

It's New!
The Arch Preserver Shoe
Save the feet. It pays in the long run. Step it and try a pair on. You won't be urged to buy.

Cook's Shoe Store
Big Shipment of Fresh Lake Erie Fish Just Arrived.
HERRINGS, PICKEREL, PERCH, ORDER EARLY TONIGHT.
WILSON'S
5600-5601.

Shell Glasses
Are both stylish and comfortable. We have them in a variety of new shapes at very moderate prices.
JOHN S. BARNARD
Optician.
194 DUNDAS STREET.

HOW ABOUT IT!
We have been warning you for some time about having that storage battery inspected and repaired. Why not do it today? Send it in and we'll give you an expert report on its condition in a short time.
BENSON-WILCOX ELECTRIC CO.
224 Dundas Street. Phone 2871.

For \$1.00
Any article in our north window and on special table, main floor, for \$1.00.
C. H. WARD & CO.
Diamond Merchants and Jewelers.
286 Richmond St. Phone 1064.

Highest Market Prices Paid for RAW FURS
ROSS', Ltd.
London, Ontario
J.W. April 20

EVERYTHING ELECTRICAL
Consult us about your Electrical Supplies. We carry a complete stock. Estimates given on wiring contracts.
Western Ontario Electric Co.
237 Dundas Street. Phone 4071.
A. T. TAYLOR. E. L. CAMPBELL.

Reliance Garage
Service Station
Taylor's 6 Out-Rate Drug Stores
Agents for Vinol
The Great Cod Liver Oil and Iron Tonic.

Carlyle TREBILCOCK OPTICIAN
233 Dundas Street, Two Doors East of Majestic. Phone 2351.

Give Us One Trial
on that pair of shoes you need repaired. We'll call for them and guarantee satisfaction.
MODERN SHOE REPAIR COMPANY.
PHONE 3210.

Our RETREADING is QUALITY Work, Not the Average.
London Tire Repair Depot
354 Wellington Street. Phone 2334.
A. WILKES. Opp. McClary's.

We Are Now Retreading, double-treading and rebuilding tires. GET IN EARLY.
London's Rubber Man
346-8 Dundas St. BROCKMAN.
Phone 5124.

The London Loan and Savings Company of Canada
INTEREST RATES ALLOWED
In Savings Bank 4 Per Cent
Debentures 5 to 5 1/2 Per Cent
M. J. KENT, Manager.

Children's and Girls' NEW HATS
BELTZ & CO.

BECAUSE its texture is so fine.
BECAUSE it is made of best body-building ingredients.
BECAUSE it is made of standard flour.
BECAUSE it goes farther.

Parnell's Bread
Fills all the requirements of the Government and helps you to

Conserve
food easily. By conserving food you are helping win the war. Every ounce you save means an extra ounce for the Allies, who need it. "Do your bit" — Save.

Order a Trial Loaf of Parnell's Today!
YOU'LL BE PLEASED.

Parnell The Breadman
PHONES 929, 1390.

Johnston Bros. XXX Bread
Is baked with all the skill and care known to the baking craft. The flavor is so deliciously different that you will like it from the first bite to the last crumb. Your grocer sells it.
JOHNSTON BROS.
Phone 944.

Ladies' Gold-Filled Wrist Watches
We are now showing something a little better than the ordinary Wrist Watch, at \$15.00. It is a dandy timekeeper. Something you can absolutely rely on. In a gold-filled case, with a gold-filled extension watch bracelet.
This is exceptionally good value, and we would be pleased to have you drop in and see it at any time.
QUALITY AND SERVICE.
YOUNG'S
TWO STORES.
170 Dundas St. 674 Dundas St.

Federal Advertising Agency
T. H. VULL, MGR.
Dominion Savings Building.
LONDON, CANADA.

ALLIES BEAT THE FOOD ISSUE UP TO PRESENT

Hon. Everett Colby Vividly Explains Situation to Londoners.

SITUATION IS ALARMING Well-Fed People Here Do Not Realize Conditions "Over There."

"As you sit here tonight, we are beaten on the food issue. If we keep on doing as we have been doing, they are going to lose the war over there. They can't fight without food. I am not speaking on my own responsibility. This is the message I have brought back from Lord Rhonda, from the French food commissioner, and from the French prime minister. Much as London people have read and heard of the food situation in the past couple of years, it took such a statement as the foregoing, and others equally startling and gripping in the address delivered by Hon. Everett Colby, a member of the food commission of the United States, delivered last evening in the Y. M. C. Auditorium, under the auspices of the Women's Canadian Club, to arouse some hundreds of the citizens to the point of asking the Government to prohibit the use of wheat, beef and pork."

People Are Willing.
Since these are the three essential foods asked from Canada and the United States, the audience in the resolution moved by Mrs. H. W. Hill and seconded by President E. E. Brathwaite of the Western University gave its whole-hearted assent and pledged to the closing appeal of the speaker.

Visited Vimy.
"Only a few weeks ago," he said, "I stood by the cross on Vimy Ridge which marks the spot where so many of your young Canadians have fallen. Probably you know that the engineers worked nine months tunnelling to lay mines under the German trenches. When they had reached 50 to 60 feet from the end they came upon a trench. The Germans had buried their dead. To go to go on was to lose the nine months' work. They put on their gas masks and bored through 50 or 60 feet of putrefaction."

"And there are people back here who don't like to have their homes disorganized or to substitute other cereals for wheat. I tell you, if you are eating white bread you are not standing behind your men at Vimy Ridge. You are hindering them. You are carrying you over to the next harvest, and your men are consuming it. It is a matter of life and death. I wonder if anybody here tonight is eating white bread made from wheat flour? If you are, you ought to go to hospital in Calais and see what the men are standing there. You wouldn't eat another morsel. I have seen a lad carried around in a sack because his arms and legs were gone."

Some Grumblers.
"Yet some women in the United States grumble at the fifty-fifty rule we have there regarding the bread. If those men are willing to give so much, why do the heart that is asked of us? You have been asked to give bread. What is the difference between your taking bread and a soldier falling to obey an order from General Haig? The soldier would be taken over this shot if he failed to obey an order which probably would mean the loss of many lives."

Wheat Used Up.
"The last of January we used up the last bushel of surplus wheat in the United States. I was with Lord Rhonda when the message came from Mr. Hoover that he couldn't supply the wheat because it had been used up. Lord Rhonda was so nice about it, though there was much that might have been said. For three years we had been making money out of the wheat in the United States. We had been asked to send food, and that was the situation which took the crimp out of the soldiers after eight months campaigning. I met Victor Hugo the writer over in France. He told me his regiment had mutinied when they heard the way the United States was acting. We had been asked to send aeroplanes, men, munitions and food. And we had failed. We had the men, but we couldn't get them across as we wanted. Colonel Hugo's men said, 'we will fight with the Samnites, because we believe they are brave and can fight, but, God, we won't starve with them, while the people over there have not food and won't send it.'"

Going To Make Good.
"Bread in France is an institution. Take from the Frenchman his bread and it brings him back to the time of the revolution. I don't recall. Three weeks ago in the United States we were 48,000,000 bushels of wheat behind our pledge. But they are going to make good over in my country. They are bracing up splendidly. They are not yellow, just thoughtless. They just didn't know we had a war on. All we had to do was to tell the people. Out to Omaha, we told them that every time they took pork they were stretching a hand over and taking it from the plate of a Canadian soldier. Omaha won't touch pork. We have got to realize better than I do that we should have been in line three years ago, and there are few people in our country who do not feel that way about it now. I am not making excuses. But 25 per cent of our people have come to within the past 25 years, and in consequence it is more difficult to mould public opinion there quickly than it is here."

Taught Children.
The children in the schools for generations have been taught that the United States should never interfere with the internal affairs of European countries. It took time to teach that the war was a war of civilization. But now that we are in every drop of our blood is pledged to win the war, every stick of our wood, every ton of our ore, give us a few months and see what weight we can put into the war. We are learning to do it. The enemy, of which he had convincing proof as an eye witness overseas and in the reports made by German officers in script which had come under his personal observation, Mr. Colby said, "I would not listen to the stories of German atrocities before. On the way over, I asked that the others should not speak of them. I had lived in Germany and was very fond of the family with whom I lived. The first night we were in London there was an air raid. Next morning when I saw a little boy with his face bandaged and the blood pouring down from it, in my heart for the first time there

Rowat's 50c per pound COFFEE
T.A. ROWAT & CO.
250 Dundas St. Phone 3261-3262.

All Are Helping.
"Over on the other side, everybody is in this war, the men, women and children. In France, the children wear their gas masks to school. A bomb dropping on a school killed a child. There is not another army officer in any other army in the world but the German officer must keep day an exact record of what has been done during the day, with names and places. Such records in Germany are kept under my observation. One officer told of hanging three women to a tree; others of consigning women to the flames. Some had the decency to put at the end of their reports, 'How long will it be before you can give such orders and to teach my men to be murderers and thieves?'"

"The food situation in France is pathetic. Failure to send feed grains will mean death in three months. In France, they have sent the tubercular men and the cripples to the trenches. The women are doing the plowing and all the work. If we do not send the food needed, there will be a frightful collapse. I have seen the French boys to the war was burying the fourth when word came to her of the death of the fifth. All she wanted to lift her head and say: 'Vive la France.' Then we came home and found some women grumbling about food regulations."

Cannot Forget.
"I am glad to be here tonight to pay my tribute of affection and respect to Canada, and to her troops of the line. How do you suppose we could ever in my country? For three years your men in the line were keeping the Hun from our throats. We can never forget."

PRICE FOR HEATING CENTRAL FIRE HALL IS ALMOST DOUBLED
Helena Company Notifies City of Change.

The Helena Power Company, which has the contract for heating the central fire hall, has notified the city that its charge in the future for this task will be about double.
Controller Moore said he could get it for \$6. It is understood that the Helena proposal is that the rate be not fixed, but that it be regulated by the cost of coal. When coal goes up, so does the price. When it drops so does the price. "Controlled cost" is the basis of the Building Inspector Piper took into the matter. He said he was favorable to a fair price, but wanted to know its basis.
It was decided to issue \$15,000 sewerage debentures, approved in the city of London bill, for ten years at 6 per cent.
Frank Hughes of the city treasurer's office tendered his resignation. He is going into a bank.
Col. H. Morrill's proposal to have the city donate an aeroplane was given short shrift. The city once donated for machine guns. This is still fresh in the controllers' memory. It is a matter for the Government, was the decision.

LEAGUE CUP PRESENTED TO THE WINNING TEAM
A dance held last evening in the Western University gym was the grand finale of events connected with the Western University basketball league. Mrs. Rose, president of the league committee, Miss Mona Fitzgerald, secretary, and a representative from each of the clubs were responsible for the arrangements of the dance. The gym was prettily decorated with Chinese lanterns and pennants, and the music furnished by the Lombardo Orchestra. The league cup presented by the Western University was handed over last night by Dr. Crane to the St. James team, the victors in the championship. The girls on the winning team were presented with a pin. After a most enjoyable evening spent in dancing, the party broke up.

WILL GIVE \$10,000 FOR PATRIOTIC FUND
The advance subscriptions for the approaching big campaign on behalf of patriotic Red Cross and other war funds were swelled by the decision of the directors of the Huron & Erie Mortgage Corporation and the Canada Trust Company at their last meeting to donate \$10,000 for these funds on behalf of their head office and branches.

WEDDING BELLS
CAMPBELL-REOCH.
The home of James Reoch, North Bruce, was the scene of a pretty wedding Wednesday. His daughter, Nellie B., was united in marriage to Duncan E. Campbell of Port Elgin. The ceremony was performed by Rev. J. R. Mann of Port Elgin. In the presence of the immediate relatives. The bride was married in her traveling suit of nigger brown French serge, and was unattended. A short honeymoon will be spent in Toronto and Guelph, after which they will be at home to their friends on May 15.

VETERAN OF YPRES HAS LEG FRACTURED
CARGILL, April 12.—Pte. William Barry, who had his leg broken while working for the C. V. R. in Northern Ontario recently, has been brought to his home near Dunkeld. Pte. Barry, who was in the 1915, he had his other leg shattered, and was also gassed. He enlisted at the commencement of the war with the 8th Highlanders.

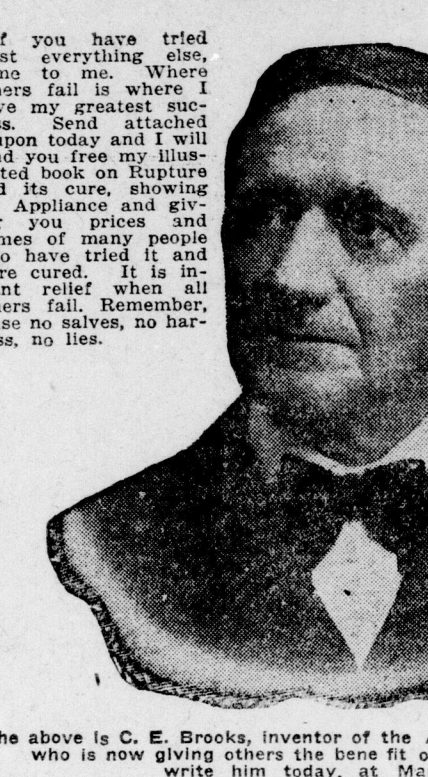
A Genuine Rupture Cure Sent On Trial To Prove It Don't Wear a Truss Any Longer

Even Soldiers From the Trenches of Europe Write To Tell How the Wonderful Brooks Appliance Cured Their Ruptures, Sound and Well. Sent on Trial To Prove It.

From the battle front in Europe comes a letter written by Private John Carter, whose home address is No. 2 Shaw View, Plinton, telling of his complete cure of rupture from wearing the Brooks Appliance.

April 18, 1915.
C. E. Brooks,
Dear Sir: I received your letter by first post this morning. I beg to thank you for your Appliance, which was instrumental in the way it cured me of my rupture. I have now been in the hospital for two months, and I have never felt anything and I do not have the slightest trouble. I remember when I passed the doctor's line were keeping the Hun from our throats. There is nothing wrong with me now, and I am in the best condition, and he sounded me all over, and I again thank you for the same, and I give my consent to use my letter as a testimonial to anyone, as I have been cured. Hoping you and your firm much success.

Yours truly,
John Carter.



If you have tried most everything else, come to me. Where others fail is where I have my greatest success. Send attached coupon today and I will send you free my illustrated book on Rupture and its cure, showing my Appliance and giving you prices and names of many people who have tried it and were cured. It is instant relief when all others fail. Remember, I use no salves, no harness, no ties.

Make up your mind right now that you will never pay out another dollar for trusses. They are expensive, uncomfortable and actually harmful. And when you once try a Brooks Appliance you could never be persuaded to ever again wear a truss.

I send on trial to prove what I say is true. You are the judge, and once having seen my illustrated book and read it you will be as enthusiastic as my hundreds of patients whose letters you can also read. Fill out free coupon below and mail today. It's well worth your time whether you try my Appliance or not.

Dear Sir:—I received your letter regarding the Appliance you sent me. It was a complete success. I now don't know that I ever had a rupture. It has cured me completely and I thank you very much for it.

Very truly yours,
REV. H. A. SISSON.

And here is a letter from a mother who is thankful because a Brooks Appliance cured her boy so he could go out and serve his country.

2 Orchard Road,
Richmond,
Surrey
April 11, 1915.
Mr. C. E. Brooks:
Dear Sir:—I thank you for what your Appliance has done for my son. After wearing it from December following September 1 I can say he is cured, and is now serving his country at his own trade, a shoemaking smith. You can make what use you like of these, my thanks.

I am, yours,
Mrs. E. H. Huttell.

Rupture Thoroughly Healed.
Ingersoll, Ont., Feb. 6, 1914.
Mr. C. E. Brooks:
Perhaps you will be interested in hearing what your Appliance has done for me. I know without doubt that my rupture has thoroughly healed after a term of sixteen years suffering, and I attribute my restored and healed condition to the wearing of your Appliance, which held the bowel firmly and painlessly during the healing process. I have not worn any truss since, neither do I feel in need of it.

Yours truly,
F. C. NOXON.

Cured Me Completely.
Perth Centre, N.B., April 26, 1914.
Mr. C. E. Brooks:
Dear Sir:—I received your letter regarding the Appliance you sent me. It was a complete success. I now don't know that I ever had a rupture. It has cured me completely and I thank you very much for it.

Very truly yours,
REV. H. A. SISSON.

Ruptured 22 Years; Now Cured.
East Sherbrooke, Que., Jan. 27, 1914.
Mr. C. E. Brooks:
Dear Sir:—I am very glad to hear from you, and happy to be able to tell you that my rupture was cured some time ago by your Appliance. I now need no truss after twenty-two years of torture.

Yours truly,
G. E. LEMAY.

FREE INFORMATION COUPON
MR. C. E. BROOKS,
953D, State St., Marshall, Michigan, U. S. A.
Please send me my mail, in plain wrapper, your illustrated book and full information about your Appliance for the cure of rupture.

Name
Address
City or Town Province

VICTIM OF PNEUMONIA.
ST. THOMAS, April 12.—George Hickson, aged 52 died today, after a short illness with pneumonia. He was employed at the Canada Iron Works. Ernest of this city and Lawrence, who lives near Toronto, are sons. The funeral will be held on Sunday.

IT COSTS A LOT TO LIVE
But don't let the matter of expense keep you from having your eyes cared for. Sight is more important to you than clothing, food, or anything else. Also you'll find our prices decidedly reasonable. The Brown Optical Company, Specialists, 233 Dundas street, Phone 1827.



The High Cost of "Going Out"
You know full well that "going out" for pleasure and entertainment is an expensive matter. You owe it to your own pocketbook to compare the high cost of going out with our convenient pay-as-you-enjoy terms on Victrolas. We can suit you in a Victrola, \$27.50 to \$285.00—terms so easy you'll never miss the money.

Victrolas Make Homes Attractive
"THE HOME OF THE VICTROLA" EVERY STYLE—EVERY PRICE AND THOUSANDS OF RECORDS FOR YOU TO SELECT FROM.
Mason & Risch
248 DUNDAS STREET, LONDON.
STRATFORD BRANCH: 119 ONTARIO.

HONOR THE BOY
WHO HONORED YOU—HANG A SERVICE FLAG IN YOUR WINDOW.
To Show That Some Member of Your Family is Doing His "Bit" in Defense of the Country.
A leaf for every member of the household in uniform. Price of flag, with one leaf, 75c. Extra leaves, 5c each.
Out-of-town societies, churches and patriotic organizations write for special terms.
The Service Flag Company
P.O. BOX 526, LONDON, ONT.

ENEMY PREPARES FOR NAVAL CLASH
GENEVA, April 12.—Greatest activity reigns at German naval bases, especially at Kiel. Coal and ammunition are being shipped to the fleet in large quantities, according to information received here this morning from a reliable neutral source. German naval contingents, with heavy guns, were recently recalled from the western front to join the fleets and were replaced by Austrian artillery manned by land forces.
Indications are that a naval raid of great magnitude is about to be attempted.

ROSS' LIMITED
S. O. S. (Save Our Supplies) means help to win the war.
Buying garments direct from the maker means saving middleman's profits. From maker to wearer direct is our method of doing business.
Garments made by us are guaranteed correct in style, durable in wear and unexcelled in value.

SUITS
Just Out From Our Factory
In High-Class All-Wool Poplins, Gabardines, Serges, Poiré Twills and Tricotines, in sand, navy, green, taupe, nigger, copen and black.
PRICES \$22.00, \$26.00, \$29.50, \$30.00, \$31.00, \$32.00, \$34.00, \$35.00, \$36.50, \$37.00, \$40.00 and \$45.00.

COATS
Soft American All-Wool Velours, Poplins, Gabardines, Serges, Tweeds, Burella Cloths, Coverts and Silvertones, in all the newest colors.
PRICES \$13.50, \$18.00, \$21.00, \$22.50, \$26.00, \$31.00, \$35.00, \$37.00, \$40.00.

NEW BLOUSES
Are daily being placed on sale, in the very newest models... 88c to \$8.50
LATEST IN NECKWEAR, GLOVES AND HOSIERY.
Please shop early on Saturday and help our salespeople. The store closes at 6 p.m.
PHONE 1319.
196 DUNDAS STREET.