

P. H. S.

Office Workers
ATTENTION!SEE THIS SPACE IN
TOMORROW'S PAPER

Diamonds

Rings, Necklets, Earrings,
Bairpins, Cuff Links,
Suitable gifts for the June
weddings.C. H. Ward & Co.
Diamond Merchants and
Jewelers.
386 Richmond Street.

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FOR SALE

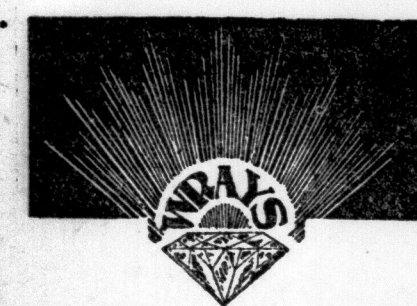
D. H. Gillies & Son
Cor. Adelaide and Bathurst. Phone 1312.London Business College
Dundas and Richmond Streets,
London, Ont.
Summer terms from April 12. Enter
any time. J. Morrill, Principal. N.
Stonehouse, Vice-Principal.Figuring Shoe Costs
By the MileageSome time we may talk in terms of
"guaranteed mileage" in selling shoes,
as they do now in selling tires. If you
figure the cost of a shoe by the mileage
plan you will always find that the
BEST shoe is the cheapest in the end.

COOK'S Shoe Store

Coal and Wood
ANDERSONCOAL COMPANY.
495 YORK STREET. PHONE 1391.Developing and Printing
One-day service by experts, and best
results guaranteed. Agents for Ansco
Cameras, Films and Supplies.
THE TAYLOR DRUG CO.
SIX STORES IN LONDON. x

Eczema Easily Relieved

JUST APPLY KINS-HAW

And see how quickly relief is obtained.
At all drug stores for \$1 and \$50 per bottle,
or mailed direct on receipt of price.
MUTUAL PHARMACAL CO.,
Box 448, London. xxyARE YOU LOOKING FOR
CHEAP TIRES,
or tires that will give you most
miles per dollar?
Then see
OLINGER
LONDON'S RUBBER MAN
346 Dundas Street. Phone 5124.25 Per Cent Discount Sale
IN FULL SWING
ATThis is the greatest opportunity
offered the public in years to buy
jewelry.
DIAMOND RINGS
WATCHES
PHOTOGRAPHS
PLAYERS-PIANO ROLLS
CUT GLASS AND
SILVER PLATE WARE.
25 Per Cent Off the Regular Price.
W. J. WRAY & CO.
234 Dundas Street, London, Ont. xxyHave You Thought
About
Wall PaperIn endeavoring to brighten and
improve the appearance of the
interior of your home?
SEE THE NEW DESIGNS.
THEY WILL SUGGEST
SOMETHING.

Colericks'

212 DUNDAS STREET.

LADIES!

If you are interested in good clothes
at most reasonable prices, our store
will prove attractive.
DRESSES, COATS, SUITS, ETC.
Canadian Ladies' Wear Co.
372 DUNDAS STREET,
NEXT TO COOPER'S. xxyFROM FOREIGN SHORES
come tea, good, bad and indifferent.
From among the best of the good
grades are chosen those which supply
the excellent character of ROWAT'S
TEAS.
We've said "Loew's," the coolest spot
in London, and we mean it—just you
come yourself and prove it. Of course,
you're coming tonight!
T. A. ROWAT & CO.
250 Dundas Street. Phone 3051-3052
zx

At The Theaters

PATRICIA.
Red-blooded adventure-loving motion
picture fans should not fail to see
"Desert Love" at the Patricia Theatre,
and today is their last opportunity to
do so. The Fox picture features the
admirable Tom Mix, "daredevil of the
screen" and fully deserving of the
title.
It is a typically western story, but
with more than the normal "pop." He
himself—a two-fisted, fighting specimen
of the cowpuncher at the best—in a
story of intense action and struggle.
The rest of the cast is of calibre high
enough to live up to Mix's standard,
and includes Francesca Billington, Eva
Novak, Lester Cuneo, Charles K.
French and Jack Curtis. The director
is Jacques Jaccard.AT LOEW'S.
The popularity of Major Robert War-
wick in virile screen roles since his re-
turn from France has been steadily in-
creasing. His work in "In Mizoura,"
his latest Paramount-Artcraft picture,
which is being shown at Loew's, adds
new laurels to his already enviable
reputation. It is from the stage playLONDON
OPTICAL CO.
Richmond Street, Dom. Sav. Bldg.
Phone 6180. xzvF. STEELE
OPTOMETRIST.
210 Dundas St. Phone 972
(Same Store as J. H. Back & Co.)
My Policy
Careful, Exact Eyesight Testing
Accurate, Suitable and Comfortable Fitting
Moderate Prices.N. S. ARUNDELL LAST
V. A. D. TO RETURN
After Long Service Overseas
Arrives in City, Where
She Enlisted.
Nursing Sister Helen Arundell, who
went overseas in September, 1915, with
No. 4 nursing division of the St. John
Ambulance Corps of this city, returned
home last night on the 9:50 C. E. R.
train.
Several of Miss Arundell's sister
nurses were at the station to meet her.
She expressed her thoughts of the
greeting as "a wet one." After the
smile was signed the returned
nurse was attached to the Fourth
Southern General Hospital on Salisbury
road. Up to the time of the de-
mobilizing of the hospital staff she
visited her parents, who reside in Ply-
mouth. The headquarters of the hospi-
tal was in Salisbury, where several
Canadian nurses were stationed.
In speaking of the labor and the
prices of commodities in England, Miss
Arundell stated to The Advertiser last
night that the prices and the demandby Augustus Thomas and directed by
Hugh Ford.
The vaudeville is a pleasing diversion,
and the comic one of those irresistible
laugh provokers, while the Loew Pic-
torial is of special interest.
We've said "Loew's," the coolest spot
in London, and we mean it—just you
come yourself and prove it. Of course,
you're coming tonight!
T. A. ROWAT & CO.
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"THE CONFESSION" AT GRAND

Never before in the history of local
theatricals has a photoplay been the
subject of such favorable comment as
"The Confession," showing at the
Grand this week. "The Confession,"
an elaborate screen version of Hal
Field's famous stage play, "To Serve
the Cross," has been attracting hun-
dreds to the Grand. It stands out as
one of the real dramatic triumphs of
recent years and presents the star,
Henry B. Walthall, in a role that is
without question the greatest of his
remarkable career as an emotional ac-
tor. Mr. Walthall gives a wonderful
characterization as the young priest,
whose sublime faith is ultimately suc-
cessful. He is surrounded by a com-
pany of excellent players, including
Margaret Landis, William Clifford,
Irene Aldwin and Frances McDonald.
There is no propaganda in the story,
but entertainment which keeps the
audience alternately laughing and
weeping, and always interesting. Its
photography is particularly fine, espe-
cially the beautiful scenes in the great
Canadian Northwest, where a greater
part of the action takes place. Here is
a point for you to remember—"The
Confession" is endorsed and recom-
mended to the religion by the highest
powers. "The Confession" is being
shown three times daily, matinees at
2:15 and evenings at 7 and 9. Other
features of the program include a spe-
cial musical score, a Snub Pollard com-
edy, the Pathé News and Review, and
Topics of the Day.COOL, RESTFUL ATMOSPHERE
AND SPLENDID PICTURES ON
DOUBLE PROGRAM AT ALLEN.
No matter how sultry and warm it is
outside or at home, you may be sure
it is cool and comfortable at the Allen.
Fresh ice-cooled air is forced into the
theatre at the rate of hundreds of cubic
feet per second. Every four minutes
there is a complete change of air, and
that's why you feel so comfortable. Be
entertained with the excellent pictures,
and listen to our famous orchestra. It's the
best way to put joy and comfort into
life in London in the summertime.best way to put joy and comfort into
life in London in the summertime.
Presented at the Allen for the last
time, today only, will be Cecil B. De
Mille's great lavish production, "Don't
Change Your Husband," starring Gloria
Swanson, Lew Cody, Elliott Dexter and
Theodore Roberts. Will Rogers is also
presented in his latest comedy romance
of adventure in the lumber camps,
Jesse Call Me Jim. Special musical
program and overture by the famous
Allen concert orchestra and organ,
comedies, scenes and news pictures.I. B. S. PICNIC TO BE
HELD ON AUGUST 12Several Changes in Committee
Chairmen—Evening Ban-
quet To Be Revived.Provided that certain arrangements
can be carried out satisfactorily, the
annual picnic of the Irish Benevolent
Society of this city will be staged at
Port Stanley this year on Thursday,
August 12. The picnic was postponed
at a meeting of the members of the
society, held in the Tecumseh Hotel
last night, which was well attended.
Optimism was the keynote of the
session, the various committees work-
ing on the outing being determined to
make it the best yet. Owing to the
fact that several committee chairmen
find it impossible to act, substitutes
were appointed at the meeting as fol-
lows: E. J. Carry, printing committee;
Henry Merritt, baby show; E. C. Kil-
lingsworth, invitations, and Arthur
Carry, subscriptions. The committees
were appointed at the last regular
meeting.
On motion of A. B. Greer, it was
decided last night to revive the I. B. S.
banquet, formerly held in the evening
at the conclusion of the picnic, but
discontinued of recent years. The ban-
quet will be held in the cafeteria,
Philip Flanagan of London and Port
Stanley Railway promising reserva-
tions for the officials of the society
and their guests. It will commence
8:30 p.m., and special cars will be held
for those present to return to London.
It was left to the refreshment com-
mittee to procure prominent speakers
for the event, which will conclude a
bumper program. Fire Chief John
Alken, president of the society, pre-
sided at the meeting.N. S. ARUNDELL LAST
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SPECIAL SALE

THE PURDOM HARDWARE

124 DUNDAS STREET. PHONES—2800 and 2801.

"WEAR-EVER"

ALL THIS WEEK

SPECIAL

\$3.20 Four-Quart

"Wear-Ever"

WINDSOR
KETTLEFor Only \$1.89 and Coupon
if Presented

ALL THIS WEEK

In conjunction with the manufacturers of "Wear-Ever" Aluminum Cooking Utensils, we are able to offer a limited
quantity of an attractive special. Be sure you get "Wear-Ever." Look for the "Wear-Ever" trade mark on the bottom of
every utensil. If it is not there, it is not "Wear-Ever." REFUSE SUBSTITUTES.Replace utensils that wear out with utensils that "Wear-Ever." Careful attention given to mail orders. If Kettle is to be
mailed add 16 cents for postage.---Cut Out the Coupon---
Present It Any Day This Week
and get one of these durable "Wear-Ever" Kettles.THE PURDOM
HARDWARE124 DUNDAS STREET. PHONES—2800 and 2801.
LONDON, ONT."WEAR-EVER" COUPON.
In order that the factory may have an accurate
record of the number of these four-quart Wind-
sor Kettles sold at the special price of \$1.89, we
are required to return to the factory this coupon
with purchaser's name and address plainly writ-
ten thereon.
Name
Address
City Date
PURDOM HARDWARE COMPANY, LIMITED.The Measure Of
A Bread's Merit

is the ever-growing demand its goodness creates.

NEAL'S
GOOD WHITE BREADin a short time has become the bread of popular demand
throughout Western Ontario.

Quality and perfection in baking are the reasons.

Call 1313-2173 for a Perfect Loaf

Neal Baking
Co., LimitedBread Factories
at Windsor,
London,
St. Thomas
Sarnia."Jack and Jill had many a spill
As to the store they hurried.
They know how it feels
When the store's out of Neal's,
And all the family's worried."

Bunn the Baker of Neal's

The Logs that flow
down the Ottawa RapidsFROM the illimitable timber limits up in
Northern Canada, thousands of logs
come careening down to Eddy's Fac-
tory.Twenty-five thousand feet of soft, smooth-
fibred pine enter this factory every day.
There it is stored with scientific care long
enough to make it burn freely and odor-
lessly. Then it is split up into fragrant
blocks and fed to automatic machines and
quickly turned into perfect matches.Your preference for Eddy's and the choice
of hundreds of thousands of other Canadians,
requires us to put out seventy million
matches a day to meet the demand.The E. B. EDDY CO. Limited
HULL, CanadaMakers of the Famous
Indurated Washtubs, Etc.BIRD NOTES
(Contributed by McIlwraith Or-
nithological Club.)On July 1, to Mr. and Mrs. Chordelis
Virginianus, twins. This simply means
that a pair of nightbirds celebrated
Dominion Day by hatching out two baby
nightbirds.About July 10 the bird was first
discovered sitting on the two eggs on
one of the gravelled roofs in the very
centre of our busy city. There was
not the slightest attempt at nest build-
ing; the two curiously mottled eggs be-
ing deposited on the bare gravel, and
were it not for their shape, and the
fact that they were larger than the
surrounding pebbles, it would have been
almost impossible to detect them.The pitiless sun beat down upon the
little mother, who sat with mouth open
and wings spread. One would think
that there was no necessity of her in-
cubating, as the sun was almost hot
enough to relieve her of her task.

The little birds are even harder to