

'I'se In Town, Honey!'

AUNT JEMIMA. The familiar phrase that turns the mind to Aunt Jemima's Pancake and Buckwheat Flour now.

MAPLE SYRUP. The guaranteed syrup, as made from the pure sap of Canadian maples. My, but it's delicious!

CHOICE GODFISH. Have it always in the home during Lent. Extra thick, white, meaty cod that will delight Choice Hall-fax.

RICHELIEU GOODS. The supreme value in Fruits and Vegetables. A trial will convince you.

BOWAT'S COFFEE. That rich, pure, aromatic coffee that delights in hundreds of particular homes every day.

PHONE YOUR ORDER. It will get the same care and attention as though you made personal selection.

T. A. Rowat & Co. 250 Dundas St. Phone 3051-3052.

Candy Special

PETERS COCOANUT CREAM SMACKS, ON SATURDAY, ONLY. 33c LB.

Cake Special

CREAM SQUARES—Two layers of cake with whipped cream filling and topping. On Saturday only. 24c each.

PETERS SHOPS

519 Richmond Street. 169 Dundas Street.

CALL 4071

FOR ELECTRIC WORK AND SUPPLIES. WESTERN ONTARIO ELECTRIC CO. 211 DUNDAS STREET.

Better Office Furniture

Come and inspect our line. Showroom Second Floor HAY'S STATIONERY

SELLING AT COST

Our entire stock of Up-to-Date Boots, Shoes, Rubbers, Trunks, Suitcases and Club Bags to be sold at cost at

SAMUEL'S SHOE STORE. 230 Dundas Street. 2 doors east City Hall. Open evenings. WE SAVE YOU MONEY.

Taylor's Throat and Lung Balm

Is Guaranteed To Stop that Cough. 35c-65c-\$1.20.

Taylor's 6 Cut-Rate Drug Stores

LOOK!

in our windows and you will always be well versed on what's new in footwear. We are always first to show the new models.

Cook's Shoe Store

JOHN A. NASH. MY JEWELER. Sells THE LATEST NEW YORK HEADS. \$1.50, \$2.00 to \$5.00. He Sells That Better Class of Jewelry, 236 DUNDAS STREET. "Where Particular People Buy."

Love of Home Is In the Mind of All

The highest instincts inspire to the beautification of home. When we decorate your walls so that your home gives you greater pleasure we have accomplished one ideal of our business.

COLERICKS'

212 DUNDAS STREET

Take Her a Box of Chocolates

The next time you call on "her," take along a box of delicious Chocolates from the

Annis Candy Shop

235 RICHMOND STREET. C. F. License No. 16-5253.

'A BETTER 'OLE,' WITH OLD BILL AND HIS PALS AT MAJESTIC

Great British Comedy Drama of War Plays Return Engagement—Making Great Hit in New York City.

"The Better 'Ole," the greatest British comedy-drama of the war, will return to the Majestic Theatre next week for two days. It is probable that this special re-creating of the famous Eastmather characters, "Old Bill," "Bert," and "Al," will bring out the largest audiences of the season to the popular playhouse.

TOM MOORE SCORES IN NEW PHOTOPLAY NOW AT PATRICIA

"Go West, Young Man" Is the Feature Attraction Again Today and Saturday.

Tom Moore, a popular screen star, delighted audiences at the Patricia yesterday in his latest photoplay, "Go West, Young Man." This picture is replete with thrills and action from start to finish.

'ROMANCE OF HAPPY VALLEY' SHOWING AT THE MAJESTIC TODAY

D. W. Griffith's Latest Masterpiece Attracts Capacity Audiences to Popular Theatre.

"A Romance of Happy Valley," a human interest photoplay, featuring Lillian Gish and Robert Harrow, will be presented at the Majestic today for the last time.

DISTRICT CASUALTIES

Ottawa, Feb. 28.—The following casualties were issued today:

Died.—31619 A. R. Attridge, Waterdown.

Medical Services.

Died.—32479 A. Reynolds, not stated; 64474 Saunders, Windsor; 62672 David R. Smuck, next of kin, Mrs. Emily Smuck, 202 Milton street, Sarnia.

Ill.—92883 H. V. Mennel, 371 Egerton street, London.

Why Should Silverine Be Used

In every Home, Hotel, Restaurant, Cafe, Ice Cream Parlor, Store, Barber Shop, Theatre, Bank, Office, Factory, Billiard Parlor, Bowling Alley, Garage, Livery Stable, Cold Storage Steamship, etc.?

SILVERINE MFG. CO.

9 Edge Block. 402 1/2 Richmond Street. London, Ont., Canada

TEN MORE DAYS AT THE

Hurry-Out Sale

This sale has been a phenomenal success because of the wonderful values. Some of the first buyers have returned for more. Those who want these goods must hurry.

Our stock of Men's Pants amounts to more than 5,000 pairs and is divided into several lots at special prices for quick sale.

5,000 Pairs of Men's Pants Now On Sale

\$3.25 Men's Pants...\$1.95 | \$6.50 Men's Pants...\$3.69 | \$4.25 Men's Pants...\$2.69 | \$7.50 Men's Pants...\$4.69 | \$5.60 Men's Pants...\$2.95 | \$8.25 Men's Pants...\$5.69

Manufacturers' Outlet Sale of Over 600 Doz. Overalls

We are selling agents in Western Ontario for a number of the largest Overall makers, which enables us to sell direct to our customers at wholesale prices, and we carry the largest stock of Overalls in Western Ontario.

100 dozen Cottonade Pants. Regular \$2.75, for \$1.95 | 100 dozen Black and White Stripe Pants, with bib, "Big B" Brand, extra heavy quality. At \$1.69

NOTE—No more of the above lines will be sold to dealers during this sale.

Walker's Blue with White Stripe Overalls. Regular sizes \$2.19

EXTRA SPECIAL IN SHIRTS. Another 25 dozen Crescent Shirts (dress), same as we had on sale. Regular \$2.25 value, for \$1.15

SPECIAL DISCOUNT OF 10 PER CENT TO ALL RETURNED SOLDIERS ON SUITS AND OVERCOATS.

Giant Clothing House

LOOK FOR THE BIG RED SIGN. A little farther down, but it pays to walk. 120 DUNDAS STREET. Open Evenings Until 9 o'Clock.

GRIPPING DRAMA IS TALE OF A PRODIGAL, 'MAN WHO CAME BACK'

Large Audience To See New York Cast at Grand.

CONTRASTS ARE VIVID

Beautiful and Noble Struggle Against Ugly and Degrading—Clever Acting.

"The Man Who Came Back," played at the Grand last night before a large audience, is a gripping drama, vividly contrasting what is most ugly and degrading with what is beautiful and noble in life.

Throughout the whole play the struggle between what is higher and nobler and what is lowest in human nature is carried on. The only son of a wealthy man has exalted the father to the end of all endurance by riotous living, and yet when that father turns him out of his home, the son, with intense sympathy for the boy in his declaration that "I will never see the golden spoon in his mouth has always been in his life."

The lowest and turning point in the man's life is reached at the Shanghai opium joint, where he recognizes, in the opium player, Marcello, the noble scene is weird in its lighting and scenic effects almost to gruesomeness. The character of the opium player stretches out their helpless, groping fingers and clutch the hearts of the audience with a tenacity, which finds no relief in the hollow laughter of the crazed Marcello.

Like a smile from the skies, is the revelation of the Honolulu pineapple plantation. The prodigal, who has been reduced to a beggar, is taken to his father's home. Here the last stand is taken and last desperate fight made, and the final scene is laid in the New York home of the father, who receives his redeemed son and wife.

Ran Year and a Half. The play presented by William Brady ran for over a year in the Playhouse, New York, and is therefore well known in quality.

Although rather melodramatic at times and at many points decidedly improbable, nowhere might it be termed impossible. The cast is the same one which played in New York, a second cast having missed London at the time of the influenza epidemic.

The original cast was secured by the management of the Grand Opera House on its way from Montreal to Indianapolis.

Although there are several interesting incidents in the play, it is really made up of John Drenforth, the prodigal. His actions throughout the play are of a nature and nowhere does he sacrifice naturalness for dramatic effect.

Miss Catherine Corneli, who plays opposite him, wins a large share of the applause and admiration accorded by the hearers. She is sweet and sincere in her acting, and always at ease.

James Seely as Thomas Potter, the father, takes his part well as do A. R. E. Callender, Peter M. Lang, Miss Esther Howard and Miss Jane Carlton.

The play will be repeated tonight and tomorrow night, with a matinee on Saturday afternoon.

FRUIT GROWERS ARE OPPOSING DAYLIGHT SAVING MEASURE

The London branch of the Ontario Fruit Growers' Association met in the office of the district agricultural representative yesterday and passed a resolution opposing the proposed daylight-saving measure, claiming that it was a hindrance rather than a help.

A K. Sadler of Lambeth, who was a delegate to the Fruit Growers' Convention in Toronto recently, read a report of the Provincial Fruit Growers' Association, which was now assistant to R. A. Finn, district representative of the Ontario agricultural department, gave an address on "Diseases of Small Fruits," dealing with the prevention and control of the diseases.

The association is sending a wreath and a letter of condolence to the family of V. C. Pack, a former president of the London branch of the O. F. G. A., who died recently.

The next meeting which is being held on March 13, William Sharman will give an address dealing with the financial and commercial aspects of the fruit business. Ed. Dawson will also speak.

CONCERT HELD FOR GODERICH MEMORIAL

GODERICH, Feb. 27.—A largely attended card party and dance was held in the Oddfellows Hall on Tuesday night under the auspices of the Holy Name Society of St. Peter's Catholic Church, assisted by the young ladies of the church. The affair was given in aid of the soldiers' memorial fund, to help erect a monument to the fallen heroes. Mr. McLaughlin and Mrs. Colthurst acted as managers, and the Blackstone Orchestra furnished the music. A substantial sum was realized.

THAMESFORD FOLK HONOR GEO. HOSKING

THAMESFORD, Feb. 27.—An informal meeting was held in the Methodist Church last Tuesday evening to

Betty's Grapefruit Marmalade

New Goods. Most Appetizing Breakfast Delicacy. 20c and 35c.

Orange Marmalade

Betty's Wagstaff's, Sheriff's, Furnival's, Watley's, Dominion's. 25c, 30c, 35c.

Crabapple Jelly. 25c; Grapeade, the new spread. 25c; Quebec Syrup, 50c; Strawberry Jam, 50c; Raspberry Jam, 35c; small quantity C. & B. Damson Jam, 30c.

HIGH-CLASS CANNED FRUIT

Queen Ann Cherries, Lemon Cling Peaches, Pitted Apricots, Bartlett Pears, Sliced Pineapples, Ripe Strawberries and Ripe Pineapples.

SWEET POTATOES, HEAD LETTUCE FOR SATURDAY.

John Diprose

South London Store: 160 Wortley Road. Phone 1597 | 265 Dundas Street Store. Phone 2252.

THE PURDOM HARDWARE

The Chi-Namel Store

SOLE AGENTS FOR LOWE BROS. "HIGH STANDARD PAINT," "MELLOTONE," THE WONDERFUL FLAT PAINT, "NORTHERN ELECTRIC" VACUUM CLEANERS, "HOOVER," AND "CHI-NAMEL."



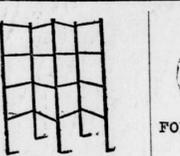
PERFECTION OIL HEATERS. Absolutely no odor. Price \$6.50



CLIMAX FOOD CHOPPERS. Price \$1.50



X-CUT SAWS. King Cutter. 5-foot \$4.00 | 5 1/2-foot \$4.50 | 6-foot \$5.00



CLOTHES-RACK. (As per cut). 4-foot \$1.00 each | 5-foot \$1.25 each | 6-foot \$1.50 each



FOLDING CLOTHES-RACK. (As per cut). Price \$1.25 each | TUNGSTEN LAMPS. 60 watts. Special price 39c each



O-Cedar Mops. Price \$1.50 each | Polish \$25c up



Yale Night Latches. Price 75c up



Knickerbocker Bath Spray-Brush. Removable brush permits clean or Massage Shower. Five feet extra quality rubber hose included. \$2 and \$2.50. With Extension Handle, \$3. Others \$4, \$5 and \$6.



Carborundum Knife Sharpeners. Price 50c up



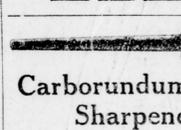
Pyrex. You can SEE as you Bake. In PYREX food bakes quickly, retains its flavor and you can watch the baking through the dish—the bottom as well as the top.

SPECIAL SALE OF Corn Brooms

WORTH \$1.25, AT 75c EACH.



Lanterns. Price \$1.25 each | 2 Globes for 25c



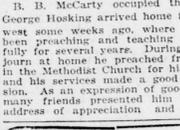
Clothes Baskets. Price 25c, 35c, 45c



Special Sale of Serving Trays. With glass bottoms. Many different designs. Price \$1.23

THE PURDOM HARDWARE CO.

124 Dundas Street. Phones 2800-2801



WEGNER'S

Heart of London 22nd Semi-Annual Sale

50 DOZEN MEN'S SOFT HATS

These are selling fast—be here early or you lose out. \$1.23 Each

OVERALL SALE

25 dozen cottonade pants. Regular \$2.75 value...\$1.95 | 25 dozen black and white strip overalls with bib, extra heavy quality. Value \$2.25. On sale...\$1.69

Wegner CLOTHING COMPANY.

THE REAL LIVE STORE. Famous for Their Little Prices. 371 Talbot, Opposite Market Open Evenings.



Fashion's Newest Concepts for Spring Wear in HIGH-GRADE SUITS

\$30, \$35, \$40 to \$75

New style treatments which will appeal to women of refinement, clever variations of the box coat effect, the blouse style type, as well as the jaunty models which give the new interpretations of the vestee or waistcoat, made of poret twill, tricotine, garbardine, poplin, serge and delhi cloth, in all the new spring shades.

High-Class Georgette and Crepe de Chine Blouses

\$5, \$6, \$7.50 to \$15

New Serge and Taffeta Dresses

At \$20, \$25, \$30 and \$35

Very unusual values in Blouses to match the new suits, in navy, beige, maize, white, grey, champagne, flesh and black, featuring many new ideas in collars and trimmings.

New Millinery

In a wonderful assortment of shades and styles.

Artistic Ladies Wear Co.

SHOP OF FASHION. 211 DUNDAS ST.