



The Heart of London 22nd Semi-Annual Sale.

You have to jump for these. 3 dozen Sample Hats, latest styles. Regular \$2.00, for \$1.00. 2 dozen Sample Hats, newest shapes. Regular \$3.00, for \$2.00. 3 dozen Caps, \$1.85 value, for \$1.00.

5 Dozen Pairs Pants

\$4.50 Pants for \$2.95
\$5.50 Pants for \$3.95
\$6.50 Pants for \$4.50
\$7.50 Pants for \$5.50
5 dozen Sweater Coats, up to \$4.25 value, for \$1.95

Wegner
CLOTHING COMPANY.
THE HEART OF LONDON.
THE REAL LIVE STORE.
Famous for their Little Prices.
371 Talbot, Opposite Market
Open Evenings.

Bargains For \$ DAY

Thursday, Feb. 13

We will give one dollar off the regular price of any of our glasses, valued at over \$2 a pair. Glasses to be ordered and paid for on Thursday. These glasses carry our regular guarantee. Be sure and get your Dollar Day coupons when paying for your glasses. This is the chance to get that extra pair of glasses that you have been thinking about.

Carlyle
TREBILCOCK
OPTICIAN
233 DUNDAS STREET. PHONE 2351.
Two Doors East of Majestic Theatre.

STOP!

buying cheap, bargain counter shoes. They are not attractive, spoil your personal appearance, and soon wear out. We sell only shoes that come up to a certain standard of quality.

Cook's Shoe Store

Dollar Day Prices

REDUCE THE COST OF LIVING

London's leading grocery, where satisfaction is guaranteed with every article, co-operates to make success of Dollar Day for customers.

THESE PRICES THURSDAY ONLY.

TOILET PAPER. Regular 3 for 25c quality. 16 rolls \$1.00	STRAWBERRY JAM 16-oz. jars, present price 45c 4 jars \$1.00
OVERSEAS CAKES Bodley's, regular 45c each. 3 packages \$1.00	GOOD PRUNES You know regular price. 8 lbs. \$1.00
MARMALADE 16-ounce size, regular 35c. 4 jars \$1.00	RIPE OLIVES. Order these sure. 12 tins \$1.00
ASPARAGUS. Finest tips, regular 40c. 3 tins \$1.00	WAGSTAFFE'S JAM Sell regularly 40c each. 4 1-lb. tins \$1.00
CLARK'S SOUPS Choice of all 15c varieties. 8 tins \$1.00	INDIVIDUAL JAMS Correct size to serve. 12 for \$1.00
QUALITY TEA Regular 60c. Only one order to a customer. 2 lbs. \$1.00	OATMEAL Here's a bargain. 15 lbs. \$1.00
COMB HONEY Best section. Regular 40c. 3 combs \$1.00	BLUEBERRIES Make delicious pies. 8 tins \$1.00
MAPLE SYRUP. One 60c bottle and 2 packages Aunt Jemima Pancake Flour. Extra special \$1.00	PORK AND BEANS Clarke's, in tomato sauce. 5 2-lb. tins \$1.00

IF POSSIBLE, WRITE UP YOUR ORDER.

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

G. THOMAS E. MARTIN
DIST. REPRESENTATIVE,
GOES TO BARRACKS

M. S. A. Official Returns to Military Headquarters Staff.

G. Thomas E. Martin, whose services were loaned by the military authorities to the M. S. A. deputy registrar's office in the capacity of district public representative, is now returning to district military headquarters at Wexley Barracks here.

Sergeant-Major Martin (W.O.) is a returned soldier, and was formerly chief clerk to Lieut.-Col. H. D. Smith, general staff officer of this district. On going to the deputy registrar's department Mr. Martin was appointed assistant district public representative, and efficiency and fairness which marked his work was later recognized by his appointment to the position of district public representative.

Ann's Candy Shop
303 RICHMOND STREET.
C. F. License No. 10-8253.

CALL 4071
FOR ELECTRIC WORK AND SUPPLIES.
WESTERN ONTARIO ELECTRIC CO.
237 DUNDAS STREET.

Taylor's Stomach & Liver Cure
The Best Remedy for Constipation.
35c. 65c. \$1.20.
Taylor's 6-Cut rate Drug Stores

"Come to Hay's First" ON DOLLAR DAY

3,000 French Organdie
FINE LINEN ENVELOPES
Fancy rounded flap. 24 to package.
Dollar Day Price 29c
3 Packages for

Pocket Diaries

Dollar Day Price 20% Off

250 Boxes
LINEN NOTE PAPER AND ENVELOPES.
(While They Last.)
Dollar Day 3 for 59c
Price

1 Chicago Pencil Sharpener.
72 Dixon second quality Pencils.
Dollar Day Price \$3.00
Both for

COME EARLY—OUR SUPPLY IS LIMITED.

Hay's Stationery
Phones 150 or 53.
173 Dundas Street.

Shriners' Ball
will glow with Reads.
My jeweler has a wonderful assortment \$1.50 up.
John A. Nash
MY JEWELER
206 DUNDAS STREET.
"Where You Will Eventually Buy."

WHY DELAY?
Have you put off decorating some room? Here are bargains in Wall Paper. Values that regularly sell up to 4 times this price.

ON SALE. 19c and 29c PER ROLL.
COLERICKS
212 Dundas Street.

Greatest of All Dollar Day Sales

Taylor Can Stretch Your Dollar

Further than any other drug store in Canada. When you look back on Dollar Day we want you to remember the big bargain Taylor gave you. ONE DOLLAR BUYS ANY ONE OF THE 10 COMBINATIONS BELOW—NOTHING OVER ONE DOLLAR. Just ask for the number of the combination you want.

NO. 1 K. & S. Seamless Fountain Syringe, complete with tubing and all fittings. Guaranteed one year. Regular \$2. For One Dollar	NO. 2 Seamless 2-Quart Hot-Water Bottle; fresh stock; one-year guarantee. Good value at \$2. For One Dollar	NO. 3 Smokers' Special. 20 SUNS— 20 MILINDAS— 20 BERESFORDS— 20 CUBANOLAS— 20 TAMPA'S PRIDE— Box of 10 Santa Claras and 2 packages of Players Cigarettes for \$1.00 Any one of these six combinations For One Dollar
NO. 4 Toilet Special. 100c Morina Complexion Powder, 50c Ingram's Milkwood Cream, 25c Mennen's Talcum Powder, 25c Witch Hazel and Cucumber Cream, 25c Mennen's Talcum Powder. For One Dollar	NO. 5 50c Multisided Coconut Oil 50c Morin's Peroxide Vanishing Cream 25c Ingram's Vaseline Face Powder 25c Witch Hazel and Cucumber Cream 25c Mennen's Talcum Powder All For One Dollar	NO. 6 SOAP SPECIAL. 4 long bars Pure Castile Soap For One Dollar This is the same bar other stores sell for 35c. This cannot be repeated.
NO. 7 CANDY SPECIAL. 21 Assorted Willard's Chocolate Bars For One Dollar These are strictly fresh, full-weight bars. You pay 6c for these usually.	NO. 8 TOILET PAPER SPECIAL. 15 rolls Witch Hazel Toilet Paper For One Dollar This is the largest 10c roll of toilet paper sold in London.	NO. 9 LAUNDRY SOAP. 1 Long Bar Pure Castile Soap .35 3 Large Cakes Sunlight Soap .30 3 Lifebuoy Soap .30 3 Lawsons' Snowflake Ammonia .30 All For One Dollar
NO. 10—MEN'S SPECIAL 35c Ever-Ready Shaving Stick, 25c Na-Dru-Co Shaving Lotion, 35c Taylor's Tooth Powder, 10c Sympie Pencil, 25c Mennen's Talcum Powder. Total \$1.30. ALL FOR ONE DOLLAR.		

TAYLOR DRUG CO.

6 Stores With But a Single Thought—To Serve You Right.

Nyal's Family Medicines.
Main Store—399 Talbot Street, Opposite Market. Phone 1194
South Branch—Corner Horton and Wellington Streets. Phone 379
East Branch—655 Dundas Street. Phone 663
North Branch—Corner Richmond Street and Central Avenue. Phone 4151
Hamilton Road—Corner Hamilton Road and Anderson Avenue. Phone 405
London South Branch—Corner Wortley Road and Craig Street. Phone 1920

RESPONSIBILITY RESTS WITH WOMEN, SAYS W. C. T. U. PRESIDENT
About 20 new members were added to the list of the "white ribboners" at the meeting of the W. C. T. U. Tuesday afternoon.
Discussion centred on keeping the provincial referendum constantly before the members of the union.
Speaking on the subject, "Singing Up For Prohibition," Mrs. Gordon Wright, Dominion president of the W. C. T. U., said:
"Never were there such serious times or such terrible issues as are trembling in the balance at present, and the responsibility rests largely with the women."

TYPEWRITER SICK?
Call us up. We are professional doctors on all makes of machines. Work guaranteed. Typewriter Inspection Company, Room 4, London Loan Building. Phone 6119.

Pleasure and Profit at Peters on Dollar Day

Meet your friends and have dinner or supper in our tea room. Enjoy a good meal, the fine music and the good company to be found there.
Take advantage of Dollar Day opportunities to buy your valentine boxes of candy. Very special ones from one to five dollars.

Peters - London

SPECIALS At the Hurry-Out Sale

OVERCOATS, SUITS, PANTS, SWEATERS, COATS, FURNISHINGS, HATS, CAPS AND OVERALLS, ALL INCLUDED IN THE HURRY-OUT SALE.

We Must Have \$9,500.00 More

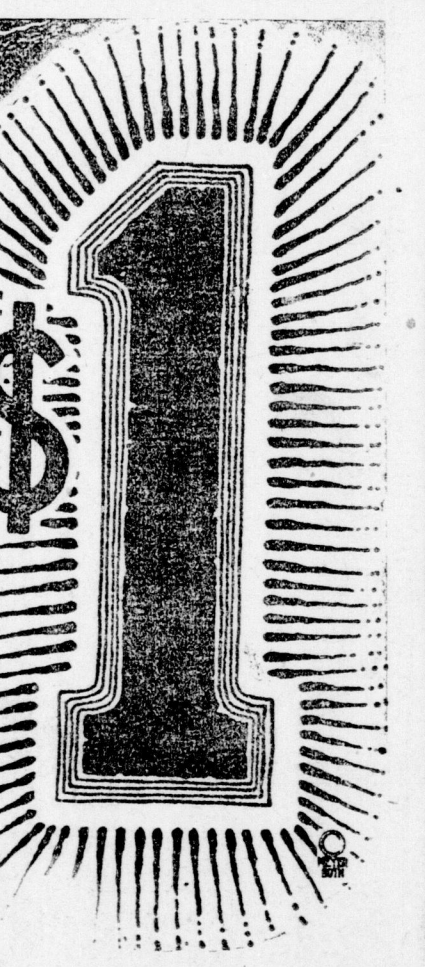
Returned soldiers and people for miles around London are making this a most successful sale.

HOOR PANT SALE FOR DOLLAR DAY —50 pairs of Pants to be sold on the hour, 10 to 11 a. m., 2 to 3 p. m. and 6 to 7 p. m.	\$18.50 Overcoats ..\$10.75 \$22.50 Overcoats ..\$12.50 \$27.50 Overcoats ..\$14.95 \$20.00 Men's Suits \$14.95 \$25.00 Men's Suits \$19.50 \$39.50 Men's Suits \$29.50	\$1.10 Work Shirts ..75c \$1.65 Work Shirts ..\$1.25 \$1.85 Work Shirts ..\$1.35 \$2.10 Work Shirts ..\$1.49 \$2.25 Work Shirts ..\$1.69 \$2.50 Work Shirts ..\$1.95
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2,000 Pairs of Men's Pants \$3.25 Men's Pants ..\$1.95 \$4.25 Men's Pants ..\$2.69 \$5.60 Men's Pants ..\$2.95 \$6.50 Men's Pants ..\$3.69 \$7.50 Men's Pants ..\$4.69 \$8.25 Men's Pants ..\$5.69	\$1.75 Sweater Coats ..95c \$3.50 Sweater Coats \$2.95 \$4.25 Sweater Coats \$3.95 \$8.50 Sweater Coats \$4.95 \$11.25 Sweater Coats \$6.95 \$1.65 Winter Caps ..\$1.00 \$2.25 Winter Caps ..\$1.50 \$1.00 Wool Socks ..65c \$1.25 Wool Socks ..75c	\$1.35 Wool Socks ..\$1.00 \$2.25 Overalls ..\$1.69 \$2.50 Overalls ..\$1.95 \$3.00 Overalls ..\$2.50 \$3.25 Overalls ..\$2.75 Walker's Blue and White Stripes Overalls, regular sizes ..\$2.19
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Giant Clothing House

LOOK FOR THIS BIG RED SIGN. A little farther down, but it pays to walk. 120 DUNDAS STREET. OPEN EVENINGS UNTIL 9 O'CLOCK.



Look At This!

A crisp one-dollar bill will be found in the inside pocket of every Suit or Overcoat bought here on Thursday, London's Dollar Day.

IF any woman or man who is downtown tomorrow should miss seeing what's in the window at Casselman Bros. —well, they will be missing something! 171 Dundas St.