

EVER HEAR OF EYE-SUNBURN?

Protection of the eyes from sun-glare is even more necessary than wearing a hat to prevent sunstroke.

Brown Optical Co.

223 Dundas Street. Phone 1877. Consulting hours 9 to 6 o'clock.

Stove and Egg, \$7.00 a ton.

Nut, \$7.10 a ton.

Large Pea Coal, \$6.00 a ton.

GONNELL COAL COMPANY. PHONES 776 AND 1096.

Our Store Closes Every Wednesday

At 1 o'clock During May, June, July, August and September.

Watch our tables for bargains! Specials every Wednesday morning. Shop early.

C. H. Ward & Co.

Diamond Merchants, Jewelers. 386 Richmond St. Phone 1084

REAL TIRE SERVICE

in all its branches of repairing.

London's Rubber Man 186 KING-REAR. PHONE 5124.

D., L. & W. COAL

If you want bright, clean Coal free from CLINKERS, try a ton of our Coal.

HEAMAN & SON Phone 312. York and Burwell

10-DAY MAKE-ROOM SALE

Every garment in stock at GREATLY REDUCED PRICE, to make room for our summer goods.

SUITS, COATS, DRESSES, SKIRTS, WAISTS, MILLINERY, ETC.

All we ask is an opportunity to show you our goods, and when you compare our prices with others you will agree that this is the store for BARGAINS in ready-to-wear garments for ladies and misses.

London Ready-to-Wear

256 DUNDAS STREET.

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. 134 DUNDAS STREET.

When You Are In TIRE TROUBLE

Phone 2334, or Call at

London Tire Repair Dept

354 Wellington Street. Opp. McClary's. A. Wilkes, Prop.

TAYLOR'S STOMACH AND LIVER CURE.

Is guaranteed to cure Indigestion, Dyspepsia, Bloating, Constipation, Sick Headache, Gas, etc. Price 25c. And your money back if it fails to cure.

ICE! ICE!

PURE : CLEAN : : : SOLID : :

The best and cheapest. Phone 141 and our driver will call.

Artificial Ice Supply Co.

Distributors.

THE CONSOLIDATED TRUSTS CORPORATION

GEO. G. McCORMICK, President.

Thos. Baker, R. G. Fisher Vice-Presidents.

T. W. Scandrett, W. E. Robinson, Directors.

ESTATES MANAGED - SAFE INVESTMENTS MADE.

M. J. KENT, MANAGER.

OFFICE - LONDON LOAN BLOCK.

A Rare Treat!

Is a Loaf of Parnell's Bread

After using any other kind for any length of time.

The reason for this is that Parnell's Breads are all made of the purest ingredients money can buy, by experienced bakers in a modern bake shop.

Order a loaf today and see for yourself.

Parnell, the Baker PHONES: 929, 1390.

STERLING SILVER

We wish to lay emphasis on this department of our business, in which we are exceptionally strong.

Like our patrons, we are satisfied with nothing but the best.

Future generations will prize the designs we are featuring this season.

STERLING SILVER TEA SETS \$160.00, \$250.00 and \$500.00

STERLING PLATED BASKETS \$72.00, \$85.00 and \$92.00

Sterling Bon-Bons and Butters, from \$4.50 up to \$15.00

YOUNG'S QUALITY STORES.

LONDON. EAST LONDON.

A Loaf of Fine Quality

Our wrapped loaf will please you. Its flavor is delicious and its quality the very best.

Wrapped in sanitary waxed paper.

Price 5 Cents

PHONE 944.

Johnston Bros.' XXX Bread

QUERIES ANSWERED

Questions on Maintenance of Children in Institution.

To the Editor of The Advertiser:

Will you please answer the following through the columns of The Advertiser, evening edition?

1. Is a wife, whose husband is serving King and country, under obligation to pay for the maintenance of her children who are being sheltered at a local public institution?

2. If so, what amount should be paid for child care there, and to whom should this money be paid?

3. Does the Children's Shelter in this city receive an annual grant from the city of London, and if so to what amount?

4. Does it also receive a Government grant, and if so how much?

SUBSCRIBER.

Ans.—1. No definite charge is made for the maintenance of children in the Children's Aid Society Shelter, but where mother, father or other guardian is in a position to make some contribution such is acceptable. It is expected that the wife of a soldier who receives a grant of \$20 from the Government, half her husband's pay (at least), amounting to \$15, and in addition, \$10 for herself from the patriotic fund and \$3 for each child, to the number of five, will be in a position to contribute something towards their maintenance, and will prefer doing this to accepting charity.

2. There is no fixed amount. Contributions may be paid to Miss Turnbull, matron of the shelter; Sheriff D. M. Cameron, president of the Children's Aid Society; or other officers or to the Children's Aid Society office, city hall.

3. The city gives an annual grant of \$1,000, but in connection with this, it must be borne in mind that the delinquent children are cared for and boarded in the detention rooms at the shelter, free of charge.

4. No.

HOMESEKERS' SPECIAL TRAIN

LEAVES TORONTO 10:40 P.M. EACH TUESDAY, COMMENCING MAY 30.

For the accommodation of homeseekers and general tourist traffic to Western Canada, through train, carrying tourist sleepers and colonist cars, will, commencing Tuesday, May 30, leave Toronto, 10:40 p.m. each Tuesday, until further notice, running through to Winnipeg. Attention is directed to the remarkably low round trip fares in connection with homeseekers' excursions to Western Canada, via Canadian Pacific Railway. Tickets are on sale each Tuesday until October 31, inclusive, and are good to return within two months from date of sale. Apply to any C. P. R. agent for full particulars. W. B. Howard, district passenger agent, Toronto. May 23.

A BUSY SHOP

Is Selak the Tailor's. He makes good clothes and lets us tell the people so. (That's why!)

Federal Advertising Service

Telephone 5482, After 6 p.m. 3292.

312 Dominion Savings Building, LONDON, CANADA.

DON'T BE DECEIVED

We are the only one firm in London who produce

"PERFECT" PICTURES

Bring (or mail) your holiday films to us—then you'll have no regrets.

By the way, don't neglect to load your Kodak with ANSCO Speedex Film. Always fresh.

Cairncross

Drugs and Photo Supplies.

216 DUNDAS ST. PHONE 680.

HAMILTON'S LONDON

Porter and Amber Ale

The best home-brewed beverage on the market. All dealers.

Kent Brewery

LONDON, ONT.

SANITARY ENGINEERS TO MEET IN LONDON JUNE 19

Several Hundred Delegates Are Coming From All Over the Dominion.

Between two and three hundred delegates will attend the annual meeting of the Sanitary Engineers' Association in London this summer.

On June 19 the Ontario Society of Sanitary Engineers alone will meet, but from the 20th till the 22nd, delegates from all parts of Canada will be here representing the Canadian National Association of Domestic, Sanitary and Heating Engineers.

The convention will be held in the I.O.F. hall, Imperial Bank building. It is expected that a great deal of minor business will be done and work for the ensuing year arranged. The chief idea of the convention, however, is to offer a chance for mutual assistance. During the year many improvements have been made in all kinds of plumbing and these will be fully discussed and explained.

Many men prominent in this line of work will be here, but the program of speakers has not yet been fully arranged and will not be known for two weeks at the least. The advance in the price of many materials will also furnish one of the chief topics of interest.

There may be discussion on the shortage of competent labor, caused by the enlistment of so many qualified plumbers.

The plans for the convention are being made by the London society, of which Alfred Gibbon is the chairman and Ernest Russell, the secretary. The management part of the program will be in charge of James R. Haslett.

A banquet will be given to the members of the association at either the beginning or close of the convention.

VICTORIA DAY SPECIAL TRAINS.

In order to relieve congestion and prevent overcrowding on regular trains, the Grand Trunk Railway System will run special train from London on Tuesday, May 23:

Leave London 8:30 p.m. for Glencoe, Chatham, Windsor and Detroit, also Komoka, Strathroy, Watford, Wyoming and Sarnia Tunnel. Through coaches and parlor cars to Detroit. Passengers for these points will find it advantageous to get to the station early and travel by this special train, reaching their destination in comfort and in good time.

Single fare rate good going and returning Wednesday, May 24. Fare and one-third rates are in effect May 23 and 24, valid to return until Thursday, May 25, 1916.

Extra coaches will be added to all regular trains during the period reduced rates are in effect.

Railway tickets, parlor and sleeping car tickets and all information at City Ticket Office, "Clock Corner," London. May 23

PRESENTING PRIZES AT SEPARATE SCHOOLS

Women's Canadian Club Are Busy Throughout City Today.

The following women are today presenting prizes to the children of the city separate schools, under the auspices of the Women's Canadian Club:

St. Peter's—Mrs. John Carling, Mrs. Talbot Macbeth, Mrs. Barklie.

St. Mary's and Sacred Heart—Mrs. Callaghan, Mrs. C. Harper, Mrs. James McDougall and Mrs. Carson.

St. Martin's—Mrs. A. E. Miller, Mrs. S. J. Radcliffe and Mrs. W. D. Jarvis.

St. Michael's—Mrs. W. H. Fox.

St. John's—Mrs. B. C. McCann and Mrs. T. Bindner.

St. Angela's College—Mrs. Charles White, Mrs. John Stevely and Mrs. Frank White.

JUST ONE MORE DIRECT MESSAGE

New Brunswick Woman Says Use Dodd's Kidney Pills.

Mrs. Patrick Williams Tells How Her Headache and Weakness Vanished When She Used the Great Canadian Kidney Remedy, Dodd's Kidney Pills.

St. Simeon, Kent County, N. B., May 22.—(Special).—"I feel it my duty to tell the public the great relief from headache and weakness I found in Dodd's Kidney Pills."

This is the message Mrs. Patrick Williams of this place sends to suffering women all over Canada. Like many other women she dislikes talking about her troubles, but she feels she would not be doing right to let others suffer when she had learned from her own experience how great is the relief and how easy is the cure to be found in Dodd's Kidney Pills.

Nine-tenths of the weakness and suffering women bear so bravely comes from sick kidneys. Sick or disordered kidneys fail in their duty of straining the impurities out of the blood. This means that these impurities, these seeds of disease, are carried to all parts of the body. The natural cure is Dodd's Kidney Pills, which always cure sick kidneys.

SEASON JUST CLOSED WAS GREAT SUCCESS FOR CANADIAN CLUB

Mrs. McLean Is Re-elected President for Year.

BELGIAN RELIEF WORK Organization Has Substantial Increase in Membership Recently.

Even a veritable deluge was powerless yesterday afternoon to keep a large number of the members of the Women's Canadian Club away when the final meeting of the year and the annual was held at 4:15 o'clock in the Normal School, and one more very special treat of a ribbon menu provided this season was to be offered, an address from Rev. R. W. Norwood.

The election of officers was an important item of business, resulting as follows: President, Mrs. McLean; Vice-presidents (re-elected), 1st Mrs. F. E. Leonard; 2nd, Mrs. Talbot Macbeth; 3rd, Mrs. John Stevely; 4th, Miss F. McCall; treasurer, Mrs. A. T. Edwards (re-elected); corresponding secretary, Mrs. Allan Cleghorn (re-elected); recording secretary, Mrs. A. B. Greer; councillors, Mesdames Bapty, John Carling, Hughes, Ray Lawson, Harry Coleman, Flanders, T. Baker, H. B. Hart, George Copeland and Miss Susie Blackburn.

A hearty vote of thanks to the retiring recording secretary, Mrs. Hughes, was moved by Mrs. Carson and enthusiastically sustained.

President's Address.

In her presidential address, Mrs. McLean referred to the success of the past season and the great enjoyment and benefit derived. She especially thanked the executive and members of the club for their loyal support.

Thanks was also extended to Principal Radcliffe of the Normal School for making it possible for the club to meet in such pleasant environment, to Mr. Pickles of the Normal staff for assistance in the use of the lantern and to the press.

Referring to members to whom the year of struggle has brought sorrow, sympathy was expressed for the revered honorary president, Mrs. Becher, in her double grief.

The Women's Canadian Club stands, she reminded, for the fostering of patriotism, for the acquiring of a more intelligent understanding of national and international affairs. For this reason, the Canadian Clubs have been called "The People's Universities," or schools of higher education and the dissemination of knowledge and obtainable elsewhere. Speakers from all parts of the world in the past year have assisted in the movement towards this aim in the local club. Those who had actually experienced war perhaps stood out in memory from the rest. Miss Helen Losanitch of Serbia, Baroness Huard from the region of the Marne and Frederick Palmer, the great war correspondent.

Closing, Mrs. McLean declared the Women's Canadian Club must stand for ideals, for a new and better order and press forward to the goal unflinchingly, "never doubting right will triumph and the clouds will break."

Illustrious Speakers.

In her report, the corresponding secretary named a long list of illustrious names of men and women who have been club speakers of the past twelve months. Windsor and Detroit, also W. Rowell, K.C.; Peter McArthur and Nellie McClung, Canadian writers; the Australian cadets; Frederick Palmer, war correspondent and author; Helen Ross, a girl from Serbia; Prof. de Champ and Baroness Huard, representing France; Mrs. Pankhurst, famous suffragette; Chancellor McCrimmon; Mrs. Agnes D. D. MacGregor (Marian Keith); Miss Hotson; Miss Stoner and Dr. George Adams.

Among movements which the club has had in Belgium, France and Serbia, were Belgian and Serbian relief funds and the Women's Emergency Corps.

The club at the present time has 277 members as compared with 260 a year ago.

Belgian Relief.

Mrs. A. T. Edwards, treasurer, stated that through the efforts of the club, \$3,813 has been forwarded for Belgian relief with \$50 more on hand for this object at the present time.

The sum of \$1,654.43 was raised for Serbian relief, \$540 went through Mrs. Pankhurst to the Serbian Mission in England for immediate relief. About \$400 was spent on clothing to be forwarded. At the present time, and the relief from Serbia is for funds and hospital supplies of every description.

In response to an appeal from the Scottish women's hospitals for the Allies in Belgium, France and Serbia, \$2,000, made to the federated Women's Canadian Clubs, the London club has subscribed one-eighth of the amount, \$250 for one cot.

In his address on "Reconstruction After the War," the strikingly appropriate myth of the sowing of the dragon's teeth was effectively used by Mr. Norwood as an illustration of the causes which have resulted in war and the consequent necessary reconstruction to follow.

"Who is responsible for the war?" he queried. "Germany is not. The whole world is. We did it. We have been sowing dragon's teeth for centuries, and it is almost too late now to rally forth and knock off the heads of the soldiers of iron. It isn't difficult to answer what the ancients meant by the dragon's teeth. We have only to read the chronic lament of the Trojan women to realize that war has been the great horror of all ages. War has been caused by the flying of men against the two great principles laid down by Jesus, (1) to realize the moral governor of the universe and (2), to realize that every man is a neighbor. If we fail on our part to maintain neighborliness, the day of horror and judgment follows, of the unloosing of the bottomless pit devils of lust, hate and murder.

We hope that by degrees and in the not far distant future, nature will assert herself and equilibrium will be restored.

What Will We Do.

What will we do then? Sow more dragon's teeth?

"It is for us to see that there is no more war, that it never can happen again."

As a minister of the Prince of Peace, the clergyman-lecturer announced as his message for all times and all occasions, and taking every platform as his pulpit, "That They All May Be One."

In the unity of the church, society and nations he saw the ideal condition which would make war in the world impossible. The answer to the

ROWAT'S COFFEE 50c Per Pound

T. A. Rowat & Co. 250 Dundas St.—Phones 3051-3052, ywt.

Prayer, "Thy kingdom come," could never be given while selfishness and barriers of prejudice existed in business, social and ecclesiastical life—or religious life.

"Until we realize this oneness in civic, social and family life, as well as national and international, war will come baying with blood-flecked jaws on the heels of humanity," he insisted.

Individual Crosses.

"We talk too much of the cross of Jesus, and not of individual crosses," he continued; "not enough of voluntary crucifixion for the great ideals for which Jesus died."

Prejudice and selfishness, he reiterated, must be crucified. The prejudices which separate churches.

"Why was it," he asked, "that the wonderful thing happened on the day of Pentecost? Because people were all with one accord in one place. Pentecost will come when we make it possible. If we make conditions, God will give results. If the blind is removed from the window of a dark room the light enters, because the light is true to itself. This is true in the intellectual and spiritual world as in the material. We can make God happier if we give the right conditions."

Much of the discord in the world he found traced to the prevalence of pride. Antiquated theologies, he declared, must go before the kingdom of God can come in, the theologies that are by-products, not fundamentals, of the kingdom of God.

His rule for the test of truth was this: "Accept no truth as truth unless fundamental in operation." Jesus never spoke precepts. He uttered principles.

Economic Side.

Turning from the religious to the economic side of the question, he expressed the conviction that while gold and silver standards are used as the ultimate solution of international relations, tyranny, wrong, hate and want will prevail.

"Why, he wanted to know, "is it when there is enough flour in the world to feed the race for five years that some men, women and children will go to bed hungry tonight? I'm not a Socialist, but readjustment is required here. Even God himself cannot banish war while such conditions exist."

"Until the churches stand united; until there is a reconstruction of commercial standards; until every child has the advantage of liberal education and an opportunity to express himself in terms beautiful and true; until the boys and girls of the slums have such opportunity for expression, not till then will the conditions be removed which breed war," was the summing up.

Rev. Prof. Leonard of Knox College, who was in the audience, when called upon to say a few words, expressed his hearty accord with the views of "London's orator," whom he was privileged to hear for the first time. "I don't know how far he is prepared to go on church unity and church union," said the distinguished speaker, "but he is not prepared to go one bit farther than I am. If the church had been a united force, it should have been able to prevent the war."

Mrs. McLean, commenting upon the address of Mr. Norwood and remarks of Prof. Law, characterized the closing meeting as a "benediction" for the season.

To accommodate our patrons, Peters Tea Rooms will open all Victoria Day. Good service always.

VERY EASY PAYMENTS ON VICTROLAS.

Very easy payments on Victrolas can be arranged at the Victrola Parlors of Ye Olde Firm of Heintzman & Co., Limited, 242 Dundas street. Only a small cost payment is needed to have the instrument delivered. The balance can be paid in small weekly or monthly payments. This is a good opportunity to have the pleasure of a Victrola this summer.

THE NEW STYLES IN LADIES' SHOES.

We are always on the lookout for the newest styles in Ladies' Shoes. We know their special requirements and our salesmen delight in waiting on the ladies, as we have Shoes for every occasion. The very newest styles are here in the high tops and Louis heels, with the long, drawn-out toes which are so popular this season. All the new shades are represented, as well as all sizes and widths. We are very careful in fitting, so that you are assured of satisfaction.

J.P. COOK CO.

The Store that Serves You Best. Entrances Dundas and Richmond Sts.

Neal's ALOAFA Bread

THE APPROVED PURE FOOD

Note Ingredients Used

Five Roses Flour, Fleischman's Yeast, Pure Granulated Sugar, Pure Lard, Pure Malt Extract, Pure Fine Table Salt. Pure Ingredients, Uniformly Baked, make Pure Food Bread.

ALOAFA BREAD

is manufactured by bakers who have had years of experience and thorough technical training. Aloafa Bread is baked in ovens that are the last word in oven construction known to the builders of these huge modern ovens. Our plant is a model, positively sanitary and splendidly equipped to take care of our immense daily output of thousands of loaves. Come and see your daily bread made in our modern automatic plant.

The marvelous rapid growth of our business is your guarantee of the PURITY and QUALITY of our product. ASK YOUR GROCER OR PHONE 2173.

NEAL LONDON BREAD COMPANY, LIMITED

Free Demonstration OF THE MARVELOUS BRANSTON VIOLET RAY



NERVOUS DISEASES.

High Frequency GENERATOR AT THE HYDRO SHOP

For a Few Days. The Expert Demonstrator will give you a FREE TREATMENT and will show you, without cost, how you can be restored to perfect health and strength.



Neuralgia and Headache.

Indorsed by hundreds of the most prominent physicians, hospitals and sanitariums. The most wonderful invention of modern times for the relief of pain and the cure of disease.

CURES DISEASE



GOOD FOR BABY ACHEs.

Special Demonstration TONIGHT 7:30 to 11 o'Clock

Diseases Now Treated Successfully by the Branston Generator

- Rheumatism, Neuralgia, Paralysis, Sciatica, Asthma, Insomnia, Weak Eyes, Catarrh, Nervous Diseases, Baldness, Eczema, RHEUMATISM AND NEURITIS.

RENEWS YOUR YOUTH



RHEUMATISM AND NEURITIS.

RUBBER WAS FOR GERMANY.