

Obtain Maximum Body Power

from your meals by eating more of

PARNELL'S QUALITY BREAD.

All the body-sustaining nourishment needed by the human system is in Parnell's Breads, at a lower cost than any other foodstuff. Order a trial loaf today.

PARNELL The Breadman
Phones—929, 1390

Tape Measures

For Ladies' Work Bags at

75c

We have just received an order of Fancy Tape Measures for ladies' workbags. These are 36 inches long and recoil when not in use. We have them in many styles, in hats, turtles, shoes and pigs. Just the thing for your workbag, at 75 cents.

Get one before it is too late.

YOUNG'S

DIAMOND MERCHANTS.

TWO STORES.

170 Dundas St. 674 Dundas St.



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.

Reliance Garage

Service Station

Save Your Feet

Wear the Shoe With the Anchored Arch

FOR MEN. It means comfort while you work. Come in and let us show you what we are talking about.

COOK'S SHOE STORE

Our RETREADING is QUALITY Work, Not the Average.

London Tire Repair Depot
154 Wellington Street. Phone 2394.
A. WILKES. Opp. McClary's.

Carlyle TREBILCOCK OPTICIAN

PHONE 2351. 233 DUNDAS

Two Doors East of Majestic Theatre.

Save Money on Shoes

Modern Shoe Repair

Phone 2310.

Real Hand-Made Quality Tires give More Mileage.

We Sell Them.

London's Rubber Man

346 DUNDAS STREET. PHONE 5124.

YOUR SUMMER PLEASURE depends upon the actions of your battery. If it has passed through our hands you are sure of the best service. If not you are sure of trouble and delays. Do it today.

BENSON-WILCOX ELECTRIC CO.

264 Dundas street. Phone 2671.

The London Loan and Savings Company of Canada

INTEREST RATES ALLOWED

In Savings Bank 4 Per Cent

Debitures 5 to 5½ Per Cent

M. J. KENT, Manager.

Rowat's 50c per pound COFFEE

Please People Who Are Particular.

T.A. ROWAT & CO.

250 Dundas St. Phone 3051-3228.

HURRAH!

My mother now buys that delicious

Johnston Bros. XXX BREAD

And, oh, how I enjoy a big wholesome slice after school!

Yes, and this Bread will make strong, sturdy boys and girls.

Your Grocer Sells It

JOHNSTON BROS. PHONE 94.

JUDGMENT RESERVED IN LAWSUIT OVER WESTMINSTER FARM

Father-in-Law Took Action to Regain the Property.

Judgment was reserved by Judge Judd in the case of Jones vs. Jones, the only action heard at the county court session, Wednesday.

Action was brought by David Jones of Westminster Township to recover possession of a house and 80% acres of land on Talbot road, near Scottsville, from Minnie Isabel Jones, his daughter-in-law, and widow of Charles Wesley Jones.

The action of the Benson-Wilcox Electric Company vs. Bawlers-Jackson Company was settled out of court, and the hearing of the case of the Benson-Wilcox Electric Company vs. Charlie Cheu was postponed until the next court.

With only three cases entered for hearing the court was brought to a close yesterday afternoon.

FUR STORAGE

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

BELTZ & CO.

Phone 817. We will call, you.

URGES NO ACTION RAILWAY'S REQUEST TO INCREASE FARES

Finance Committee Sends the Question to Council.

GAS QUESTION UP NEXT

Proposal To Utilize Natural Gas Will Be Submitted By Company.

The finance committee last night decided to recommend to the council that no action be taken in regard to the street railway company's application for increased fares. The question was brought before the committee in two ways. The motion to lay it over passed at the last meeting, and, secondly, a letter from Manager C. B. King of the street railway, that the company's application for increased fares be laid over until the question of wages be decided by the board of conciliation.

The committee decided to act on the first matter first, and this resulted in the mayor's motion, one similar to that which he made at the last meeting, that no action be taken, being carried. This automatically disposed of the second.

It was decided to turn over \$10,000 to the utilities commission to pay for the wood supply which it is purchasing. The utilities commission presented the lighting bills for February and March, showing a rebate for the street lights being out in certain portions of the city. The amount to be rebated was set by the hydro commission, and is \$233 on a \$5,300 account. The engineer will check the matter up.

Must Be Ticketed.

It was decided to put through a by-law that all goods sold on the market in future must be ticketed as to weight. Ald. Watkinson introduced the matter.

ROSS' LIMITED

CANADA FOOD BOARD.

Khaki over there is hurt by cake here.

Ladies' Garments Direct From the Maker THAT IS OUR METHOD OF BUSINESS.

All Our Suits, Coats and Skirts

Are manufactured in our own factories on the premises, and

Sold Direct to Customers at Manufacturer's Prices

Our Quality Label is put on every garment, which is a guarantee for the material that the garment is made from. All our materials are purchased direct from the mills and selected by expert buyers.

All our garments are designed and made by experts, under the supervision of the firm. You will always find our merchandise new, distinctive and reliable.

VELOUR COATS

GABARDINE COATS

SILVERTONE COATS

POPLIN COATS

SERGE COATS

COVERT COATS

TWEED COATS

In sand, beige, navy, black, pekin blue and putty.

Prices . . \$17 to \$45

POPLIN SUITS

GABARDINE SUITS

SERGE SUITS

TRICOTINE SUITS

POIRET TWEED SUITS

SILK POPLIN SUITS

In sand, copen, green, nigger, navy, taupe, black, etc.

Prices . . \$25 to \$45

DRESSES

Just from the maker, in silk poplins, taffetas, duchess, crepe de chine, habutai silk, etc.

Colors: Navy, black, taupe, copen, sand, quaker, pekin, rose, shot, green, brown, etc.

Prices . . \$15 to \$28

BLOUSES

Several exceedingly exclusive and beautiful new models, in voile, georgette, crepe de chine and habutai, just to hand.

Voile, plain and embroidered. Prices . . \$1.50 to \$6.00

Silk Stripes, in white, with copen, tan, mauve, pink and black. Prices . . \$5.25 to \$9.75

Habutai Silk. Prices . . \$2.19 to \$5.25

Crepe de Chine, in flesh, maize and white. Prices . . \$2.98 to \$8.25

Georgette Crepe, in flesh, maize and white. Prices . . \$4.98 to \$9.75

RADIUM SILK HOSIERY

In black, white and colored 50c to \$2.00

Kayser Silk Gloves 75c to \$1.25

SILK FIBRE AND WOOL SWEATERS.

In all the new colors and styles.

This Store Closes at 6 p.m. Saturdays

PHONE 1319. 106 DUNDAS STREET.

Out They go

FRIDAY AND SATURDAY ONLY EVERY CLOTH SUIT of This Season's Make

ARRANGED IN THREE LOTS

\$11.95 : \$15.95 : \$19.85

FOR SUITS FROM \$16.50 TO \$37.50

Your choice of the entire stock regardless of cost or former selling price. We must have the room. Our loss is your gain, and you have an opportunity of saving in many instances half the price on your suit. Come early for first choice.

LOT NO. 1

Navy, black, old rose and copen, in splendid

serge, well made and nicely lined, button-

trimming, fancy pockets, silk stitching.

Special sale \$11.95

LOT NO. 2

Navy, black, green, taupe, the latest styles,

in fine serges, silk and satin linings, fancy

pockets, silk overcollars, flared, pleated and

gathered effects. Several fifty styles to

choose from. Values to \$23.50. On sale . . . \$15.95

LOT NO. 3

In this lot you will find many exclusive designs from the

best makers in the country. Your choice of 55 suits, in

sand, green, brown, navy, copen, nile and black, in the

finest qualities, the new flared styles as well as the tail-

ored and pleated effects are in this lot. Regular values

\$26.50 to \$37.50. Friday and Saturday only. Your

choice \$19.85

SILK SKIRTS

Black Silk Skirts, all sizes, in a great variety of

styles. On sale \$3.95

Others in stripes and plain colors, in taffeta,

satin, poplin and messalines . . . \$5.95 to \$10.00

COATS

A full showing of coats in the new shades and

materials. Every coat reduced in price to make

room for summer stock coming in. Save from \$5

to \$10 on your spring coat. Prices from . . . \$10.50 to \$30.00

BLOUSES

In silk and silk crepe de chine, odd sizes. Some

slightly soiled \$1.98

MILLINERY

Trimmed Hats in a great array of shapes and

trimmings. All at clearing prices.

REMEMBER THE PLACE FOR THESE BARGAINS.

LONDON READY-TO-WEAR

256 DUNDAS STREET



Smart Spring Oxfords For That Tailored Effect

Oxfords surely have fashion's favor this spring. Wherever you go you see them on the smartest-dressed women. We have any number of good-looking styles in both plain and patent leather, in Louis and military heels.

BOSTON BROWN, Imitation Tip, Military Heels \$7.00
BLACK CALF, Imitation Tip, Military Heels \$6.00
BLACK PATENT, Leather Plain Toe, Louis Heels \$6.00
GREY KID, Plain Toe, Louis Heels \$7.00

JOHNSTON & MURRAY

LONDON AND ST. THOMAS.

There was a long discussion on the question of soldier insurance. Members of the committee were of the opinion that the matter was one for the Government to deal with. Ald. Ashplant was the only one who was contrary. It was decided to ask the council to try and get other cities to take the matter up with the Federal Government, and have it provide adequate insurance for all men who go overseas. "Well, we hope our landlords will hurry up and decide what they are going to do," remarked one of the market house butchers last night, when No. 1 committee once again failed to settle the market disputes over the bylaw prohibiting butchers from selling groceries in the market house. On a 3 to 2 vote the committee decided to lay the matter over for further information.

The council will now come to the rescue. The matter will be presented to the council with a negative vote, but whatever decision it reaches will be up to the council. If the decision leaves the butchers, or the grocers, it will be the council at large, not the committee. It was reported last night by the clerk that the market bylaw did not regulate what should be sold, but the leases make a stipulation. It was then pointed out that only one of the leases of the market house stalls had been signed. Controller Merryfield discovered this.

Chairman Harley said that the committee had all the information wanted. A motion that the bylaw be amended was defeated, and an amendment to lay it over carried.

Will Hear Proposition. The City Gas Company's application to be allowed to use natural gas in its mains was up again. Ald. Wilson and Controller Merryfield thought it would help the fuel situation. Ald. Ashplant said "it would revive a franchise, which, it was contended, did not exist." The mayor asked to hear the company's proposition. This will be done.

Canada's minister of labor has not as yet answered the city's letter re J. M. McCullum's right to inspect cold storage plants. A horde of letters have been sent to the Hon. Mr. Crothers and he has ignored all. The next move will be to lay the full facts before Hume Croxson, M.P. with a view of finding out if Mr. Crothers is still alive.

The city sent the copy of the bylaw which calls for an agreement and certain fees for the use of the streets by the Bell Telephone and cable company. Its solicitor at Montreal wrote back, quoting Sir William Meredith to the effect that municipalities have "no sort of legal right" to impose a tax on the company. His letter was filed.

The Bell Company wants to use a lane near the armories and it was decided to tax it 80 cents per 100 feet per month for conduits, and \$1 a year for poles placed in the lane.

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've got your price decidedly reasonable. The Brown Optical Company, Specialists, 223 Dundas street. Phone 1377.

Love Your Competitor

but get the business first, and do the loving afterwards. Advise your competitor the time when you can love your competitor.

Federal Advertising Agency

T. H. YULL, MGR.

Dominion Savings Building, LONDON, CANADA.

tf-ywt

GOES TO MEET HUSBAND

Wife of Lieut. Col. Gunn Joins Him at Ottawa on Return.

Lieut. Col. J. B. Gunn of Calgary, has wired his wife, who has been staying with her parents, Rev. W. M. Martin and Mrs. Martin, 8100 street south, during his absence overseas, that he has arrived safely in Halifax. Mrs. Gunn has left for Ottawa to meet her husband.

Lieut. Col. Gunn went overseas early in 1915 with the A. M. C. and has seen two years' service in France. Trench fever has incapacitated him for service at the front.

THREE HUNDRED W.O.R. MEN GO TO ST. THOMAS

Over 300 men from the First Depot Battalion, W. O. Regiment, left via London and Port Stanley on Wednesday for St. Thomas. The men were a portion of the detachment that arrived from Quebec early today. They will be quartered with the other W. O. R. men there, for further training. They made the trip in a special train. Headed by their own band they made a smart appearance as they marched through the downtown section towards the station.

Fresh Fish On Sale Tomorrow

CAUGHT IN LAKE ERIE BUT A FEW HOURS AGO.

Hundreds of Londoners go to Port Stanley for a fish dinner. Now they can have the same fish on their tables in London a few hours after the tug come in.

All this fish kept packed in crushed ice in our store.

HERRINGS, WHITEFISH, PERCH AND PICKEREL.

WE CLEAN AND DELIVER FREE OF CHARGE.

Wilson's Arcade FISH AND MEAT Market

PHONES 5600-5601. RICHMOND AND MARKET SQUARE.