

English Rheumatism Capsules are guaranteed to relieve the worst forms of rheumatism inside of a few hours, and to cure permanently if given a fair trial. They act directly upon the uric acid in the blood, and will not upset the stomach. Price, 50 cents only at TAYLOR'S MARKET DRUG STORE, 399 TALBOT.

**Palace Livery**  
ROSS & BOSS  
Carriages for funerals and all other occasions. Automobile service. 619 DUNDAS STREET. PHONE 838.

**Comfortable Glasses**  
**New Optical Room**  
**New Apparatus**  
Latest methods in fitting. Two opticians. Insuring prompt service.

**Barnard's**  
194 DUNDAS STREET. ywt

**Use Connell's Coal**  
CHESTNUT, \$6.75 PER TON.  
STOVE AND EGG, \$6.50 PER TON.  
LARGE SIZE PEA COAL, \$6.00 PER TON.  
We recommend our Pea Coal for the range and heater. It has the same heat as the Chestnut in these burners, and saves you the difference in price, which is \$1.15 per ton.  
Offices:  
Dundas and Richmond Sts. Phone 770.  
Colborne St. and C.P.R. Phone 1096.

**WRAY'S**  
234 Dundas Street. London, Ont.

**Repair Department**  
**Has Changed Hands**  
We have reorganized our Watchmakers' Department. All work now will be done by first-class workmen only. Prices reasonable.

**W. G. YOUNG**  
234 Dundas Street. London, Ont.

**Wegner Clothing Co.**  
Wholesale and Retail Dealers in Overalls, Sweater Coats, Gloves, Mittens and Raincoats.  
**LONDON'S LARGEST WORKINGMEN'S OUTFITTERS**  
Exclusive manufacturers' agents for the best Canadian and American makes of overalls.  
871 TALBOT, OPPOSITE MARKET.  
Open Evenings. Phone 1949.

**Harold Meek**  
NATIONAL OPERA OF CANADA.  
Studio: London Art Club.  
Apartment: Molsons Bank Building.  
TELEPHONE 4429.

**B. A. MITCHELL'S BEEF, IRON & WINE**  
Tones your system and improves your appetite.  
114 DUNDAS ST.  
Phone 623. Established 1846 ywt

**Baby-Carriages and Go-Carts**  
**SOLD ON EASY PAYMENTS**  
LONDON FURNITURE COMPANY.  
375 Clarence St. Phone 2658 ywt

**YOU NEED NOT BE SICK.**  
**OXYGEN**  
Nature's Greatest Curative Agent. Administered by the Oxyphator.  
**WILL EXPEL DISEASE**  
Inquire into the science of Oxyphator. Use one in your own home and you will experience a wholesome change in your views regarding the treatment of the sick.  
No Drugs. No Battery. First Cost the Only Cost. Last a Lifetime.  
**FOREST CITY OXYPHATOR CO**  
Room 8, Royal Bank Bldg., Phone 1846

We are making a specialty in pound cakes.  
Fruit Cake ..... 20c  
Cherry Cake ..... 20c  
Nut Cake ..... 20c  
Lemon Cake ..... 20c  
Sultana Cake ..... 20c  
White Cake ..... 20c  
Cheap Fruit Cake ..... 15c

**J. M. CHIVAS.**  
117 Dundas Street ywt

**LONDON LOAN & SAVINGS COMPANY**  
**Give 5 Per Cent on Time Money**  
**4 Per Cent on Call**  
ESTABLISHED 37 YEARS.  
Office, Corner Park Ave. & Dundas St.

**It Is Chilly Yet**  
FOR FIRELESS HOMES: ORDER ANOTHER TON CHOICE ANTHRACITE  
**JOHN MANN & SONS**  
Cor. York and Burwell.  
Phone 470.

**Make Your Husband Smile**  
When a man comes home from business, tired and hungry, he is tempted to "bolt" his food. That plays "the Dickens" with his digestion. He gets cross and continuing the process does not make matters better.  
Here's a remedy—Make your husband eat  
**"Parnell's Snowdrift Bread"**  
That will make him smile.  
**IT'S THE BREAD THAT HELPS DIGESTION** ywt

**One Loaf Convinces**  
Eat our delicious Log Cabin Home-Made Bread once and you will remember it always as the Home-Made Bread that is just "as good as mother used to make"  
**Johnston Bros. XXX Bread**  
Johnston Bros. Phone 944 ywt

**THIS IS CAMERA WEEK**  
—AT—  
**CAIRNCROSS' DRUG STORE**  
216 Dundas St.  
**150 'ENSIGNS'**  
—AND—  
**'ANSCOS'**  
THE TESTED CAMERAS.  
**\$1.50 to \$45.00**  
We have prints and enlargements taken with each Camera.  
**We Will Be Pleased to Show Them to You** 34n

**KODAKERY**  
A Magazine for Amateur Photographers  
MAY, 1914  
CANADIAN KODAK CO., Limited  
TORONTO, CANADA  
**Do You—**  
**Would You Like**  
**To Make Good Pictures?**  
We have the ideal help. To every present purchaser of a Kodak, Brownie, Graflex or Premo camera a year's free subscription to  
**"KODAKERY"**  
The most helpful of all amateur photographic magazines. Every issue beautifully illustrated and filled with practical suggestions.  
**J. H. Back & Co.**  
210 Dundas Street.

**HAMILTON'S Ale and Porter**  
Cannot be excelled. It's a favorite drink with many, and will suit you if you try it.  
**Removal Sale**  
**Diamond Hall Stores**  
We aim to sell our entire stock. To save in moving and danger of breakage. We offer some wonderful values.  
WEDDING Special Sale WEDDING GIFTS  
**Mantle Clocks**  
Up to \$3.00. Sale price \$2.00.  
**Alarm Clocks**  
Many at Half-Price.  
**Cut Glass Tumblers**  
\$2.00 a dozen.  
**Fern Dishes**  
Regular \$5.00, \$5.00, \$4.00. Special sale prices \$4.00, \$4.00, \$3.20.  
**SPECIAL NOVELTIES SPECIAL SALE**  
BEADS, COIN PURSES, VANITIES, MESH PURSES AND CARCASES.  
Be Sure and Visit Our Sale.  
Mail Orders Promptly Filled.  
**W. G. YOUNG**  
Reasonable Price Jewelry.  
Stores: 214 Dundas, 674 Dundas St. ywt

**Rowat's Coffee**  
Pleases people who are particular.  
45c per pound.  
**T. A. ROWAT & CO.**  
230 Dundas St.—Phone 3081-3082.

**Big Removal Sale**  
**Sacrifice Prices Prevail All Over The Store**  
**C. H. WARD & CO.**  
Diamond Merchants and Jewelers.  
374 Richmond Street. ywt

**SPEND TOO MUCH TIME ON DRESS**  
Women Are Using Too Much Mental Force in Creating Clothes.  
**PASTOR SCORES FASHIONS**  
Dr. Flanders, Speaking to W. M. S., Glories in Mere Man's Freedom From Fads.  
"I don't know much about women's fashions, except what I see on the street, and the pictures in the papers," said Rev. Dr. C. R. Flanders, at the Wednesday evening session of the Women's Missionary Society, "but I certainly am surprised at the amount of mental force spent in creating these wonderful creations in art and beauty. Oh, how I glory in the freedom of man, who dresses for the work he has to do," he continued, smiling, "so that even the large audience of women applauded, laughing."  
"Too Much Fashion."  
"I wish to object to so much time being spent on fashions, as they prevail at present. They cost too much, and they are not just as modest, from the moral point of view, as they might be. The worst of it is, though," declared the speaker, "that so much of a woman is spent on such things."  
"I saw a lady near Adam Beck's residence several days ago. She was in a narrow hobble skirt. The beautiful flower near by attracted her attention. For one moment she took her mind from keeping herself properly balanced, and she stooped to admire them. It was fatal. She stepped off the walk—and fell headlong."  
W. M. S. Helps.  
"Now," said Dr. Flanders, "the woman's Missionary Society is inculcating something into the women, apart from thinking eternally of themselves. The sacrificing spirit is the spirit of true womanhood," he asserted. "There can be no true, noble, manhood or womanhood without the effacement of self."  
"The W. M. S. is teaching a spirit that puts life above refinement, and salvation above the world. If the church is going to do the work God intended it to do, it will be through the boys and girls," said Dr. Flanders.  
"I like the emphasis the public schools are putting on patriotism and loyalty to the King, in teaching our children," he said. "The W. M. S. is doing splendidly in teaching the children loyalty to the King of Kings."  
Mrs. W. M. S. Graham, the corresponding secretary of the circles and bands, said that the past year in band and mission work had been an excellent one. More than \$200 was donated this year in excess of last year. The whole total given was \$1,151. "That money represents a great deal of child enthusiasm and love for mission work," said Mrs. Graham.  
"While the results in dollars and cents show a wonderful spirit and enthusiasm which the reports show," said the secretary. "It is the heart service that counts. What we want is the heart service in our work."  
Mrs. Wright Speaks.  
Mrs. Gordon Wright, who presided at

**ICE! ICE! ICE!**  
FILTERED WATER.  
PHONE 141  
and our driver will call.  
**Artificial Ice Supply Co.**  
Office: 19 York Street. ywt  
**WE ARE RECEIVING**  
**Nice Scranton Coal**  
DAILY, AND CAN SAVE YOU MONEY BY BURNING OUR COAL  
**HEAMAN & SON**  
York and Burwell Streets. Phone 312 ywt  
Have your Diamond Ring made over by an expert.  
**S. K. MILROY & CO.**  
Manufacturing Jewelers.  
260 Dundas Street. ywt

**ROSS' Limited**  
London and Edmonton .: 196 Dundas Street  
**On SATURDAY MORNING**  
**May 23rd**  
**For 1 1/2 Hours Only, 9 a.m. to 10.30 a.m.**  
Our clearing-out department on second floor will be opened out with a range of bargains such as were never shown before in  
**Suits, Coats, Dresses, Skirts**  
**Waists, Neckwear, Umbrellas, etc.**  
The success of these  
**GENUINE CLEARING-OUT SALES**  
has been demonstrated by the appreciative crowds that come to avail themselves of the great bargains offered.  
**DON'T FORGET THE DAY AND THE TIME OF SALE. IT IS IMPORTANT, AS THESE SALES BEGIN AND END ON THE MINUTE, AS ADVERTISED.**  
and none of these bargains can be had at any other time. No parcels delivered from this sale, and no refunds or exchanges can be made on account of the very low prices charged for the merchandise.  
**BELOW ARE SOME OF THE OFFERINGS MADE:**  
10 Latest Style Fancy and Plain Tailored Suits, in tan, check and black and white check. Also plain, open, navy and black. Sizes 16 to 38. Regular \$15.00 to \$21.50. Now \$7.75. \$7.75, \$7.75, \$7.75, \$7.75.  
29 Summer Linen Dresses. Sizes 16 to 38. Regular \$5.25 to \$22.50. Now \$2.75, \$3.75, \$4.75, \$5.75, \$11.75.  
26 Summer Linen Dresses. Sizes 16 to 38. Regular \$2.75 to \$5.75. Now \$1.49, \$2.49, \$3.49.  
40 Summer Dresses in Linen, Eponge, Raquet Cloth, etc. Colors white, open, etc. Sailor, middie and other styles. Sizes 14 to 38. Regular \$4.50 to \$9.00. Now \$1.49, \$2.49, \$3.49, \$4.49, \$5.49, \$6.49, \$7.49, \$8.49, \$9.49.  
19 Silk Cloth Dresses. Black and other colors. Sizes 32 to 40. Regular \$15.00 to \$35.00. Now \$4.49, \$5.49, \$6.49, \$7.49, \$8.49, \$9.49.  
30 Silk and Cloth and Black Voile Dresses. Popular, up-to-date styles, in assorted colors. Sizes 16 to 38. Regular \$10.50 to \$22.50. Now \$4.75, \$5.75, \$6.75, \$7.75, \$11.75, \$12.75.  
6 Summer Coats, in Rajah Silk, colors natural, blue, black and gray. Sizes 34, 36, 40. Regular \$15.00 to \$25.00. Now \$7.75, \$8.75, \$9.75, \$10.75, \$11.75, \$12.75.  
8 Black Silk Taffeta and Lustre Summer Coats. Sizes 34 to 36. Regular \$18.00. Now \$7.75.  
3 Cream Wool Serge Summer Coats. Sizes 18, 34, 36. Regular \$11.00 to \$16.50. Now \$3.75.  
18 Spring Coats in Worsted and Tweed. Assorted colors. Sizes 18 to 38. Regular \$10.50 to \$18.00. Now \$3.75.  
18 Linen Duster and Automobile Coats. Sizes 16 to 40. Regular \$6.00 to \$15.00. Now \$2.75.  
14 Short Spring Coat Cloth Coats. Sizes 34 to 40. Regular \$7.50 to \$15.00. Now \$1.00.  
4 Natural Pongee Silk Short Coats. Sizes 36 to 42. Regular \$12.50 to \$15.00. Now \$1.00.  
5 White Raquet Cloth Summer Coats. Regular \$5.00 to \$6.00. Now \$1.00.  
1 White Repp Coat. Regular \$6.00. Now \$1.00.  
1 Cream Battenberg Silk Lace Cape. Size 36. Regular \$19. Now \$11.75.  
1 Cream Battenberg Silk Lace Coat. Size 38. Regular \$30. Now \$13.75.  
1 White Washable Lace Coat. Size 36. Regular \$22.00. Now \$6.75.  
2 Stripe Blazer Coats. Sizes 14 to 18. Regular \$6.50 to \$8.50. Now \$1.75.  
Tailored and Lingerie Waists. Sizes 34, 40, 42, 44. Regular \$1.00. Now 59c.  
Up-to-Date Lingerie Waist. Sizes 34 to 38. Regular \$1.00. Now 75c.  
Up-to-Date Lingerie Waist. Sizes 34 to 40. Regular \$1.50. Now 95c.  
Silk Messaline Waists. Sizes 34 to 44. Regular \$3.50. Now \$1.98.  
Ecorse and White Net Waists. Sizes 34 to 40. Regular \$2.50 to \$4.50. Now \$1.19.  
Silk Chiffon Waists. Assorted colors. Sizes 34 to 40. Regular \$7.50 to \$10.00. Now \$3.49.  
36 New Style Tweed Whipcord and Worsted Skirts. Regular \$5.75. Now \$2.75.  
White Washable Skirts in Repp. Regular \$1.50 and \$2.00. Now 95c.  
White Washable Skirts. Bedford Cord. Regular \$2.00 and \$3.00. Now \$1.49.  
Ladies' Umbrellas. Regular \$1.00 to \$1.25. Now 75c.