked in plain figures. Even the children will be able to do the shopping, in case you can't come yourself.

LOOK FOR THE BIG RED SIGN.

STORE HOURS: 9 a.m. to 6 p.m. SATURDAY: 10 p.m.

YOU CAN'T GO WRONG BY BUYING HERE

KNECHTEL & COMPANY

238 DUNDAS STREET

PHONE 5123

LONDON, ONT

Look for the Big Red Sign! Be Sure You Are Right

CHAIRMAN C. R. SOMERVILLE ASKS PEOPLE TO HELP MAKE LONDON A SPOTLESS TOWN CLEAN UP AND PAINT UP IS THE SLOGAN

Head of Health Board Anxious To Have Everyone Co-operate In Campaign For General Health and Comfort of Citizens.

Clean up! Paint up!

This is the slogan which the board of health will launch in London very shortly, the annual watchword for every citizen—man, woman and child—to get on the job with clean-up materials and make London a clean, spotless, prettier city and a healthful place in which to live.

The paint brush and the broom will be London's symbol of real industry if the wishes of the board of health, and also hundreds of merchants and private citizens are to be carried out.

"A clean-up campaign is the best thing that can happen to a city in the early spring," declared C. R. Somerville, chairman of the board of health, to The Advertiser. "It wards off possible disease, and rids the alleys, the corners, and the unsightly lodging places for dirt of all the filth they have collected since the preceding summer. Last year's campaign was a great success. This one which the city will conduct this year will be a most successful one. I am sure."

On Hunt for Dirt.

A meeting of the health board will be held sometime next week, when final plans for the campaign will be made, and inspectors will be chosen. The city will be divided into subdivisions and inspectors appointed by the city health department will stroll along

lanes and look into backyards, side paths, and cellars. No nook or cranny will be able to escape their eye; and if the demon dirt lurks in these recesses after the campaign days are past the inspector gets in his authoritative work.

"London is in splendid conditions of health just at present, and cases of severe sickness are very few. The garbage system is, I believe, responsible to a great extent for this state. A clean-up campaign, however, will discover more dirt in the little-known places about the city than anyone ever thought," said Mr. Somerville. "This must be cleaned out before the sweltering days of summer come."

With muck and rubbish and waste material removed from the yards and cellars, with woodwork of verandas and store fronts grimy, and musty, and dilapidated looking, the clean-up campaign is only a half-attempt at a real campaign. Paint is the magic coating that will change the most disreputable-looking shack in a back street to a nifty little cosy dwelling. Applied in a pleasing color to the ugly, big, grimy store, which has caught the soot and smoke of the city for several years, and presto, the store becomes a clean, good-to-look-at place, which will attract more patrons and customers than it ever did before.

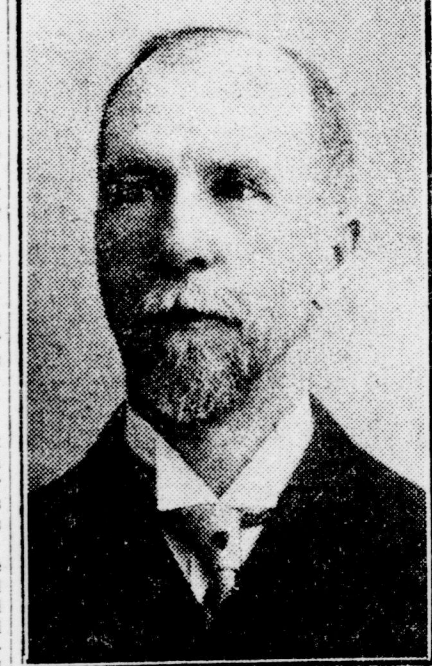
Can We Disregard It?

The Grand Trunk station will be painted. Can the example be disregarded by merchants and residents? As a matter of plain patriotism, they are asked to keep their homes and their stores clean and fresh-looking. Paint is able to make, or the lack of it to mar, a city. How many of the big cities across the border, that are always grimy and gloomy because of the nature of their big industries, are asked to keep their homes and their stores clean and fresh-looking? It is as clear as Pittsburgh, or a London (England) fog. Here in London (Canada), where hard-core smoke has really only a slight effect on the buildings, the cleanliness of the air should be taken as a great advantage to make cleanliness and residents are asked to keep their homes and their stores clean and fresh-looking. It is as clear as Pittsburgh, or a London (England) fog. Here in London (Canada), where hard-core smoke has really only a slight effect on the buildings, the cleanliness of the air should be taken as a great advantage to make cleanliness and residents are asked to keep their homes and their stores clean and fresh-looking.

Everyone got Busy.

Philadelphia last year spent a large sum of money in a great organized clean-up campaign. School children were lectured before the auspicious day, and when the campaign day came they were given a holiday, and they took a prominent part in the city's house, walk, alley and street cleaning. Every patriotic and social club and organization and society took up the work as a patriotic duty. Philadelphia, after the day's work, was as clean as the buttons on a soldier boy's coat on inspection day. A scrap of paper or a stray stick was a suspicious object. It was a wonderful success. It made Phil-

URGES CITIZENS TO START SPRING CLEAN-UP



Advertiser Illustration

C. R. SOMERVILLE, chairman of board of health, who asks citizens to co-operate for city's annual "house-cleaning."

adelphia a better place to live in, and reduced the mortality rate, and put a smile on its million and three-quarters population.

This system of Philadelphia's, which is in use by scores of other Canadian and American cities with a progressive spirit, will be followed in a smaller way by London in a few weeks. Between a dozen and fifteen inspectors will be employed this year to make sure that Londoners are in the campaign in earnest.

Get into the game with nature and help her in the job of brightening up.

POOR BOOTS SERIOUS

[Special to The Advertiser.]

CRINAN, April 21.—The first sad news to be received from any of the boys who were with those belonging to the second Canadian contingent was received from Allister Haig, who is a member of the cyclist corps now training in Toronto. In a letter received by his father, Rev. A. McEl Haig, pastor of Argyle Presbyterian Church here, he states that his son and cousin, David Haig, had been taken from camp to the hospital suffering from spinal meningitis. Mr. Haig was a student in his third year in arts and was always in the best of health, being of a good, rugged constitution. The only reason that friends of Mr. Haig can give for his present serious condition is that of being exposed to the slush and mud of the camp. Allister Haig writes that while he received a good pair of boots, his cousin was unfortunate enough to receive a defective pair and that he was troubled by damp feet.

GERMS ARE HARMFUL SAY MEDICAL MEN

Contradict Toronto Doctor Who Claims They Are Innocuous.

Some rather startling assertions concerning the questions of milk pasteurization and the harmfulness or otherwise of disease germs were made at a meeting of the Toronto board of health the other day by Dr. J. B. Fraser, C. M., who declared his willingness to swallow 100,000 living, active germs of diphtheria, typhoid, pneumonia or tuberculosis in milk and to him. His theory was that germs are the effect, not the cause, of disease, and harmless in themselves.

The members of the board were not inclined to place much faith in his contentions, and local doctors also generally are of the opinion that such a theory is untenable. One exception was Dr. W. J. Niven, who, while unwilling to be very definite, was inclined to the belief that perhaps the gastric juices of the stomach might render harmless disease germs taken into the system through the mouth. He did not believe in pasteurization, he declared.

Dr. W. J. Shaw declared that, while Dr. Fraser might swallow disease germs, he felt so inclined, for himself he preferred to be excused. Their effect on the human system, he said, might vary according to the general health of the person at the time of their assimilation, but he was convinced that anyone was better without than with them.

Dr. W. J. Stevenson expressed himself similarly. He declared, in fact, that such a statement as that made by the Toronto doctor was as absurd as a box of dynamite. It was not a matter of opinion at all, he pointed out, that germs were the cause of disease, since cultures had been made from them and animals and human beings infected by injection of the culture.

Same Opinion Voiced.

The same opinion in effect was voiced by Dr. W. S. Downham, the acting medical officer of health for the city. It had been proved conclusively, he said, that pasteurization killed the germs in milk and that it did not affect its character otherwise except, perhaps, to make the cream rise more slowly. There could be no doubt that pasteurization was a worth-while safeguard.

GOOD BLENHEIM CROPS

Present Conditions Indicate Another Record Year.

BLENHEIM, April 22.—Farmers are loud in their praise of the fine weather they are receiving for their spring seedling. The land never worked better. Early potato planting is in full swing with the early growers on the ridge. The acreage is said to be much larger than formerly. Improved farming is in evidence in many parts; more than ever is tilling being done. Tilling machines are making the work light and doing speedy work. The wheat and meadows are showing up splendidly and have not looked better for many years. Despite all the tobacco troubles, the large white covered tobacco plant beds seen on many a farm, the indications are that much will be planted.

LACK OF ACTION PALLS ON CANADIAN SOLDIERS

Inactivity of Present Life in Trenches Grows Tiresome, Writes Ayr Officer, Who Describes Air Duel Between German Taube and Allies' Air Fleet.

[Special to The Advertiser.]

AYR, April 22.—Interesting sidelights on life in the trenches, and a new phase of the feeling of Canadians at their ennuil at inaction—are contained in a letter received by Mrs. I. M. Gold from her son, Capt. E. C. Gold, of the Ammunition Park, 1st C. E. F., now at the front. The following are extracts taken from the letter:

Things at the front have been very quiet, and we have nothing to do all day long, except to be always ready to move out at a moment's notice.

Quiet Since Neuve Chapelle.

Since the last fight at Neuve Chapelle, things have been very quiet, and both sides have been resting, though occasionally the guns break out in a thunderous boom. Last Sunday, however, I went over to general headquarters (which is about 20 miles away), to get some spare parts. Just before we started, a German aeroplane came towards our lines, and immediately our entire aircraft guns opened out on them, and our aeroplanes rose in the air to chase the German machine back. It all seemed like a fairy tale, but nevertheless a hard fact, as there, straight in front of us—only three miles away, and about one mile high—circled a German Taube, suddenly small puffs of white smoke suddenly burst and floated in the air. This was the only way of gauging the shots. Notwithstanding this, the German machine dropped several bombs on the small town, doing considerable damage. In the afternoon, our aeroplanes, six in number, took revenge, and went over the German lines. Two went ahead, while the others remained in the rear, circling about on guard. This time black puffs of smoke burst forth, showing that it was German guns that were firing, as their shells give out a black smoke.

Trenches Grow Tiresome.

Life in the trenches is very tiresome, and at the present time the only danger is in coming out and going into them. When there is not much firing, we have nothing to do, so the boys have organized baseball and football teams, and manage to put in fairly good times.

I think that I mentioned in one of my letters that some of our men had set to work to cut out a tombstone to place over the graves of four soldiers killed in action on Oct. 14, in this village. We found their names and regimental numbers very faintly written on wooden crosses. The stones, which the boys made, look very nice, and interesting inscription, "Erected by Canadian Comrades." I managed to obtain the address of the officer's mother, and am writing to her while we have done. The old priest, from whom I obtained the address, seemed very much touched when I took him out to see the stone.

Long, Long Time Before End.

I am really beginning to be homesick, as I realize that it will be a long, long time before this war is over. Each day brings no change, except that the Russians are doing better. Our fellows are now out of the trenches, and are

Minerva Paints Are Never Surpassed!

SELDOM EQUALLED—A COLOR FOR EVERY PURPOSE. We Are Sole Agents for London and District.

Alabastine, the only cold water wall color, is improved. Sets hard in a few minutes, ready for a second coat if desired. We have it in all shades. Ask for color card.

Murexco, the hot water wall coating, in all shades.

Garden Rakes, from 25c up Lawn Mowers, a large assortment.

Garden and Field Hoes, 25c up to 60c.

Lawn Rakes, double head, 50c.

Long and D-Handle Shovels, with square or round mouth.

Garden Spades, Spading Forks, Tile and Posthole Spades, Tile Cleaners.

Wheelbarrows, several kinds to choose from.

Two gallons American Coal Oil for 25c. No delivery.

9 lbs. Board Nails, 25c.

6 rolls Toilet Paper, 25c.

75c Enamel Water Pails for 50c.

75c Enamel Tea Kettles, for 50c.

Teapots from 19c up to \$1.00.

SPECIALS FOR SATURDAY.

Oil for 25c. No delivery.

9 lbs. Board Nails, 25c.

6 rolls Toilet Paper, 25c.

75c Enamel Water Pails for 50c.

75c Enamel Tea Kettles, for 50c.

Teapots from 19c up to \$1.00.

SPECIALS FOR SATURDAY.

Oil for 25c. No delivery.

9 lbs. Board Nails, 25c.

6 rolls Toilet Paper, 25c.

75c Enamel Water Pails for 50c.

75c Enamel Tea Kettles, for 50c.

Teapots from 19c up to \$1.00.

SPECIALS FOR SATURDAY.

Oil for 25c. No delivery.

9 lbs. Board Nails, 25c.

6 rolls Toilet Paper, 25c.

75c Enamel Water Pails for 50c.

75c Enamel Tea Kettles, for 50c.

Teapots from 19c up to \$1.00.

SPECIALS FOR SATURDAY.

Oil for 25c. No delivery.

9 lbs. Board Nails, 25c.

6 rolls Toilet Paper, 25c.

75c Enamel Water Pails for 50c.

75c Enamel Tea Kettles, for 50c.

Teapots from 19c up to \$1.00.

J. A. Brownlee, 385-7 Talbot St.

HOTEL MARLBOROUGH

BROADWAY, BETWEEN 36th AND 37th STREETS In the Very Centre of New York.

This famous hotel is known the world over, has all modern appointments, and is complete and up-to-date in all details.

The most convenient location in New York, being but a few minutes' ride to the leading theatres and department stores, a few minutes from the Pennsylvania and Grand Central stations.

Whether your visit is one of business or pleasure, you will find the Marlborough the ideal place to stop at. The Rathskeller is one of the show-places of New York.

Rooms, \$1.00 Per Day Upwards. Rooms with Bath, \$1.50 Per Day Upwards. \$1.00 Extra Each Additional Person.

JOHN F. DOWNEY, Manager. D. May 29

SITE FOR AUTO COMPANY

Stratford Votes \$2,500 to Secure Motor Industry.

[Special to The Advertiser.]

STRATFORD, April 22.—The city council, at an adjourned meeting tonight, gave a first reading to the Bartlett Automobile Company bylaw, which provides for an appropriation of \$2,500 towards a site, in consideration of its establishing a factory for the manufacture of automobiles.

A bylaw fixing the tax rate at 27 mills was passed.

The question of a civic reception to the delegates to Grand Lodge of Odd-fellows, which meets here in August, was referred to the finance committee.

KOMOKA.

Miss Regina Jones, of London, was a recent visitor here.

Mr. J. D. Campbell intends holding a sale of his household goods on Wednesday afternoon.

GENEROUS DONATIONS

Chesley Sends Another Big Red Cross Supply Bale.

[Special to The Advertiser.]

CHESLEY, April 22.—The women of Chesley Red Cross shipped to the Red Cross headquarters at Toronto today the following: Twenty-five flannel shirts, 11 hospital shirts, two pairs of knee caps, 56 pairs socks, 40 surgical towels, 43 doctors' towels, 55 bandages. The total shipment amounted to about \$175.

This is the fourth shipment of about the same value sent by the Chesley Red Cross Society.