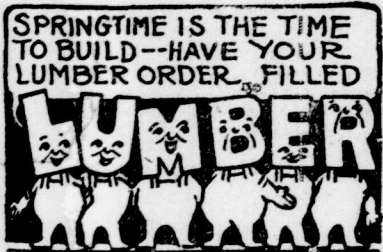


TWENTY-TWO

You Think It's Rheumatism---

It's only fallen asleep. We show you how Dr. Scholl's appliances raise the foot and quickly relieve pain in the feet and limbs. Graduate foot specialist at this store, ready to give expert advice in all foot troubles free.

Cook's Shoe Store



BELTON'S LUMBER SEXTETTE

SPRINGTIME is the season of the year when birds build nests, sweethearts build plans for the future and grown-up men and women build homes. We have every lumber for every building purpose, and it is priced at a figure that should start your building at once.

Geo. H. Belton Lumber Co.
RECTORY STREET.
Phones 117 and 118.



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.

GOLD, MOTHER! YES! Why just turn on our Majestic Heater. It will soon warm things up. Special, Friday and Saturday: One \$19 Majestic Heater, one \$1 Two-Way Plug, Friday and Saturday, \$9.45.

WESTERN ONTARIO ELECTRIC, 237 DUNDAS STREET.

RENTAL BATTERIES

Furnished while yours is being RECHARGED OR REPAIRED.
NEW BATTERIES FOR SALE.
Changing, Adding Distilled Water and Inspections FREE.

Thompson Battery & Welding Co.
(Specialists.)
PRESTO-LITE SERVICE.
775 DUNDAS STREET
PHONE 6836.
Gas, Oils, Etc., at Curb.

The Tecumseh

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

GET YOUR TIRES RETREADED. IT PAYS.

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



Federal Advertising Agency

T. M. VULL, Dominion Buildings, LONDON, CANADA.

Sample Shoes
From all good makers at cut prices.

Carlyle TREBILCOCK OPTICIAN
233 Dundas Street. Phone 2381.
Two Doors East of Majestic.

EVERY LATEST STYLE IN SPRING HATS.

BELTZ & CO.

A Diamond

A Diamond, whether mounted in a ring, necklace or any other piece of jewelry, is suitable to all occasions and all gowns. It invariably adds distinction to the wearer.

We carry a large stock of Diamond-mounted jewelry, or at short notice we can mount Diamonds in any style of mounting you desire.



Johnston Bros. XXX Bread

as your mother used to put into her own baking. Try XXX today. It's delicious, wholesome and sweet as a nut.
Fresh at your grocer's today.
JOHNSTON BROS. PHONE 944

FORMER LONDONER IS GIVEN HIGH OFFICE IN GRAND TRUNK SYSTEM

[Special to The Advertiser.]
MONTREAL, May 2.—J. F. Aitchison has been appointed auditor of disbursements by the G. T. R., with office here. Mr. Aitchison joined the Grand Trunk service in 1897 as a junior clerk at London, Ont., and occupied various clerical positions with the railway at that point and at St. Thomas, Ont., until 1906, when he was appointed travelling auditor with the Western Railroad at Detroit. Mr. Aitchison returned to the Grand Trunk in 1914 as special auditor.

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, anemic system weakness, loss of appetite and heart weakness. You never tried anything like these capsules. They are put up in French gelatin, 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: Anemia (thin or watery blood), Impure Blood, Nervousness, Nerve and Muscle Twitching, Weakness or Palpitation of the Heart, Shortness of Breath, Excitability, Indigestion, Dyspepsia, Liver Trouble, Pain in the Back, Kidney Trouble, Rheumatism, Vital Weakness in Men, Mental Worry, 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, mail us \$1.00, and we will send a box to you.
TONAL IRON COMPANY, Box 184, London, Ont.

THE PUBLIC MEMORY is notoriously short. That is why all the outstanding advertising successes of today are those which keep everlastingly at it.

Federal Advertising Agency

T. M. VULL, Dominion Buildings, LONDON, CANADA.

Sample Shoes

From all good makers at cut prices.



Nugget and 2-in-1 Polish, 10 Cents Box.

Upstairs Shoe Shop
194½ Dundas Street., Opp. Advertiser.

THORNDALE AUTOIST HIT BICYCLIST; BIKE WRECKED BUT RIDER UNINJURED

While turning south on Clarence street from Dundas street with a motor truck yesterday afternoon, C. W. Mann of Thorndale ran into Alex. Boomer, who was wheeling east on Dundas street. His bicycle was badly broken, but he escaped without any injuries. Mr. Mann took the broken wheel to the Bicycle and Motor Sales Company, leaving orders for it to be fixed up at his expense.

It is understood that the police will lay a complaint against him for cutting the corner.



Appearing in Zane Grey's "The Rainbow Trail," (Sequel to "Riders of the Purple Sage") at the Patricia Monday, Tuesday and Wednesday.



Appearing at the Patricia next Thursday, Friday and Saturday in a Theda Bara super-production, "A Fool There Was."

ROSS' LIMITED

Manufacturers of Women's Suits Cloaks and Dresses

Our designers are in close touch with the centres of fashion in New York and Paris and always are able to reproduce the newest styles.

SUITS

In serge, gabardine, tricotine, poplin and poiret twill, in all the leading colors, \$35.00 and upward.

Coats, Dolmans and Capes

In velour, serge, poiret twills and tweeds, \$18.50 and upward

Special Values In Silk Poplin, Silk Gowns, prices \$18.50 to \$37.50

NEWEST IN BLOUSES, IN VOILE, SILK AND GEORGETTE.

NECKWEAR, SILK HOSIERY AND GLOVES.

FUR REMODELING AT SUMMER PRICES.

Fur Storage Now Open

PHONE 1319.

196 DUNDAS STREET.

ROWAT'S COFFEE

The best quality procurable. There is no better Coffee. **PERFECTLY FOUND.**
T. A. ROWAT & CO.
250 Dundas St. Phone 3551-2058
C. F. B. License No. 1-3422.

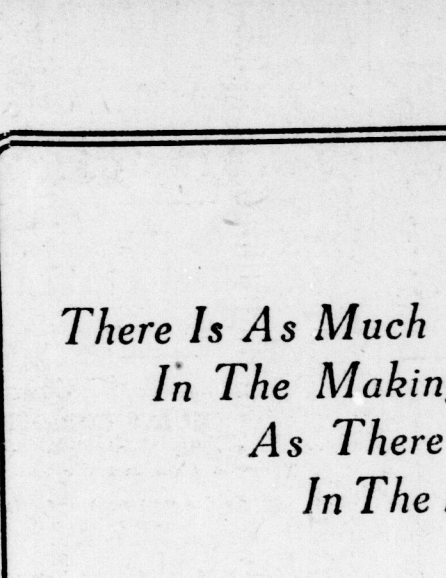
MILITARY BALL OF I. O. D. E. SOCIAL EVENT OF SEASON

London Fittingly Celebrates Troops' Home-Coming.

To celebrate the homecoming of London soldiers and the restoration of peace, the Seventh Regiment and Lieut. Col. Campbell, together with Lieut. D. E., gave a military ball in the Princess Winter Garden on Friday evening, which was undoubtedly one of the most successful social affairs of the season. Khaki uniforms mingled nicely with some of the smartest gowns and frocks of Madame Fashion's creation.

Red, white and blue streamers covered the entire ceiling of the building, and flags of the Allies were kept waving by electric fans placed at each corner of the dance hall. Little nooks were fixed with palms for sitting-out rooms, and flowers helped to make the large hall a veritable fairy garden. Delightful dance music was provided by the Winter Garden Orchestra. A varied dance program was given, each dance being announced by a bugle call.

Among those noticed were Major and Mrs. Gordon Ingram, Mrs. Ingram in black net and georgette; Lieut.-Col. and Mrs. Brown, Capt. and Mrs. Hamilton Bingle, the latter in black net, with dress of silver and red roses; Mr. and Mrs. Harry Carling, Gen. Shannon, Mr. and Mrs. Wilson, Purdon, Mrs. Purdon in a French gown of brocade, with over-dress of net; Mrs. Butler, Mrs. Fred Greenwood, in black and pale green velvet, with chiffon and silver lace; Lieut.-Col. and Mrs. Colles, Miss M. Skinner in mauve charmeuse; Major and Mrs. Reid, the latter in black looking lovely in an Oriental gown of blue brocade and corsage; Mrs. Milton Jackson in black velvet and wearing silver cloth; Mrs. Albert Brown, black net and corsage of red roses; Miss Verna Wyllie, pink net; Mrs. Wyllie, corsage, cream roses; Mrs. C. W. Greor in old rose velvet and chiffon; Miss Dandy Cox in silver pink crepe; Miss E. Temple in pale blue georgette with pink roses; Mrs. Taylor, Mr. and Mrs. E. R. Smith, Mrs. Fred White in black net and georgette; Miss Lorraine White, Miss K. White, Miss Grace Greer in silver cloth with red roses; Miss G. Croden in pale blue charmeuse and corsage of tea roses; the latter in apple green velvet; Miss Edith Greer in sapphire blue net and



There Is As Much In The Making As There Is In The Materials

Parnell's Bread

With all the nourishment, taste and flavor of the bread you used to know and the bread you missed when mother quit making it, is just as easy to obtain as other breads.

Good bread was never so much appreciated as now. That is why we make ours as good as bread can possibly be made. The wholesome properties of this bread gain nutriment from the fine wheat flour, and zest from our modern formula of baking.

Its crispy crust and filmy body is relished by all the family. All the better grocers sell it because it sells better, oftener and continuously in homes where it has once been introduced.

Ask for it with your order, or if you would prefer we will send one of our courteous salesmen to your door. A phone call or a card will bring one.

Parnell Baking Co.

PHONES—929 and 1390.

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.

Taylor's Throat and Lung Balm
Is Guaranteed To Stop That Cough
35c—50c—\$1.20.

Taylor's 6 Cut-Rate Drug Store

A SPRING CLEANUP
is now in order for your storage battery. It needs it and deserves it, so send here for our experts.

Benson-Wilcox Electric Co.
264 DUNDAS ST. PHONE 287

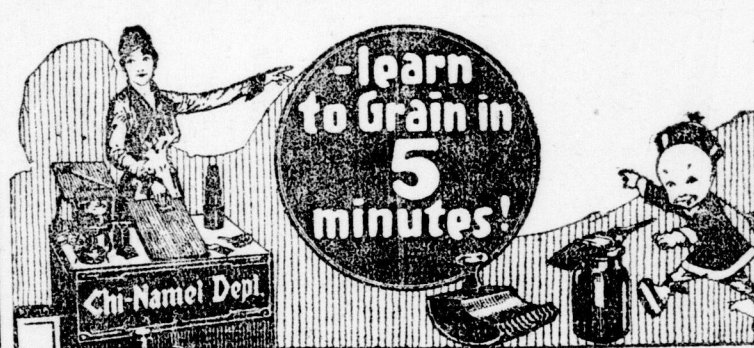
PHONE 2334

Don't run flat. Call our service car. Our Vulcanizing quality work, not average.
London Tire Repair Depot
354 Wellington Street.

DON'T MISS THIS CHI-NAMEL DEMONSTRATION ALL NEXT WEEK

BUY A 15c BRUSH AND GET A 30c CAN OF CHI-NAMEL VARNISH FREE.

at Purdom Hardware



CHI-NAMEL DEMONSTRATION

Come and see the demonstration of Chi-Namel at our store on dates given below and learn the beauty and economy of Chi-Namel Products for home decoration.

If you have an old dirty softwood or previously painted floor, try your hand at graining and see for yourself how fascinating and easy it is—you can learn to grain in 5 minutes.

FACTORY EXPERT WILL DEMONSTRATE

No matter what you desire to refinish—new or old, hard or soft wood floors, furniture, woodwork, walls, doors, fixtures, picture frames, screens, screen doors, radiators, bric-a-brac, autos, carriages or wood, metal, plaster, cement, brick or stone, we want to show you the Chi-Namel Product best fitted for that particular purpose and easiest for amateurs to apply without laps or brush marks. Chi-Namel Finishes are the highest quality products possible to produce. They embody a different and better principle of manufacture employing a remarkable WATERPROOF, SELF-LEVELING CHINESE OIL, which is imported at great expense and subjected to many expensive secret processes to produce Chi-Namel. Come and bring your friends—we cordially invite everybody.

THIS COUPON is good for one 30c Can of Chi-Namel Varnish upon the purchase of one new 15c brush (merely to insure a fair trial) during our CHI-NAMEL DEMONSTRATION. (Dates given below.) If larger can is desired, coupon will apply as 30c against purchase price.

Name
Address

The Purdom Hardware

124 DUNDAS ST.

PHONES 2800-2801.



NEAL'S

is a great pick-me-up with milk

This perfect loaf has a crust that tastes like all the nuts in the Christmas cake, with a flavor of mother's own cooking.

Try it when you're tired. Take a fresh slice and seethe it in milk—put a sprinkle of sugar on it—and—say! Well, a blind man would want to eat it right up. He'd know how good it was by its steaming fragrance.

Doctors often order hot milk at night for people who can't sleep. If you are one of those who don't like the flat, insipid taste of plain, hot milk, try it with NEAL'S ALOAFA BREAD.

For children, there is no better dish than hot bread and milk at any meal, and no better bread to make it with than NEAL'S.

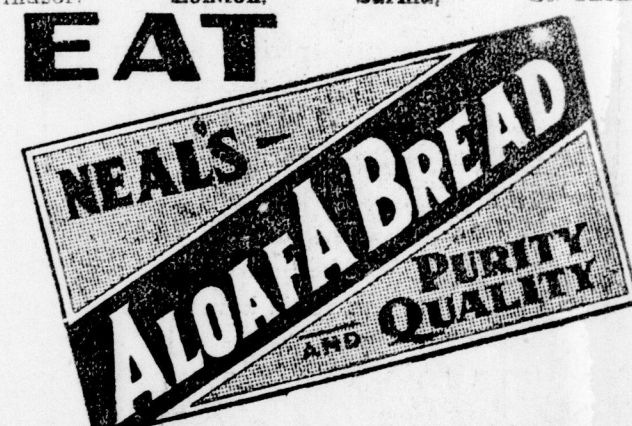
Have this better bread on your table three times a day. The grocer will send you a loaf to try it when you say so—or have one of our wagons call daily.

"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."