

STRATFORD CASUALTIES.
Stratford, May 14.—Two Stratford soldiers, officially reported wounded, are Pte. Arthur John Foster, gunshot wound in the elbow, and Pte. Thomas G. Daniels, slightly wounded.

Diamonds

Suitable Gifts for the Bride. Diamond Rings, single-stone rings, 3-stone, clusters and fancy settings, in all the newest designs. Prices from \$5.00 to \$350.00.
Lavellers, diamonds in platinum. From \$25.00 to \$500.00.
Pendants, in green and English gold finish, set with diamonds and pearls \$12.00 to \$35.00.
Bangles, in platinum, set with diamonds, pearls, amethysts and sapphires \$25.00 to \$75.00.
Diamond Earrings \$35.00 pair up

C.H. Ward & Co.
Diamond Merchants and Jewelers.
386 RICHMOND STREET.
PHONE 1084.

ICE! ICE!
MANUFACTURED ICE.
FILTERED WATER.

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

**ARTIFICIAL ICE
SUPPLY CO.**

The London Loan and Savings
Company of Canada

Allow interest at from 4 to 5 1/2 per cent, according to length of time.

Money loaned to assist in purchasing or paying for Government Bonds.

M. J. KENT, Manager.
Office—220 Dundas Street, London.



**DO IT
NOW**

You are going to get yourself a nice watch and chain, maybe a diamond ring.

YOUNG'S

"A GOOD PLACE TO BUY."

We have exactly what you want, only you haven't seen it. Come in now. Make your selection and you will be pleased.

TWO STORES

170 Dundas St. 674 Dundas St.



The extraordinary advance in the price of flour has forced the price of bread up to

12c

for Large Loaf

Small standard loaf remains at 7c.

**Johnston Bros.
X X X Bread**

HOSTILE RAIDS REPULSED.
LONDON, May 14.—"Hostile raids Epeby and north of Ypres," says today's official announcement. "We secured a few prisoners. We progressed during the night in Roux Village (Arras front)."

**WHY ARE
big advertisers big advertisers?**
Because they're big advertisers! Figure it out.

**Federal
Advertising
Service**

DOMINION SAVINGS BUILDING.
Telephone 5482.

Use More Bread Save More Money

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

Parnell's Breads

are made of Nature's products.

ORDER A TRIAL LOAF TODAY.

The Parnell Breadman
Phones 929 and 1390.

NO DECISION YET AS TO BIG REVIVAL MEETING

Matter Was Discussed at South London Gathering Last Night.

Manager Emmett, in charge of the business arrangements for the Hanley and Fisher revivals, addressed a meeting of ministers and laymen from the various South London congregations in the Asklin Street Methodist Church last night. The proposal for a revival here as outlined by Mr. Emmett was practically the same as first arranged by the ministers. It is decided to hold a revival at a tabernacle will be erected in South London with a seating capacity of 2,500 or more. A central location will be secured away from any of the churches with the object of attracting non-churchgoers. Local ministers and members of the Salvation Army will aid in the services, and choirs of the churches will likely take part as well. Some of the larger congregations have already agreed to the proposal and hope to hold the meetings next November. Delegates who attended the meeting last night will outline the plans to the congregations of the churches. They will attend another meeting, the date of which has not yet been set and definite plans will be made then. No decision could be made last night.

EVERY MAN INCLUDED.
According to the new medical regulations issued by the militia department which go into effect on May 15, by which the members of Canadian Expeditionary Force are to be classified into several different categories, there is scarcely a man in Canada who is not physically capable to serve his country in some capacity. Lieut.-Col. Brown, A. A. G. of this district, called attention to this fact today when speaking to The Advertiser, he said: "Practically every man in this country can come in under one of the new medical classifications, and there is now no excuse for anyone not to be serving in some capacity."

CLEARING OUT STOCK.
One of the largest sales that will be staged in London this year is that being put on by the Giant Clothing House. Thousands of dollars' worth of merchandise were purchased by this company during the early stages of the war. On account of the backward spring this merchandise has not moved as rapidly as the proprietors expected. As a consequence thousands of dollars' worth of men's clothing, furnishings, etc., will be sold, starting Wednesday morning, at greatly reduced prices for 10 days.

WORKERS PLAN TO RAISE \$20,000 FOR MILITARY Y. M. C. A.

Captains and Committees Chosen Last Night.

CANVASS ON WEDNESDAY

Special Addresses at Businessmen's Gathering at Noon Today.

An enthusiastic organization meeting was held in the Masonic Temple last evening, at which the following captains were appointed for the big campaign to be put on Wednesday and Thursday to raise funds for the Military Y.M.C.A.: London Rowing Club, W. J. Ashplant; Rotary Club, Ray Lawson, W. R. Yendall and A. A. Langford; Board of Trade, A. T. McMahon; Businessmen's Association, James Gray; Automobile Club, Walter E. Gunn; London Curling Club, Bruce E. Wanless; Canadian Club, Col. A. A. Campbell, C. B. King, J. H. Fowler; Keweenaw Club, Jared Vining and Sam H. Rowe.

Although it was planned to raise \$15,000, an effort will be made to secure \$20,000, and already a considerable sum has been promised through the efforts of George M. Reid. Arrangements were made last night for a joint meeting to be held today at noon. Following are the names of teams handed in by the captains last night: Board of Trade—T. A. McMahon (captain), John Macpherson, Wm. Turnbull, J. B. Orr, E. H. Nelles, J. W. White, Ben Erick, George Nicholl, W. W. Gammage, P. G. Mitchell, George McLoughlin, L. H. Scandrett, Roy Ivey. Rotary Club, No. 1—Ray Lawson (captain), J. R. McDermid, R. K. McIntosh, H. J. Webster, T. A. Stevens, H. B. Beal, C. R. May, W. A. Martin, W. E. Robinson, A. McPherson, John S. Moore, Frank Jewell. Rotary Club, No. 2—A. A. Langford (captain), R. H. Fowler, J. C. Benson, P. Ashplant, E. V. Buchanan, W. T. Boughner, P. T. Robinson, W. R. Yendall, Frank Harley. Businessmen's Team—James Gray (captain), Charles T. Glass, E. R. Wilson, P. A. Bowen, E. Reid, A. T. Taylor, E. Gairns, W. G. Murray, R. E. Davis, C. B. Chapman, James Bowman, E. R. Dennis. Keweenaw Club—Jared Vining (captain), E. F. Pearson, R. W. Richards, S. H. Rowed, T. H. Lacey, E. W. G. Moore.

Read the Signs 'Cook's Shoes'

ON DUNDAS AND RICHMOND STS.

Enter either store and you will find whatever you want in footwear and leather goods, at the price you want to pay. This is the

Two-In-One Shoe Store

The Store That Serves You Best.

COOK'S

C. A. Mann, Dr. Partridge, Hugh Murray, J. J. Dyer, C. E. Marley, Harry Hayman, C. B. King (captain), H. J. Fowler, R. P. Peters, E. Mages, George F. Copeland, Rev. H. H. Bingham, H. P. Jones and others. Advertising Club—J. J. Foot, E. Craighero, W. McCallum, J. B. Hay, B. Smith, T. Walsh, T. P. Elliott, E. H. Casselman, W. Zollner, J. E. McConnell, T. B. Parkinson, Walter E. Gunn (captain), Allan Sharpe, Geo. Gunn, F. L. Ross, E. H. Higgins, J. M. Charlton and others. London Curling Club—R. B. Wanless, H. Aked, T. A. Jones, T. Shaw, Clare Moore, T. Gillean, H. White, J. M. Hunt, P. Sage, H. Martyn, J. Woods, J. L. E. Noble, U. K. Wanless, J. Wright. London Rowing and Bowling Club—W. J. Ashplant (captain), Thos. Loveless, W. J. Curran, Percy Young, Parnell Morris, N. Udy, V. Jackson, J. W. Farrow, Jos. McDougall, Ward Casselman.

At noon today Major Gerald Birks, overseas supervisor, and Capt. W. A. Cameron will speak of the "Y" work in the front line trenches at a meeting of business men in the Teumseh House. They will also speak at a mass meeting in the Masonic Temple in the afternoon.

ARTHUR CHAPMAN HONORED AT SEATTLE CONVENTION

Popular Local Dispatcher Made Chairman of Railroad Telegraphers.

Arthur E. Chapman, of the local staff of C. P. R. train dispatchers, who is attending the convention of the Order of Railroad Telegraphers, now in session in Seattle, has been honored by being appointed general chairman of the organization. His predecessor, Mr. Robertson, has been made a senator. Mr. Chapman is a son of Mr. and Mrs. Harry Chapman of Mitchell. He is one of the most popular members of the organization. A CHANCE FOR THOSE GOING WEST—HOMESEKERS' EXCURSIONS VIA C. P. R. Homeseekers' Excursion to Western Canada at attractive fares each Tuesday until October 31, via Canadian Pacific, the Pioneer Route to the West. Particulars from any Canadian Pacific agent or W. B. Howard, district passenger agent, Toronto, Ont. May 15

Eye Talk

NO. 51.
ALL GLASSES ARE ALIKE TO THE BLIND.

Without eyes there would be no sight. Without nerves there would be no sight. For sight is but a nerve stimulus caused by a vibration which we call "light." The nerve that responds to this vibration is marvellously sensitive. You cannot FEEL light with your fingers, or HEAR it with your ears, or TASTE it with your tongue. Your eyes alone possess nerves delicate enough to grasp and sense it. KEEP THOSE EYES PERFECT. YOU CANNOT REPLACE THEM. For perfect-fitting Glasses, see the man who "cares."

**Carlyle
TREBILCOCK
OPTICIAN**

PHONE 2351. 233 DUNDAS ST.

Thistle Club and is vice-president of the bowling section.

SERGEANT G. J. BOLTON IS SENT TO HOSPITAL

Former Fireman is Suffering From Rheumatism.

Official notification has been received by relatives that Sergeant G. J. Bolton, who went overseas with the 12nd Battalion, had been sent to a hospital suffering from rheumatism. He lived at 330 Colborne street, and

PIANOS TO RENT.
If you are thinking of renting a piano for the summer months—or, in fact, any time—it would be well to see the rental pianos of Ye Olde Firme of Heintzman & Co., Limited, Heintzman Hall, 242 Dundas street. They are splendid instruments on attractive terms. yv June 23

TODAY
Fresh-Ground Hamburg Steak, 20c lb.
Wilson's Arcade Meat Market
Phones 1119-1120.

186 King St. (rear). Phone 5124.

previous to enlisting was a fireman at No. 4 fire hall.

SHELL GLASSES

Are both stylish and comfortable. We have them in a variety of new shapes at very moderate prices.

John S. Barnard
Optician,
194 DUNDAS STREET. yf

YOUR RUBBER FOOTWEAR WILL LAST LONGER IF PROPERLY REPAIRED BY

LONDON'S RUBBER MAN

186 King St. (rear). Phone 5124.

ROWAT'S COFFEE
Please See People Who Are Particular.
50c per pound
T.A. ROWAT & CO.
225 Dundas St.
Phone 351-352.
ywt

WE DO NOT EXPERIMENT WITH YOUR TIRES.

We are the oldest rubber shop in London.

London Tire Repair Depot
354 Wellington St. Opp. McClary's.
PHONE 2354. ywt

Champion Bedbug Killer

Destroys Bedbugs, Cockroaches, Water Bugs, Ants, etc.; 25c a can at Taylor's 6 Cut Rate Drug Stores

Our White Shoes

What a White Shoe season this will be! Nearly every woman will be wearing them! And why not? What other sort of Summer Shoes look so neat, so trim, so clean and so dainty? Don't buy the cheap Bargain Sale White Shoes, for it won't pay! We have the best White Shoes made! Our Moderate Prices are fully as pleasing as our Shoes! Remember our Expert Fitting Service!

New High-Cut Boots in Lace or Button style. New Colonials, Sandals and Pumps. White Kid, Washable Calf, White Nubuck, Canvas or Linen. White Ivory or Rubber soles and heels. Leather if you prefer! Every variation of size and width. \$3.00, \$4.00, \$5.00 to \$7.00.

JOHNSTON & MURRAY

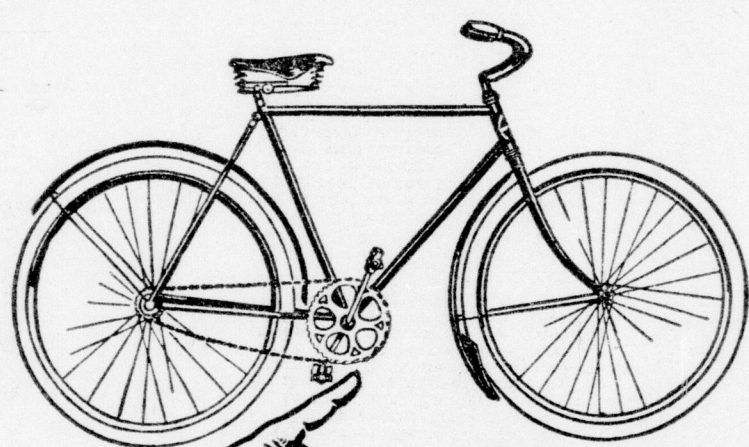
LONDON. ST. THOMAS.

Make Your Boy Happy on the 24th of May

Buy him that Brantford Red Bird Bicycle you promised him. He's no different to other boys. Just like you when you were his age. Has the same longings that you had. He wants to be like other boys. He knows the kind of Bicycle he wants and he'll never be satisfied until you buy him a Brantford Red Bird---the kind all the other boys have.

Buy It Today! Save His Time! Helps Him To Help You and Help Himself!

For A
Broader—
Healthier—
Happier—
Life—



Ride A
BRANTFORD
"Made in Canada" BICYCLE

\$45 Cash or Terms

It will save his time to and from school. Helps him to run messages for you and mother, in a hurry. Saves him carfare. Saves his shoes and clothes. But what's the use of enumerating all these things? You were a boy once yourself, and know them all without us telling you.

We have only a limited number of Wheels and we cannot get more before the 24th of May. In order to obtain one for the holiday you had better get in early. ORDER IT TODAY AND BE SURE.

Of course he has been begging for a Brantford Red Bird to ride to the bicycle races at Queen's Park on the holiday. Hundreds of his friends and chums will be there with one. Why not make him happy by ordering his today and being sure?



Imitation is the Sincerest Flattery

Other makers try to imitate the Brantford Red Bird in color. That's as far as they get.

This nameplate on a bicycle is your guarantee.

Count the Brantfords on the street. You'll agree with us then.

Bicycle and Motor Sales Company

The Biggest, Best and Most Reliable Bicycle House in Canada

425 WELLINGTON STREET

Open Evenings

PHONE 3182