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Pork Tenderloin 35c
Regular 32c pound.

Lamb Chops 25c
Regular 32c pound.

WILSON'S
Arcade Meat Market.
Phones: 1119-1120.

A Sincere Desire To Give Good Service

to our patrons has always been the aim of this business. A continued and increasing trade has proven the wisdom of our policy.

For Shoes of Quality
COME TO THE

House of Casselman
171 DUNDAS STREET.

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. jyt

Eye Talk

NO. 48.

Eyes and Nerves

An authority on headaches claims that ninety-nine per cent of them are the result of

EYE STRAIN. This might be called "nerve strain," as it means the constant supply of vital nervous energy for work that ought to be done automatically. Think a minute: suppose it was just as hard to hold things DOWN as to hold them UP. Suppose gravity worked BOTH ways with the same force that it does now, but always AGAINST you. Couldn't get any rest, could you? Eye strain makes your nerves work

ALL THE TIME. Is it any wonder it causes headaches? Learn more about this trouble and its remedy from

Carlyle TREBILCOCK OPTICIAN
PHONE 2351, 233 DUNDAS ST. jyt

Dr. Morin's Sarsaparilla
With Iodine of Potassium. The great-sell THE 600 BOTTLE FOR 79c.
Taylor's 6 Cut-Rate Drug Stores

SHELL GLASSES
Are both stylish and comfortable. We have them in a variety of new shapes at very moderate prices.

John S. Barnard
Optician,
194 DUNDAS STREET. jyt

Now is the time to have those tires put in shape.

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

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. jyt

SQUAW'S CONDUCT CAUSES LOSS OF COUNTY GRANT

Having secured indisputable evidence against an Indian woman, the wife of a soldier overseas, that she was living with another young man on the reservation at Muncey town, the patriotic money being used to support the youth in idleness, officials in charge of the administration of the county patriotic fund have struck her name from the list.

This is the third Indian woman whose name has been taken from the county list because of immorality. The husband of one has been since killed in action, and arrangements will be made to prevent her receiving a pension. The regulation for the month of May calls for \$2,800, the amount which has been used for months past. Four names were added to the list the past month and three struck off.

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.

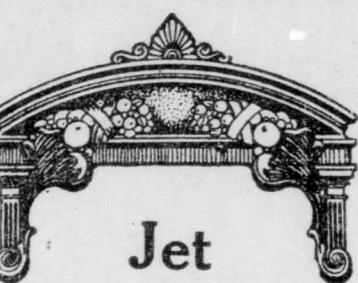
CUT DOWN EXPENSES.

Eat Parnell's Bread

IT'S BETTER THAN MEAT TO BUILD UP THE SYSTEM.

Do not waste your stale bread. We'll send you a booklet containing many interesting recipes for dainty dishes made from bread.

PARNELL
The Breadman
PHONES 929-1390.



Jet Jewelry
GENUINE EUROPEAN STYLES.
Manufactured in England.
Most extravagant showing of Jet Jewelry ever placed before you.

NECKLACES, EARRINGS, COLLARS, CROSSES, BROOCHES, BEAD STRINGS, BRACELETS.

YOUNG'S
EXCLUSIVE JEWELERS.
TWO STORES.

170 Dundas St. 674 Dundas St.

Half-Holiday Starts

Starting tomorrow, May 2, and continuing through May, June, July and August, there will be no city delivery on Wednesday afternoons. Patrons are asked to supply their bread wants ahead, so that a full half-holiday may be enjoyed by our employees.

Johnston Bros. XXX Bread

FIRST DRILLS OF SEVENTH REGIMENT HELD LAST EVENING

No Age Limit Now, and Every Man Is Urged to Join.

Over sixty members of the old 7th Fusiliers were on hand at the armories last evening, when the first of the weekly drills commenced. Most of the men were in civies. Besides the old members of the unit there were a number of recruits. Lieut.-Col. W. M. Spittal was in charge and the evening was spent in squad drill and various manoeuvres. There is no age limit to the membership of the 7th Regiment now, and it is planned to hold regular drills from now until October. Every man who possibly can is urged to turn out and take the training.

Major Murphy's university corps also had a busy time last night. There are now over 80 young men in the corps, and 26 of these will go up for the examinations which commence on May 25.

CARD OF THANKS.
W. H. Clappitt and family wish to thank their many friends for sympathy and floral offerings sent them in their recent sad bereavement.

PRINTERS' AND LITHOGRAPHERS'
orders totalling thousands have been secured through sketches built upon ideas furnished by

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Clean-up Prices at Cook's Shoe Store

\$1.49
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All Sizes, All Leathers, at Bargain Table Prices.

Cook's Shoe Store

"The Store That Serves You Best."

ROWAT'S COFFEE
50c per pound
T.A. ROWAT & CO.
250 Dundas St.
Phone 3051-3052.
jyt

MAY DAY WILL BE QUIET IN LONDON, LABOR MEN STATE

No Strikes Are Contemplated by Workers of the City.

There will be no labor troubles in London on May Day, according to the representatives of various unions. In not a few of the trades workmen have asked and received increases. In other cases requests for more money have been received and are being considered by the employers. Painters, it is stated, will receive 40 cents per hour from now on, and plumbers 45 cents. The carpenters and bricklayers are making no demands.

GREAT ORCHESTRA AND SOLOISTS HERE TONIGHT

The first concert of the Musical Art Society's festival series will take place tonight in the Princess Winter Garden, when the choir of the society will be heard in one of Handel's great oratorios, "Judas Macabaeus." This work has never been given in London, but its introduction here will probably mean that it will in time become as popular as the "Messiah" or the "Elijah." No expense has been spared to make this a memorable performance. The orchestral accompaniment will be in the hands of the Russian Symphony Orchestra, one of the finest orchestras on the continent, and the soloists are the very best to be had. Miss Dora Gibson, the great English dramatic soprano of the Covent Garden Opera Company comes to London with the highest commendation of the press of Great Britain, the United States and of Eastern Canada, where she has been very popular since her arrival on this continent. Miss Virginia Shaffer, the contralto, and George Harris, Jr., the tenor. The base part, which is a very heavy one in this oratorio, will be well looked after by Edgar Schofield. This quartet has been selected for the fitness of the individuals for this particular work.

The programs for tomorrow will prove interesting, the Russian Symphony contributing the larger part of the program at both the afternoon and evening concerts. The public school children's festival chorus will be heard at the matinee at 2:30 in several unaccompanied numbers, and in a choral ballad with orchestra. "The Slave's Dream," Mr. George Harris Jun. and Mr. Bernard Aitshuler, "celist," will be the soloists in the evening. The features of the orchestral programs will be the performance of Tchaikovsky's "Nut-Cracker" suite in the afternoon, and the "Scherzade" suite by Rimsky-Korsakoff in the evening. The performance of either of these numbers is worth coming miles to hear. The advance sale promises good audiences for all of the concerts, but there are still many of the cheaper-priced seats to be had. There will be a limited number of rush seats at every concert for the benefit of music students. Patrons are reminded that much delay and inconvenience may be avoided by securing the war tax in advance.

AMERICANS CHEERED WESTERN ONTARIO MEN

Troops Were Well Received While Passing Through Maize.

A letter received by The Advertiser from Corp. Harry Thomas, a member of a Western Ontario battalion, who has left for an eastern training point, tells of the reception given the Canadian boys by the citizens of a town in the United States through which they passed.

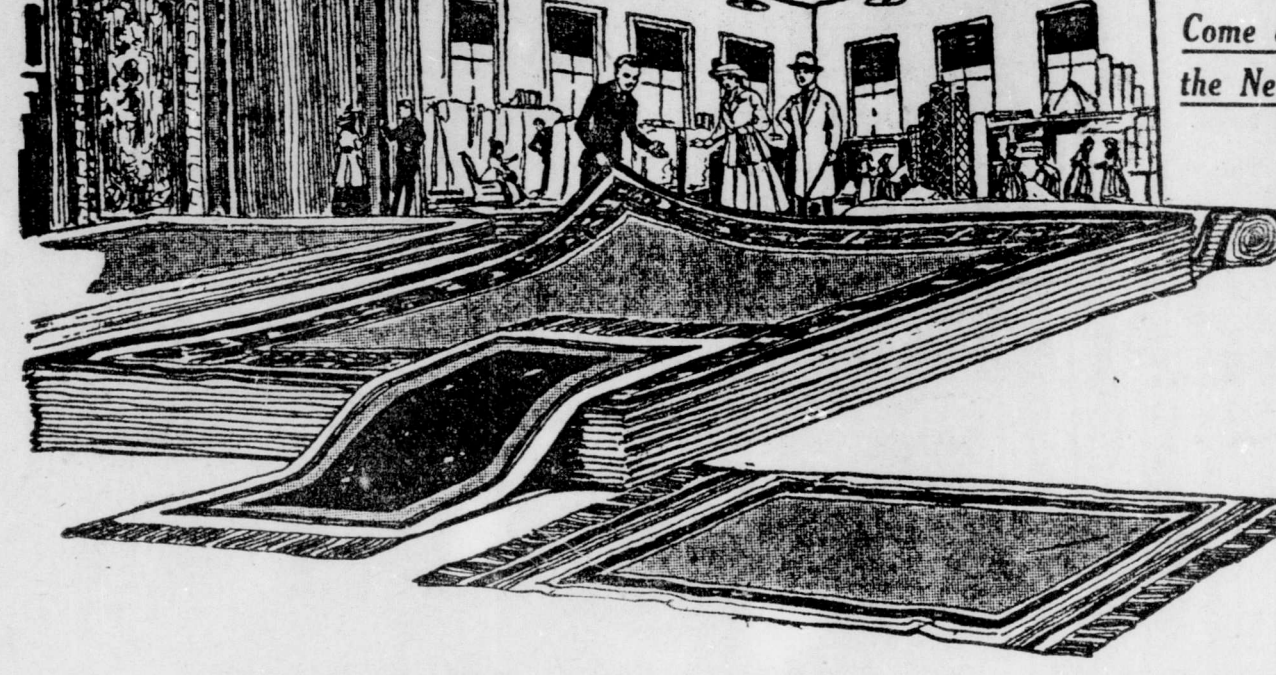
He says: "I am pleased to tell you that we arrived at Brownville Junction, Maine, and that the people turned out and gave us a very hearty reception. We stayed here about an hour and marched around the town, while others washed the cars out. The people got busy and collected maple leaves, badges and other souvenirs from us, and they gave us a great send-off when we left. Both officers were highly pleased with the way in which they received us."

BUY NEW ROLLER.
A special committee of the county council met on Saturday afternoon and decided to purchase a new road roller, the one now in use being unable to do the work required throughout the county. The new road roller is of Canadian make and will cost \$2,450, with water-tight car attached. It will be shipped from the factory to Strathroy, and will be operated only in the western part of the county. The committee which passed on the purchase were Warden Blake, County Engineer Talbot and Reeve J. J. Fosse of McGillivray Township.

A CHANCE FOR THOSE GOING WESTSEEKERS' EXCURSIONS VIA C. P. R.

Homeseekers' 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

With a Stock That Justifies Our Enthusiasm, We Announce That New Rugs Are Ready



Come and See the New Designs

the new colorings—the fine qualities of these new Rugs. The best-known makes are included in the showing, and the best of the best-known makes—long nap rugs that you nearly have to "wade" through; gorgeously-colored ones and quieter ones; high-priced ones and low-priced ones—but only high-quality rugs for the price.

Come Prepared To Buy a Rug

For when you see the great profusion of beautiful rugs you will want one. Come, whether you are ready now to purchase a rug or not. Join the Home Lovers' Club and we will deliver rug at once and you can pay the balance in small weekly or monthly amounts. And if you are not yet ready to use it, will put it in guaranteed safe storage for you without extra charge. Come while the selection is full.

The Final Need of a Newly Cleaned House

Perhaps it's unnecessary to speak of the value of a really good, artistic rug. Everybody admits it. But not everybody knows that it is an economy, too. It saves time in cleaning and it saves strength. Old matted carpets catch and hold dust; the wiry fibres of a crisp, new rug prevent the small particles from settling. Our rugs have the all-wool nap that gives both elasticity and strength. They are so firmly woven that good wear is assured. The colors used are chosen for their original beauty and for their lasting qualities. No amount of usage will harm them. All the beautiful Persian, Oriental, Two-tone and Floral designs are here.

WILTON AND AXMINSTER RUGS, in every size. Prices from.... \$10.00 to \$125.00
BRUSSELS RUGS, ENGLISH AND CANADIAN, every size. Prices from..... \$7.50 to \$45.00
TAPESTRY RUGS, ENGLISH AND CANADIAN, every size. Prices from..... \$5.00 to \$35.00
UNION RUGS, WOOL RUGS, RAG RUGS, in all sizes and prices.
CREX GRASS RUGS, JAPANESE GRASS RUGS AND MATTING RUGS, CONGOLEUM RUGS, in all patterns.

Beautiful New Draperies Are Here At Exceptionally Low Prices

Make your home the most inviting spot on earth, the place where the family will love to linger and will be proud to invite friends to. Nothing is more depressing than an everyday environment of slovenliness and dinginess.

At no time in all the year does wear and tear and fade in rugs and draperies show up to such disadvantage as when the bright sunshine of springtime floods every chink and corner with light.

Freshening up the house to "greet the spring" and be in harmony with the great outdoors world, fortunately, does not imply large expenditure. Manufacturers are offering a wealth of beautiful fabrics in marvelously rich and harmonious colorings, at prices to suit every pocket.

Nothing is more effective in brightening the home than the dainty chintzes and cretonnes, the rich tapestries and wonder-hued shadow cloths for covers and side-curtains. Even a new pair of voile or marquisette curtains will accomplish an unbelievable improvement.

Let your home be a reflection of your inherent good taste. The new individual touches within your means will permit you to throw high your shades and invite the keen inspection of springtime unafraid.

SOLE AGENTS
for the famous Pathe Phonograph, the most remarkable musical instrument in the world.
The Ontario Furniture Co., Ltd.
226-228-230 Dundas Street. London's Largest Homefurnishers



AGENTS FOR

Ostermoo Mattresses.
White Sewing Machines.
Globe-Wernicke Bookcases.
Happy Thought Stoves.

EXTREMELY VARIED WAS WEATHER IN APRIL

Rain and Snow and a Wide Range of Temperature.

April, 1917, was a month of weather extremes in comparison with the same month in 1916. There was a greater range of temperature this year, a heavy rainfall and a heavy snowfall.

During the month which just closed, according to the official monthly weather report, there were 4.75 inches of rainfall and 3.75 inches of snow. The highest temperature was 75, on the 15th, and the lowest was 20, on the 9th. For April, 1916, the snowfall was an even inch, while the rain record was 2.56 inches. The temperature records show 73 on the 10th, and the lowest was 21 on the 10th.

REDICULOUS RUMOR OF BORDER TROUBLE
"Perfectly ridiculous and without any foundation whatever," was the way Lieut.-Col. Brown, assistant adjutant-general of this district, stamped the rumor, as published in a local paper, that orders had been given to prepare trains for the transport of soldiers from here to Windsor, because of trouble at the border.

Lieut.-Col. Brown further stated that no instructions had been given to prepare trains for moving troops in any direction whatever, and that no movements of troops were contemplated.

Great annoyance was expressed among officers and members of the headquarters staff today that such rumors should be circulated and gain credence. On Friday night The Advertiser investigated and proved the rumor false.

VOICE OF THE PEOPLE
ATTACKS "CAMP FOLLOWERS."
To the Editor of The Advertiser: I merely wish to express my opinion that the British Government should eliminate the use of beer and alcoholic drink entirely as well as to urge people to produce more food. What is the use of wasting so much good food material on something worse than useless—positively harmful?

And then the so-called camp followers, in my opinion, they should take a ship-

ISLAND COLONY TO PROBE HIGHER COST OF LIVING

St. John's, Nfld., May 1.—A commission has been appointed by the colonial government to investigate the increased cost of living in Newfoundland. The committee is empowered to take evidence under oath. It is composed of P. T. McGrath, president of the legislative council; W. J. Ellis, a contractor and builder, and former mayor of St. John's; Thomas Hall, government engineer; Henry Le Mesurier, deputy minister of customs, and Charles Hutchings, deputy minister of justice.

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OUR SECOND ANNUAL MAY SUIT SALE

Starts Tomorrow Morning at 9 o'Clock Sharp

Offering Choice of Our Entire Stock of High-Grade Suits at Reduced Prices

SUITS—Formerly sold to \$20. May Sale price \$14.98

SUITS—Formerly sold to \$25. May Sale price \$19.75

SUITS—Formerly sold to \$30. May Sale price \$23.50

SUITS—Formerly sold to \$40. May Sale price \$32.50

The values of these suits are too self-evident to require comment. Every one is high class in style, quality, tailoring and fabric. Every popular color. Plain tailored, trimmed and sport styles. Wonderfully youthful effects, charming collars, smart pockets and beautifully silk lined. Only by seeing these suits will you realize their values.

We urge every woman who needs a new suit to be present here tomorrow at 9 a.m. sharp, because offering such values so early in the season should clear our racks very quickly.

Artistic Ladies Wear Co.
(SHOP OF FASHION)
211 DUNDAS ST.

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