LONDON AD. CLUB ELECTS OFFICERS FOR ENSUING YEAR

Closing Meeting of Season Held Last Night.

FORCEFUL SELLING TALK

"Importance of Little Things" Furnishes Interesting Subject.

"The Importance of Little Things in Business" was the subject of an address delivered at the London Advertising Club dinner at the Tecumseh House Last evening by George W. Hopkins, general sales manager of the Columbia Graphophone Company, New York. The message of Mr. Hopkins was delivered in a forceful style and his suggestions were of a valuable character.

The meeting and dinner was the final session before suspending for the summer.

The event was marked by the attendance of a large number of ladies, and was known as ladies' night.

Prior to the introduction of the speaker of the evening, the following officers and members of the executive committee was elected for the year 1918-1919:

Past President—T. P. Elliot, Smallman & Ingram.

President—J. J. Foot, McClary Manufacturing Company.

First Vice-President—W. J. Ashplant, Hubert Ashplant & Sons.

Second Vice-President—T. B. Parkinson, Aetna Life Insurance Company.

Secretary—T. H. Yull, Federal Advertising Agency.

Treasurer—G. L. Spry, Canada Trust Company.

Executive Committee.

C. Frank Adams, Advertiser; R. M. Burns, Catholic Record; John Cottam, Birdland Society; E. S. Crawford, Heintzman Piano Company; R. H. Dowler, R. H. & J. Dowler; J. B. Hay, Hay's Stationery; Jos. Hickey, Grafton & Co.; Norman Keene, Ontario Furniture Company; H. B. Muir, Free Press; George Peters, confectioner; Gordon Philip, city industrial commissioner; H. A. Sabine, H. A. Sabine & Co.; J. B. Smith, Free Press; A. E. Silverwood, Silverwoods, Limited; T. E. Walsh, Advertiser; W. N. Humphries, A. Talbot & Co.; E. V. Buchanan, public utilities commission; D. McEachern, Huron and Erie Mortgage Corporation.

In his opening remarks, the speaker of the evening complimented the members of the London Advertising Club for the gradual growth that had marked the club since its inception.

"These times are making and breaking men in business. There will be more men go down in business this year than ever before," said Mr. Hopkins.

"To prevent failures we must seek a solution, and that solution is looking to the smaller details. The doing of small things account for the success in business life today.

"The association of one businessman with another was conducive to expansion and to a better understanding between individuals.

"Merchandise is the product we have to sell. If you analyze the term merchandise you will find the sale comes under one of twelve headings."

With reference to color, the speaker said this had done a great deal to bring about sales. Green had been tried on candy boxes and had proved a failure because the color could not be associated with candy without creating a distasteful feature. Light colors had proven more successful.

Size was another fundamental requirement in successful salesmanship.

"Put a round article in a square box and it will sell better because it creates the impression of more for money."

Style was referred to next. Style was something to be studied. A familiarity with style was essential.

"God help the man who has to figure out the styles in advance for women's hats and dresses," said the speaker.

Convenience in an article was shown by the handy toilet articles found in high-priced traveling bags equipped this way in order to bring about a sale.

Value was another feature to be considered in selling.

Durability was to be considered as a prime factor in successful selling. This feature was evidenced in certain shaving brushes, where the bristles were set in hot rubber and remained permanent.

Tone in musical instruments was a good talking point, but the customer had to be able to realize tone, otherwise the salesman's argument was lost.

Taste in selling confections and candies showed that the public had a variety of tastes and their desires could be ascertained only by analyzing the conditions.

Appearance was something that in salesmanship had been productive of results. This fact was brought to light daily in motor car sales.

Power was also an important salesmanship argument.

Upon one of the twelve points the salesman who wants to make a success should centre his argument.

Buyer Must Be Shown.

"We don't want to do business the way our ancestors did. Today it is the straight appeal for merchandise. Today the buyer had to be shown that he was getting value received.

These are days of big money. People have money in their pocket today who never had a nickel in their jeans to jingle before.

The profits on small things must be considered.

"Price frequently determines quality," said Mr. Hopkins in conclusion.

The Harmony Male Quartet pleased with a number of popular vocal selections.

DUNDAS CENTRE CHOIR APPEARS AT INGERSOLL

On Tuesday evening the choir of the Dundas Centre Methodist Church motored to Ingersoll and gave a musical program in the Methodist Church of that town. The entertainment was under the auspices of the Young Men's Bible Class, all proceeds being donated to patriotic purposes. The church was well filled, and each number received hearty applause.

The choir was assisted by Mrs. (Dr.) Routledge, pianist, and Miss Cockrill, soprano. At the close of the concert a social hour was spent, lunch being provided by the young ladies of the church.

The increased cost of fine teas has tempted some to try cheap, inferior teas to their sorrow. It is a real economy to use Salada Tea, since it yields a far greater number of cups to the pound, and, besides, has that unique satisfying flavor.

DOCTORS ORDER IRON CAPSULES.

TONAL-IRON CAPSULES.

The Great Blood-Maker, Nerve Tonic and System-Builder.

TONAL-IRON CAPSULES have cured others, and they will cure you, if suffering from any of the following: Anaemia (thin or watery blood), Impure Blood, Nervousness, Nerve and Muscle Twitching, Weakness or Palpitation of the Heart, Shortness of Breath, Excitability, Indigestion, Dyspepsia, Liver Trouble, Pain in the Back, Kidney Troubles, Rheumatism, Vital Weakness in Men, Diseases Peculiar to Women, Mental Worry, Cold Extremities, Numbness, Poor Circulation, Lassitude, or any form of Physical Decline. Price $1 a box.

Remember, these are capsules and are easily dissolved in the stomach a few minutes after taking.

Tonal-Iron Capsules cure war-nerves. If you are suffering from the worry caused by this war, try them.

Sold at all first-class drug stores, or mailed anywhere on receipt of price. Tonal-Iron Company, Box 184, London.

PARENTS APPROVE Y'S CAMPAIGN TO "EARN AND GIVE"

Only Two of London "Army" Released From Promise.

In connection with the "Earn and Give" campaign in London, R. E. G. Davis has sent letters to the parents of the 270 boys who were enrolled here recently, to inquire if they approve of the action of the boys. If not, the boy will be released from his pledge to earn and donate $10 towards the military fund of the Y. M. C. A. Thus far only two boys have been released on their parents' request.

On the other hand, many parents have called on Mr. Davis to tell him, he says, how they appreciate the benefit that the campaign has been and will continue to be to the boy. The benefit will be worth many times $10, it is said.

The Y. M. C. A. is endeavoring to secure positions for the boys. So far there have not been many applications for the boys from the employers in the city, but it is believed that plenty of work will be secured.

The S. O. S. boys of Middlesex have all secured situations on the farms for the summer. In some of the other districts, however, there are many boys of the S. O. S. movement who have not yet been placed. A plan is being promulgated whereby the surplus boys will be utilized in the sugar beet fields of the Chatham district. The Y. M. C. A. intends having ten camps in that district. The boys will be paid $10 per acres for hoeing beets, and it is thought they will be able to earn $15 per week. There will be two months' work.

If after the S. O. S. boys are all placed there is still a demand for more boys, the Y. M. C. A. will endeavor to recruit boys of the Hebrew families, and have one camp for them. They have not been enlisted with the S. O. S. as yet, but they will be utilized in the sugar beet fields.

QUERIES REGARDING MILITARY SERVICE

Send in Your Problems and They Will Be Answered From Official Information by The Advertiser.

C. E. M.: Q.—I am 19 years old, and farming. I am the only boy, and my father is not able to help much on account of ill-health. Would I stand a chance of exemption?

A.—You might, if you are allowed to claim exemption. No information has been given out yet regarding exemption claims for those of 19, or who have attained the age of 20 since October 13, 1917. They will be notified to register before June 1, and may be allowed to claim exemption.

G. S.: Q.—1. I am 20 years of age and single, and am an ordained minister. What are my obligations under the M. S. A., and must I register when the time comes?

2. To whom must I apply for information in the Walkerville district?

A.—1. Clergy are included among those excepted from the provisions of the act. They are therefore not called upon to register.

2. Write to Deputy Registrar H. F. Beresford, Royal Bank Building, London, Ont., who is in charge of Military District No. 1 (Western Ontario).

J. C. B.: Q.—I was born September 16, 1895. Would I be subject to the order-in-council, and if not would I have a chance to prove my claim, as I registered as 22 under the M. S. A.?

A.—As you had not attained the age of 23 years when you applied for exemption, you are included in the ages for which exemptions have been cancelled. If you are in Category A or have no category, you will be notified to report for duty.

O. K.: Q.—Are all Category E men being called up for re-examination now, or only those included in the first draft?

A.—They are being colled for re-examination, but only a few of them are being called as yet.

C. R. B.: Q.—1. Would an American, 19 years of age, who has been in Canada fifteen years, and whose father has not taken out naturalization papers, be liable under the M. S. A. when that age is called?

2. If not, can he be deported to the United States until he is 21?

A.—The question depends on his citizenship. It would appear that he is still a citizen of the United States, and therefore not liable to the provisions of the M. S. A.

2. Under the convention agreement soon to be ratified between the two countries, he would probably be required to enlist here or return to his own country, as he is of the age liable here.

W. W. L.: Q.—1. Has the United States called the 20-year-old class yet? If called, when do they have to register? Whom would I write to for blank registration forms, as I lived in Michigan?

A.—Have no information here on the United States law. You could write to the United States recruiting office in Detroit for information.

L. M.: Q.—I am 19 years old and have one brother in France and another in the United States army. Would it be possible for me to get a passport to cross the line to enlist in the United States army?

A.—It is unlikely, though you might try. Write to John Riggs, Dominion immigration office, Carling Block, London, Ont.

P. H. P.: Q.—1. I am exempted until Category E is called. When will it be called?

2. I was rejected and placed in E prior to conscription, and again since the M. S. A. enforcement, and again since re-examined and granted a war service badge (Class D). Am I liable to be called again for examination, and if so, when?

A.—1. Category E is "permanently unfit," and such men could not be used if called.

2. Men in Category E can be called up for re-examination at any time. The registrar has power to issue orders whenever he sees fit to do so.

I. O. Q. U.: Q.—Where shall I write to protest the exemption granted to a Category B man, whose place is in the army?

A.—Write to the registrar or deputy registrar of the district in which you live. If in Western Ontario (Military District No. 1), address it to the Royal Bank Building, London, Ont., and if in Military District No. 2, address him at Toronto, Ont.

M. M.: Q.—Where should I write to get exemption for a man who was examined at Simcoe, Ont.?

A.—It does not matter where he was examined. Write to the registrar of the district in which he is residing. See answer to I. O. Q. U.

G. C. L.: Q.—1. Does the M. S. A. as amended include in the 19-year-old class a young man who was not 19 years of age on October 13, 1917, but who has become 19 since the beginning of 1918—in other words, a man born in 1899?

2. If so, shall he be called in July if he registers by June 1; and if so, shall he have the privilege of choosing his until he is called?

A.—1. The order-in-council makes those who have attained the age of 19 members of Class 1. If the same procedure is followed as was used last fall, all those who are 19 on or before the date the proclamation is issued will be called. For instance, the proclamation might be issued May 27, calling on all those who were then 19 to register.

2. Dispatches state that they will not be called to the colors before July. It is to be presumed that if he enlists before notified by the registrar to report for duty, he will have that privilege.

HALF THURSDAY LIST OF VOLUNTEERS MEN FROM LONDON CITY

All But Four of Score Offering in A2.

EIGHT JOIN FLYING CORPS

Eight More Defaulters and One Apprehended Man Sent to W. O. R.

All but four of the 20 volunteers who reported for service at the local mobilization centre Thursday were placed in Category A2. Two volunteers were placed in Category B2, one in C and one volunteer was found unfit for service and placed in Category E.

Half of Thursday's volunteers were Londoners. Three volunteers came from Windsor and one from Sarnia. The British-Canadian Recruiting Mission sent three volunteers from Detroit, two from Louisville and one from Cleveland.

Eight volunteers were sent to the Royal Flying Corps.

Eight defaulters under the military service act and one man who was apprehended appeared before the medical board at the local mobilization centre Thursday and all were sent to the W. O. R. for service.

The following is a list of volunteers who enlisted at the local mobilization centre Thursday: C. C. Hyatt, R. F. C., London; E. A. Rosenbloom, C. E., Sarnia; T. H. W. Pickard, W. O. R., Windsor; E. J. R. Beneau, Construction, Windsor; Claire Gow, C. E., Windsor; L. F. H. Marshall, R. F. C., London; W. E. Gardiner, R. F. C., London; L. M. Vincent, R. F. C., London; F. Littleproud, R. F. C., London; R. W. Brown, R. F. C., London; T. Del Santo, Construction, Detroit; M. Orticello, C. E., Detroit; C. E. Fonting, Construction, Detroit; D. Cummings, W. O. R., Louisville; Louis James, 63rd Battery, Louisville; L. S. M. Peterson, W. O. R., Cleveland; D. R. Busch, W. O. R., London; W. A. Harvey, C. G. R., London; R. MacDougall, R. F. C., London; J. R. Johnson, R. F. C., London.

FORMER LONDON PASTOR NOW AT AMHERSTBURG

AMHERSTBURG, May 16.—Rev. W. A. Monteith, formerly of Chelsea Green, London, was inducted as pastor of the local Presbyterian Church at a very largely attended service. Owing to the unavoidable absence of the moderator, Rev. A. N. Campbell, Rev. Reid, moderator of the Chatham Presbytery, presided. The sermon was preached by Rev. Sheppard, and the ordination vows were given by the moderator. Rev. Paulin addressed the minister, and Rev. Melvin the congregation. A largely attended reception was held for the new pastor this evening.

RESORTS IN THE CANADIAN PACIFIC ROCKIES.

Banff, Lake Louise, Field and Glacier are in the heart of the Canadian Pacific Rockies, and on the main line of the Canadian Pacific Railway.

zxv-June1

ASSISTANT EDITOR TAKES OVER DUTIES

Harold Fry, until recently editor of the Canadian Countryman, Toronto, has assumed his new duties as assistant editor of the Farmers' Advocate. While Mr. Fry was born in the States his parents were Canadians, and he came to Vineland, Ontario, when seven years old. On graduating from the Ontario Agricultural College in Guelph in 1914, he was taken on the staff of the department of horticulture, where he remained until May, 1917. From there he went to the editor's desk of the Canadian Countryman, which position he recently resigned to come to London.

CONSTIPATION POISONS the blood. Perfect elimination is indispensable to health. Stimulate the liver, open the bowels, and get the system into a good habit by taking Hood's Pills, the old reliable family cathartic. Do not irritate nor gripe. Price 25c, of all druggists or promptly by mail of C. I. Hood Company, Lowell, Mass.

Use Cocoanut Oil For Washing Hair

If you want to keep your hair in good condition, be careful what you wash it with.

Don't use prepared shampoos or anything else, that contains too much alkali. This dries the scalp, makes the hair brittle, and is very harmful. Just plain mulsified cocoanut oil (which is pure and entirely greaseless), is much better than anything else you can use for shampooing, as this can't possibly injure the hair.

Simply moisten your hair with water and rub it in. One or two teaspoonfuls will make an abundance of rich, creamy lather and cleanses the hair and scalp thoroughly. The lather rinses out easily, and removes every particle of dust, dirt, dandruff and excessive oil. The hair dries quickly and evenly, and it leaves it fine and silky, bright, fluffy and easy to manage.

You can get mulsified cocoanut oil at most any drug store. It is very cheap, and a few ounces is enough to last everyone in the family for months.—Advt.

A CHILD DOESN'T LAUGH AND PLAY IF CONSTIPATED

Look, Mother! Is Tongue Coated, Breath Feverish and Stomach Sour?

"California Syrup of Figs" can't harm tender stomach, liver, bowels.

A laxative today saves a sick child tomorrow. Children simply will not take the time from play to empty their bowels, which become clogged up with waste, liver gets sluggish; stomach sour.

Look at the tongue, mother! If coated, or your child is listless, cross, feverish, breath bad, restless, doesn't eat heartily, full of cold or has sore throat, or any other children's ailment, give a teaspoonful of "California Syrup of Figs," then don't worry, because it is perfectly harmless, and in a few hours all this constipation, poison, sour bile and fermenting waste will gently move out of the bowels, and you have a well, playful child again. A thorough "inside cleansing" is oftimes all that is necessary. It should be the first treatment given in any sickness.

Beware of counterfeit fig syrups Ask your druggist for a bottle of "California Syrup of Figs," which has full directions for babies, children of all ages and for grown-ups plainly printed on the bottle. Look carefully and see that it is made by the "California Fig Syrup Company."

TAKE CARE! YOU CAN'T STAND EVERYTHING

Do you think you are made of steel? Why, you wouldn't neglect a piece of machinery as you do your body, which is the most marvelous and delicately adjusted machine in all the world.

When you feel your nerves weakening, as shown by irritability, sleeplessness, worry, morbidness, "blues," discouragement, it's time to face about and do something.

Give your nerves the vital phosphates they need. Take Penslar Dynamic Tonic, which is composed of these strength-giving phosphates, and you will soon feel the vigor and energy of a school boy. Dynamic Tonic does not contain alcohol. It is a strengthener, not a stimulant. It makes you feel better because you are better. Ask us. Large bottle, $1.50; trial bottle, 75c. Sent anywhere on receipt of price.

"IT WAS LUCKY DAY FOR ME," SAYS MRS. EMMA HEWSTON

Toronto Woman Is Glad Her Neighbor Advised Her To Take Tanlac.

"It was certainly a lucky day for me when my neighbor, Mrs. Langford, told me how Tanlac had relieved her sufferings and said that if I would only try it she believed it would do as much for me; for I took her advice and it has done all she said it would," recently declared Mrs. Emma Hewston of 322 Ryding avenue, Toronto.

"I had suffered from a general run-down condition and stomach trouble for four or five years," she continued, "and my appetite was so poor that I couldn't relish a thing. Everything tasted alike and after eating I had such a tight, puffed-up feeling about my stomach and chest that I could hardly get my breath My heart acted strangely and hurt so bad at times I could hardly stand it, and often I felt like I was going to suffocate. My nerves, too, were in very bad shape, I would roll and toss on my bed half the night trying to sleep and when I got up in the mornings I felt so tired and wornout and miserable that I would almost drop in my tracks.

"After I started on Tanlac I began to feel stronger and better right away, my appetite picked up, my indigestion was relieved, and I soon got so I enjoyed everything I ate. That tight, smothering feeling is gone, my heart never worries me like it did, I have gotten completely over my nervousness, and sleep like a baby all night. Tanlac has given me so much strength and energy that I can now do all my housework without a bit of trouble."

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

If Heart Stops Ten Minutes, You Die

A stop of ten seconds means danger, of ten minutes, death, so one should take heed to nature's warnings—palpitation, increased or weakened heart beats, caused by excessive stimulation of too much tea, tobacco or alcoholic drinks, or by anxiety, fear or depression of mind. Excitement sometimes causes Heart Strain, and Great Anger has caused apoplexy and death. Happily, a treatment has been discovered to counteract these disorders—Hacking's Heart and Nerve Remedy; it is held in high regard for Blood Pressure, Epilepsy and General Weakness, Soothing and Vitalizing to the heart, nerves, brain and body—makes you strong and full of life. Good Tonic and Builder. Don't worry; be sure to get Hacking's. Price 50c, 6 boxes for $2.50. Sold by all dealers, or by mail, postpaid, C. B. Hacking, Phm.B., Listowel. 86u

TractionCompany

Cars leave week-days: *6:10, 7:30, *9:00, *11:00 a.m., *1:00, 1:30, *3:15, *5:15, 6:15, 8:30 and 11:00 p.m.

Cars leaving at 6:10 a.m. and 1:30 p.m. are mixed and carry St. Thomas passengers only. Cars marked * are through to Port Stanley.

Sunday cars at 10:00 a.m., 1:30, 5:00 and 9:00 p.m. after May 1.

LONDON AND PORT STANLEY RAILWAY

Timetable Effective Sept. 20.

TO ST. THOMAS—†5:20, †*6:20, 7:20, *8:20, 9:20, *10:20 11:20 a.m., 12:20, *1:20, 2:20, *3:20, 4:20, *5:20, 6:20, *7:20, 8:20, 9:20, *10:20, †11:20 p.m.

TO PORT STANLEY—†*6:20, *8:20, *10:20 a.m., *1:20, *3:20, *5:20, *7:20, *10:20 p.m.

†Daily, except Sunday.

*Limited trains London to St. Thomas.

CUNARD LINE

PASSENGER SERVICE BETWEEN HALIFAX AND BRISTOL

Money remittances made by mail or cable. Apply to local agents or the Robert Reford Company, Limited, general agents, 50 King street east, Toronto. May 31

C.N.R. Tourist Sleeping Cars mean Comfort to the Traveller

The interior is somewhat more modest in appointment than the standard or first-class sleeping car. Of solid steel underframe and with highly polished dark green finish, the Canadian Northern's tourist cars present a very pleasing appearance. The interior is finished in mahogany, with aisle carpet to match and cork composition flooring to deaden sound and lessen vibration. Commodious smoking room and toilets; kitchenette with appliances for light cooking, running water, etc., are greatly appreciated. Roomy berths, accommodating two persons if desired, are just one-half the first-class rate. Second-class ticket holders may also occupy these cars, and the Dining Car is always available at meal time. Trains leave Toronto Union Station 10 p.m. Mondays, Wednesdays and Fridays for Winnipeg and points west.

For tickets, reservations, literature and information apply to F. B. Clarke, 416 Richmond street, London, or write R. L. Fairbairn, G. P. A., 68 King street E, Toronto.

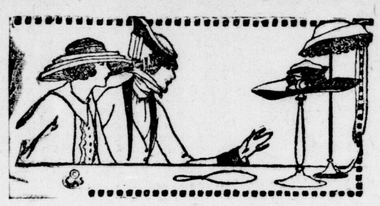
Reliance Garage

Ford

Service Station

SMALLMAN & INGRAM — Western Ontario's Mail Order House — SMALLMAN & INGRAM

Summer Hats Special Groups Saturday . . $3.49, $5.49



Summer Millinery has its own season. There are styles developed as truly for the summer as the earlier Hats are for Easter. Straws are in high favor—some quite plain and indicating their adaption to summer sports; others with the grace of soft summer dresses, plainly stating that they are intended for afternoon. The two groups, indicated by the prices above, $3.49 and $5.49, are fresh from our own workroom, the very newest blocks for summer wear, a stock-clearing bought, in most cases, at less than half their value, smartly trimmed with the newest flowers, wings, etc, fresh from the hands of our artists, to go on sale tomorrow at above prices—offering excellent opportunities for a new summer hat. You will find blacks as well as colors in Lisere, Milan, Panama and Tagel. See these Saturday morning. Prices $3.49 and $5.49

Separate Skirts

They are indispensable in the complete summer wardrobe. Was there ever such a variety of fabrics? Dominated by the sport trend of fashion—mohairs, rajah silks, cream gabardines and new novelty stripes.

Skirts of cream wool gabardine, with pockets and belt all around. Price $15.00

Rajah Silk Skirts (natural) .. $10.25 and $12.50

Mohair Skirts, in stripe, helio, grey and linen $6.50

Novelty Wool Stripes in blue, gold, green and black and white ..... $15.00, $16.75 and $18.25

Saturday Linen Dept. Specials

2x2½ Mercerized Damask Cloths. Special $2.75. Saturday morning shoppers should clear this lot early. Less than mill price. A limited quantity only. Heavy damask, in range of good designs and most wanted size, 2x2½ yards. Saturday $2.75

Hand-Embroidered Initial Slips, $1.75 Pair—The balance of old stock in nearly all initials. These are beautifully embroidered on superior linen-finished cloths, 45 inches ..... $1.75 pair

PURE LINEN TOWELING.

Pure Linen Toweling is practically impossible to procure now, and mere advances have ceased to count. It's simply a question of getting the goods regardless of price. You will reap a rich harvest of crashes from our present stock, and we strongly urge our customers to take advantage of the values we are now giving:

17 inches wide, all pure linen ..... 25c, 30c and 35c
18 inches wide, all pure linen ..... 40c and 45c
20 inches wide, all pure linen 35c
23 inches wide, all pure linen ..... 42c and 50c yard

Fancy Ribbons at 39c Yard

Fancy Ribbon, 5½ inches wide, very dainty and pretty for children's hair bows and sashes, in plain and colored centres, in pink, pale blue, yellow and mauve, with dainty floral design. Special ..... 39c yard

CREPE DE CHINE HANDKERCHIEFS, 25c.

Crepe de Chine Handkerchiefs, in white and colored centres, soft and pretty shades, fancy corner, and all-around designs; pink, pale blue, mauve and nile green. Special, each 25c

AT THE SOAP COUNTER.

Large Bar Genuine Castile, Crest Brand soap ..... 29c each
Sunlight Soap ..... 3 for 25c
Lifebuoy Soap ..... 2 for 15c
Palmolive Soap ..... 2 for 25c
Lux ..... 2 for 25c
Pear's Unscented Transparent Soap ..... 15c cake
Infants' Delight ..... 10c cake
Machine Oil ..... 8c bottle, or 2 for 15c
Ideal Silver Cream for cleaning plate glass windows, mirrors, marble statuary, etc. ..... 19c each
Ideal Toothpicks ..... 5c box

NOTIONS.—LITTLE THINGS ALWAYS NEEDED.

Here are many of the little things always missing when needed if the supply is not provided in liberal quantities—little things that find many daily uses.

Real Human Hair Nets, cape shape, all shades .. 15c, or 2 for 25c
Small Crimp Hairpins, in shell, amber or grey .. 12 on card, 10c
Large Crimp Hairpins, shell and amber ..... 5c and 10c card
The Triumph Wire Hairpin, assorted sizes ..... 5c box
Mercerized Middy Laces, white only ..... 2 for 5c
Good Strong Mohair Shoe Laces, 36 and 45 inches long, black only ..... 2 pairs for 5c
Round Mohair Shoe Laces, 63 inches long ..... 5c pair
Good Strong Leather Shoe Laces ..... 7c pair
Shoe Trees ..... 10c pair
Folding Wire Coat-Hangers, nickel-plated ..... 2 for 25c
Celluloid Knitting Needles, in amber and white, for knitting socks, four in set ..... 20c and 25c set
Steel Knitting Needles for knitting Socks, size 12 ..... 10c set
Sock Driers, sizes 10 and 11. Price ..... 40c pair

CUT GLASS SALE.

20 dozen Star Cut Glass Tumblers. Special ..... 10c each
Cut Glass Butter Tubs. Special ..... 59c each
Vases, small size, cut glass ..... 15c each
Cut Glass Mustard Jars. Special ..... 69c each

IN THE KITCHEN.

Washboards, best quality, zinc rub. Special 39c
Clothesline Props, 9½ feet long 19c
Carpet Beaters. Special 10c
Clothes Pegs, first quality, extra special ..... 3 dozen 5c
Stepladders ..... 70c to $1.50
Window Screens ..... 35c to 60c
Granite Dippers. Special 19c
1½-Pint Best Quality Mugs. Special ..... 7c each

BASEMENT.

MOTOR CAPS, 50c.

12 dozen Smart Motor Caps, with stiff peak and elastic at the back, in grey tweed effect and linen shade. Special 50c each
Elastic Hatbands for the Panama or outing hat, in great variety of colorings and stripes. Price ..... 25c each
Hat Linings, all ready to slip in hat, white or black ... 15c each

Buy Raw Silks Saturday, 65c Yard

Although these Silks have advanced greatly in price of late, you have an opportunity of laying in a supply Saturday for your summer requirements at a low cost. These are the standard 33-inch Shantung, Chinese hand-loom, pure raw silk, the silk that will be scarce in the lowest quality anywhere near this price. Where prints and piques were once used, raw silk now takes their place, because it does not fade, is so easily washed and renders such splendid service. Do not wait—buy Saturday. Special 65c yard; pieces 17 to 18 yards, $11.25 piece

Smart Clothes for the First Summer Holiday!

Satisfaction in men's clothes is the result of correct style, good tailoring and real service. It begins in the designer's mind and accumulates force as it passes through the tailor's hands. It is an important element in these new suits for summer wear. Nothing will help a man enjoy a holiday better than a new, stylish, well-fitting suit, Well made, proper fitting clothes is recognized today more than ever. Here on Saturday you will find suits that will put you in the front rank. Smart styles, distinctive patterns and values that can't be beat. We stand behind our goods always and you cannot be disappointed. Saturday we feature two and three-piece Norfolk and straight front, form fitting, also Brittany models, in plain shades of green, fancy green in stripes and checks, greys, browns and mixed tweeds, patch or slant pocket. Good clothes will not be cheaper. These suits are of exceptional good quality and make, and are marked at very reasonable prices. Sizes 35 to 40 chest. Prices ..... $22.50 up to $37.00

50 Special Suits for Men, $18.50

The price of these suits does not indicate the real value. They are worth much more, but Saturday we want to make a clean-up of some 50 odd suits. These are form-fitting, belted, and the conservative three-button sack style. All assorted fancy tweeds, of good serviceable quality, well made and right in style. All sizes up to 44 are represented. At the price quoted there should be a brisk sale for these suits Saturday. Price $18.50

GREAT SALE OF MEN'S HATS SATURDAY

EXTRA QUALITY MEN'S SOFT FELT HATS, $1.98.

An event of special interest to men will be the sale of Felt Hats, which will be put on sale Saturday, all taken from regular stock, not a cull in the lot, and the season's best shapes. Save one dollar and more by buying one of these hats on Saturday. Light and dark shades of grey, green, brown, also fawn and black; English, American, Italian and Canadian makes. The quality is genuine fur felt. This is a clearance of broken lines, but all sizes are represented from 6¾ to 7⅜. See window exhibit and come early for your choice. Sale price ..... $1.98 each

Men's Odd Pants, $3.75 Pair

Several dozen pairs of Men's Odd Pants, in tweeds and worsteds, light or dark shade, in neat stripe patterns, to sell on Saturday at a very reasonable price. The quality is good, they are well made and good service is assured. An extra pair of these trousers will come in useful. Sizes from 32 to 44. Price ..... $3.75 pair

Men's Work Shirts, 75c Each

Blue and Tan Chambray Shirts, with collar attached, for summer wear, light weight, easy to wash, and of good durable quality. Made full size and marked at a very close price for Saturday's sale. About 12 dozen in the lot. Sizes 14½ to 16½. Also a few dark blue stripe shirts, with laundered cuff, in small sizes only. All grouped at one price Saturday ..... 75c each

NEW LONDON VIEW POSTCARDS. FOUR FOR 5c.

Public buildings and institutions, churches, parks, streets, etc., 4 for 5c

SMALLMAN & INGRAM LIMITED

ICE CREAM BRICKS.

Smallman & Ingram quality. To take home. Pints, 25c. Bulk, 20c pint. At Soda Fountain.