

Reliance Garage
Service Station
JOHN A. NASH
"My Jeweler"
Sells Mahogany Trays \$1.00 up.
NEW STORE, 206 DUNDAS STREET.
"Where You Will Eventually Buy."
Consult us about your Electrical Supplies. We carry a complete stock. Estimates given on wiring contracts.
Western Ontario Electric Co.
227 Dundas Street. Phone 4071.
A. T. TAYLOR. E. L. CAMPBELL

DIAMONDS
Diamond Rings from \$5 to \$350.
Including single diamond rings, three and five diamonds, and many fancy settings in newest designs.
C. H. WARD & CO.
DIAMOND MERCHANTS.
386 Richmond Street.

ENGLISH RHEUMATISM CAPSULES
REMOVE THE CAUSE OF ALL FORMS OF RHEUMATISM.
Taylor's 6 Cut-Rate Drug Stores

OXFORDS For Women Who Want the
:: Very Latest ::

Latest in snap, style and quality. They come in Koko Calf, Havana Brown, Black Kid and Grey Kid. The only way you may really appreciate this Oxford to come in and slip on your size. Do this today.
\$5.50 to \$7.00
OUR PATENT OXFORDS HAVE ARRIVED.
WITH NARROW TOES. **\$6.00**

HIGH SHOES
WOMEN'S ALL-GREY KID LACE.
With high Louis heel. Priced at **\$10.00**
Also in brown and white kid.
WOMEN'S BROWN KID LACE OXFORDS.
With high Louis heels, plain pointed toe. Priced at **\$7.00**
Also in grey and black kid.
JOHNSTON & MURRAY
LONDON AND ST. THOMAS

S.O.S. "Save Our Supplies"
Selling-Out Sale
\$40,000 Stock Must Go
Every reasonable means will be adopted to obtain this end—prices slashed on Men's Clothing, Furnishings, Raincoats, Hats, Caps, Overalls and Work Shirts.
3---BIG SPECIALS---3
We mention only three specials here. Every other article in the store reduced in the same proportion.
MEN'S SUITS.
500 Fashionable Suits in the lot, every one worth nearly double the price asked.
\$13.50 Suits, S. O. S. \$9.95 \$21.00 Suits, S. O. S. \$14.95
\$16.00 Suits, S. O. S. \$12.45 \$30.00 Suits, S. O. S. \$21.45
A number of other Suits to clear at \$8.75, \$10.75, \$12.75, \$13.75, \$15.75, \$17.75, \$19.75 and \$22.50.
RAINCOATS
Best values and assortment in Western Ontario, bought direct from the makers. Get your coat tomorrow and save the middleman's profit.
350 Raincoats, all colors, new styles, at can't-be-beat prices, \$4.95, \$7.95, \$9.95, \$11.95, \$12.95, \$14.95, \$16.95, \$19.95, \$23.50.
2,000 Pairs of Pants
This is a real pant store. Prices to suit everybody. You can't keep away. \$1.95, \$2.69, \$2.95, \$3.69, \$3.95, \$4.69, \$4.95, \$5.69, \$5.95, \$6.69, \$6.95.
Raincoat FREE---Reg. Value \$12.50
Every customer making a purchase of one dollar or over tomorrow (Saturday) between 8:30 a.m. and 4:30 p.m., will be presented with a numbered coupon. A drawing will take place at 4:30 on Saturday afternoon, and the person in the store holding the lucky number drawn will be given a Man's Raincoat, valued at \$12.50, absolutely free.
Mrs. Dean, 384 Grey street, city, won the Raincoat on Saturday, April 20, with ticket No. 3536.
Look for the Big Black and Yellow S. O. S. Sign.
The GIANT Clothing House
120 DUNDAS ST. OPEN EVENINGS UNTIL 9 O'CLOCK.

Customers of Rowat's Continue Because They Always Obtain Service and Satisfaction
CALIFORNIA WALNUTS
Budded nuts of large size and superior flavor.
50c per pound.
AUNT JEMIMA'S FLOUR
Pancake and Buckwheat Flour of better quality. Try them.
Per gallon \$2.75. Per bottle 50c. Sugar, pound cakes, 30c.
THE PURE MAPLE
Both syrup and sugar guaranteed from the sap of Canadian maples. Per gallon \$2.75. Per bottle 50c. Sugar, pound cakes, 30c.
HOMINY GRITS
Palatable as mush for mornings, as a vegetable for dinner, or fried in fritters or griddle cakes.
25c a package.
TRY H. P. SAUCE
It is delicious, and so appetizing. 30c per bottle.
GURD'S GINGER ALE.
"The old reliable." Bought when people want the best.
Dry or Sweet, \$1.00 per dozen.
ROWAT'S COFFEE
Better beans, better blended. People who use it say, "No other is as good." Test it in your home.
50c per pound.
OVERSEAS BOXES
Let us remind you of some things that please the boys "over there." We have sample boxes.
From \$2.00 to \$5.00.
T. A. ROWAT & CO.
250 Dundas St. Phone 3051-3052.

"Our Waste May Make Our Soldiers Want."

HATS!
HATS! HATS!
15 dozen Sample Hats, soft, all colors, all sizes, up to \$2.50 value, for \$1.69

PANTS!
PANTS! PANTS!
1,500 pairs of Men's Pants on sale at \$1.95, \$2.69, \$2.95, \$3.69, \$3.95, \$4.69, \$4.95, \$5.69, \$5.95, \$6.69, \$6.95.
WEGNER'S
THE HEART OF LONDON
371 Talbot, Opposite Market
Open Evenings

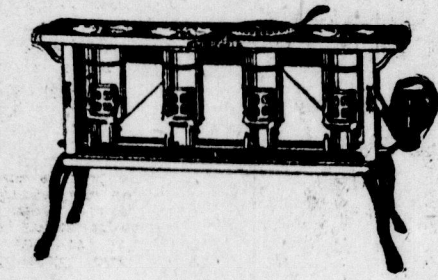
Chi-Namel Demonstration

All Next Week at The Purdom Hardware

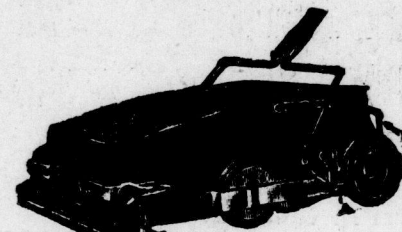
EXPERT LADY DEMONSTRATOR IN CHARGE.

COME IN AND LEARN TO GRAIN IN FIVE MINUTES.

PERFECTION OIL STOVES



Two-Burner \$15.00
Three-Burner 20.00
Four-Burner 25.00
Absolutely guaranteed; no smoke, no smell.
Coal Oil, per gallon.....25c



Bissell's Vacuum Cleaners

Price, \$8.00, \$10.00, \$12.00.
Carpet Sweepers\$3.50 up
EURKEA ELECTRIC VACUUM CLEANERS.
Regular Price now is \$50.00; just a few left at\$40.00



HEELPROOF



Chi-Namel DEMONSTRATION

On the dates given below a factory demonstrator will exhibit and apply these exquisitely colored, self leveling varnishes and enamels.
Come in and see the magnificent effects produced at pin-money cost.

IT WILL BE A PLEASURE FOR THE LADY EXPERT DEMONSTRATOR TO TEACH YOU HOW TO GRAIN OR STAIN WOOD

All Next Week--April 29 to May 4

THIS COUPON is good for one 25c Can of Chi-Namel Varnish upon the purchase of one new 15c brush (merely to insure a fair trial) during our CHI-NAMEL DEMONSTRATION. (Dates given above)
If larger can is desired, coupon will apply as 25c against purchase price.

Name
Address

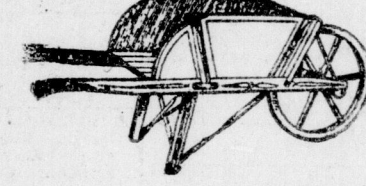


CHI-NAMEL SET



Complete, only\$4.00

Wheelbarrows



Price\$4.50 and \$5.50
Boys' Size, each\$1.50

Climax Wall Paper Cleaner.

Garden Tools



Spading Forks and Spades. Price, each\$1.25
Hoes40c up
Rakes40c up
Cultivators\$1.00 and \$1.25



WATERPROOF

The Purdom Hardware

124 DUNDAS STREET.

TWO PHONES, 2800 and 2801.

You Get a Full Dollar's Worth at Keene Bros., King Street
"AWAY FROM THE HIGH RENT DISTRICT YOUR DOLLAR GOES FARTHER." WHY?
1st—Our expenses are very small.
2nd—We sell for cash only.
3rd—You get All first-hand goods. (All instalment stores have come-back goods.) We don't sell on instalments.
4th—We guarantee satisfaction or money refunded. We give you service.
\$29.50
BUYS A KITCHEN CABINET
Made of solid oak; white enameled. Interior aluminum sliding top, roller front doors, full set of glass utensils, flour sifter bin, bread box, sugar bin; same Cabinet as sold elsewhere for \$50.00.

You can get the largest selection of Kitchen Cabinets at Keene's, King street, just now that has ever been shown in London: 14 different designs; from \$4.95 up.

SATURDAY MORNING FOR ONE HOUR
From 9.30 to 10.30
20 ONLY LAWN SWINGS
Exactly as illustrated
Will be on sale for \$2.95 each.
WILTON RUGS ARE NOT EXPENSIVE AT KEENE BROS., KING ST.
We offer you on Saturday 12 only 3x4 yards sample Alberta Wilton Rugs. Regular \$60, for each \$37.75

2 x 3 yards Bedroom Rugs on sale Saturday, each\$4.75
A \$15.00 SPECIAL FOR FRIDAY AND SATURDAY
As long as they last we will sell any of our 3 x 2 3/4 yards Tapestry Rugs for \$15.00.
Some of these are worth up to \$20.

See the Great Drapery and Curtain Bargains in East Window, on Sale for Saturday and Next Week

The most beautiful selection of Fillet Lace curtains, all on special sale.
Marquisette with lace edge and deep hems, ivory or ecru; 33c a yard, worth 60c a yard.
36 pairs Dutch 4-piece Lace Curtains. Special sale price\$1.29 pair
40 pairs Arab Lace Curtains, three yards long. Regular \$3.00, on sale for 95c pair
Fillet Muslin, Regular 25c material; extra good English stock19c yard
Curtain Stretchers\$1.39 each
Full sized with all necessary hardware.
1-yard wide Cretonnes, for 25c yard Extra good cloth.
Saturday Morning Special Bargain
Only one to a customer.
White Enamel Bedroom Rocker
Regular \$4.00, for**\$1.79**
If you want good reliable Refrigerators at a low price, here they are. Built of hard-wood, lined throughout with asbestos and charcoal; all sizes, with or without white enamel interiors.
Utility Boxes \$2.95 to \$9.50
Exactly as illustrated. Suitable for storing away furs, bedding, clothes, etc.
LINOLEUMS
Clearing at Specially Reduced Prices.
KEENE BROS.
125-127 KING STREET
London's Best Furnishing Store
Away from the High-Rent District