



SEE THESE Exhibits of Pure Food AND AUTOMOBILES Winter Garden, April 23 to 28



\$40 Electric Vacuum Cleaner Given Away FREE!

At the "HYDRO" EXHIBIT Pure Food Show

For full information, inquire at the Hydro Exhibit, Pure Food Show, Winter Garden, April 23 to 28.

NEAL'S ALOFAFA BREAD

N EXHIBIT EVERY DAY AT
THE PURE FOOD SHOW
THE PEOPLE'S NATURAL PURE FOOD
NEAL BAKING CO., Ltd.
PHONE 2173-1313.

DOMESTIC SCIENCE TEACHERS RECOMMEND

KLIM

KLIM is pure, separated milk in powder form. Only water of no value is removed. Absolutely no substance is added. To convert KLIM into liquid simply add the correct proportion of water.
KLIM is used by teachers of domestic science, dietitians, and all authorities on pure food. It reduces the cost of cooking—will not sour—does not deteriorate. KLIM is always good—always ready to use, and is indispensable in the home.

See our demonstration at the Pure Food Show.
Canadian Milk Products, Limited, Toronto
Plant No. 2, Belmont, Ont.
Head Office, Toronto.

If We Had To Choose

Between PURITY and QUALITY, we'd choose the pure article every time. So would you. We have, however, combined the two, and, as all users of our

Pasteurized Milk Products

Know, we have a high standard of both purity and quality, which everyone employed in the manufacture of SILVERWOOD'S ICE CREAM and CREAMERY BUTTER strives to attain.

Use Silverwood's Pure Milk Products



McLAUGHLIN MOTOR CARS

Count them on the streets of
London and see our exhibit at
the PURE FOOD SHOW.

HUNDREDS DELIGHTED WITH FINE EXHIBITS AT PURE FOOD SHOW

Second Annual Fair in Winter Garden Record-Breaker.

AUTOMOBILE SHOW, TOO
Both Will Be Open Every
Afternoon and Evening
All Week.

One of the brightest, prettiest and most attractive exhibitions ever presented to the London public opened last evening in the Princess Winter Garden, the second annual Pure Food Show, under the auspices of the Retail Grocers' Association, this year combined with an automobile show.

The magic words which turned the key in the lock and threw wide the doors of the exhibition for the week, were spoken shortly after 8:15 o'clock by Mayor Stevenson who, referring to the fact that the Pure Food Show is better and bigger than last year, complimented the Retail Grocers' Association on the enterprise shown in planning and carrying out such an exhibition. In connection with the subject of food, an appeal was made for practical interest in greater production and the cultivation of every available foot of ground.

Visitors Welcomed.
President T. Shaw of the association said a few words of welcome to the visitors, expressing his pleasure at the large attendance on opening night, which he regarded as a good augury for the success of the show, so far as patronage is concerned.

Several hundred people passed through the gates during the evening, and it is expected when the merits of the show are generally known there will be difficulty to find room for the crowds.

The evening closed with a dance. Bigger, Better Than Ever.
One glance from the entrance was sufficient to impress that this year's show is leagues in advance of the one of a year ago, so far as general arrangements are concerned and also with regard to number and method of display of exhibits, and the scheme of decoration.

The entire south end has been set apart for the automobile show, where the handsome cars stand at ease in regular gardens of palms.

Somewhere, concealed among these, is the Princess Orchestra, which is scheduled to discourse evening programs of music each afternoon and evening during show week. Across a broad, and evergreening upon the dancing floor for a third or so of its space, are the booths which have been stowed from the complete circle around the walls of the immense auditorium.

Hydro Exhibit.
The hydro electric exhibit, containing all manner of devices to delight the heart of the housewife or the girl who attempts light housekeeping in rooms, occupies a generous section to the right of the north central entrance. On the left side, and placed some distance forward, is the imposing exhibit of the Perrin Biscuit Manufacturing Company.

Spring-Time Fete.
While a general scheme of blue and white has been carried out in decoration, this is almost lost sight of in the variety of coloring which lends variety to the individual booths, and so away, some how, blends into a harmonious whole.

Everywhere flowers and greenery have been used in profusion until the Pure Food Show seems a clump of Pampas, a delightful, springtime fete rather than an exhibition with serious educational purposes.

A prominent local florist has secured the space on the west side, which includes a balcony. Beyond is a veritable bower, in which members of the Campbell Becher Chapter, I. O. D. E., are selling flowers for their soldiers' comforts fund. All they have to do is to come and sell and the florist gives them half the proceeds. The light shining through the palms and ferns which bank the balcony gives the effect of a coronet to crown the pretty scene.

See This "Silent Salesman."
Directly opposite is the most fascinating "silent salesman" ever invented, a lattice work summer house, entwined with morning glories and decked with palms and roses. Suspended from the roof with red, white and blue ribbons are the most toothsome-looking loaves of bread, while on a white pedestal in the centre rests an imposing wedding cake, surrounded by triumphs of art in the way of bread moulding, ribbon bedecked. This is the ingenious device of the Neal Baking Company.

Thimulated, marmalades look like liquid gold in jars that are pyramided on counters. Jellies like gems in their richness of coloring and transparency offer temptation to the passersby.

Garlands of Green.
The canopy above all this brightness, interest and beauty, has been formed from garlands of green, amid which twinkle Japanese lanterns, shedding a subdued radiance.

Far down the west side, near the automobile section is to be found one booth which keeps prominently in mind the fact that the possibility of holding such a show in London this year and of so much brightness, so many evidences of commercial prosperity in Canada, is due to the brave men who have fought and still are fighting to preserve Canada from invasion, and to bring to oppressed nations liberty, justice and peace.

Soldiers' Comforts Shower.
The Isabel Hampton Chapter, I. O. D. E., a recently organized chapter of graduate nurses, has fitted up an inviting nook with all manner of goods suitable for the home medicine chest, and also to send to the best fellow in the world overseas. On one side of the booth counter are two boxes to hold donations of comforts and delicacies. Letters from the boys in England and France have been received by the local Red Cross, for the comforts sent them during the winter months.

The flag on the town hall is flying at half-mast for the memory of Wallace Acheson, recently killed in action. According to official word received here, Pte. H. Bradley has been killed in action. He went over with a local detachment. Prior to his enlistment he was a house painter and decorator.

7TH EARL OF SHANNON KILLED.
LONDON, April 24.—Richard Bernard Boyle, seventh Earl of Shannon, has been killed in action. He was a lieutenant of the Royal Fusiliers.



Improves
Your
Baking
Reduces
the
Cost.

EASIFIRST SHORTENING

is a healthful, pure food product, better than butter or lard for SHORTENING and FRYING; 12 ounces will replace 16 ounces of either butter or lard, and will make pies, cakes and fried goods more digestible and with a delicious and digestible appearance.

SEE EASIFIRST DEMONSTRATION
AT THE PURE FOOD SHOW.
GUNNS, LIMITED. WEST TORONTO.



PERRIN'S
TIPPERARY
BISCUITS
Are you using them?

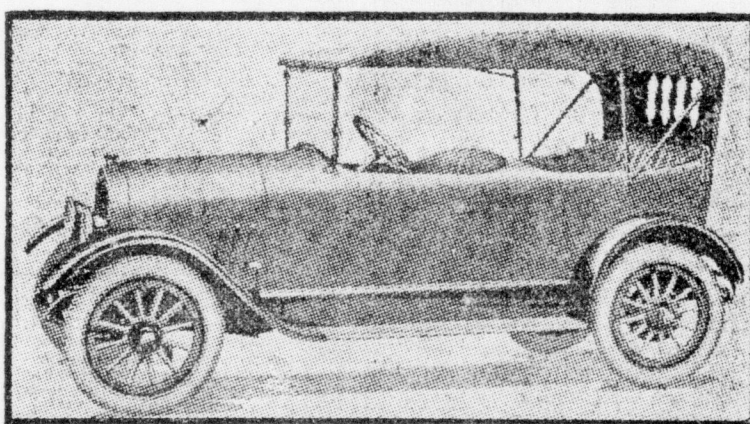
VISIT
Perrin's
Pure Food
Exhibit
at the
Winter Garden
This Week

Ask For
Labatt's
SPECIAL ALE, SPECIAL STOUT,
SPECIAL LAGER
UNDER 2 1/2 PER CENT. PROOF SPIRITS.

They're pure, nutritious beverages. For sale by all standard hotels and grocers, or delivered in case lots direct from the brewery. See our booth in Pure Food Show and sample the new beverages.

JOHN LABATT LIMITED
Established 1832

THE "BELL" CANADA'S BIGGEST AUTOMOBILE VALUE.



Five-Passenger Touring Car. Four-Cylinder, 35-H. P. Motor, 112-inch Wheel Base. Price, \$1,185.

Looks and acts like a \$2,000 car. Come and see it. You'll be convinced. We will guarantee its performance. On display at south end of Winter Garden or at

Barton & Rumble
PHONE 4004. HAMILTON ROAD, EAST.

BIGGEST MEAT MARKET WEST OF TORONTO.

Many citizens who have some idea of the growing commercial importance of London will doubtless be surprised to learn this city possesses in Anderson's meat market the largest single meat market between Toronto and Chicago. On a busy day the whole length of the 68-foot counter is frequently crowded with customers. An eye-witness can easily credit the statement that frequently 2,000 orders are filled in a single day.

The fact that buyers come back again and again, and bring along their friends and neighbors, is ample evidence that the meat sold gives entire satisfaction.

Extensive improvements are under way in the mammoth shop at the present time which will insure still better service, and the perfection of sanitary conditions. A new refrigeration system is being installed with a capacity for taking care of four carloads of meat.

This means a whole carload of ice to satisfy the hungry maw of the city, the heads of it is a firm to be known that they will be able to keep their meat in as perfect condition the hottest days in summer as the mercury will scarcely stop climbing down when it reaches the bulb in the thermometer in winter.

"Flyproof, dustproof, germproof" is to be the slogan of the big butcher shop hereafter, so far as it is humanly possible to take such care of meat merchandise. Among the new improvements being introduced is a big refrigeration counter of marble, with plate glass front, the meat to be displayed on shelves inside, and kept properly chilled by means of frost pipes. The blocks will be the only place where uncovered meat will be displayed, and this is absolutely essential to facilitate the service when there is a rush of customers.

Anderson's boasts the best delivery service in town, with four deliveries daily by auto to each section of the city, and six on Saturday.

DISTRICT CASUALTIES

KILLED IN ACTION

Pte. G. Blundett.
Pte. K. CODERICH.
Pte. W. J. McIntosh.
OWEN SOUND.
Pte. C. McAvoy.

DIED OF WOUNDS

NORWICH.
Pte. H. Sackrider.
WINGHAM.
Pte. W. Aitchison.
GALT.
Pte. E. Gairnes.
SARNIA.
Pte. R. H. Lumley.
HIGGATE.
Pte. A. E. Miller.

KILLED.

LONDON.
Pte. Fred Johnston.

GASSED

BRANTFORD.
Pte. J. E. Lillis.

DIED

GALT.
Pte. J. F. Ward.
BOTHWELL.
Pte. S. Logan.

WOUNDED

LONDON.
Pte. L. B. Smith.
Pte. G. Robertson.
Pte. F. Buddry.
Pte. J. Clarkson.
Pte. L. Irwin.
Pte. W. Fulton.
Acting-Sergeant Arthur F. Moore.
Pte. K. A. Colquhoun.
Pte. W. Percival.
BROUGHTDALE.
Pte. E. M. Roberts.
WINDSOR.
Pte. H. McGhee.
Pte. T. W. Laughton.
Pte. H. C. McDonald.
TILLSONBURG.
Pte. B. Mayo.
Pte. J. P. Maher.
GALT.
Pte. P. S. Tesmuck.
Pte. O. H. Stokes.
Pte. F. E. Moss.
Pte. E. Hamer.
FERGUS.
Pte. J. D. McCulloch.
CALEDONIA.
Pte. E. Saunders.
PRESTON.
Pte. J. H. Harding.
SIMCOE.
Pte. J. A. West.
WALPOLE ISLAND.
Pte. D. Myers.
SARNIA.
Pte. C. McKellick.
Pte. G. Straup.
Pte. A. Ackerman.
Pte. C. A. Gurlin.
TEESWATER.
Pte. G. E. Donaldson.
KINGSVILLE.
Pte. P. G. Wagle.
JARVIS.
Pte. E. Hayne.
WOODSTOCK.
Pte. A. Deadman.
DOBBINGTON.
Lance-Corp. J. Williams.
GUELPH.
Pte. W. Scott.
Gerric.
Pte. W. A. Underwood.
CHATHAM.
Pte. H. J. Williams.
KINCARDINE.
Pte. J. M. Rowe.
ST. THOMAS.
Pte. B. Lessard.
Pte. D. Alexander.
INGERSOLL.
Pte. T. E. Johnston.
KITCHENER.
Pte. A. Whittington.
LEAMINGTON.
Pte. J. Johnston.
VIENNA.
Pte. L. A. Becroft.
AYLMER.
Pte. F. Glandon.
WINGHAM.
Pte. P. T. Kerr.

IT BURNS COAL AND GAS AT THE SAME TIME.

"The handsomest stove ever shown in London," is what is claimed for the latest "two-in-one" bargain, a range that actually makes possible the burning of coal or wood and gas simultaneously. Keene Bros. of 125-27 King street are the exhibitors at the pure food show in the Princess Winter Garden all this week, and they have the honor of being the sole agents for Western Ontario, representing the biggest stove firm in the world, the manufacturers of the Universal stoves and furnaces of Chicago.

The "universal" combination range saves space, an important consideration in the days of the small kitchen. It saves money, giving two ranges for the price of one. Everybody is trying to economize in some way in war time. It saves time, temper and exposure to extremes of temperature. Is the kitchen range too low to make preparation of breakfast in a hurry a possibility? Simply turn on the gas. Meanwhile, the kitchen is comfortable from the coal fire that has been in all night.

What about those hot biscuits for tea? Does the oven refuse to hurry up? No need to worry and hurry. A twist of the tap, and a match, and the gas heat is augmenting the coal heat so quickly, the oven will be just right in less time than it takes to think about it. The beauty of it is, the gas and coal never interfere. Gas alone can be used for warm weather and the coal range is always in place to start up a fire to take the chill from a raw, damp day.

Durably made, of sanitary blue or black porcelain enamel, with nickel finishings, absolute cleanliness is assured. Gone is the need for the blackening brush and blacklead, for which soap and water proves a welcome substitute. Food cooked in such a range cannot be otherwise than pure.

In addition to the Universal combination range, Keene Bros. are showing the famous Adjuato mattresses, which can be adjusted to fit any bed. Made of layers of white felt, the mattress cannot spread, and a comfortable rest is assured. The excellence of such a mattress must be investigated to be appreciated.

VERITABLE "ENCHANTED PRINCESS" IN THIS BOUQUET.

"Seeing the Image Come to Life" is to be one of the special evening attractions of the Pure Food Show during the remainder of the week. This will be found in a section of the Western Ontario Electric Company's exhibit, which cannot fail to prove a strong drawing-card for this booth, as well as for the whole exhibition.

Like being transported on a magic carpet to some wonderful palace of illusions will at seem to stand gazing at a huge bouquet in a picture frame, and suddenly see emerge from it the head of a charming girl, the flowers gradually fading away as the human features stand out more vividly. The weirdness and novelty will be enhanced by the fact that the "bouquet girls" are well-known young Londoners, Miss Lena Short, Miss Pearl Lewis, Miss Vera Blanchard and Miss Florence Pipe, who have recently made a success as moving picture actresses.

Apart from this evening feature, the

All Bottles Scientifically
Washed by Machinery.



Many People Cannot
Tell It From the American Brews.

"Carling's" On the Label Is the Sign of a Pure Drink!

If you want a cool, refreshing, sparkling, pure drink that you can't sip without a smack of satisfaction, call for



CARLING'S Ale Lager Porter

and you will enjoy a beverage that will prove we are maintaining the same high standard of purity, wholesomeness and deliciousness that has characterized CARLING'S for 60 years.
ORDER IT FROM YOUR GROCER.

CHOCOLATTA



in the Trenches—

It isn't necessary to speak of the advantages of an instant drink such as Chocollatta. One officer wrote in the trench: "All the chaps who sampled my tin said it was top-hole, and asked where they could buy it." It is in your next parcel to the front and make somebody happy.

High-Class Grocers.

THE NUTRIENT FOOD COMPANY, TORONTO, CANADA.

McCormick's

HIGH CLASS Biscuits and Candy



Owing to the limited space, our exhibit at the Pure Food Show does not begin to do justice to the variety of our lines. Therefore, we cordially invite the public to visit our New, Snow-white, Sunshine Factory and see the care, cleanliness and skill with which these delicious biscuits, candies, etc., are made. A trip through this factory will be well worth your time. It is the largest, most modern and most sanitary factory of its kind in Canada. Take eastbound Ridout or Dundas street car and tell the conductor to let you off at "McCormick's."

The McCormick Manufacturing Co., Ltd.
LONDON, CANADA.

Western Ontario Electric Company has a number of other special attractions for the housewife, the Hughes electric range, for example. Durability, economy and convenience are guaranteed. If time permits and the weather does not measure up to specifications it will be replaced for the purchaser. The range will be installed at the price quoted at the exhibition, without extra charge for connection.

"Easifirst" Purest, Most Economical Shortening.

A spick and span nook in the Pure Food Show which commands the interested attention of the thrifty and progressive housewife is that of Gunns' Limited, where attractive cartons and tins of Gunns' "Easifirst" shortening are displayed against a patriotic background in booth lining of red, white and blue bunting. Here are demonstrated the merits of this pure, economical vegetable product for cooking, frying

ing.