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Small Cases50c Large Cases\$1.50 Booklet, with full instructions, in each package.

.H.Ward &Co.

Diamond Merchants and Jewelers. Phone 1084, 386 Richmond St. Store closes Wednesday afternoons



A WORD FROM COOK On the High Price of Shoes

The United States Government has let contracts for 1,560,000 pairs of army shoes, while the navy has ordered 250,000 pairs. Reader, have you any idea of how many square feet of leather these contracts will require? Just consider for a moment how many animals must be slaughtered to produce the leather for these orders. Don't wonder at the comparatively high price of shoes. If you are interested in American shoes, and wear from one to two pairs a year, buy them now. "Twill be many a day before you'll buy them at present prices. We carry a number of exclusive lines of American S.loes for Men and Women, and will be pleased to show them to you. Remember, looking at our shoes does not necessitate or imply your buying from us. We are always glad to show what we have. You have a right to expect that service from any road shoe store.

Shoe Service at Cook's Select Shoe Store

OUNDAS AND RICHMOND STREETS The Store That Serves You Best.

SHELL GLASSES Are both stylish and comfort-

able. We have them in a variety of new shapes at very moderate prices.

> John S. Barnard 194 DUNDAS STREET.

WE DO NOT EXPERIMENT WITH YOUR TIRES.

We are the oldest rubber shop in London.

London Tire Repair Depot



Poor lighting arrangements ag ravate eye trouble. You may b bliged to work where the ligh

On the slightest indication of eye-strain let us relieve your eyes at once with proper glasses. If you work where the light do-



Taylor's 6 Cut-Rate Drug Stores

MANUFACTURED ICE. FILTERED WATER.

The Sure Pure Ice. Phone 141 when you wish our wagon to call.

ARTIFICIAL ICE SUPPLY CO.

The London Loan and Savings

Company of Canada

Allow interest at from 4 to 51/2 per cent, according to length of Money loaned to assist in pur-

chasing or paying for Government Bonds. M. J. KENT, Manager.

DOMINION SAVINGS BUILDING. M. J. KENT, Manager.
Office-220 Dundas Street, London.

Use More Bread POTATO PURCHASES Save More Money

You'll be richer in health and richer in pocket. Bread supplies the important food needs of Nature,

Parnell's Breads

products. ORDER A TRIAL LOAF TODAY.

Parnell The Breadman

Phones 929 and 1390.



The Ever-Popular Wrist Watch

Our exhibition of ladies' and gentlemen's wrist watches is the talk of London. We quote the prices here. See displays in our windows. \$100-Diamond and sapphire set

\$85.00-Odd-shaped case, 14k. gold \$60.00-Gold and enamel case. \$35.00-Odd-shaped case, 10k. \$20.00—9k. case, reliable movement All watch movements thorough

YOUNG'S



Does Your Appetite Need Tempting?

Johnston Bros. X X X Bread

ent the United States Congress would croduce the necessary legislation to mpel the coal barons to sell to muni-

TAYLOR DRUG CO. Holiday Meat Specials

Chuck Steak, 28c Chops, 25c Per lb.

EXTRA SPECIAL.

Fresh-Caught Halibut Steaks, per lb. 30c FreshCaught Sea Salmon Steaks, per

WILSON'S ARCADE MEAT MARKET. Phones 1119-1120.

IT IS CHEAPER

Federal Advertising

OF CITY COUNCIL

ARE UNDER FIRE

partee was indulged in by the members.

Ald. Rose started the row when he asked what had become of the potatoes purchased by the board of control for citizens. He stated that a motion had been passed by the council about two weeks ago empowering the board to buy potatoes, and, according to his information they had been purchased at \$3.60 per bag. He wanted to know why they had not been used, instead of the city buying potatoes at \$4 per bag.

Mayor Stevenson said that the potatoes that were sold at \$3.90 had been entirely sold out, and that the car at \$3.60 did not come until two or three weeks later, and that in the meantime it was necessary to have potatoes. After much wiring around the country they had obtained a car at \$4 per bag. "But what became of those the board of control bought at \$3.60?" persisted Ald. Rose. sisted Ald. Rose.

Did Not See Them.

"I never saw them," replied the mayor, "and I don't know anything about them."

Controller Shaw explained that he had got a car at \$3.60 and another at \$3.10, but a week ago last Friday, the very day before they arrived, the board of control had turned them down and

Controller Shaw stated that the board had been told that they had sufficient potatoes, and that they had sufficient potatoes, and that they did not require any more, and as a consequence he had been left to disposed of the carload as best he could. The clause in the report of the high cost of living committee that the question of the supply of potatoes be referred to the utilities commission was finally carried.

The next bone of contention proved to be the question of approving of the recommendations of the board of control that Controllers Saunders and Little and Aldermen Cunningham and Ashplant be added to the list of delegates to represent the city at the "winthe-war" convention at Montreal, in addition to the four named by No. 1 committee, namely, his worship the mayor and Aldermen Harley, Manness and Copp.

Not In Favor.

Not in Favor.

Ald. Cunningham wanted to know why the board of control had added the four names, and stated that he was not in favor of large delegations, and objected to putting the city to that

or medical officer of heatin, and the lude the payments on account of the medical officer of health and and medimedical officers as sanitary inspectors." medical officer of health and and medical practitioners as sanitary inspectors."

Report on Coal.

Controller Shaw submitted the report of Frank McVean, who has been investigating the coal situation in Pennsylvania, and the mayor stated that the names of the large operators were being secured, and they would at once be written to and asked for prices. If they refused to sell to the city, the matter would then be taken up with the Gov-

would then be taken up with the Gov-The Emery street cement sidewalk s recommended by Engineer Brazier, ne market rentals recommended by 10. 1 committee, and the grant of \$100 to the cost of the Labor Educational evention, were passed by the coun-

cil.

The purchase of a carload of flour at wholesale price was referred back to the high cost of living committee for further information, and tenders were recommended to be called for a motor service truck for the fire department, for 200 tons of hay for the city departments, and for about 3,000 tons of crushed stone at \$1.10 and \$1.50 per ton. Ald. Keene declared that the flour

Ald. Keene declared that the flour situation was a hold-up like the coal situation, and he had a letter from a man in New Hamburg to prove that the dealers were preventing him from selling at reasonable price.

Ald. Dyer moved that the recommendation to pay Henry Macklin, J.P., \$706.70 be referred back to the board for more information, and the council assented, and the same procedure was taken with the matter of paying Deputy Magistrate Graydon \$200 per month.

The petition of the ward men for an increase of two cents an hour was referred with power to the city engineer, and the following appointments as sanitary inspectors, by the board of health were approved: J. Maycock, H. King, F. Wilson, A. Henshaw, L. Jones, Wm. Cunliffe, J. W. Jarvis, W. Pinkham, R. M. Baldwin and J. R. Hamilton.

Recommend Grants.

The report of the committee on grants was passed, recommending payment of grants to relatives of Frederick Courtenay Raymond, Wilfred Truman Neely, John Carnell, Christian Adolph Jensen, James Archie Anderson, Harold Thomas Ashman, Harold John Weise, William Underwood: Albert Jolly, whose death is presumed to have occurred on or about September 17th, 1916.

Ald. Keene and Ald. Cunningham were the sponsors of a resolution of

Ald. Keepe and Ald. Cunningham were the sponsors of a resolution of ympathy to Fire Chief Aitken, in the oss of his son, Corp. Herman Attken, who was killed in action recently, and a similar resolution moved and

Pleases People Who Are Particular. 50c per pound

onded by Ald. Harley and Ald. Manness was tendered to Controller Saunders, in view of the death of his mother.

Many Questions Asked at Meeting Last Night.

SCRAP OVER CONVENTION

Delegates Now in Montreal May Have to Pay Own Expenses.

The purchase of potatoes by the city provoked considerable discussion in the council last night, and before the matter was finally disposed of much repartee was indulged in by the members.

Ald. Rose started the row when he

STARTING FIGHT ON HIGH COST OF LIVING

F. F. Pardee Promises to Start Something at Ottawa.

1,200 NAMES ON PETITION

Local Committee Will Continue Its Efforts to Bring Prices Down.

That the efforts of London Citizens High Cost of Living Committee is having some effect in stirring matters

degreecelpt of same, and let us know if we are asking too much.

The citizens of London feel justified that the Government should take this matter up at once, for the high price of food is getting to the extreme, and working people is extremely hard to bear.

Informs, laughs and cars unable thills. The thing that most people that the Government should take this matter up at once, for the high price of food is getting to the extreme, and working people is extremely hard to bear.

This is the time you should order XXX Eread for you table. Its fresh, delicious flavor will tempt the most jaded appetite, and it is made in twenty or more different varieties to suit every taste. Phone in and have our wagen call.

FORCE COAL BARONS

TO SELL CITY FUEL, A. (A. (Keen moved, seconded by Ald. Moornead, that the recommendation of wagen call.)

S GOUNCIL'S PLAN

**It work of the cut of the commendation of the cut of t

ing the depot, told The Advertiser. It is expected that later in the week, when the pending conscription becomes more band return thoroughly known, a more decided in-

GOOD LIVING

is excellently at-· tained by adding to the daily menu a ration of

Grape-Nuts

Goodness-Energy-Ease of Digestion-Excellent Flavor-are all found in this truly remarkable wheat and barley tood.



AGED PHILO HUGHES COFFEE T.A.ROWAT & CO. 250 Dundas St. Phones 3051-3052 IN LONDON TOWNSHIP

Helpless Wife Wondered Why He Did Not Return.

VICTIM OF PARALYSIS

Sad End of Well-To-Do Farmer at His Home in

Philo Hughes, aged 85, a well-to-do

retired farmer, was strangled to death at his home at Birr yesterday afternoon under exceptionally pathetic circumstances. Overcome by paralysis while out in a driveshed feeding some chickens, he staggered to a buggy near by, and tried to hold nimself up, but in his weakened condition fell across the gearing and axie and choked to death. His body was found entangled in the buggy about 5 o'clock by little Daisy Hall, who went to find out how Mr. Hughes and his sick wife were.

Two years ago last March Mrs. Hughes was stricken with paralysis. Night and day ever since that time the aged man has been at her bedside tending to her every want. On Sunday night as he was sitting on the bed talking to his helpless wife, he was suddenly stricken with paralysis. This was about 10 o'clock. He fell to the floor and rolled under the bed, where he lay helpless until early Monday morning, when he was discovered by a neighbor, R. H. Hobbs, who came over to call. Mr. Hobbs called Dr. McNeill of Arva, who attended Mr. Hughes. The old man rallied considerably, and after remaining in bed for several hours said he felt strong enough to get up. He did so, and about 4 o'clock said he out in a driveshed feeding some chickmaining in Dea for several hours said he felt strong enough to get up. He did so, and about 4 o'clock said he would go out and feed the chickens. That was the last his aged wife saw of him, and it was not until he was found dead by the little Hall girl some time after that she knew why he did not return.

\$3.10, but a week ago last Friday, the very day before they arrived, the board of control had turned them down, and they were thrown back on his hands, and he was forced to sell them, paying 30 cents for bagging them, which made the price \$3.90. The car which was coming at \$3.10 he had cancelled before it was shipped.

Here Ald. Keene joined forces with the inquisitive ones and demanded to know from the mayor why they were turned down by the board at \$3.60, when the board was later selling them at \$4.

"Why were they turned down?" demanded Ald. Keene.
"They weren't turned down." den't know anything about them," declared the mayor.

Asks for Minutes.

"Asks for Minutes.

"Were they turned down. Controller Shaw?" asked Ald. Keene, and several called for the clerk to read the minutes of the meeting in question.

Controller Shaw stated that the board had been told that they had sufficient potatoes, and that they did not require in sharing committee is having some effect in stirring matters up at Ottawa and in getting the Government to take action is shown by the following letter, which has just been received by Mr. James E. McBride from F. F. Pardee:

Dear Sir.—I have your letter in which you inclose your petition so largely signed, and I agree with you that it is high time that the Government was moving along the lines you request. I may say to you that the vast majority of the Liberals in the House of Commons feel identically the same, and you may rest assured that when the time comes it will receive from the Opposition in the House of Commons very substantial backing.

Food products have gone to unreasonable prices that it is time the Government was the last his aged wife saw of him, and it was the last his aged wife saw of him, and it was the last his aged wife saw of him, and it was the last his aged wife saw of him, and it was the last his aged wife saw of him, and it was the last his aged wife saw of him, and it was the last his aged wife saw of him, and it was the last his aged wife and to make after the sa

without preaching any sermon or touching on forbidden subjects. "The Masque of Life" is clean.

Patricia.

"The Greater Woman," a five-act Mutual Star production, with Marjorie Rambeau in the principal role, is the film attraction for the first three days of this week at the Patricia Theatre. The following is a synopsis of the story unfolded:

Auriole Praed, a young girl who has had every advantage, is living with her brother Eustace and his wife.

Without preaching any sermon or touching on forbidden subjects. "The following made by the boys. There were 228 public school cadets on parade in Kitchener, all of whom are very enthusiastic in their training. Capt. Barclay later inspected the Kitchener Collegiate Institute cadet corps on the campus, there being about one company on parade. Many of the boys.

During the past week Capt. A. C. Barclay, organizer and inspector of cadet corps, No. 1 Military District, in spected several cadet corps in this dispected several cadet corps in this dispected several cadet corps. story unfolded:
Auriole Praed, a young girl who has had every advantage, is living with her brother Eustace and his wife.
Leo Bannister, a neighbor, a man of little breeding but possessed of forceful personality and great determination, is enamored of Auriole and exerts a certain fascination over her. Realizing his power over her Auriole begs her brother to take her away and they decide

Barclay, organizer and inspector of cadet corps, No. 1 Military District, inspected corps in this district. All of these corps were efficient at the annual inspection, although many of the cadets were absent on farm work, which is permissible under a new ruling of the department of education. The places visited by Capt. Barclay on his inspection will take the corps will be inspected by Capt. The ten London public school corps will be inspected by Capt. Barclay on his inspection tour were as follows: Harris-

ondition and tries to persuade him to not himself in expiation and in order that the bargain he has made with him might be consummated, arrole returns and finding Otto with him pistol in his hand, fires the shot into the floor which was to tell Leo outside that Otto had killed himself. Leo outside in his hand, arrole, who decounces him, and he goes out of her fe for all time. Otto clutches at her kirt, begging forgiveness and she hows her deep love and magnanimous her deep love and magnanim by forgiving all. re by forgiving all.

the fifteenth and last episode of the et Kingdom is being shown, and he climax to a gripping serial that been witnessed by many persons a week. In vaudeville, Jerge and nilton present a singing and talking sech, while the Cambrey Brothers sing dance.

vaudeville for the above

FLOWER DAY

The net proceeds of the flower day teld by the London City Mission on saturday, amounted to something like 1300, a result which is very satisfactory Saturday, amounted to something like \$300, a result which is very satisfactory to those in charge. The workers were most enthusiastic throughout the day. Many of them who decided to turn in their boxes, went out again after learning how the fund was being helped by their efforts. Three young ladies of South London carried off the honors of the day by raising the largest sums. One worker reported a "bargain" with a lady whom she approached for a contribution, and told how the lady consented, on condition that she be given five of the flower tokens, to give a whole cent to the fund. The opposite extreme was experienced by another worker, who stated that she was given a substantial donation by one gentleman, who declined the flower and went on to give again to another box-carrier. Mrs. Matheson reported that a well-known Richmond street grocer, not a thousand miles from the mission itself, came across the street and emptied a handful of money into her sonally among his cierks.

SPANISH LEATHER ROCKER. \$13.95

Club Terms: \$2.00 Cash; \$1.00 Weekly



A Truly Remarkable Article at This Price.

The price of the Rocker is indeed low, considering the comfort it will bring with it, and the length of time it will last. No pains have been spared to obtain the finest materials and the best craftsmen to build these rockers. The result well illustrates that.

Solid Oak.

Sturdy Frames of

The materials that have gone into the building of this Rocker were selected for their durability. Solid oak was selected for its rigidity and its beauty of grain. The imitation leather was used in preference to geauine leather, because it will not crack or peel, as most split leathers will.

A Chair That You Need in Your Home.

This is not only an ornament—but a personal piece that gives as much rest in a little while as a nap. It is so big and roomy—so soft and so resilient, that if you happen to drop into it during the day your day's work will seem easier, because of the rest it gives your body. Only 50 to sell. Come in and get yours today.

The Ontario Furniture Co., Ltd.

226-228-230 Dundas Street

London's Largest Homefurnishers

CADETS OF DISTRICT MAKE FINE SHOWING **BEFORE INSPECTOR**

Many Youths Are Now Out Helping on Farms.

LOCAL PARADE MAY 23

The ten London public school excorps will be inspected by Capt. I clay on the afternoon of May 23 (Employ). The inspection illustration of the control of th

Grafton & Co. has presented a large flag to be competed for, and Mayor Stevenson has decided to present a

cadets will compete for several prizes which will be presented by prominent

REAR 186 KING. PHONE 5124



JOHNSTON & MURRAY