

IT IS WISE

as well as patriotic to buy the things made by your fellow-citizens.

PETERS
CAKES and PASTRY

have been made and served to Londoners for over a generation. It takes quality to stand the test of time.

Pea Coal
2 1/2 Tons for
\$24

ther Sizes
\$12 Per Ton

This coal is not quite up to the standard, but is as good as some coal that has been put out as first-class coal.

ANDERSON
COAL CO.

London Business College

Dundas and Richmond Streets, London, Ont.
Summer terms from April 12. Enter any time. J. Morrill, Principal. N. Stonehouse, Vice-Principal.

OFFICE MEN

who are constantly using their eyes in their daily work, will find relief from eyestrain by calling at the Brown Optical Company, 225 Dundas street, and being properly fitted with glasses at a moderate cost.
Phone appointments 1877.

Eczema Easily Relieved

JUST APPLY KINS-HAW

And see how quickly relief is obtained. At all drug stores for \$1 and \$25 per bottle, or mailed direct on receipt of price.

MUTUAL PHARMACAL CO.,
Box 448, London.

KEEP YOUR EYE ON YOUR EYES.

LONDON
OPTICAL CO.

IN THE MATTER OF DRESS, one never offends by neglecting style. Your glasses, too, should reflect your good taste. They will look as if made for you alone. If you need glasses, you will never look well or see well without them. Have your eyes examined.

EYE-SIGHT SPECIALISTS
Richmond Street, Dom. Sav. Bldg.,
One Door North G. N. W. Tel. Co.
Phone 6150.

LADIES!

If you are interested in good clothes at most reasonable prices, our store will prove attractive.

DRESSES, COATS, SUITS, ETC.
Canadian Ladies' Wear Co.
372 DUNDAS STREET,
NEXT TO COOPER'S.

Beaded Bags

Fancy Beaded Bags, in all the colorings.....
.....\$12.50 to \$50.00

C. H. Ward & Co.
Diamond Merchants and
Jewelers.
386 Richmond Street.
Phone 1084.

At The Theaters

AT LOEW'S.

If you haven't been to Loew's to see the season's picture event, Norma Talmadge, in "A Daughter of Two Worlds," you've missed some picture—today is your last opportunity. There have been Talmadge pictures before, but this, Miss Talmadge's First National Exhibitors' Special is by far her finest contribution to the screen.

Willy Du Bois, a snappy fellow, with a bag of new juggling stunts, is scoring big with Loew's patrons in a novel entertainment of manipulation. Ford Riney Goddridge, in some harmony, comedy patter and fifty steps, also meet with approval. Jewell and Raymond, two neat little girls with patter and song, offer a neat turn, built around the doings at the Kiddie Klub. The Georgian Trio, in an amazing demonstration of sharpshooting, completes the vaudeville. A big "V" comic, and Loew's Pictorial are the added features on the bill.

AT THE PATRICIA.

You may not believe it—but it's true, nevertheless, that a Japanese girl proposed to Tom Mix, the dardevil on the screen, when William Fox will present at this theatre today, in his latest picture, "The Cyclone." This almond-eyed lady in the land of Nippon was apparently hypnotized by Tom's daring work on the screen, and she offered to be his slave. Tom appreciated the compliment, but politely and firmly discouraged any further correspondence on the subject.

AT THE GRAND LAST TIME

TODAY.

A new twist to the old story of the country girl who comes to New York in search of fame is given by "The Market of Souls," a new picture starring Dorothy Dalton, which will have its final showing at the Grand today. Miss Dalton plays the role of a girl from upstate New York, who has been trained as a nurse and comes to the big city to follow her profession, forthwith her exciting adventures commence.

The all-features vaudeville bill is headed by the rollicking musical farce, "Leave It To George." Other high-class acts include the Benjiviel Brothers in their musical novelty; Grey and Old Rose, in a song and dance oddity; Van and Yorke, singing and talking comedians; and Valmore, in a mimic offering. Added features on the bill are Mr. and Mrs. Carter De Haven, in "Hoodooed," a two-reel Paramount comedy; the Pathé Review and Topical of the Day.

"KEEPING UP WITH THE JONESSES."

AT THE GRAND TOMORROW

AND FRIDAY.

A show really apart from the conventional run of things is "Keeping Up

ROWAT'S SPECIAL COFFEE

The finest procurable. It pleases most particular people.
70c a pound.

T. A. ROWAT & CO.
250 Dundas Street. Phone 3551-3552.

With the Joneses, a new Gus Hill cartoon play, based on the popular comic of Pop Monand. The new attraction will hold the boards at the Grand tomorrow, Friday and Saturday evenings at 8:15 and Saturday matinee at 2:30.

It is in two acts and two scenes and contains enough laughs, novelties and other sensational and original features to be listed as one of the season's most phenomenal hits. Eighteen exclusive song hits and ensembles will be introduced along with innovations calculated to invite a discussion. Seats now on sale.

COME EARLIER TO THE ALLEN TO SEE "IN OLD KENTUCKY."

The management of the Allen request the theatregoers of the city to endeavor to come as early as possible today and Thursday while the tremendous crowds are thronging the popular playhouse to see Anita Stewart's big film spectacle "In Old Kentucky." The ladies and children should take advantage of the two matinees each afternoon, and thus avoid the big crush at night.

Never has a picture been received with such great popularity as "In Old Kentucky," is receiving at the Allen. Packed full of thrills, with beautiful scenes and one of the season's most beautiful and popular stars, the big production has become a huge success. The greatest thrill of all though, is the great ride of the great horse, Queen Bess, when the mountain girl takes the place of the jockey at the last minute to victory in the great Kentucky steeplechase. Special musical settings by Allen's big concert orchestra, and a number of added film attractions.

Friend-Making Sale—Extra Value-Giving On The Finest Raphael-Mack Merchandise.

For ten days, commencing tomorrow, this store will devote every energy towards building business by "making new friends and keeping old friends closer." This sale will be the greatest value-giving effort of the season, and it will involve all our high-class spring and summer wearing apparel. As a matter of fact, it will be much more than an ordinary sense—it will be a demonstration of Raphael-Mack's supremacy in all those features which make a store an ideal shopping place.

There will be no job lots or special sale goods. This feature alone will commend the event to every careful shopper who has learned that a bargain does not depend on the price she pays, but on the garment she gets. Our Friend-Making Sale is not to make profit, but to build business—and to build the kind of business that will last. Therefore every offering will be absolutely reliable, and of regular stock goods—made to sell at regular prices—as if regular prices were in force.

The women of London may well congratulate themselves on having in this city a store like Raphael-Mack's, carrying such up-to-the-minute styles, and with such high ideals of service and value-giving. It will pay every woman who appreciates distinction and style in her apparel, and who at the same time has an inclination for practical thrift in her buying, to read the announcement on another page in this paper. The sale will open tomorrow morning at 8 o'clock. The Raphael-Mack Co., 238 Dundas street.

See it! What?

The Best-Dressed
MADE-IN-CANADA WINDOW.
346 Dundas Street.
CLINGER
LONDON'S RUBBER MAN

"Pike's Peak" Values
In Men's Clothing!

HERE'S MEN'S GOOD \$30 SUITS

Thrown out on our tables for a stirring men's suit sale. We'll guarantee this price while the suits last. Serges, worsteds and tweeds. Size range complete. **\$19.50**

HERE'S 300 MEN'S SUITS

\$41.00 NEW
SPRING SUITS **\$29.75**

Here's a straight saving to you of \$11.25 right off the bat. This range includes all the best selling cloths and patterns, and the suits are all made in popular three-button sack style. There's every size from 34 to 46, so you are assured of a perfect fit. Alterations free **\$29.75**

In one of his wildest moments, "Peter the Great" puts the "money smile" into the MADE-IN-CANADA WEEK.

Spring, we welcome you—if this is really you. The crocuses are "cro-cusing." Right now our clothing stocks are at their "freshest" and "first choicest."

Get That New Suit Off Your Mind and On Your Back

Woolens have advanced 50 per cent to more than 100 per cent over last year. This is no exaggeration.

MEN'S SUITS

\$56.00 to \$60.00 Indigo Navy All-Wool Serge Suits, sizes 36 to 44. This week, **\$42.00**

Finest combide navy serge, best linings, silk stitched, standard single-breasted, sack cut, dyes guaranteed; short, slim and stout models.

MEN'S CLOTHES ARE
CHEAPER HERE

\$12.95 Here's 20 men's good strong-wearing buckskin-finish hard-wearing Suits, in stripes, guaranteed to give long wear and satisfaction; all sizes. Regular price \$20.00.

\$14.90 Just 16 Suits at this price on sale today. Regular \$22.50 value. Here's our fight against old H. C. of L. Sizes to 42.

Don't Put Off; Act at Once

\$30.00 DARK OXFORD GREY CHESTERFIELD

Made of fine wool cheviot, single-breasted style, best quality satanna lining body, sleeves mohair lined; sizes 34 to 44. A very dressy coat. Very special

\$19.50

OVERALLS We've Priced 'Em
Low To Sell 'Em!

\$1.69 OVERALLS \$1.95 OVERALLS \$2.49

For twelve years and more Wegner has been the RECOGNIZED OVERALL KING of Western Ontario. A \$25,000 stock of overalls on hand and ready for the asking. In sizes up to 56 inches and in all weights, makes and cloths. Everybody can get overalls here—boys, girls, men, women. Millionaires, bankers, merchants, professional men demand overalls, because overalls are fashionable. You can wear them on Sundays, as well as on week days, and women can wear them the same as men. P.S.—"Follow Suit"—"Don the Denim."

WE SELL GOOD OVERALLS FOR CASH HERE—in A PLAIN STORE, FULL OF DAYLIGHT AND BARGAINS.

\$2.95 OVERALLS \$3.25 OVERALLS \$3.50

Wegner's Giant Clothing House

120 DUNDAS STREET, LONDON, ONTARIO.

WHOLESALE PRICES ON MEN'S SUITS BUY OVERALLS HERE
MAIL ORDERS PROMPTLY FILLED.



Bunn the Baker of Neal's

Advice To Those Who Are Thin

This is not patent medicine propaganda—it is just the advice your family doctor would give you.

Eat Lots of Bread and Butter!

After your appetite seems satisfied force yourself to eat two or three slices more.

NEAL'S
GOOD WHITE BREAD

contains just the wholesome nourishment that will enable you to put on weight. You won't have to force yourself to eat Neal's Bread. Try a loaf and learn why.

Neal Baking Co., Limited

PHONES 1313-2173.

BREAD FACTORIES AT WINDSOR, LONDON, ST. THOMAS, SARNIA.

It Was
"Some Parade!"

London Can "Show Canada How" When She Wants To

NOW FOR THE BIG THURSDAY
COSTUME CARNIVAL

Bands and Costumes Assemble at 7:30 P.M.

Everyone in costume and the 7th Regiment Band will assemble on Wellington street in front of the Y. M. C. A., and the parade will be held through the downtown section before proceeding to the Armories. The route will be east along Dundas, north along Adelaide, west along Queen's and south on Richmond, turning at Dundas and proceeding to the Armories.

Inside the building, a grand march-past will take place before the judges, when the prizes will be decided. The proceeds being in aid of the Children's Hospital, a small admission fee will be charged—10 cents for costumed competitors, and 15 cents for the general public.

Here Are The Prizes---Dozens of Them! Win One!!

For the best man's costume on the floor—\$25.00 cash.
For the best lady's costume on the floor—\$25.00 cash.
For the best man's Canadian historical costume—Globe-Wernicke Sectional Bookcase, donated by A. A. Langford, value \$18.00.
For the best lady's Canadian historical costume—Palm, value \$20.00, donated by Dicks' Flower Shop.
For the most humorous costume, man's—One-half Dozen Pairs Silk Hose, donated by London Hosiery Company.
For the most humorous lady's costume—Wire Lawn Seat, value \$15.00, donated by Dennis Wire and Iron Works Company, Limited.
For best costume representing some Made-in-Canada Product—Man's Suit, value \$40.00, donated by Grafton Company.

Best lady's costume representing some Made-in-Canada Product—Georgette Blouse, donated by Helena Costume Company, and Pair Lady's Shoes and Half-dozen Pairs Silk Stockings, donated by Tessdale Hosiery Company.
Second best men's costume, representing some Made-in-Canada Product—\$5.00 worth of Laundry Service, donated by Parisian Laundry Company.
Second best lady's costume representing some Made-in-Canada Product—Five pounds I. X. L. Coffee, donated by I. X. L. Spice and Coffee Mills, Limited.
Three best costumes (any kind), on boys—\$5.00 each.
Three best costumes (any kind), on girls—\$5.00 each.

DOZENS OF OTHER PRIZES.
Get Into Costume—You Can Win!

Only those in Fancy Costume will be allowed to Dance

We Want Hundreds in Costume at the Armories
London Advertising Club

