

ROWAT'S SPECIAL COFFEE
The finest procurable. It pleases most particular people.
70c a pound.
T. A. ROWAT & CO.
250 Dundas Street, Phone 3051-3052

THE NEW SHOE STYLES ARE HERE
The advanced spring models in daily footwear have arrived. Your inspection invited.
COOK'S SHOE STORE

Get This Outfit!



Victor Victrola-- Record Cabinet--
Complete, with twelve double-side records,
\$62.00

Start your payments on Victrola one month from date of purchase. Come in and see it.

Heintzman & Co.
Limited
242 DUNDAS STREET
London, Ont.
Phone 1039

London Business College
Dundas & Richmond Sts., London, Ont.
We teach business as it is done today. Winter term from Jan. 5 to Jan. 15. J. MORRIS, Prin. Phone 7380. N. Stonehouse, Vice-Prin.

He Is Letting His Education Profit Upon His Eyesight
The student with weak eyes pays an enormous price unless his vision is reinforced with the right kind of spectacles. The price eventually may be the loss of his sight.
Let us fit your son with comfort-giving, becoming, up-to-date glasses and relieve him of that costly strain upon his eyes.

Carlyle TREFILCOCK OPTICIAN
233 Dundas Street, Phone 2351.
Two Doors East of Majestic.

Anthracite Coal
Egg, Stove, Chestnut, Pea
—Best Quality—

Wood! Wood!
Hard Wood, Mixed Wood, Mixed Slabs
Prompt deliveries, any part of city.
BRISTOL ESSERY
630 Maitland. ywt Phone 1089

HAVE YOUR PIANO TUNED
BY
S. BOARDMAN
Formerly six years with Heintzman & Co. ywt

Red Bird Bicycles ARE GOOD BICYCLES
MADE IN CANADA. ywt

Double Mileage
Puncture-Proof Service.
Ask
ART WILKES
London Tire Repair Depot, 354 Wellington. Opp. McGraw. ywt

INSURANCE
HAROLD J. LAWSON
(Returned).
205 Dominion Savings Bldg. Phone 358. ywt

TAYLOR'S THROAT AND LUNG BALM
Will not disappoint you. If it fails to cure any cough, cold or bronchitis, you can get your money back at any Taylor Drug Store.

Canadian Bureau of Credits
MERCANTILE AGENCY—Credit information furnished. Collections made for merchants, manufacturers, physicians or others, on commission, anywhere.
Dominion Bank Chambers, London, Ont.

London Loan and Savings Co. OF CANADA
4% ALLOWED ON DEPOSITS.
5 1/2% ALLOWED ON DEBENTURES.
220 Dundas Street, London, Ont.

63rd Anniversary FUR SALE
Beltz & Co.
Practical Furriers. ywt

The Growing and Insistent Demand of the Public for
PARNELL'S BREAD
is no whim of the moment.
Why not try a loaf yourself and learn of its goodness?



Young's
London's Jewellers.
London. East London.

There Is No Better Bread Made---

This is a big statement, but we know that no better bread can be made, because we use only the very finest of ingredients.

Johnston Bros. XXX BREAD
deserves a trial from you. Its deliciously different flavor will satisfy all tastes.
Fresh at your grocer's today.
Johnston Bros. Phone 844.

The Benefit of a Perfect Service
When prompt delivery is combined with perfect linen—that's SERVICE!
3881—Phones—3882

FOREST CITY LAUNDRY
DRY-CLEANERS & DYERS
White Wagons.

Archer Electric
Phone 2110. 221 Dundas Street.
Electric Fixtures, Wiring and Supplies. Bring your appliances here for repairs. We are experts. ywt

Federal Advertising Agency
MORE THAN ONE large advertiser has found it profitable to have their advertising looked after by
T. H. FULL
Dominion Savings Building, London, Canada.
Mechanical Photo Retouching

HAS REALIZED HIS HIGHEST AMBITION
Former London School Boy Comes Back From Galt To Open a New Business.

"When I was a small boy, going to school in London, my highest ambition was to have a business of my own on Dundas street," said R. Leo Watson, who is at present busily engaged in supervising the reconstruction of his new store at 183 Dundas street.
Mr. Watson has secured the exclusive sale in London of Semi-ready tailored clothes, and will couple with it a high-class men's wear and haberdashery business. He has been planning and preparing for the new store for several months, and when possession was given him by the former lessees, he did not lose any time in pulling out the old front to make way for a new and modern entrance and window.
The first floor above the store will be fitted up for offices for lawyers, dentists or doctors, on which long-term leases will be given.
The pool and billiard tables will be disposed of at once, no reasonable offer being refused.
"I had to buy these ten tables to get early possession of the store," explained Mr. Watson.
"I have my new stock of Semi-ready clothes, and expect to open in good time for the spring trade. The contractors whom I have engaged for the reconstruction work promise me possession on the 15th of March.
"I am retaining my Galt business, and have admitted to partnership Roy St. Clair, a former colleague of mine," concluded Mr. Watson.—Adv't.

For Colds, Grip or Influenza, take **LAXATIVE BROMO QUININE TABLETS**. Look for E. W. GROVE'S signature on the box. 35c.

ROSS' LIMITED MANUFACTURERS

Merchandise purchased with Ross' Limited, label on is a guarantee that no middleman's profit is added, that the garments are sold at manufacturer's prices and guaranteed satisfactory. If the purchaser is not perfectly satisfied, money will be refunded.

FURS
Still several lines in Coats, Sets, Stoles, Capes, Shawls, Muffs, etc., at the old low prices.

Canadian Natural Muskrat Coats...\$210.00 to \$275.00	Black Wolf Sets, from...\$50.00 to \$95.00
Selected Hudson Seal Coats, 38 inches long...\$375.00	Natural Raccoon Sets, price...\$50.00 to \$80.00
Selected Hudson Seal Coats, 40 inches long...\$380.00	1 only Cross Fox Muff, worth \$150.00, selling for...\$75.00
Sable Sets, from...\$65.00 to \$150.00	2 only Taupe Wolf Muffs, special price...\$40.00
Isabella Wolf Sets, from...\$100.00 to \$145.00	

Ladies' Wear Department
Complete spring clearance in order to make room for Spring Suits.

Remarkable Clearing Bargains In Guaranteed Salt's Arco Silk Plush Coats

7910—Clearing at...\$33.75	7823—Clearing at...\$45.00
7919—Clearing at...\$33.75	7912—Clearing at...\$33.75
7886—Clearing at...\$33.75	7895—Clearing at...\$42.00
7896—Clearing at...\$33.75	7891—Clearing at...\$42.00
7892—Clearing at...\$42.00	7887—Clearing at...\$33.75
7889—Clearing at...\$33.75	7841—Regular \$40.00, Clearing at...\$33.00
7872—Clearing at...\$33.75	7842—Regular \$40.00, Clearing at...\$33.00
7918—Clearing at...\$33.75	7723—Regular \$40.00, Clearing at...\$33.50
7913—Clearing at...\$33.75	7783—Regular \$39.75, Clearing at...\$27.50
7906—Clearing at...\$33.75	
7821—Clearing at...\$45.00	
7914—Clearing at...\$33.75	
7907—Clearing at...\$33.75	

THE FOLLOWING LINES IN LATEST STYLE CLOTH COATS ARE SUITABLE FOR SPRING OR FALL WEAR, LATEST COLORS AND MATERIALS.

7346—Regular \$39.00, Clearing at...\$26.50	7692—Regular \$23.00, Clearing at...\$18.50
7275—Regular \$40.00, Clearing at...\$30.00	7698—Regular \$40.00, Clearing at...\$22.00
7379—Regular \$40.00, Clearing at...\$33.00	7809—Regular \$24.00, Clearing at...\$16.50
5253—Regular \$28.50, Clearing at...\$20.00	7247—Regular \$45.00, Clearing at...\$29.00
7868—Regular \$27.00, Clearing at...\$21.00	7862—Regular \$30.00, Clearing at...\$22.00
7697—Regular \$33.00, Clearing at...\$22.00	7795—Regular \$20.00, Clearing at...\$16.00
7332—Regular \$41.00, Clearing at...\$28.00	7172—Regular \$23.00, Clearing at...\$17.50

In Fur-Trimmed Cloth Coats

7620—Regular \$50.00, Clearing at...\$39.50	7226—Regular \$36.00, Clearing at...\$26.00
7670—Regular \$50.00, Clearing at...\$40.00	7612—Regular \$65.00, Clearing at...\$50.00
7614—Regular \$49.00, Clearing at...\$37.00	7799—Regular \$110. Clearing at...\$85.00
7651—Regular \$70.00, Clearing at...\$57.00	7776—Regular \$80.00, Clearing at...\$65.00
7670—Regular \$76.50, Clearing at...\$65.00	7290—Regular \$60.00, Clearing at...\$42.00
	7629—Regular \$58.00, Clearing at...\$46.00

Blouses
Georgette Blouses, in the various new shades for spring. Prices \$6.75 to \$18

Gloves
White Kid Gloves, with white and contrasting points. Price...\$1.75
Kaysen Silk Gloves. Prices...95c, \$1.25 and \$1.50

Neckwear
Pique and Gabardine Collars. Prices 75c, \$1, \$1.50

Hosiery
Silk Lisle Hose, in black, white, grey and brown. Prices...50c and 60c
Pure Silk Hose, in all shades. Price...\$1.75

PHONE 1319. 196 DUNDAS STREET.

London To Have Cut Tire Store, Riverdale Tire Corporation Open On Talbot Street.

The announcement of the opening of a Cut Rate Tire Store by the Riverdale Tire Corporation, Limited, at 369 Talbot street, this city, will undoubtedly cause quite some stir within the precincts of the local "fraternity." This news will be welcomed not only by motorists locally, but also by those throughout all Western Ontario for whom London is recognized as the source of supply. The London branch will make the eighth spoke in the Montreal to Windsor "wheel" of the Riverdale Tire Corporation. Limited, other branches now operating at Montreal, Ottawa, Toronto, Hamilton and Windsor, and will be under the management of Mr. Roy Carroll, who is already well and favorably known throughout Western Ontario. Motorists will save real money by taking advantage of the opening sale at which special mid-winter prices will prevail. Watch for the announcement in next Friday's papers.

INJURED BY FALL.
STRAITFORD, Feb. 20.—W. F. M. Morens, an employee of the tender department at the Grand Trunk shops, was injured yesterday when he had a fall while at work. He was taken to the hospital, where he is resting nicely. He is the father of Howey Morens, the speedy local junior.
Word reached the city today of the death of Robert Forbes, brother of John Forbes of this city and of Mrs. (Dr.) J. A. Robertson. Deceased was born in Galt in 1819, and came with the family to Stratford in 1852. His wife and one son, Lorne, survive; also three brothers, John, Stratford; David in Louisiana, and William of San Antonio, Texas, and one sister, Mrs. Robertson of this city.
John Mellroy, a former well-known resident, died at Brockville last night, following yesterday's illness with pneumonia. He was a native of Belfast, Ireland, and came to this country 15 years ago, settling in Stratford. He worked in the Grand Trunk shops, and three years ago he went to live at

Brockville. His wife, father, two brothers and two sisters are in Belfast. Two brothers, Edward and Hugh, Mellroy reside in the city.

London and Western Trusts Company To Erect New Building.

At the annual meeting of the London and Western Trusts Company, Limited, on Thursday, Feb. 19, the president, Mr. Arthur T. Little, announced that plans are now under way for the erection of a commodious office building, to meet the demands of the rapidly increasing business of this company.

The annual report showed that the past year had been one of unprecedented success in the history of the company. It was also intimated that in future dividends will be paid quarterly.

Fitting reference was made to the great loss sustained by the company through the death of Mr. George S. Gibbons who, during his short term as president, devoted himself with such sincerity and ability to the welfare of the company.

IN PROSPEROUS CONDITION.
THORNDALE, Feb. 20.—At the recent annual meeting of the Niagara Mutual Fire Insurance Company, the following officers were elected: President, Wm. Colver; vice-president, Jas. Henderson; secretary, E. J. Pearson; treasurer, Jas. Patterson; directors, Jas. Henderson, Daniel Cole and Geo. A. Munroe.
The financial statement showed the number of policies in force 2,529, and the value of same \$5,208,755. The total receipts amounted to \$20,122.76, and the expenses \$13,672.49, leaving a balance on hand of \$6,449.27. The total losses paid for fires in 1919 amounted to \$5,855.66. The total assets of the company amounts to \$363,166.62.

TRY OUR FRESH MUSHROOMS AND SCALLOP ROYAL CAFE
386 RICHMOND STREET.
Lawrence Lee & Co.



HUME CRONYN, M.P.
The newly elected President of the Mutual Life Assurance Company of Canada, to succeed Mr. E. P. Clement, K.C., whose continued impaired health impelled him to resign the position.

It seems that F. P. Brockman has got a real service plan for the motorist regarding tires. Most all of them are getting in on it. Better investigate.

London's Rubber Man
346 DUNDAS, PHONE 5124. F. P. Brockman.

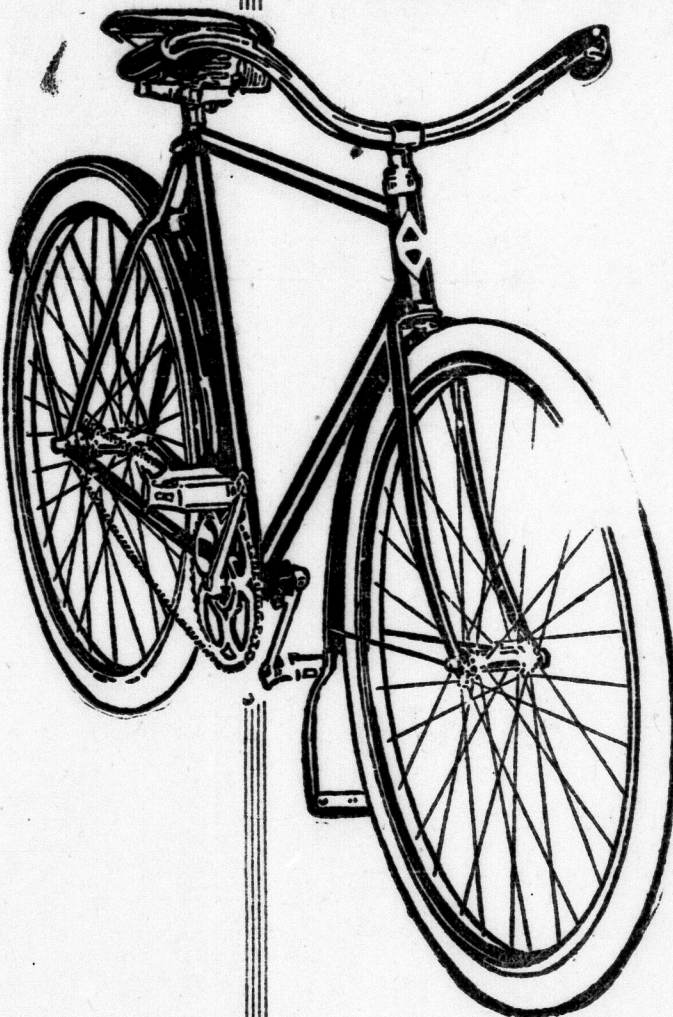
WESTINGHOUSE COZY-GLOW RADIATOR
Don't fuss with the furnace for the needed extra heat. Bring in the "Cozy-Glow" and enjoy to the full its comforting heat waves; no odor; no stuffy room—nothing but convenience and comfort.
BENSON-WILCOX ELECTRIC CO., 264 Dundas St. Phone 2671. ywt

"FILL 'EM UP AGAIN." AN EXPRESSION STILL USED IN COAL OFFICES.
After the snug weather thus far, there will be lots of refill coal orders. Two uncertain months ahead of us. Fill 'em up again.
HUNT BROS., Ltd.
276 WATERLOO STREET. PHONE 412. ywt

Equal Care For Each Estate
The continued progress of this institution is an evidence of the care and energy devoted to each Estate.
Seventeen years of experience in managing Estates is one good reason why this company is qualified to competently manage your Estate.

THE CANADA TRUST COMPANY
"The Executor for Your Estate."
Richmond Street
Market Square
Dundas Street, Opposite Rectory
T. G. MEREDITH, K.C., President.
Chas. J. Clarke, Manager
Walter T. Westby, Manager
A. H. Whitlow, Manager
HUME CRONYN, General Manager.

WANTED
Good Canadian Dollars
Any Quantity --- Will Pay 84c In Trade For Them



Yes, Some Ad!
We agree with you. Nevertheless, a lot of good Canadian dollars are being sold for 84c.
Are you selling your good Canadian money at a discount of 16 per cent caused by the Exchange Rate? Do you know that if this rate of exchange continues for a few years, and you continue to buy foreign made goods, that you are paying off the war debt of a foreign country? Why not pay off our own war debt by buying AT HOME?

You have decided to buy a bicycle this spring. We know this, because you told us so, also told a lot of your friends that you are tired of waiting and losing a lot of time and money in car fares.

You Can Get 100 CENTS For Your Canadian Dollar By Seeing to It That the Bicycle You Buy Is a RED BIRD

The bicycle that keeps your money in Canada costs you no more than the common kind, and costs you a lot less for upkeep than the other kind.

And remember that when you buy a RED BIRD BICYCLE you get with it the services of the only exclusive bicycle merchants in London.

LET US SHOW YOU THE

1920 Red Bird

The bicycle made in Canada by Canadian mechanics, with Canadian money in a Canadian factory, for Canadian riders. More Red Birds used in London than any other make. SERVICE IS THE REASON.

Bicycle & Motor Sales Co.

425 Wellington St. Cash or easy terms. Phone 3182.