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Florsheim Shoes For Men—
This shoe embodies the "style of the times"—the kind you see on Broadway and in every fashionable club.

COOK'S SHOE STORE.
A BLACKSMITH AT YOUR WATCH would make as good a job of it as some so-called battery men. Why not save your battery to our experts? You'll save time and money.

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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.

SPRING SHOE SALE
AT SAMUEL'S SHOE STORE.
The best American and Canadian makes of ladies and gents' shoes, club-boas and suitcases. Money saved on your footwear. Two doors east of city hall—out of high rent district.

VINOL
The Great Cod Liver, Oil and Iron Tonic.
Taylor's 6 Cut-Rate Drug Stores

Canadian Bureau of Credits

Dominion Bank Chambers, London. Established 1910.
Collections and adjustments locally or through agents at all points. Liquidation of estates a specialty. Call or write for terms and references. law y tr



ARE YOU A WOMAN?
Women suffer more than men from far-sight. This is probably due to their spending so much time indoors in work requiring near vision. Neglected this will cause untold agony, nervousness and at times a total breakdown. Every woman should have her eyes examined to see whether or not she needs glasses.

Carlyle TREBILCOCK OPTICIAN
233 Dundas Street. Phone 2351.
Two Doors East of Majestic.

RAW FURS
HIGHEST PRICES PAID FOR MUSKRAT.

ROSS, LTD.
196 Dundas Street.
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The Tecumseh
SPECIAL DOLLAR DINNER
SERVED 1 TO 2:30 P. M.
EXCELLENT CUISINE. EFFICIENT SERVICE.
JACK CORSE'S ORCHESTRA IN ATTENDANCE.

London Loan and Savings Co. OF CANADA
MONEY TO LEND
Government Bonds Negotiated
Special Debiture.
M. J. KENT, Manager.
Only \$58.55 required for \$100.



EVERY LATEST STYLE IN SPRING HATS.
BELTZ & CO.

WHEN YOU BUY Johnston Bros. XXX Bread

You are sure of getting the most satisfactory and most economical bread made. It is all that a truly good bread should be. Sample its delicious flavor today.
Fresh at your grocer's.
JOHNSTON BROS. Phone 944.



Harold Lloyd, the popular film comedian, appearing at the Majestic Theatre again today and Wednesday in his latest comedy, "Look Out Below." On the bill is Mrs. Charlie Chaplin in "For Husband's Only," a travelogue, and Miss Cora Brennan, violin selections.

BADEN POWELL COMING.
MONTREAL, April 7.—Lieut.-Gen. Sir Robert Baden Powell, originator and head of the boy scouts movement, will visit Canada, arriving Wednesday in Montreal. He is expected in London on May 17 and will be accompanied by Lady Baden Powell.

THEDA BARA AND CHARLIE CHAPLIN AT THE PATRICIA

Celebrated Screen Actress Is Appearing in "Under the Yoke" Again Today and Wednesday.

As full of color and romance as the tropics themselves is the thrilling Theda Bara super-production, "Under the Yoke." In which the famous star gives a sensational portrayal of a Spanish girl's fight for the man she loves. This photoplay was shown to capacity audiences at the Patricia at three performance yesterday, and will be presented again today and Wednesday.

All the exotic splendor of the tropics, the hot passions of the Latin's blood, the fierce love of a Spanish girl for her sweetheart, and the dashing courage of an American army officer are shown in "Under the Yoke." The picture tells of the love of a proud Spanish beauty for an American army captain. The Spanish girl (Miss Bara) rejects the attentions of a friend of her father's, who in revenge causes the natives to revolt.

In love with the officer, the girl had scorned the attentions of a Spaniard, who, in revenge, consents a revolt and makes the girl and the officer prisoners. The American is about to be put to death when, through the quick wit of the girl, he and the heiress are rescued.

Miss Bara has in this fast-moving photoplay some of the greatest and most intense acting moments of her entire career, some of the finest and most dramatic situations which the camera has filmed. Her role is irresistibly appealing.

Charlie Chaplin in "A Night in the Show" is in keeping with other Chaplin comedies. Charlie's funny antics keep patrons in a constant titter. A News Weekly, film and Libby, Brown and Conlan in a vaudeville act, complete a thoroughly excellent bill.

YOUR DOCTOR
or any druggist will recommend iron capsules. Tonal-Iron Capsules, the new French gelatin preparation are just what you need for that anaemia, sleeplessness, nervousness, heart palpitations, system weakness, backache, ringing of the ears and any of a dozen ailments caused by lack of good, rich blood. They have cured others and will certainly help you. Nearly three weeks' treatment in each package. Easy to take and guaranteed to help. At all drug stores or by mail from us for \$1 a box. Tonal-Iron Company, Box 134, London.

PRINCE OF WALES A FLIER.
LONDON, April 7.—The Prince of Wales made a flight in an airplane over London today. The trip lasted an hour.



Bunn the Baker of Bunn-Bread

Lenten Self-denial Is No Hardship When You Have NEAL'S

While folks have good, pure, white NEAL'S ALOAFA BREAD to fall back upon during Lent, it is no great trial to go without meat at every meal or every day. You could live upon NEAL'S BREAD and milk in perfect health, so complete is this natural pure food in all the elements required for human sustenance.

Try it and enjoy its crackly, toothsome, brown crust, its inviting white crumb. Thrive grandly on its sterling goodness and nutritive properties. Ask your grocer, or phone for a NEAL wagon to call.

"WE INVITE THE TABLE TEST."
Neal Baking Co., Limited
Phones 1313 and 2173

Bread Factories at
London, Sarnia, St. Thomas.



"A Good Company to Work For."

Evelly's Greatest Merchandising Stroke--THROWING WEGNER'S GIANT CLOTHING HOUSE \$50,000 STOCK---HOLUS BOLUS---TO THE MEN OF LONDON AT THE PRICE IT WILL BRING!!

AT 8:30 BEST STIFLE MEN'S BEST \$8.25 \$2.75 TECUMSEH
MEN'S \$3 LEATHER-LABEL Overalls and Smocks CORDUROY PANTS Overalls and Smocks
SIZES 34 to 46. Regular \$2.75. White Stripe and Blue. Browns, Fawns and Mouse. All Sizes. Fifty Dozen. All Sizes.
\$2.19 pr. \$1.95 pr. \$4.95 pr. \$2.29 pr.

NEW LINES OUT FOR THE FIRST TIME

The People Come in Without Knocking and Go Out the Same Way-- Kick, Punch and Pep! Hurry, Men, for These-- Most Men Want the Earth! Well, Here It Is--
MEN'S \$1.50 CAPS, DANDIES, 59c PENMAN'S 65c SOCKS 29c
\$1.50 STANFIELD'S BALBRIGGAN COMBINATIONS \$1.10
\$1.75 MEN'S BALBRIGGAN COMBINATIONS \$1.23
PAINTERS' \$1.35 WHITE COATS 59c \$2 PAINTERS' WHITE PANTS, 95c
\$3.50 STANFIELD'S CASHMERE COMBINATIONS \$2.69
\$1.75 STANFIELD'S CASHMERE SHIRTS AND DRAWERS, \$1.39
HURRY FOR THESE.
\$3.75 BARBERS' AND PROFESSIONAL MEN'S COATS \$2.39
\$3 WHITE DUCK COATS \$2.19
GOLFERS' \$2.25 WHITE PANTS \$1.65
\$2.75 WHITE PANTS \$1.95
\$3.25 WHITE PANTS \$2.39
ALL SIZES.

It's as swift as a Nebraska cyclone, this sale.---Evelly. :: Have Your Money Ready.

Wegner's Giant Clothing House
120 Dundas Street, London



Scene from "The Unpardonable Sin," one of the screen's newest and most lavishly staged photoplays, showing at the Majestic Theatre all next week.

Returned Engineers Want Association Formed Here

Think This Should Be Done As in the Case of Battalions.
Men who have returned recently to Canada after having seen service overseas with the Canadian Engineers, have expressed a desire that an organization of returned engineers might be formed, similar to the associations established by men who served with particular battalions.

An engineer who reached here a few days ago with a party of men who were discharged through the dispersal station at Tecumseh Barracks, pointed out that a very large number of men who saw service with railway, bridge, road, telegraph and other detachments of the engineers have already returned to London, and he thought these men would appreciate the opportunity to meet together occasionally, which would be furnished by the formation of a Returned Engineers' Association.

The engineers, he said, "did splendid and often gallant work, although they were not in the limelight to the extent that infantry and other fighting units were. The G. V. V. A. will keep alive the traditions of the Canadian corps as a whole, but I think it would be nice if we could also form a separate organization which would keep green the tradition of our own branch of the service."

Up to the present, so far as is known, no steps have been taken along the line suggested by this man, but he expressed his intention of talking the matter over with other returned engineers, and he thought that this might have the effect of initiating a movement which would gradually gain momentum as more men became interested.

GUilty OF DESERTION
Pte. Arthur Fordham So Found by Court-Martial.

Pte. Arthur Fordham, a former member of the 34th Battalion, was charged with desertion from that unit before a district court-martial at Wolseley Barracks on Monday, and found guilty. The evidence showed that he absented himself from the camp shortly before the 34th went overseas. Although witnesses testified that he came back the night of his departure, he moved out for the port of embarkation without reporting. He remained at liberty until a few days ago, when he was apprehended in Ingersoll and sent to London to be dealt with.

TRIBUTE TO DEPARTED M. P. OTTAWA, April 7.—The acting prime minister in the House of Commons today paid a tribute to the memory of Captain Joseph Read, late member for Queens, P. E. I., who died on Sunday night.

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FIRE, ACCIDENT, ETC.
HAROLD J. LAWSON
General Insurance Broker.
205 Dominion Savings Building.
Phone 950. ywt

PHONE 2334
Don't run flat. Call our service car. Our Vulcanizing quality work, not average.

London Tire Repair Depot
354 Wellington Street. ywt

GET YOUR TIRES RETREADED. IT PAYS.
London's Rubber Man
346 DUNDAS STREET. BROCKMAN PHONE 5124

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BY Brown Optical Co.
REAL SERVICE
COURTEOUS COMPETENT ATTENTION

HERE you will get a real eye service, comprising a scientific eye examination by an experienced optometrist, lenses that exactly fulfill the requirements of the prescription he will make out and an adjustment and a fitting that will meet the special requirements of your individual case. You should know that eye ease is to be found here.

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Goldman's

OUR PHENOMENAL SUCCESS on the opening day, Saturday, April 5, only proves that we give exceptional value in High-Class Footwear.
OUR MOTTO is to ask for small profits and build up a large and permanent business.
WE SELL ONLY DEPENDABLE SHOES for men, women and children. Our several years in business at 221 Wellington street, have proved to our customers that we give the best Shoes at lowest prices, and we will do the same at

245 Dundas Street

MEN'S SHOES

Most men want a Shoe like this for spring. Not too conservative to be dull—not too extreme. Shown in black and dark brown.

\$8.00 - \$9.00

We're Ready With New Spring Footwear

There are a lot of shoe styles. Some are very conservative; others quite extreme. But the average man wants a fifty-fifty proposition—something that is not too extreme one way or the other. You'll find a large showing of this type of shoes in our new spring stocks—many combinations of lasts and leathers.

Johnston & Murray
BOOTS - SHOES - TRUNKS
LONDON - ST. THOMAS

BEADS

On account of the increasing demands for Beads for spring wear, we have purchased a large stock of all the latest in Beads. A large shipment of Red Beads arrived on Saturday. One of our downtown windows is full of a beautiful selection of Beads of all kinds. Below are enumerated a few strings from our extensive selection.

- Jade (graduated) \$2.00 to \$3.00
Light Blue \$1.50
Light Green (graduated) \$1.50
Pink (graduated) \$2.00
Yellow (graduated) \$1.00
Yellow and Black (graduated) \$2.00
Victory Red (graduated) \$2.00
Large Victory Red, with knotted red cord with tassel \$2.00, \$2.50 up to \$3.50

Young's Diamond Merchants and Jewelers—
LONDON.
Mail orders will receive prompt attention.

ARE YOU PLEASED

With the bread you are getting and feeding to your family day by day? If not, why not make a change to the bread that people like, recommend and use year in and year out.

PARNELL'S BREAD
is as good as science, plus quality, materials can make it. BETTER TRY A LOAF TODAY.
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Phones—929-1390.