## We Sell Shoes That Give Satisfaction and Service

WE HAVE SHOES WHICH SELL AT \$2.50 TO \$4.98, AND \$5.50 TO \$12.00. When you buy shoes here you have an opportunity to choose from a wide range, both in styles and prices. We have the stock. We give the service.

**COOK'S SHOE STORE** Store That Serves You Best.



C. H. WARD & CO.

Diamond Merchants and Jewelers. 386 Richmond St. Phone 1084.

Reliance Garage Ford !

Service Station EVERYTHING ELECTRICAL Consult us about your Electrical upplies. We carry a complete stock. Western Ontario Electric Co.

237 Dundas Street. Phone 4071. A. T. TAYLOR. E. L. CAMPBELL IT'S NEVER TOO LATE TO BE SORRY, But it will be too late some day when you are miles from home and your battery refuses to work. Why not send it to us today and let our experts give you a candid opinion of it?

BENSON-WILCOX ELECTRIC CO., Phone 2671. 264 Dundas Street.

We Are Now Retreading, double-treading and rebuild-ing tires, GET IN EARLY. London's

Rubber Man 346-8 Dundas St. BROCKMAN.

Phone 5124.

Give Us One Trial on that pair of shoes ou need repaired Will call for them and guarantee sat-MODERN SHOE REPAIR COMPANY,



We do MORE than make glasses. We design glasses so that each pair differs in accordance to the facial expression of the person who wears them. Our glasses are not only good to look through -they are becoming, good to look at.

Carlyle OPTICIAN 233 Dundas Street, Two Doors East

of Majestic. Phone 2351.

Our RETREADING is QUALITY Work, Not the Average.

London Tire Repair Depot 856 Wellington Street. Phone 2334. A. WILKES. Opp. McClary's

There's a Ruddy Store Near You

DROP IN SOME TIME Sample Our Goods. 733 RICHMOND STREET 3081/2 DUNDAS STREET. 874 DUNDAS STREET.

TIRED EYES

If you knew what relief our well-fitted glasses are to tired, helped me more than anything strained eyes you would be sure ever taken. to VISIT US AT ONCE.

JOHN S. BARNARD

194 DUNDAS STREET.

Fish for Wednesday Fresh Lake Herring, per lb Fresh Whitefish, per lb. ... Hallbut Steaks, per lb. ... Choice Red Sea Salmon, per lb. ..25c Haddles, Fillets, Ciscoes. WILSON'S Phones MARKET

The London Loan and Savings Company of Canada

INTEREST RATES ALLOWED In Savings Bank 4 Per Cent Debentures 5 to 5 Per Cent M. J. KENT, Manager.

ADIES HATS OPENING DAYS BELTZ & CO.

Food Will Win the War

"DO YOUR BIT" So be as saving as you can

Parnell's Breads

Are so fine in texture and so good that you save considerable on each loaf.

If you are not using it

order a trial loaf today. Parnell The Breadman

Try XXX Bread If You Want the Best!

PHONES 929, 1390,

Day in and day jut it's always the same. Delicious! Wholesome! Satisfying!

Johnston Bros. XXXBread



We offer some rarely good things in Diamond Rings, Stones of before the war quality, at before the war prices. You will be delight ed at seeing them.

YOUNG'S 170 and 674 Dundas.

WILL ADDRESS LIBERALS Well-Known Toronto Journalist Speaks

Here on Friday Night. Lindsay Crawford a well-known Liberal journalist, until recently a member of the staff of the Toronto Globe, will

tory of the cabinet makers who rule

HE TAKES A COUPLE

from Toronto.

What Dodd's Kidney Pills Do

Old Resident of Clifford Finds the of the 5th Division, which was recently years, Mr. Chris. Binkle, sen., a well-known and respected resident of this place, declares that he has found the relief he so long looked for in Dodd's Kidney Pills.

of the 5th Division, which was recently broken up, will return to the city within a short time. Lieut. Col. Graham organized and took overseas the 142nd Battalion. This unit was divided into drafts, and the commender was given a place with the 5th

"I have been alling in all about five years," Mr. Binkle states. "I had backache and stiffness in the joints, England for more than a year. ith an oceasional attack of rheuma-"I was often dizzy, I had dark cir-

les under my eyes, and I had flashes of light or floating specks before my

ADVERTISING TO big success Perhaps you think it can't be done in your business. It can't—as long as you

Federal Advertising Agency







ORIGINAL FIRSTS IN

ARMORIES APRIL 4 Special Invitations Will Be Sent to District Men.

The city will tender a monster reception to the first contingent men now home on furlough at the armorles on Thursday evening, April 4. This was decided on at a meeting Monday afternoon. It was decided to hold the event in the armorles, as it would be large enough to invite all returned soldiers to the event with the furlough men as the honored guests of the evening.

Committees were named to decide upon a program and look after the decorations.

Ald. Harley, chairman of No. I committee, presided, and besides the other members of the committee, Mayor Somerville and representatives of other organizations were in attendance.

A banquet was first broached, but immediately tabooed. Lieut.-Col. Coles suggested that a monster reception to which the men could bring their wives and where they would meet all their friends be held, and the suggestion was adopted. It was suggested that the different chapters of the LO.D.E. might provide light refreshments and this proposal will be broached to them.

Major Wood of the Casualty Clearing Depot stated that there were about fifteen furlough men in the city, and not more than 50 or 60 in the district. It was decided to send out special invitations to those whose names and addresses are available, but to invite all the furlough men of the district to join in the event as guests of the city for the night.

The general committee will act as a reception committee on the night in for the night.

The general committee will act as a reception committee on the night in question. Mayor Somerville will preside over the reception. Col. Coles will be chairman of the program committee and will be assisted by the mayor, T. A. Parkinson, Gen. Shannon and Controller Moore.

BASIC PRINCIPLES OF SOME TRADE IS CALLED NECESSITY

**Essential for Children Leaving** 

of the staff of the Toronto Globe, will give an address to the Liberals of the oity at Hyman Hall on Friday night next.

Mr. Crawford severed his connections with the Globe several weeks ago after having delivered an address at Montreal, by this system a great many of the connections.

Word has been received in the city that Lieut.-Col. C. M. R. Graham, who was in command of one of the battalions of the 5th Division, which was recently

MANY DISCHARGED

cles under my eyes, and I had flashes of light or floating specks before my eyes.

"About two years ago sciatica was added to my troubles, and I suffered with it till an advertisement led me to try Dodd's Kidney Pills. They helped me more than anything I have ever taken.

"I took six boxes in all. But now if I feel an attack coming on I just take a couple of Dodd's Kidney Pills and that checks it. Dodd's Kidney Pills and that checks it. Dodd's Kidney Pills have given me good satisfaction."

All of Mr. Binkle's symptoms are symptoms of kidney trouble. That is why Dodd's Kidney Pills are purely and simply a kidney remedy.

ADVERTISING TO

win big success Perhaps you think it can't be done in your business. It can't—as long as you



Taylor Holmes in "Fools for Luck"

At the Patricia Theatre Today.

VOICE OF THE PEOPLE

yours in fair play, SAPPER N. P. GREEN.

OF SALVATION ARMY

Local Officer Tells Askin Street Brother

hood of War Services.

MAGNITUDE OF WORK



TINN PENNINGTON in Sunshine Nan

A. Parkinson, Gen. Shathing and a comedy controller Moore.

The decoration committee will be presided over by Ald. Holmes, with J. J. Foote, Secretary Cuncliffe of the Wille Violet McMillan, a former more discussive to be named.

A News Weekly and a comedy controlled the screen program. In your ville Violet McMillan, a former more picture star, presents a novel act. At the Majestic Theatre Today.

**PATRICIA** 

Taylor Holmes, in "Fools For Luck," is the screen attraction at the Patricia Theatre again today and Wednesday. This photoplay is a sparkling comedy taken from Kenneth Harris' story, "Tallsman," which appeared in the Saturday Evening Post.

Charlie Chaplin, in "Work," is a comedy film that shows the million-dollar screen comedian at his best.

A weekly review shows scenes at the battlefront in England and America. In vaudeville the Tasmanian Trio

Amended by American Senate.

Mr. Crawford severed his connections with the Globe several weeks ago after lawing delivered an address at Montreal, in which he attacked the methods of the Union party of the last campaign. It is expected that those who attend the meeting will hear some of the inside history of the cabinet makers who rule from Toronto.

HE TAKES A COUPLE

AND THEY CHECK IT

What Dodd's Kidney Pills Do

For Mr. Binkle's Sciatica.

Old Resident of Clifford Finds the Remedy He Has Been Looking For for Years in Dodd's Kidney Pills.

Clifford, Ont., March 25.—(Special.)—After suffering from sciatica for two years, Mr. Chriss. Binkle, sen., a well
Word has been received in the city within the Clifford, Ont., March 25.—(Special.)—After suffering from sciatica for two years, Mr. Chriss. Binkle, sen., a well
Brown optional. All should be in the control that the made optional. All should be in the one boulding. She was sure that by this system a great many of the children who leave school today at the age of 14 would be able to leave with the basic principles of some trade and not recting and the United States, whereby it was provided that eligibles for military service residing in these country was country from the country men of same) were given the option of enlisting in the country where they resided or return to their own country for that purpose, 60 days down country for the form for for manufacture.

Would the 60 days above referred to be from England.

EXPECT DROP IN "GAS"

Dealers Anticipate Lower Prices Before End of Next Month.

That the present price of gasoline will take a substantial drop some time next month was the opinion of a number of leading automobile dealers at a meeting held in the Tectmseh House last night. The meeting was called for the purpose of getting a general opinion as to the advisability of lowering the price of gasoline, the dealers deciding a list of men discharged,

LOSS WILL BE \$500

Chelsea Green Fire Destroyed Barn and Quantity of Headings.

Fire at the Mitchell Cooperage, Cheisea Green, Monday destroyed a barn and a quantity of headings. The main barrel building was saved by a bucket brigade of the firm's employees, who kept the flames back until the fire brigade had arrived.

A large amount of hay was stored in the barn, and when this caught the building was doomed. A dozen coopers employed at the building quickly got to work and put up a fight which prevented serious damage. The loss, which will be in the neighborhood of \$500, is covered by insurance.

FIVE PROMOTED

Lieutenants Get Captains Stars in A. M. C. and W. O. R.

Come in and we will tell you something about what D. D. D. Prescription, made in the D. D. Laboratories of Toronto, has accomplished in your own neighborhood. Your money back unless the first bottle relieves you.

W. T. Strong, Druggist; Taylor's Drug Company, Six Stores; Standard Drug Company, Four Stores, London.

Drug Company, Four Stores, London.

M. C. and M.

DENOMINATIONS TO **CONDUCT SERVICES** OF INTERCESSION

Ministerial Alliance Responds to Prayer Call.

At the meeting of the Ministerial Alliance held Monday in the Y.M.C.A., a communication was read from the Local Council of Women in regard to a call to prayer sent out by the National Council of Women in view of the crisis at the front. A request was made for co-operation. In response, the alliance asked each denomination represented to make its own arrangements for special make its own arrangements for special service of intercession in the near future. The Baptist Ministerial Association had already planned a rinion service of intercession in the Adelaide Street Baptist Church on Good Friday morning and following the meeting. The Methodist Ministerial Association also decided to hold a union service for intercession in Dundas Centre Church at 10:30 on Friday.

Following the discussion which took place at the February meeting of the alliance, concerning the wage question for girls in this city, a communication was read from the Union Mothers' Club, asking that the ministers of the alliance preach in their own churches a special sermon on the subject of Industrial conditions for girls.

NOT THE SLAYERS OF CHRIST.

To the Editor of The Advertiser:
In the night issue of your paper dated March 20, 1918, I read a sentence in the Daily Bible Question Club column, which reads this way: "The Jews when they wucified Him, etc." Now, sir, I wish to deny that the Jews crucified Christ. It is true that one Jew, Judas Iscariot by name, betrayed him, but it was the Romans that crucified him. Doesn't history tell us that at that time the Holy The question was referred to the standing committee, Rev. W. R. McIntosh and Rev. H. H. Bingham, for consideration and to bring in a recommendation.

tory tell us that at that time the Holy Land was governed by the Romans? Did not Pllate repent on his deathbed for ordering Christ to be crucified?

It is just such words as these that cause so much racial hatred, and that

mendation.

Rev. F. A. Steven announced a China Inland Mission conference to be held in this city from April 9 to 11. Rev. 1r. Dougall was appointed representative of the alliance to meet the returning soldiers today.

The feature of today's meeting of the alliance, which attracted the largest attendance of the year, was an address by Willam Banks of Toronto, official censor of theatres for Toronto, appointed on recommendation of the police commission of that city. He told graphically of his work there. Another feature of his address which aroused much intercause so much racial natired, and that is the reason why the Jews have been persecuted and massacred, as has happened in Russia and Spain.

If those words which I mention in this letter are the words of the Rev. T. S. Linscott, D.D., in the name of fair play, I wish he would look up the historical stem of the gracifician of Christ and tell his address which aroused much inter

the truth.

He must not forget that Christ was a Jew, and was welcomed by them as the King of the Jews, and for that reason the Romans and some Jews who were in league with the Romans feared him and wanted him out of the way.

Hoping you will publish this letter and that there will be a reply, I remain, yours in fair play.

Canadian Engineers, Queen's Park City. Nerves Wrecked by Accident -Was Afraid to Go in a Crowd or to Stay Alone -Tells of His Cure. OVERSEAS REVIEWED

Much sympathy was felt in this city enlisted for the Indand Water Section, trils are open, your head is clear, no for Mr. Dorsey, who met with a dis-Royal Engineers. A former announce-more hawking, snuffling, blowing; no

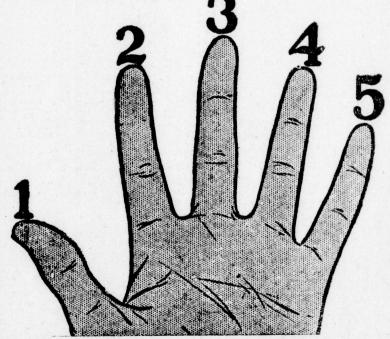
School, Says Vancouver Trustee.

Mrs. Irans Moody, a member of the Vancouver board of education, was a novelty misled of the Vancouver board of education, who is the speaker at the weekly hundred with the speaker at the speaker at the speaker at the speaker at the weekly hundred with the speaker at the speaker

way.

The Army huts in France extend as far forward in France as the authorities will allow, and Salvationist workers right into the trenches to give refreshment and aid to the soldiers. During the great battle of Passchaendale, Army officers took complete charge of the distribution of tea and coffee to the tens of thousands of wounded men, and performed it with an efficiency that drew warmest praise from the British leaders.

A hearty vote of thanks was passed to Adjutant Martin for his address.



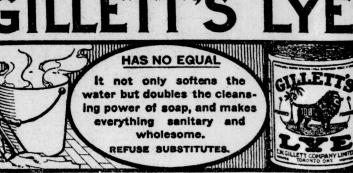
## Five Good Reasons Why You Should Take TONAL IRON CAPSULES

BECAUSE they have cured others and will cure you. BECAUSE they are in soluble form and dissolve a moment after being taken into the system. BECAUSE physicians recommend Iron Capsules for system weakness.

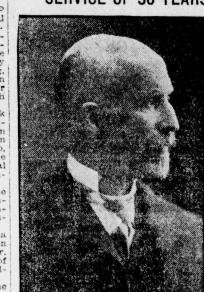
BECAUSE they make blood, create an appetite and stimulate the heart. BECAUSE TONAL IRON CAPSULES will cure you, if suffering from any of the following: Anaemia (thin or watery blood), Impure Blood, Nervousness, Nerve and Muscle Twitching, Weakness or Palpitation of the Heart, Shortness of Breath, Excitability, Indigestion, Dyspepsia, Liver Trouble, Pain in the Back, Kidney Troubles, Rheumatism, Vital Weakness in Men, Diseases peculiar to Women, Mental Worry, Cold Extremities, Numbness, Poor Circulation, Lassitude, or any form of Physical Decline.

Remember these are capsules and are easily dissolved in the stomach, few moments after taking. For sale by all first-class druggists. If your druggist does not keep Tonal Iron Capsules, send us \$1 and we'll mail you a box. TONAL IRON LABORATORIES, LONDON, ONT.

GILLETT'S LYE



RESIGNS AS TREASURER OF WESTERN FAIR AFTER SERVICE OF 36 YEARS



D. MACKENZIE, one of the most on standing figures of the Western Fair Board, who has held office as treasurer since 1882. His resignation was accepted

and conduct of returned soldiers. Mr. Banks is a member of the Soldiers' Aid Commission of the dominion. All records of returned men pass through his hands, and in this connection he expressed his satisfaction at being able to pay a tribute to the conduct and condition of the returned men.

ENGINEERS WANTED

Men Will Be Taken on Here for Inland Waterways of R. E. Service.

under the military service act, may be stant relief.

Ab! How gory, as long as he is not in class one tressing accident when his foot was ment limited the recruiting officer to more headache, dryness or struggling category "B" men, but "A" men also are now eligible for service in the Inland Water Transport Section.

for breath. Ely's Cream Balm is just what sufferers from head colds and catarrh need. It's a delight.—Advt.

**EXAMINATION DATES** 

Timetables for Departmental Tests An-

nounced Timetables of the annual departmental examinations have been sent out by the Ontario department of ed-ucation. The middle school entrance to normal schools exams, will start on June 24 and will end on July 2; the upper school entrance into faculties of education starts on June 29 and will continue until July 5; the pass matriccontinue until July 5; the partial variation tests start on June until July 5, with a full July 4 and the honor and matriculation will be held of days as the upper school end of the examinations for entrar mal school and faculties of to be held on June 14, 17, 20. The model entrance public school graduation we 20. The model entrance and a public school graduation will be on June 14, 17, 18, 19, 20, 21 and The senior high school entrance the English-French model entrance aminations will be held on the dates as the model entrance. lower school examinations, agric

WILL GIVE PERMITS Ottawa, Ont., March 25.—Sir William Hearst, premier of Ontario, has sent the following message to the Canada

STOP CATARRH! OPEN NOSTRILS AND HEAD

Says Cream Applied in Nostrils

Relieves Head-Colds at Once. head is stuffed and you can't breathe freely because of a cold or catarrh, just get a small bottle of Ely's Cream Balm at any drug store. Apply a little of this fragrant, antiseptic cream into your nostrils and let it penetrate through every air passage of your head, soothing and healing the inflamed, swoi-

len mucous membrane and you get in-Ah! How good it feels.

ROSS', Limited

Practice economy. There is no virtue in only talking of it. Food is needed to win the war.

WILL BE NEEDED NEXT WINTER.

Only a Few Days Longer at Clearing Prices Then the Fur Department will be closed up for the season.

Those who wish to avail themselves of the present low prices will save many dollars on buying Furs now.

COATS MUFFS, STOLES, NECKPIECES AND FUR SETS Ladies' Wear Department



New garments, in the latest styles, and most up-to-date colors, in Velours, Gabardines, Tricotines, Poplins, Covert Cloths, Tweeds, Silvertones, etc. Suits, in New York's

latest, from .... .... \$26.00 to \$42.50 Coats, in tweeds . ......\$17.00 to \$22.00 Coats, in new silvertone

Coats, in American covert cloth ..... . .....\$22.00 to \$30.00 Coats, in poplins ... .....\$24.50 to \$35.00

cloth .....\$40.00

Coats, in Burrella cloths .....\$22.50 Coats, in American velours...\$35.00 to \$38.00 Coats, in gabardines ...

.....\$25.00 to \$35.00

BLOUSES

The Blouse season is now on with its new attractive merchan-

.98c, \$1.50, \$2.25, \$3.75, \$4.98 Habutai Silk Blouses .\$2.19, \$2.98, \$3.50, \$4.50, \$5.25 Crepe de Chine Blouses .... ..\$2.98, \$4.75, \$5.50, \$6.75, \$7.50 Georgette Blouses

.....\$4.98, \$6.75, \$7.50 Wool Sweaters

Assorted colors.... .....\$10.00, \$11.00, \$12.75

PERRIN'S SILK HOSIERY 

NECKWEAR

Everything new and correct in this department,

196 DUNDAS STREET.

PHONE 1319.