

BUY PETERS BATH BUNS

on Saturday
40 cents a
Dozen.

The Best Shoes That Canada Produces

We search the Canadian
factories for the best styles
and quality. We believe
we have one of the finest
displays of made-in-Canada
footwear in Western On-
tario, featuring the last
minute styles. Come in and
let us show you these
models and our salesmen
will see that they fit snug
and neat to your feet.

Cook's Shoe Store

MADE IN CANADA

Wall Paper
COLERICKS'
Dundas St.

MADE IN CANADA

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.

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

Eczema Easily Relieved
JUST APPLY KINS-HAW
And see how quickly relief is obtained.
At all drug stores for \$1 and 35c per bot-
tle, or mailed direct on receipt of price.
MUTUAL PHARMACAL CO.,
Box 448, London. 21V

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. 21V

See it! What?
The Best-Dressed
MADE-IN-CANADA WINDOW.
346 Dundas Street.
CLINGER
LONDON'S RUBBER MAN 21V

Hay's Officer
Says:
"Go One Better—
Buy Made-in-Lon-
don Goods."
Loose Leaf Manu-
facturing, Printing
and Ruling.
HAY
Stationery Co.
Limited.
PHONE 5600. 2V

**LONDON
OPTICAL**
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.
EYESIGHT SPECIALISTS.
Richmond Street, Dom. Sav. Bldg.,
One Door North G. N. W. Tel. Co.
Phone 6180.

FREIGHT AT NIAGARA BEING CLEARED AWAY

Six Cars of Coal Arrive in
London Today.

Although the situation on the fron-
tier at Port Huron and Detroit is prac-
tically the same in regards to the con-
gestion and tie-up resulting from the
switchmen's strike, the freight which

had been piled up at the Niagara fron-
tier has practically been cleared away.
During the past 24 hours nearly all the
cars for the eastern states which have
been stored on the sidings in the local
division have been cleared away.
Six cars of coal arrived in the city
yesterday, relieving any danger of
a local shortage. All kinds of freight
is also moving freely. Several ship-
ments have arrived in this city by way
of Port Huron.

The C. P. R. was reported yesterday
as gradually clearing away the local
congestion by forwarding the freight,
car by car, to the frontier at Detroit,
where it is gradually seeping across.
All embargoes are still in force.
No more crews on either of the rail-
roads were taken back during the past

F. STEELE
OPTOMETRIST. OPTICIAN.
Has Opened Sight Testing Rooms at
210 Dundas Street. Phone 972.
(Same Store as J. H. Back & Co.)
My Policy
Careful, Exact Eyesight Testing
Accurate, Suitable and Comfortable Fitting
Moderate Prices.
Nearly all constant recurring headaches are caused by eye strain.
If you are worried call and let me test your eyes. I do not recom-
mend glasses unless they are necessary.
Have the Benefit of My Fifteen Years' Experience.

PEA COAL
Now \$10.50 per Ton
Three-Ton Lots \$30
Anderson Coal Co.

TO THE PUBLIC--
To correct any wrong impressions that may have arisen through
the dissolution of the partnership of Marley & Hexter, Mr. Hexter wishes
to inform his patrons that he has taken over the entire business, and is
continuing business at the same stand, 453 Richmond street, under the
name of Marley-Hexter Taxi.
The telephone number is the same as in the past, 2859.
Thanking you for your past favors, and soliciting your future
patronage, we remain always at your service.
MARLEY-HEXTER TAXI
32N

**Taylor's
Drug Prices**
From 8 a.m. today until 8 p.m. Wednesday, April 28.

All Goods Made in Canada

\$1.50 Dr. Morin's Syrup of Hypophosphites, the best tonic, nerve food and tissue builder96c	25c Cold Cream17c
Pure Castile Soap, long bars29c	50c Juniper Kidney Pills, the best33c
50c Dr. Williams' Pink Pills29c	\$1.15 Pinkham's Compound85c
15c Palmolive Soap 3 for 25c	\$3 Whirling Spray Syringes, best quality\$1.77
25c Charcoal Tooth Paste 19c	Taylor's Throat and Lung Balm, the guaranteed rem- edy for coughs, colds and all bronchial irritations35c, 65c and \$1.20
25c Carter's Little Liver Pills14c	Moth Flakes or Moth Balls, pound packages25c
Taylor's Stomach and Liver Cure, for constipation, in- digestion, nerve weakness and blood impurities35c, 65c and \$1.20	Mount Olive Castile, in cakes5 for 25c
50c Gin Pills3 for \$1.10	Dr. Morin's Sarsaparilla with Iodide of Potassium, the best blood purifier96c
10c Old Dutch Cleanser	25c Peroxide9c
50c Zam-Buk28c	25c Hamilton's Pills18c
Peroxide Bath Soap 3 for 25c	35c Cuticura Talcum24c
75c Miller's Worm Powders48c	15c Infant's Delight Soap3 for 25c
60c Syrup of Figs, the best laxative for children47c	35c Djer-Kiss Talcum24c
50c Chase's Nerve Food 31c	25c Sulphur Cream Tartar and Molasses, large jars19c
25c Chase's Kidney and Liver Pills16c	75c Djer-Kiss Face Powder, all shades59c
\$1 Beef, Iron and Wine 77c	50c Klezno Furniture Polish39c
75c Emulsion of Cod Liver Oil38c	25c Klezno Furniture Polish19c
35c Shaving Sticks19c	25c Electric Oil16c
30c Cuticura Soap24c	35c Dr. Morin's Baby Cough Syrup, the safe, effective remedy24c
10c Bachelors, David Har- ums, Simon's Conechas, Arabelas, Santa Claras, etc.3 for 25c	50c Cascarets37c
Champion Bed Bug Killer, quickly rids a house of these pests, large tins, 25c19c	A. B. S. and C. Tablets, best quality, 100 in bottle, for18c
10c June Roses Soap, box of three for19c	
Lawrason's Snowflake Am- monia, large box, 3 for 23c	

Taylor's
6 London Stores All Red

You Are Assured of

getting full value for your money
when you buy your Groceries at
Rowat's.

Maple Syrup
Just receive a shipment of "Que-
bec" Syrup, made from pure maple
sap. Quality guaranteed.
\$4.00 Per Gallon.

Pancakes
Pancakes made with "Aunt
Jemima" Pancake or Buckwheat
Flour are sure to please the whole
family.
25c Package.

Richelieu Rice
You're sure of the quality when
you get the kind packaged under
the Richelieu label.
35c Pound Package.

Rowat's Coffee
If you relish Coffee with that
rich flavor and fragrant aroma,
try Rowat's, the finest procurable.
70c Pound

Zweiback
Nutritious, delicately flavored
toast, easily digested, good for in-
valids and children.
35c Package.

Ox Tongues
Selected from the very choicest
tongues, packed in either glass jars
or tin.
Glass\$2.00 and \$2.75
Tins60c, \$1.10, \$1.75

"The Quality Makes the Value."
T. A. ROWAT & CO.,
250 Dundas St. Phone 3051-3052.

PROFITABLE DEAL IN REAL ESTATE

Two thousand dollars in two days
was the all-net profit made by a
local businessman, who recently pur-
chased a King street residence for
\$12,000. Two days later he resold it
for \$14,000. The property in question
was the Haskett residence, now the
property of Mr. Jacob Fox.

THE STORY OF THE DIAMOND

During Made-in-Canada Week.
You can receive, free of charge, a
wonderful little booklet, "The Story of
a Diamond," which contains valuable
information that has taken years to
gather together. This will help you
when selecting diamonds. Out-of-
town customers can get a copy by
sending their name and address to
John A. Nash, My Jeweler. His store
is 206 Dundas street, where you will
eventually buy. Meet my jeweler and
wear diamonds.
90U-XV



**Made-in-Canada
Week
PRESENTS**

6 Big Specials

AT THE HEART OF
LONDON

Men's Suits
\$41.00 Suits, all
this week\$30.75

Men's Pants
\$10.50 Pants, all
this week\$7.95

Hats
\$4.50 Hats, all this
week\$3.39

Raincoats
\$40.00 Raincoats, special
value, all this
week\$30.90

Fine Shirts
\$2.50 Shirts, all
this week\$1.89

Socks
65c Socks, over 100 dozen,
all this week, three
pairs for\$1.00

Remember—You save 25c on
every pair of Overalls
bought here.

**WEGNER
CLOTHING CO.**
The Heart of London. Famous for
Their Little Prices.
371 Talbot St., London.
Open Evenings. Opposite Market.



A Reproduction of Our Float in the "Made-in-Canada" Parade.

\$55 Guaranteed Indigo Navy Serge Suits at ... \$39

Made in London, Canada

Be here Saturday morning at 8:30 and secure one of these fine
Suits at this extra special price. These are Indigo Serge Suits, and
are made in Young Men's and styles for Dad, ready for wear, sizes
34 to 42.

today \$55.00, Saturday at \$39.00. The cloth for these suits was pur-
chased many months ago, so this is the reason we can today sell
them at less than wholesale price. Yes, there is no need of wearing
overalls when blue serge suits can be had for \$39.00. If you pur-
chased three overalls to one suit of coat, vest and trousers, the price
would be almost half of these fine suits.

YOUNG MEN'S FANCY TWEED SUITS AT ... \$31.50

NO BETTER VALUE AT \$40.00 TODAY.

These are new, nifty Young Fellows' models, in blue hair-lines, also checks and greys, all sizes, 34 to 42.
(We do necessary alterations free.)

\$31.50



Mighty Good News

MEN'S FINEST PURE WOOL ENGLISH
GABARDINE COATS.

regular \$50.00 at \$38.75. Every well-dressed
man is truly interested in these goods, as
they are direct from Manchester. They are
the calibre of coats that men want for style
and comfort, plus service—combined for
spring and summer wear, either motoring
or walking. Better slip in Saturday and see
these fine coats. We secured them at the
right price, no reason why we should tack
on the high price to sell them at their pre-
sent value; are here in 34 to 42 sizes. They
are guaranteed fast color and showerproof,
regular \$50.00 at

\$38.75

Clearance Offer of Men's Toppers
in Waterproof and Tweed Coats, values to \$35.00, at \$19.90. We
have approximately 50 Coats for you to select yours from. Some
are better models, others are form-fitting, and again the regular con-
servative three-button ulster tweed coat is among the lot. Be on
deck. Your coat is easily selected from
this range at\$19.90

HOBBERLIN Custom-Tailored Suits for Men

are sold at our store. Mr. Man, do you realize
that we are selling more custom tailored suits
than London's greatest custom tailors. WHY?

FIRST—Do you realize the cost of main-
taining a staff of people solely for the pur-
pose of making clothes is today one of the
greatest problems to cope with. We have,
from elimination of this cause, less to charge
to necessary profit, as our price for Hobberlin
Custom Tailoring is the same, twelve months
out of the year, consequently we can offer
these famous Suits without extra charge for
slack seasons, and the low profit is averaged
the same during the quiet season as at any
other time, making at least a net saving of 15
per cent on labor.

SECOND—We have purchased our own wools direct from the
British markets, and have saved 18 to 20 per cent exchange on ster-
ling, making our offer of Custom Tailored Suits one that cannot be
duplicated at the present time in London. Allow us to introduce you
to a real line of Custom Made Suits, that you cannot find the dupli-
cate of at a high price ready-made store. Our models and suitings
are ready Saturday, at \$38.00 to \$85.00, guaranteed absolutely.



Furnishings for Spring Days



Shirts

MEN'S \$4.00 and \$5.00 CAMBRIC
SHIRTS at \$2.95. These are the
better grade Shirts and readily
paid \$4.00 and \$5.00 for today.
They are new spring shirts in
Arrow, Tooke, W. G. & R. Star
brands. All guaranteed fast
colors, 14 to 17 sizes. See for
yourself Saturday, at\$2.95

KNITTED SILK TIES—Regular \$1.50 at 95c. One hundred dozen
just arrived this week, for selling Saturday. We never expected
to receive these from the manufacturer, a real late old-time price
offer. All are novelty stripes at95c

PURE SILK TIES AT \$1.48—Today's best \$2.00 values. We sell
twice as many ties as any other store in London. WHY? We
do know when profits are large enough to stop and give the
public a chance. Look us up for a Silk Tie, real new novelties
in stripes and fancy patterns, regular \$2.00, at\$1.48

Hats

\$6.00 and \$7.00 HATS. "Snap 'em up" at \$3.98
—Positively today's newest shades and
shapes. This is indeed a snap. (No old
stock in the store remember). Hats are
to be sold at\$3.93

MEN'S WORK SHIRTS—Blue chambray, fast
color cloth, at \$1.59, two for \$3.00, made
by "Tooke," the best-known makers, full
sizes 14 to 17, regular \$2.50, at
\$1.59; two for \$3.00

MEN'S BEST \$3.50 OVERALLS and SMOCKS, at the old price of
\$2.50, \$5.00 per suit, Union Label, at that, and in stiff guaranteed
cloths. Here in blue and white, and black and blue cloths, all
sizes, regular \$3.50 at\$2.50; \$5.00 suit
MEN'S BALBRIGGAN COMBINATIONS—Zimmerknecht (made in
Canada), regular \$2.50 per suit at \$1.79, made in short sleeve and
ankle length drawers, also long sleeve and long length drawers.
Positively sold in stores today at \$2.50. OUR PRICE \$1.79



SELAK-ORTH

LIMITED

217 Dundas, cor. Clarence