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LONDON, CANADA—THE HOME OF UNBROKEN PROSPERITY.

THE LONDON ADVERTISER, LONDON, CANADA, FRIDAY EVENING, MAY 3, 1918.

128 COLUMNS

PRICE, TWO CENTS.

FRENCH HAVE SUCCESS ON THE AMIENS FRONT

GERMANS LOSE ANY PROPOSALS FOR PEACE HILL AND WOOD MUST COME FROM PRUSSIAN, WASHINGTON'S DETERMINATION

Paris Reports Notable Success
—Haig Best in Night
Fight.

Paris, May 3.—The French made an attack late yesterday on the front between Hill and Castel, and the wood on the Avre River nearby, and the war office announced.

French troops have gained ground near Villers-Bretonneux, on the Amiens front, the war office announced.

BRITISH WIN NIGHT BRUSHES.
London, May 3.—The British made a notable success in the night fighting on the front between Hill and Castel, and the wood on the Avre River nearby, and the war office announced.

BOASTING IS ENDED.
London, May 3.—It is noteworthy that the German boast of a victory on the Amiens front has been abandoned.

RUSSIANS AROUSED
AGAINST BARBARITY
OF HUN INVADERS

Villagers Turn Machine Guns
on Barbarous Masters.

Moscow, Thursday, April 25.—Villagers in the Ukraine have turned their machine guns on the Hun invaders.

GENERAL HUGHES BACK;
MAY SUCCEED OGILVIE

Ottawa, May 3.—General Hughes, who was reported to be leaving for the front, has been recalled to Canada.

McANDREW APPOINTED
CHIEF FOR PERSHING

With the American Army in France, May 3.—General McAndrew has been appointed chief of staff for General Pershing.

GERMAN FORCES HAVE
OCCUPIED SEBASTOPOL

Berlin, via London, May 3.—German forces have occupied Sebastopol, the great Russian port in the Crimea.

THE WEATHER

LOCAL TEMPERATURES.
Following are the highest and lowest temperatures recorded in London during the 24 hours previous to 8 o'clock last night: Highest, 67; lowest, 37.

TOMORROW—FAIR.
Toronto, May 3—8 a.m. forecasts.

TEMPERATURES.
The following are the highest and lowest temperatures during the 24 hours previous to 8 o'clock last night: Highest, 67; lowest, 37.

A few scattered showers have occurred over Lake Superior and in Quebec; otherwise the weather has been everywhere fair.

Peace Offensive Is Expected,
But No Offer of Mediation,
Even From Pope, Will Be
Considered.

London, May 3.—The Times refers to a dispatch from Washington, stating that diplomats anticipate a peace move, but that no offer of mediation, even from the Pope, will be considered.

ALLIED RANKS CONFIDENT.
Paris, May 3.—Via Reuters (Ottawa Agency)—The British and French troops are confident of success.

MATCHES DOUBLED IN
PRICE THROUGH NEW
TAXATION MEASURE

"Gimme Light" No Longer a
Trivial Question, for Matches
Spell Money.

With the other revivals brought about by war conditions, such as old-time singing schools, the gentle art of knitting and the like, matches have become a thing to look at as if they were a luxury.

WARD 4 INCREASES
ITS POPULATION BY
1,039 DURING YEAR

Assessment Figures Show a
Jump in Property, Too.

Ward 4 assessment is completed and the figures show that there has been an increase in the population of 1,039 in the ward proper and 43 in the annex.

BANK MANAGER FACES
BIG CHARGE OF THEFT

Toronto, May 3.—Louis M. Maynard, branch manager of the Dominion Bank here, was this morning committed for trial on a charge of the theft of \$50,000 from the bank during the last two years.

CHICAGO MOLDERS STRIKE

Chicago, May 3.—The iron and brass molders are on strike in Chicago.

A GREAT FAIRY-TALE PICTURE
FOR THE CHILDREN OF LONDON

The first 1,500 school children to present the coupon appearing below at the Majestic Theatre will be admitted free of charge to the special performance of "The Blue Bird" to be given at 10:30 o'clock Saturday morning under the auspices of The Advertiser.

ADMIT ONE CHILD
Presentation of this coupon will admit first 1,500 school children presenting it at a special performance of "THE BLUE BIRD" At the Majestic Theatre Saturday Morning at 10:30 o'clock

Free performance given by The London Advertiser.

ONLY FARMERS'
SONS EXEMPTED

Montreal, May 3.—Gen. Wilson, officer commanding the Montreal military district, received word this morning from Ottawa that only sons of farmers were to be exempted.

LIEUT. MCCANN, R. A. F.,
REPORTED PRISONER
IN GERMAN HANDS

Young London Aviator's Name
Appears in Captured List.

Lieut. Cecil McCann, Royal Air Force, of this city, who has been listed as "missing," is alive and a prisoner in Germany.

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ACH HIMMEL! HOW AM I GOING TO BRING HER TO
LIFE AGAIN?



HOME RULE BILL
IS SHAPING UP

May Permit Ulster To Veto
Legislation That Affects
Ulster Province.

London, May 3.—Contrary to the Daily News statement of yesterday, the Times and the Daily Chronicle today say that the Government is going ahead with the home rule bill, which is open for legislation and will propose a parliament for the whole of Ireland with specific powers recommended in the report of the Irish Convention.

ACADEMY OF MEDICINE
ORGANIZED IN CITY

Centralization of Medical Activities
Object of Association.

London has a Western Ontario Academy of Medicine in which the idea is to centralize all the medical activities of the city, at the same time, to bring the medical profession into closer contact with the public.

SCOTLAND WILL FIGHT
TILL HUNS ARE DEFEATED

London, May 3.—The war spirit in Scotland is described by William Scott, president of the Scottish States' Rights Association, as being at its height.

MAY CUT OFF HEAT
AT MILITARY HOSPITAL

City to Take This Step to Secure Bills
Payment.

Last year the city of London paid \$6,723 for heating and supplying hot water to the Central Military Hospital, which is adjacent to Victoria Hospital.

NO HOSPITAL TRAINS
FOR BRITISH WOUNDED
SENT OUT OF GERMANY

London, May 3.—(Via Reuters) Ottawa Agency.—Dutch papers state that 107 severely wounded British, who have arrived at Rotterdam for repatriation, have not been sent to Germany under proper conditions.

BIG RESPONSE TO CALL
TO COLORS AT MONTREAL

Montreal, May 3.—Continued success is reported as attending the enforcement of the M. S. A. under the recent order-in-council abolishing exemptions. "It is evident that a good majority of the men called have reported for service and 1 look for a continuation of the same result," said Gen. Wilson.

FARMERS STORM SCORES OF HOUSES CAPITAL WITH AND SHOPS LOST IN M. S. A. PROTESTS THREE RIVERS FIRE

All Ontario Represented in
Request to Exempt Agri-
culture Workers.

MUST GET THE FOOD
Help Required If Serious Pro-
duction Situation Is To
Be Solved.

Ottawa, May 3.—The capital was unexpectedly invaded this morning by a delegation of farmers, ex-soldiers, Eastern and Western Ontario counties, who fear that their operations will be seriously interfered with if young men engaged in agriculture are immediately called up by the military authorities.

GERMANS WORRIED
ABOUT THE EAST

London, May 3.—There is grave uneasiness in Germany over the news from the East, where the Germans shortly will be confronted with overwhelming difficulties that will shatter the whole fabric of the First-Lincoln peace.

YOUTHS WHO TOILED
NOT APPEAR UNDER
NEW DOMINION LAW

One's Chief Occupation Was
Abusing Parents.

EX-VICE PRESIDENT
OF G. T. R. PICKED BY
STREET RAILWAY CO.

F. H. McGuigan Is Named as
Arbitrator.

THE WAR SITUATION

Flanders and Picardy and the Arras salient between, continue quiet and the Germans have given no sign of where the next blow will be struck.

DRIVE NOT YET OVER.

THE GERMAN OFFENSIVE.

SOME CHASE!

CONTRACTS AWARDED

RAILWAY SHOP TRADES
CONFERRING WITH ROADS

Montreal, May 3.—Conferences between a committee representative of all the railway shop trades of Canada and a committee representative of all the Canadian road trades are now being held in Montreal with a view to standardizing wages throughout the country.

Blaze Starts On City's Main Thoroughfare
And Sweeps Into Residential Section—
Montreal and Quebec Asked To Send Help
—Loss Placed At \$150,000.

Three Rivers, Que., May 3.—Fire starting in the film room of the Victoria Theatre, spread rapidly through the building this morning, and after the theatre collapsed to the street and residential section of the city nearby.

FLAVELLE "EXPLAINS"
THAT FIVE PER CENT
FOR NORTHERN ELEC.

Declares It Pays For Expert
Work On Fuses.

Ottawa, May 3.—"There is nothing in it," said Sir Joseph Flavelle today in regard to a statement made in the House last night by D. D. MacKenzie of Cape Breton.

AMERICANS GRIEVED
AT IRELAND'S STAND
OVER CONSCRIPTION

Hope Irish Will Not Be Part-
ners of Enemy.

LAWN FENCES, HEDGES
MUST GO IF BYLAW
PROPOSED CARRIES

Amendments to Present Regulation
Drastic Ones.

READY FOR ORDERS

Tank Section All Set for First Leg of
Overseas Trip.

READY FOR ORDERS

READY FOR ORDERS

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An Old-Fashioned Custom

The appointment of individuals as executors is an old-fashioned custom that is gradually dying out. In naming friends as executors of your estate, you unconsciously burden them with additional responsibilities. The appointment of this Company as your executor will relieve you of any feeling of obligation to friends.

CANADA TRUST COMPANY

Managed in connection with the Huron & Erie Mortgage Corporation
London (two branches) and St. Thomas
T. G. Meredith, K.C. Home Crown
President General Manager

NOW WITH ARTILLERY

Londoner With Two Years Service to His Credit, Leaves A. M. C.

Pte. Ross Roberts, son of Norman A. Roberts of the Roberts Engineering Company, who has been in France for two years with No. 1 Canadian Stationary Hospital, has transferred to a combatant branch of the service and is now with a field battery.

Pte. Ross Roberts enlisted when 17 years of age with No. 1 A. M. C. Training Depot and went overseas in October, 1915.

BACK FROM SALONIKI

KINGCARINE, May 2.—Major George F. Boyce, A.M.C., arrived home on Monday evening. Major Boyce saw service in Saloniki during the earlier days of the war, but later has been posted in England.

WHEN LIVER IS TORPID

or sluggish all the other vital organs of your body are affected—you have stomach and bowel troubles, your head aches, your skin loses its clearness, and you have "the blues." Take Hood's Pills—gentle and thorough. Do not irritate nor gripe. Price 25c, of all druggists or C. I. Hood Company, Lowell, Mass.

Vitalize, Get Strong Again

Head up, shoulders back, chin drawn in, breathe through your nostrils and out through your mouth. The nostrils for breath and the mouth for eloquence. Vitalize—quick step to your nearest drug store, be eloquent, ask for Hacking's Heart and Nerve Remedy. Soon as you start taking it better health will follow as a matter of course. Nerves will calm down and you will find rich, red blood pulsating through your body. Dizziness, Headaches, Shortness of Breath, Jumpy Nerves—all will disappear under this treatment. Try it once. Don't hesitate! Don't give up. Ask for Hacking's Price, 30c a box, 6 for \$2.00. Sold by all dealers or by mail, postpaid. C. B. Hacking, Phila., Pa., U.S.A.

Don't Throw Your Money Away

Remember, there's a war on. Next winter may be a hard one. SAVE YOUR MONEY! Don't pay fancy prices for shoes, but come up here and I'll show you how you can buy them at wholesale prices. Just convince yourself. Come tomorrow.

Here's An Example of How I Save You Money.

NEW LINE OF LADIES' OXFORDS

in grey, brown and black kid, Louis heels and pointed toes, regular \$8.00 values:
Black \$5.00
Grey \$6.00
Brown \$6.00

Kaufman's Boot Shop

245 DUNDAS STREET.
Open Evenings. Next Chapman's.

SPECIALS FOR SATURDAY

We Offer Ladies' and Misses' Suits, Coats, Dresses, Skirts, Waists at Manufacturer's Cost

We have just received our new stock. Styles to suit everyone. Prices moderate. Anything you do not find in our stock made up, we will make for you from our own or your own materials.

JUSTRITE LADIES' WEAR

Next Standard Drug. 254 DUNDAS STREET.

Robinson & Graham

Become a customer of this bright, sanitary store. Our goods satisfy the most particular people. Look over our Saturday bargains. They will save you money.

Extra Choice Shortening.....25c
Picked Hocks.....15c
Picked Picnic Hams.....35c
Breasts Lamb.....25c

Stewing Veal, lb.....15c
Shoulders, lb.....20c
Veal Chops, lb.....25c
Fresh Spare Ribs, lb.....20c

EXTRA
Choice Dairy Butter, lb.....45c
Old Yellow Cheese (Saturday only), lb.....30c
Green Goods—Celery, Lettuce, Parsley, Radishes, Onions, Cucumbers, New Cabbage, etc.
Cheese—Swiss, Cream, Pimento, Oka, Roquefort, Old White and Yellow, Limburger.

Phone 6186. 206 Dundas St.

The Most Goods for the Least Money

FINE LINEN NOTE PAPER AND ENVELOPES HALF PRICE.

Note Paper, Regular 15c quire, 2 for15c
Envelopes, Regular 15c pkg., 2 for15c
Or 1 quire and 1 package for 15c

HAMBLY'S

417 RICHMOND STREET.

OPERATOR'S MISTAKE MAY HAVE CAUSED PART OF SHORTAGE

Error in Provincial Commission Is Revealed.

Has London been suffering from a power shortage partly because of some mistake of some of the employees of operators of the hydro electric commission? This seems a logical conclusion from the statements made by Manager E. V. Buchanan at the meeting of the utilities commission Thursday.

Mr. Buchanan said that he had taken the question of more power up with Chief Engineer Gaby. The latter asked how many kilowatts the city was getting. He was informed, "There must be some mistake," was his reply. They got in touch with the operator at Niagara. He confirmed Mr. Buchanan's statement. Mr. Gaby reiterated his statement that there was a mistake and ordered that London be given some 4,000 more kilowatts.

This fact came out when Commissioner F. G. Mitchell asked about the London Electric plant and what was being done about it. Mr. Buchanan replied that he had authority to connect up with London Electric customers and that the city's needs would be taken care of. Mr. Buchanan also said that all the factories were economizing and must continue to do so, but there would be no more pulling of the switch. The manager expressed belief that the recent Meredith commission decision told him that it would give hydro 25,000 horsepower.

Mr. Mitchell declared that all he wanted was to be assured that there would be no question but that the order to operate the London Electric had been made.

"By whom?" asked Mr. Mitchell. Mr. Mitchell answered that Sir Henry had told him personally that the order was not going, if such an order were issued.

Mr. Mitchell said it was a question of cost. He said it would cost \$50,000 a year to operate the plant. Mr. Mitchell reported that it would cost nothing of the kind. He had the plant under control. "Don't laugh, this is serious business," said Mr. Mitchell. He added that with the London Electric customers and the street lighting load connected up, the plant of the London Electric as he would want it would pay for itself in five years. He had the figures and would prepare a full report and then present it to the commission for it to deal with.

SYNOD DECIDES NOT TO CHANGE THE DATE OF VESTRY MEETINGS

Business Wound Up by Election of Committees.

The discussion re the changing of the date of the vestry meetings from Easter to the new year was continued in the Thursday afternoon session of the synod. It was voted down, however, by the clerical delegates, the lay vote not having to be taken on this account. The proposal of John Ransford to amend the constitution so that the synod would be called together at the discretion of the bishop, but not less than once every two years, was discussed.

In reference to changing the date of holding the synod to February, proposed by G. Collier, there was little discussion. In the absence of Mr. Collier, Principal Vestry brought the motion to the notice of the meeting. He thought that a large attendance would result from the change of time. His lordship stated that the present synod was the largest in years. The general opinion was that there would be no benefits from the change, and the proposal was withdrawn.

Rev. W. J. Spence urged a change relating to the appointment of a rector to a vacant parish, to the effect that no names of clergy should be mentioned in connection with the appointment. Unless the rectors have been duly notified and their consent obtained. After an expression of the opinion of the delegates, Rev. W. J. Spence, with the consent of the synod, withdrew his motion.

Reverting to the missionary report the synod dealt with the question of the method of raising the money needed for the missionaries in China, owing to the loss in exchange since the war. The synod of Huron will raise \$2,000 towards this fund.

There was a great deal of discussion on the question. It was finally decided to ask the various churches of the diocese to raise their allotment of the sum by canvass of special collection before the end of June.

The synod, on motion of Rev. Dr. Tucker, resolved that the synod should take to provide greater food production and conservation. Resolutions were passed, thanking the postoffice department, Canon Cody, and the citizens of London for their courtesy extended to the delegates.

Bishop Williams, in a few words, outlined the importance of the work that had been done by the synod. Special mention was made of the expression of the synod against the cancellation of the general synod, and the memorial to the general assembly.

The newly-elected executive committee met at the close of the synod. Committees Elected.

Following is a list of the committees elected: Clerical members of the executive committee: Revs. W. J. Doherty, London; J. A. Andrews, St. Thomas; Carlisle, B.A., Windsor; W. F. Brownlee, St. Thomas; J. B. Brantford, St. Thomas; J. M. Perkins, M.A., D.D., London; S. P. Irwin, B.A., St. Thomas; W. J. Spence, L.Th., Chatham; R. J. M. Perkins, M.A., D.D., Ingersoll; Canon Sage, M.A., D.D., York; J. J. Robinson, M.A., B. Clinton; H. W. Spill, B.A., Windsor; Canon H. S. W. H. Spill, B.A., Galt; John Derry, M.A., D.D., Meaford; Canon C. R. E. Edwards, M.A., D.D., Diehl, Paisley; William Lowe, L.Th., Lucan; C. Miles, M.A., Aylmer; J. H. Chaff, Stratford; T. G. A. Wright, M.A., B.D., London; Principal Waller, M.A., D.D., Huron; C. G. L. Dobson, L.Th., Tilbury; Canon Davis, M.A., D.D., Sarnia; Archdeacon Richardson, M.A., D.C.L., London; E. A. Appleby, M.A., L.Th., M.C., Woodstock; Dean Davis, London; C. K. Masters, M.A., B.D., R.D., St. Marys; R. Perdue, M.A., B.D., Walkerton.

Clerical delegates to the provincial synod were: Rev. W. J. Doherty, London; Arthur Carlisle, B.A., Windsor; J. W. Andrews, St. Thomas; Tucker, M.A., D.C.L., London; J. B. Brantford, D.D., London; Canon Sage, M.A., D.D., London; J. M. Perkins, M.A., D.D., Ingersoll; W. F. Brownlee, St. Thomas; J. B. Brantford, M.A., D.D., Huron; London; T. G. A. Wright, M.A., B.D., London; J. A. Robinson, M.A., B.D., Clinton; Canon Craig, B.A., D.D., London; David, London; W. H. Snelgrove, P.A., Galt.

Clerical Delegates to the General Synod—Revs. W. J. Doherty, London; Precentor Tucker, M.A., D.C.L., London; Carlisle, B.A., Windsor; Canon Sage, M.A., D.D., London; Principal Waller, M.A., D.D., London; J. B. Brantford, M.A., D.D., London; Archdeacon Richardson, M.A., D.C.L., London; Canon Craig, B.A., D.D., London; David, London; W. H. Snelgrove, P.A., Galt.

Delegates to the General Synod—A. H. Backus, Aylmer; E. G. Henderson, Windsor; W. F. Cockshutt, M.P., Brantford; Charles Jenkins, Petrolia; E. Davis, London; Matthew Wilson, K.C., D.C.L., Chatham; John Ransford, M.D., London; Judge Ermatinger, St. Thomas; Judge Ermattinger, St. Thomas; J. James, Walkerton; Senator McCall, Simcoe.

Lay delegates to the provincial synod—A. H. Backus, Aylmer; E. G. Henderson, Windsor; Charles Jenkins, Petrolia; W. F. Cockshutt, M.P., Brantford; Matthew Wilson, K.C., D.C.L., Chatham; E. Davis, London; W. H. Snelgrove, P.A., Galt; John Ransford, M.D., London; Judge Ermatinger, St. Thomas; Judge Ermattinger, St. Thomas; J. James, Walkerton; Senator McCall, Simcoe.

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WILL COST THEM MORE

Light Users in Broughdale Face High Hydro Bills.

There are 54 former London Electric customers in Broughdale and district who will likely pay a great deal more for their light in the future than when they were customers of the private company. These customers are scattered from Huron street north to the fourth concession. They made the suggestion to the utilities commission that they personally should take over the London Electric lines as they stand, as they announced that they secured a price from Manager C. T. Barnes. The price he gave was \$1,000. It would cost the utilities over \$200 additional.

The commission is not inclined to spend this money outside the city, and is up to the wits with the customers. It was suggested that they should pay 10 per cent in addition to their lighting bills. This would cost out \$9 cents each, but would save but 3 per cent on the money. The commissioners suggested 20 per cent or \$1 a month extra. The next suggestion was that the would-be customers should club in and buy the equipment and turn it over to the commission. The customers will be communicated with.

More than 100 notices have been received by Sarnia young men between 20 and 22, ordering them to report for duty at London.

OUR DEFENCE

In the spring we may be attacked at any moment. Toxic poisons pile up within us after a hard winter, and we feel run-down, listless, and discouraged. This is the time to put our house in order—cleanse the system and put fresh blood into our arteries. You can obtain an alternative extract from Blood-root, Golden Seal, Stone and Queen's root. Cherry bark, rolled into a sugar-coated tablet and sold by most druggists, at fifty-cent value as Dr. Pierce's Golden Medical Discovery. This blood tonic, in tablet or liquid form is just what you need with "Spring Fever," for that lack of ambition, "It will fill you full of vim, vigor and vitality."

London, Ontario.—"When my little daughter was five years old her liver was so sluggish that she feared she might be troubled with habitual constipation. I had read a deal about Dr. Pierce's Golden Medical Discovery, and decided to try it. I found it giving her small doses. I found her liver, but it also proved to be a splendid tonic as well. It was such a splendid medicine that I would never hesitate to give it to her again if she needed it, and I take pleasure in recommending it to other mothers whose little ones seem to need a liver regulator and a tonic for the system."—Mrs. Louise Beach, Box 1135.

NEELEY-LANE.

DORCHESTER, May 2.—A pretty wedding was solemnized at the home of W. B. Lane here on Tuesday, when his daughter, Zella, became the bride of Frank Neeley, son of the Rev. G. W. Neeley, rector of St. Peter's church.

The ceremony was performed by Rev. G. W. Neeley, B.A., in the presence of only the immediate relatives and friends of the contracting parties. The bride, who was unattended, was given away by her father, and to the strains of Miss Hattie Rath, they took their places beneath an arch of roses and orange blossoms. The bride was attired in white satin and carried a bouquet of roses and lilies of the valley. Her travelling dress was navy blue with white and green and carried a bouquet of roses and lilies of the valley. The bride's mother was attired in black silk with bougainvillea and green. Among those present from a distance were the groom's brother Homer, from New Ontario, and Mrs. E. Neeley from Toronto.

CROSS, FEVERISH CHILD IS BILIOUS OR CONSTIPATED

Look, Mother! See if Tongue Is Coated, Breath Hot or Stomach Sour.

"California Syrup of Figs" Can't Harm Tender Stomach, Liver, Bowels.

Every mother realizes, after giving her children "California Syrup of Figs," that this is their ideal laxative. They love its pleasant taste, and it thoroughly cleanses the tender little stomach, liver and bowels without gripping.

When cross, feverish or breath is bad, stomach sour, look at the tongue, mother! If coated, give a teaspoonful of this harmless, fruit-laxative, and in a few hours all the foul, constipated waste, sour bile and undigested food passes out of the bowels, and you have a healthy child again. When the little system is full of cold, throat sore, has stomach-ache, diarrhoea, indigestion, colic—remember, a good "inside cleansing" should always be resorted to.

Millions of mothers keep "California Syrup of Figs" handy; they know its teaspoonful treatment for a sick child to loosen bowels, irritate the stomach, to purify the blood, to grow up and to be a good citizen. Ask your druggist for a bottle of "California Syrup of Figs," which has directions for the treatment of all ages and grown-ups printed on the bottle. Beware of counterfeits sold here, so don't be fooled. Get the genuine, made by "California Fig Syrup Company."

GAS FORMED ABOUT THE HEART

Causing Pain and Much Anxiety—Chronic Indigestion Was the Source of Trouble—Complete Cure Obtained.

Woodstock, Ont., May 2.—No derangements are so dreaded as those of the heart. And yet many who imagine that they are suffering from a heart disease are really suffering from indigestion. The food ferments, instead of being digested, gases are formed which crowd about the heart and cause puffy spells and smothering feelings.

Dr. Chase's Kidney-Liver Pills are the most satisfactory treatment obtainable for this condition because they awaken the action of kidneys, liver and bowels, and thereby remove the cause of trouble.

Mrs. R. Walmesley, 403 Main street, Woodstock, Ont., writes: "My husband was troubled with gas around the heart, and suffered in this way for some little time. A friend advised me to have him try Dr. Chase's Kidney-Liver Pills, and acting upon her advice we got a box and gave them a trial. My husband found they helped him splendidly, completely relieving his old trouble. Since then he keeps them in the house, and if he feels any of his former symptoms returning, he always finds immediate relief in Dr. Chase's Kidney-Liver Pills."

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Western Ontario's Mail Order House

Trimmed Hats Half-Price and Less Saturday \$3.98 and \$5.98

EVERY SHAPE NEW, purchased this week at a fraction of their value, every new shape and color, including a splendid lot of blacks, will be found on the sale table Saturday. This is a real opportunity to secure a stunning hat at about half value, as in most cases the shape alone is worth more than the above price.

This opportunity came our way the first of the week to clear these shapes at a price which in justice to our customers we could not pass. We set our trimmers to work to prepare these hats for Saturday sale, and all will be ready in the morning at 8:30. No matter what color, shape or style you fancy you will find it here at above prices Saturday—not handled and rejected models that have been on the tables for weeks, but freshly-trimmed new shapes in finest straws, tagel, etc., that will be first shown Saturday morning at 8:30. Sale prices \$3.98 and \$5.98

Crepe de Chine Silks Saturday \$1.29 Yard

About 300 yards in the lot, full yard wide, Pure Silk Washing Crepe de Chine Silks, for waists and dresses, a dainty and durable material for spring and summer wear. Your choice of white, pink, apricot, old blue, mauve and old rose; possibly the last chance to buy these at such a reduction. Come early and avoid disappointment. Saturday, per yard...\$1.29

SPORT STRIPE SKIRT SILKS, \$1.89 YARD.

A clearing of a few odd and broken lines in this season's silks. Some of these are one-quarter off regular prices. Any one piece in the lot will make a serviceable separate skirt, as the colorings are dark, quiet and rich in combination. This is your opportunity to secure a pretty separate skirt at little more than the cost of making. Saturday \$1.89 yard

TABLE DAMASK SPECIALS FOR SATURDAY.

About ten pieces in all to clear, the balance of last year's goods. These are below the maker's quotations for same qualities today, in choice range of designs, 70 inches and two yards wide, made from selected Sea Island and Egyptian yarns: 72-inch, Good Heavy Quality Mercerized Cotton, Special75c yard 70-inch Superior Sea Island yarn, choice designs, Special\$1.25 yard 72-inch Superior Sea Island yarn, choice designs, Special\$1.35 and \$1.50 yard

ONE-DOLLAR SPECIAL.

Two pieces exceptionally good Cloth, in neat ivy leaf design for Saturday only. This should go with a rush. Get your share while it lasts; 68 inches wide.....\$1.00 yard 17-INCH PURE LINEN ROLLER TOWELING, 25c YARD. 250 yards only of this Pure Linen Toweling for Saturday's selling. This cannot be replaced at this price, still it's your opportunity. Lay in a good supply; red border and all white. Special25c yard

HOUSE DRESSES, \$1.19.

Five dozen only House Dresses of splendid quality chambray, three-quarter set-in sleeve with turned-back cuff, piped; plain-cut waist fastens through with pearl buttons, patch pockets, high-low collar, trimmed with striped material; skirt cut four-gored with slightly-raised waistline; in sky blue only; sizes 36 to 46. Price\$1.19

GIRLS' CHAMBRAY DRESSES, \$1.75.

Girls' Dresses in smart styles, made of splendid quality chambray; waist shows two box pleats down front and fastens with large pearl buttons; skirt pleated in front and gathered at back, wide belt, finished with buttons, collar of white jean; made in sky or pink; sizes 8 to 14 years. Special...\$1.75

GOWNS, 69c.

Ladies' Slipover Nightgowns, made of good quality white cotton, neck and sleeves finished with embroidery, lengths 56, 58 and 60; five dozen only. Special.....69c each

SATURDAY SPECIAL IN NURSES' UNIFORM MATERIAL

A special line in Nurses' Uniform Material, balance of a contract lot for a private hospital. We secured the lot, about 480 yards in all, Brown with white corded stripe, free from dressing. Suitable for house dresses, children's dresses, rompers, boys' suits, etc. A good wearing material, 28 inches wide. Special for Saturday29c yard Wash Goods Department—West Aisle.

HIGH-GRADE SUITS FOR MEN

We show on Saturday suits of a high order in quality, of materials used and workmanship, styles and attractive shades. Young men will find here Saturday the very newest in clothes. The styles are the new Regent, body-fitting, two-button, and also men's single and double-breasted. The shades are green cheeks, brown cheeks and plain green, with long vent, and made in every way attractive. We invite inspection on Saturday. See Richmond street window. Sizes range from 35 to 40. Prices from.....\$22.50 to \$37.00 suit

Spring and Summer Suits for the Big Boy Saturday \$9.75

An offering of values for the larger boy on Saturday that should create special interest. Tweeds, Worsteds and Blue Serges, of splendid quality, and made right up in style. These suits are selected from our regular stock, several lines, but not every size in each, but all sizes collectively from 11 to 18 years. Yoke Norfolk, 3-piece belt suit and form-fitting. Shades of grey, brown and blue. The larger boys should take advantage of this offer, as these suits are value. Price\$9.75

BOYS' SPORT BLOUSES, 65c TO \$1.00 EACH.

A splendid range of Boys' Sport Blouses, plain stripe effects or white with fancy sport collar. Very smart blouse for summer wear. Sizes for boys 10 to 16 years. Prices65c to \$1.00 each

Men's Work Shirts, \$1.00 Each.

Large, roomy shirts, good length sleeve, made to fit and wear, in plain blue or blue stripe, black and white, and khaki drill. These shirts are extra good value. Sizes from 14 to 17½. Price\$1.00 each

ICE CREAM BRICKS.

Smallman & Ingram quality. To take home. Pints, 25c. Bulk, the pint. At Soda Fountain.

Smallman & Ingram

Western Ontario's Mail Order House

Trimmed Hats Half-Price and Less Saturday \$3.98 and \$5.98

EVERY SHAPE NEW, purchased this week at a fraction of their value, every new shape and color, including a splendid lot of blacks, will be found on the sale table Saturday. This is a real opportunity to secure a stunning hat at about half value, as in most cases the shape alone is worth more than the above price.

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HIGH-GRADE SUITS FOR MEN

ENTHUSIASM GROWS

Community Chorus "Sing-Song" Breaks All Records.

That community singing is growing in popularity was evidenced by the record attendance at the weekly "sing song" at the Auditorium last evening. The building was crowded to capacity and those present entered into the singing with enthusiasm which made the event the most successful "sing song" yet held.

The success of these gatherings is due in a large degree to A. D. Jordan, organist of the First Methodist Church, who inaugurated the idea in London, and who has been untiring in his efforts since to make the weekly community singing popular.

WILL RECRUIT FARM ARMY OF 2,000 WOMEN AND GIRLS TO WORK ON WESTERN ONTARIO MIXED FARMS

Farm Department Secretary Here for Purpose—Enlistments Good, But Breaking Down of Prejudices the Hardest Task.

Placing an army of 2,000 or more women recruits to aid in the greater production drive in Western Ontario is the mission which has been entrusted to Miss M. C. Strath, district secretary of the women's farm department of the Ontario Government employment bureau, a visitor in the city today.

"I consider this the most important kind of war work I could do," said Miss Strath, as she told of the pioneer work undertaken by the Government employment bureau this year to introduce women helpers for mixed farming. She objects to the term "farmerettes," which has been applied to the young women, several from Western Ontario, at present taking a short course in practical agriculture in the Ontario Agricultural College, Guelph.

"Last year," she said, "the Government bureau enrolled and placed a large number of girls as fruit-pickers. This is the first time that placing women as helpers on mixed farms has been undertaken; we are now enrolling at the rate of from 50 to 100 a day. The other side of the work, in many cases, involves the training of produce against women for such work."

Yesterday I was in Exeter and was delighted over the reception with which the idea of girls for farm work met there. In Exeter district there is a great dearth of labor, and the farmers have been puzzled to know where they were going to get the help to take care of their food crops. I am to return and meet the farmers there on Tuesday next and address a public meeting in the evening. Yesterday I addressed the high school pupils and also interviewed officials of farmers' organizations, who are taking up the idea of a camp centre in Huron County for women farm workers. Today I am conferring with Mr. Finn, the district agricultural representative here, and will take up the campaign in Middlesex, as in other counties, to place girls on farms."

VOICE OF THE PEOPLE

HURON COLLEGE AND THE WESTERN UNIVERSITY.

To the Editor of the Advertiser: Will you allow me to correct the following statement in your issue of today: "The rental of Huron College has gone from \$1,100 to \$3,000 in a few years." That statement is wholly incorrect, and it is only right that the public should know it.

(1) The impression is conveyed by that item that the university is now paying \$3,000 as rent to Huron College. The fact is, that it pays nothing and never did, and it has not been asked to pay anything like that sum as rent in the future.

(2) The amount paid at first by the university to Huron College was in no sense a rent, for the amount, viz. \$1,100 was simply what it cost the college for heating, insurance, caretaking, repairs, etc., of the part occupied by the university. Nothing was charged for the use of the buildings and the extensive grounds. The college spent \$2,100 in fixing up the buildings to suit the needs of the university. For that sum also we returned. But we contented ourselves with charging only a fair share of the running expenses, and this we did in order to help on the university in its early days when it was sorely cramped for funds. It was a free gift on the part of the college to the university. The gift has been continued for over nine years, and let me add, the college has received but little credit for it.

(3) Hitherto, the university enjoyed the use of about one-half the buildings. Now it is asking for the use of five-sixths of the whole buildings. Huron College maintains that if the university desires all this, the university should pay five-sixths of the cost of maintenance and Huron College one-sixth. This five-sixths of the cost of maintenance is estimated at \$1,700 all told. If it is less, the university will pay less, if it is more, it will pay more. Surely that is fair.

Hitherto the college has neither asked for nor received any rent in the strict sense; that is, any return for the use of the buildings and grounds. Hitherto, as stated, the university has paid the college nothing beyond what was necessary to cover its share of the running expenses. The college council believes, rightly, I think, that the time has come when the university should pay something for its accommodation. The college buildings are assessed at \$15,000. At five per cent, which is a very low rate, the rent would be \$750. That is really all that the college asks for the use of five-sixths of its buildings and all its grounds. I submit that this is the only item that can rightly be termed as rent, which is very different from \$2,000 mentioned in the item of news to which I refer.

(4) So far as Huron College is concerned, it is quite indifferent from a financial standpoint whether the university takes the buildings or not. The connection of the college with the university has been hitherto an entirely unprofitable transaction financially to the former, and we cannot afford nor would we be right, any longer, to give to a Government institution with plenty of money the free use of buildings obtained by the university by the voluntary contributions of the members of the Church of England. All we ask is that at least the university pay a very low rental for the use of buildings and grounds, which they have had for ten years free.

Believe me, yours faithfully,
DAVID WILLIAMS,
Bishop of Huron, and President of Huron College Council.
London, May 2, 1918.

RECEPTION TO MAJOR DOE

Friends Will Royally Welcome Catholic Chaplain.

Major (Father) Edward Doe, who has been on overseas service as a Catholic chaplain for several years, and who is expected to arrive here via C. P. R. at 10:40 tonight, is to receive an informal reception if the plans of a number of prominent Catholics here are carried out.

At a meeting held in St. Peter's Hall a committee was named, and it was decided to meet him at the train if possible, and also to tender him a luncheon at the Tecumseh House. If he arrives tonight the luncheon will probably take place tomorrow noon.

Friends of Major Doe and prominent clergymen and laymen will be present at the luncheon. John P. Forrestal is chairman, and A. J. Hayes, secretary, of the committee named to look after the arrangements.

NEW TANK OFFICERS

Major Weld and Capt. Cronyn Appointed to Battalion.

Major G. H. Weld of Delaware and Capt. J. Kerr Cronyn of this city have received appointments to the 1st Tank Battalion, Canadian Machine Gun Corps, according to a Toronto dispatch.

Major Weld, who went overseas with the 9th (Winnipeg) Battalion, and since returned wounded, has been in charge of the Whitty Convalescent Hospital. He is the nephew of Edmund and John Weld of this city.

Capt. Cronyn, a nephew of Major Hume Cronyn, M. P. of this city, saw service with the 3rd Battalion and later with the Royal Naval Air Service. After being twice wounded he was returned and attached to the Toronto mobilization centre.

CITY MINISTERS BACK PLANS FOR FORMING OF NAVY LEAGUE BRANCH

Agree to Render All Assistance to Work Here.

An interdenominational meeting of London ministers was held in the Tecumseh House on Thursday afternoon, when the clergymen were addressed by Rev. S. Boal, chaplain of the Canadian Navy League, Ontario Division, who is working on the formation of a London branch of this league.

At the close of the meeting a resolution was passed, moved by Rev. Dr. Douglass of Askin Street Methodist Church, and seconded by Rev. Mr. Walker, that the ministers of the city render all power in their assistance to further the work of the league.

Speaking to the ministers, Mr. Boal said, in part: "At the outbreak of war, we had 145,000 in the British navy. Today the personnel stands at 430,000. In 1914 we had only twelve mine sweepers, and today we have 300. We have transported across the Atlantic 13,000,000 men, of whom only 2,700 have been lost. We must ever bear in mind that our insurance is the British navy and the mercantile fleet."

"They have never refused up to the present to go across the Atlantic and bring our food and raw material to our country, in imports and exports. Many of us, when we were engaged in the recruiting campaign, saw our word of honor that if men left their homes to fight for our Empire that we would look after their wives and children. It is a surprise to you to know that 176 merchant ships have been sunk since the war began, without trace of ship or cargo, apart from the weekly reports. The victims of these disasters number over 15,000 men."

"The ministry of our country have been most loyal to the cause of the Empire in advancing the righteousness of this war. Some of their sons have paid the extreme price, and therefore to such that I make this appeal to you, and through you to the press, to stand by it, and this great campaign on the part of the British navy. For no one can help but feel a sense of pride of the heroism that has made substantial grants to hospitals at Halifax and elsewhere for the British and Canadian mercantile marine. Men need have no whims in the matter of this organization. His Majesty the King is at the head of the movement in England, and His Grace the Duke of Devonshire with the lieutenant-governors of the Dominion."

HERE ABOUT MAY 25.—Dominion Food Controller Thompson and F. W. Stewart, chairman of the publicity committee, will address several meetings in London about the 15th of May. The Rotary and Canadian clubs will be addressed by the controller, and other meetings will be arranged. The new regulations concerning the handling of food will be thoroughly explained.

SAYS IT HAS BEEN WORTH A THOUSAND DOLLARS TO HIM

"After 3 Years' Misery I'm Now Almost a Well Man, Thanks to Tanlac," He Says.

"Positively I wouldn't take a thousand dollars for the good this Tanlac has done me, and I have only taken two bottles so far," said Edward Costello of 270 Page avenue, Toronto, the other day. Mr. Costello is an employee of Thomas Tomlinson & Son.

"For over three years," he continued, "I suffered agonies from stomach trouble, and although I took all kinds of medicines I got worse instead of better. Nothing seemed to agree with me, and soon after eating I would be bloated up so with gas, that I could hardly breathe. I had a heavy feeling in the pit of my stomach, and at times it pained me so I could hardly stand it. My heart would flutter and palpitate, and I would feel just like I was going to faint. After supper when I sat down to read the paper I often felt so sick I would have to get up and walk about, and I've even had to stop work at the shop many a time on account of an attack coming on. My tongue was badly coated, and I would have an awful taste in my mouth on getting up in the mornings."

"I had taken so much medicine that I was disgusted with it, but when I read how Tanlac had relieved so many cases like mine, I decided to try it. Well, sir, by the time I had finished my first bottle I noticed a marked improvement. I was on my third bottle now, and after three years of misery, I am almost a well man, and feel better than I have in all the time. I thank you, Tanlac, for what you have done for me. I can't say anything I want and have no more trouble with gas or indigestion. That dull, heavy feeling is gone, my heart does not worry me like it did, and I sleep like a log all night. I have never given a testimonial to a medicine before, but my relief has been so wonderful that I feel it my duty to give Tanlac the credit, and will recommend it to anybody."

Tanlac is sold in London by Standard Drug Limited, under the direction of the directors of the district, and by an established agency in every town.

HOW A YOUNG GIRL SUFFERED

And Was Restored to Health By Lydia E. Pinkham's Vegetable Compound—Told By Her Mother.

Brooklyn, N. Y.—"I cannot praise Lydia E. Pinkham's Vegetable Compound enough for what it has done for my daughter. She was 15 years of age, very sickly and pale and she had to stay home from school most of the time. She suffered agonies from backache and dizziness and was without appetite. For three months she was under the doctor's care and got no better, always complaining about her back and side aching so I didn't know what to do. I read in the papers about your wonderful medicine so I made up my mind to try it. She has taken five bottles of Lydia E. Pinkham's Vegetable Compound and doesn't complain any more with her back and side aching. She has gained in weight and feels much better. I recommend Lydia E. Pinkham's Vegetable Compound to all mothers and daughters."

Mrs. M. FINORE, 516 Marcy Ave., Brooklyn, N. Y.
For special advice in regard to such ailments write to Lydia E. Pinkham Medicine Co., Lynn, Mass.

London's First Exclusive Panama Hat Store

Opens Saturday At 246 Dundas St.

This store will certainly appeal to the women of London and district. Here they will be able to obtain the finest genuine Jamaican Panama Hats, made by the natives of Jamaica and imported exclusively by us at prices as low and in some instances lower than those asked for ordinary Panamas. Hundreds of hats, that have been represented as genuine Panamas have been sold in this city and many women have learned to their sorrow after the first rain-storm that the hat they paid a high price for as a genuine Panama was in reality an imitation.

WHEN you BUY a Genuine Jamaican Panama Hat from us it is guaranteed to hold its shape through weather of all descriptions.

For Opening Day We Offer 2 Specials

A SPECIAL LINE OF PANAMAS \$1.35
In several different styles and sizes. Opening day price

A GENUINE JAMAICA PANAMA HAT
In a number of different styles, sizes and shapes, some large and medium sailors, pencilled edge, telescope and droop effects. An assortment which will surely please. Opening Day Price \$2.95

ALSO OTHER LINES of finer weaves, at \$3.85, \$5.00 and \$6.75

The Jamaica Panama Hat Co.

246 Dundas Street, Next Mason & Risch

The Thinking Man

The thinking man buys his clothes with care and judgment. He knows that real value is never "cheap"—cannot be. Good value at moderate prices, with the assurance of satisfaction in length of service, is what he seeks, and he buys from a house whose reputation makes his purchasing safe. He appreciates the extra good values, treatment and service always obtainable at "Oak Hall."

MEN'S, YOUNG MEN'S AND YOUTHS' SPRING SUITS
Away Below Present Values

OUR RAINCOATS
Are garments that are always on the job. Every man should own a raincoat, a great protection in cold, rainy weather. Variety of choice fabrics.

\$10, \$12, \$15, \$18

EVERY BOY WANTS TO BE WELL DRESSED, AND OAK HALL STYLISH NATTY CLOTHES WILL GIVE ENTIRE SATISFACTION.

Boys' Bloomer Pants Suits, in an almost endless variety of stripes and materials, in fancy mixtures of tweeds, home spins and serges, in sizes 25 right up to 36 for big lads. A big range of prices from \$5.95, \$7.50 up to \$18.00

Young Men's Suits
Come in several styles of models and materials. The trencher, with all-round belt and the half belt models being much in evidence.

\$16.95, \$18, \$20 To \$30

Boys' First Long Pants Suits
For the young man graduating into long trousers we have a splendid stock here, in sizes 33, 34, 35 and 36, in close-fitting styles with full belts and half belts. All cut smartly to the young figures, priced at \$12, \$13.50, \$15, \$16 and \$18

Boys' Junior Novelty Suits
Made of brown, grey, twills and fancy mixtures, serges and velvet cords, attractive styles, in sizes 20, 22, 23, 24, 25, 26, with straight knicker pants, at \$3.95, \$5.00, Up To \$10.00

Wash Suits in Abundance
Never such a big assortment. Ask to see them. We advise early buying..... \$1.00 up to \$3.95

Oak Hall

SEE HERE, MEN!

What About Your Spring Clothes?

We have a straight business proposition that saves you 20% to 30% on your Spring Clothes. There's no reason in the world why you should pay tribute to the Profiteer-Middleman. You don't have to do it. We have proved to thousands of men that our Mill-To-Man policy eliminates the old time profit of the Middleman, and gives you the highest type of tailored-to-measure garments

At Savings of 20 to 30%

New Spring Woolens

We invite you to come in to-morrow, and look over the latest shipment Direct From The Mills. You know how hard it is to get honest fabrics these days. Everyone knows how scarce they are. Well, come in—we want to give you an impressive example of what our Mill-To-Man policy means in these critical times. Come in and see for yourself. That's all we ask. You are to be the judge. You take no risk. You cannot lose a penny.

Come, Join Hands With Us In Our Fight Against The Profiteer-Middleman

A Satisfactory Transaction Or All Money Returned

All Garments To Your Measure, Tailored In Our Own Modern Equipped Tailoring Plant

AND WE'LL SAVE YOU 20 to 30%

ON YOUR SPRING CLOTHES

Scotland Woolen Mills Co.

199 DUNDAS STREET

OUT-OF-TOWN MEN Take your own measure and save from 20 to 30 per cent. on your Spring Clothes. Our style book, samples, and simple measuring outfit is sent FREE to any address. You can take your own measure with our simple measuring method as correct as any tailor, and we positively guarantee to refund all money if not satisfied.

REAL BRANCH STORES (not agencies.)

Hamilton, Brantford, Woodstock, London, Stratford, Guelph, St. Catharines, Wexford, Brighton, Belleville, Peterboro, Kingston, Hull, P.Q., Sudbury, North Bay, Sault Ste. Marie, Fort Arthur, Winnipeg, Brandon, Moosejaw, Saskatoon, Edmonton, Calgary, Akron, O., Havana, Cuba, Detroit, Michigan.

29 VOLUNTEER, 6 CAUGHT

Thursday was almost a record-breaker at the local mobilization centre, 29 volunteers reporting for service.

Six men who were apprehended under the military service act appeared before the medical board yesterday and were sent to the W. O. R.

Twenty volunteers were placed in category A2, two in B2, two in C, and five were found unfit for service and

placed in category E.

The following is the daily report on recruits:

N. C. Ellis, C. E., Detroit; G. G. Fielder, C. E., Detroit; F. A. Fish, Construction, Detroit; W. A. Orr, Construction, Detroit; A. G. Hendricks, C. E., Detroit; H. H. Lee, C. E., Detroit; R. S. Moore, Detroit; W. S. Trump, Detroit; C. De Mosh, 63rd Battery, Ypsilanti; H. J. Dodson, C. E., Flint; E. D. Nolan, 63rd Battery, Detroit; R. S. Hitchcock, C. E., Detroit; C. Whitford, C. E., Cleveland; T. J. Schole, C. E., London; W. P. Dob-

bie, C. E., Windsor; D. A. Hoffman, 63rd Battery, Windsor; C. W. May, Construction, Windsor; G. R. McLennan, 63rd Battery, Windsor; H. L. Detweiler, Kitchen; Jerome Morris, Kitchen; W. J. Marks, C. A. S. C. D., London; Thomas Thorne, R. F. C., London; H. C. Smith, R. F. C., London; William Paxon, 63rd Battery, Cleveland; Joseph Riley, C. E., Cleveland; P. J. Lavender, C. A. S. C., London; G. C. Dean, 63rd Battery, London; James Craig, C. E., London; J. G. Stevenson, C. E., Dts., London.

LOCKOUT STILL ON,
DECLARE LINEMEN,
AFTER CONFERENCE

Men Insist They Must Have Increase.

The utilities commission yesterday failed to settle the dispute with its linemen over their demands for a wage increase.

The commission refused to concede the men an increase. The men modified their demands, agreeing to cut them in half. The commission failed to meet them. The men, after considering the commission's proposal rejected it. "The lockout is still on," they declared.

The discussion between the men and the commission was a long one. The men first reviewed the different clauses in the working agreement. There was no trouble here. The schedule was the only stumbling block.

The discussion was featured by some interesting passages.

Chairman Pocock, at the outset, assured the men that the commission did not object to the union.

President J. Dean of the trades and labor council, who was with the delegation, declared that Mr. Buchanan tried to discriminate against the union. Pending the settlement of the trouble, he said that the manager had offered four men increases, backing up his statement that he would treat with the men individually.

Mr. Buchanan said that he had told the men that they would get no increase in schedule, but that he was willing to advance a few of the men.

Mr. Bonser acted as spokesman for the linemen. Their wages, as he outlined them, were: Foremen, 52½ cents; linemen, 47½ cents; troublemen, 52½ cents; groundmen, 40 cents; cablemen, 52½ cents; apprentices, 40, 42½ and 45 cents for their three years' work. The discussion then turned to the fact that they would split their demands, which were for 5 and 7½ cents' increase, and take 4 cents for linemen and 4½ cents for foremen.

Are Well Paid. The commissioners contended that the employees were being paid higher than any other place in the province with the exception of Toronto. Mr. Buchanan cited the wages of some of the workers who had been on the job steadily last year, and these ran from a little below \$1.00 to \$1.40.

As to the question of a lockout, Mr. Bonser said that they had asked a new agreement. They had received no reply. They had terminated the old one. There then being no agreement they could not work. Mr. Bonser said the superintendent had told him that if they quit it would be for good.

Mr. Buchanan said that he had told the men's representatives that they would have to accept a renewal of the old agreement. The next move was then up to the men, and they were responsible for the cancellation of the old agreement.

When the men left the meeting to consider what they would accept, the commission voted unanimously to stand for the old agreement.

The men returned later. Only Chairman Pocock of the commission was present, and he told the men of the decision. The men returned to their room, and in less than five minutes announced that they would accept nothing less than a 2½ cents an hour increase.

JUVENILES SCORE
IN GREAT PROGRAM
FOR G.W.V.A. BENEFIT

Small Performers Received With Greatest of Praise.

"The best value for the money of any entertainment of the season" was undoubtedly the unanimous verdict of the large audience which last evening attended the opening of the annual festival of music, mirth, clever acting and dancing put on by Mrs. Henderson's talented and highly trained band of juveniles at the Grand Theatre for the benefit of the Great War Veterans' Association.

Fervent applause, pleased faces on all sides, and frequent outbursts of laughter told the story of unqualified appreciation and enjoyment. A "continuous performance" of the interest of the audience was kept keyed up to a high pitch by the rapid transitions from one form of entertainment to another, the surprises that each change brought.

From beginning to end, the program went with a smoothness and snap and finish which many adult professional companies might well envy. No group of grown-ups could ever hope to win such affectionate admiration as that evoked by the boy and girl artists, from the teeny-in-sarac club to the young people entering upon the dignity of their teens. The one or two trifling, naive mistakes of the smaller entertainers only added to the fun without in the slightest detracting from the artistic finish of groupings and dances.

A joyous riot of kaleidoscopic coloring, the ensemble dances in costume were the very essence of grace and spirit, efficiency translated in terms of Terpsichore.

Favorites of other entertainments were again welcomed, the versatile Munro children, Master Charles McCarthy, the celebrated boy cornetist, graceful Kathleen English, acceptable in both song and dancing; Gladys Comber, whose dancing has won her about enough medals to make a suit of armor, and who has also achieved wide fame as a successful girl performer on the harp; Rena Curran, who revealed a voice of much promise in her song, "It's Lovely To Be In Love"; Lucille Bailey, in her latest novelties, "The Balloon" and "Electric Dance"; Miss Constance Cowan, most sweetly, "Cherry Time in Tokyo," which opened the program, and proved a most captivating gem as she danced with indescribable grace and abandon. "La

Castanet," in the gypsyland scene. Then there was Mrs. Henderson herself, otherwise "Alice Dunbar," who took the house by storm with her "wee bit of comedy" of the side splittingly funny variety. Miss Edna Bray, the fortunate possessor of a contralto voice, rich and sympathetic, delighted by singing "The Kerry Dance." The smallest performers of all, the plump little Desand twins, made a tremendous hit with the "Irish Tilt" at the close of which they whirled off with twenty-six other small dancers in Irish costume in the grand Irish reel, "Delicious" in its quaintness and coquetry was the old-time minstrel danced by Sam and Dorothy Munro.

The fascinating melange of folk dances, novelty dances, character songs, instrumental numbers, comedy sketches, juvenile pipe band numbers was topped off by a striking tableau in which all the Allies were represented and all the branches of the service—navy, army, flying corps, nurses, etc. Those taking part in the tableau were Misses A. England, L. Hoffman, Rena Curran, G. Hilbert, G. Topping, M. Jones, E. Smith, E. Husband, Stathan and Pies. Geddis, Morgan, McDonald, McManus, Honkle, Lord (R. F. C.), Oram and Seaman Miller.

During the intermission between the first and second half of the program, Lieut.-Col. Coles, president of the G. W. V. A., presented prizes to the children performers who had sold the greatest number of tickets. Jean McLean came first with a record of 281 tickets to her credit. The chubby Desand twins received bouquets almost as big as their small selves for selling 214 tickets, while Sam and Dorothy Munro took third prize for disposing of 203 tickets on behalf of the effort to raise money to secure more suitable quarters for a returned soldiers' club.

In addition to the principals, forty or fifty other talented juveniles take part in the choruses and dancing. "The entertainment will be repeated this evening, when it is hoped there will be a bumper house, both on account of the clever entertainers, and also to swell the funds of the veterans. Only

swell the funds of the veterans. Only

swell the funds of the veterans. Only

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\$17.50

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Why???

Let us show you that for \$17.50 we will tailor you a Spring Suit or Top Coat that you can't duplicate elsewhere for at least \$25.00.

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WHEN YOU GO to a TIP TOP tailor shop to order your suit or topcoat you have the satisfaction of knowing that your garment is made to your measure, at \$17.50. We place a price on our made-to-measure clothes; a price you know before you go into any Tip Top store in Canada.

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If the end of the day finds you weary or irritable, with aching head and frayed nerves, you need something to tone and strengthen the system.

BEECHAM'S PILLS

are a remedy which quickly helps in restoring normal conditions. They act on the stomach, liver and bowels, and so renew the strength, and steady the nerves. A few doses of these world-famed family pills will

Bring Welcome Relief

Prepared only by Thomas Beecham, St. Helena, Lancashire, England. Sold everywhere in Canada and U.S.A. America. In boxes, 25 cents.

and the Victoria W. C. T. U. A toast to "The King," was followed by prayer conducted by Rev. H. P. Logan, pastor of the E. M. E. Church, Grey street. An address of welcome was given to the soldiers and friends by Walter Cromwell, followed by a selection by the soldiers.

Mayor C. R. Somerville was chairman, and gave a short address, which was greatly appreciated.

Lieut. Young, in an address, spoke briefly of the colored boys in khaki. Addresses were also given by ex-Mayor Stevenson and Lieut.-Col. W. M. Gant-shore.

Pres. Raymond Watkins, Frank Mahn, J. Coleman and J. Solomon gave solos which were greatly enjoyed. Willis M. Roy also rendered a solo.

A comic sketch, "Doctor Sawbones Dispensary," was cleverly acted by W. H. Moxley, Lewis Stewart and Gordon Clinton.

A selection by the soldiers and speech by Rev. Mr. Rodgers, pastor of the Horton Street Baptist Church, made up an enjoyable evening.

The soldiers passed a vote of thank to the Victoria Red Cross and their friends.

Mrs. M. Stewart is president of the Victoria Red Cross and Mrs. Jean Brown, president of the Victoria W. C. T. U.

**Clean Up—
Paint Up**

Make your home speak the pride that is within you. Plant grass and flowers. Trim up the vines and shrubbery. Paint your house with

**Low's Brothers
HIGH STANDARD
LIQUID PAINT**

—the investment paint. It will make your home a better place to live in. The value of your property will be increased. You will need fewer gallons of HIGH STANDARD than of ordinary paint—HIGH STANDARD goes so much farther. It will give your buildings complete weather protection. Let us show you color samples.

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THE LONDON ADVERTISER COMPANY, LIMITED.

London, Ont., Friday, May 3.

FACTS STILL SUPPRESSED.

MORE DETAILED facts concerning the doings of ex-High Cost of Living Commissioner W. F. O'Connor, his findings as a result of his probes and the co-operation or lack of it which he received from Minister of Labor Crothers ought to be given to the Canadian public without delay. That there is much still to be told can be gathered from Mr. O'Connor's address to the Toronto Press Club the other day. Relating his experience as commissioner, he said:

"A stage had come where my utterances were attempted to be controlled, a stage where I was expected to anticipate what other departments of the Government might think of my reports," and he concluded with the humorous remark that he resigned because "my mother never raised me to be a goat."

The commissioner was appointed to probe the causes for the high cost of living, to report on his findings and to suggest remedies. The majority of the people were satisfied that he was doing his work thoroughly and conscientiously and expected benefits to accrue from his endeavors; they had pleasing evidence that he was not afraid to speak of conditions as he found them and was heaving to the line. Then came the trouble with Mr. Crothers, and, to the regret of the nation, Mr. O'Connor went and the minister remained; few doubt that had the results been reversed, Canada would have been served better.

Mr. O'Connor declares there was another report on the bacon inquiry which never saw the light and that it contained most interesting facts and a refutation of statements made by the William Davies (or Flavell) Company. This report ought to be given to the House, together with an explanation of its suppression, and if the House believes Mr. O'Connor to have been in the right and Mr. Crothers in the wrong, the latter should disappear from the cabinet, and the former ought to be reinstated, as so many desire. It is the duty of the members at Ottawa to insist on having the full truth of the cause of Mr. O'Connor's leaving.

It is seldom the resignation of a Government official causes the regret that did Mr. O'Connor's. He gave the impression of being that rare avis, a public official outside the influence of the moneyed interests. He was not the goat, but the public was, and it wants to know all the facts surrounding his findings and his resignation.

HEROISM.

DEEDS OF DARING, of superhuman self-sacrifice and courage, have been so usual as to be almost innumerable during the years of the war, and it is a recognized fact that thousands who have earned the highest honors conferred by Britain, France or the other allies, have gone unrewarded and unknown. Only those who have attracted the attention of officers in whose power it lay to recommend decorations have been singled out for the Victoria Cross or similar distinction.

This thought leads to the question: By what act is superlative bravery most clearly shown? Is it by the fight of the aviator who attacks and destroys several enemy machines and escapes to his own lines? Is it by the devotion which impels the soldier to go into No Man's Land in broad daylight, risking the bullets and shells of the foe, to bring in a wounded comrade? Is it by a single handed and successful attack on an enemy machine gun and crew?

In all these instances of wonderful valor there exists for the man performing them some chance of escape, some hope of survival. What of the action of the Grenadier Guards, the Irish Guards and the Coldstreams, who were asked to hold back the Germans along the Hamelbrook-Estaires road for 48 hours, until the Australians could arrive to save the day? This meant absolutely certain death for scores of them, and those whose death was decreed knew that they, personally, could not survive. They were in small groups, fighting off overwhelming numbers of the enemy, and were being surrounded and cut off from all assistance. They could retreat and save their lives, or they could surrender, but by doing either of these things they

year are certainly very human," commented the manager of the ball club.

Good Dope.

The try-out time comes to all men. When you should do your best; see that you don't get testy when they put you to the test.

We'll Make a Torpedo Out of Him.

(Houston Post.)

To Luke McLuke: Master Buster Hull of Houston wants to join the club. Will he be joyful to wait until he is 21?

Oh, Boy!

O. B. Joyful of Utica, N. Y., has agreed to lead the Sunshine Class in the club.

Mercy!

When you hear that phonograph or that player-piano going day and night next door you often curse the man who sold it to your neighbor. But what we started to say was that the Dam Music Store is located in Brazil, Ind.

Ho, Hum!

As usual, winter is lingering in the lap of spring, and Miss May January lives at Cleveland, Ohio.

Looks.

"On woman's looks don't bet a bean," advised old Uncle Blaw.

"The tiny mouth you, see may mean an awful lot of jaw."

—Luke McLuke.

"And I would have you take this tip," remarked old Brigham Young.

"Full off behind a rosy lip."

—Cedartown (Ga.) Standard.

Bless Her Heart!

Maybe she needs it to wait on some of

would be giving to the foe the advantage of time gained, which might mean that the required 48 hours' grace would not be allowed the Australians. They chose to fight until the last man was shot down and unable to fire again, and thus kept back the Germans until the stated time had elapsed. Is not the deliberate choice of certain death for the cause greater bravery than even the most spectacular action in which there is possibility of survival? Yet it is improbable that these super-heroes will be known by name to future generations, or that decorations will be bestowed on them posthumously. They are among the thousands who gladly gave up their lives for humanity, and that is all.

Far from the battlefields, supreme courage is shown at times which brings no plaudits from the world. One London home is mourning the death of a young girl, Miss Edith Aiken, who voluntarily underwent acute suffering some time ago, that her brother's health might be improved. Not only did she willingly permit a portion of her skin to be removed and grafted on her brother, but, learning that the benefit to the wounded man would be increased if no anaesthetic were administered to her, she refused to take a narcotic, and endured the pain for his sake. Her life has been short, but very full; that one act of sacrifice placed her on a level with those who have offered their all in this fearful war.

CHICKENS COMING HOME.

MEMBERS OF PARLIAMENT and the cabinet itself are being bombarded by showers of protests against the conscription for service overseas of young men from the farms, and among those who are bitter in their denunciation of the Government are many whose ages range from 20 to 22 years who have been married recently. They consider the Government is responsible for creating the most worrying situation in which they find themselves. And who can blame them for their attitude?

For the purposes of the military service act, a man who was unmarried in July, 1917, is considered unmarried now, no matter what has transpired since that date. Many young farmers who were bachelors last year were granted exemption from military service as long as they remained at their farming, and these were assured in December, immediately prior to the election, that they would not be taken away from their productive labors on any account. They accepted the Governmental promises at their face-value, and, feeling certain of continued freedom from army life, took unto themselves wives. Now they find that they must don the khaki, without getting even a chance to have their exemption extended, and they have increased their responsibilities at home. They are wroth, and small wonder.

For the unenviable position in which it is placed, the present Government can blame only the premier and his colleagues of the Borden regime. They made promises, without regard to the possibility of keeping them, simply to gain votes; they misled the farming community. If the requests of the farmers are to be refused now, the task ought to be undertaken by Premier Borden personally, and not delegated to one of the new-comers in the Government.

EDITORIAL NOTES.

Ludendorff lacks one of Bismarck's best recommendations—Bismarck is dead.

Now comes the threat that the new taxes will mean the disappearance of 10-cent movies. Many persons will be surprised to know any existed.

It was left to the French to recapture the land in which William Redmond's body lies. Will the Irish now in Ireland not help to give some territory back to France in return?

Prinzip, whose act in slaying the Archduke Ferdinand of Austria was made the excuse for the world-war, has died of tuberculosis, but the real instigator and greatest murderer still lives in Germany.

Germany, it is said, is going to propose a peace which will save the faces of all the belligerents. She cannot understand that the Allies are not fighting to save their faces, but to save democracy and to banish militarism.

The German Crown Prince has had the great joy of firing some shells into Paris district from one of the long-range guns. If he could be assured that one of them had killed a few women or children his cup of happiness would be full to overflowing.

THE PUBLISHER'S SONG.

(Sydney (Australia) Standard.)

How dear to my heart is the steady subscriber, Who pays in advance at the birth of the year Who lays down his money and offers it gladly, And casts round the office a halo of cheer!

Who never says, "Stop it; I cannot afford it!" Or, "I am getting more papers than I can read!" But always says, "Send it; the family all like it—In fact we think it a household need!"

How welcome is he when he steps into the sanctum! How he makes our hearts throb! How he makes our eyes dance!

We outwardly thank him—we inwardly bless him—The steady subscriber who pays in advance.

the homely women. Anyway, Mrs. Goodnature runs the millinery store in Brandon, Wis.

Fact.

"A trousseau is quite flimsy. Still, it's fact," said old man Boone. "A trousseau very often will outwear a honeymoon."

—Luke McLuke.

A woman's tongue can, without doubt, Although 'tis small and frail, If not outwear at least wear out A great big husky male.

—Newark Advocate.

Our Daily Special.

The Man Who Is Looking For The Worst Of It Always Finds It.

Luke McLuke Says.

Husbands differ from nations in that the least governed husband is the worst governed.

What has become of the old-fashioned loafer who whittled a stick all day long?

There is no use trying to give a married man any advice when he is down-trodden. He gets too much of it at home.

Every time a Princess looks into a mirror she sees her ideal of feminine perfection.

A man never grudges the \$2 he pays to get the knot tied. But it sure hurts to have to pay \$200 to get it untied.

The man who is raising a family of six or seven kids isn't so particular about the wrinkles in his socks and the creases in his pants as he used to be.

A satisfactory wife comes nearer being an earthly angel than anything else on this mundane sphere.

The reason why a woman who has five children devotes so much time to her music and singing lessons is because she has to look up the soap to keep the

FOLLOW THE CROWDS TO THE Big Removal Sale

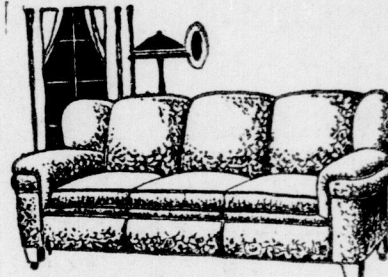
Save From 10 to 35 Per Cent on Furniture, Rugs and Draperies

The lease on the store in which our drapery department is located expires in a short time, and we have to move it into our furniture store. This furniture store of ours is just packed from basement to roof with furniture of all descriptions. We knew that, owing to the scarcity of raw materials and labor, furniture prices would increase in leaps and bounds, SO WE BOUGHT THE LARGEST STOCK OF FURNITURE EVER CARRIED IN WESTERN ONTARIO, and now we have to sell a big part of it AT ONCE to make room for our drapery department. This is your last big opportunity to purchase Furniture, Rugs, Linoleums and Draperies at 1914 prices and less.

STUFF-OVER DAVENPORT.

\$85.00

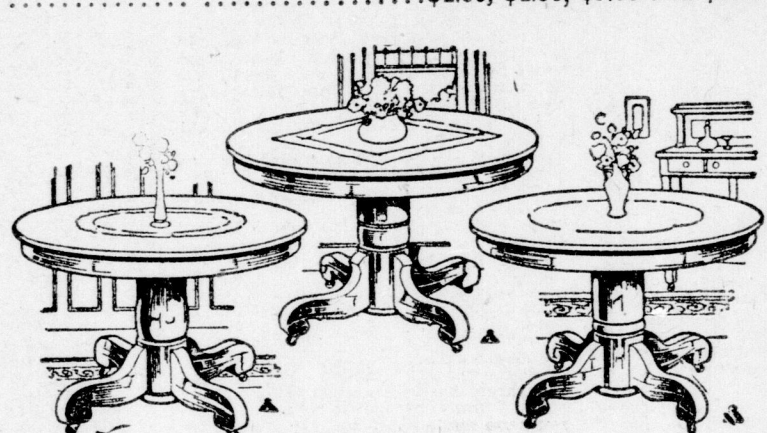
Upholstered in good English tapestry, Marshall Sanitary Cushions. Old price \$100.00. We have about 50 stuff-over chairs ranging from \$20.00 to \$75.00. All at big reduction.



OLD HICKORY CHAIR OR ROCKER.

\$3.50

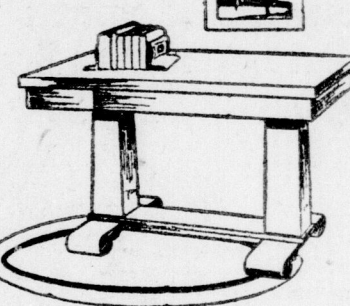
The great advantage of having old hickory furniture on your porch or lawn is in the fact that you never need worry about it being left out in the rain or sun, because rain, sun or snow will not affect it in the least. Other chairs range in prices at \$4.00, \$4.50, \$5.00 and \$6.50.



SOLID OAK TABLE.

\$17.50

Very Massive Table, fumed or golden finish. Only six to clear. Regular price \$22.50.



\$1.25 English Pathe Records; 500 only to clear at this price.

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\$3.50 All Metal Carpet Sweeper. Only 60 left to clear.

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50 Tricycles, well-made, medium size.

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Our entire stock must be cleared out in a few weeks. Everything must go. Everything is reduced for quick selling. Lace Curtains, Voile and Marquisette Curtains, Cretonnes, Serims, Muslins, Madras, Tapestry, Repps, Velours, Plushes, Shadow Cloths, Window Shades, Rods, etc., etc.

RUGS AT REDUCED PRICES

The finest stock in Western Ontario is being cleared out at discounts ranging from 10 to 35 per cent. Everything in Wiltons and Axminsters in the finest qualities. In Brussels and Tapestry Rugs we have a wonderful range at prices that will surprise you. Come while the selection is good.

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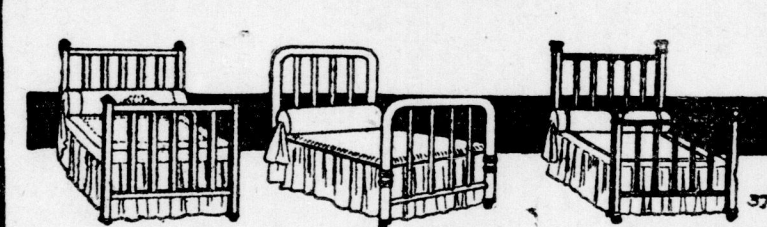
One of the biggest stocks in Western Ontario to select from. All patterns and qualities, in all widths, at prices lower than ever before.

Congoleum Rugs, Crex Rugs, Matting Rugs, Grass Rugs, Rag Rugs, all at reduced prices.

COLONIAL BEDROOM SUITE.

\$119.00

IN SATIN MAHOGANY. This is a regular \$150.00 suite. Splendidly made and finished. A beautiful design that is very popular. Handsome in its massiveness and of unusual wearing qualities.



GREAT REDUCTIONS IN BEDDING

Brass Beds, Iron Beds, Mattresses, Springs, Pillows. A tremendous stock to clear at genuine reductions.

Brass Beds, \$22.00, for \$18.00 Iron Beds, \$7.50, for \$5.95
Brass Beds, \$30.00, for \$24.00 Iron Beds, \$10.00, for \$7.50
Brass Beds, \$35.00, for \$29.00 Iron Beds, \$12.00, for \$8.50
Brass Beds, \$40.00, for \$33.00 Iron Beds, \$15.00, for \$11.50
Brass Beds, \$45.00, for \$36.00 Iron Beds, \$22.50, for \$18.00

joined the local bishops in an appeal for a compromise, and said that the Irish party could agree to abandon the seat to the Sinn Feiners. Prof. De Valera, head of the Sinn Fein, is supporting Griffiths.

500 PERTH FARMERS STORM COUNCIL TO PROTEST NEW M. S. A.

Resolution to Government Follows Demonstration Yesterday.

STRAITFORD, May 2.—An echo of the promises made promiscuously throughout this and other counties during the last election, of exemptions to farmers eligible for military service, was heard in no uncertain terms when upwards of five hundred farmers from all parts of the county stormed the county court-house, where the county council was meeting in special session today, and demanded that a resolution be passed and forwarded to the Government protesting against the cancellation of exemptions to farmers, and asking that the young men be permitted to remain

on the farms at least until the end of the present season. At the afternoon session the resolution was unanimously passed.

Must Feed Allies. The morning session was entirely taken up with hearing the views of members of the deputations. The position was taken by not a few that they fully realized the seriousness of the situation overseas, but they felt that it was just as essential to be able to feed those men who were there as to send more men. "The men are badly needed in both places," remarked one of the councillors.

It was strongly pointed out by the speakers that following the call for greater production the farmers had exerted themselves to the utmost, believing that their help would not be taken from them.

BANK IN TORONTO IS BOLDLY BURGLARIZED IN BROAD DAYLIGHT

TORONTO, May 2.—Burglars entered the branch bank of the Union Bank of

Canada at the corner of Wellesley and Church streets at noon today and after attacking the two clerks in charge of the branch, walked into the teller's cage and at the point of revolvers gathered \$1,200 in bills and made good their escape.

One chief drew a large "billy" from his pocket and struck the teller several times over the forehead, half stunning him.

DISTRICT CASUALTIES

KILLED IN ACTION OWEN SOUND. H. W. Boyce. WOODSTOCK. Pte. Wm. J. Brabyn. TILBURY. Pte. Archie Cowley.

DIED OF WOUNDS WALLACEBURG. L. B. Smith.

WOUNDED WALLACEBURG. E. A. Franklin. WATERLOO. T. W. Garner. STRATHROY. R. E. Coran. WALPOLE ISLAND. D. E. Myers. WOODSTOCK. Pte. Alfred Kendall.

GASSED FOREST. A. Frayne. PRISONER CHATHAM. Lieut. A. C. Dean. MISSING MORPETH. Pte. W. R. Barnwell.

Bits of Byplay by Luke McLuke

Advice.

A fortune you're pursuing; and this does not mean, my brothers, to be up and doing others.

Oh!

"Why do women dislike a serial story?" asked Mr. Bachelor.

"Because they can't tell how it is going to end until it is finished," replied Mr. Benedict.

Sure!

"Do you believe that good luck charms will cause fortune to come a man's way?" asked Smith.

"Yes," replied Jones, "if you happen to be the man who is selling them to the boobies who carry them."

No Joke.

A man feels tough when luck has hurried.

Him down," said wise old Mac; "It's pretty hard to face the world when you are on your back."

Haw, Haw!

"To err is human," observed the professor.

"Then the players on the team this

SUITS

Of Distinction
Mid-season purchase
of Ladies' Suits. Styles
to delight the eyes.
Fabrics that will glad-
den the heart of the
connoisseur.
Mostly serges, but a
few gabardines and
Delhi, navy, sand,
brown, taupe, green,
black and black and
white, \$23.50 to \$60.00.

Silk Suits Now In
\$35 to \$57.50
Silk Waists \$3.00 to \$13.50
Just Received

Brick & Dundas, Limited
LONDON ST. THOMAS

The World's most famous Dressmakers

are making changes in
styles to which this sea-
son's D & A Corsets are
perfectly adapted.

The D & A Corsets are fitted on
living Canadian models and bring
to Canadian women the latest
styles adapted specially to their
requirements.

The prices of D & A Corsets
average one-half those of im-
ported corsets.

D & A Corsets are made by the
Dominion Corset Co., makers of
the La Dica Corsets and the D & A
"Good Shape" Brassieres.



DOMINION CORSET CO., QUEBEC MONTREAL

ADELE GARRISON'S NEW REVELATIONS OF A WIFE

Why Madge Found Herself in a Momentarily Embarrassing Situation.

Either the note of command in the voice from the road, or the appearance of the owner of the voice, startled the trolley conductor into instant obedience. He released my wrist from the grasp with which he had prevented my ringing of the bell cord, and putting up his own hand, gave the signal to stop.

Naturally, I looked around in amazed relief for this opportune deliverer. I hadn't far to look. The handsome motor car I had noted passing us a moment before had evidently turned around and come back. At any rate, it was drawn up beside the trolley, and from it was alighting a tall, rangy youth in an army officer's uniform. An instant later, cap in hand, he was standing by the car platform with his other hand held out to assist me to alight.

By this time Pete had reached me, and was licking my hand. I took a firm hold of his collar, for I knew enough of his persistence to be sure that after assur-

ing himself that I was safe he would keep on trailing the conductor who had kicked him. In fact, that's just what he did attempt, but my grip on his collar and my voice quieted him.

"Will you allow me to see if he's injured?" a pleasant, drawing voice said, was hard to recognize it as the same voice that had just come to my aid.

"Oh, if you will be so kind, I shall be most grateful," I returned, for the first time getting the opportunity for a good look at the young officer.

My first impressions of height and ranginess were confirmed. But he wasn't so young as I had thought him at first. So young, in the early thirties, I said to myself, but looking extremely boyish to the casual eye. It was only when I gave a square look into his eyes, with the hint of steel behind them, that I realized the fine lines which only hard work and experience can draw, etched around his eyes.

He realized he had been looking at me behind his eyes, but he wasn't at all embarrassed. He had a pleasant smile, and he was looking at me with a friendly gaze.

"Come here, Pete, old fellow," he called to me, with a whimsical smile. "I infer his name is Pete," he said.

"If you'll—"

"I was angry at myself for the bluish which I couldn't control. When the bull terrier had reached me I had said: 'Poor old Pete! Good old Pete!' over and over again in my pity for his injury. That the young officer had noticed my emotion embarrassed me. I tried to disguise my embarrassment by answering him in the same vein.

"Your inference is eminently correct," I said lightly.

"If you'll just assure him I'm all right," he went on, "I'm sure I can manage him. Naturally, he's suspicious of all men just because he's a dog."

Now, I hadn't the slightest idea how to assure Pete that the young officer's intentions toward him were entirely friendly. And Pete was distinctly reluctant to accept the stranger's ministrations. He hung back, looking at me with his curled-back lips and glassy teeth were much in evidence.

Then into my mind flashed the manner in which William had put me in Pete's care. I could try that method, but it involved stroking this strange young officer's coat sleeve. I flushed again, but mentally scored myself for my prudishness. The man had gallantly come to my assistance, he was waiting to aid the dog, and I was delaying him and myself by silly embarrassment, drew the dog toward him.

"This Man is All Right," I stood up to the dog.

"Pete, old fellow," I said soothingly, "come here. This man is all right. He's going to help you."

I put out my hand and stroked the young officer's sleeve, then motioned him to take Pete's collar.

Page of Interest to Women



SOCIAL AND PERSONAL

Readers are invited to phone all news of this kind to the society editor, Phone 3670.

Mrs. T. J. Fink of Great Falls, Montreal, is visiting her sister, Mrs. W. J. Taylor, and her mother, Mrs. Tackaberry, Richmond street.

A quiet wedding took place on Tuesday at the home of John Olson, Terrence street, where Miss Margaret Newbury was united in marriage to Alfred Olson. The bride, who was attended by Miss Edith Smith, looked pretty in a traveling suit of brown and carried a bouquet of American Beauty roses. The ceremony was performed by Rev. Dr. McCrae, in the presence of the immediate friends and relatives of the bride and groom. After a short wedding trip Mr. and Mrs. Olson will reside on Terrence street.

The marriage took place at Brownsville on Tuesday of Miss Mary Dods, Brownsville to W. R. Hawkins, supreme leader of the Canadian Order of the Home Circle. The bride was comely robed in silver grey duchess satin, and carried a bouquet of white and pink roses. The groom wore a tuxedo and carried a sword. The ceremony was performed by Rev. Dr. McCrae, in the presence of the immediate friends and relatives of the bride and groom. After a short wedding trip Mr. and Mrs. Olson will reside on Terrence street.

Mrs. P. W. O'Brien of Toronto has returned home after a short visit with Mr. and Mrs. D. O. Graves, Oxford street.

Mrs. C. B. Hunt is the guest of her daughter, Mrs. Hunter, in Victoria, B.C.

Mrs. Radcliffe was a recent visitor in Sarnia.

Mrs. Scatcherd has returned to town after a brief visit in the West.

Mrs. Gordon Hunt is visiting her sister in Chicago.

Mrs. Boomer will attend the annual meeting of the National Council of Women in Brandon.

Miss Emery has returned from Hollywood, Los Angeles.

Miss Kathleen Talbot of Toronto is the guest of Prof. and Mrs. Sherwood Fox.

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KATHLYN WILLIAMS
MOROSCO-PARAMOUNT

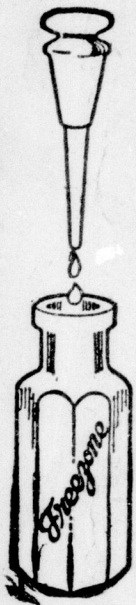
Featured in "The Whispering Chorus," a triumph in motion picturedom. At the Majestic Theatre again today. Special musical effects are provided by the Majestic Concert Orchestra during the presentation of this production. Also a Strand comedy and a News Weekly.



Lift Corns Off! Doesn't Hurt!

Don't let corns ache twice! Lift any corn or callus off with fingers—Here's magic!

For a few cents you can get a small bottle of the magic freezone discovered by a Cincinnati chemist. Just ask at any drug store for a small bottle of freezone. Apply a few drops upon a tender, aching corn and instantly that old bothersome corn stops hurting, then shortly you can lift it out, root and all, with the fingers. Just think! Not one bit of pain before applying freezone or afterwards. It doesn't even irritate the surrounding skin. Hard corns, soft corns, or corns between the toes, also hardened calluses on bottom of feet shrivel up and fall off without hurting a particle. Ladies! Keep freezone handy on your dresser. Wonderful!



Little Mary McAlister in
"Do Children Count?"
At the Patricia Theatre today and Saturday in the seventh episode of the above-mentioned serial. This episode "Seasons of Childhood," gives the child star wide scope to display her remarkable ability.

UNION MEMBERS NOW SHOUT FOR LIBERAL MOTION

Agricultural Committee Passes
Resolution for Farmers'
Exemption.

GLASS HURRYING HOME

May Be Asked to Explain Why
He Waited Till Too Late
to Act.

[Special to The Advertiser.]
OTTAWA, May 2.—There has emanated from the committee of agriculture as a result of the discussion precipitated by Best of Dufferin, and Glass of West Middlesex, a resolution strangely like unto the amendment proposed to the new military service order by Dr. Molloy of Provencer on April 20 last, and against which both Messrs. Best and Glass at that time voted. The resolution of Dr. Molloy was as follows: "The House resolves that the proposed order-in-council which provides for the exemption of those who are essential for promoting agricultural production, and the House therefore declares that the proposed order-in-council should be amended so that it shall provide for the exemption of those who are now actually and effectively engaged and so urgently needed in the production of foodstuffs upon the farms of Canada."
Quite a Change, Yes?
Every member of the Opposition voted for this resolution. Every member of the Government voted against it, including Messrs. Best, Glass, Cronin and others. Having done so, the country cannot but view with surprise the following resolution which has emanated

Unmatchable Clothing Values

In Great Variety of
Fabrics and
Models

YOUNG MEN'S BELTER SUITS, \$13.50, \$15.75,
\$19.50 AND \$21.75

Here we are featuring some excellent values in all the new fabrics and models, greys, browns, greens and blues; lots of style and ginger for the young fellows between the ages of 16 and 25, belted coats, natty vests and cuff-bottom trousers.

SPRING RAINCOATS AND TOPCOATS,
\$7.00 AND UP TO \$30.00

We are selling Spring Raincoats and Spring Top Coats at actually \$3.00 to \$7.00 less than is being asked by other stores for same quality. Come in and be convinced. We produce the goods.

MEN'S BLUE AND BLACK SUITS, \$14.65, \$18.00,
\$20.00, \$22.50, \$25.00, \$27.50, \$30.00, \$32.50,
\$35.00, \$38.00 AND \$40.00



It's an admitted fact in the clothing trade of Ontario that Dowler stores excel all others in those very dressy suits. The fabrics, the tailoring, the style, the fit—all these help build and maintain our leadership in this particular branch of our business.

MEN'S TROUSERS

At fully a third less than present wholesale prices \$1.68, \$1.75, \$2.50, \$3.00, \$3.50, \$4.00, \$4.50, \$5.00, \$5.50, \$6.50, \$8.00. Featuring extraordinary values at \$2.50, \$3.50 and \$5.00

MEN'S ENGLISH TWEED SUITS,
\$12.65

Regular \$16.50 to \$20.00 values. These suits are far superior to the cheap tailor-mades. Some men are buying two or three suits. Sizes for all.

WE'RE DOING 'THE BOYS' CLOTHING TRADE OF WESTERN ONTARIO

You can't fool the mothers with any bait other than value, and **VALUE IS OUR SLOGAN.**

WONDERFUL SUIT VALUES
ARE HERE AT

\$6.50

Sizes to fit ages 6 to 16, nifty styles, pleated and belted, slash, patch or regular pockets. You'll pay over \$9.00 for suits at other stores that do not equal these for style, fit or fabric. Two pairs of trousers if required.

1,000 Boys' Blouses.....39c, 59c, 75c, \$1.00, \$1.25
Best Boys' Stockings here at.....40c, 2 pairs 75c
Boys' Hats and Caps.....50c to \$1.50
Boys' Spring Underwear. We have it.

EXTRAORDINARY SELLING OF
BOYS' \$14 TO \$18 SUITS,
To fit ages 8 to 18, at
\$11.50

Here you get the benefit of one of our greatest "buys," part of a great lot of spring 1918 model suits, and ends of lines of men's suitings, real British fabrics in greys, browns, tweeds, worsteds and serges. You'll see other stores showing such lines as high as \$18.00.

Boys' Bloomers, sizes 22 to 36.....75c to \$3.00
Boys' Jerseys, all colors.....43c
Boys' Wool Jerseys. Best stock in Ontario.
Boys' Overalls.....48c to \$1.00
Kiddies' Suits.....\$3.00 to \$8.00

EXTRA SPECIAL---TEN-DAY SALE OF MEN'S FURNISHINGS

Saturday morning we will reveal to the buyers of Men's Furnishings in this city a plan laid by us six months ago for this great sale. You'll say "It's great" when you have an opportunity to purchase your whole season's supply of Furnishings at absolutely less than the present wholesale prices. We challenge any store in Ontario or any firm in Canada to lay down in this store from any maker or any wholesale, house, for present or future delivery, the lines we offer at the prices quoted below.

MEN'S FLANNELETTE
NIGHTGOWNS

Assorted sizes and stripes, made with turn-down collar. Regular \$1.25 and \$1.50.....89c

MEN'S SPRING UNDERWEAR
EXTRA!

250 Combination Suits, natural shade, spring-needle knit, fine, combed cotton, sizes 34 to 44. Ten-day sale.....\$1.69

MEN'S \$2.00 COMBINATION
SUITS, \$1.29

Ten Day Sale. White flat knit, combed cotton combinations, sizes 34 to 42, short sleeves and ankle length, perfect fitting, French neck, full-fashioned seams.....\$1.29

MEN'S \$1.50 COMBINATION
UNDERWEAR, 98c

Natural shade, Balbriggan, short sleeves and ankle length. Ten-Day Sale.....98c

EXTRA!

2,400 Garments Men's Fine Merinos, spring weight, shirts and drawers, natural shades, sizes 32 to 46; sold this season everywhere at \$1. Dowler Ten-Day Sale.....59c

REAL BARGAINS IN MEN'S
SOCKS—EXTRA!

Men's 75c Silk and Wool-Plated Hose, Colors are black and royal, black and white, black and purple, and plain white. Ten-Day Sale.....57c
Men's 45c Silkline Seamless Hose, guaranteed, fast black.....3 pairs for \$1.00
Men's English Silk and Wool Socks, seamless; the last chance to buy these; secure your supply.....\$1.50
20c Black Cotton Work Socks.....3 pairs for 35c
Fawn and Grey Mixed Work Socks.....2 pairs for 22c

LOWER COST OF LIVING—
MR. WORKINGMAN

These prices will appeal to your good judgment.

EXTRA!

Jess Willard and Sandlow \$1.25 Work Shirts, big, roomy bodies and sleeves, sizes 14 to 17½. Ten-Day Sale.....85c
H.25 Engineer Dark Blue Shirts, double-stitched, sizes 14 to 17½.....\$1.25
Railway Signal Navy Blue Shirts, with separate collars, all sizes.....\$1.25
"Chicago" Extra Reinforced Black Sateen Shirts, double shoulders and back, sizes 14 to 17. Each.....\$1.25
High-Grade Black Sateen Shirts, very scarce goods, 14½ to 17, extra quality, every shirt guaranteed. Each.....\$1.50
Men's Double Front and Back Black and White Striped Work Shirts.....\$1.00
Men's Khaki Satin Drill Work Shirts, wears like a pig's nose, sizes 14 to 16½. Each.....\$1.50

EXTRA!—MEN'S PYJAMAS

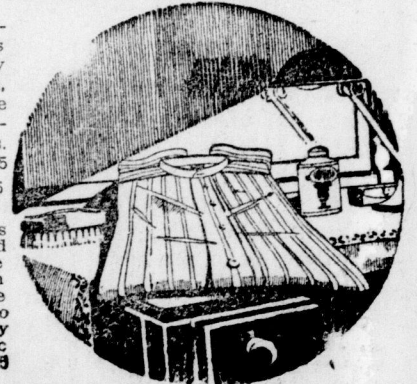
60 Suits Men's Pyjamas, assorted sizes and fabrics. Regular \$1.50 to \$3.00.....98c

WORK MITTS AND GLOVES

For railroadmen, farmers, fishermen, mechanics.....65c, 75c, 95c, \$1.15, \$1.25

GREAT SAVINGS ON MEN'S
FINE SHIRTS

20 dozen positively \$2.00 Shirts this season's very newest patterns, new French double cuffs and guaranteed fast colors. Ten-Day Sale \$1.35
3 Shirts for \$3.75
35 dozen Men's Fine \$1.25 and \$1.50 Negligee Shirts, French soft cuffs, full-size bodies, sizes 14 to 17. Ten-Day Sale.....85c
3 Shirts for \$2.75

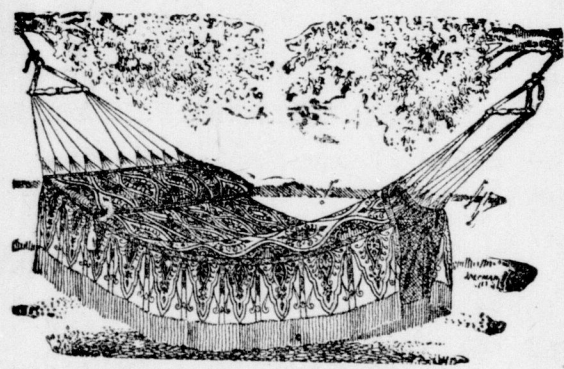


THE PEOPLES OUTFITTING CO.

Get Ready Now for the Approaching Warm Weather

Summer will soon be with us. The weatherman gives promise of fine, warm days very soon. Of course, you want to enjoy them, and to do so you'll need some of the many fine articles of Summer Furniture we are now showing. Listed below are only a few of the excellent lines we have on sale.

If you have not the cash, we will arrange easy, confidential credit terms for you.

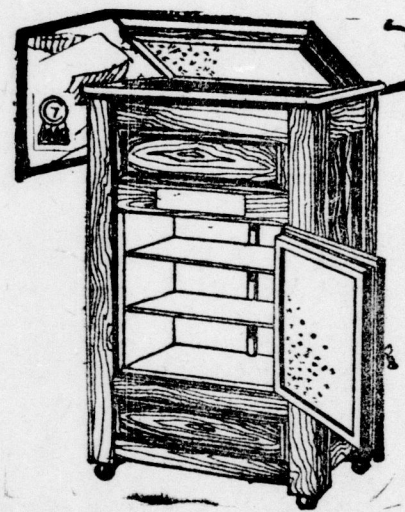


Hammocks

Several different designs of Hammocks to select from, ranging in price from

\$2.95 to \$8.00

Sold on Easy Credit Terms.

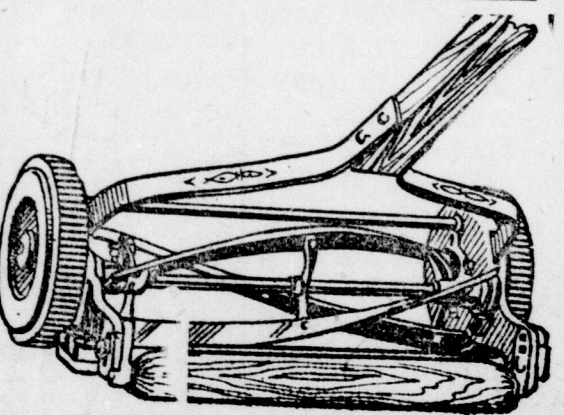


Refrigerators

Don't delay getting your Refrigerator, as stocks are limited and prices advancing. Our stock is quite complete. Prices from

\$13.50 to \$40.00

Any one will be sent to your home on initial payment.



Lawn Mowers

Lawn Mowers, ranging in style and price from

\$7.75 to \$10.50

Veranda Chairs

\$2.15 and up

Veranda Chairs in natural and green finish, with and without arms. Prices, \$2.15 and up.

PEOPLES OUTFITTING CO.

PHONE 5616.

W. D. THOMAS & SONS.

176 AND 178
DUNDAS STREET,
LONDON.

R. H. & J. DOWLER, LTD.

LONDON,
ST. THOMAS,
WINDSOR.

THE STORE WITH THE STOCK—WHERE WAR PRICES DO NOT PREVAIL.

from the agricultural committee:

"That it is the opinion of the committee on agriculture that the minister of militia should be requested to order (a) that actual farmers who have been called up shall be given leave of absence, and (b) that no actual farmers be required to report until all others in the class affected by the order-in-council of April 20, 1918, have been put in service, such leave of absence and delay in reporting to be conditioned

upon their actual employment in farming."

Mewburn Can "Advise."
This resolution has been conveyed to Major-Gen. Mewburn, and Major-Gen. Mewburn, it is stated, has declared that he has no power to do anything else than "advise" the registrars to call the city people first before the rural communities are touched. He cannot even "order" that this be done. In fact, the only recourse of the farmer who has already reported, or

who has been ordered to report, is to

apply for leave of absence from the commanding officer until such time as his brothers from the city have been cleared up. The order, it may be stated, does not give the commanding officer any such specific power, though, in view of the desire of the minister of militia, he may exercise them. Frank Glass, it is stated, is leaving for London, where he will probably be asked why he waited until the order had passed the House and Parliament before raising his voice against that

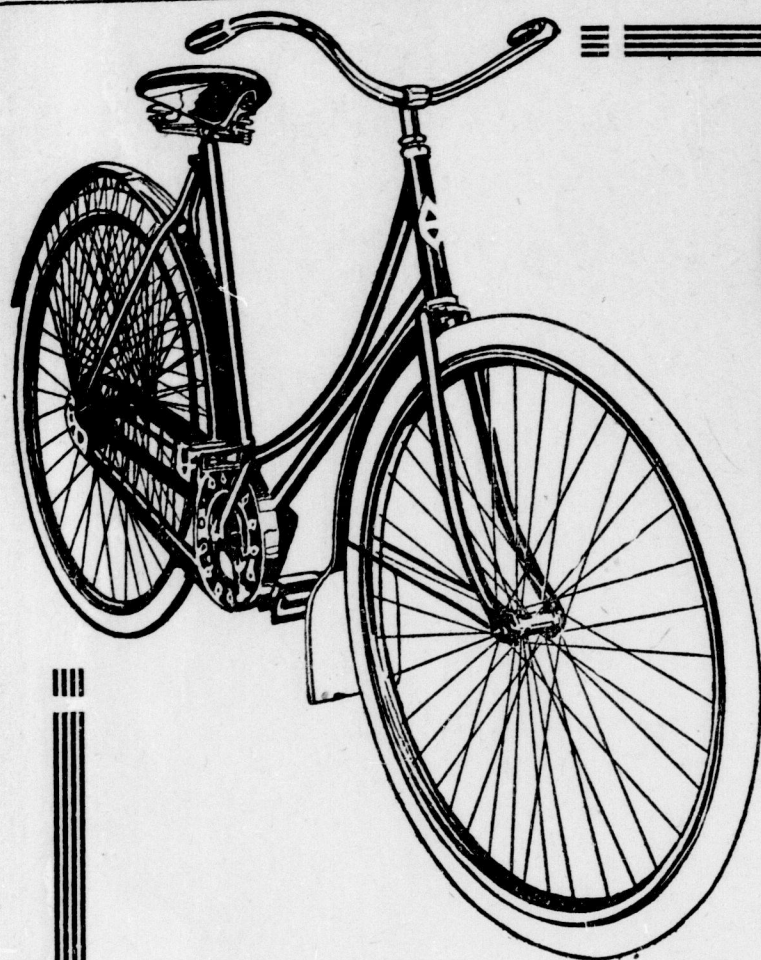
feature of it.

Registrars in Quandary.
In the House this afternoon, Gen. P. Michael said that in New Brunswick the seeding season did not end till the middle of June; therefore two weeks was not long enough to release the young farmers. He wanted the minister to extend the time. Sir Robert Borden told Sir Sam Hughes that Gen. Mewburn's statement of last Tuesday fully covered the question of the exemption of widows' sons or the sole support of a family.

work, and they would be allowed to return to the farms after registering.

for about two weeks. P. Michael said that in New Brunswick the seeding season did not end till the middle of June; therefore two weeks was not long enough to release the young farmers. He wanted the minister to extend the time. Sir Robert Borden told Sir Sam Hughes that Gen. Mewburn's statement of last Tuesday fully covered the question of the exemption of widows' sons or the sole support of a family.

BICYCLE WEEK, MAY 4 to 11



GOLDEN DAYS SPENT ON A BICYCLE

Bicycle Week
May 4 to 11

RIDE A BRANTFORD RED BIRD

Count them on the streets, then ask anyone who owns one. The first cost is the only cost of a Brantford. When you buy a Brantford Bicycle you get with it the service of the largest and only exclusive bicycle house in Western Ontario. Service counts!

Brantford Red Bird Bicycles Sell Now at \$45.00 and \$50.00

They Are Cheap at That Price Now. But There is a Big Possibility of an Increase Soon. Secure Yours Now.
Pay a Small Deposit and Ride and Save While You Pay.
VICTORY BONDS ACCEPTED AS CASH. FULL VALUE.

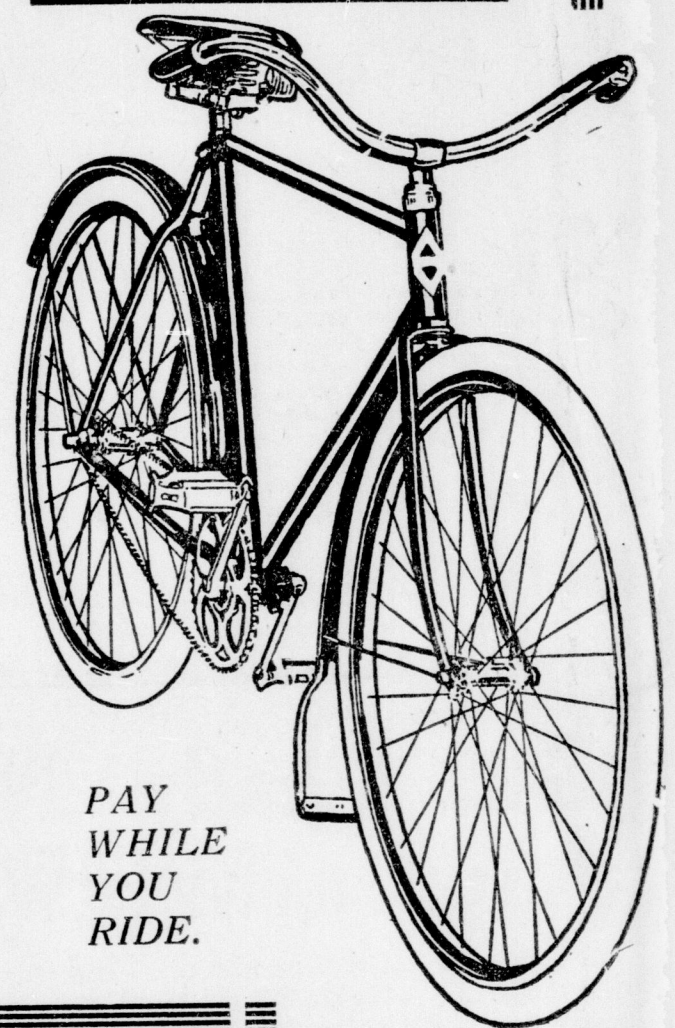
BICYCLE & MOTOR SALES CO.

425 WELLINGTON STREET

Open Evenings

Next Y. M. C. A.

PAY
WHILE
YOU
RIDE.



As you look back on them your wheeling hours are delicious memories.

Do not deny those same happy moments to your children.

They, too, are now coming through the garden of youth and long for those same wholesome joys which mean so much in their play-time world.

"Bike" days are here again.

Remember the children today and make them happy and healthy for years to come.

Week of May 4 To Be Held As "Bicycle Week"

"Ride a Bicycle" Will Be Slogan of Enthusiast This Summer—Expect 100,000 New Riders to Take Up Sport This Season.

For the Bicycle Week, May 4 to 11, which will be celebrated throughout Canada as the official opening of the 1918 bicycle season, a catchy slogan, "Ride a Bicycle," will be brought to the attention of the Canadian public in a number of attractive and spectacular ways. The main idea of the bicycle enthusiasts will be, however, to demonstrate that there is health, pleasure, utility and economy in riding a bicycle. No attempt is being made by the 3,000 Canadian bicycle dealers to "boom" the wheel, because it has already gained considerable popularity as a practical means to an end. This is the third annual celebration of the spring show

far better than they were twenty years ago, while the legislative restrictions upon cycling are now practically negligible. There are also various features to show that the modern wheel is superior in design, make up and material to what it was a decade or two ago. In addition, bicycles do not cost one-half what they did in the nineties. When the riders, it is said, rode to killing fads. Preparations are being made to sell 100,000 new bicycles in Canada this year, while in the United States, with the much greater population, the general order is for one million new bicycles before the snow comes again.

Get Old Bike Out,
It Means Better
Health For All

Young and Old Can Benefit by
Riding—Cure for
Insomnia.

Do you know that "bike" riding is a good cure for insomnia? Do you know that thin and frail persons can get real and lasting benefits from riding a bicycle? Health, strength and weight will follow consistent riding. The muscles will harden, color will come into your cheeks, and it is just the right sort of exercise to develop an appetite. I mean just what I say about insomnia, and in my opinion there is no better cure than a ten-mile ride.

The "bike" riders were out in full force yesterday. Were you one of them? If you belong to the army of stay-at-homes, those who refuse to go out because they don't care to bike and do not happen to own an automobile, take my advice and get the "bike" riding habit. I can tell you the entire burden of the body is borne by the legs. In bicycle riding you are in a sitting position and therefore you are economizing the expenditure of vital and nervous forces.

Sit in an upright position. This leaves the heart, liver and stomach in a position for perfect concerted action. Don't stoop over the handle bars. Just remember that you are not a racer. The stooping position may be necessary for racers, but speed is detrimental to health if kept up too long. You may not be able to run or walk fast for one mile, but still you may be able to ride fifteen miles, or even more, on a bicycle and thoroughly enjoy the sport. When you walk the entire burden of the body is borne by the legs. In bicycle riding you are in a sitting position and therefore you are economizing the expenditure of vital and nervous forces.

"This is the Way to Save Today Without More Pay."

"RIDE A COLUMBIA,"
Says F. H. Thompson.
Men and women are turning to the bicycle as one of the greatest savers of time and money in the world today. As an economical means of getting there and back again, especially for short distances, the bicycle has no equal—not even a rival.

CANADA FIRST SAW BICYCLES IN 1876

Montrealer Was First Canuck
to Own Bike—Was of
English Make.

The first wheel was brought to the Dominion in the spring of 1876 by the late A. T. Lane of Montreal, whose death was recorded several months ago. The late Mr. Lane was, in fact, the first cyclist on this continent, as his English wheel was the first to be seen in the United States as well.

There is a marked difference between the first velocipede brought across the Atlantic and the generally-accepted present-day model. Bicycle enthusiasts now declare that the silent two-wheeler now stands in better favor than it has

ever done and, judging by the apparent interest in the bicycle at present as an economical and practical form of transportation, the demand for new bicycles this year will probably reach the 100,000 limit in the Dominion.

If the manufacturers are able to fill all orders during the next six months, there will be approximately 500,000 bicycles in use on Canadian streets and roads, according to reliable statistics. That the number of wheels actually in use this year will reach the half-million mark and will undoubtedly surprise many people. This fact stands as an indication of the value of the bicycle for economy, pleasure, business and health, according to the cycling authorities of the country. This is not an inflated figure, however, it is declared, because the Government records of France show that before the war there were no less than 3,200,000 bicycles in actual operation in that country alone.

The various bicycle associations organized in the larger Canadian cities during the past few years have undertaken to do considerable missionary work in the way of educating the people to the fact that the bicycle is a practical utility and not a vehicle for reckless progress.

A FULL DOLLAR'S WORTH

AT KEENE BROS., 125 AND 127 KING ST., LONDON'S BEST HOME FURNISHERS.

Every week-day they give you better value for your money because they are away from "the high-rent district." Expenses of doing business off the main street are very low—you profit.

Saturday's Examples of Underselling Draperies



Our Drapery Department can supply any Curtains or Curtain Material that you ask for at a more reasonable price, too. It does not cost you anything to see the goods and notice the values. The goods speak for themselves.

33c a Yard

Handsome Marquise, made with wide lace edges and a deep hem, which is finely hemstitched. The marquisette is of quality, in colors of rich ivory and ecru. These are goods formerly sold for 60c a yard.

WILTON RUGS
AXMINSTER RUGS
BRUSSELS RUGS
TAPESTRY RUGS
KREX RUGS
MATTING RUGS
INGRAIN RUGS

All sizes, shapes and descriptions at better value prices.

59c will buy 5 yards of Art Serim, double

bordered. Why not brighten up those bedrooms?

Colored Madras makes a perfect, soft, welcoming effect for Over-Curtains, etc. .35c to \$1.60 yard

Voile and Marquisette Curtains, that wash well, over 100 different designs. A pair. \$1.95 to \$15.00

An Immense Purchase of Nottingham Lace Curtains

Will be offered for sale Saturday morning at 9:30 a.m. until all are sold. Come Saturday.

Lot No. 1---144 Pairs

of Finished, Scalloped-Edge Lace Curtains, good quality, some up to 3 yards long, and worth up to \$2.00 a pair. All on sale at .89c a pair

Lot No. 2---210 Pairs

Curtains of fine quality, especially adapted for large front or bay windows, etc.; neat, attractive designs. All on sale at \$1.65 a pair

Lot No. 3---198 Pairs

Superfine qualities that give the touch of refinement to the home; good, hard-wearing weaves that are unsurpassed values. All on sale \$2.80 pair

Agents for
Canada's Best
Baby Carriages

KEENE BROS.

125 AND 127 KING STREET

Agents for
Ostermoor
Mattresses.

Look Over This List of Spring Hardware

LAWN MOWERS.

Maxwell & Woodvat, Mfrs.
8-in. wheel, 12-in. cut, \$6.00
8-in. wheel, 14-in. cut, \$6.50
8-in. wheel, 16-in. cut, \$7.00
9-in. wheel, 17-in. cut, \$7.50
9-in. wheel, 16-in. cut, \$8.00
10½-in. wheel, 14-in. cut, \$9.00
10½-in. wheel, 16-in. cut, \$9.50
10½-in. wheel, 18-in. cut, \$10

SCREEN DOORS.

2 ft. 6 in. to 3 ft. wide, 6 ft. 6 in. to 7 ft. long, complete with hinges \$2.00 to \$3.75

SCREEN WINDOWS

Each 35c to 75c

POULTRY NETTING

Per yard 6c to 25c
Also by the roll.

GARDEN TOOLS.

Spading Forks \$1.35 up
Spades \$1.25 up
Rakes and Hoes 40c up

PAINT.

Martin-Senour, 100 per cent pure; best on market for inside or outside.

WOOD-LAC for floors.

NEW-TONE for walls.

VARNISHES for all purposes

FARM FENCE less than Toronto prices.

OIL STOVES.

Perfection \$15, \$20, \$25

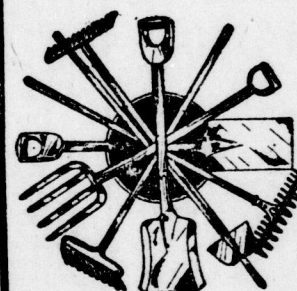
Detroit Vapor, no wick, Each \$30.00 to \$37.00

POULTRY FENCE AND FARM GATES.

Look Over This List and Give Us a Call.

Chown Hardware Co.
PHONE 588. W. W. Chown, Manager. 111 DUNDAS ST.

COME TO STEELE'S FOR YOUR LAWN REQUISITES



Which are in great demand just at present. We have an exceptionally large and fine stock that will help make your lawn appear better.

Lawn Mowers \$6.00 to \$25.00
Sprinklers 45c to \$1.25
Garden Hose, per ft. 12c to 25c
Sickles 50c each
Shears, each 35c to \$1.00

Come in and look over our House-Cleaning Bargains.

SPECIAL SALE FOR FRIDAY AND SATURDAY

FLOOR BROOMS, 60c EACH

Makes House-Cleaning a pleasure.

O'Cedar Mops, Each \$1.50

FLOOR WAX—

Johnson's 75c per lb.

Old English 75c per lb.

C. & B. 65c per lb.

Stepladders 90c to \$3.50

Paint Brushes 5c to \$2.00

EXPERT JAP-A-LAC DEMONSTRATOR

Here Thursday, Friday and Saturday, May 9, 10, 11.

Ask the expert that question you want answered about Graining.

J. G. STEELE & CO. HARDWARE

204 DUNDAS STREET

PHONE 750

BICYCLE WEEK,
MAY 4 TO 11.

Ride a Bike This Year

BICYCLE WEEK,
MAY 4 TO 11.

Bicycle Week, May 4 to 11

OPEN EVERY EVENING

CALL AND SEE US



Cleveland Bicycles

MADE IN CANADA.

THE MOST POPULAR WHEELS IN CANADA

There are more Cleveland Bicycles sold in Canada than any other make. The Cleveland appeals to the eye, with handsome lines and superior finish. Its most durable and easy running qualities put it in a class by itself. It is built for the hardest work, and will last for years.

There's a "Cleveland" for every member of the family—father, mother, sister, brother. Everyone who wishes a pleasant, easy, healthful and economical means of "getting there and back twice as easy as walking and three times as fast," needs a Cleveland Bicycle.

Men's and Women's Models, \$45 and \$50 Boys' and Girls' Models, \$37.50

BICYCLES SOLD FOR CASH or ON EASY TERMS. PAY WHILE YOU RIDE

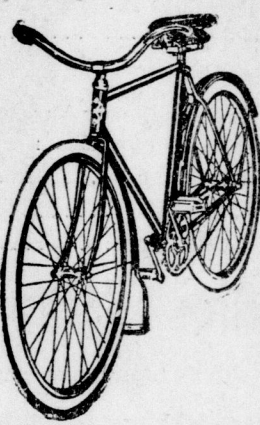
Bicycle Parts and Sundries

Tires, Saddles, Pedals, Grips, Handle Bars, Bells, Horns, Gas and Electric Lamps, Pumps, Repair Kits, Tool Bags, Inner Tubes, Wrenches, Cement, Oil Cans, Locks, etc. Bicycle and General Repairing done by competent workmen. Quick service always.

WM. GURD & CO.

Bicycles, Fishing Tackle, Baseball, Tennis and All Sporting Goods. AUTOMOBILE ACCESSORIES.—Distributors for Gray & Davis Starters for Ford cars. Storage Batteries repaired and recharged. New Storage Batteries supplied for any make of car.

185 DUNDAS STREET, SOUTH SIDE

WILLIAM GURD AND COMPANY PICKS
CLEVELAND BICYCLE AS ONE BEST

Veteran Sporting Goods Dealer Believes There Is No Better Bicycle Made, and Will Sell Them to Londoners This Year—Big Demand Expected.

The Cleveland bicycle has been the standard national bicycle for Canadians for the past quarter of a century, because, while costing a little more than some bicycles, it is the cheapest investment in the end. This is the reason that the Cleveland was selected by William Gurd & Co., to sell to Londoners—because it was the best bicycle to buy, the most satisfactory from every point of view. They give years of service, and the personal satisfaction in riding a real bicycle like the Cleveland is worth the additional cost over other makes.

Mr. Gurd has handled quality hardware and sporting goods for many

years, and when selecting a bicycle it had to measure up to the store's standard of efficiency and quality, and after careful consideration of other makes the Cleveland was selected as the wheel supreme.

When you purchase a Cleveland a personal guarantee of satisfaction from Mr. Gurd goes with it, and if it doesn't measure up to your requirements as a bicycle supreme your money will be returned to you. Good enough? Then get one Bicycle Week and conserve. A bicycle will save you many dollars and much time. But be sure you get a Cleveland at Gurd's sporting goods store.

BIKE RIDING MEETS
WITH CONSERVATION
REQUESTS OF GOVT.

Much Cheaper and Healthier Than Riding in Street Cars.

Mr. Thomas White, minister of finance, has asked for economy on the part of the Canadian people. The cycling enthusiasts and boosters are claiming that this is a healthy and economical way of getting about. The feeling towards the business or sport of cycling. The bicycle is admittedly the most economical form of vehicular transportation, and, in addition, there are the claims of health, pleasure and general utility in favor of wheeling. In view of the statements of the Government authorities with reference to the subject of conservation it is evident that the cyclists can make capital out of the appropriate application of the bicycle to the international situation. Statistics have shown that cycling is cheaper than the use of street cars, while the wheel undoubtedly gives a beneficial exercise. The cost of shoes has doubled so that even walking is now expensive, but the price of a bicycle for the bicycle is practically the same as before the war. The tires are about the only part of a bicycle that wear out. The cost of gasoline is comparatively high, but, of course, the automobile does not require any "gas." In this connection, it is appropriate to draw attention to the fact that John D. Rockefeller, the oil magnate and multi-millionaire, regularly rides a bicycle, despite his age, to keep himself in good health. The records of the bicycle show that there has been a steady increasing interest in the wheel since the start of the war, and trade experts anticipate that more bicycles will be sold in Canada this year than ever before. The big men of the bicycle trade estimate that the number of bicycles which will be sold in Canada during 1917 will reach 100,000.

"If You Cannot Sleep at Night," Says William Gurd.

"RIDE A CLEVELAND IN THE DAYTIME."

Your doctor will tell you that wheeling in the daytime, not at night before retiring, will cure insomnia, which is generally only a "habit" to be broken. It's a good thing to sleep well at night and keep your eyes open in the daytime to the wonderful benefits you can get out of a bicycle. The smooth-running Cleveland will open your eyes as to how enjoyable bicycle riding can be.

AutoStop
SAFETY
RAZOR.A Quick, Clean,
Comfortable Shave
Guaranteed

Every soldier shaves under difficulties—cold water, chilling atmosphere and a time allowance of about three minutes for the whole job.

The AutoStop Safety Razor overcomes all shaving difficulties—it is the only razor that is always ready for use—that always has a keen edge because it sharpens its own blades automatically. Shaves—clean—without removing blade.

Give him an AutoStop—the gift of the hour.

AutoStop Safety Razor Co., Limited, Toronto, Ont.

63-57 Dels St., Toronto, Ont.

51-1-18

WHOLESALE DISTRIBUTORS OF AUTO-STOP RAZORS FOR WESTERN ONTARIO.

THE HOBBS HARDWARE CO.

LONDON, ONT.

COLUMBIA
GUARANTEED
BICYCLES

'The Leader of Them All'



Columbia Bicycles are not merely assembled from foreign-made finished parts. They are manufactured from raw materials, right here in Canada by Canadian workmen, and may, therefore, honestly be termed genuine "Made in Canada" bicycles.

Get Yours Now.

\$45 and \$50

Sold on easy terms.

Try us for your next repair job.

We repair anything and everything.

THOMPSON'S
BICYCLE SHOP

355 TALBOT STREET.

USING OLD BICYCLES.

Because there is an embargo on the importation of forms of motor vehicles into the United Kingdom, the demand for bicycles there is extraordinary. Even the scrap heaps have been searched for discarded wheels, and most everybody is using the health-giving and economical bicycle.

BICYCLING AND WALKING.

It is calculated that when a man walks a mile he takes 2,563 steps; but when he rides a bicycle with an average gear, he covers a mile with an equivalent of only 627 steps.

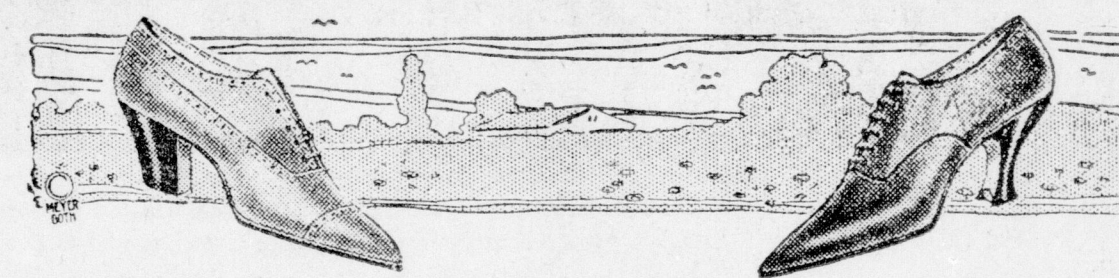
"RIDE A REDBIRD."

Says George Wenige of the Bicycle and Motor Sales Company, "Bird Good-bye to Trouble."

"Traffic blocks" and "strap hanging" are jokes when you ride a bicycle. You get through the day's duties easily, by conserving your time and preserving your health.

To the man or woman of today the bicycle is a nerve tonic, and it keeps the mind and body alert.

There's a heap of satisfaction in riding a bicycle that looks and runs so well as the Red Bird does.

A Cloudburst of
FOOTWEAR BARGAINS
For FRIDAY and SATURDAY

This affords the people of London and district a splendid opportunity to secure their Spring Footwear

AT GREAT BIG SAVINGS

Men's Fine Calfskin Lace Shoes, suitable for dress and business wear. Special for Saturday \$3.98

Men's Mahogany Lace Shoes, recede toes, Goodyear welled, Neolin, Acme and plain leather soles and rubber heels, \$7.50 values. For \$5.95

Men's Good Strong Black Work Shoes, plain toes, \$3.75 value. For \$2.98

A splendid line of Men's Tan Grain Work Shoes. On sale at \$3.98 and \$3.48

MEN'S BLACK NAVY SHOES, made of genuine English box calf leather, plain toes, leather lined, vamps, all solid, worth \$7.00. Special for Saturday, \$3.98

SEE OUR NEW MILITARY DRESS SHOES, made of selected dark brown calfskin, plain toes, with Neolin soles and rubber heels, \$8.00 value. For \$6.95

Ladies, you will be delighted with our showing of White Shoes and Pumps; all the latest designs and priced to save you money.

25 pairs of Boys' Tan Grain and Tan Calf Military Shoes, \$3.75 and \$4.00 values. For \$2.98

Boys' Neat, Serviceable Shoes, good value at \$3.00. Cut to \$2.49

Boys' Patent and Gummetal Lace and Button Shoes, \$4.00 values. Special today and Saturday \$2.98

For the smaller boys wearing sizes 8 to 10½ we have a good, serviceable Lace Shoe, worth \$2.50. For \$1.98

Big lot of Children's Strap Slippers, sizes 3 to 7½. Go at 79c

100 pairs of Children's Fine Kid Lace and Button Shoes, also Patent with red kid tops and patent collar, \$2.00 values. Cut to \$1.49

Our selection of Misses' and Children's Strap Slippers is sure to please you, and the prices are sure to suit your purse.

Don't forget we are headquarters for Running, Outing, Tennis and Bowling Shoes.

Misses' Fine Kid Button Shoe, good value at \$3.00. They go at \$2.49

LADIES, HERE'S A SNAP! Dress Shoes, lace and button style, high and low heels, sizes 2½, 3, 3½, and values up to \$5.00. They go Saturday at \$2.48 and \$1.98

BIG SPECIAL, \$2.50. 150 pairs of Ladies' Fine Kid High Lace Shoes, pointed toes, semi-Louis heels. A big bargain at \$4.00. While they last, Saturday only .. \$2.50

Hurry For These. A big range of Women's Fine Dress Shoes, in black, tans, suedes and two-tones. Go on sale Saturday at \$3.98

A swell line of Women's Dark Brown Calfskin and Kid High Lace Shoes, with and without Neolin soles. Special for Saturday .. \$5.95

Ladies' Oxfords, made of fine select dark brown and black leathers; up-to-the-minute styles. On sale Saturday \$5.95

FLEET FOOT

For Every Member of the Family

For easy comfort, attractiveness and down-right economy, wear "FLEET FOOT" Shoes.

Wear them all the time—for work and play—for business and pleasure.

There's a style for every occasion—an easy, comfortable fit for every foot—a "Fleet Foot" shoe for every member of the family.

None genuine unless stamped "FLEET FOOT" on the sole.

The best shoe dealers sell "Fleet Foot."

Canadian Consolidated Rubber Company Limited

HEAD OFFICE: MONTREAL

28 Service Branches throughout Canada.

WHY NOT A BICYCLE?

Spring is the most beautiful time of the year, when after the closed-in days of winter everyone is anxious to get out into the country lanes and feast on fresh air and feel the sap of youth begin to run again. What better way than to ride a wheel? Automobiles are away beyond the purse of many, with their large initial price and constant upkeep, while a bicycle has practically no upkeep whatever. And yet the rider gets every bit as much enjoyment from a bicycle. He even gets more, for there is no "Wonder where the money's coming from" hanging over his head to mar the enjoyment of his ride, and he feels his muscles strengthening and his cheeks glowing with the healthy exercise of cycling. His mind is much better than street car riding, too, and will soon save its initial cost in car fare. The business man, who possesses a wheel saves whole hours of time and maintains a cheerful disposition, while his neighbor, who waits for a street car, loses his appointment and his temper at the same time. The bicycle is unique in that it is the only vehicle not taxed. It has been recognized by the finance minister as an article of usefulness and therefore escapes the tax. Why not take advantage of his usefulness then? The very opportunity which you want will be furnished by the Bicycle and Motor Sales Company next week, when they hold their great spring display of 1918 models. Special inducements are being offered to customers who buy then. The attractive display of bicycles of every description and priced so as to meet all purses, is sure to bring many people to the shop.

BUSHMAN IS CYCLIST.

Francis X. Bushman, the handsome film star, is an ardent bicycle rider. Before he became a screen celebrity, Bushman was a professional bicycle racer, and he still does a great deal of bicycling for pleasure between calls at the studio.

CYCLING HELPS BILLIARDIST.

Pierre Darrat, attributes considerable of his success as a cue artist to the fact that he was a racing cyclist for many years. He believes that the bicycling game gave him a sense of keen judgment and gave him the needed nerve.

GREY RIDES FOR NERVES.

When Sir Edward Grey, the great English statesman, suffered a nervous breakdown not long ago, the medical specialists who attended him ordered him to ride a bicycle several hours each day for his health. This exercise benefited him so much, it is declared, that he has continued to use his wheel regularly.

After National Bicycle Week, May 4 to 11.

YOU WILL RIDE A BICYCLE.

The bicycle is helping to win this war for the Allies—helping Europe and helping in Canada.

Aside from helping you to save time and money and energy, it enables you to preserve your health and vigor for the tasks which are your duty.

Consider the wheel seriously during this National Bicycle Week; analyze its real values as applied to your individual activities, and you will see how it will increase your efficiency.

NATIONAL BICYCLE WEEK, May 4th to 11th.

NUXATED
IRON

Increases strength of delicate, nervous, rundown people in two weeks' time in many instances. Used and highly endorsed by former United States Senators and Members of Congress, well-known physicians and former Public Health officials. Ask your doctor or druggist about it.

A hard cough

that tears you every time it comes, yet persists in coming, usually disappears under the healing power of Robert's Syrup of Cod Liver Oil and Tar. The nutritious effect of the oil having been removed, the extractive principles remain to build up wasted strength. Combined with tar this makes a wonderfully powerful corrective for the irritation set up by Coughs, Colds or Bronchitis. Use—

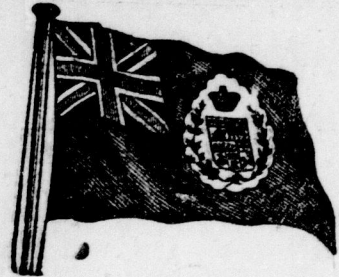
Robert's

SYRUP OF
35¢
Abott's Cod Liver Oil & Tar

THE HIGH COST OF LIVING MAY BE REDUCED BY FOLLOWING THE HOUSEKEEPERS' BUYING GUIDE

BE PATRIOTIC!

The Government says food will win the war. **EAT MORE FISH.** Eat the Best and the Freshest. Teach the children to be patriotic by respecting the dictates of the Government of our country. We will help you. **TODAY ONLY WE WILL GIVE A BEAUTIFUL CANADIAN FLAG** wrapped with every Fish order.



SPECIAL.
Boneless Pot Roast of Beef.
Regular 30c. Friday and
Saturday, at28c
Pickled Pigs Feet12 1/2c
Special Shoulder Roast of
Pork (trimmed)34c

Our Fish IS of the best
money can buy. Our stock
includes Fresh Caught Her-
ring, Jumbo Herring, White-
fish, Pickled and Perch.
Once served with Burbank's
Fish means Burbank's will
serve you every week.

Our Prime Rib Roasts of
Beef, boned and rolled, are
noted for their excellence.
While present stock lasts 30c
Best Shoulder Roasts of
Beef, boned and rolled 28c
Point Brisket of Beef ...20c

Three Deliveries Daily at 8:30, 10:30 and 3 p.m.

Gunn's Pork and
Beans, in chili sauce
is a delectable dish.
15c and 25c.

Roy Burbanks

513 DUNDAS STREET. PHONE 2996.
Formerly with Wilson's Arcade Meat Market.

SOME BITE
Our own make, Pure
Pork Sausage, meets
the demand 30c lb.

HOUSEKEEPING IS A BUSINESS.
ECONOMICAL COOKING IS A SCIENCE.

Our Consumers' League

BY ISABEL C. ARMSTRONG.

SWAT IT NOW!

The editorial page of this paper is to be credited with coining a new phrase, or perhaps more truthfully speaking, writing a parody on a very old one, in advising readers to "consider the fly."

The editorial page's advice has been along the lines of "consider the fly to learn it and be wise." The housekeeper who would merit a reputation for wisdom should be considering the fly very seriously just about this time of year, profiting by experiences of past years. Talk about the way thirty-three thousand of Canada's gallant men were mobilized and overseas within ten weeks after the outbreak of war, or the miracle of organization, whereby Kitchener's new army was summoned from all parts of the Empire to the little, old mother country! Such deeds as these pale into insignificance before the prodigious manner in which the armies of flydom are recruited. One fly scout invader down to destroy now, according to a learned scientist, is a greater victory achieved than 500,000 successful swatted in mid-summer. Beware then the first buzzy, vicious little fly that hops along, trailing not "clouds of glory," but filth and evil germs on his hairy legs. Don't wait until that one little fly has become a myriad before starting to wage warfare.

Get your defenses all in readiness. Better adequate window and door screens than many packages of tangle-foot and poison pads, than formidable numbers of units of energy squandered later on in swatting and chasing of the elusive household pest! Better also the spending of money now on the necessary screening than pouring out coin of the realm on nostrums to cure diseases, which the ruthless fly carries along in his deadly pack.

Remember that device which was a part of the provincial exhibit at the London Child Welfare Exhibit in February, the little model standing on one side of the room, showing the travels of the "harmless" little fly? Remember how that fly arose from the breeding place of filth and started out on its life adventure, gaily slipping at garbage cans, tripping over manure heaps, poisoning over the sputum of tuberculous patients, ambling into the grocer's sugar barrel, alighting in poultry yards, fitting into the house to make a tour of the family dinner table, crawling over the face of the little one, unloading there deadly germs.

Do you even if an occasional fly wanders your way? Even if you haven't contracted diseases through the too close association of Mr. Fly with your home and food, aren't you too fastidious to enjoy the idea of eating with your food the filth deposited by Mr. Fly as souvenirs of the different places he has visited?

If there is any truth in the adage that "a stitch in time saves nine" or "an ounce of prevention is worth a pound of cure," the truth is intensified hundreds of times over in the case of the fly. Consider the fly now to swat it and protect your house against it, and a few months hence you will rise up to call your foresightfulness blessed.

JANE WIGGINS' KIT-BAG.

Dear Miss Armstrong,—It was nice of you to give me a call a few weeks ago, and echo answers "Here!" But I admit echo is a little slow in replying. But increasing production is a big task, and to "blow the fields and scatter" leaves me scatter-brained.

I wish I had time for half the things that I want to say. Did you notice the nice tribute that Mr. Frank Glass paid to the women in Parliament lately? We naturally agree that it marks him as a REALLY INTELLIGENT MAN. But wasn't it funny to hear some of the representatives of the people still talking about the "safety and simplicity of the Home for Women." And the wonderful respect they had for us before we got so "forward," and how the home is our sphere? You bet it is—so much so that most of us feel homely and spherical when we've had an undiluted dose of it.

But the thing that tickles me is the talk about our silent influence. Funny, wasn't it, that in the politics of the past no one ever hired halls and brass bands to improve the use of this power—nor came in cabs to get us to exercise it.

HER "GEMS."

Did you notice that the food controller (in a somewhat faint voice) has suggested that we can eat this season? He is no believer in "try, try again," is he? Personally I look upon my jars as "bright gems in my crown," and that Kipling would write a new vegetable verse, "The Rhyme of the (Thirty) Hundred and Three Scallions."

The famous Dr. Wiley takes a sensible view of (self) preservation—have you read his recent article on the subject? "Woman's Sphere," today seems to be "Woman's Sphere." How is she going to do all that her hands, her head and her feet find waiting for her to do with all her might?

STRETCHING THE HOURS.

Some of us have managed to put 25 hours into the usual 24, now that we have daylight saving (I love it, don't you)? The elongated light means nothing in the young lives of others. But they are the sort of people who were never meant for Time—but for Eternity—and they'll probably do that Kipling word on a train that stops at both ends! But have you no words of wisdom for the Housewife? A great deal is to be said about the beauty—and the duty—of motherhood, these days. But a certain amount of help is (almost) as necessary to the mothers as to the farmers—if mothers become as extinct as the Dodo, it won't matter a bit about the farmers.

THE DELIVERED DINNER.

Years ago Charlotte Perkins Gilman, in a little work called "What Diantha Did," suggested a solution of the domestic problem that was distinctly practical—i. e., the delivered dinner—all handed in on your doorstep in clean, clean containers, the modern version of "hot and hot" between two plates. That was a delicious idea. In New York this is actually being done; 250 families are being served in this way. Lunch costs 35 cents per head, and dinner 50 cents. The menu are excellent, and if you eliminate the cost of the cook and her meals, and the gas, from the financial budget of an ordinary family, this is not an extravagant price. In half the extra time, the housewife, the house-keeper, anyhow. The New York concern is backed by some public-spirited citizens with capital, who are pledged not to make charges that will net them more than a 5 per cent profit. You have started many good things in your columns, and advocated many reforms. In the new conditions forced upon the whole world today, we are all trying to preserve our peace. What would help us more than self-contained, centrally-controlled meals?

SERVICE BY THE HOUR.

The "paid-by-the-hour" house worker would assuredly follow. Now that all jobs (except motherhood) are interchangeable between men and women, it wouldn't matter much if these dear delightful creatures were men or women. I think so highly of men (after an unadulterated course of hurry), that I believe they could make beds, wash dishes, sweep and dust, as well as even a woman!

Do get some golden opinions on this subject from your readers—mention workers are paid from 15 to 35 cents an hour—why not house workers ditto? Let them wear a uniform, and punch the time clock. But if somebody doesn't come soon to hold up the hands of the housewives, the poor dears will die out.

Perish the thought! Yours to the last meal, JANE WIGGINS.

SELF-CONSERVATION.

In the past few weeks, we have heard from a number of our readers, starting with Christy time for half the things that I want to say, and in the meantime the fly in the range unexpectedly burned up briskly. I almost felt like throwing that pot away. It looked such a discouraging job. Instead, I shook in some powdered ammonia, filled it up with cold water, and set it over the fire, while I was doing the rest of the dishes. To my amazement and delight, practically all the burnt food, which had been sticking to the pot, poured off with the water, and the rest rubbed off with scarcely any effort. No more hard scraping and scrubbing of sticky, greasy pots and pans for me. I always kept a package of ammonia at my elbow for the "bad ones." I have been asked if I don't waste fuel and ammonia. I save an enormous amount of time and energy, and wear and tear on pots and pans, and also manage to keep my hands in decent condition.

NEVER "FUSSES" FOR VISITORS.

"Yes, the last of my visitors left the end of the week, and I'm trying to get my bedroom cleaned before any more come," said a capable looking young matron to a friend as they sat down at a table, which was already occupied in the crowded lunch room.

"You do have a lot of visitors, and you never seem to be flustered, and to have time for so many other things," said the friend.

"Yes," replied the young matron, "I have had visitors for the last ten weeks, with just about time between to change the bedding and freshen up the rooms. But I don't fuss over company any more. When I was first married, it used to worry me terribly if everything was not just as it should be. Now, I do my best and give the visitors a welcome and understand they are free to entertain themselves, and prepare for them just what I would for my family. With three young children going to school, and no help but my wash woman once a week, I couldn't manage any other way. My idea has always been to be careful and save as much work as possible."

CLEANING POTS AND PANS.

"The part of housework I always used to dislike most and which seemed to take up such a lot of time was cleaning pots and pans," writes a "Constant Reader." She adds: "One day I tried an experiment on a pot that got badly burnt, when I was called to the telephone, held there for a long conversation, and in the meantime the fire in the range unexpectedly burned up briskly. I almost felt like throwing that pot away. It looked such a discouraging job. Instead, I shook in some powdered ammonia, filled it up with cold water, and set it over the fire, while I was doing the rest of the dishes. To my amazement and delight, practically all the burnt food, which had been sticking to the pot, poured off with the water, and the rest rubbed off with scarcely any effort. No more hard scraping and scrubbing of sticky, greasy pots and pans for me. I always kept a package of ammonia at my elbow for the 'bad ones.' I have been asked if I don't waste fuel and ammonia. I save an enormous amount of time and energy, and wear and tear on pots and pans, and also manage to keep my hands in decent condition."

O, Ho! For a Busy Saturday!

Meat prices have advanced 4c to 5c a pound. Most dealers have the new prices in effect now. By great foresight and heavy cash buying we got in at the old prices, and now turn our stock over to you at old prices. Be here early or phone early. All prices guaranteed against any advance this week.



Dairy Butter lb.47c
Oleomargarine, lb.34c
Creamery Butter, lb.52c
Spare Ribs, Meaty Ones, lb.23c
Breast Yearling Lamb, lb.28c
Stewing Lamb, lb.22c
Shoulder Roast Lamb, lb.35c
Pickled Shoulder, lb.34c
Shoulder Roast Veal, lb.30c
Breast Veal, Pocket to Dress, lb.20c
20-pound pail Pure Lard\$6.20
Cream Cheese, lb.35c
Dill Pickles, can.20c
Pickled Bacon, lb.40c
Prime Rib Roast Beef, lb. 30c
Rump Roast Beef, lb.28c
Shoulder Roast Beef, lb. 28c
Pot Roast Beef, lb.25c
Loan Roast Veal, lb.35c
Necks of Veal, boil or stew18c

ANDERSONS

THE BIG FOOD STORE

GROCERIES, MEATS, BUTTER, EGGS, FISH.
PHONES, 1643-1644. 1, 2, 3, 4, 5 MARKET HOUSE.
Store opens Saturday morning, 8 a.m.; Store closes Saturday night, 10 p.m.

EAT MORE EGGS

EGGS ARE CHEAPER THAN MEAT, AND YOU SHOULD EAT MORE EGGS AND SAVE THE MEAT FOR THE SOLDIERS AT THE FRONT. GROCERS CAN ALWAYS DEPEND ON GETTING STRICTLY FRESH EGGS HERE

SPECIALTIES—STRICTLY FRESH EGGS, CHOICE CREAMERY BUTTER, PRIME OLD CHEESE, SHORTENING, OLEOMARGARINE, FANCY DRESSED POULTRY.

C. A. MANN & CO., 78 King St. Phone 1577

Fresh-Caught Fish

For FRIDAY and SATURDAY

ONN'S FOR SHRIMPS

SHRIMPS AT ONN'S

HERRING, PERCH, PICKEREL, WHITEFISH, CODFISH, HADDOCK, FLOUNDERS, PERIWINKLES. We are the largest specialists in fish in London. We always have all kinds of fish in season. Special auto delivery Friday.

ONN'S

THE OLD RELIABLE FISH AND POULTRY DEPOT.

ONN'S

London's Cut-Rate Meat Market

Compare our prices and quality before buying elsewhere. We save you money on choice quality Meats. Satisfaction guaranteed.

CHOICE MILK-FED VEAL	CHOICE HELPER BEEF
Legs (whole or half)30c	Prime Rib and Rump Roasts28c
Choice Fillet Roast35c	Best Sirloin and Porterhouse Roasts30c
Loan and Back Roast28c	Round, Shoulder and Thick Rib Roasts28c
Shoulder Roasts (For dressing)25c	Best Sirloin and Round Steak30c
Stewing Veal Breasts22c	Boiling Rib and Brisket Beef24c
	Best Small Sausages20c

Large supply of Tenderloins, Spareribs, Choice Lamb and Pork, Tongues, Hearts, Liver.

WE DELIVER TO ALL PARTS OF CITY DAILY. **FAULDS & DAWES** PHONE 6762. MARKET HOUSE.

THE CUT-RATE MEAT MARKET.

HOUSEKEEPERS.—WHEN YOU READ THE ADS ON THIS PAGE YOU ARE ADVISED OF THE LOWEST PRICES OBTAINABLE ON TABLE SUPPLIES. IT PAYS EVERY HOUSEKEEPER TO READ THESE ADS CAREFULLY.

WHEN THE FIRE BELL RINGS, ARE YOU SATISFIED THAT YOUR MONEY IS SAFE?

Why give yourself unnecessary worry over the safe keeping of your money when you can open a Savings Account at THIS STRONG OLD BANK? Your money left in a bureau drawn at home will earn you nothing; besides, it is liable to be burned or stolen. Your money deposited in a Savings Account at THE BANK OF TORONTO is absolutely safe, and it is earning interest night and day. Small accounts are just as welcome as large ones. It is the policy of this bank to treat our depositors with uniform courtesy. Interest is added to Savings Accounts every six months.

THE BANK OF TORONTO

Head Office: Toronto, Canada.

ESTABLISHED 1855

COR. KING AND RICHMOND STREETS.
COR. RICHMOND AND JOHN STREETS.

FOUR OFFICES IN LONDON:
COR. DUNDAS AND ADELAIDE STREETS.
COR. DUNDAS AND TAIT STREETS.

Seeds

There is going to be the greatest production of vegetables in 1918 the citizens of London have ever produced.

Will you do your bit to increase this production?

If you will, you need Reliable Seeds—Dependable Seeds—those that with your help will produce big crops.

Flower Seeds

Don't forget to have a few beautiful flowers, as in years past. They give a pleasing touch to the surroundings of every home. We have the best.

Spraying Materials

It's a mistake to forget to spray your Fruit Trees and Small Fruits. You cannot have either quality or quantity unless you spray. Begin now. Call and see our expert on spraying—he will advise you.

Shrubs, Roses, Climbers, etc.

A full line. Space will not allow us to mention what we have, but they are the best varieties and will grow. Our catalogue gives a full list. Have you had one? If not call 550 and we will mail you a copy.

Garden Tools

Make the labor of gardening lighter by using a Planet Junior Wheel Machine for sowing, hoeing, cultivating, raking, etc. Once used you will wonder why you never thought of one before. See them. Also Hand Hoes, Rakes, Spades, Shovels, Pruning Shears, etc., all at right prices.

DOMINION SEEDS, LIMITED

PHONE 550. (Formerly Darch & Hunter Seed Co.) 119 DUNDAS ST.

THE MARKET CASH AND CARRY STORE

When You Buy Here You Carry Away More Goods for the Same Money.

FINEST DAIRY BUTTER.

Corn Syrup, 5-pound pail48c
Medway Creamery, large rolls49c
Fresh Eggs40c
Armour's 3 X Oleo37c
Fresh Headcheese20c

Cooked Ham60c lb.
Sliced Breakfast Bacon47c
Cottage Roll Bacon40c
New Colored Cheese25c lb.
Old White Cheese32c lb.
Carnation Milk, large size can 18c
Seeded Raisins, 15 oz., two for 25c

Freemont Beans with Pork20c
Horseshoe Relish15c
3 lbs Pure Lard\$1.05
JAMS.
16 oz. Pure Raspberry30c
4-lb Pail Pure Raspberry90c
4-lb Pail Apple and Raspberry Jam60c

PAUL L. DOIG, 6 Market House



BRUCE'S HIGH GRADE SEED CORN

Our samples of Seed Corn will be good and of high germination; send in your order now and we will ship about the 20th of April—we don't if we can get any Filate or extra early Dents. We offer, subject to being unsold, prices here, cash with order:

CORN	Bushel	CLOVER SEEDS, Bushel 60	
Improved Lansing, Bruce's 2 G. S.	\$2.00	Alsike, Regal, No. 1 G. S.	\$17.00
Red's Dent	2.00	do Choice No. 2 G. S.	17.00
Barek's White	2.00	do Prime, No. 3 G. S.	14.00
Lansing	2.00	Alsike & Timothy No. 3 G. S.	9.00
Selected Giant Red Cob	4.25	Lucerne & Choice No. 2 G. S.	14.00
Selected Mammoth White	4.35	do Choice No. 3 G. S.	14.00
GRASS SEEDS, Bushel 48 lbs.		Red, Regal, No. 1 G. S.	24.00
Timothy Regal, No. 1 G. S.	\$6.50	do Choice No. 2 G. S.	23.50
do Choice No. 2 G. S.	6.00	do Prime, No. 3 G. S.	21.00
do Choice No. 3 G. S.	6.00	Sweet Clover, White Blossom	18.00
do Prime, No. 3 G. S.	5.00	On Extra Choice Lucerne and Timothy's No. 1 Purify, 25c bushel	
do and Alsike, No. 3 G. S.	5.00	el cotton bags 50c each, extra.	

JOHN A. BRUCE & CO., Limited
HAMILTON SEED MERCHANTS ESTABLISHED - 1850 ONTARIO

"THE CASH AND CARRY STORE"

Redpath's, 5-pound cartons50c
Corn Syrup, 10-pound pail35c
Corn Syrup, 5-pound pail49c
Home Jam, 4-pound pail59c
Harvest Brand Tomatoes, 2 tins40c
Ayrmer Peas, 3 tins35c
Maple Leaf Salmon, 1/2-lb. tin25c
British Columbia Salmon, 1-lb. tin20c
Salad Brand Salmon, 1-lb. tin23c

WHILE IT LASTS!

50c Liquid Veneer at35c

Maple Leaf Salmon, 1/2-lb. tin25c
Lemons, per dozen30c
Cornstarch, per package12c

Creamery Butter, per pound50c
Domestic Shortening, 3 lbs.83c
Domestic Shortening, lb. carton29c
Oleomargarine34c
Seeded Raisins, two for25c
Dried Dates, per package19c
Prunes, per pound15c
Campbell's Soup15c

FRANK SMITH, MARKET LANE

FOURTEEN

AMUSEMENTS, LECTURES

MAJESTIC
THEATRE
THE SHOW-ORCHESTRA

Attraction Extraordinary.

CECIL B. DE MILLE'S

Supreme Production.

A Strand Comedy and the World's

Latest News Weekly Special numbers

by Majestic Concert Orchestra.

SATURDAY ONLY.

FRANK KEENAN

IN "RULER OF THE ROAD"

PATRICIA

Today and Saturday.

GEORGE WALSH in

"Jack Spurlock, Prodigal"

BARTLETT, CARLYN & SHERRY.

Comedy and Harmony.

Little MARY MCALLISTER

"SEASONS OF CHILDHOOD"

LOANS

On Victory Bonds or other Government

bonds for any other marketable bond

or share.

E. B. CLARKE

LONDON STOCK EXCHANGE.

416 Richmond Street, Next Bank of

Commerce, London, Ont.

Bankers, Merchants Bank of Canada.

PROFESSIONAL CARDS.

SATURDAY NIGHT DANCE - PAL-

ACE Academy. The orchestra with the

big, velvet, maple floor. Popular Pro-

gram. Meet London's best dancers.

Lessons any time. Phone 2450 and

McConnell.

HENDERSON'S JUVENILE PIPE

Band—No adult players, all girls and

boy pipers, drummers, dancers, Pro-

grammers. Secure early. Address

Mrs. Henderson, 91 Wellington street,

London.

LONDON JUVENILE PIPE BAND—

Expert dancers and entertainers.

Concert engagements accepted, with

or part program provided. Soloist: Cook-

Pipe-Major Macdonald, 480 Col-

borne, London. Phone 421.

PHONE 2188 REGARDING MINERAL

baths and massage treatments for

various ailments. Experienced at-

tentendants.

SAM MUNRO, CANADIAN JUVENILE

Harry Lauder, dancer. Concerts ac-

cepted. 101 Waterloo street. Phone

1199.

MUSIC FURNISHED FOR PARTIES.

Talia, banquets. Phone 1265. Tony

Vita's Italian Harpers, 122 Queen's

street.

CLAY'S COMBER, PIPER AND

Dancer, Leader of Henderson's Kiltie

Band. 431 Ottawa. Phone 4391.

ROBERT HANNAH, ELOCUTIONIST

and soloist—concert engagements, 375

Princess avenue. Telephone 3365.

GEORGE A. STEER, ELOCUTIONIST

and soloist—concert engagements, 375

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and soloist—concert engagements, 375

BORN, MARRIED, DIED.

DIED.

AIKEN—At the home of her mother,

23 Alma street, Edith Aiken, in her

33rd year, only daughter of the late

Joseph and Mrs. Aiken.

Funeral private. Interment at 10:30

a.m. in kindness kindly omit flowers.

ELIOTT—At St. Joseph's Hospital, on

Thursday, May 2, Katharine Elliott, in

her 32nd year.

Funeral at the family residence,

763 Colborne street, on Saturday

morning at 10 o'clock. Requiem high

mass at St. Peter's Cathedral at 10:30

a.m. Interment at Port Credit on ar-

rival of 3:40 P. M. train.

FLANNAGAN—At his late residence,

394 Princess avenue, on Wednesday,

May 1, 1918, John Vincent Flannagan,

in his 53rd year.

Funeral from the above address on

Saturday morning, May 4, 9 o'clock.

Requiem high mass at St. Peter's Cathe-

dral at 10:30 a.m. Interment at Port

Credit on arrival of 3:40 P. M. train.

HACKER—At his late residence, 138

William street, on May 1, 1918, Ed-

ward Gold Hacker, beloved husband

of Jennie Hacker, aged 65 years.

Funeral from the above address on

Friday at 2 p.m. Services at 2:30

p.m. Friends and acquaintances please

accept this intimation. Interment at

Delmar Cemetery.

RIDER—At the family residence, 298

Adelaide street, on Thursday morn-

ing, May 2, 1918, John Rider, in his

73rd year.

Funeral at the family residence, 298

Adelaide street, on Friday morning,

May 3, at 10 o'clock. Services at 10:30

a.m. Interment at Mount Pleasant Ce-

metery.

ROSS—At the residence of her son-in-

law, Mr. Hugh Boyd, 815 Adelaide, on

Thursday evening, May 2, 1918, Mrs.

Mary Ross, in her 75th year.

Funeral from the above address on

Friday morning, May 3, at 10 o'clock.

Services at 10:30 a.m. Interment at

Mount Pleasant Cemetery.

SIMPSON—On Friday, May 3, 1918,

William A. Simpson, in his 29th year,

son of the late John Simpson, died

at his home, 157 Emery street, on

Monday, May 6, at 3 o'clock, service at

2:30 p.m. Interment at Mount Pleasant

Cemetery.

VITEN—In London Township, on

Thursday, May 2, 1918, Margaret E.

Viten, aged 65 years.

Funeral from the above address on

Friday morning, May 3, at 10 o'clock.

Services at 10:30 a.m. Interment at

Mount Pleasant Cemetery.

WIDOW—In London Township, on

Thursday, May 2, 1918, Margaret E.

Widow, aged 65 years.

Funeral from the above address on

Friday morning, May 3, at 10 o'clock.

Services at 10:30 a.m. Interment at

Mount Pleasant Cemetery.

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WIDOW—In London Township, on

Thursday, May 2, 1918, Margaret E.

MALE HELP WANTED.

MALE HELP WANTED.

WANTED

TOOLMAKERS

METAL TEMPLATE MAKERS

TOOL DESIGNERS

BEST SHOP CONDITIONS. GOOD WAGES.

CANADIAN AEROPLANES, LIMITED

TORONTO, ONT.

HANDY MAN AROUND BUILDING.

BOY WANTED. APPLY MODERN

SHOE REPAIR, 905 Richmond street.

FEMALE HELP WANTED.

WANTED—WOMAN OR GIRL TO

work four hours a day. Apply 394

Richmond street north, or Phone

1455.

MAID FOR GENERAL HOUSEWORK.

Three in family. Apply Mrs. Garvey,

corner Elmwood avenue and Ridout

street, Phone 1607.

MAID FOR GENERAL HOUSEWORK.

294 Princess avenue.

DISHWASHER WANTED AT ONCE.

male or female. Apply Aps 256.

WANTED—EXPERIENCED HOUSE-

MAID—Apply Housekeeper, Tecumseh

House.

WANTED—EXPERIENCED CAN-

ADVERTISER.

WANTED—EXPERIENCED YOUNG

ladies for ice cream parlor. Hislop's

Hamilton.

WANTED—HOUSEKEEPER FOR

farm, near St. Marys. Box 1 Adver-

tiser.

WANTED—GOOD GENERAL SERV-

ANT for a few weeks; three in fam-

ily. Apply Mrs. Waller, Huron

street.

COMPETENT GENERAL MAID

wanted. Apply Mrs. William Gorman,

corner Elmwood avenue and Ridout

street, Phone 1607.

TWO BRIGHT GIRLS FOR SORTING

and wrapping department. Parisian

Laundry Company.

TWO WOMEN FOR PLAIN IRONING

work. Parisian Laundry

Company.

WANTED—COMPETENT WOMAN

to assist with housework and

two children. Highest wages. Phone

3238. 481 Dundas street.

WANTED.

SPINNERS AND CARD-

ROOM HELP

FOR NIGHTS. APPLY

KINGSTON HOSIERY, LIMITED,

KINGSTON, ONTARIO.

TOBACCO STRIPPERS WANTED—

John McNeely & Sons, 351 Clarence

street.

SITUATIONS VACANT

MEN AND WOMEN WANTED

to sell Dr. Chase's Recipe. Book and

household Physician. Largest sale of

any book except the Bible. Food will

win the war, and Dr. Chase's Recipe

will save lives as well as lives; 50 per

cent commission and a \$50 Victory

Bond free with moving order. Write

for terms and exclusive

territory. Edmondson, Bates & Co.,

1000, Dr. Chase Building, Toronto.

SITUATIONS WANTED.

HIGH-CLASS CHEF. A MASTER OF

the culinary art. Write quickly for

particulars. Box 3, London Adver-

tiser.

WORK WANTED

BECAUSE OF REMOVALS DRESS-

MAKER would like work, by the day,

in a few more hours. Box 215, Adver-

tiser.

HORSES, CATTLE, ETC.

For Sale or Wanted.

A NEW MILCH JERSEY COW. AP-

ply northeast corner Huron and

Waterloo streets.

YEARLING HEIFER FOR SALE—

Corner Cambridge and Britannia, Ox-

ford Park, West London. Phone 722.

THOROUGHLY TRAINED BULL

Apply W. McCullough, R. 1, Ettrick.

MONEY TO LOAN.

\$30,000—LEND AT 6—CITY.

farms, first, second mortgages. Agents

wanted. Reynolds, 77 Victoria street.

MONEY TO LOAN AT LOWEST

rates—Thomas C. Knott, real estate

broker, 117 London Savings Build-

ing (first floor up).

PRIVATE AND TRUST MONEY TO

loan on farm and city property; low

est rates, terms to suit. W. W. Scan-

drett, 98 Dundas street.

PRIVATE FUNDS TO LOAN—LOW-

est rates, terms to suit. A. Buchner, corner

Talbot and Carling.

DERMATOLOGY.



WEGNER'S
20TH SEMI-ANNUAL

60-Day Sale
COMMENCES

Saturday, 8 o'Clock

A \$25,000.00 stock of Men's Clothing, Furnishings, Hats and Caps to be reduced at once.

Pants! Pants!

1,500 pairs of Men's Pants on sale at \$1.95, \$2.69, \$2.95, \$3.69, \$3.95, \$4.69, \$4.95, \$5.69, \$5.95, \$6.69 and \$6.95.

600 Dozen Overalls

TO SELL.

You save 25c on every pair of Overalls bought at this sale.

WEGNER'S

THE HEART OF LONDON
371 Talbot, Opposite Market
Open Evenings

When Down Town
Refresh Yourself at

Peters
Tea Room

Everything Served
There In

Ice Cream
Sundaes

Sodas
Egg Drinks



DIAMONDS

Diamond Rings from \$5 to \$250, including single diamond rings, three and five diamonds, and many fancy settings in newest designs.

C. H. WARD & CO.
DIAMOND MERCHANTS.
386 Richmond Street.

Consult us about your Electrical Supplies. We carry a complete stock. Estimates given on wiring contracts.

Western Ontario Electric Co.
287 Dundas Street. Phone 4071.
A. T. TAYLOR. E. L. CAMPBELL.

Reliance Garage
Service Station

COOK'S
Richmond street window shows a most interesting lot of medium-priced

Shoes for Men,
Women and
Children
ranging in price from

\$2.00 Up

Consider the best interests of your family by looking over these shoes very carefully. You will find just what you want plainly marked.

Satisfaction always guaranteed at

COOK'S SHOE STORE

There's a Ruddy
Store Near You

DROP IN SOME TIME

Sample Our Goods.
733 RICHMOND STREET.
308 1/2 DUNDAS STREET.
874 DUNDAS STREET.

THE CANADA AUTO DEVICES CO. SAY
PARTRIDGE TIRES ARE
PREFERRED.
SO DO THOSE WHO HAVE THEM.

ENGLISH RHEUMATISM
CAPSULES
REMOVE THE CAUSE OF ALL
FORMS OF RHEUMATISM.

Taylor's 6 Cut-Rate Drug Stores

**MILITIA CONSERVATION
OFFICERS VISIT CITY**

Major Black and Ackerman Going In-
to Local District Situation.

In connection with conservation work under the department of the quarter-master-general, Ottawa, Majors William Black and C. H. Ackerman are spending a few days in this city.

Major Black is a former Londoner, and only recently returned to Canada on leave, after three years overseas, during which time he was with the Headquarters Company, 1st Divisional Train, on special detached duty, and later senior supply officer of the 1st Canadian Division.

**"WILSON'S" The Store Noted For Its
Tender Meats and Fresh Fish**

The ever-increasing list of satisfied customers to this Sanitary Fish and Meat Market goes to prove that the people of London appreciate our efforts to serve the very highest quality under the most sanitary conditions. And when you can be sure of the best, at just as low prices, why take a chance at going elsewhere?

Special! Dairy Butter 48c lb.
Rush Special! Choice Shoulder Roasts, 28c lb.

Veal Shanks 10c lb.
Tenderloins, Spareribs, Calves' Liver,
Fresh Ground Hamburg 25c lb.
Beef Liver, Pork Liver, Ox Hearts,
Cream Cheese (in bulk) 32c lb.
Pork Hearts.
Armour's Oleomargarine 35c lb.
Fresh Fish—Herring, Perch, Pickled.

STEWING VEAL, 15c lb.

Wilson's Arcade FISH AND MEAT Market
"The Store of Government Inspected Meat."
Richmond Street and Market Square.

Phones: 5890-5601.

S.O.S.—"Save Our Supplies"



Selling-Out Sale

AWAY GOES THE PROFIT

This \$40,000.00 stock of Men's Clothing, Furnishings, Raincoats, Hats, Caps, Overalls and Work Shirts must be sold.

Raincoat FREE---Reg. Value \$12.50

Every customer making a purchase of one dollar or over tomorrow (Saturday) between 8:30 a.m. and 4:30 p.m., will be presented with a numbered coupon. A drawing will take place at 4:30 on Saturday afternoon, and the person in the store holding the lucky number drawn will be given a Man's Raincoat, valued at \$12.50, absolutely free.

Mr. W. H. Armitage, R. R., Ettrick, won the Raincoat on Saturday, April 27, with ticket No. 4137.

READ, BUY AND PROFIT.

Making your purchases during the great selling-out sale is better than putting your money in the bank.

3---BIG SPECIALS---3

We mention only three specials here. Every other article in the store reduced in the same proportion.

MEN'S SUITS

500 Fashionable Suits in the lot, every one worth nearly double the price asked.

\$13.50 Suits, S. O. S. \$9.95 \$21.00 Suits, S. O. S. \$14.95
\$16.00 Suits, S. O. S. \$12.45 \$30.00 Suits, S. O. S. \$21.45
A number of other Suits to clear at \$8.75, \$10.75, \$12.75, \$13.75, \$15.75, \$17.75, \$19.75 and \$22.50.

RAINCOATS

Best values and assortment in Western Ontario, bought direct from the makers. Get your coat tomorrow and save the middleman's profit.

350 Raincoats, all colors, new styles, at can't-be-beat prices, \$4.95, \$7.95, \$9.95, \$11.95, \$12.95, \$14.95, \$16.95, \$19.95, \$23.50.

2,000 Pairs of Pants
This is a real pant store. Prices to suit everybody. You can't keep away, \$1.95, \$2.69, \$2.95, \$3.69, \$3.95, \$4.69, \$4.95, \$5.69, \$5.95, \$6.69, \$6.95.

Look for the Big Black and Yellow S. O. S. Sign.

**The GIANT
Clothing House**

120 DUNDAS ST. OPEN EVENINGS UNTIL 9 O'CLOCK.

YOUR LAST OPPORTUNITY

Save From \$1.50 to \$2.00 a Pair on These Stylish Spring Shoes Tomorrow at Casselman's Anniversary Sale

**LADIES' PUMPS
AND OXFORDS \$1.98**

200 pairs of odd style Pumps and Oxfords, with all sizes in the lot, of patent calf, gunmetal and tan calf, all high-grade brands. Value from \$3.00 to \$4.50.

COLORED LACE BOOTS.
Mahogany calf, brown kid and ivory kid, good sizes and Louis heels. \$4.89
Men's Tan or Gunmetal Calf Button Oxfords, Goodyear welt soles, all sizes. \$2.98

Dull Kid and Patent Oxfords and Pumps, all stylish lasts, any size. Value up to \$6.00. Don't wait \$3.89
Men's Dark Tan or Gunmetal Lace Boots, Goodyear welts, all sizes \$4.89

**TAN CALF, PATENT AND
GUNMETAL OXFORDS FOR MEN**

Narrow or round toes, all sizes in the lot, at \$3.48

**DO IT NOW!
QUALITY COUNTS! DON'T WAIT!**

CASSELMAN BROS.

371 Talbot Street, London, Ont.

**There Is Satisfaction
With Every Item
Purchased at
Rowat's**

OVERSEAS BOXES

Let us remind you of some things that please the boys "over there." We have sample boxes.
From \$2.00 to \$5.00.

ROWAT'S COFFEE

Bought by people who are particular, because of its better flavor. 50c per pound.

AUNT JEMIMA'S FLOUR

Pancake and Buckwheat Flour of better quality. Try them.
15c per package.

THE PURE MAPLE

Both syrup and sugar guaranteed from the sap of Canadian maples. Per gallon \$2.75. Per bottle 60c. Sugar, pound cakes, 30c.

TRY H. P. SAUCE

It is delicious, and so appetizing. 30c per bottle.

CALIFORNIA WALNUTS

Budded nuts of large size and superior flavor. 50c per pound.

HOMINY GRITS

Palatable as mush for mornings, as a vegetable for dinner, or fried in fritters or griddle cakes. 25c a package.

GURD'S GINGER ALE.

"The old reliable." Bought when people want the best.
Dry or Sweet, \$1.00 per dozen.

T. A. ROWAT & CO.
250 Dundas St. Phone 3051-3052.

**MAYOR DEMANDING
SETTLEMENT WITH
CIVIC UTILITIES**

Wants All Zigzag Accounts
Straightened Up At Once.

Mayor C. R. Somerville stated to the utilities commission at its meeting on Thursday that he wanted a settlement of accounts between the city and the utilities.

He said it was also his intention to have a settlement with the London and Port Stanley Railway.

The accounts of these two utilities with the city have been running zigzag for some time. No one seems to know just how they stand. It seems that one of the points of difference between the city and the commission is a charge, placed by City Treasurer J. S. Bell, of \$20,000 for the property on which the new utilities building stands.

The commissioners were of the opinion that the accounts should be settled. Secretary O. E. Ellwood will confer with Treasurer J. S. Bell and the figures which each owes will likely be placed before a joint committee.

Somerville will likely go after the L. and P. S. Railway when the opportunity affords.

The discussion on the accounts followed a statement of Manager E. V. Buchanan to the effect that the commissioner had no money. Its bank account was overdrawn, and it had purchased the necessary meters from the hydro commission to connect up the London Electric customers.

Manager Buchanan said that 400 to 500 of the former London Electric customers had been connected up and were now receiving light.

TORONTO DROWNING MYSTERY.
Toronto, May 2.—Considerable mystery surrounds the death of James Frances, aged 55, whose body was this morning discovered floating in the lake at the foot of Victoria Park avenue. He was employed by the National Cash Register Company, and left for work as usual yesterday morning but failed to return last night.

JOHN A. NASH
"My Jeweler"

has a wonderful display of the New York craze in Fancy Beads, \$1.00 a string up.
200 DUNDAS STREET.
"Where you will eventually buy."

Desks Chairs

Macey
Filing Cabinets
Sectional Bookcases
(Second Floor.)

Hay's Stationery

**Chi-Namel Demonstration Now
Going On at The Purdom Hardware**

Buy a 15c Brush and get a 25c can of Varnish FREE. Expert lady demonstrator in charge, Saturday being the last day. Cut out the coupon and bring it in.



Old English Wax and Brightener

It is so very easy to keep your floors beautiful when you follow this simple, inexpensive method. No matter what kind of floors you have—hardwood or softwood, varnished, shellacked or painted—you can keep them so beautiful your friends will always admire them, and you can do it with surprisingly little effort, at a cost of only a few cents a month, by using Old English Floor Wax, costing 75c per pound, and Brightener at 65c per pint.

Necessities for the Vacant Lot Gardeners and Others

GARDEN TOOLS

Spading Forks	\$1.50 up	WHEELBARROWS.	
Rakes	45c up to \$1.50	Boys'	\$1.50
Hoes	45c up to \$1.00	Light	\$4.50
Spades	\$1.35 up to \$1.75	Heavy	\$5.50
Pull-Easy Cultivator	\$2.25 each		
Solid kind	\$1.00 each	Trowels	15c up



Bucco Cultivators, \$1.50 Each.

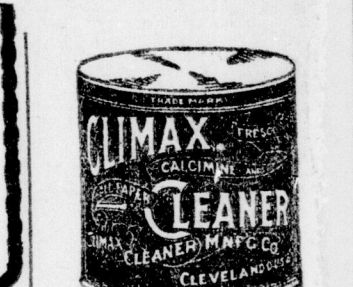


Regular price \$50.00.
Our price, \$40.00.

THIS COUPON is good for one 25c Can of Chi-Namel Varnish upon the purchase of one new 15c brush (merely to insure a fair trial) during our CHI-NAMEL DEMONSTRATION. (Dates given above)
If larger can is desired, coupon will apply as 25c against purchase price.

Name

Address



**CLIMAX WALL
PAPER CLEANER.**
Will remove all soiled marks from the paper.
Price 20c can. Just a few cans left.

TAYLOR-FORBES LAWN MOWERS			
Daisy.	Star.	Woodyatt.	
12-inch \$6.00	14-inch \$8.00	14-inch \$9.00	
14-inch \$6.50	16-inch \$8.50	16-inch \$9.50	
16-inch \$7.00		18-inch \$10.00	

Ball-Bearing Empress, \$11.50, \$12.00, \$12.50, \$13.50.

The Purdom Hardware Co.

124 DUNDAS STREET TWO PHONES, 2800, 2801

BARGAINS FOR MEN AND WOMEN

During these days of high prices and scarcity of goods every man and woman in Canada is looking for quality goods at lowest possible prices.

MARA'S--The People's Store--Is the Place To Find Them

Listed below are only a few of the many bargains that will be put on sale here, and which will mean saved money for their purchasers.

COME EARLY FOR THE BEST CHOICE

MEN'S TWEED PANTS, \$1.48 PAIR. 100 pairs Men's Pants, made of good strong duck tweed, with white hair-line stripe, well finished and trimmed. Regular \$2.00 value. On sale \$1.48 pair	HEAVY FACTORY COTTONS. 50 webs Very Heavy Factory Cotton, full 36 inches wide, very fine and heavy, no specks. Web of 40 yards for \$7.50	72-INCH SHEETING. 3 pieces Bleached Sheetting, full 72 inches wide, fine, round, even thread, no dressing. Today's value, 59c. On sale 39c yard Only 5 yards to each.
MEN'S OVERALLS, \$1.35 PAIR. 25 dozen Men's Overalls, made of best quality blue and black stripe stifle cloth, made with large bib and elastic brace. Smocks to match, in all sizes, 34 to 46. Regular \$1.75 value. On sale \$1.35 pair	BALMORAL BRUSSELS RUGS. 50 Seamless Balmoral Brussels Rugs, in floral and with medallion centres, in fawns, brown, greys, green and red. These rugs have a very heavy pile. The last of an old contract to be sold at last year's prices. 2 1/4 yards by 3 yards, special at \$13.50 3 yards by 3 yards, special at \$18.50 3 1/2 yards by 3 yards, special at \$22.50 3 yards by 4 yards, special at \$24.50 3 1/2 yards by 4 yards, special at \$26.50	PLUSH FLANNELETTE. Flannelette, lush make; lay in your supply for fall; full 36 inches wide; in fancy stripes, for nightgowns and pyjamas. Today's value, 35c. Special 25c yard
MEN'S PRINT SHIRTS, 75c. 10 dozen Men's Print Shirts, made of best quality American percale, with dimity cord, with soft and starched cuffs, some with soft collars to match, in all sizes, 14 to 17. Regular \$1.00 value. On sale 75c	BOYS' BLOOMER PANTS, 89c. 25 dozen Boys' Bloomer Pants, made of heavy weight dark tweed, fitting boys from 5 to 14 years of age. Regular \$1.00 value. On sale 89c pair	SCOTCH LINOLEUM. 10 pieces Imported Scotch Linoleum, in 3 and 4 yard widths, in block and floral patterns. On sale \$1.00 sq. yard
BLACK WORSTED SOCKS, 29c PR. 20 dozen Men's Black Ribbed Worsted Hose, heavy weight, in sizes 10, 10 1/2 and 11. Regular 40c value. On sale 29c pair	MEN'S COMBINATIONS, \$1.00. 30 dozen Men's Balbriggan Combinations, in natural and white; Zimmer-Knit Brand; with closed crotch, in all sizes, 34 to 44. Regular \$1.50 value. On sale \$1.00	FELTOL. 50 pieces, new patterns, in Feltol, the new floor covering, in 1 and 2 yard widths; as heavy as linoleum and cheaper than oilcloth. On sale 50c sq. yd
MEN'S COTTON NIGHTSHIRTS, 89c 10 dozen Men's White Cotton Night-shirts, made of good heavy weight twilled cotton, extra large size bodies, in sizes 14 to 17. Good value at \$1.35. On sale at 89c	BOYS' OVERALLS, 39c PAIR. 25 dozen Boys' Overalls, made of dark grey denim, with bib and elastic brace, fitting boys from 3 to 14 years. Regular 50c value. On sale, 39c pair	HAT SHAPES. 20 dozen New Spring Hat Shapes, in sailors, poke and matron shapes; some trimmed; all our regular \$2.50 and \$3.00 shapes. Your choice \$1.98
ODD TABLE NAPKINS. 50 dozen Odd Table Napkins, 18 inches square, double damask, all hemmed, ready for use. Regular 15c. Special 10c each	BOYS' PULL-OVER SWEATERS, 48c. 50 dozen Boys' Worsteds Pull-Over Sweaters, in grey only, with large roll collar, fitting boys from 6 to 14 years. Regular 75c value. On sale 48c each	
CREPE FOR UNDERWEAR. 125 pieces Crepe, full 36 inches wide, in colors of pink, old rose, blues and black, lovely for underwear and kimonos. Special 25c yard		

HOUSE DRESSES, IN LIGHT AND DARK PATTERNS, ALL SIZES,

\$1.25

MARA'S WINDOW BLINDS, IN CREAM, WHITE AND GREEN, 60c Ea. Complete