

FOURTEEN

ISSUED BY THE CANADA FOOD BOARD.

We can eat the scores of other foods we have besides wheat. It's a small matter to change our diet to help victory.

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NEAL BAKING CO. LTD.

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THE CANADA AUTO DEVICES CO. SAY
PARTRIDGE TIRES ARE
PREFERRED.
SO DO THOSE WHO HAVE THEM.

ROYAL SHOE SHINE PARLOR

336 RICHMOND STREET.
5c—SHINES—5c
"We Broke the Combine."

CAKES

The kind that make you want more. At

RUDDY'S

There's a store near you.

733 RICHMOND STREET,
308 1/2 DUNDAS STREET,
874 DUNDAS STREET.

ONE WEEK

More of Money Saving Opportunities At

WEGNER'S

20TH SEMI-ANNUAL

60-DAY SALE

The people are realizing the extraordinary values offered here. Tomorrow will be the biggest Saturday's business during this sale. Come early in the forenoon and avoid the rush.

Down! Down! Down!

The prices in everything are down. Here's a sample:

SUITS \$14.95,
\$15.95, \$17.95, \$19.95, \$22.95, \$24.95
PANTS \$2.95, \$3.25, \$3.55, \$4.25, \$4.95
STRAW HATS at nearly your own price.

WEGNER'S

THE HEART OF LONDON.
Famous for Their Little Prices.

371 Talbot, Opposite Market
Open Evenings

"THE CLAWS OF THE HUN" AN ABSORBING PHOTOPLAY OF TODAY

Charles Ray at the Majestic Today and Saturday.

Charles Ray, "the actor of the hour," is appearing at the Majestic Theatre again today and Saturday in a gripping photoplay, "The Claws of the Hun." This picture reveals the secret workings of the Kaiser's agents in the United States.

Ray plays the part of a patriotic young American, son of a millionaire munitions manufacturer, who is anxious to do his bit when the war breaks out. All the boys at the club are enlisting in various branches of service, and young Stanton is eager to do his bit with the rest. His mother is an invalid and his father fears that if the boy enlists the shock will kill her.

His family physician is worried over Mrs. Stanton's condition, and tells the boy that he would never be accepted for service. This almost breaks the youth's heart. He has his heart examined by a young friend of the Medical Reserve Corps, who assures him he is all right.

Angered, he demands an explanation and is told the truth. He agrees not to enlist when told his mother's life depends on it. He is about to explain to his sweetheart when she accuses him of being a slacker.

Then, broken-hearted, he gets a hand to play in the great game. He learns that Werner, the elder Stanton's consulting engineer, is a German spy. Following a series of exciting adventures which show that whatever else is the matter with young Stanton, his heart is in fine shape and his color is not yellow. He beats the spies at their own game, wins the girl, a letter from the president, and his mother's permission to enlist.

A Mack Sennet comedy, "Love Loops

the Loop," is one long laugh. A News Weekly shows amny interesting scenes.

The Beatles, exponents of modern dancing, will be the vaudeville attraction for the remainder of the week.

PATRICIA

Businessmen of this city—especially those who have achieved success in the face of handicaps and largely by the great force of advertising and live wire methods—will find a lot of wholesome enjoyment in "Patricia and the Prince" play that comes to the Patricia Theatre on Monday, Tuesday and Wednesday.

Bryant Washburn appears in the principal part. He is the son of an old chap who lives in Maine and who has jogged along for many years as a canner of codfish. He sticks to the old ways of doing business, but manages to amass a considerable fortune. He sends the son to college, but is convinced that the boy will never amount to anything. He's full of fool notions, the boy is, according to the old man's way of thinking and his chief distinction is as a pool champion.

Then, when dad tells him to go away and return with 10,000 "iron men," the boy, who labors under the name of Cuthbert, comes to life. He goes away. He falls in love. And falling in love he rustles up a lot of ambition to amount to something, for he knows that there will be no gay wedding bells for him unless he manages to make a success of himself.

How he does it is delightfully novel, so natural, and so amusing that one warms right up with sympathy for the young lovers.

Bryant Washburn made a big hit when he appeared in "Skinner's Dress Suit" and followed that with "Twenty-One," but it is a certainty that he will surpass his previous record with "Patricia and the Prince."

WOMAN INJURED AS L. AND P. S. CAR RETURNS

An accident which might have proved more serious occurred as the 11:20 London and Port Stanley car was crossing Ottawa avenue on its way to the Richmond street station, when Mrs. Dent, 2 Eastman avenue, either fell or jumped off the car. The car was stopped and the police ambulance called. The injured woman was conveyed to her home. The doctor in attendance reports she is not badly hurt. Mrs. Dent, who was accompanied by her daughter, is, it is said, subject to sudden spells of dizziness.

WHY NOT?

BUY GUARANTEED GOODS.

Canadian Beauty Irons \$5.00
Electric Fans \$7.50 to \$40.00
Flashlights 90c to \$2.50

Western Ontario Electric Co.
Phone 4071. 237 Dundas Street.

Apartment Wanted

Wanted 5 or 6-roomed apartment, centrally located and modern in every respect, heated. Reasonable rental. Will lease for term to suit owner. References exchanged.

Apply to BOX 84, ADVERTISER, or TELEPHONE 2845.

Suggestions that will please on Civic Holiday

HERE'S A SPECIAL.

California Ripe Oliver, delicious and always ready to use. Buy yours early. Regular 15c value.

10c TIN. FREE 25c FOR

GURD'S GINGER ALE.

We recommend it highly, because it pleases so many of our customers.

Dry or Sweet \$1.20 per dozen

HAVE YOU TRIED PHEZ.

Loganberry Juice, Raspberry Vinegar, Grape Juice, Lime Juice or Lime Juice Cordial?

FOR PICNICS.

We have dainty canned goods. Cold Meats, Biscuits and also Waxed Paper.

FOR OVERSEAS.

"The boys" appreciate a parcel any time. We have many specials.

T. A. ROWAT & CO.

250 Dundas St. Phone 3051-3052.
Canada Food Board License No. 8-3422.

"LAST POST" SOUNDS IN FITTING TRIBUTE TO MUTINY VETERAN

Two touching incidents occurred at Woodland Cemetery yesterday afternoon when the funeral of Robert Allan took place. Just as the casket containing the remains of the old Indian Mutiny veteran were being lowered into the grave the notes of "The Last Post" sounded from a military funeral which took place nearby. Had the military been present in honor of Mr. Allan the salute could not have been more appropriate or timely.

Then, when the casket had been lowered it was seen that Mr. Allan rested beside his old manager, Geoffrey Hale, for many years manager of the bank for which Mr. Allan was messenger. Their graves are a few feet from one another.

The services were held at the house, 432 William street, Rev. W. R. McIntosh being the officiating clergyman. At the grave Rev. Mr. Drum conducted three members of the Royal Arcanum, J. B. McKillop, crown attorney, W. G. R. Bartram and S. J. Jensen, and those representing the elders of St. Andrew's Church were Mayor C. R. Somerville, John Looked and Ward Casselman. Floral tokens were received from friends in Winnipeg, Detroit, Saskatchewan and Chicago, and handsome wreaths from many London friends, including the Bank of Commerce and Boomer's.

INSPECTOR'S REPORT CAUSES TEARS TO CHASE SMILES AWAY

Girls Had Queer Addresses—Some Accounts Billed Twice.

The members of the finance committee laughed heartily at first at some of the remarks of Inspector J. W. McCallum in his report on accounts for caring for girls on the per diem basis at the Salvation Army Home. However, before all the reports had been read the aldermen changed their tone, and quite a little anger was in evidence as the reports were concluded.

The city has an agreement to pay so much per day for the keep of all city girls at the home. When Mr. McCallum received some 25 names of girls for whom the city was expected to pay, he started out to find if the girls really belonged to the city or not. Some of the addresses were vague. Mr. McCallum said so. One of the girl's homes, he said, would be about the middle of the Catholic Cemetery. In another case, Mr. McCallum remarked that Elizabeth street was three-quarters of a mile long and he could not go to every house.

Then came a report where a girl had paid for her keep \$15 for ten days, and the city was asked to pay for twelve days. Another girl said she had paid \$22. Another was said to have paid \$35 on account.

The fact that these accounts had been billed to the city had been over again, was what caused the ire of the aldermen to rise.

Select the whole bunch of them," said Ald. Manness.

Ald. Holmes said that there was one that might be accepted and the balance sent back to the home.

Ald. Harley said that he did not think the system of paying on the per diem basis would work out satisfactory, anyway.

With but one exception the committee rejected all the accounts.

LET IT HELP YOU.

The Great Blood-Maker, Nerve Tonic and System-Builders.

TONAL-IRON CAPSULES have cured others, and they will cure you, if suffering from any of the following: Anaemia (thin or watery blood), Impure Blood, Nervousness, Nerve and Muscle Weakness, Wastefulness, Fatigue, Shortness of Breath, Excitability, Indigestion, Dyspepsia, Liver Troubles, Rheumatism, Vital Weakness in Men, Diseases Peculiar to Women, Mental Worry, Cold Extremities, Numbness, Poor Circulation, Lassitude, or any form of Physical Decline. Price \$1 a box.

Remember, these are capsules and are easily dissolved in the stomach a few minutes after taking.

Tonal-Iron Capsules cure war nerves, if you are suffering from the worry caused by this war, try them.

Sold at all first-class drug stores, or mailed anywhere on receipt of price.

Tonal-Iron Company, Box 184, London, Ont.

BUY PETERS CAKES

Canada Food Board License No. 5-359.

Don't Bake In Summer

JOHN A. NASH

"My Jeweler"

Where You Will Eventually Buy Fountain Pens, \$1.50 Up.

206 DUNDAS STREET.

TAYLOR'S CREAM OF ROSES

THE BEST REMEDY FOR TAN AND SUNBURN.

Taylor's 6 Cut-Rate Drug Stores

WE Make a Specialty of Pure Vinegars FOR PICKLING

The best obtainable, delivered in clean jars. Per gallon 50c

Pure Mixed Pickle Spices

Whole or Ground. Per ounce..... 5c

Rubber Rings for Glass Sealers

Best quality heavy rubber. Per dozen 10c

Also PARAWAX, for sealing jellies.

Salted Raisins 2 pkg. 25c

Pork and Beans 25c

Turnip Fish 25c

Maple Leaf Salmon 40c

Baking Powder (large can) 25c

Granulated Sugar 10 lbs. \$1.00

John Diprose

South London Store: 160 Wortley Road. Phone 1397.

266 Dundas Street Store. Phone 2262

A London View Book

From Home

to the boy overseas is like your letter to him.

Be sure there is one in the next box.

HAY'S Stationery

171 DUNDAS STREET, LONDON, ONT.

Friday and Saturday Specials -AT- The Purdom Hardware

Use Chi-Namel Auto Black for refinishing your car and make it look like new. Try it.

AUTO JACKS
Price \$2.50

WEED CHAIN JACKS
Price \$6.00

WRENCHES
Genuine Crescent Wrenches
6-inch \$1.25 each
8-inch \$1.50 each

Spark Plugs
Price 75c Each

Johnson's Carbon Remover
Price \$1 Up

Lawn Mowers
At cost.

Round Brass Lawn Sprays
Regular \$1.00.
Price, 63c

Vulcanizing Outfit
Price, \$3.50

FOOD CHOPPER
Price \$1.48

Tungsten Lamps - Regular 40c at 27c Each

The Purdom Hardware
124 DUNDAS STREET. PHONES 2800, 2801.

prospect of success, as he will have charge of Mount Brydges and North Caradoc churches, both of which are located in the most beautiful part of Middlesex.

JOHN A. NASH
"My Jeweler"

Where You Will Eventually Buy Fountain Pens, \$1.50 Up.

206 DUNDAS STREET.

TAYLOR'S CREAM OF ROSES
THE BEST REMEDY FOR TAN AND SUNBURN.

Taylor's 6 Cut-Rate Drug Stores

JOE GRAHAM'S Cash Economy FISH and MEAT SHOP

SPECIALS FOR SATURDAY.

Choice Pot Roast Beef 24c
Choice Rolled Boneless Pot Roast 28c
Choice Blade Roast 25c

A CHOICE LINE OF FRESH AND COOKED MEATS.

Also a FRESH SHIPMENT OF WHITEFISH for FRIDAY.

JOE GRAHAM SUMMER SHOES.

\$3.98 and \$4.98

THESE PRICES ARE RAPIDLY TAKING THE

All-Leather Oxfords and Pumps

OFF THE TABLES.

The opportunity to get turned and welt soles in black, gray, champagne, tan, brown, vici, calf and patent, offers you the chance you have been waiting for.

ALL WHITE CANVAS PUMPS AND OXFORDS \$1.98

\$2.49, \$2.98, \$3.98 and \$4.98.

COOK'S SHOE STORE THE STORE WITH THE STOCK.

SELLING-OUT SALE \$40,000.00 Stock Must Be Sold

Abour four weeks left in which to clear out the balance of our stock of Summer Clothing, Furnishings, Hats and Caps. It may be a long time before you will be able to buy this class of goods at such low prices.

Pants and Suits Down In Price

Selling Pants at these prices draws immense crowds every week. Regular \$7.00 Pants selling for \$4.95

FREE-A pair of extra quality Braces with every pair of Pants at \$2.95 and up.

MEN'S SUITS-The balance of Spring and Summer Suits, \$12.95, \$15.69, \$18.69, \$19.69, \$21.69, \$24.69, \$27.59, 98c, \$1.25, \$1.50, \$1.75, \$2.25 and others up to \$6.00, to clear, and all BATHING SUITS in the house.

ISSUED BY THE CANADA FOOD BOARD.

Not Deprivation, but Conservation, is what is asked of you.

The Giant Clothing House

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

120 Dundas Street. Open Evenings Until 9 o'Clock.

A Whirlwind of Bargains FRIDAY and SATURDAY---Last Days

CASSELMAN BROS.' BIG OVER-THE-TOP SHOE SALE

The End Is In Sight and You Must Hurry Now For Bargains

Every pair has been shaved to the finest point for the final wind-up of this big sale of Men's and Women's Shoes, not bought specially for sales, but regular stock lines which we are closing out. If you have not been a visitor at this sale, be one today. It means dollars and dollars saved on your present and future footwear needs for yourself and family.

BUY NOW---DON'T BUY BY-AND-BY

RACK NO. 1 AT 98c Ladies' White Canvas Pumps, covered heels; White Canvas Button Oxfords; all Colored Satin Turn Pumps, covered heels, and Black Velvet Pumps, leather heels; all sizes to be had. While they last 98c	LADIES' NU-BUCK Pumps and Two-Strap Welt Pumps, also Black Satin Pumps. Regular \$5.00 values. Sale price \$1.39 LADIES' GREY CRAVEN-ETTE. Lace, high-cut, welt soles; also Patent or Vici Kid Boots. Values up to \$6.00. For a quick clean-up. \$3.39 LADIES' BROWN OXFORDS Dark Grey, Black Vici Kid or Light Grey Turn and Welt Pumps; vici kid, 8 1/2-inch lace, Louis heel; Patent Turn Roman Sandals, and Vici Kid Sport Lace Boots, with fibre soles; all sizes; regular \$6.50. Now \$4.39 LADIES' WHITE KID High-Cut Lace, with covered Louis heels; Patent Lace, with grey tops, and Black Vici Kid High Lace; regular \$5.39 MISSIE'S PUMPS. Patent or Black Vici, turn soles. The newest style. All sizes. \$2.89 LADIES' IVORY KID. And Pearl Grey Lace, high-cut, newest shape, has Louis heels. A real snap. At \$6.89 LADIES' BROWN NU-BUCK And Fawn, Louis heels, 8 1/2-inch top, all sizes. \$5.89	RACK NO. 5 AT \$3.39 Men's Tan and Black Welt Oxfords; sizes 5, 5 1/2, 6. At \$1.98 Men's Black Calf or Tan Oxfords, on English or round toes, with or without fibre soles. Nearly all sizes on the rack. Your choice \$3.39 RACK NO. 6 AT \$3.89 Men's Velour Calf, Blucher cut, round toes, Goodyear welt soles; Men's Patent Lace, good style, welts, also Black or Tan Oxfords, narrow or round toes. Not every size in each line, but all in the lot. At \$3.89 RACK NO. 7 AT \$4.89 Men's Gunmetal Calf Welt Lace Boots with pointed, English or round toes; also some Tan Calf, round toes. Values \$6.00. Men's 1918 style, Dark Tan or Black Oxfords; English lasts \$4.89 Any size you want, at \$4.89 RACK NO. 8 AT \$5.89 Men's Dark Tan or Black Calf, English walking last, with or without Acme soles; and our best styles of Dark Tan or Black Calf and Vici Kid Oxfords; all welt soles. All sizes in each style, at \$5.89
RACK NO. 2 AT \$1.98 Ladies' White Poplin Covered Louis Heel Pumps; White Canvas Two-Strap, Cuban heels; White Canvas High-Cut Lace, with rubber soles and heels; Mahogany Tan Welt Oxford, five eyelets, on a neat toe, and Tan Button or Lace Boots. Any size in the lot \$1.98		
RACK NO. 3 AT \$2.39 Ladies' Vici Kid or Patent Turn Straps or Plain Pumps; Lace and Button Boots, in patent or calf; White Canvas Lace, 1918 styles, Cuban and military heels; White Canvas Pumps, Cuban or covered Louis heels. Real pep styles, with all sizes \$2.39		
RACK NO. 4 AT \$2.89 Ladies' Patent High-Cut Lace, white top, Louis heels; White Buck Sport Lace Boot, also Chocolate Kid and White Buck Sport Oxfords; Vici Kid Strap Slippers, turn soles, and Patent Button or Lace Boots; also some Vici Kid. Any size you want, \$2.89		

THE SHOP OF QUALITY, VALUE, SERVICE.

Casselman Bros.

171 DUNDAS STREET, LONDON, ONT.