

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

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 Street. Phone 2971.

London Business College

Dundas & Richmond Sts., London, Ont.

We teach business as it is done today. Winter term from Jan. 5.

J. MORRITT, Prin. Phone 7330.

N. Stonehouse, Vice-Prin.

DOLLAR WINDOW

Any article in our north window will be sold for

\$1 Each

C. H. Ward & Co.

Diamond Merchants and Jewelers.

386 RICHMOND STREET

He is letting his education

profiteer 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

TREBILCOCK

OPTICIAN

233 Dundas Street. Phone 2351.

Two Doors East of Majestic.

Taylor's Throat and Lung Balm

Will not disappoint you. If it fails to

cure any cough, cold or bronchial

irritation, 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.

Domestic Bank Chambers, London, Ont.

Anthracite Coal

Egg, Stove, Chestnut, Pea

—Best Quality—

Wood! Wood!

Hard Wood, Mixed Wood, Mixed Stubs

Prompt deliveries, any part of city.

BRISTOL ESSERY

630 Maitland. ywt Phone 1089

Double Mileage

Puncture-Proof Service.

ART WILKES

London Tire Repair Depot.

354 Wellington. Opp. McClary's.

INSURANCE

HAROLD J. LAWSON

(Retired).

306 Dominion Savings Bldg. Phone 950.

Dress Shirts

and Collars

Washed, starched and

ironed to perfection. No

portion of a man's attire

needs as much attention.

Phone 3881, we'll do the

rest.

FOREST CITY LAUNDRY

"At your service"

DRY-CLEANERS & DYERS

White Wagons.

London Loan and Savings Co.

OF CANADA

4% ALLOWED ON

DEPOSITS.

5 1/2% ALLOWED ON

DEBENTURES.

220 Dundas Street, London, Ont.

OPENING DAYS

Ladies' Hats

Beltz & Co.

FUR STORAGE ywt

There Is No Food

More Pure and

Wholesome Than

PARNELL'S

BREAD

TRY A LOAF

TODAY!

The Policy

of Our

Mail Order

Dept.---

From time to time through

our advertisements in the

different papers of London and

vicinity we will offer special

values on certain articles in

our stock. Each article that

is thus featured will be of special

value, and will warrant your

serious consideration. Our policy

toward mail order customers is

just this—every price advertised

is exactly as described and

illustrated.

We guarantee that any article

you purchase will give the satis-

faction that you have a right to

expect, and that it represents

the full value of the price you

pay for it.

However, if for any reason

you are dissatisfied with the

purchase you may return the

article to us at our expense and

we will exchange it for some-

thing else or refund your money.

Whatever happens, we under-

take to see that you have no

reason to regret your business

transactions with us.

YOUNG'S

London's

Jewelers

London East London

What Do?

You Save?

when you buy your bread instead

of baking it at home? Labor,

time, fuel and the frequent waste

of uneaten bread?

JOHNSTON BROS.

XXX BREAD

is the most economical food you

can buy. Noted for its delicious

flavor.

Fresh at Your Grocer's Today.

JOHNSTON BROS. Phone 944.

PEMETINE for PYORRHEA

Sore and inflamed conditions of the gums

are usually the forerunners of that dread dis-

ease—Pyorrhea. Most people over thirty have it in

some form. If not checked, pyorrhea leads to

loss of teeth, Stomach Disorders or Heart

trouble are often the result—sometimes even

loss of life.

"PEMETINE" destroys Pyorrhea germs

and pus, rapidly relieves and corrects Sore

Gums, Bleeding, Receding, or Discolored

Gums, and Loose Teeth become tight.

"PEMETINE" is the best preventative of

Pyorrhea or diseased gums. By far the best

Mouth Wash. Keep it handy and use it daily.

It saves teeth, and protects your health.

Druggists everywhere. Price 75c bottle

THE PEOMETINE COMPANY INC.

NEW YORK CITY LONDON, CAN.

To make advertising profitable to

our clients is the surest method we

know of making our clients profit-

able to us.

Federal

Advertising

Agency

T. H. YULL,

Dominion Savings Building,

London, Canada,

Mechanical Photo

Retouching.

Cook's Shoe Store

Charming styles that blend with the

new spring fashions. The woman that

would be faultlessly dressed should

spect this exhibit on before purchasing

elsewhere. See our windows; they tell

what is new in footwear.

TO NEED \$8,000,000

MORE FOR HOUSING

PLAN, IS ESTIMATE

Building Cost 125 Per Cent

Greater Than 1913

Says Ellis.

TORONTO, March 5.—The cost of

constructing houses in the province of

Ontario is about 125 per cent greater

than it was before the war, according

to J. A. Ellis, director of the bureau

of municipal affairs, in a report to

the Ontario Government on housing

for last year. Lumber prices have in-

creased so much, Mr. Ellis states, that

it is almost as costly to erect a

frame house as a brick building.

"If all the requirements of the various

municipalities for 1920 are met, about

\$8,000,000 more will have to be ap-

propriated in addition to the \$10,

\$25,000 already appropriated," says the

report.

Mr. Ellis' report gives in detail the

work accomplished, and shows that 99

municipalities passed bylaws last year,

and proceeded with the building of

houses under the Ontario housing act.

He points out a scheme financed by the

city itself.

The Government has not announced

its policy on the housing question yet,

and has made no promises to the

municipalities in connection with

housing.

At The Theaters

AT THE GRAND.

"Listen Lester," certainly appealed

to the large audience which crowded

the Grand Opera last night. The vehicle

is billed as a musical entertainment,

and to this might be added that it is a

dancing delight. Every member of the

company is a dancer of more than

average ability, while several are

stars.

Joseph Mack as Lester Lite, a porter,

who spends most of his time hunting

for the tell-tale love letters of Col.

Rufus Dodge (Irving Brooks), makes

the best of his role as the star com-

edian. His eccentric dancing drew him

rounds of applause.

Gus Shy as William Penn Jun., was

the hardest worker on the stage. Gus

instilled a lot of pep into the show,

and his dancing was always full of

life. He made an appearance, Mr. Shy

was a little shy when it came to

dancing. But, more than make up for

up for it when it came to tripping the

light fantastic.

Margaret Watson as Miss Mary Dodge

is a winsome little lady and is an

actress of no mean ability. Miss Watson

made a smile and her own and her

"Waiting For You," with Jean Leoni

was exceptionally good. Miss Arbuth-

not Guilty rolled her eyes to good advantage

for the gallery, otherwise known as the

first as Col. Dodge and then as Col.

Ford.

The songs were up to the usual

musical comedy standard, the best

being "Waiting For You." "When

Show Me Tell Me" and "I Love You."

The offering will be repeated at the

Grand Opera House this afternoon and

evening.

AT THE MAJESTIC.

Anyone who has the blues and cannot

get them out of their system, visit the

Majestic Theatre and see "It Pays To

Advertise," which will be presented by

the Forest City Dramatic Club this

afternoon and evening, after a suc-

cessful showing last night to a large

audience.

"It Pays To Advertise" is a scream

from start to finish. What usual ad-

vertising has done for the advertiser

it can draw people into is very cleverly

shown in three acts by an excellent

cast, under the direction of Miss Jean

Walker.

Edna Martin, son of a millionaire

soap merchant, comes home from col-

lege. He has been spending too much

money, and is now penniless. He is