

MORE ADVERTISING TO COUNTERACT LOSS OF SALESMEN

S. F. Lawson & Co., London, Ont., are advertising in the trade press, telling the dealers that they are using more advertising and fewer travellers. The advertisement carries illustrations of the ads. running in the consumer mediums, and is followed by this text: "MORE ADS. LIKE THESE AND FEWER TRAVELLERS."

To counteract the reduction of our staff of travellers—a reduction necessitated by existing conditions—we have decided this year to advertise Snowflake Ammonia Powder extensively to the consumer.

"We are going to impress the housewife with the fact that, notwithstanding an advance in price, Snowflake Ammonia Powder is still the very best value on the market."

"This intensified consumer publicity will bring big extra sales to Snowflake Ammonia dealers. 'Snowflake' will be the only consumer advertised Ammonia on the market."—Printer Ink, New York, May 16.

TORONTO-MUSKOKA WHARF TRAIN SERVICE.

On Thursday, May 23, and Saturdays, May 25, June 1 and 8, and Tuesdays, Thursdays and Saturdays thereafter, the Grand Trunk Railway will operate a train from Toronto to Muskoka Wharf, leaving Toronto at 10 a.m. Returning, train will leave Muskoka Wharf at 12:45 p.m. for Toronto, on Mondays, May 27, June 3, 10 and 17. These trains will connect with the Muskoka Lakes Navigation Company steamer to and from points on the Muskoka Lakes. Full information from Grand Trunk ticket agents. 90c.

A Wonderful Instrument.

One of the most wonderful instruments in the world has been installed at Richmond street and O. T. R. depot. Have you seen it? If not just call, and order that next taxi you need for that country trip from the Blue Bonnet Service, London's best-equipped motor service. 83tr

The Time--- The Shoes--- The Place to Buy---

The summer calls for special dress. The changed costumes call for special shoes. The place to buy is where special attention is given to current styles, quality, and appropriateness to local conditions. To buy with satisfaction covering all these features is to buy at

Cook's Shoe Store

DIAMONDS

Diamond Rings from \$5 to \$350. Including single diamond rings, three and five diamonds, and many fancy settings in newest designs.

C. H. WARD & CO.

DIAMOND MERCHANTS,
386 Richmond Street.

Consult us about your Electrical Supplies. We carry a complete stock. Estimates given on wiring contracts.

Western Ontario Electric Co.

237 Dundas Street. Phone 4071.
A. T. TAYLOR E. L. CAMPBELL

BE PATRIOTIC. Have a FRESH FISH DINNER on the 24th

An immense shipment of Fish has arrived, fresh from the water, and is now on sale.

PICKEREL, PERCH, WHITEFISH, HERRINGS.

WILSON'S Phone 5600-5601.

Carlyle TREBILCOCK OPTICIAN

PHONE 2351. 233 DUNDAS
Two Doors East of Majestic Theatre.

Save Money on Shoes Modern Shoe Repair

RUBBER THREAD INSULATION is the only proper thing to have for your battery. It's new, but it's a wonder. Come in and see us about it.

BENSON-WILCOX ELECTRIC CO.
Phone 2671. 264 DUNDAS.

GET MORE MILEAGE. HAVE YOUR TIRES RETREADED.

London's Rubber Man BUCKMAN

346 DUNDAS STREET. PHONE 5124 ywt

Our RETREADING is QUALITY Work, Not the Average.

London Tire Repair Depot
254 Wellington Street. Phone 2334.
A. WILKES. Opp. McClary's. ywt

Artificial Limbs

Martin-Halsted Co.
REPAIRS SOLICITED.
104 Adams Ave. W., Detroit, Mich.

The London Loan and Savings Company of Canada

4% allowed in Savings Bank.
5½% allowed on Debentures.
Government Bonds for sale, to yield 6% to 6½%.

M. J. KENT, Manager.

IF you want quality, you want Parnell's. you want quantity, you want Parnell's. you want purity, you want Parnell's.

Parnell's Breads
are all three combined
**Quality, Quantity
and Purity**
ORDER A TRIAL LOAF TO-
DAY.

PARNELL
THE BREADMAN
Phones—929, 1390.

The Place To Buy Diamonds of Quality

Whether you purchase a \$25.00 or a \$300.00 ring you get just the same quality of a stone—NOTHING BUT THE BEST. These stones were bought before the war and are really the best value to be had in Western Ontario. These are also the lowest in price, and could hardly be bought at the selling price today. It will save you money to see these before buying.

See Our \$50.00 and \$100.00 Values

YOUNG'S
DIAMOND MERCHANTS
Two Stores: London, East London.

HAVE YOU TRIED THIS
DELICIOUS BREAD YET?

You will never know
until you have eaten
this wonderful, whole-
some

Johnston Bros. XXX Bread

Just how appetizing
and satisfying it
really is. Convince
yourself. Try a loaf
today.

JOHNSTON BROS.
PHONE 944.

MEN REPORTING BEFORE CALL TO SERVICE WILL BE SPARED TROUBLE

Names Are To Be Furnished Deputy
M. S. A. Registrar.

The names of all men voluntarily reporting for duty, in any class, before they are called, must be sent to the deputy registrar immediately after they have reported, is the advice in camp orders. The names are to be forwarded with full particulars through the A. A. G. M. D. No. 1.

When a man reports here, who belongs to another district, the registrar of his cv. district will be notified through the A. A. G. of the local district. Unless prompt notification be made, when men are taken on the strength of any unit, there is liable to confusion in the offices of the department of justice, and men who have already reported for duty, may be ordered before a tribunal and other inconveniences needlessly caused.

It is a serious matter, say the orders, that the M. S. A. district officer have the co-operation of the officer in charge of London Mobilization Centre and others concerned in this matter.

MISSING TELLER FOUND WOUNDED IN BRITAIN

Windsor Bank Clerk, Who Absconded,
Lost Leg at Vimy.

WINDSOR, May 22.—Absconding two years ago after a shortage of several thousand dollars in his books was uncovered by auditors of the bank, Michael Kelly, former teller at the Windsor branch of the Royal Bank of Canada, has been found in an English hospital suffering from wounds received in the battle of Vimy Ridge, according to letters received from him by George Muir, manager of the Windsor bank. Kelly had a leg amputated and was near death, he stated in the letter. His disappearance caused a sensation here. It was a favorite in social circles, but it was discovered he had been addicted to playing races on a large scale, a Dutch woman inducing him, it is said, to give her large sums to bet on a sure thing system.

A continent-wide search failed to locate him. The bank was willing to forgive him as friends had intimated they were ready to make restitution, but his whereabouts was not discovered until Manager Muir received a letter from a nurse in an English hospital. Kelly's mother lives in Cleveland, it is said, and is near death from grief over her son's wound.

WON STRIPES

Pte. W. J. Bone, Late of 142nd, Gets Sergeant's Chevrons.

Word has been received that William J. Bone, who left London overseas service with the 142nd Battalion as a private, has been promoted to be sergeant for his good work. He is a son of Mr. and Mrs. James Bone, of 25 Saunby street, West London, and was an active member of the Manhattan Club while in the city. He has been in France for nearly two years.

INSTINCTIVELY,
the buyer's first word is "NO!" As a seller of goods, you have to overcome that. Your advertising, seen week after week, month after month, can change the "No!" to a decided "Yes!"

Federal Advertising Agency

T. H. YULL, MGR.
Dominion Savings
Building,
LONDON, CANADA.

FUR STORAGE

Dry, cold air. Insured from moths, fire and theft.

BELTZ & CO.
Phone 817. We will call.

REMEMBERED IN WILL

Grandson of Ven. Archdeacon Richardson Heir of Justice Howell.

[Special to The Advertiser.]
WINNIPEG, May 22.—Probate of the will of the late Chief Justice Howell, filed in surrogate court today, indicates that the jurist left an estate valued at \$299,068. The only beneficiaries are his three daughters, Mrs. R. W. Kenny, Mrs. C. F. Puntland and Miss Sybil Howell; his granddaughter Nancy, and his grandson, Hector Mansfield Howell, only son of the late Capt. Edmund Lally Howell, and grandson of Archdeacon Richardson of London.

Mrs. Edmund Howell is given \$4,000 to clear off a mortgage on her home in Winnipeg.

WINDSOR FLYING MAN KILLED AT DESERONTO

DESERONTO, May 22.—In a flying accident which occurred at Camp Mohawk at 5:10 p.m. today, Cadet A. D. Hewson was killed and Second Lieut. C. A. Robotham was injured. The latter's injuries consisted of a fractured left tibia and slight lip wounds. His condition is reported to be very satisfactory. The next of kin of Second Lieut. Robotham is his mother, Mrs. C. M. Robotham, 3 St. Marys Gate, Derby, England. Cadet Hewson's next of kin is his mother, Mrs. F. B. Hewson, 179 London street, Windsor, Ont.

Both were members of the Royal Air Force.

SUMMER RESORTS IN ONTARIO
The Muskoka Lakes, Point au Baril and Georgian Bay Resorts; French and Pickering Rivers; Rideau Lakes; Severn River; Lake Mazinaw Dist. of and Kawartha Lakes are conveniently reached via the Canadian Pacific Railway. Particulars from Canadian Pacific Ticket Agents, or W. B. Howard, D. P. A., Toronto. ywt June 1

ROSS' LIMITED COATS SILK SUITS

In tweed, mixtures, tans and greys, also covert cloths. Prices ... \$15.00 to \$24.00

Taupe, navy and black. Prices ... \$35.00 to \$42.00

Clearing Spring Suits
In tweed, velvet, etc.
Prices ... \$8.50 to \$18.50

Specials In Raincoats

Poplins, paramatta cloths, tweeds and silk slickers.
Prices ... \$6.00 to \$15.50

New Silk Dresses
In silk poplin, taffeta, crepe de chine and habutai silk. Prices \$9.75 to \$33.00

FUR STORAGE

Special attention paid to this department of our business. Absolute security guaranteed regarding any garments stored with us.

PHONE 1319. 196 DUNDAS STREET.

Rowat's Coffee

The best procurable. Please particular people.

55c PER POUND
250 Dundas St. Phones 2051-3052.

WIDER APPLICATION OF ACT'S AMENDMENT MAY AFFECT OTHERS

Further Withdrawals From
Boards Expected.

IS THERE NO LIMIT?

Municipal Leaders Contend
Council Members Barred
From All Other Bodies.

The recent amendment to the municipal act, which led Controller J. H. Saunders and Ald. G. C. Drake to resign from the board of health, is still being discussed at length in municipal circles.

City Clerk S. Baker contended that the only members of the council who were affected by the amendment to the act were those sitting on boards appointed by the council, and the board of health was the only one so affected. However, there are those who contend, and say that they have legal advice on the matter, that aldermen, controllers and commissioners cannot sit on any other body and hold office. It is said that there are others who look at it from this viewpoint and that Controllers E. S. Little and J. M. Moore are considering withdrawing from the Good Roads Commission.

If this contention is upheld, it will mean a lot to the city of London or any other city in the province with municipal enterprises.

For instance, London owns the London and Port Stanley Railway, yet the city council will be unable to name a member to sit on that commission and

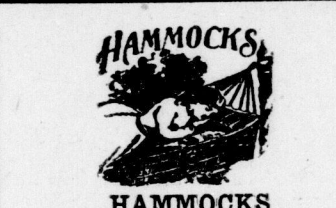
The Purdom Hardware Co.

Housecleaning, Spring and Garden Necessities

O-Cedar Mops, Hose, Watering Cans, Rakes, Spades, Etc. Old English Floor Wax, Brightener, Hammocks, Chi-Namel Varnish, Lowe Bros. Paint, Brushes, 1847 Silverware, Stainless Steel Knives, Etc.



WINDOW SCREENS
Made in many different sizes. Keep the flies out. Price... 25c up



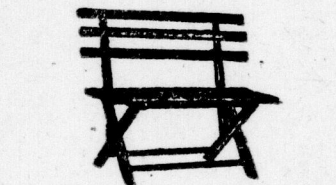
HAMMOCKS
Keep cool this summer. Get a hammock. Price... \$2.50 up



GARDEN HOSE
Keep the lawns green. Handy for the gardens. Price... 12c foot up



LAWN MOWERS
Made by Taylor-Forbes, of Guelph. Price... \$6.00 up



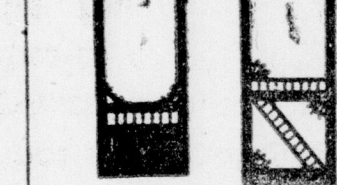
LAWN SEATS
Painted green and red, will fold up. Price... \$1.50 each



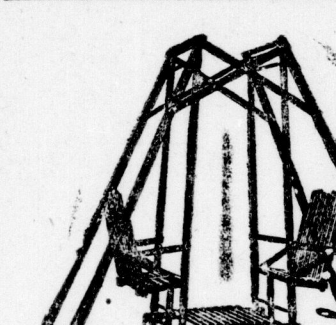
GARDEN TOOLS
Keep your garden free from weeds.
Hoes... 45c each up
Rakes... 45c each up
Spades... \$1.35 each up
Spading Forks \$1.50 each up



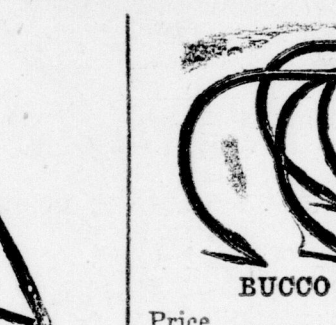
REFRIGERATORS
Conserve food by keeping your milk, butter, etc., cool. We solicit your inspection.



SCREEN DOORS
Complete with hinges, pull and catch. Price... \$2.00 up



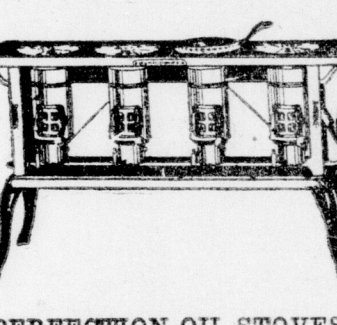
LAWN SWINGS
Nicely painted, all made of hardwood, will fold up. Price... \$9.00 and \$10.50



BUCCO CULTIVATORS
Price... \$1.50 each



CONAPHORE
NO GLARE RANGE 500 FT. The Headlight, that does not glare. Price... \$5.00 per set



PERFECTION OIL STOVES
A pleasure to demonstrate the merits of this splendid cook stove. Price:
2-Burner... \$15.00
3-Burner... \$20.00
4-Burner... \$25.00

The Purdom Hardware Co.

124 DUNDAS STREET. PHONES 2800, 2801.

look after its interests. London practically, owns the Western Fair, yet not one elected representative of the people will be able to sit on that board.

As one alderman pointed out today, it may mean that the city will have to have the members of these boards elected by the people if they wish to have any control or say in the manner in which they are to be run or else the council will have to fire all these bodies and run all utilities, etc., itself.

G. N. W. OPERATORS VOTE TO CALL GENERAL STRIKE OVER DISCHARGE OF MEN

TORONTO, May 22.—At a largely-attended meeting here tonight of Great Northwestern Telegraph operators it was unanimously decided to go on strike unless the men recently dismissed from the company's employ on a charge of the misuse of the telegraph for the conveyance of racing information, but who were honorably acquitted by the court which tried them on the charge, are reinstated.

A deputation, among who was C. E. Hill, acting for the international president of the Commercial Telegraphers' Union of America, went to Ottawa tonight to take the matter up with the minister of labor.

On Tuesday, June 4, Miss Lulu Campbell and Miss Edna Guy, talented students of the London Conservatory of Music, will appear in recital at St. Thomas. They will be assisted by Miss Madeline Simson, member of the teaching faculty and one of the cleverest pianists in this part of Ontario.

IT COSTS A LOT TO LIVE

But don't let the matter of expense keep you from having your eyes cared for. Sight is more important to you than clothing, food, or anything else. Also you'll find our prices decidedly reasonable. The Brown Optical Company, Specialists, 223 Dundas street. Phone 1877. ywt

ICE is necessary to Summer Health



If you are to do without ice during the summer months, you are not only indulging in extravagances, but endangering the health of your family. Foodstuffs foul and spoil—unless cooled.

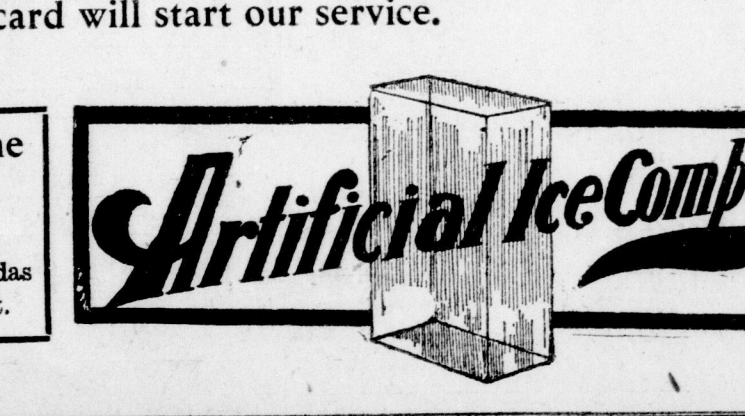
Keep Your Vegetables Fresh and Nourishing!

Put Your Order In Now for

ARTIFICIAL ICE

Our wagon will stop at your door every day. You need never be without pure, hygienic ice. A phone call or card will start our service.

Phone 141
Office
77 Dundas Street.



Phone 141.
Office
77 Dundas Street.

GROCERS, ATTENTION!

Why Not Sell the Easy Seller?

Neal's AloafA Bread

IS THE BEST

Victory Bread

Made from War Standard Flour Exclusively.

MOST people now specify NEAL'S when ordering their daily bread from their grocer's.

Neal Baking Company, Ltd.

PHONES 2173, 1313. FACTORY: 2 CARLTON AVE.