

C. H. WARD & CO.

### This Is the Time for GOOD RUBBERS

Keep your feet secure from the melting snow water. Nothing saps health quicker than wet feet. It is no economy to go without rubbers during the spring months. We have rubbers in all sizes to fit any shoe or heel, and carry only those we know from past years' experience will give satisfaction.

**COOK'S SHOE STORE** 

IN COMMERCIAL and MUNICIPAL SERVICES

Carpenters Clergymen Collectors Electricians Engineers Firemen Farmers Inspectors

Masons Messengers Metal Worker Photographers Physicians Policemen Salesmen Letter-Carriers Solicitors

A Brantford Bicyle

will increase the efficiency and earning power of men and women in every line of busi-

#### Bicycle & Motor Sales Company

425 WELLINGTON ST. Pay While Riding





When children are restless in school and do not pay any attention to their work, the cause is often found in eye-strain. If your children are not

progressing as they should, it may be that defective vision retards them in their studies. Bring them here for an

eye examination.



We Are Now GET IN EARLY.



Rubber Man 346-8 Dundas St. BROCKMAN.



Our RETREADING is QUALITY Work, Not the

London Tire Repair Depot 254 Wellington Street. Phone 2334. A. WILKES. Opp. McClary's.

The London Loan and Savings Company of Canada

INTEREST RATES ALLOWED In Savings Bank 4 Per Cent Debentures 5 to 5½ Per Cent

M. J. KENT, Manager.

The STAFF of LIFE---

## Parnell's Bread

strong, sturdy bodies. At all grocers who know.

Parnell The Breadman

PHONES 929, 1390.

THE PLACE TO BUY

DIAMONDS. WATCHES, RINGS, JEWELRY, CLOCKS, SILVER WARE.

We stock nothing but the est. The quality is the pest to be had and the price

Official Watch Inspectors For C. P. R. and G. T. R. 170 Dundas. 674 Dundas.

Be Careful of Baby's Food!

If you could see the cleanliness of our bakery and the fine ingredients that go into our Breads you would use no other make but

Johnsten Bros.'

CHILD WELFARE ASSN.

the baby clinic.

One Per Week.

For the present, one baby clinic a week will be held, in charge of Dr. W. J. Tillmann, every Tuesday morning, from 8:30 to 10:30 o'clock, at Victoria Hospital. While all babies brought to the clinic will be weighed and receive attention, this clinic is particularly for adiling babies, and for little ones whom the mothers think are not thriving as a healthy baby should. Advice will be given regarding feeding and care, and in any way that will meet the needs of the case. Considering that, according to the statement of Dr. Tillmann, who had charge of the clinics during the exhibit, there were about 75 per cent of the little ones brought for examination who had some physical defects, or required to have some change made in diet, or care, or some minor operation

acting on the advice of the Appoint Trained Nurse. and to establish it well, a child welfare nurse is so important to the success of the work that, it was stated to The Advertiser, the appointment of a trained worker for such a position in London will be considered in the near future.

Representatives of the executive will risit Hamilton and Toronto within the next few weeks to get ideas in regard o the carrying on of the work from hese cities.

t of galvanized pipe, intended for a t conveyor at Beatty Bros.' new adry in Chelsea Green, was blown in Sunday afternoon. The damage be small.

FOR WEAK LUNGS

the pure oil-food in Scott's Emulsion has been proven the right nourishment for forty years, and is free from Alcohol. Refuse inferior substitutes.

MEMO: Remind the wife that the Silver Thimble and Trinket Fund starts today. Old jewelry turned into hot coffee for front-trench

Federal Advertising Agency

ADIES OPENING DAYS BELTZ & CO.

NOT OPPOSED TO G.W.V.A. WORK, SAY H.D.S.A. ORGANIZERS

President Says Ottawa Negligent of Discharged Men.

atisfaction from Ottawa in this

er, and where we can hold our Attend to Sick.

said Mr. Platt.
"It isn't the fault of these men that became sick and were given

MILITARY AUTHORITIES

50c per pound COFFEE T.A.ROWAT & CO. 250 Dundae St. Phones 3051-3052

RINKS DISAPPEARED .- Yesterday's ctions of the city. The thaw fallowed the freezing weather made some ex-existent vacant lot skating rinks. AT GRAND LODGE .- A number o

NO TROUBLE HERE .- Members o STILL REPORTING IT.-Although

SHORT ON STORAGE .- Stocking up the wood supply of the fuel department of the utilities commission has exhaust-ed most of the available room at the Horton street power plant. The wood utilities garage.

good this year. W. Sims strained the ligaments is leg while unloading some casting the C. P. R. roundhouse on Monda venson's office, where his in

tended, and later he was driven to home, 1,084 Francis street. SUPPLY EXHAUSTED. - Although LAST OF ICE GONE.—Practically al

## SELLING-OUT-SALE TOO BAD, BUT IT MUST BE DONE

This entire stock, amounting to \$40,000, must be sold at once. Workingmen's High-Grade Clothing, Furnishings, Hats, Caps, etc., at pre-war prices. Big jam was here Saturday, and continued yesterday. There's nothing like the "S. O. S." sale to save money. Follow the Blue Pencil Price Marks-they point the way to economy.

Raincoat Specials

\$20 value, S. O. S. price \$14.95 \$17 value, S. O. S. price \$11.95 \$13.50 value, S.O.S. price \$9.95 \$10 value, S. O. S. price \$4.95

UNDERWEAR SPECIAL

Six solid cases of Merino Underwear, sizes 36 to 40. The manufacturer's prices at the mill today is \$1.00. Special HOUR SALE every day between 2 and 3 p.m., at, per

Winner of Raincoat

Mr. Edmond Quait, R. R. No. 4, Thamesford, held ticket No. 668, which was lucky number at drawing on Saturday.

EVERY HOME IN LONDON AND VICINITY IS NOW BENEFITTING BY THE GIANT'S SELLING-OUT SALE

LOOK FOR THE BIG BLACK AND YELLOW "S. O. S." SIGN

# The Giant CLOTHING HOUSE

120 Dundas Street-The Workingmen's Big West End Store.

e. As it was her skirts were ed by the heavy mogul engine, and sent to different units in France, no special units being get aside there for ght she was none the worse for

cording to the employees of the city dertaking. After figuring it up some garbage department, the collection of ashes is growing steadily less. Con that their wood will cost the condition of the would-be economists have found ashes is growing steadily less. Coal shortage has brought sifting and re-

say manufacturers here. They declare that present prices of raw leaf preclude any great extension of the nickel cigar industry, and predict a 6, 7 or 8-cent cigar within a short time.

saortage has brought sifting and resisting of ashes, and consequently less for the men to cart away. Use of wood, too, has cut down the "supply," as the wood ashes are being saved for fertilizer.

mately \$10 per cord.

JUVENILE ENTERTAINERS

GIVE PLEASING GOVERNMENT

SPECIALS FOR WEDNESDAY

Choice Dairy Butter .... 48c lk

Fresh Lake Herring .... 10c lb. Whitefish, Hallbut, Sea Salmon, Hade dies, Fillets and Ciscoes. WILSON'S Phones 5600-5601

Madam

When buying DENT'S Gloves for Easter wear you get not only better value than in ordinary makes, but you have perfect fit, durability, and what is very important, correct style. Look for the name.



COMPLY WITH THE NEW REGU LATIONS. Purchase a Pair of MACBETH AUTOMOBILE LENSES Western Ontario Electric Co.

Shell Glasses

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

237 Dundas Street.

JOHN S. BARNARD

Optician. 194 DUNDAS STREET. CHAMPION BEDBUG

Sure, Safe, Economical. 25 cents per large syringe-topped can. Taylor's 6 Cut-Rate Drug Stores

Give Us One Trial on that pair of shoes you need repaired.) Will call for them and guarantee sat-MODERN SHOE REPAIR COMPANY,
PHONE 2810.

THE LONDON ADVERTISING CLUB







At the Majestic today only. Frank and Toby, Broadway's youthful prodigies, will present a high-class vaudeville, dancing and singing act. A News Weekly, a comedy and special music by the Majestic concert orchestra



### Your Success In Business Is Partially Due, Mr. Businessman,

to some of the things you learned from others aided by your own initiative and executive ability. Some time, some place you have picked up ideas, employed by other men, which have aided you to make your business a success. Just

have you been in a quandary as to the best method to pursue along a certain line? How often have your clerks performed tasks in their own way, which might have been done much more efficiently and saved you time and money?

Frank Stockdale, the Master Businessman, Is Coming Here Just to Talk Along Those Lines to You and Your Clerks

to instruct you and them as to the best methods to adopt in your particular line of business. Give this a moment's consideration also. Think what

an opportunity it is for you to learn what the big stores and businesses of the United States and Canada are doing to make their profits bigger Mr. Stockdale Will Tell How:

To Meet Today's Competition. To Make Store Arrangement Sell More Goods. To Make Windows Win Trade.
To Make Advertising Dollars Earn More. To Get the Information the Customer Wants.

Mr. Stockdale will give a course of business talks in London during the week of March 18th. Course tickets will be issued later for these lectures, which will be given under the auspices of