

The Arch Preserver Shoes

In all outward respects look like the best and most stylish shoes of regular lines.

THEY ARE THE MOST SATISFACTORY SHOES MEN CAN WEAR.

LOOKS SHOE STORE

DUNDAS AND RICHMOND

Reliance Garage

Service Station

Becoming Eyeglasses

We carry many styles of very becoming eyeglass mounts, and are experts in the art of proper fitting. Prices moderate.

JOHN S. BARNARD

Optician.

194 DUNDAS STREET.

WEDNESDAY MORNING

HADDOCK, 12½c Lb.

FRESH CAUGHT.

Pickering, Perch, Whitefish, Herring.

WILSON'S

5605, 5601.

DIAMONDS

Diamond Rings from \$5 to \$500, 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.

227 Dundas Street, Phone 4071.

A. T. TAYLOR. E. L. CAMPBELL.

Our **RETRADING** is **QUALITY** Work, Not the Average.

London Tire Repair Depot

184 Wellington Street, Phone 2394.

A. WILKES. Opp. McCarty's, ywt.

\$5.00

No charge for fitting

Anderson & Nelles, London

GLASSES FOR EVERY VOCATION AND EVERY NEED.

EYE HELPS THAT HELP.

Carbyl

REBILCOCK OPTICIAN

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

Give Us One Trial

on that pair of shoes you need repaired. We will call for them and guarantee satisfaction.

MODERN SHOE REPAIR COMPANY,

PHONE 2310.

More Mileage. Less Punctures.

Tires Retreaded.

London's Rubber Man

346 DUNDAS STREET, PHONE 5124.

AND THEN HE CUSS'D.

Because he found that his battery was not working properly, and because he had not taken our advice to send it to us and have it inspected and repaired. Take warning and act immediately.

BENSON-WILCOX ELECTRIC CO.,

264 Dundas Street. Phone 2671.

The London Loan and Savings Company of Canada

INTEREST RATES ALLOWED

In Savings Bank 4 Per Cent

Debitors 5 to 5½ Per Cent

M. J. KENT, Manager,

PARNELL'S

goes farther because of the fine ingredients used in its manufacture and the excellent recipe from which it is made, you'll find

PARNELL'S BREAD

just what you have been looking for to help cut down the high cost of living.

TRY A LOAF TODAY.

PARNELL THE BREADMAN

Phones—929, 1390.

Diamonds!

—\$6.00—

YOUNG LADIES' HEAVILY MOUNTED RING.

—\$15.00—

YOUNG LADIES' SOLITAIRE 14K. RING.

—\$25.00—

LADIES' SOLITAIRE, FANCY SETTING.

—\$32.00—

LADIES' TIFFANY PLATINUM TIPS.

—\$90.00—

LADIES' PLATINUM TOP. QUALITY AND SERVICE.

YOUNG'S

JEWELERS AND OPTICIANS.

TWO STORES.

170 Dundas St. 674 Dundas St.

"Yes, Mrs. Brown, this is the grocer's."

"Well, I called to ask you makes that delicious bread you sent me."

"Oh, that's"

Johnston Bros. XXX BREAD

"I knew you'd like it. Everybody does."

JOHNSTON BROS.

PHONE 944.

CANADIANS HAVE ENJOYED CHEAPEST TEA, IS CLAIMED

New Tax Brings Out Interesting Facts and Figures.

For the first time since the year 1870, Canada is paying a tax on tea. In the years that have intervened, Canada has enjoyed cheaper tea than practically any other country in the world, according to a prominent London broker. This, he adds, holds good, in face of the fact that tea has advanced in price from 100 per cent since the outbreak of war.

The increase has been due, not to the first cost, but to the enormous advance in transportation charges, war insurance, etc., consequently the big advance proportionately has been made on the cheaper grades. It costs just as much to bring from its original home to London a pound of tea that formerly cost 25 cents a pound as it does a tea dole that formerly cost 60 cents a pound. Even with the war tax placed this week, tea is not as luxuriously priced as pessimists were prophesying last fall that it would be by May, 1918, from the war tax, tea is really a better price than last October, owing to the large quantity not reckoned upon which arrived from Java.

The woman who faces every difficulty and trial calmly after making herself a real good cup of tea need not feel that her main pain is removed. Tea is still quite accessible. Nevertheless, deputations of tea merchants went Monday from Toronto and Montreal to interview the Government in regard to some points not considered quite satisfactory in the new regulations.

INSPIRING WAR SONG.

The "Watch on the Rhine" is worth more than two on the wrist, and it is taking the combined strength of the Allies to "wind it up." "When We Wind Up the Watch on the Rhine" is the title of one of the most inspiring war songs, and can be heard in the Player Roll Department of Mason & Rich, Limited, 248 Dundas street, London. It is said to be one of the favorites of the boys in line, and expresses the anti-Prussian sentiment of the entire civilized world. You should add this song to your musical library.

IT COSTS A LOT TO LIVE

But don't let the matter of expense keep you from having your eyes cared for. Sight is more important to you than clothing, food, or anything else. Also, you'll find our service is perfectly reasonable. The Brown Optical Company, Specialists, 223 Dundas street, Phone 1872.

HENRY FORD SAYS:

In public demand, better, cheaper and on a more standardized basis than any other, Ford's cars are practically all that can be made. Doing that, and advertising, put Ford in the class.

Federal Advertising Agency

T. H. YULL, MGR.

Domestic Savings

LONDON, CANADA.

THE LONDON ADVERTISER, LONDON, ONTARIO, TUESDAY, MAY 7, 1918.

Rowat's COFFEE

Placates People Who Are Particular

50c per pound

T. A. ROWAT & CO.

252 Dundas Street

Phones 3311-3224.

Rowat's COFFEE

Placates People Who Are Particular

50c per pound

T. A. ROWAT & CO.

252 Dundas Street

Phones 3311-3224.

FUR STORAGE

Dry, cold air. Insured from moths, fire and theft.

BELTZ & CO.

Phone 817. We will call, ywt.

BAKERS WILL HELP FOOD CONTROLLER IN CONSERVATION WORK

Pledge Help in Saving Flour, Fats and Sugar.

WEST LONDON CHURCH DEBATEERS' TEAM WINS IN FINAL CONTESTS

Presbyterian Union Series Ends Last Night.

CONDITION IS SERIOUS.

CHATHAM, May 6.—Miss Leona O'Neill of Chatham, who is recovering from an auto accident some days ago, was reported to be nearly well. Mrs. Fairbank, who was with her in the same accident, has gone to her home.

PATRICIA

Francis X. Bushman, Beverly Bayne and Charlie Chaplin are the stars featured on the bill at the Patricia Theatre again today and Wednesday.

Centre is Moved

Mobilization Staff in New Quarters at Carling Block.

MAJESTIC

"The Blue Bird," the masterpiece of Belgium's master poet, Maurice Maeterlinck, is now being presented at the Majestic Theatre again today, Wednesday and Thursday.

GLADYS BROWNELL

DIRECTION WILLIAM FOX

Featured in a stirring photoplay, "For Liberty," showing at the Patricia Theatre Thursday, Friday and Saturday.

Rowat's COFFEE

Placates People Who Are Particular

50c per pound

T. A. ROWAT & CO.

252 Dundas Street

Phones 3311-3224.

Rowat's COFFEE

Placates People Who Are Particular

50c per pound

T. A. ROWAT & CO.

252 Dundas Street

Phones 3311-3224.

Rowat's COFFEE

Placates People Who Are Particular

50c per pound

T. A. ROWAT & CO.

252 Dundas Street

Phones 3311-3224.

Rowat's COFFEE

Placates People Who Are Particular

50c per pound

T. A. ROWAT & CO.

252 Dundas Street

Phones 3311-3224.

Rowat's COFFEE

Placates People Who Are Particular

50c per pound

T. A. ROWAT & CO.

252 Dundas Street

Phones 3311-3224.

Rowat's COFFEE

Placates People Who Are Particular

50c per pound

T. A. ROWAT & CO.

252 Dundas Street

Phones 3311-3224.

Rowat's COFFEE

Placates People Who Are Particular

50c per pound

T. A. ROWAT & CO.

252 Dundas Street

Phones 3311-3224.

Rowat's COFFEE

Placates People Who Are Particular

50c per pound

T. A. ROWAT & CO.

252 Dundas Street

Phones 3311-3224.

Rowat's COFFEE

Placates People Who Are Particular

50c per pound

T. A. ROWAT & CO.

252 Dundas Street

Phones 3311-3224.

Rowat's COFFEE

Placates People Who Are Particular

50c per pound

T. A. ROWAT & CO.

252 Dundas Street

Phones 3311-3224.

Rowat's COFFEE

Placates People Who Are Particular

50c per pound

T. A. ROWAT & CO.

252 Dundas Street

Phones 3311-3224.

Rowat's COFFEE

Placates People Who Are Particular

50c per pound

T. A. ROWAT & CO.

252 Dundas Street

Phones 3311-3224.

Rowat's COFFEE

Placates People Who Are Particular

50c per pound

T. A. ROWAT & CO.

252 Dundas Street

Phones 3311-3224.

Rowat's COFFEE

Placates People Who Are Particular

50c per pound

T. A. ROWAT & CO.

252 Dundas Street

Phones 3311-3224.

Rowat's COFFEE

Placates People Who Are Particular

50c per pound

T. A. ROWAT & CO.

252 Dundas Street

Phones 3311-3224.

Rowat's COFFEE

Placates People Who Are Particular

50c per pound

T. A. ROWAT & CO.

252 Dundas Street

Phones 3311-3224.

Rowat's COFFEE

Placates People Who Are Particular

50c per pound

T. A. ROWAT & CO.

252 Dundas Street

Phones 3311-3224.

Rowat's COFFEE

Placates People Who Are Particular

50c per pound

T. A. ROWAT & CO.

252 Dundas Street

Phones 3311-3224.

Rowat's COFFEE

Placates People Who Are Particular

50c per pound

T. A. ROWAT & CO.

252 Dundas Street

Phones 3311-3224.

Rowat's COFFEE

Placates People Who Are Particular

50c per pound

T. A. ROWAT & CO.

252 Dundas Street

Phones 3311-3224.

Rowat's COFFEE

Placates People Who Are Particular

50c per pound

T. A. ROWAT & CO.

252 Dundas Street

Phones 3311-3224.

Rowat's COFFEE

Placates People Who Are Particular

50c per pound

T. A. ROWAT & CO.

252 Dundas Street

Phones 3311-3224.

Rowat's COFFEE

Placates People Who Are Particular

50c per pound

T. A. ROWAT & CO.

252 Dundas Street

Phones 3311-3224.

Rowat's COFFEE

Placates People Who Are Particular

50c per pound

T. A. ROWAT & CO.

252 Dundas Street

Phones 3311-3224.

Rowat's COFFEE

Placates People Who Are Particular

50c per pound

T. A. ROWAT & CO.

252 Dundas Street

Phones 3311-3224.

Rowat's COFFEE

Placates People Who Are Particular

50c per pound

T. A. ROWAT & CO.

252 Dundas Street

Phones 3311-3224.

Rowat's COFFEE

Placates People Who Are Particular

50c per pound

T. A. ROWAT & CO.

252 Dundas Street

Phones 3311-3224.

Rowat's COFFEE

Placates People Who Are Particular

50c per pound

T. A. ROWAT & CO.

252 Dundas Street

Phones 3311-3224.

Rowat's COFFEE

Placates People Who Are Particular

50c per pound

T. A. ROWAT & CO.

252 Dundas Street

Phones 3311-3224.

Rowat's COFFEE

Placates People Who Are Particular

50c per pound

T. A. ROWAT & CO.

252 Dundas Street

Phones 3311-3224.

Rowat's COFFEE

Placates People Who Are Particular

50c per pound

T. A. ROWAT & CO.

252 Dundas Street

Phones 3311-3224.

Rowat's COFFEE

Placates People Who Are Particular

50c per pound

T. A. ROWAT & CO.

252 Dundas Street

Phones 3311-3224.

Rowat's COFFEE

Placates People Who Are Particular

50c per pound

T. A. ROWAT & CO.

252 Dundas Street

Phones 3311-3224.

Rowat's COFFEE

Placates People Who Are Particular

50c per pound

T. A. ROWAT & CO.

252 Dundas Street

Phones 3311-3224.

Rowat's COFFEE

Placates People Who Are Particular

50c per pound

T. A. ROWAT & CO.

252 Dundas Street

Phones 3311-3224.

Rowat's COFFEE

Placates People Who Are Particular

50c per pound

T. A. ROWAT & CO.

252 Dundas Street

Phones 3311-3224.

Rowat's COFFEE

Placates People Who Are Particular

50c per pound

T. A. ROWAT & CO.

252 Dundas Street

Phones 3311-3224.

Rowat's COFFEE

Placates People Who Are Particular

50c per pound

T. A. ROWAT & CO.

252 Dundas Street

Phones 3311-3224.

Rowat's COFFEE

Placates People Who Are Particular

50c per pound

T. A. ROWAT & CO.

252 Dundas Street

Phones 3311-3224.

Rowat's COFFEE

Placates People Who Are Particular

50c per pound

T. A. ROWAT & CO.

252 Dundas Street

Phones 3311-3224.

Rowat's COFFEE

Placates People Who Are Particular

50c per pound

T. A. ROWAT & CO.

252 Dundas Street

Phones 3311-3224.

Rowat's COFFEE

Placates People Who Are Particular

50c per pound

T. A. ROWAT & CO.

252 Dundas Street

Phones 3311-3224.

COUNCIL VOTES TO DISMISS HEAD OF PAVING DEPT.

Street Railway's Application to Increase Fares Dies Quietly.

FIRE OF PERSONALITIES

Mayor Gives Aldermen to Understand Bitter Remarks Must Stop.

Mayor Gives Aldermen to Understand Bitter Remarks Must Stop.

Mayor Gives Aldermen to Understand Bitter Remarks Must Stop.

Mayor Gives Aldermen to Understand Bitter Remarks Must Stop.

Mayor Gives Aldermen to Understand Bitter Remarks Must Stop.

Mayor Gives Aldermen to Understand Bitter Remarks Must Stop.

Mayor Gives Aldermen to Understand Bitter Remarks Must Stop.

Mayor Gives Aldermen to Understand Bitter Remarks Must Stop.

Mayor Gives Aldermen to Understand Bitter Remarks Must Stop.

Mayor Gives Aldermen to Understand Bitter Remarks Must Stop.

Mayor Gives Aldermen to Understand Bitter Remarks Must Stop.

Mayor Gives Aldermen to Understand Bitter Remarks Must Stop.

Mayor Gives Aldermen to Understand Bitter Remarks Must Stop.

Mayor Gives Aldermen to Understand Bitter Remarks Must Stop.

Mayor Gives Aldermen to Understand Bitter Remarks Must Stop.

Mayor Gives Aldermen to Understand Bitter Remarks Must Stop.

Mayor Gives Aldermen to Understand Bitter Remarks Must Stop.

Mayor Gives Aldermen to Understand Bitter Remarks Must Stop.

Mayor Gives Aldermen to Understand Bitter Remarks Must Stop.

Mayor Gives Aldermen to Understand Bitter Remarks Must Stop.

Mayor Gives Aldermen to Understand Bitter Remarks Must Stop.

Mayor Gives Aldermen to Understand Bitter Remarks Must Stop.

Mayor Gives Aldermen to Understand Bitter Remarks Must Stop.

Mayor Gives Aldermen to Understand Bitter Remarks Must Stop.

Mayor Gives Aldermen to Understand Bitter Remarks Must Stop.

Mayor Gives Aldermen to Understand Bitter Remarks Must Stop.

Mayor Gives Aldermen to Understand Bitter Remarks Must Stop.

Mayor Gives Aldermen to Understand Bitter Remarks Must Stop.

May Time and Blooming Flowers In Our New Wash Materials For a Summer Frock or Suit

Warm days have been so long delayed in their coming they will probably arrive with a rush. Our Wash Goods are ready—a large assortment of dainty materials. The prices are very moderate considering the extreme advance in cost of cotton. Many could not be duplicated.

RICH SILK MIXTURES, in stripes, pink, blue, grey and cream. At per yard.....60c

POPULAR FIGURED VOILES, in plaids, stripes, floral and figured; green, pink, mauve, blue, grey black and white stripe; 40 inches wide 35c yard

PLAIN WHITE VOILES, 45 inches wide, 30c to 75c. Our special value 50c yard

PALM BEACH SUITINGS, in sand shade, yard wide 50c yard

HONEYCOMB BEDSPREADS, a limited quantity, about two dozen; we are offering at old price. They are certainly a bargain..... \$2.95

BUNGALOW NET, something attractive for the windows; ecru, ivory and white; 40 inches wide; large number of patterns. Per yard 25c

TEN PIECES TUSSEH SILK, a full yard wide, washable and beautiful, in a choice range of colors; worth \$1.25 a yard. On sale at 89c

EIGHT PIECES CREPE DE CHINE, 36 inches wide, most serviceable and attractive, in the newest colors; worth \$1.50. On sale at 98c

300 Children's Wash Hats, all new patterns, at 25 per cent below regular prices. Each 50c, 60c, 75c and 85c

Girls' Fancy Trimmed Hats, in big variety, selling fast; we have about 200. Clearing price 98c each

Straw Hats for boys and girls, several designs, at very low prices. At each 25c, 50c, 75c \$1.00 and up to \$2.50

HOSIERY

RADIUM SILK HOSE—Colors black, white, pearl, steel, taupe, navy, champagne, two shades cream, brown; all sizes 8½ to 10; two very special lines. Old prices, per pair 75c and \$1.00

SILK-ANKLE HOSE—In the very popular makes, "Radium," "Puritan Make," "Queen Quality and L. Mc. Brand." Very special value, old stock prices. Clearing this week at 60c per pair. Make sure of a good supply of these, as hosiery of this quality and price will be at a premium very soon.

LADIES' LISLE HOSE—Black, white, tan, medium and dark brown, flesh, mustard, pearl, steel and sand. Three attractive lines at, per pair 50c, 60c and 75c

SILK LISLE—In old stock, "Mercury" make, in black or white, sizes 8½ to 10. Per pair 75c

MERCERIZED HOSE, with balbriggan feet, imported split feet, 8½ to 10. Only, per pair 50c

BLACK LISLE, with natural wool sole; very hard to stock at present; all sizes. Very special at 40c

COTTON HOSE—Radium and Queen Quality, ribbed elastic tops, black or white, old dye; sizes 8½ to 10. Per pair 25c

CHILDREN'S BLACK COTTON—Old dye, two-and-one ribbed; sizes 5 to 9½, 15c to 25c

J. H. CHAPMAN & CO.

239, 241, 243 Dundas Street

M.S.A. ENFORCEMENT IN QUEBEC STRICT AND TO FULL EXTENT

Deputy Registrar Wismer Says Work Speeded Up.

RAILWAYMEN NEEDED