

LONDON ADVERTISER GRAND CONTINENTAL TRIP DAILY BALLOT

GOOD FOR TEN VOTES.

If Credited to Miss or Mrs.

Address

On or before May 11, 1915.

District No.

This ballot, to be good, must be clipped and sent to The Advertiser before the above expiry limit. Clip along edges.

TWENTY-FOUR MORE FROM WESTERN ONTARIO WOUNDED

WESTMINSTER.
Pte. Andrew Owen Kirk.
COLLINGWOOD.
Lance-Corp. Fred B. Macdonald.
INGERSOLL.
Pte. George Naven.
PARIS.
Pte. Edward Cullum.
ST. THOMAS.
Pte. Kenneth Byfield, 33 Elm street.
Pte. John Fenn, Scott street.
Pte. William Hill, County.
BRANTFORD.
Pte. Ernest Edwards, 73 Arthur street.
Pte. Charles Rowcliffe.
Pte. Nathan Monture (Indian Reserve).
WOODSTOCK.
Sergt. John Purchase, 500 Canterbury street.
ST. MARYS.
Pte. Wilfred Frank Gibson.
STRATFORD.
Lieut. W. C. Brotherhood (enlisted Montreal).
Pte. Harry Tidy.
Sergt.-Maj. G. S. Mothersill (enlisted Winnipeg).
SIMCOE.
Pte. Wm. Marsden, 63 King street.
Lance-Corp. Thos. Shackett, King street.
GALT.
Pte. George Hancock.
MITCHELL.
Lieut. Harry Thompson (Grenadier).
SEAFORTH.
Pte. Harvey James Dorrance.
WATFORD.
Pte. Chester C. Planting.
SARNIA.
Pte. Hugh Fleming, Vendome Hotel.
WATFORD.
Sgt. A. E. Owens, Front street.
GODERICH.
Pte. Henry Thompson, Wells street.
GUELPH.
Pte. Chas. Wm. Phillips, 12 Alice street.

MITCHELL, April 29.—P. H. Thompson, K.C., and Mrs. Thompson received the following cablegram today: "Sincerely regret to inform you that Lieut. Harry Thompson, 14th Battalion, officially reported wounded. Further particulars when received will be sent you."
(Signed) "ADJUTANT GENERAL."
Lieut. Harry Thompson is commander of the 3rd Grenadier Company. Mrs. Thompson feels very badly about her son and what makes it harder for her to hear Mr. Thompson left on Tuesday on a business trip to Calgary.

BRANTFORD LIST IS ADDED TO.

(Special to The Advertiser.)
BRANTFORD, April 29.—Another Brantford casualty was made known today when the parents of Private Charles Rowcliffe were notified that their son had been wounded at Ypres and was laid up in Boulogne Hospital. He was a member of the 24th Battalion and resided at 136 West Mill street, leaving with the first contingent immediately the call to arms was received. He was employed at the Massey Harris Company.

Indian Private Wounded.
Private Nathan Monture, who came from the Six Nations Reserve, was wounded in the charge, which resulted in the death of Lieut. Cameron D. Brant. He is also a descendant from the famous old chief, on his mother's side. He is now at a base hospital undergoing treatment for wounds in the face and legs.

STILL ANOTHER INGERSOLL MAN.

(Special to The Advertiser.)
INGERSOLL, April 29.—The name of George Naven, a British reservist, formerly of this town, has been added to the list of those killed in the war. When war broke out Naven was working here, having been in the town for some time, and he was among the first to respond to the call to arms. He went to England to join the Norfolk Regiment. Word has been received here that he was killed in action near Ypres. He was 29 years of age and a nephew of Mrs. Walter Holmes, of this town. He was an ardent footballer and while here played in the town league.

HEAVY MEAT EATERS HAVE SLOW KIDNEYS

Eat Less Meat If You Feel
Backache or Have Bladder Trouble.

No man or woman who eats meat regularly can make a mistake by flushing the kidneys, occasionally, says a well-known authority. Meat forms uric acid, which excites the kidneys. They become overworked from the strain, get sluggish and fail to filter the water and poisons from the blood, then we get sick. Nearly all rheumatism, kidney, liver trouble, nervousness, dizziness, sleeplessness and urinary disorders come from sluggish kidneys.
The moment you feel a dull ache in the kidneys or your back hurts or if the urine is cloudy, offensive, full of sediment, irregular of passage or attended by a sensation of scalding, stop eating meat and get about four ounces of Jad Salts from any pharmacist. Take a tablespoonful in a glass of water before breakfast and in a few days your kidneys will act fine. This famous salt is made from the acids of grapes and lemon juice, combined with lithia, and has been used for generations to flush and stimulate the kidneys, also to neutralize the acids in urine so it no longer causes irritation, thus ending bladder weakness.
Jad Salts is inexpensive and cannot injure, makes a delightful effervescent lithia-water drink which everyone should take now and then to keep the kidneys clean and active and the blood pure, thereby avoiding

May Day Outfitting--Saturday AT SMALLMAN AND INGRAM'S

Make the best possible use of your shopping hours tomorrow. Good service and good savings await you for the first Saturday in May. Now is the glorious time of the year, and nothing but the best should satisfy the man or woman whose soul responds to the world's summons for fresher, brighter, changed attire. No one need be satisfied with less, and this store is ready to prove to your satisfaction Saturday that the best merchandise is here.

Smartest Fashions in Tailored and Semi-Tailored Suits---At Popular Prices



Tomorrow we display a splendid selection of the newest suit models from noted designers, styles that have not heretofore been shown at the prices. Some of the newly-received models cannot possibly stay over tomorrow, for nothing smarter could be found in New York.

Misses' and Small Women's Suit of Serge, in Copenhagen or navy; coat with military collar, cutaway front, three-button closing, braid trimming, satin lined; skirt braid trimmed, box-pleated from yoke; sizes 16, 18 and 20. Price \$15.98

Special line in navy, tan, grey; coat satin lined, in belted styles; ten suits all different styles; materials in serges and worsteds. Specially priced.....\$18.50

A splendid assortment in silk suits in battleship grey, sand, putty, Copenhagen, navy. At \$25.00, \$26.50, \$27.50 to \$37.50

All the newest styles, showing Empire, shirring in coat and skirt, belted styles, skirts full circular with yoke.

Suit of serge, in Tommy Atkins style; coat silk lined, military pockets, belt all around; skirt two-piece, with pockets; navy only. Price \$25.00

Suit of serge for oversize figures; coat plain tailored, satin lined, straight fronts; skirt panel back, pleated front from yoke; black only; sizes 39, 41, 43 and 45. Price \$21.00

INFANTS' WEAR SPECIALS

Dainty Pique Bonnets, neatly finished with pink or sky fancy braid, with lawn ties. Special.....15c
Two and three year sizes in White Cotton Summer Combinations, high neck, short sleeves; 40c suits for 25c
Second Floor.

Excellent Sateen Under- skirts, Saturday : : \$1.29

Eight dozen only, made of extra good quality sateen, fitting snugly over hips with tape to regulate fullness at waistline; bottom finished with deep fancy accordion-pleated flounce; in navy, black, purple or emerald; a special purchase just in time for Saturday's sale; lengths 36 to 42 inches. Special.....\$1.29

GIRLS' DRESSES, 75c Up

A splendid showing of Summer Frocks for little girls and misses; quaint little dresses for school or play, made in Buster Brown style of flowered crepe, delf blue and pink chambray. Prices 75c, \$1.75 and \$2.25

Popular "Doherty Twist" Dress, made with white blouse and colored skirt; some have fancy blouse and white skirt. Prices \$1.50 to \$2.95

White Lingerie Dresses for best wear; made of fine white voiles and organdies, trimmed with dainty lace and fine Swiss insertions. Prices from \$2.95 to \$5.00

Saturday List Linens and Cottons

Pure Irish Linen Huck Towels, large size, regular 50c. Special 39c
All-Linen Hemmed Huck Towels, size 21x40. Special 25c each
or \$2.75 per dozen

50 dozen only Shamrock Linen Damask Napkins, assorted in six patterns, good useful size, fine quality, regular \$3.75. Special \$2.95
Five choice designs Unbleached Table Damask, 60 inches wide; stripe, floral and dice patterns; excellent quality; cannot be excelled for hard wear; absolutely pure linen. Special, 50c yard

Blue and Red Border Tea or Roller Towelling, all pure linen, 17 inches wide. Saturday special, 12½c yard, or 10 yards for \$1.00
About 24 pairs only Colored Bordered Bath Towels, assorted borders, in nice fine weave, extra quality, regular 65c each. Special 49c

Special Fine Madapolam, extra lightweight summer cotton, soft finish, 36 inches wide. Special 9c yard

Queen's Cloth, fine long cloth, soft and free from dressing, 36 inches wide. Special 12½c yard

Hemstitched Pillow Slips, all sizes in this lot, exceptionally good slips, nicely finished. Special 19c each, or six for \$1.00

Sheets ready to use, made from good stout sheeting, plain or twill, bleached, large size. Price 59c each

Factory Cotton, yard wide, one of the best values obtainable. Special 10c yard

Navy and Black In the \$13.95 Group Saturday



100 pairs Boys' Tweed Bloomer
Knickers, sizes 23 to 34. Special
..... 98c pair

50 Suits of fine imported black and navy serge; 50 suits of fine tweeds and worsteds, and 25 suits of grey check English tweeds. An extra pair of trousers with every grey check suit.

125 Suits in the group for Saturday selling, and every suit should go early in the day at this price. If you are not ready for yours, pick it out; a deposit will hold it for you. All are up-to-date styles for men and young men. Remember, 25 of these suits have two pairs of trousers. Young men's sizes, 32 to 37; men's sizes, 36 to 44. Price \$13.95

Stylish Young Men's Models \$15 to \$20

In the newest tartan tweeds and worsteds, tailored in the advance styles; neat-fitting two and three-piece suits, broad lapels and soft roll, athletic style; vest six-button, with or without collar; new-cut trousers, fairly narrow, with belt tunnels and loops, cuff bottoms; sizes 33 to 39. Prices \$15.00, \$18.00 and \$20.00 suit

Youths' First Long Pant Suits

A fine range of these suits now in stock. They are specially cut for the big boys' graduation to retain somewhat of the boyish appearance which mothers like their boys to retain as long as possible; neat Norfolk and two and three button single-breasted, patch-pocket styles; sizes 32 to 36. Prices.....\$12.00 to \$15.00 suit.

Cortese Orchestra, Saturday Afternoon.
Balcony, 3.30; Restaurant, 4.30.
Roast Turkey Dinner, Saturday, Full Course, 50c.

The Brilliant Parasol Section

Coming and going daily—Parasols that represent the full and finally-accepted styles of the season. Every color that could be desired, and individual creations for wear with the street suit, the sailor hat, the quaint wide skirts, and the formal and informal summer frocks. In all our stock of fancy parasols there are no two alike, and you are absolutely certain in making your selection here that you will have an exclusive style and a variety to select from never before shown here.



FANCY SUNSHADES

The Bell, Dome, Pagoda and India, also the Standard are the leading shapes in parasols.

Black and white, and white and black, in stripes, checks, plain centres with striped borders, also plain black moire and all white. Prices \$1.50, \$2.00, \$2.50, \$3.00 to \$6.00

Dresden effects, in blue, pink, mauve and green. Prices \$3.00, \$3.50, \$4.00, \$5.00 and \$6.00

Plain and striped effects in pink, blue, navy, brown, sand, purple, Belgian blue, green, red, tan, grey and shot effects. Price \$1.50, \$2.00, \$2.50, \$3.00, \$4.00 and \$5.00

Children's Parasols, plain and frills, bell and standard shapes, Paisleys and Dresdens, in blue, pink, white or mauve. Prices 19c, 25c, 30c, 35c, 40c, 50c, 60c to \$1.75

SATURDAY SALE---SOAP

Fairy, the floating bath soap for toilet or bath, will float in hot or cold water, regular 5c each. Saturday only six for 25c

Pure English Glycerine Soap, large square cakes, regular 10c. Saturday only three for 25c

Infants' Delight, a most refreshing and soothing soap for the nursery, made of the purest materials only. Saturday only three for 25c

Soap Babies, pink or white 5c each

AT STATIONERY COUNTER

50 boxes Old English Gilt Initial Correspondence Cards, 24 cards and envelopes in each; regular 25c box; some initials are missing. While they last, Saturday 15c box
Bankers Bond Writing Pads, plain or ruled; regular 15c pads. Saturday 11c each
LONDON VIEW POSTCARDS, 50 different scenes—parks, buildings, etc. 6 for 5c
East Aisle.

SATURDAY AT NOTION COUNTER

Children's Hose Supporters, black or white, the Bulldog brand; all sizes. Special 15c pair
Dress Shields, "The Omo" detachable dress shield, with or without the net sleeve 35c to 65c per pair
Lingerie Tape for underwear, in pink, sky, heliotrope or white; ten yards on card, with ribbon threader 10c card
The Panama Dome Fastener. Special, three dozen for 10c
New Barrettes, small dainty styles in shell only. Special 10c
Shoe Trees, to keep the slippers in good shape when not in use. Special 10c pair
The New Folding Skirt Gauge or Skirt Marker, with chalk attached. Special 15c each
Folding Card Hangers for travelling 5c each
Steel Knitting Pins, large sizes 8c per set

Saturday Specials, White Petticoats

Special lines of White Petticoats, made of good quality cambric, deep flounce of wide embroidery and finished with embroidery insertion. Special 75c, 84c and \$1.25

SUMMER HOSIERY

Ladies' Fibre Silk-Ankle Hose, in black, white, tan or grey; spliced feet, good wearing hose, extra fine quality, nice even weave; sizes 8½ to 10. Price 50c pair
Ladies' Italian Silk Hose, in black only, sheer and cool, double top, heel and toe; sizes 8½ to 10. Price 25c pair
Ladies' Outsize Black Cotton or Lisle Hose, made especially for stout people, very elastic, spliced feet and double tops 35c pair or three pairs for \$1.00
Ladies' Black Cotton Hose, with balbriggan sole, easy on the feet, light weight; sizes 8½ to 10. Price 25c pair
Boys' and Girls' 1-1 Ribbed Black Cotton Hose, guaranteed one pair one month; sizes 6½, 7 and 7½ at 20c pair
Sizes 8 to 10 at 25c pair
Children's 1-1 Ribbed White Cotton Hose; sizes 6½ to 8½ at 25c pair
(All hose double feet and stainless dye.)

Sale of Men's Summer Under- wear and Hosiery Saturday

50 Dozen Balbriggan at 35c

These are two-piece suits, shirts and drawers, extra quality double thread, in natural shade. Get your supply Saturday; two suits for \$1.40; sizes 32 to 44. Sale price..... 35c each

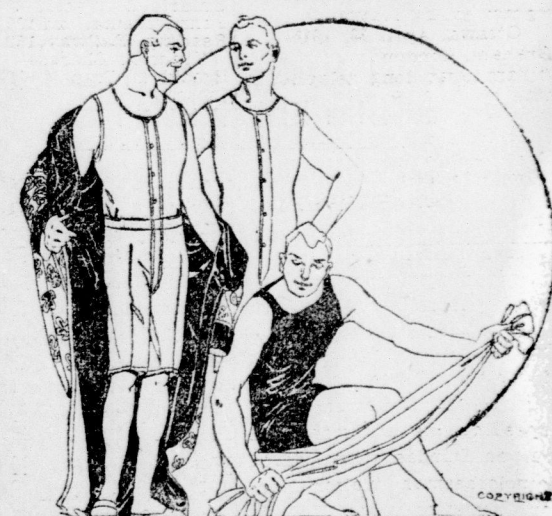
Summer Combinations

Finest quality in all grades, including "Porous Knit," balbriggan, linen or cotton mesh, all styles, short sleeves and knee or ankle lengths, also long sleeves and ankle length; every size, 32 to 46. Prices.....\$1.00, \$1.50 and \$2.00 suit

Sale of Radium Socks On Saturday for Summer Wear

35c Pair, Or 3 Pairs For \$1.00

100 dozen Artificial Silk Half-Hose, in black, grey, tan, palm beach, navy and white; toes and heels of every pair extra spliced with selected yarns, insuring double-wearing qualities, also double soles; get your supply of these Saturday; sizes 9½ to 11. Come early. Price, 35c pair, or three pairs for \$1.00
(Every pair guaranteed satisfactory.)



BOYS' WASH KNICKERS

White and colored, for ages 3 to 16 years. Special prices. 35c to 75c pair

Boys' Navy Blue Serge Suits \$5.50

Two-Piece Bloomer Knicker Norfolk Suits; special for Saturday: Sizes 24 to 28. Price.....\$5.50
Sizes 29 to 34. Price.....\$6.00
(All sizes.)

SMALLMAN & INGRAM
LIMITED

In the Restaurant, 3 to 5.30.
Fresh Strawberries and Ice Cream, With Fancy Cake, Special, 15c; or Sliced Tomatoes, Bread and Butter and Cup of Tea or Coffee, 15c.