ROWAT'S SPECIAL COFFEE
We will maintain our price as long as our present stock lasts. Buy yours now.
T. A. ROWAT & CO.
250 Dundas St. Phones 3051-3052.

WANTED AT ONCE
2 EXPERIENCED CLOTHING SALESMEN
3 EXPERIENCED FURNISHING SALESMEN
APPLY
Wegner's Giant Clothing House
120 DUNDAS STREET
8-tf

Diamonds
Loose and mounted stones.
Rings .....$ 5.00 to $500.00
Lavalieres ..$15.00 to $275.00
Earrings ...$25.00 to $250.00
C. H. Ward & Co.
Diamond Merchants and Jewelers.
386 Richmond St. Phone 1084.

Automobile Insurance
HAROLD J. LAWSON
(Returned)
GENERAL INSURANCE BROKER.
205 Dominion Savings Bldg. Phone 950

WIRING—ELECTRIC FIXTURE SUPPLIES
Western Ontario Electric
Phone 4071

RETREADING
Like We Do. Pays.
LONDON TIRE REPAIR DEPOT
354 Wellington Street.
Phone 2334. Opposite McClary's ywt

"KNOW HOW"
It is of vital importance that the man who supplies your glasses *knows how*. It is a highly technical business—takes years of training and experience. An error of only two degrees may cause very severe trouble. You don't understand this. We do. It is our business to *know how*. That is why you should come to us to have your eyes examined and glasses fitted.
Carlyle TREBILCOCK OPTICIAN
233 Dundas Street. Phone 2351.
Two Doors East of Majestic. yt

Taylor's Throat and Lung Balm
Is Guaranteed To Stop that Cough, 35c—65c—$1.20.
Taylor's 6 Cut-Rate Drug Stores

ELECTRIC FANS
We have them in all sizes, priced from $15 to $45. Don't suffer with the heat. Order one at once.
ARCHER ELECTRIC.
221 Dundas Street. London, Ont. zyt

London Loan and Savings Co.
OF CANADA
llowed on Savings Bank.
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Street, London, Ont.
anager. ywt

FUR Storage
Call 817
BELTZ & CO.
ywt

All Sorts of Things Have Been Said
About all sorts of bread. The ONE thing that is said by the thousands of users of
Johnston Bros. XXX Bread
is that it is the best, most satisfying and economical of all breads.
"It's all in the flavor."
Fresh at your grocer's.
JOHNSTON BROS. PHONE 944.

Bridal Gifts
Silver seems to be the best means of expressing your regard for the happy couple.
It has intrinsic merit, artistic worth and lasting quality.
The price, almost anything you wish to pay, upward of a dollar or so.
We do repairing of all kinds—watch, clock and jewelry. Try us with your next repairs. The price and work will be satisfactory.
YOUNG'S DIAMONDS AND WATCHES London

RECENTLY ORGANIZED WORKERS HOLD MEETING

Candy, biscuit and gum workers of the city, who have been recently organized and who held a brief meeting in Duffield Hall on Friday night, will meet again on Wednesday, when the charter, which it is expected will have arrived by that time, will be presented. There are now about 150 members in this new organization, about 25 having joined last night. The charter will remain open for names for 30 days after its arrival. Representatives of the gum workers promised to bring a large number of their fellow-workers to the next meeting. A. F. of L. Organizer Fred Young took the place of Organizer Walsh, who was called out of the city.

TORONTO TO NEW YORK CITY.

A through train service from Toronto to New York City, leaving Toronto 5:45 p.m., Hamilton 7:05 p.m., was inaugurated by the Grand Trunk Railway on May 4. This train carries through coaches and sleeping cars and arrives at New York at the Pennsylvania Terminal, 33rd street and 7th avenue, connection train No. 18 leaving London 4:15 p.m.

Also train leaving Toronto 4 p.m., Hamilton, 5:17 p.m., daily, run through to Buffalo, making direct connections at Buffalo for New York, connection train No. 12 leaving London 1:50 p.m. daily except Sunday, coaches and parlor, library-buffet car Toronto to Buffalo, sleeping cars Buffalo to New York and Philadelphia. The Pennsylvania Station is so centrally located that it is a great convenience to the visitor to New York, and is in easy reach of some of the latest hotels, also the shopping and theatre districts. There is also direct tube service to and from Brooklyn.

May 28,30,31,June2,4,6

They Build You Up
It is an assured fact that some day you are going to try Tonal Iron Capsules, the new iron tonic. It is an excellent preparation for curing nervous troubles, anaemia system weakness, loss of appetite and heart weakness. You never tried anything like these capsules. They are put up in French gelatin, and are soft and easily dissolved, and as a result the ingredients are quickly taken into affected parts of the system. Their action is almost immediate. That is why they have been so successful, and why so many people are recommending them. Why not try a box now? You will be astonished at the results obtained if you are suffering from any of the following ailments: 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, Mental Worry, Cold Extremities, Numbness, Poor Circulation, Lassitude, or any form of Physical Decline. Price $1.00 a box. If your druggist does not carry Tonal Iron Capsules, mail us $1.00, and we will send a box to you
TONAL IRON COMPANY,
Box 184, London, Ont

WE MADE A TRIP
around town the other day in a client's car, to give him an honest, unbiased opinion of his posters at his request. That is a mere incident in our complete service.
Federal Advertising Agency
T. H. YULL
Dominion Savings Building.
LONDON, CANADA.

William Farnum, the celebrated actor, appearing in his latest film success, "The Man Hunter," showing at the Patricia Theatre on Monday, Tuesday and Wednesday next. Also a Strand and a Sunshine comedy, and the Sextet De Luxe in vaudeville.

ALICE JOYCE,
Vitagraph Star
Starring in a powerful photodrama, "The Third Degree," to be presented at the Patricia Theatre next Thursday, Friday and Saturday. Also Big V. special comedy, a Mutt and Jeff screen cartoon and vaudeville.

BRONZE MEMORIAL FOR WAR HEROES KILLED IN ACTION

Middlesex County To Erect One For Those Who Laid Down Their Lives.

Middlesex will erect a bronze monument in front of the county buildings in memory of those in the county who laid down their lives in the service of the Empire during the war. This was decided by the Middlesex monument committee at a meeting held yesterday afternoon in the county buildings.

The exact number on the county roster of those who have died is not yet complete, but it approximates one hundred and twenty-five.

The committee discussed three methods of commemorating the heroes of Middlesex County. A suggestion for the endowment of Western University to the extent of $40,000, the money to be obtained by levying one mill on the dollar in taxation found some favor, but was voted down, as was also a further proposal, suggesting $25,000 as a fund for similar purpose.

It was thought that the second proposal of members, in which it was suggested that the sum of $25,000 be divided amongst the dependents of Middlesex men who had died in the war called too great a difficulty in discriminating amongst dependents as to the amounts each should be granted.

Report of the meeting with its final decision will be made to the county council, which sits at the county council chambers in opening session on Monday, June 2.

In the meantime, John Stuart, county clerk, has been asked to obtain information regarding the cost, erection and design of a suitable monument in bronze.

TWENTY-FIVE HEROES AT RIDOUT STREET CHURCH

Tendered a Reception at Annual Meeting On Their Return From Overseas.

On the occasion of the annual meeting of the Ridout Street Methodist Church, twenty-five of the members who had been on active service were tendered a reception by the young ladies of the choir following the reports of the year's work. Rev. J. E. Holmes, the pastor, presided. A little over $4,000 had been raised for church work, including missions, in all the departments of the church. This is one of the most prosperous year's in the history of the church. A representative from each department read a little address of welcome to the returned men after which they sat down to a supper. An impromptu musical program was given by members of the choir and others of the congregation. The remainder of the evening was spent in games and the social hour was thoroughly enjoyed by the large number present.

THE SQUARE DEAL PAYS.

And square with the enemy every man gets when he separates himself from his corns by Putnam's Corn Extractor. For fifty years "Putnam's" has cured every man it treated—use "Putnam's" only—it's painless and sure, 25c. at all dealers.

C. OF C. NOW AFTER I. O. O. F. CONVENTION

Will Invite Grand Lodge Here in 1920.

The London Chamber of Commerce will make an effort to secure the big convention of the Grand Lodge of the I. O. O. F. for London in 1920. It was decided Friday at the meeting of the directors to send a representative of the chamber of commerce to the grand lodge convention to be held in Toronto next month to present an invitation and urge the claims of London for consideration.

Further, the directors decided to offer a trophy for the canton having the largest representation in uniform in the procession, in the event of the meeting in 1920 being held here. A representative from the city will also go to Toronto to offer the hospitality of London.

Co-operative Advertising.

The chamber of commerce has decided to enter into an agreement with the Heaton Agency of Toronto, for a co-operative advertising plan for industries in Ontario. It will be possible by this means, to spread the nets farther for industries in this city and section of the country. Several members of the chamber who are interested in industrial advertising met with the board of directors today to discuss the matter and give information.

To Meet Outdoors.

A special committee of the C. of C. will co-operate with G. W. V. A. in regard to small holdings of land for soldiers, and will call a meeting in the near future of reeves of municipalities, etc.

The next general meeting, it was decided, will be an outdoor affair, at Port Stanley or Springbank, owing to the difficulty of holding a membership meeting indoors in the hot weather. A special committee will arrange for the meeting-place, date and program.

VOICE OF THE PEOPLE

THE HORTICULTURAL SOCIETY'S TULIP SHOW.

To the Editor of The Advertiser:

The strain and anxiety of the times we have endured have worked upon the nerves of even the most philosophical amongst us, and the horticulturist, whether he be trade grower or private gardener, has endured dour days for these four years past. It was therefore somewhat akin to a sudden burst of sunshine between murky clouds and blustering storms just to foregather for an hour yesterday in the basement of the public utilities building, for both the sight of the really grand display of tulips and the greetings and chats with old acquaintances helped in a wonderful way to relieve the tension of mind and carry us back awhile to the time when we were wont to enjoy such functions as this more frequently, but methinks seldom more thoroughly.

Those of us who are familiar with the ways of exhibitors, and have seen how good a show has sometimes been got together, even in most unfavorable seasons, went to the show in full expectation of finding something well worth seeing, but I am inclined to think that nobody anticipated so excellent a show as was there awaiting us.

One exhibitor remarked to me that as he was preparing his exhibit at home he chuckled at the thought of the sensation his tulips would cause, but at the show he found exhibits equally as attractive as his own.

The show was one of the best nerve tonics one has had this long time past, and it had about it the real flavor of the pleasure we of the gardening fraternity have been wont to find in our calling.

One can but express the fervent hope that just as soon as our public parks are run horticulturally, instead as at present electrically, one might be treated to the pleasure of seeing just such exhibits out-of-doors.

Yours faithfully,
WM. GILES.

A HOLIDAY YOU WILL APPRECIATE.

The Muskoka Lakes have won a commanding place among the summer playgrounds of this continent. They draw their devotees each season from every centre of importance in Canada and the United States. The Muskoka group is composed of three large lakes and some smaller ones. The principal lakes, often called the "Three Graces," are Rosseau, Joseph and Muskoka. When you consider that Muskoka resorts are within three and a half hours' ride by the Grand Trunk from Toronto, and proportionately accessible from many other large centres, no more delightful trip can be planned. A pleasant journey by train; a delightful sail of from one to four hours through beautiful lake and island scenery; a sojourn at a well-conducted hotel or boarding house, indulging in such recreations as golf, bathing, sailing and fishing. For full particulars and booklet regarding this territory, apply to C. E. Horning, district passenger agent. b

At the Patricia

TODAY—Tom Moore, in "One of the Finest"; Fatty Arbuckle, in "His Canine Friend"; Mutt and Jeff Cartoon; Vaudeville Feature, "The Five McLarens," Presenting a Musical Interlude in Kilts.

MONDAY, TUESDAY AND WEDNESDAY—William Farnum, in "The Man Hunter"; Sunshine Comedy; Strand Comedy; Special Vaudeville Feature; "Sextette De Luxe," in "A Classy Musical Offering With Pep and Comedy (Special Scenery).

THURSDAY, FRIDAY AND SATURDAY—Alice Joyce, in "The Third Degree"; Big V. Special Comedy; Mutt and Jeff Cartoon; Vaudeville Feature, "Whitney's Operatic Dolls"; a Novelty and Comedy Singing Revue.

MORE VETERANS EN ROUTE FOR LONDON

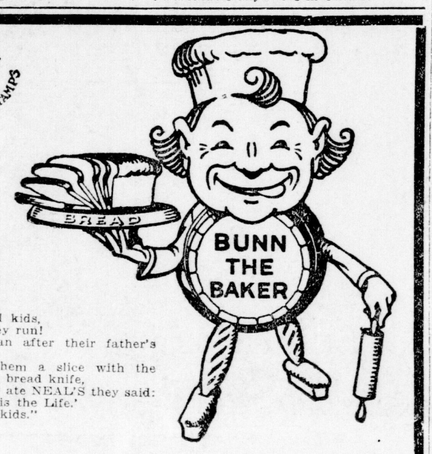
Siberian Troops in Quarantine For Smallpox.

Information has been received at the Soldiers' Information Bureau regarding the following soldiers returning to this military district for demobilization: Two officers and 79 other ranks from the S. S. Carmania left Halifax Thursday at 4 p.m. Eight officers and 34 other ranks from the S. S. Regina left Halifax on the same date at 9.35 a.m.; while four "D" cases for this district off the same ship left Halifax at 9:40 a.m.

From the S. S. Empress of Russia, which docked at Vancouver at 11 a.m. on Wednesday last, 115 troops for this district disembarked. They will be held in British Columbia for fourteen days, under quarantine for smallpox and scarlet fever before leaving for their homes in Western Ontario.

AEROPLANE AT PRESTON

The Preston 1st of July Celebration Committee has secured an aeroplane as an attraction. Flights will be given from Speed Park, afternoon and evening. Inter-County League baseball, W. F. A. League football, plenty of vaudeville, and several big bands will make a day unbeatable anywhere in Ontario. b



"Three glad kids,
See how they run!
They all ran after their father's wife.
Who cut them a slice with the bright bread knife,
And as they ate NEAL'S they said:
'This is the Life.'
Three glad kids."
Bunn the Baker of Neal's
Are Your Youngsters Getting the Best of Bread?
CHILDREN, with an instinct we older ones do not possess, know what is good for them. That's why they love NEAL'S BREAD.
To prove that their instinct is right, just watch them thrive on it. You cannot help but admire its pure white crumb, so tender and even-textured, and its honest brown crust with a nut-brown surface shading to richest gold in the less exposed parts. And if the eye is pleased, the taste is even more so, for you never tasted the equal of the bread that comes from
NEAL'S
Your own grocer can supply you if he carries the best of everything else, or you may phone for one of our well-stocked wagons to call.
"WE INVITE THE TABLE TEST."
Neal Baking Co., Limited
Phones 1313 and 2173
Bread Factories at
Windsor, London, Sarnia, St. Thomas.
EAT
NEAL'S ALOAFA BREAD
PURITY AND QUALITY
"A Good Company to Work For."

YOUR BREAD---
That's just it. Parnell's Breads are made for you with the same care and of the same kind of materials you would use. Why not try a trial loaf?
PARNELL BAKING CO.
PHONES 929 and 1390.

ROSS'
LIMITED
MANUFACTURERS OF LADIES' CLOAKS AND SUITS.
All the facilities for the production of Ladies' High-Class Garments,
Suits, Coats and Dresses
Are thoroughly organized. Expert designers of many years' experience, coupled with a perfect equipment of tailors, operators and finishers and a complete manufacturing plant on the premises, enable us to offer garments absolutely correct in style in the very latest styles and
At Manufacturers' Prices

Special Offer To Clear Latest Suits
In navy serge, at $40.00, $41.00, $45.00, $47.00, $48.00, $49.50 and $52.00, reduced 10 per cent.
In navy poplin, at $35.00, $36.00, $40.00 and $45.00, reduced 10 per cent.
In sand poplin, $45.00 and $50.00, reduced 20 per cent.
In taupe poplin, $33.00 to $42.50 and $48.00, reduced 20 per cent.
In black serge, $37.00, $37.50, $45.00, $50.00, reduced 10 per cent.
In black poplin, $48.00, reduced 10 per cent.
In brown serge, $48.00, reduced 10 per cent.
In brown poplin, $43.50 and $48.00, reduced 10 per cent.
In delph blue, $42.00, reduced 10 per cent.

Special Silk Suits
In black poplin, $39.00, reduced to $30.00
In black poplin, $42.00, reduced to $33.00
In black poplin, $47.50, reduced to $32.00
In silk, $35.00 reduced to $25.00
In silk, $38.00, reduced to $30.00
In silk, $39.00, reduced to $30.00
In grey poplin, $39.00, reduced to $30.00
In grey taffeta, $39.00, reduced to $29.00
In charmeuse, $48.00, reduced to $35.00
In brown poplin, $38.00, reduced to $30.00
In satin, $48.00, reduced to $35.00
In haitiene, $48.00, reduced to $38.00
In charmeuse, $48.00, reduced to $38.00
In green reindeer, charmeuse, $48.00, reduced to.....$38.00
In poplin, $38.00, reduced to $25.00
In satin, $34.00, reduced to $28.00
In satin, $28.00, reduced to $18.00

Special Showing In New Dolmans
These garments reflect the very latest touches in design, trimming and color.
Serge Dolmans, delph blue $40.00
Poiret Twill, Delph Blue, New York Model, regular $76.00, for $65.00
Tricotine Twill, Navy, New York Model, regular $85.00, for $65.00
Poiret Twill, Navy, New York Model, regular $93.00, for $78.00
Tan Serge $31.50
Navy Serge .....$26.50 and $29.50
Fine All-Wool Best American Velour Coats, latest designs. At .....$22, $23, $34, $36, $37.50, $43 and $45
Tan All-Wool Poplin Coats $34.50, $36.00
Tan Poiret Twill American Model Coats, regular $100.00, clearing for $75.00
Lot of Tweed and Borella Cloth Coats and Dolmans, all latest styles .....$16.00 to $25.00

Summer Gowns

Just finished, in silk poplin, $14.00 to $22.00
Special Exclusive Georgette and Charmeuse Combination Gowns...$27.50 and $33.00
Taffeta Gowns $27.00
Voiles in figured designs.....$9, $10, $10.50
New line in Check Gingham Dresses, for house or street wear.....$7.00 to $13.50
House Dresses .....$1.49 to $3.75
Nurses' Dresses $4.50
Summer Prices For Remodeling Furs
Coming styles for fall now shown.
FUR STORAGE NOW OPEN.
Absolute Security. Most Moderate Charges.
196 DUNDAS STREET. PHONE 1319.