

DIAMONDS
Rings.... \$8.00 to \$1,000.00
Necklets... \$30.00 to \$800.00
Bairns.... \$5.00 to \$100.00
C. H. Ward & Co.
Diamond Merchants and
Jewelers.
386 Richmond Street.

LONDON OPTICAL CO.
Richmond Street, Dom. Sav. Bldg.
Phone 6180.

SPECIAL FOR SATURDAY, MARCH 12
LADIES' BAG FRAMES
At Half Price
Reg. \$1.00 Frames.... 50c
Reg. \$2.00 Frames.... \$1.00
See Our East Window for
Bargains

W. J. Wray & Co., Ltd.
234 DUNDAS STREET
London's Largest
Jewelers.
M. 9, 11, 14

Colored Glasses
should be selected with as much care
as other glasses. We carry in stock a
complete assortment of the various
kinds of protection glasses WHICH
ARE SAFE FOR YOU TO USE.
F. STEELE
Optometrist and Optician.
210 DUNDAS ST.

You Can Make a Better Cake

IF YOU USE
**SWANSDOWN CAKE
FLOUR**

It insures against disappointing
cake failures and loss of expensive
ingredients. The very best for biscuits
and pie crust.

70c Package
ONCE USED, ALWAYS USED.

SEVILLE ORANGES
Ready sliced Seville Marmalade
Oranges, in hermetically sealed tins.
No peeling or soaking required.

\$2.25 Tin
Each tin makes from 25 to 30
pounds of choicest marmalade. Order
at once, as our supply is limited.

SPECIAL!
CHOICE SUNKIST NAVAL
ORANGES
Sold regularly at 50c per dozen.
**Friday and
Saturday... 39c**

ROQUEFORT CHEESE
Genuine French Roquefort
\$1.50 Pound

Oka Cheese 75c pound
Limburger 50c pound
Camembert 40c and 75c tin
Swiss 40c tin
Philadelphia Cream package 25c

ZWEIBACK
Nutritious, delicately flavored
toast. Very light, crisp and digestible.
35c Package

ROWAT'S COFFEE
Has made a permanent place
in London homes because of its
superior quality.
70c Pound

T. A. ROWAT & CO.,
250 DUNDAS STREET.
3051-3052-3052.

**ANDERSON
COAL CO.**
Phone 1391.

The Marvelous Eye

John Burroughs writes in expressions of awe about
the eye "with all its marvelous powers and adaptations."
And yet those who know less about nature than "the
dean of naturalists" often intrust their eyes to untrained
examiners. To be sure, consult our specialists.

BROWN OPTICAL CO.
Optometrists. Spectacle and Eyeglass Makers.
223 Dundas Street—Phone 1877.

The Purdom Hardware

124 DUNDAS STREET.

PHONES 2800-2801

QUALITY AND SERVICE.

March Sale In Full Swing

Another shipment of Enamelware just arrived, which is being sold at "Second" prices.
Get your supply now. It will pay you.

Call On Us For a Demonstration of the "Blue Bird" Electric Washing Machine

A washer that will work the dirt out of the cuffs of shirts is some machine. We have it. It is
called the "Blue Bird." Sold on easy terms.

The Chi-Namel GRAINING PROCESS

Grain Your Own Floors and Woodwork.

By these simple operations anyone can apply beautiful hardwood effects
over old soft wood or previously finished floors, doors, woodwork and
furniture. Washable; heelproof; looks and wears like real hardwood finish. Costs about
3 cents per square foot. Directions on each can. Learn to grain in 5 minutes at

THE CHI-NAMEL STORE IN LONDON.

where you are assured courteous interest and will find Chi-Namel quality-finishes for everything in
the home, all made of self-leveling, water-proof, Chinese Oil by our secret process. Guaranteed for
service and easiest for amateurs to apply.

GRAINING TOOLS TO DO THIS WORK ONLY 60c SET.

We are also agents for the celebrated Brandram-Henderson English Paint. Once used,
always used. Save the surface and you save all.

The Purdom Hardware Co.

124 DUNDAS STREET.

PHONES: 2800-2801

WINTER SPORTS—ALGONQUIN PARK.

The month of March is one of the
best months in the year to enjoy the
attractions of Algonquin Park. Winter
sports are at their height, and the
Highland Inn is the centre of a happy
and congenial coterie of guests. Make
your reservations early, as accommodation
is limited. Further information or
booklet from any Grand Trunk Agent,
or write N. T. Clarke, manager, Highland
Inn, Algonquin Park, Ont.
M.L.S. 7, 9, 11

Don't throw your old carpets away,
they make new Velvetex Rugs. Send
for Velvetex pamphlet. Canada Rug
Co., London.

**Ultra Smart Spring
Footwear**

Gathered together from the world's best
makers now on exhibition in our win-
dows. To be sure of correct styles
buy your footwear at

Cook's Shoe Store

TIME TO RETIRE!
Yours For Tires

CLINGER
LONDON'S RUBBER MAN,
246 Dundas street, east of Water-
loo. Phone 6124.

\$5
DOWN ON
WALTHAM OR
ELGIN WATCHES
Balance Easy Terms.
374 RICHMOND
GREEN, JEWELER STREET.

COAL

Why should you fill your
cellar with coal that
you are not certain will
burn, or if it does burn,
will not give heat or sat-
isfaction, when you can get
PREMIUM coal at a slight
advance in price over the
ordinary anthracites? This
coal costs more per ton,
but what of that, when it
gives you more heat per
pound; in other words more
heat per dollar? We have
estimated that this coal
will cut your fuel bill 18
per cent.

**ANDERSON
COAL CO.**
Phone 1391.

ORTH'S NEW PRICE SALE

Is Setting the Pace for Men's Apparel In London

BUY YOUR EASTER SUIT, TOPCOAT, HAT OR CRAVAT SATURDAY
AND SAVE FROM 25 TO 50 PER CENT OFF ORIGINAL PRICES—Every
Article We Sell Is Guaranteed to Wear, or You Get Your Money Back.

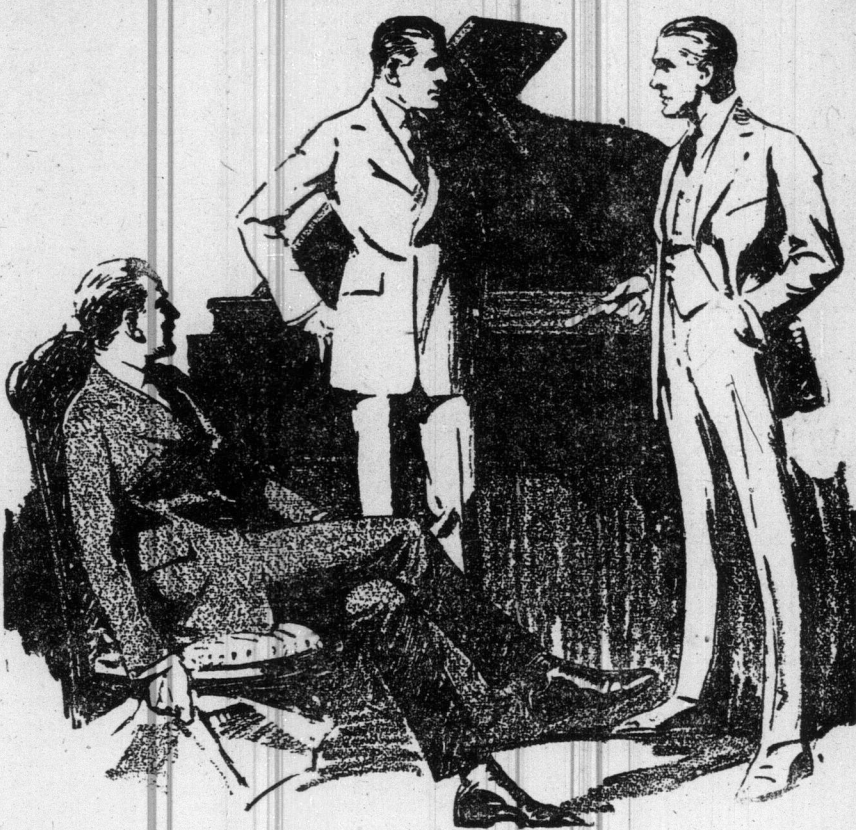
Our Greatest Offer to Men

is Hoberlin Custom-Tailored Suits less 33 1-3 per cent. On Saturday and the
following days for one week, this being previous to Easter, we will have a
special feature showing of the new spring Hoberlin models, and also many
suitings of very high grade not usually carried in stock; consequently, this
affords you the best selection we have ever offered. And just think of the
33 1-3 per cent discount you are to receive!
Here is how you pay less for these, the highest-class tailored garments in
Canada, than the custom tailor can offer you:

SUITS and TOPCOATS

Reg. Price	33 1-3 Off Saves You	Price You Pay	Reg. Price	33 1-3 Off Saves You	Price You Pay
\$45.00	\$15.00	\$30.00	\$65.00	\$21.67	\$43.33
\$50.00	\$16.67	\$33.33	\$70.00	\$23.34	\$46.66
\$55.00	\$18.34	\$36.66	\$75.00	\$25.00	\$50.00
\$60.00	\$20.00	\$40.00			

This is truly London's greatest offer in high-grade custom-tailored garments
for men. Remember, we could get lower-priced tailored garments and
give you free pants and not expect to ever sell you a second suit,
but we would much rather sell you with a guarantee of satisfaction, and
give you a suit of clothes worth coming for, without any worthless inducement
of free goods. Do you not know that the cheapest article you ever
bought because it was cheap only always gave you the poorest service,
and your money was always thrown away? Wear Hoberlin Custom-
Tailored UNION LABEL Clothes, sold by Orth, and become acquainted
with absolute clothes satisfaction.



New Spring Arrivals in Hart's Ready-to-Wear Clothes for Young Men and Dad at \$29.50, \$39.00 and \$45

Exclusively sold in London by Orth. We can
safely guarantee these Smart, High-Grade Ready-
to-Wear Suits, as this is our third season for
selling these clothes. They are sold under a
guarantee of satisfaction or four money refunded.
This is how the clothing department is grouping
these clothes:

FIRST—In the range of new blue and white hair-
lines and brown and white maroon stripes you will
find the Astor, Corfax **\$29.50, \$39.50**
and Duncan at.....
SECOND—In the plain shades of grey, navy and
English worsteds you will find the conservative
models of Lenox and Poxton at..... **\$29.50 to \$45.00**

THIRD—In the young men's sport garments
you will find large checks, neat black and
white checks, olive and ivory shades of materials,
in the models known as Ivers, Hunter and
Jazz, **\$29.50 to \$39.50**
at.....
Every suit is of new spring lower priced quality,
of the finest tailoring known and of the best
materials.



A Sale of Shirts

---By Orth---

Who wants real old-timers for value and good materials?
1,000 shirts on sale Saturday morning at 8:30. Values
up to \$3.50 and \$4.00 in the past year are in **\$1.87**
this sale at.....
2,000 shirts, really the finest in our shop, some silk fronts
and cuffs, others are fine percale, Scotch woven materials
and English prints; all are fast colors; sizes 14 to 18. Buy
your entire summer requirements Saturday. **\$2.87**
Values to \$5.00 at, each.....
TWO FOR \$5.75.

NEW SPRING TOPCOATS

Made in England

We are fortunate indeed to have such fine coats to offer
to our London and vicinity men, as these are all hand-
made, truly not common among buyers during the past
three years of gabardines and spring topcoats. Here you
are at last! Go to them, **\$18.50 to \$32.50**
men! They are priced right.

A New Easter Hat for Dad

Would you buy him a really good fast-color hat
that sold for \$9.00 at \$4.95? Well, here is your
chance. On our second floor we have on display
550 hats, bought from several hat makers at a
great loss. They are new shapes, and are here
in all colors, black, grey, green, brown and navy,
sizes 6 1/2 to 7 1/2. Values to \$9.00 **\$4.95**
Sold only Saturday.

A Real Treat in Socks

Fine Cashmere Socks at two pairs for \$1.10. These
are Mercury and Penman makes, with spliced
heels and soles, in black, natural, white
and tan; regular \$1.00, at, pair..... **59c**
TWO PAIRS \$1.10

Mr. Workingman---Look Here!

Orth's good news is for you. Watch us get your trade. We are now opening a department for
you only, and right at the opportune time, when we are able to buy right. You will save if you
buy here.

THE BEST SANDOW WORK SHIRT, sold in
town at \$2.50. Our price is \$1.59, or two for
\$3.00. Take your pick of grey, khaki, black and
blue; very heavy materials, are full sizes and
guaranteed, 14 to 18 sizes. **\$1.59**
at.....
TWO FOR \$3.00.

**KITCHEN'S UNION LABEL OVERALLS AND
SMOCKS** at \$1.95 each; sold in town at \$3.50.
Here in blue stripe and black and blue stripe
cloths; all sizes. Sold Saturday only **\$1.95**
at.....

SHOP CAPS, with mica peaks,
at..... **59c**
BLUE AND RED HANDKERCHIEFS
at..... **29c**

SUSPENDERS, regularly sold at \$1.50, at
pair..... **79c**
COMBINATION KHAKI OVERALLS, **\$4.95**
Kitchen make, at, suit.....
**NOTE—WATCH US FOR ODD PANTS
SPECIALS**

Saturday and following days we invite you to our shop. We know how to serve you well and to avoid disappointment. We thank you for your past
kind patronage, and wish to announce that our business this 1921 is ahead of that for the year 1920, which was supposed to be the biggest in our history.
But we are growing so rapidly, and yet so soundly, that we can beat 1920. We are going to buy and sell to you men's wear that will do it.

TIES

Who wants an Easter Tie?
We have bought 1,000 ties,
and they are silk and knitted
ties of the \$1.50 and \$2.00
grades. The silk tie manu-
facturer took a big loss, but
at your gain, so replenish the
faded and worn cravat Satur-
day at Orth's **49c**
for.....



SILK KNITTED TIES

500 SILK KNITTED TIES AT \$1.95—Not in 1914
did we sell such good pure-silk English knitted
ties at \$1.95, but, again, the manufacturer in
England took a loss, and with Orth's policy of
quick turnover and small profits, our stock was
ready for these offers. So come Saturday if you
want a truly good knitted silk tie that
you cannot wear out. Regular \$5.00, at **\$1.95**

ORTH, LIMITED

Corner Dundas
and Clarence
Streets