

TODAY
STEWING VEAL
2 lbs., 25c
WILSON'S
Arcade Meat Market
Phones: 1119-1120

Eye Talk
No. 44
What Would You Do
If you wanted to look out of a window and the shade was down? Raise the shade, wouldn't you? That is just what we do, for you with GLASSES.

Carlyle
TREBILCOCK
OPTICIAN
PHONE 2351. 233 DUNDAS ST. W.

WE KNOW
HOW. THAT'S
WHY WE'RE
BUSY. ALWAYS
ON THE JOB.

LONDON'S RUBBER MAN
186 King St. (rear). Phone 5124.

CHINA
We have just received from England a shipment of Blue Bird China that is so popular at the present time.
Cups and Saucers, 50c each
Bread and Butter Plates, 35c each
Tea Plates, 50c each
Egg Cups, 45c each
Cream and Sugar, \$1.00 pair
Teapots, \$2.00 and .25 each
Egg Cups with combination of salt and pepper, in rose, green and blue \$1.00 each

C. H. Ward & Co.
Diamond Merchants and Jewelers.
386 RICHMOND STREET.
PHONE 1084.
Store closes every Wednesday at 1 o'clock during May, June, July, August and September.

MURRAY
MINE
Anthracite Coal
Egg, Stove and Chestnut, \$8.50 per ton.
Mixed Wood, per load, \$2.50.

ANDERSON. Phone 1391.
495 York St.

WE DO NOT EXPERIMENT
WITH YOUR TIRES.

We are the oldest rubber shop in London.

London
Tire Repair Depot
354 Wellington St. Opp. McClary's.
PHONE 2334.

Your Child's Eyes
Need every care. They should be examined, and, if necessary, fitted with a pair of **GOOD GLASSES** at a very moderate cost.

John S. Barnard
Optician,
194 DUNDAS STREET. Y

ICE! ICE!
MANUFACTURED ICE.
FILTERED WATER.

The Sure Pure Ice.
Phone 141 when you wish our wagon to call.

ARTIFICIAL ICE
SUPPLY CO.

The London Loan and Savings
Company of Canada

Allow interest at from 4 to 5 1/2 per cent, according to length of time.
Money loaned to assist in purchasing or paying for Government Bonds.
M. J. KENT, Manager.
Office—220 Dundas Street, London. YWT

Economize!

Eat More Bread!

It's the most nourishing food known to science—one pound of bread containing as much nourishment as two pounds of meat or a dozen eggs.

Parnell's Breads

contain the finest grains and cereals it is possible to purchase. Parnell's breads are so good you can utilize every bit of them. We have a book containing recipes for dainty bread dishes, which we'll mail you upon request.

Parnell The Breadman
Phones 929 and 1390.

Wedding
Gifts That Please
Come in and look around; see some things you never saw before, at a price that will attract you.
Sterling Silver Pieces of every description.
Silver-Plated Articles that are highly guaranteed.
Cut Glass Pieces at most popular prices.
Handsome Electric Lamps, Jacobean and hand-painted styles.

YOUNG'S
TWO STORES—TWO STORES.
Where You Get Values.
LONDON. EAST LONDON.

Johnston Bros.
XXX Bread
Everybody's Bread
Wednesday half-holidays will be given our employees during the summer. Will our patrons kindly supply their bread wants on the day previous? This year the much-desired half-holiday will mean a lot to those who are mowing gardens.

Trained at the Westervelt
School and Accept Office Positions.
Miss Wilton, stenographer, Pardon Hardware Company, Limited; Miss Dudley, stenographer, Imperial Munitions Board; Miss Parr, stenographer, Cronyn, Betts & Coleridge; Miss Cline, bookkeeper, Bank of Toronto; Miss Murray, stenographer, Rogers Electric Company; Miss Gale, bookkeeper, My Vale; Miss Ashplant, stenographer, Lako of the Woods Milling Company; Miss Hueston, stenographer, A. N. Udy; Miss Payne, stenographer, Yocum-Faust Company; Miss Lane, bookkeeper, Kernohan Lumber Company; Miss Land, stenographer, Adviser Printing Company; Miss Moran, bookkeeper, Marsh & Co.; Miss Morrison, stenographer, A. M. Smith & Co.; Miss Brazier, stenographer, Northern Life Insurance Company. Young people who desire the best in a business and shorthand training should communicate with Principal Westervelt, London.

PLAYER-PIANO MUSIC.
Anyone with a player-piano should be sure and see—and hear—the big array of Player Rolls carried in stock by Ye Old Firm of Heintzman & Co., Limited, Heintzman Hall, 242 Dundas street. Every class of music is represented, and prices are very moderate.

QUEEN'S DAIRY LUNCH
Just opened in Queen's Hotel, Carling street, corner Talbot. Light lunches served to ladies and gentlemen. Everything new and spotless. Fresh products from the dairy farm received daily. Quick service. No waiting. Come and eat. Mrs. Greta Duncan, proprietress.

HAVE YOU TROUBLE
in getting your ideas depicted or put into words? Put it up to
Federal Advertising Service
312 Dominion Savings
Telephone 532
LONDON, ONT.

YOUNG MEN WANTED FOR THE CYCLISTS PLATOON

Will Go Directly Overseas Instead of Training in Toronto.

The new Cyclist Platoon recently authorized for this district is filling up nicely; there is room for a number of young men yet. This platoon will be trained in London, and will proceed directly overseas instead of training in Toronto as formerly. To the man of some education and standing this branch of the C. E. F. will prove most interesting, for a good cyclist is a well trained and efficient soldier. The training will cover infantry and cavalry drill, musketry, riding practice, scouting, signalling and map reading, thus offering to intelligent men a training which will be not only of great interest but also beneficial.

THREE LARGE CHURCHES FAVOR UNION REVIVAL

Matter To Be Further Discussed a Week From Monday.

Further progress in arranging union revival services to be held here in a specially-erected tabernacle next October was made at a meeting in the Askin Street Methodist Church last night. All the representatives from the various churches were not present because of other meetings in connection with their own congregations, but three large churches were represented as favoring the idea and others will decide during the week.

Another meeting will be held at the Askin Street Church on Monday, May 14, and the final arrangements will be made.

VICTOR FOUR MAKES ENDURANCE RUN

The Victor four made a great endurance run on Thursday from Warsaw to Clarkson, N. C., encountering very bad roads, the car performing remarkably well.

The local sales agency in Chicago has been advised by the factory at York, Pa., that early shipments may be expected this month. The local agency is receiving applications for distributing agencies from all parts of the country. The company reports that there are now on file orders for over 30,000 cars.

ARE YOU GOING WEST THIS SPRING?

If so, bear in mind that the Canadian Pacific offers especially good train service, with the finest possible equipment, including standard and tourist sleeping cars and dining cars to Winnipeg and Vancouver by one of the most picturesque routes in the world.

If a trip is contemplated, apply to any C. P. R. agent for full particulars, or write W. B. Howard, district passenger agent, Toronto, Ont. May 19.

A CHANCE FOR THOSE GOING WEST—HOMESSEKERS' EXCURSIONS VIA C. P. R.

Homessekers' Excursion to Western Canada at attractive fares each Tuesday until October 31, via Canadian Pacific, the Pioneer Route to the West. Particulars from any Canadian Pacific agent or W. B. Howard, district passenger agent, Toronto, Ont. May 15.

NOT A GREAT SALE

But One of Cook's Shoe Service Opportunities

READ THIS AND REFLECT.

With flour at \$15 per barrel at Halifax, N. S., may we not expect higher prices here? With the "staff of life" going at such figures, at any point in this Dominion of ours, is it not time to think about what you buy, and see to it that you get value for every cent you pay out for any necessity? SHOES ARE A NECESSITY, but to supply that necessity you can and should take advantage of just such opportunities as are being offered in this store today.

COOK'S BARGAIN TABLE carries shoes of all kinds, nearly all sizes, in good leathers and well made, which will give you good, comfortable wear, and you can save a few dollars on every pair, if you are not obliged to follow the exacting dictates of fashion.

Extreme fashions are brought out to suit the rich woman's purse, and include much to have something a little different from what everyone can afford to wear. There is no objection to this, but everyone may not indulge in such expensive footwear, so we put out every now and again a lot of good shoes, that have been neglected by the more fastidious buyers. And these you may buy while they last at the remarkably low prices of \$1.98, \$2.49, \$2.98, \$3.49, and \$3.98.

Just be satisfied with a little less style, and just as much wear, and come in and be fitted before the present lot is sold out. You will find that we can do you a service.

Cook's Shoe Store

The Store That Serves You Best.

A Real Treat for Sunday---

French Caramels

A GOOD CREAMY, CHEWY PIECE, ON SALE SATURDAY NIGHT FROM 8 TO 10:30.

33c a Box

Peters: London

Champion Bed Bug Killer
SURE—SAFE—ECONOMICAL
25c per large syringe-topped can.
TAYLOR'S 6 CUT-RATE
DRUG STORES

ROWAT'S COFFEE
50c per pound
T. A. ROWAT & CO
250 Dundas St.
Phones 351-352
YWT

ROSS', Limited

Seasonable Coats Made in Our Factory at Manufacturers' Prices



ALL THE NEW SHADES IN VELOUR AND GABARDINE ALSO THE NEWEST MIXTURES IN TWEEDS, SERGES AND BLANKET CLOTHS.

PRICES \$9.50 TO \$22.50.

New Silk Suits coming from our workrooms every day now. Prices \$24.00 to \$36.00

SPECIAL VALUES IN SKIRTS—THE VERY NEWEST STYLES.

New Neckwear and Waists.
FUR STORAGE A SPECIALTY.
Phone 1319. 196 Dundas Street.



Plagues People Who Are Particular
50c per pound
T. A. ROWAT & CO
250 Dundas St.
Phones 351-352
YWT

FOR INVESTORS

IN ADDITION to the broad and thorough service rendered by the Canada Trust Company as Executor of Estates, this institution provides, for those with surplus funds, a guaranteed investment, yielding a profitable rate of interest, combined with unquestioned safety.

5 1/2 %
PER ANNUM, PAYABLE TWICE EACH YEAR,

is earned by sums invested for a five-year term.

The Paid-Up Capital and Reserve Fund of The Canada Trust Company, totalling \$1,500,000, the conservative methods for which the company is known, together with its close affiliation with the Huron & Erie Mortgage Corporation, afford for your funds the highest protection.

This form of investment relieves you of the worry and inconvenience found by many who lend their funds upon mortgage security.

Interest begins from the day your investment is made and is paid to you twice each year.

The CANADA TRUST COMPANY

LONDON (Two Branches) and ST. THOMAS
Managed in connection with the
Huron & Erie Mortgage Corporation

T. G. Meredith, K.C., President Hume-Cronyn, General Manager

Head Offices of THE CANADA TRUST COMPANY 446 RICHMOND STREET Next Huron & Erie Office

ARM BROKEN IN RUNAWAY. CAMLACHIE, May 4.—Andrew Lunan met with a bad accident today, when a coil he was driving took fright

and ran away, throwing him from the roller on which he was riding, and breaking his collar bone. Mr. Lunan was also badly shaken up and received a severe shock. The L.O.O.F. will attend Knox Church in a body on Sunday afternoon, May 28.

Important Agency Announcement

Mason & Risch, Limited, appointed

Exclusive Agents for Bell Pianos

... IN THIS DISTRICT ...

STILL another line of famous instruments will from now on be found among the many that are displayed in our Warerooms, 248 Dundas street, London, thus further accentuating the fact that for the selection of PIANOS and PLAYER-PIANOS, NOWHERE ELSE are prospective purchasers afforded such an opportunity for a choice from the factories of many illustrious Piano Manufacturers.

THOUSANDS OF BELL PIANOS

have been sold in London and vicinity, and as each instrument due to its excellence has made a staunch friend, we want these Bell patrons to know that

248 Dundas Street Is Headquarters for Bell Pianos and Players

and that, when wishing to exchange former styles of these instruments for modern designs, THIS IS THE PLACE TO COME TO; also that our tuners and expert repair men can at all times be depended upon for the most painstaking attention to Bell instruments.

The Instruments To Be Found at Our Warerooms Also Include, as Heretofore:

Mason & Risch Pianos and Players. Classic Pianos and Players.
Henry Herbert Pianos and Players. Harmonic Pianos and Players.
Doherty Pianos and Players. Homer Pianos and Players.

The World-Famous Victor Victrolas in All Designs and Woods

Do YOU want a Piano or a Player-Piano? Our stock affords a unique opportunity to compare the leading instruments in friendly competition!

MASON & RISCH, Limited

248 DUNDAS STREET. LONDON, ONT.

