

ATTRACTIVE FOOTWEAR
BARGAINSFOR WEDNESDAY MORNING.
These footwear bargains should fill this store with thrifty buyers.

EXTRA! : : EXTRA!

WOMEN'S WHITE BUCK HIGH LACED SHOES up to the minute styles. Sizes 2 to 9½. \$7.00 and \$8.00 values, to clear Wednesday morning at... \$3.98

Big Lot of MISSES' and CHILDREN'S WHITE CANVAS SHOES and SLIPPERS, to clear at... 50c pair

WOMEN'S SNOW WHITE CANVAS PUMPS, military heels, all sizes. Sale Price... \$2.48

BUY OUTING SHOES NOW FOR THE SCHOOL PICNIC FRIDAY.

We have made special preparations for this event, and we have loads and loads of Outing, Running and Tennis Shoes for Men, Boys, Women and Children at special reduced prices for this week. Come in, you are sure to find just what you want here.

Many other Wednesday morning bargains on display.

THE PEOPLES SHOE STORE
131 DUNDAS ST. 12 MARKET SQUARE.

MARA'S

Wednesday Morning Specials

1,000 yards Flowered Curtain Muslins, wide width, 3 different colors. Reg. 12½¢, sale... 11 yards for \$1.00

TABLE OILCLOTH

6 pieces Colored Table Oilcloth, 45 inches wide, No. 1 quality. Reg. 50c, special... 35c yard

CRETONNE ENDS

100 ends Best Cretonnes, 36 inches wide, best colorings fast colors. Reg. 55c, sale... 39c yard

DRAWERS, 25c.

10 dozen Men's Drawers, porous knit make, suitable for boys and small-size men. Reg. 50c, half-price 25c pair

CORSETS, \$1.29

137 pairs Corsets, with elastic top, made of best coutil, low bust and four hose supporters; sizes 19 to 26. Reg. \$2.25, sale... \$1.29 pair

DRESSES

Children's White Dresses, comprising voile and lawns, right up-to-date, fit girls from 1 to 5 years. Reg. \$2.50 and \$3.00, sale... \$1.00 each

WHITE SILK HOSE

20 dozen White Silk Hose, some slightly imperfect, but none the worse; sizes 9-10. Reg. 65c, sale... 45c pair

10 dozen Double Bed-Size Comforters, some slightly imperfect; worth from \$2.50 to \$3.50, on sale Wednesday... \$1.48

RUGS

50 Rag Rugs, washable kind, for summer cottages and bedrooms; size 34 inches by 68 inches, large range of colors. Reg. \$2.50, sale \$1.50

MEN'S UNDERWEAR

25 dozen Men's Balbriggan Shirts and Drawers, pants trouser finish, nearly all sizes. Reg. 25c, sale 50c each

BOYS' JERSEYS

50 dozen Boys' Navy Blue Summer Jerseys, short or long sleeves; sizes 24 to 32. Reg. 50c, sale... 39c each

CHILDREN'S HATS

35 Sample Wash Hats, comprising white and linen shades; nicely made. Reg. \$1 and \$1.25, sale... 75c

SAILOR HATS

125 Sailor Shape Hats, for ladies, made from rush and straw, in colors of white, black and navy. To clear... 25c each

WASH SKIRTS

24 Ladies' White Wash Skirts, made from Indian head; sizes, waistband 23 and 25, in narrow skirt, but can soon be remodeled. Reg. \$1.25, sale... 50c each

MUSLINS, 20c YARD.

25 pieces Fancy Muslins, light and dark grounds in floral and wavy designs, wide widths and fast colors. Reg. 35c, sale... 20c yard

MARA'S OPPOSITE MARKET LANE

THE NEW FRENCH REMEDY.
THERAPION NO. 1
THERAPION NO. 2
THERAPION NO. 3
No. 1 for Bladder Catarrh. No. 2 for Blood & Skin Diseases. No. 3 for Chronic Wounds.
SOLD BY LEADING DRUGGISTS. PRICE IN ENGLAND 3s. 6d. IN CANADA 4s. 0d. PER BOTTLE.
SEE TRADE MARK WORD "THERAPION" IN RED LETTERS ON WRAP.
BOTTLES 50c. STAMPS AFFIXED TO GUARANTEE PACKETS.

SANTAL MIDY
CATARRH of the BLADDER
24 HOURS
Each Capsule contains 1 grain of Santal Midy.
Beware of counterfeits.

Rates for
Telephone Service

THE new rates for Long Distance Service, effective May 25th and based upon air-line mileage, correct inequalities in the old schedule and embody both increased and decreased charges.

Following is a comparison of old and new rates for a 3-minute talk to points most frequently called by local subscribers:

	Old rate.	New rate.		Old rate.	New rate.
London to St. Thomas	\$.25	\$.15	London to Brantford	30	.40
Toronto	60	.70	Stratford	25	.25
Hamilton	40	.50	Sarnia	40	.45
Windsor	40	.50	Woodstock	25	.25
Chatham	40	.45	Kitchener	30	.40

The hours during which reduced Long Distance rates (night rates) are in effect are now

From 8.30 p.m. to 11.30 p.m., 60 per cent of day rate

From 11.30 p.m. to 6 a.m., 40 per cent of day rate

Night rates are based on Standard Time

LOCAL SERVICE

Rates for local service to present subscribers will be increased ten per cent, effective from July 1st next.

Applicants for service will be charged at the increased rates, from May 25th.

Every Bell Telephone is a Long Distance Station

The Bell Telephone Co. of Canada

Items Of Interest to Everybody

Secrets of Health and Happiness

Dancing a Fine Exercise If
It's Indulged in WiselyDR. LEONARD KEENE HIRSHBERG.
A. B. M. A., M. D. (Johns Hopkins University).

DR. HIRSHBERG

Dancing, when moderately indulged in, is good exercise. Some people have never learned the value of regular exercise of home, and for them to dance is about their only really systematic muscular movement.

Dancing exercises every limb and muscle in the anatomy. This means that the muscles produce heat and energy at a much faster rate. Exercise brings the breath faster and the oxygen in the lungs travels to the muscles more speedily than when no use of the muscles is made. The starches and sugars in the tissues are burned up and converted into a kind of sugar called glycogen by the oxygen brought to them from the air by the blood, and hence the heat and energy are produced.

You are mentally more alert when you dance. The impulse—without telegraphy—that passes from the brain down your spinal column and then to your motor nerves, which is an answer to the contraction of your muscles, comes at the rate of two miles a minute. Your muscle fibres and your mind are both more efficient.

Dancing and Housework.

If you dance too long, however, you may run into danger. There are instances in which persons have collapsed after a dance, and you always agree that the "overdill" is there. Perchance there was some physical disability which called for more sleep than the late hours of some dances allow.

A few dances once in a while with careful precautions about the "after effects" may be excellent muscle training, particularly because of the pleasure and enjoyment attached to it. The merriest of the dance differentiates actual exercise from housework or wood-cutting. Housework, nevertheless, can be just as valuable, for the movements of the muscles in each instance is thorough. If the thought that "you ought to do it" were present in the domestic drama, housework would have very great usefulness as an invigorator and healthful exercise.

Methods.

If a bit of happiness could creep into your mind, and you did not think that you were doing it, the "after effects" would be a better copier of the health guard than it usually is. You will just "feel like working harder" and "you won't want to stop. This is the state of a healthy human machine when exercise is applied, and the present when the work is in process. Just as much profit, and perhaps with less risk and danger, can be obtained from this exercise and from wood cutting as from the dance if you do it because you "want to," and not because you "ought to."

Keep up the exercise. If you start to do a thing and then drop it for special reason, you are weak-willed or lazy. Both these conditions in a sense are maladies. If you can't dance, you can do housework or chop wood. If you don't "feel like doing it," or you don't want to do it, you can take regular exercise at night before you go to bed, or in the morning, or both. To take a day to make it a habit.

Exercise taken in regular fashion, at definite periods, quickens the necessary vital action in the bone, brain, and blood, serves to help expel waste from the body and stimulates the mind.

Answers to Health Questions

O. A. M.: Q.—Please give me something for dandruff.

A.—Apply a little of the following to the hair three times a week:

Sulphur 1 dram
Resorcin 10 grains
Sallylic acid 10 grains
Sulphate of quinine 10 grains
Petrolatum 1 ounce

Q.—Kindly advise me as to what causes rheumatism.

A.—Rheumatism is a name for patent medicine men and quacks to conjure with. It is usually some underlying bone disease, infection, flat foot, loose joint, torn ligament, enlarged gland, fallen arches and a rate of other deformities or defects. Kindly tell me all the signs and symptoms and I'll be glad to help you.

MRS. H. G.: Q.—What shall I do for

your hair in curl for several days, provided you roll it up afterward on kid curlers or on papers until the hair has dried in the shape you want it to go:

Gum arabic ½ ounce
Carbonate of potash ½ ounce
Glycerine ½ ounce
Rosewater 1 pint
Portugal extract 2 ounces

Dr. Hirschberg will answer questions for readers of this paper on medical, hygienic and sanitation subjects that are of general interest. He cannot always undertake to prescribe or offer advice for individual cases. When the subject is not of general interest letters will be answered personally, if a stamped and addressed envelope is enclosed. Address all inquiries to Dr. L. K. Hirschberg, in care of this office.

E. M. M.: Q.—Please tell me what to do for uric acid.

A.—It is hard to "uproot the uric acid" because so many books, patent medicines and "authorities" cling so fondly to the delusion. You must have a thorough examination made before proper treatment can be given.

J. H. C.: A.—If you will send a stamped, self-addressed envelope with your query repeated, I will be glad to answer your questions.

MY HEART AND MY HUSBAND
ADELE GARRISON'S NEW PHASE OF
REVELATIONS OF A WIFE

Why Mrs. Durkee Said "It's Worth Trying, Anyway."

"I'll have to admit that Alfred's proposition is a difficult one," I said slowly. "It's going to be very hard on you, isn't it? The entertainment of three girls, one of them a convalescent, for a week or two will entail a good deal of work I'm afraid."

"That's not what's worrying me," little Rita Durkee rejoined. "I'm not afraid of work. But to have that girl la-de-dancing around Alfred—I just can't stand it! If it were only one of the Fairfax girls, although goodness knows they're nothing to boast of."

"Why, Mrs. Durkee?" I interrupted. "surely Edith Fairfax is decidedly something to boast of. A girl canten worker, who has been in the hospital for nearly a year, is distinctly worth while."

"Fiddlesticks!" my little friend said explosively. "Of course she's brave. It's all right for her to go on and cross the ocean just to serve her country, although I won't say that wasn't part of her reason. She's a brave girl, but I should think you of all people wouldn't care to have that girl hanging around here for a week or two. If Alf spends all his time with her, he'll never see Dicky, will he? Dicky will be doing the same thing, and then what will you say?"

What Madge Advised.

There were several things in this speech which I resented hotly. One of the tenets held most strongly by my little mother, and which she inculcated in me so religiously, I've never forgotten it. It is that discussing one's personal affairs is one of the unpardonable social sins.

With Lillian, old friend of Dicky, and never had, I have been compelled to talk sometimes of the problems connected with which she has been in the hospital of fact and discretion. She never either asks or insinuates an unnecessary question. On the other hand, Mrs. Durkee, dear and sweet as she is, has a faint streak of malicious curiosity in her makeup, a characteristic which annoys me exceedingly, although I'm compelled to confess that on account of her many splendid qualities.

But I could not keep a certain coldness out of my eyes. I said quietly, "You are mistaken," I said quietly. "It's absolutely immaterial to me whether they come here or not. But if I were in your place, and were as

THE ADVENTURES OF
JIMMIE COON

THE SNOW SHOES.

Little Peter Rabbit was crying hard because Jimmie Coon wouldn't believe that he had relatives called Snow-Shoes. They were called Snow-Shoes because they were so like the snow that they were called Snow-Shoes. Jimmie Coon, aren't you ashamed of yourself to tease Peter Rabbit. Take some one of your own size. Let's go and see Peter's mother and that will settle it."

So all three, Peter Rabbit, Jimmie Coon and Teddy Possum, trailed on down to Mrs. Rabbit's house. Of course she was at home nursing Peter's brothers and sisters. There always seemed to be such a lot of them.

Mrs. Mollie Cottontail was such a good mother. She had the nicest beds for her children and the blankets she made partly of fur from her own fur coat.

She was so kind and true and chose the best food for them. She knew they were very wild and I am very proud to be related to them, but I do like the children to be with them much for fear they will lead them into their own wild ways.

But feeling is believing. Can't Peter take us to the place where they live so as we can see for ourselves? We will take the best care of Peter, and we will bring him back safe. He can show us the way.

Peter was by this time jumping up and down and begging to go, so at last Mrs. Mollie Cottontail consented. After a light lunch the happy party set out and on the way Peter told them all about the Snow Shoes.

"They are very fast runners," said little Peter. "they have very big hind feet. They have two fur coats a year so they must be very rich. They have white pads on their feet and walk on the top of the snow and they don't sink down."

Of course, Jimmie and Teddy didn't believe a word that little Peter said, but they thought they would go and

see these wonders for themselves. When they came to the "Snow Shoes" house it wasn't a regular house at all. What do you think it was like?

After a Light Lunch the Happy Party Set Out.

Tomorrow's HOROSCOPE

By Consensus Kemble
WEDNESDAY, JUNE 11.

The planetary forecast for this day points to much activity and interesting developments, but also presages anxieties, setbacks or disappointments unless affairs are held very well in hand. The Saturn influence is strong for obstacles and delays, though other testimonies speak for overcoming these through energy, quick action and generally wise manipulation. There should be gains through the professions, letters, commerce or other mercantile activities, and Jupiter in favorable aspect with Mars bespeaks action, progress and growth in certain directions. Litigation should be avoided, and the health may well receive particular attention.

Those whose birthday it is may expect a lively and interesting year, in success of which depends on sound judgment and firm grasp of affairs. A child born on this day will be quick, clever, enterprising and industrious, but with a strong tendency to proclivity, which it should be trained to curb.

VALUE

A jewel of the first water deserves the best possible setting. Same thing with a watch. See that the case is in keeping with the movement you select.

Look for the "Winged Wheel" trade mark. It is your guarantee of highest quality and value.

The American Watch Case Co. of Toronto, Limited

NO EXPERIENCE NECESSARY

The idea that bread making is a long and difficult operation is a mistake, as bread may now be included in the list of quickly prepared foods, for with

ROYAL YEAST CAKES

light, sweet bread can be baked and ready for use within four hours from the time the sponge is set. Full detailed instructions are contained in Royal Yeast Bake Book which will be sent free upon request.

E. W. Gillett Company Limited, Toronto, Canada

A cheaper truck is
Foolish Economy—a
heavier truck Extravagance

ANALYSE the work your truck must do and you'll invest in the Maxwell. Because the Maxwell is the economical buy—from every angle.

Heavier trucks than the Maxwell there are. They cost more to buy—from 100 to 400 per cent more. They cost more to operate.

Yet they can do only 10 to 20 per cent more work. Obviously they do not give the same value as the Maxwell.

For the Maxwell is a ton-and-a-half job—will carry four out of every five loads conveyed by horse or motor. Ten foot loading space—big enough for a ton-and-a-half of sewer pipe, fifty bushels of wheat, or an overload of hay.

Lighter trucks than the Maxwell there are—trucks that take more time, more fuel to handle the same load as the Maxwell. And they lack the complete equipment of the Maxwell.

Even trucks that have the same capacity as the Maxwell cost several hundred dollars more. And specification data will prove to you that the Maxwell is through and through a better job.

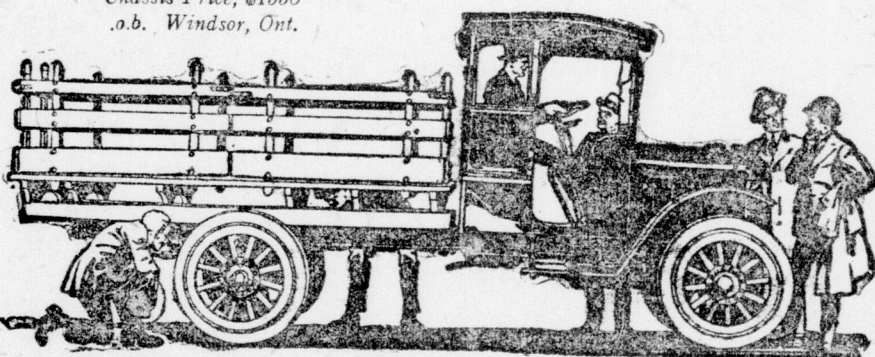
The best scientific engineering brains on the continent have developed the Maxwell. It is not a mere assembled job. Quantity production on a sound manufacturing basis has kept its cost amazingly low.

Stingy with gas. Easy on tires. Power and stamina enough for Canadian roads. Built in Canada. Real service—anywhere in Canada.

See it and save. Use it and save.

MAXWELL MOTOR CO. OF CANADA, LIMITED, WINDSOR, ONT.

Chassis Price, \$1550
a.b. Windsor, Ont.



CENTRAL GARAGE

A. H. BURROWS, York Street, London, Ont.

Phone 1414.

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IS THE COLOR SCHEME OF THE ONLY
PACKAGE CONTAINING THE GENUINE

Accept no substituted imitations—No other cereal food is made or sold by us



Kellogg's
TOASTED
CORN FLAKES

THE STANDARD CANADIAN FOOD

REFUSE the "Just-as-good" variety—And remember, Kellogg's Toasted Corn Flakes are only made in Canada by

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TOASTED CORN FLAKE
COMPANY, Limited
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LONDON,
ONT.