

STRONG'S WEEK-END SALE

Week-End Prices

SOAPS.	
15c Williams' Oatmeal Soap	10c
15c Williams' Elder Flower Soap	10c
15c Rose Soap, 10c, 3 for 25c	
15c Old-fashioned Elder Flower Soap	6c
15c Old-fashioned Windsor Soap	6c
13c Palmolive Soap	9c
13c Pear's Unscented Soap	9c
10c Strong's Baby Soap	3 for 20c
13c Large Wool Soap	10c
13c Large Ivory Soap	10c
2 1/2-lb Bar Castile Soap	20c
TOOTH PASTE.	
25c Kilmar's Dental Cream	16c
25c Rivaud's Paste	17c
25c Williams' Paste, 2 for 25c	
50c Pebecco Paste	29c
25c Hutax Paste	18c
25c Woodbury's	
25c Colgate's, etc.	
25c Denol Liquid Dentifrice	14c
25c Violet Tooth Powder	7c
25c Aristocrat Tooth Powder	19c
35c Comp. Cascara Tablets, bottles of 100, Parke-Davis Company	19c
10c lb English Epsom Salts	5c
TOILET PREPARATIONS.	
75c oz Palmer's Perfume	40c oz
75c oz Palmer's Sachet	40c oz
75c Palmer's Toilet Water	50c
35c Palmer's Toilet Water	25c
75c Palmers' Cold Cream	49c
25c Pomander Talcum	14c
50c Palmolive Cream	29c
\$1.25 oz Djerikiss Perfume	69c
Hudnut's Toilet Water	
Hudnut's Talcum	
Hudnut's Face Powder	
Hudnut's Rice Powder	
10c Shampoo Powders	5c
25c R. & G. Rice Powder	16c
75c oz Trefle Perfume	39c
10c Bath Tablets	5c
50c Ingram's Cream	32c
15c Hat Emel	5c
15c Nail Enamel	9c
\$1.00 Beef, Iron and Wine	49c
\$1.00 Hypophosphites Com.	49c
25c Phosphate of Soda	15c
40c Sugar Milk	25c
25c Soda Bicarb., for internal use	15c
10c Hyposulphite of Soda, 5c (Hypo.)	
1 pint Parke-Davis' Witch Hazel	25c
Half-pint R. Rum	25c

WILLARD'S Chocolates Always Fresh

FRIDAY and SATURDAY MAY 22 and 23, 1914

The Joys of Youth Are Multiplied by the Ownership of a Shetland Pony

GIVE YOUR BOY OR GIRL A CHANCE. REGISTER HIS NAME NOW. THE PRIZE PONY OUTFIT IS VALUED AT \$300.00. VOTES WITH EACH PURCHASE HERE. A FIVE-CENT PURCHASE GETS FIVE VOTES; A TWENTY-FIVE-CENT PURCHASE, 25 VOTES, AND SO ON. BUY HERE AND GET YOUR VOTES FOR THE CHILDREN.

Kodak—Kodak

BUY YOUR CAMERA SUPPLIES HERE. A FULL LINE OF KODAKS, BROWNIE CAMERAS AND PREMOS ALWAYS IN STOCK. BRING OR MAIL YOUR FILMS TO US TO BE DEVELOPED AND PRINTED. WE GUARANTEE OUR WORK. A CATALOGUE ON REQUEST. CATALOGUES MAILED FREE TO OUT-OF-TOWN CUSTOMERS.

Strong's Drug Store

Telephone 56 or 57. Established 1874. 184 Dundas Street, London, Ont.

Week-End Prices

Regular 25c Value.	Regular 25c Value.	28c
La Seduisante Face Powder	11c	50c Zam-Buk
Swansdown Face Powder	14c	50c Pink Pills
Fluid Magnesia, concentrated	14c	50c Gin Pills
Cascara B.omo Quinine	14c	50c Dodd's Pills
Mennen's Talcum	14c	50c Fruit-a-tives, large
Fruit-a-tives, small	14c	50c Chase's Nerve Food
Carter's Little Liver Pills	14c	50c Peps
Compass Oil	14c	\$1.00 Phrenoline Rheumatism Cure
Electric Oil	14c	50c Sanol Blood Salts
Radway's Relief	14c	50c Beef, Iron and Wine
Pain Killer	14c	
Laxa Liver Pills	14c	35c Home Oil Outfits
Hamilton's Pills	14c	25c Home Oil Outfits
Minnard's Liniment	14c	10c Home Oil Outfits
Chase's Kidney and Liver Pills	14c	25c Marshmallow Eczema Balm
Baby's Own Tablets	14c	25c Williams' Shaving Stick
1 lb Howard Boracic Acid	14c	15c Egg Preserver
Bentrovato Massage Cream, small	14c	\$1.25 Fellow's Syrup
Tiz	14c	10c Dutch Drops
Corson's Pomander Talcum	14c	10c Roll Toilet Paper
Corson's Violet Talcum	14c	25c Brown's Bronchial Tablets
1 lb Cans No. 1 Talcum	14c	25c Evans' Pastilles
25c Kilmar's Cascara	16c	25c Catarrhozone Cough Syrup
25c Kilmar's Liniment	16c	\$1.00 Eno's Fruit Salts
25c Kilmar's Cough Syrup	16c	25c Wash Cloths
25c Box Seidlitz Powders	16c	25c Strawberry Extract

WILLARD'S Chocolates Always Fresh

CAR JUMPS THE TRACK UNDER SUDDEN BRAKING

Others Pile Up and Are Badly Smashed in St. Thomas.

[Special to The Advertiser.] St. Thomas, Ont., May 21.—A wreck occurred on the M. C. R. between Hincks and Elgin streets about five o'clock this morning. The air brake was applied to an eastbound so suddenly that an empty car jumped the track and piled up several others, which were badly smashed. The debris was strewn across the double track and traffic was delayed for several hours.

CANADA IS TO HAVE HER NAVAL RESERVE

Niobe and Rainbow To Be Used for Training on Coasts—New Boat for Lakes.

[Special to The Advertiser.] OTTAWA, May 20.—The Government has decided to organize a naval reserve. It proposes to invite Canadians to train for water defence as they are now trained for the land militia.

An order in council has been passed under the Laurier naval law, under which the young men of Canada will be enlisted in a naval militia. There are to be three divisions. One for the Atlantic, one for the Pacific, and one for the Great Lakes. On the Atlantic the Niobe will be used as a training ship, on the Pacific the Rainbow will be the training ship, and there will be a training ship purchased for the Great Lakes.

It is understood that while there will be but one vessel for training on the

Great Lakes in the first instance, others will be purchased. The admiralty will be asked to send out instructors for the naval militia men.

The Niobe and the Rainbow which have been tied up to wharves for the last three years, are being overhauled. It is understood that contracts will shortly be invited for painting and freshening them up.

The business of training Canadians to be man-o-war-men will be commenced as soon as possible.

FINANCE MINISTER SEEMS PUGILISTIC

Invites E. M. McDonald to "Come Out" When Worried by Questions.

[Special to The Advertiser.] OTTAWA, May 20.—Although beaten on the division yesterday, the Opposition is fighting hard against the \$45,000,000 gift to Mackenzie & Mann. All day the Government struggled to get its resolution through the committee stage and all day the Liberals demanded information and explanations from the Government, and frequently showed that the information was inaccurate and the explanations were unsound and unsatisfactory.

Hon. Mr. White lost his temper under cross-examination by E. M. MacDonald. The member for Pictou wanted to learn some things about the agreement from the Finance Minister and insisted upon having answers. Apparently Hon. Mr. White did not have the information to give. Finally losing his head completely, he said that the rules of the House prevented him giving his opinion of Mr. MacDonald in the chamber, but he would like to express himself outside. The outburst was so childish and petulant that the Liberals did not honor it by showing annoyance. They merely laughed.

Thereafter the Finance Minister faded away, and the burden of the defence fell upon Hon. Mr. Meighan.

View Near Amherstburg, Showing Limestone Sought By Solvay Process Company

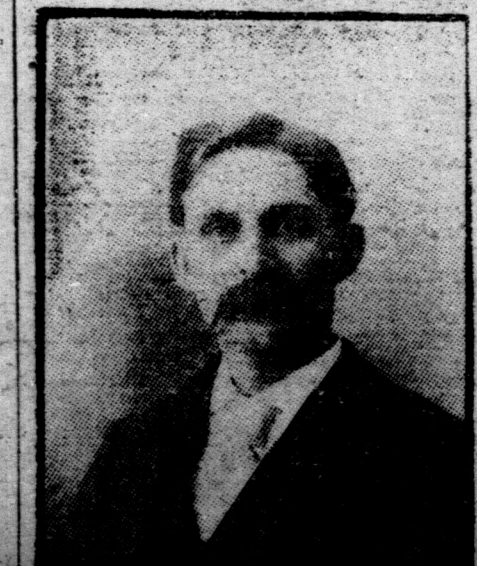


BLYTH.

[Special to The Advertiser.] BLYTH, ONT., May 20.—Margaret J. Baillie, beloved wife of Mr. John Parrott, died at her home, ninth concession of Morris, on Wednesday morning, May 20, after an illness of six weeks. The late Mrs. Parrott was a person of amiable disposition and was esteemed by all who knew her. From the results of a fall seven years ago she had not once enjoyed good health but was able to be about most of the time until April 1, when she became worse and finally succumbed. The deceased was a daughter of the late Mr. and Mrs. John Baillie of West Wawanosh and was born in that township 55 years and six months ago. She was married twenty-one years ago and the following year moved to lot 8, concession 5, Morris, from whence the funeral will take place on Friday afternoon, service being held at the house at two o'clock. The late Mrs. Parrott was a member of St. Andrew's Church, Blyth, and when health would permit took a deep interest in the work of the church. Beside her husband she leaves a family of three children, Thomas, Minerva and Margaret, all at home. Four sisters and five brothers also survive. They are Mrs. Clark, Mrs. Franklin, Messrs. John, Charles, Samuel and Norman of California, Mrs. A. Kirk and Mr. William Baillie, West Wawanosh, Mrs. R. Munroe, Buffalo, and James Baillie in Alberta.

MILL BURNED. [Canadian Press.] Denborth, Mo., May 21.—Fire destroyed H. H. Putnam's steam mill and 300,000 feet of lumber last night. The loss is \$75,000. Seven other buildings, including the Baptist church caught fire, but were saved.

LIBERAL CANDIDATE IN SOUTH HURON



ZELLER.

HUGE NEW INDUSTRY COMING TO AMHERSTBURG CAUSES BOOM

Solvay Process Company, Manufacturing Soda Ash and Kindred Commodities, Securing Options on Land at High Valuations.

[Special to The Advertiser.] AMHERSTBURG, May 20.—An immense industry is coming to Amherstburg, and this announcement partly solves the real estate boom that has for the past few months been agitating the farm-owners just outside the boundary of the town and along the Detroit River for seven miles north.

The Solvay Process Company, a world-wide concern, is coming in here with a plant for the manufacture of soda ash and kindred commodities. It is for this company that options have been taken on farms aggregating hundreds of acres, and on account of the operations of their agents, land values have soared.

It has come to such a pass that it is impossible to get a foot of land between here and Windsor, twenty miles, for less than \$200 an acre.

The latest transaction reported is that of a 70-acre farm, seven miles north of here, optioned by the company for \$40,000; that is \$570 an acre.

It is the splendid quality of limestone rock and the prospect of securing a plentiful supply of salt that has brought the concern into this district. Salt is essential to the manufacture of soda ash. Three Plants in States.

The company is largely comprised of English capitalists and has large plants in Syracuse, Detroit and Kansas City in the United States, in Belgium and England, in Europe, and in Australia and Africa. Soda ash and the 40 or so bye-products are used for innumerable purposes in the manufacture of soap, in softening water for railway locomotives, in making bleaching powders, washing soda, caustic soda, in the manufacture of glass.

Part of the great areas of land leased has been for storing salt, part for the limestone and part for a site for the manufacturing plant.

Those representing the company are very reticent and have been pursuing their operations secretly.

The company had English experts here last fall looking over the district and making tests, and it has been on the strength of their reports that the countryside along the river has been blanketed with options.

The Detroit plant cost \$4,000,000 and employs over 200 hands, and it is probable that the Amherstburg plant will attain to equal or larger proportions.

When you've ordered Silk do you accept Sateen?

Almost a foolish question, but—not quite!

There are still some people who order Kellogg's Corn Flakes and are given a substitute "just as good"—and accept the imitation.

The difference between

Kellogg's

CORN FLAKES

and the "just as good" kind is even greater than the difference between silk and sateen.

The great difference is in the flavor and the nutriment.

Be sure that you ask for and get Kellogg's. It is the original.

10c per package

103

King George's Navy Plug



KING GEORGE NAVY PLUG CHEWING TOBACCO

IS IN A CLASS BY ITSELF!

It surpasses all others in quality and flavour because the process by which it is made differs from others.—It is deliciously sweet and non-irritating.

SOLD EVERYWHERE: 10c A PLUG

ROCK CITY TOBACCO Co., Manufacturers, QUEBEC

Children Cry for Fletcher's

CASTORIA

The Kind You Have Always Bought has borne the signature of Chas. H. Fletcher, and has been made under his personal supervision for over 30 years. Allow no one to deceive you in this. Counterfeits, Imitations and "Just-as-good" are but experiments, and endanger the health of children—Experience against Experiment.

What is CASTORIA

Castoria is a harmless substitute for Castor Oil, Paregoric, Drops and Soothing Syrups. It contains neither Opium, Morphine nor other Narcotic substance. It destroys Worms and allays Feverishness. For more than thirty years it has been in constant use for the relief of Constipation, Flatulency, Wind Colic, all Teething Troubles and Diarrhoea. It regulates the Stomach and Bowels, assimilates the Food, giving healthy and natural sleep. The Children's Panacea—The Mother's Friend.

The Kind You Have Always Bought

Bears the Signature of

Chas. H. Fletcher

In Use For Over 30 Years

THE CENTAUR COMPANY, NEW YORK CITY.