ADVERTISERS' ANNUAL SESSION ADDRESSED BY WARREN O. SEELYE

Have Entered New Phase of Advertising, Says Speaker.

CO-OPERATIVE WORK

Suggested For Local Merchants to Propagate Clothing Trade Opening Week.

Waren O. Seelye, a well-known advertising agent of Detroit, and chairman of the Detroit Safety First Campaign, was the speaker at the annual meeting of the London Advertising Club, held at the Tecumseh Hotel last night, and there was a good attendance of members present. Speaking on advertising, Mr. Seelye said: "We have recently entered a new phase of advertising, which has in its history been divided into three phases. A generation or two ago we left the sign era and entered the ballyhoo stage, where each advertised his own product, but there were others in the same game to distract the purchaser. During the last ten years the new phase has been entered—that of co-advertising, eliminating petty jealousies, with tremendous changes during the last six months."

Co-operative Advertising.

The speaker then quoted examples of co-operative advertising, where all producers in a similar line laid their cards on the table, and gave up trade secrets. He mentioned the inroads made on brick producers by exponents of timber interests in the building trades, where one firm accomplished nothing, but united achieved their purpose. The Liberty Loan campaign in the United States was also quoted as an example of co-operative advertising. "Advertising," said Mr. Seelye, "must first interest the reader, and draw his attention to the product, and later must sell the product." He stated that should the retail trade of London co-operate they could increase the selling radius of the Forest city by ten miles, taking in 25,000 extra people.

The speaker also suggested a co-operative movement among local merchants to propagate an opening week in the spring clothing trade, to enthuse the entire female population, just as the auto owners have their opening week. He stated that the spirit of co-operation is ripe for the retailer to arouse the interest of the consumer and allow the sales force to follow up. He also described the great Safety First campaign at present in force in the United States, as a result of which deaths by carelessness in St. Louis had been cut down from one per day to one per week, and Detroit, with 28 deaths from accidents in April, had but one per week in May, as a result of the campaign. He urged a similar campaign for London, where the saving of one life would be worth the funds spent on the campaign.

Railway Co-operation.

According to Mr. Seelye the railways of America were about to launch a co-advertising campaign to sell America to the public, and thus cause them to travel on this continent, a project which no one railway could accomplish alone, but where co-operation is necessary. He urged the members present to advertise London in a manner similar to that done in Detroit.

"Make your Advertising Club a factor in the city," concluded the speaker, "not merely a club, and thereby strengthen your organization." A hearty vote of thanks was then passed on the motion of John Cottam, after which a model constitution, with the exception of minor details, was adopted by the club. During the meeting the Brunswick Trio rendered vocal selections, and the following directors were elected to office for the ensuing year: Jared Vining, George A. Wenige, W. H. Biggs, W. R. Jarmain, J. B. Hay, John Cottam, H. J. McCallum, H. B. Muir, C. Frank Adams, W. W. Hobbs, R. M. Burns, J. B. Smith, T. E. Walsh, F. G. Dicks and E. V. Buchanan. G. L. Spry was also elected treasurer for the ensuing year.

AFTER INFLUENZA, GRIP

And Other Prostrating Diseases That Exhaust the Strength.

There is always a depleted condition of the blood, that extreme tired feeling, nervousness and digestive weakness from which recovery is slow unless a good medicine is taken. The lack of red corpuscles in the blood makes it too thin properly to nourish the body, and the general prostration, annoying humors, boils, loss of appetite and poor digestion prevent progress towards health.

Hood's Sarsaparilla meets these conditions perfectly, as many people know. It has proved the greatest blood-purifying, vitalizing medicine. Nothing else so good in spring.

It is made from a formula comprising ingredients often used by the best physicians for impure blood, scrofula, rheumatism, weakness. Truly it purifies the blood and makes the weak strong. For a fine family cathartic take Hood's Pills.

FORCIBLE PAPER READ BY DR. J. FERGUSON AT HEALTH MEETING

On Supreme Importance of Pre-Natal Care.

PROMOTING EFFICIENCY

Of Both Mothers and Babies, With Result Action Is To Be Taken.

So impressed were the members of the London Public Health Association at the regular meeting held last evening in Victoria Hospital with a forcible paper by Dr. J. I. Ferguson, setting forth the supreme importance of pre-natal care in the interests of life-saving and promoting physical efficiency of both mothers and babes, that at the conclusion it was decided that steps should immediately be taken to make this knowledge more generally understood.

On motion of Miss Bertha Smith, child welfare nurse, the association unanimously decided to ask the Academy of Medicine, in which the leading physicians of the city are enrolled, to appoint a committee of specialists on obstetrics and care of children to prepare a concise bulletin on pre-natal care, the London Child Welfare Association to be asked to undertake the distribution through child welfare and other public health nurses, etc.

Reference was made by Capt. D. A. Craig, president of the association, to the timeliness of the paper in view of the fact that the second annual child welfare week will be held in London next week.

Importance Under-Estimated.

In the course of his address, Dr. Ferguson said: "The importance of the subject of pre-natal care is universally under-estimated. It is said that there are more than 8,500 women die annually in childbirth. This does not take into account the mortality from diseases during the term, nor the deaths secondary to childbirth, though not so diagnosed. . . . Between 3 and 5 per cent. and even by some authorities in this country stated up to 8 per cent. of children die during delivery, and a great many are permanently crippled.

"Pre-natal care, then, demands that the process of pregnancy shall not cause death nor injure her (the mother's) health, and that the child be born alive and well, and capable of continued life after its birth. . . . Pre-natal care of mother and child are essential to the nation. Without it we cannot have a sound mind in a sound body. Its neglect begets weakness and invalids."

Ruskin's scathing arraignment was quoted: "The crowning and accursed sin of society of the present day is the brutality with which it suffers the neglect of children."

The question was raised: "Would it be well to agitate the advisability at some future date of allowing no marriage licenses to be issued without a certificate of physical and mental condition, given by a legally qualified physician, also a certificate from the institute pathologist, showing healthy and clear blood tests?"

Establishment Urged.

The establishment of a pre-natal clinic was urged in connection with the hospital or as a part of the work of the Child Welfare Association, provision being made for this in the constitution of the Child Welfare Association.

At the close of the Public Health Association meeting, Lieut.-Col. W. M. Gartshore, president of the London Child Welfare Association, called a brief meeting of those present who are actively engaged in preparing for the child welfare exhibit, clinics, etc., of child welfare week, to make some final arrangements.

MUSIC AT THE SUMMER HOME.

The summer cottage is lacking some essential if no music is available. The Victrola is the ideal musical instrument for this purpose, it comes in so many styles and sizes, and it can be played by anyone. Before making your plans, why not call at Heintzman Hall, 242 Dundas street, see the different instruments (sold on easy terms), and hear a few good records. M.16,27

TRADE COMMISSIONER TO TALK AT LUNCH OF COMMERCE CHAMBER

Fred W. Field, British Government trade commissioner in Ontario, has been secured by the London Chamber of Commerce to address the noon-hour luncheon on Wednesday this week at 12:30 o'clock in the Tecumseh House.

This address will be an outline of the work of the British trade commission service in Canada and elsewhere.

Arrangements are being made whereby importers, manufacturers' agents, and manufacturers who are interested in imports from the United Kingdom, the latter class including those interested in obtaining certain raw materials or special machinery, equipment or supplies, may make appointments to meet Mr. Field on Wednesday afternoon or on Thursday through the Chamber of Commerce office.

If the Mother But Knew

A son, and a daughter with two children, are executor and executrix for the farm estate of their widowed mother, who recently died.

The son could not get away from business, so the daughter had to close her city home and move to the farm. She expects to remain for at least one month until the stock and farm are disposed of.

In the meantime her little girl is kept from school. Her young son is with city friends. The husband shifts for himself.

All the beneficiaries benefit by their sister's unselfishness. The son-executor will receive his share of the administration fee.

If the mother had but known the trouble that would result from her selection of executors her decision might have been different.

Why risk family dissension by placing the burden of administering your estate upon one or two children or friends?

"The Executor for Your Estate" is

THE CANADA TRUST COMPANY

Managed in connection with
The Huron & Erie Mortgage Corporation
Richmond Street, Opposite Postoffice.
CHARLES J. CLARKE, Manager.
Market Square
T. G. MEREDITH, K.C., President.
WALTER T. WESTBY, Manager.
HUME CRONYN, General Manager.

MISS SHIRLEY WHITE SCORES A TRIUMPH IN 'GREEN STOCKINGS'

Successful Play Opens Western University Convocation Week.

The first event of convocation week came off with a flourish last evening, when the Western University Literary Society presented Margaret Anglin's success, "Green Stockings," in the Patricia Theatre, before a crowded house. The play itself is an attractive one, giving great scope for the play of humor, character acting and a display of pretty gowns. Miss Shirley White, as leading lady, captured the hearts of all by her winsome personality and clever acting, and as the curtain rose for the last time, was showered with bouquets. Miss Margaret Gemmill, in the character of the excitable Aunt Ida, was also a prime favorite, as was Alex. Ferguson in the role of the mysterious Col. Smith.

The story runs in this fashion. Phyllis, the youngest daughter of the noble house of Faraday, springs a bomb upon her worthy family by the announcement that she wished to become engaged. This the father considers altogether impossible, as Celia, his eldest daughter, still remains a spinster, although she has already worn the fabled "green stockings" at the weddings of two other sisters, and has achieved the advanced age of thirty years. (Tradition says that an older sister shall wear green stockings at the wedding of a younger sister, and on this the play is built up).

False Engagement.

To stop the naggings of her family on account of her continued celibacy, Celia dramatically makes the false announcement that she is engaged to a certain Col. Smith, who has just left for South Africa with his regiment. The excitement which this announcement makes, and the way in which it rapidly transfers her from position of wall flower to that of the centre of attention is only less amusing than the fact that there really happens to be a real Col. Smith, who ultimately turns up and presents to her her fake letter which already arrived. The denouement of the play is excellent and affords plenty of opportunity for dramatic entertainment.

Miss White was in no sense of the word amateurish. Throughout the whole difficult part, she showed remarkable versatility in acting and a keen appreciation of the character which she was playing. The quick costume change in the second act was skillfully done.

Miss Gemmill as Aunt Ida.

Miss Gemmill as Aunt Ida kept her audience in peals of laughter. The prunes and prism aunt, who was always protesting, and yet who always ended by giving in to her spoiled family, was skillfully taken, even to the hysterical scene, and that in which she cleverly acted the part of a woman made typsy by a too generous prescription of shock restorer.

Alex. Fergusson, in the role of Col. Smith, was splendid. The way in which he permitted the audience to guess his identity and at the same time appeared to keep the play people in ignorance was well done.

S. G. Chalk, as the old Admiral Grice, was another splendid character. G. A. Wainwright made an excellent father of the whole Faraday brood, while Chas. H. Tutt, in the part of the would-be fiance of the youngest daughter of the family, and the would-be member of Parliament was very fine. W. R. Parson and James Morrison were the gentlemen hangers-on, as it were, of the Faraday household, and F. R. V. Bateson acted the part of Martin, the butler.

A Stunning Lady Trenchard.

Miss Margaret Glass made a stunning Lady Trenchard, and Mary B. Granger was well liked in the role of Madge, another sister. The part of the youngest sister of all, and the disturber of the family peace was excellently taken by Miss Helen Brown.

The scenery and costumes throughout the play were very fine, and the test of its success might be found in the great applause which was received and the showers of flowers which happened at the end.

The whole production was under the direction of Miss Georgia Mewburn of the Western University staff, who received a platform call at the end of the play. The play committee was composed of Dr. K. P. R. Neville, Dr. W. F. Tamblyn, Miss M. M. Newbury, Miss Helen Baker and R. E. Charles, B.A. (business manager).

HISTORICAL SOCIETY HAS FINE PROGRAM FOR ANNUAL MEETING

Many Interesting Subjects Are Chosen For Addresses.

The annual meeting of the Ontario Historical Society, which will be held in Woodstock on June 16 and 17, will be of particular interest to Western Ontario, the subjects of the papers to be presented being distinctly connected with the earlier history of this end of the province.

The morning session of Monday, June 16, will be given up to the business of the society. In the afternoon there will be papers by Judge Ermatinger, St. Thomas, "Proctor and Tecumseh's Retreat"; Rev. Dr. McMullen, Woodstock, "History of Presbyterianism in Oxford County"; Miss Amelia Poldon, Norwich, "Women in Pioneer Life"; Miss Alice Treffry, Hawtrey, "The Quaker Settlement in Oxford."

Unveiling Tablet.

At 4:30 there will be a memorial address by Hon. Dr. Cody, and the unveiling of a memorial tablet to the memory of the late Lieut. A. J. Norsworthy, killed in action at Vimy Ridge, March 29, 1917. The tablet will be unveiled by Lieut.-Col. Clark-Kennedy, D.S.O., V.C.

On Monday evening there will be an official welcome to Woodstock by Mayor A. J. Gallagan, which will be replied to by Dr. George H. Locke of Toronto. The address of the president, George R. Pattullo, on "Leaves of An Unpublished Volume," will be followed by addresses by Hon. Dr. Cody and Dr. George H. Locke.

On Tuesday morning papers or addresses will be given as follows: Ben Hobson, Woodstock, "Old Stage Coach Days in Ontario"; James Sinclair, Ingersoll, "Former Names of the River Thames"; Judge Smith, Windsor, "The Amishman"; W. H. Breithaupt, Kitchener, "Early Days in Waterloo County"; Miss Janet Carnochan, Niagara, "Williamstown, An Historic Village."

Reports and Papers.

At the afternoon session on Tuesday the reports of the nominating and resolutions committee will be presented, and also two papers, "Some Unusual Sources of Information in the Public Library of Toronto on the History of the Rebellion of 1837-38," by Miss Frances Staton of the Toronto Public Library, and by Clarence M. Burton of Detroit, on "John Askin, U. E. L." This will be followed by a motor ride about Woodstock, and a reception at Burnside, the home of the president.

At the evening session on Tuesday, Fred Landon, public librarian, London, will present a paper on "Canada's Part in Freeing the Slave," which will be followed by addresses by Sir Adam Beck and J. Murray Clarke, K.C., LL.D., the latter speaking on "The Municipal Loan Fund."

HAS CHARGE OF ORCHESTRA.—Jack Cortese has returned to town from Toronto, where he signed a contract with the United Hotels Company. He will have charge of the orchestra at the Clifton Hotel, Niagara Falls. This hotel has for its general manager, George H. O'Neil, who also is owner of the Tecumseh House.

TWENTY-ONE NURSES OF ST. JOSEPH'S TO GRADUATE TONIGHT

Program of Excellence To Be Short.

AT HOME WILL FOLLOW

Ranks of Those Graduating Unbroken in Spite of Flu Epidemic.

Twenty-one nurses will receive their graduation diplomas and medals this evening at the convocation exercises of St. Joseph's Hospital Training School, to be held at 8 o'clock in the Masonic Hall.

This is exactly the number of the graduation class of a year ago. In order to afford all the time possible for the "at home" to follow, the program of exceptional excellence is to be limited to a very few numbers.

Addresses will be delivered to the graduating class by the chairman, Dr. W. J. Tillmann, and Monsignor O'Connor, vicar-general. The valedictory will be read by Miss Marie P. Quirk of Stratford, musical numbers will be provided by the Cortese Orchestra, and these, with the presentation of diplomas, medals and flowers will complete the formalities. The Cortese orchestra will play for the dance to follow.

Notwithstanding the severity of the influenza epidemic from which several members of the graduating class suffered, and the strenuous year as a result, it is a matter for thanksgiving that the ranks of the graduates are unbroken on convocation day.

The following are the members of the class:

Miss Elizabeth S. Callaghan, Kerwood.
Miss Cecelia P. Campbell, Mount Brydges.
Miss Helen M. McCarthy, Stratford.
Miss Mary M. Fletcher, London.
Miss Ruth V. Stevenson, London.
Miss Anna C. Boyle, London.
Miss Cora H. Thomas, London.
Miss Winifred H. Kilgallen, London.
Miss Mildred Campbell, London.
Miss Marie P. Quirk, Stratford.
Miss Irene M. Dillon, Merlin.
Miss Nina P. O'Neil, Dorchester.
Miss Mary A. Lawson, Milton Grove.
Miss Emma K. O'Neil, Dorchester.
Miss Kathaleen M. McCarthy, London.
Miss Marie K. McLaughlin, London.
Miss Elizabeth D. Armishaw, Guelph.
Miss Elizabeth M. Wilkinson, Sarnia.
Miss Agnes M. Shreenan, Drysdale.
Miss Dorothy M. Brophy, St. Catharines.
Miss Emma M. Moss, Goderich.

Bill's New Suit So Affects Him That Song Bursts Forth

Effect On Other People Was Just As Strong, Too.

[By Jealous Reporter.]

"Got the checks for your spring poetry, Bill?" was the chorus which greeted the Poet Bill when he descended upon the dazzled vision of the editorial staff, arrayed in all the splendor of his new spring outfit.

The Poet Bill wasn't proud—at least, any prouder than usual, even if the "tout ensemble" did knock the spots off Solomon in all his glory.

"Say, what's the matter with you all?" asked Bill, trying not to appear self-conscious. Then it wasn't humanly possible any longer to resist the temptation. "You seem to like my new spring suit?"

The suit proper was in grey, a distinctive, snappy, businesslike shade of grey, with a decided stripe effect, calculated to give the sylphlike appearance to "Ong-bong-pong."

The poet admitted he had been obliged to dock the ankles about a foot and a half in order to wear it at all, either that or sport a flossy cuff, and Bill is anything but flossy in his tastes.

That's Not All.

Even if he is a poet, he can't be satisfied with sketchiness, no sir. That spring outfit didn't stop short with anything so trifling as a suit (lots with nothing like the appearance for $75 per). The re-apparelling of Bill had been as complete as the Russian Revolution, starting with the boots.

The boots were in the very latest mode, square-toed, buttoned, a "what we have we hold" effect.

The shirt and collar were of the negligee variety. Bill protested even while he smilingly wore the collar. "Makes me look like some kid in school, this soft, turnover thing," he declared resentfully.

Tie To Match.

His choice of a tie had fallen upon one in delicate tabac brown, toning with his moustache and the remnants of his hair.

The "Fedora" hat held a suggestion of green, "Everything to match," said Bill complacently.

Keeping guard over all this gorgeousness was the one familiar, identifying feature of his get-up, the good old bow-wow scarf pin, with the curly tail perked at just the right angle.

"I guess you admire it more than the old girl does," said the Poet Bill, as he jauntily fastened a mammoth tulip in his buttonhole.

And this is the poem which the Poet Bill, after some pressure, finally consented to "dash off" on the subject of his raiment:

THE DAY BILL WORE THE SUIT.

Bill, one day, while in this town,
Decided to buy himself a suit;
He noticed colors from white to brown,
And while choosing was quite mute.

First in one store, then another,
Mingling with sisters, father and mother,
Trying on first this coat and that,
Some for thin folks, some for fat.

At last he picked one for his choice,
And nearly fell dead as he heard the price.
Says the clerk: "It will look pretty,
And as good as you will get in the city.

The pant legs were a foot too long,
And the tailor he'd to cut 'em down;
But it suited Bill just to a song,
So he smiled instead of giving a frown.

The suit he chose was a striped grey,
And suited for the month of May;
He only wore it over an hour,
When a lady decked him out with a flower.

If he didn't then feel gay,
All on the street got out of his way;
The only thing that made him holler
Was the wearing of a softish collar.

But he saw his money was well spent,
As his suit was admired wherever he went;
For when he bought, though being late,
The suit was well worth $19.68.

—Bill.

SLEEPLESS NIGHTS FOR TWO YEARS

Then Mr. Gilmour Found Relief in Dodd's Kidney Pills.

New Brunswick Man Tells All Sufferers From Insomnia How He Found the Way to a Good Night's Rest.

Second Falls, N. B., May 26—(Special).—"Those who spend sleepless nights should use Dodd's Kidney Pills." Such is the advice of Mr. W. A. Gilmour of this place, and it is given out of a full heart. He knows what it means to toss around on a sleepless bed and get up feeling hardly alive next day. He used Dodd's Kidney Pills and now goes to bed and enjoys a good night's rest.

"I had not known a good night's sleep for two years," Mr. Gilmour states. "I dreaded going to bed. I also had a very lame back, caused, as I thought, by driving through the country for twenty years. Reading Dodd's Almanac led me to try Dodd's Kidney Pills. Surely they are a wonderful remedy, and will do all that is claimed for them. I now get six hours of beautiful sleep, when one or two hours was all I could get before.

"Anyone who gives Dodd's Kidney Pills a fair trial will get relief."

Impure blood caused by weak kidneys failing to do their work irritates the nerves and causes sleeplessness. Ask your neighbors if Dodd's Kidney Pills do not make strong k[illegible]s.

SMALLMAN & INGRAM

This Store Opens at 9 a.m. and Closes at 6 p.m. Daily.

A Nemo Corset For Every Type of Figure

In order that you may choose the corset which will be most advantageous, molding your figure into the lines of the new silhouette and at the same time giving you the necessary support and freedom, we employ expert corset fitters who are glad to analyze your needs carefully and meet them from our large and well-selected stock, with your correct size and model. Nemo, Gossard and American Lady are included in our assortment—back and front lace models.

The "Nemo" Family

No. 125—Durable model designed for average figures, with medium low bust, has confining bands of elastic webbing at back of skirt to insure comfort when sitting, sizes 20 to 30. Price $3.50

No. 311—For average full figure with low bust, self-reducing straps give firm support, made of white coutil, sizes 22 to 36. Price $4.00

No. 320—This is a splendid model for the average stout figure, self-reducing straps reduce and support abdomen, low bust and long skirt with webbing in back, sizes 22 to 36. Price $5.00

No. 322—A similar model, but with medium bust and skirt, also $5.00

No. 402—A very helpful corset for full figures with much flesh on lower abdomen, has reducing straps, also relief bands of heavy webbing, made of firm coutil, sizes 22 to 36. Price $6.00

No. 505—For the stout figure with full hips and back, elastic gores in front, back and sides, making skirt pliable, both medium and low bust, sizes 22 to 36. Price $7.50

No. 554—Wonderlift Nemo, one of the best corsets made for large women with abdomen of excessive weight, extra long incurved front steel in connection with the Wonderlift Bandlets, give unusually good abdominal support, sizes 23 to 36. Price $7.50

Three dozen large sizes only, clearance of Nemo Self-Reducing Corsets, splendid value, sizes 32 to 36. Price $2.95

THIS IS NEW.
We have just received a shipment of the new Ostrich Fringe in all wanted colors. Price ...65c yard

SALE PEARL BUTTONS.
One lot of Ocean Pearls, plain, fish eye and fancy. Sale price, each 15c

NOTICE.
Music at noonday luncheon every day by Cortese Orchestra, 11:45 to 1:45. Dining-room. Fourth Floor.

Ginghams! Ginghams!
For Summer Dresses

You should certainly see the wonderful range of Ginghams now being shown in this department. About 3,000 yards of additional smart dressy Scotch Plaids have arrived in the last two weeks, never such pretty colorings, such novel plaids, and the new sport stripes in the famous Anderson cloth also here.

D. & J. Anderson's Famous Gingham, newest in sport stripes and plaids, 30 inches 95c

Wm. Anderson's World-Renowned Ginghams, the finest range to select from, over 60 checks and plaids; see these early for best selection; 32 inches 75c

Scotch Ginghams, excellent quality, good designs, and superior wearing and washing fabrics, 27 and 36 inches. Price 65c

PLAID AND CHECK GINGHAMS, a wonderful assortment and extra values here for children's wear, house dresses, etc., 27 and 30 inches. Prices ..... 30c, 35c and 50c yard

PLAIN CHAMBRAYS, in various makes and good range of colors; extra width, 38 inches 45c; 27 inches, 30c; 32 inches 50c

The New Ribbons Are Here

The ways and means of employing ribbons this season are many, as the smart woman who is deft with her fingers well realizes, for making bags or girdles or combined with lace in pretty underclothes, and not forgetting the hair ribbons for the growing girl.

DUCHESS, TAFFETA, WASH RIBBON JUST ARRIVED.

Bebe Width Duchess Ribbon, in white, pale blue, pink, mauve, yellow, green and rose ..... 6½c and 7½ yard

Half-Inch Duchess Ribbon, in white, pale blue, pink, mauve, yellow, green, rose, purple and red ..... 10c yard

Three-Quarter-Inch Duchess Ribbon, in white, pale blue, pink, mauve, yellow, green, rose, purple and red ..... 15c yard

One-Inch Duchess Ribbon, in white, pale blue, pink, black, rose, red, green, purple, yellow and cream ..... 25c yard

1½-Inch Duchess Ribbon, in white, pale blue, pink, black, rose, red, green, purple, yellow ..... 35c yard

Two-Inch Duchess Ribbon, in white, pale blue, pink, black, rose, red, green, purple and yellow ..... 45c yard

Three-Inch Duchess Ribbon, in white, pale blue, pink, green, rose, red, purple and yellow ..... 65c yard

Three and Three-Quarter Inch Ribbon, in white, pale blue, pink, rose, green, red, purple and yellow ..... 75c yard

Wash Ribbon, in white, pale blue, pink, Bebe width 8½c yard; half-inch at 10c yard; three-quarter inch at 12½c yard; one inch at ..... 18c yard

Taffeta Hair Ribbons—Four Inch Taffeta Hair Ribbons in white, pale pink, pale blue, rose, green, black, light and dark red ..... 55c yard

Five-Inch Taffeta Ribbon, splendid for hair bows, in white, pale blue, pink, black, dark green, light and dark red ..... 75c yard

Five-Inch Taffeta Ribbon, excellent for hair bows, beautiful quality, in saxe, putty, rose, nigger brown and white ..... 90c yard

Melba Toilet Preparations

Demonstration at Toilet Counter all this week. Ask about Melba Face Creams and Free Sample of Face Powder.

In the Dining-Room—Course Dinners, 11:30 to 2. Grill Service, a la Carte and Luncheons. Continuous Service.

SMALLMAN & INGRAM LIMITED

Visitors—Use the Free Check Room and other store conveniences while in the city. Information Bureau—Main Floor.

SIX HELD WHEN BODY OF DEAD WOMAN IS FOUND IN MONTREAL

Detained as Witnesses Following Discovery in Vitre Street House.

Montreal, May 27.—Following the finding of the dead body of a woman in a house at No. 41 Vitre street east, last night, the detectives held six persons as witnesses today. The victim's name was given as Eugenie Leblanc, 35, wife of John Sirois, of some place in Ontario. The woman, he was told by the inmates of the house, had been living with Nick Alias, who was also in the place at the time.

RELIANCE Garage
Ford
SERVICE Station

Let Our Experts Develop That Next Roll of Film

Make comparison and you will be pleased with our superior results. Mail orders have careful and prompt attention.

J. H. BACK & CO.
210 DUNDAS STREET.