

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 capsules, 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 Troubles, Pain in the Back, Kidney Troubles, Rheumatism, Vital Weakness in Men, Mental Inactivity, 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, send us \$1.00, and we will send a box to you.

TONAL IRON COMPANY,
Box 124, London, Ont.

**WIRING—ELECTRIC
FIXTURE SUPPLIES**
Western Ontario Electric
Phone 4071



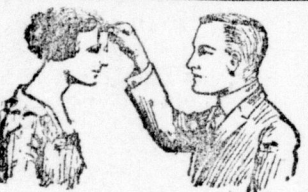
Diamonds

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.

We Specialize in Correctly Prepared Polishes which give life to the leather and preserve the original gloss and color.

COOK'S SHOE STORE



"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.

Taylor's Throat and Lung Balm
Is Guaranteed To Stop that Cough,
35c—65c—\$1.20.

Taylor's 6 Cut-Rate Drug Stores
A SPRING CLEANUP
Is now in order for your storage battery. It needs it and deserves it, so send it here for our experts.

Benson-Wilcox Electric Co.
264 DUNDAS ST. PHONE 2671.

**GET YOUR
TIRES
RETRADED.
IT PAYS.**

**London's
Rubber Man**
346 DUNDAS STREET. PHONE 5124.

The Tecumseh
SPECIAL DOLLAR DINNER
SERVED 1 TO 2:30 P. M.
EXCELLENT CUISINE.
EFFICIENT SERVICE.
JACK CORTESE ORCHESTRA IN ATTENDANCE.

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

SILVERINE
Protects the plating from wearing off the article. Sold everywhere.

**London Loan and Savings Co.
OF CANADA**
MONEY TO LEND
Government Bonds
Negotiated

Special Debenture.
M. J. KENT, Manager.
Only \$58.55 required for \$100.

FUR Storage

Call 817

BELTZ & CO.



IF YOU KNEW

of the delicious flavor, the individual taste and the wonderful nourishment contained in every loaf of

Parnell's

Bread, you would insist upon having it for every meal.

It costs no more than other breads, so why not try a trial loaf today?

**PARNELL
BAKING CO.**
Phones 929 and 1390.

FOR The Most Delicious of Toast Use

Johnston Bros. XXX Bread

The smooth, even texture browns to an exact turn—it toasts to perfection.
Fresh at your grocer's today.

JOHNSTON BROS. PHONE 944.

Wedding Presents

There is nothing quite so appropriate for a wedding gift as silver. It is always needed, and, therefore always appreciated.

**A Shipment
of Silver**
yesterday completes our beautiful stock of both plated ware and sterling. The large majority of these pieces are small and inexpensive, yet always able to find a useful place on any table.

**We Will Be
Pleased**
to have you inspect our stock. We are very proud of it.

Remember our Repair Department.



**YOUNG'S
DIAMONDS AND WATCHES**
London

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

FIVE ESSENTIALS
of good advertising copy are: Attention, Interest, Sincerity, Information, and the quality of arousing desire. Not an easy standard to attain, but a sine qua non of successful advertising.

Federal Advertising Agency

T. H. YULL
Dominion Savings
Bldg. LONDON, CANADA.

At the Patricia Theatre

TODAY—Alice Joyce, in "The Cambrie Mask"; Big V Comedy, "Fares and Fair Ones"; Mutt and Jeff, in "Here and There"; Vaudeville, "Miss Busse and Her Pets."

MONDAY, TUESDAY AND WEDNESDAY—Gladys Brockwell, in "Pitfalls of a Big City"; Big Special Arbuckle Comedy; Strand Comedy; Vaudeville, "The Four Harritys"; Comedy, Singing and Talking.

THURSDAY, FRIDAY AND SATURDAY—Bessie Barriscale, in "A Trick of Fate"; Big V Special Comedy, Mutt and Jeff Cartoon; Vaudeville, "The Knight Benson Trio," in a Farce Comedy, "Fun at the Inside Inn."



Bessie Barriscale in "A Trick of Fate"
Showing at the Patricia Theatre on Thursday, Friday and Saturday next. Also a big V. comedy, a Mutt and Jeff animated cartoon and vaudeville.



Gladys Brockwell in "Pitfalls of a Big City," a photoplay with a moral lesson, showing at the Patricia Theatre on Monday, Tuesday and Wednesday next. Also an Arbuckle comedy, a Strand comedy and vaudeville.

GUELPH AUTO GOES ON RAMPAGE IN GALT AND WRECKS STORE

Heavy Damaged Caused by Runaway Truck.

GALT, May 16.—A large motor truck of Hugh Walker's, wholesalers of Guelph, was left standing on Main street this afternoon with the engine running, while the driver was in a store. Suddenly the brakes freed, and it started, and with momentum gained on the slight grade on the street, it crashed into the corner of the Briscoe store, smashing a stout post and climbing into the window, running a lot of goods on display in addition to reducing into small particles two large plate glass windows containing over 200 square feet of glass. The damage will run into hundreds of dollars. Fortunately no pedestrians were in the path of the motor.

CUT HAIR CUTTING PRICE.
The master barbers of Galt have formed an association, and their first act was to reduce the price of hair cutting from 50 cents to the former price of 35 cents.

MANY TREES PLANTED.
The tree planting campaign of the board of trade which has been in progress since May 1 has closed, and 300 trees have been planted on the streets, and in addition the Waterloo Golf and Country Club has 125 trees to plant, and the G. C. 1, 100. Another campaign will be conducted in the fall.

The town of Hespeler made a magnificent response to the appeal for the Red Triangle fund and has subscribed the sum of \$1,267.55, and with the campaign still on, it is expected the total will pass \$1,300. The objective was \$1,500.

CLAIMS \$5,000 FOR DAMAGES SUSTAINED TO SELF AND MOTOR

Stanley M. Hallam Sues the County of Middlesex.

Stanley M. Hallam, 358 Dundas street west, Toronto, has issued a writ against the county of Middlesex "for \$5,000 damages for personal injuries sustained by the plaintiff and for damages to his motor car on a part of the Longwood road, in the county of Middlesex, which has been assumed by liability by the defendant as a county road, owing to the negligence of the defendant in allowing the said road to be out of repair."

DIES AT LEAMINGTON.
LEAMINGTON, May 16.—After a lingering illness Wesley G. Morse passed away at the home of his son-in-law, Thomas Fleming, Ridge road, on Wednesday. Mr. Morse was in his 84th year, and had been a resident of Leamington all his life. Funeral services were held from the home of Thomas Fleming on Friday with interment at Lakeview Cemetery.

Thousands of early tomato plants are being planted this week. Owing to the rainy weather farmers on the marsh have not been able to continue their planting.

SARNIAN MAY JOIN WITH "BILLY" BISHOP IN INDUSTRIAL WORK

Capt. Laut Has Invented Useful Aircraft Improvements.

OWEN SOUND, May 16.—In spite of the big money that Col. Billy Bishop, V.C., is reported to be making, there is a strong probability that he will leave that line of work within a short time and enter the industrial field. It is stated on good authority he will manage the Canadian end of a business that is closely allied to the work in which he was engaged overseas and that he will have as partners two other famous airmen, one of whom will be Capt. Laut, R. A. F. Capt. Laut is a native of Sarnia, and during the war was with the Royal Air Force. He has invented and patented two important articles, one of which is an extremely high explosive, and the other a much-improved petrol tank for use in airplanes. Just what commercial value there is in the manufacture of the articles remains to be seen, but those who know claim that they will be in demand in many quarters. Capt. Laut may be in Canada soon, and an announcement may be expected from him concerning the matter.

DON'T THROW YOUR OLD CARPETS AWAY!

Tie a rope around them and send us to be made into.
**Beautiful Fluffy
Reversible Rugs**
that wear a lifetime. The cost is small.
SEND FOR LEAFLET.
WE PAY FREIGHT ONE WAY.
Canada Rug Co.
98 CARLING ST. PHONE 2485.

We make rugs and runners for churches, lodge rooms, public buildings, offices and homes, from the largest to the smallest sizes. No order too small for our best attention.



Still Another Way to enjoy the best of Bread

One thing you can't eat too much of—can't give the children too much of—and that is NEAL'S Bread, plentifully smothered with peanut butter.

The wholesome cereal elements in Neal's Bread combine splendidly with the rich vegetable oil and proteins of good roasted peanuts, freshly ground, and the well-spread slice makes a fine-flavored, easily-digested portion that CAN'T HELP but build you up.

NEAL'S

is the bread for this purpose, as well as for all other uses to which bread can be put. Ask your grocer or phone for a well-supplied bread salesman to call daily.

"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."

SEC. WARD OF ST. THOMAS G. W. V. A. HAS RESIGNED

ST. THOMAS, May 16.—A. H. Ward, secretary-treasurer of the local branch of the G. W. V. A., resigned tonight. His successor will be appointed at a later session. It is quite probable that a permanent paid secretary will be appointed. Mr. Ward is one of the seven men who were responsible for the formation of the local branch. It was organized early in the war before the regular G. W. V. A. had been organized.

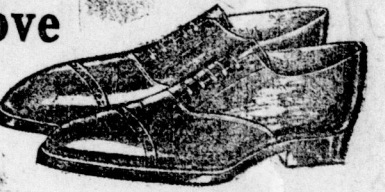
ROWAT'S COFFEE

The Best Quality Froccable. There is No Better Coffee.
90c PER POUND.
T. A. ROWAT & CO.
250 Dundas St. Phone 3051-3052.
C. F. B. License No. 8-3422.

and had a representative at the first provincial convention. Since that time he has held the position of secretary-treasurer and has filled it successfully. The local branch has now nearly four hundred members.

We Have To Move

So EVERY PAIR OF SHOES we have in stock is to be sold at a big sacrifice.



500 Pairs. Sample Shoes at About Half Price
2 IN 1 SHOE POLISH, 10c A TIN.

UPSTAIRS SHOE SHOP
DUNDAS STREET. OPP. ADVERTISER.

ROSS' LIMITED

Manufacturers of Ladies' Cloaks and Suits



The latest reproductions from American fashion centres, just from our designers' hands.
Money saved by dealing direct with the maker and avoiding middlemen's profits.
**ALL GARMENTS
SOLD AT MANU-
FACTURERS'
PRICES.**
Serge Suits, Poplin Suits, Gabardine Suits, Poiret Twill Suits, Tricotine Suits, Silk Suits, in the newest shades; every garment distinctive and exclusive, the latest touches in artistic trimming. Prices ... \$35.00 to \$55.00

Capes, Coats and Dolmans

Serge, poiret twill, tricotine, velour, tweed, in sand, taupe, rookie, delft blue, navy, black, sand and brown; button and braid trimming.

These garments are the vogue of the hour in the leading centres of American fashion.

Exclusive Gowns

Just from the Modiste's Hands.
Exclusive georgette models in delft blue; exclusive pussy willow and georgette combinations in black and white; exclusive flowered georgette and taffeta gowns. Prices ... \$30, 36, \$39 and \$45

Spring and Summer Sport and Street Dresses

In voiles, navy, pale blue, grey, green and rose ... \$9.00 to \$13.00
Gingham in assorted new checks ... \$8.00 to \$13.50



Summer Blouses

A new range of exquisite models in the new round collar styles; tucked, flowered and embroidered designs; the new colors of blue, maize, flesh and sand, also new materials. Prices ... \$3.25 to \$7.75

Special Voile Blouses, round necks. Prices ... \$1.98 and on up
Silk Kayser Gloves, all new, what you want ... \$1.25 and on up
Radium Silk Hosiery, in all colors and qualities.
New Silk Fibre Sweaters, in the latest combinations of black, red, gold, yellow, etc. ... \$26.50, \$27.50

Fur Remodeling at Summer Prices
Fur Storage Now Open
Absolute security at lowest rate.

PHONE 1319. 196 DUNDAS STREET.