

DIAMONDS
Rings... \$8.00 to \$1,000.00
Necklets... \$30.00 to \$800.00
Barepins... \$5.00 to \$100.00
C. H. Ward & Co.
Diamond Merchants and Jewellers.
386 Richmond Street.

LONDON OPTICAL CO.
Richmond Street, Opp. Sav. Bldg.
Phone 512.

JANUARY CLEARANCE SALE
Fifty per cent reductions on Ladies' Coats and Suits during our January Sale. Ladies' Dresses reduced from 25 per cent to 40 per cent.
Make your dollar do double duty
—AT—
Canadian Ladies' Wear Co.
372 Dundas St. Phone 6112

BRING YOUR RUBBER TROUBLES TO CLINGER
LONDON'S RUBBER MAN.
346 Dundas Street. Phone 5124.
RETRADING A SPECIALTY.

Footwear for Formal Occasions
We have the models best suited for the requirements from the world's best makers.
Cook's Shoe Store

TAYLOR'S
Throat and Lung Balm

has been the favorite household remedy for coughs, colds and all bronchial affections. Sheer merit alone has made this medicine the standard cough remedy for over fifty years.
35c, 65c and \$1.20.
Manufactured and sold only at
TAYLOR'S DRUG STORE
390 RICHMOND STREET
Phone 534. 2 Graduate Druggists.

Are You Thirsty?
Physicians say we should drink a great deal of water. If we do not keep our systems in a healthy, normal condition.
Don't you enjoy even a drink of water better, if it is attractively served in a tumbler of
Sparkling Cut Glass?
If you have a wedding present or a gift of any kind to buy, we do not think that you could select anything that would be more acceptable than some of the useful and beautiful pieces of cut glass we are displaying. Our selection is very large.

W. J. WRAY & CO., LTD.
Wholesale and Retail.
London's Largest Jewelry Store.
224 DUNDAS STREET
Open Every Evening From December 1st Until Christmas.

\$75 the Pair Was the Price of Spectacles
These hundred years ago, whether or not they suited the patient's eyes.
Age-old ideas have given way to modern scientific practice, moderate price, and guaranteed service.
Consult Us About Your Eye

THE BROWN OPTICAL CO.
DUNDAS ST. PHONE 1877.
Largest Exclusive Optical House in Canada.
MONTREAL, LONDON, WINDSOR.

At The Theaters

By special request, Mr. Clifford Devereux and his company will produce Thos. Ibsen's "Ghosts" at the Grand tonight. This is the greatest of all modern dramas, and deals with one of the most perplexing social problems with which every community is confronted today. In treatment the play is forceful and makes an impression that cannot readily be eradicated. Mr. Devereux has just completed a most successful tour with this play, and all his audiences have been loud in their praises of the production. Many societies have expressed their appreciation of the courage of Mr. Devereux in presenting such a play, and have complimented him for the great benefit that has been derived from it.

The story is such a one as might happen in any community, and it unfolds itself in a series of powerful incidents, each one building up the other, until one of the most tremendous climaxes in modern dramatic writing is reached. "Ghosts" is a play that will never be forgotten, for its lessons are so potent and its influence so compelling that it leaves an indelible mark upon the memory. It is a play that everybody should see, for it is interesting in the extreme, and will hold an audience enthralled from beginning to end.

As Mrs. Alving, Miss Zinita Graf does some of her best work, and Mr. Devereux in the lead gives some of his best characterizations.

BABES IN THE WOOD COMING BACK TO GRAND FOR SPECIAL RETURN ENGAGEMENT.
The annual engagement of Mr. F. Stuart Whyte's English pantomime at the Grand Opera House will be the outstanding event of the season with a great majority of local playgoers. Mr. Whyte brought his first company to Canada five years ago and each production since then has been more elaborate than its immediate predecessor. This season the fairy legend of "The Babes in the Wood" has been chosen as the background for Mr. Whyte to draw the series of brilliant scenic and costume displays, which together with the usual bevy of stunning girls and abundance of clean comedy has gone to make the name of this clever British producer stand for all that is wholesome in theatrical entertainments.

"Babes in the Wood" will be the attraction at the Grand for one night only, Thursday evening, next, January 12. Seats go on sale Monday morning next at 9 a.m.

AT LOEW'S.
"Doug" Fairbanks never got a greater reception during his whole European trip than London movie fans accorded him when his first picture since returning to America, "The Mark of Zorro," was shown at Loew's for the first time Thursday. They had good reason to welcome him, for it is undoubtedly his best picture from all standpoints, and particularly it brings to mind the famous line, "I am Zorro!"

To Cure a Cold in One Day.
Take a couple of LAXATIVE BROMO QUININE tablets. The genuine bears the signature of E. W. Grove, 30c.

ROSS' LIMITED.
Manufacturers
LADIES' SPECIAL ORDER SUITS
FOR A LIMITED TIME ONLY
33 1/3 Off
Which means \$85.00 Suits will only cost **\$56.66**
Which means \$75.00 Suits will only cost **\$50.00**
Which means \$65.00 Suits will only cost **\$43.34**
Choice of latest leading styles will be given.
In Serges, Broadcloths, Bolivias, Gabardines, Tricotines, Duvetynes, Velours, etc.
On Second Floor.
PHONE 1319. 196 DUNDAS STREET.

1921 Shoe Prices
January Announcement
We have taken stock of our entire store and have readjusted our prices to meet the present costs, which are much lower than when we purchased these shoes. It means hundreds of dollars loss to us, but we must keep on doing business, so are forced to meet the new conditions by reducing our prices to what we can replace them for.

THIS MEANS FROM ONE TO THREE DOLLARS A PAIR OFF OUR MEN'S AND WOMEN'S SHOES.
We are not having our regular January sale this year, as we are taking this method of keeping our sales up to previous years. We thank our many customers for their patronage, and assure you we will keep up the same high standard of Shoes and service during 1921.

Yours truly,
Johnston & Murray
London - St. Thomas.
154 DUNDAS STREET - LONDON

he turned him down he thought the best thing he could do would be to die for everything he seemed to do wrong. But when everybody agreed that that was the best thing he could do with himself, he suddenly got the idea that he wanted to live, and thereby hangs the tale. For once you pay the person of "Zorro," a daring night rider, who marks each of his victims with a Z-shaped scar.

Wherever a native has been wantonly injured, innocent persons oppressed or other injury done, he makes his appearance and punishes the crime. Of course Zorro is "Doug," the son of one of the first families of the land, who is only masquerading as a bandit in order to bring about law and order. The role gives him scores of opportunities for dastardly stunts, such as defying the governor's whole army and winning the love of a beautiful California maiden under the very noses of the men who are seeking to capture him. It is only the natural his spirited campaign against the forces of the oppressors results in their being driven from the country and opening up a happy future for Zorro and his bride. Eight reels are required to chronicle all the adventures.

The vaudeville bill is the best in many weeks. Carlotta Stockill is a singer of brilliant talents who makes a hit with her audience. She proves her versatility by rendering both grand opera and lighter music. Edmund Lavelle is a comedian of a black-face act that beats anything in this line yet. Versatile hardly describes them, as they bring the present tell funny stories in so many different ways that their hearers are in a continuous uproar of laughter. Vardon and Perry are a whole vaudeville show in themselves. They present a number of humorous songs in an imitable manner and end with a feature that is not only novel, but decidedly amusing.

The rest of the program is good, including a comedy, news reels and other pictures.

OWEN MOORE IN HIGH-POWERED COMEDY "POOR SIMP" WITH CHARLEY CHAPLIN SPECIAL AT ALLEN TODAY, TOMORROW.
For the last two days of this week (today and tomorrow) the Allen is presenting a big double program of two special comedy attractions, Owen Moore in his high-powered romance, "The Poor Simp," and Charlie Chaplin in "The Immigrant."

When Owen Moore appeared in "Piccadilly Jim," everybody prophesied that his next picture would also be a humdinger, and it is "The Poor Simp" and the story of a young millionaire, but a very peculiar young millionaire who brought a dog bunch of orchids to a proposal to his best girl, and when

he turned him down he thought the best thing he could do would be to die for everything he seemed to do wrong. But when everybody agreed that that was the best thing he could do with himself, he suddenly got the idea that he wanted to live, and thereby hangs the tale. For once you pay the person of "Zorro," a daring night rider, who marks each of his victims with a Z-shaped scar.

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ROMANCE, CHIVALRY AND BRIGHT COMEDY MAKE "THE DEEP PURPLE" AT THE MAJESTIC ENJOYABLE OFFERING.
If you enjoy a thrilling play, with plenty of action, lots of excitement, a goodly measure of romance, with here and there a dash of clever comedy, then see Paul Armstrong's stirring drama of the New York underworld, "The Deep Purple," the current offering of the Majestic Theatre. Each and every member of the company is seen to advantage, and Miss Fates, Edna Marshall, George V. Dill and several others exceed any previous effort this season. Miss Marshall is exceptionally brilliant in a role, that just fits her capable talents, and this week's audiences have shown their appreciation of her efforts with a goodly amount of applause at each and every performance. The story surrounds a young charming maid, who is ensnared into a gang of confidence men, as their leader, her work with the big money men and her final love affair with one of her victims makes for one enjoyable entertainment, and a play that will meet with the particular tastes of every playgoer. The usual Saturday matinee will be offered tomorrow, and next week Director Grew

DARING NEWSBOY RESCUES GIRL FROM CHINESE AFTER LOVE AND POLICE FAIL.
With a million freckles on his face, dressed in clothes a dozen times too big, saucy, dirty, and accompanied by his two pals, a coal-black negro boy and a half-cast Chinese lad, a San Francisco newsboy effects an heroic rescue of a district attorney's sweetheart from a band of desperate Chinese smugglers. "That's Dinty," (Freckles) Barry in Marshall Neilan's new photo drama of the same name which is to be shown at the Allen on Monday, Tuesday, Wednesday and Thursday. Six rushing reels of mystery, drama, romance, laughter and thrills. Whirl in the case with Dinty—you'll have to go some to keep up with him, for he is like a full-grown streak of lightning. Dinty starts a Tong war in Chinatown, lifts the lid off a real life romance, discovers and rescues a girl from Chinese smugglers, and starts a fight between the police and Chinks that beats the old rows of the Barbary coast—and whoops away with the swiftest set of laugh thrills you ever saw.

Remember "Go and Get It"—this is even better—and cast itches all the old favorites and a lot of new ones—Wesley (Freckles) Barry, Marjorie

DOWN ON WALTHAM OR ELGIN WATCHES
Balance Easy Terms.
374 RICHMOND STREET, 2ND FLOOR.
GREEN, Jeweler.

Orth's Master Stroke!
Men's Wear Cut As Deep As 40% Discount
Every Ready-To-Wear Suit
In the Store to Go at
\$29.50
Regular to \$50.00. This is a drastic cut of our high-grade ready-to-wear garments; but, folks, we should worry, if it goes to help the other fellow for the time being. We have had mighty good business, and will now sell all our suits on our fine second floor for Saturday **\$29.50** only.

There are full ranges of sizes, and included in the lot are navy serge suits, also fine pure wool worsted garments. Come at 8:30 if you want best selection, as we cannot duplicate these suits even at today's wholesale cost—so step lively!

FOR LONDON WE HAVE SECURED DURING JANUARY
1-3 Cut in HOBBERLIN Tailored to Your Measure
SUITS & O'COATS
Men, honestly, if there were any better tailoring in Canada we would sell it. Look here! Who is your tailor? Does he give you what you want in fit, service, the best wool materials and a chance to say when the garment is completed? Here if you are not absolutely satisfied you do not buy, and you get a new suit or your deposit back. This, sir, is why we gained over 100 suit customers in December, and every man is now a booster for Hobberlin Tailored Garments, and just plainly says that he likes Orth's shop for bringing him into such good fortune. Now, you're next, sir! Here is your saving:

Original \$40.00 Suits and Overcoats at	Original \$50.00 Suits and Overcoats at	Original \$60.00 Suits and Overcoats at	Original \$70.00 Suits and Overcoats at	Original \$80.00 Suits and Overcoats at
\$28.00	\$35.00	\$40.00	\$49.00	\$56.00

All garments have Union Label. Every garment guaranteed absolutely by Hobberlin—no mistakes or regrets.

MEN'S HABERDASHERY AT 40% CUT
MEN'S FINE SHIRTS
Regular to \$4.00 values, at \$1.95; have Union Label attached. Now every union man has a chance to get fine shirts Saturday with the label. This is in accordance with many inquiries for label goods. "Now, show yourself! Here they are!"
EXTRA SPECIAL—MEN'S AND LADIES' UMBRELLAS
Regular to \$6.50, at \$2.95, no reserve. These have gift-style handles and taped edges, with cover. Men's are in gold and sterling handles, and ladies' in new crook, loop and ivory models. A real offer at, each **\$2.95**

HERE IS A REAL SNAP!
All our stock of Pure Silk Fancy and Knitted Mufflers, original prices to \$5.00, are to go at **\$2.95**
PENMAN'S AND MERCURY WOOL CASHMERE SOCKS
Regular 85c value, to go for 55c pair. Colors of black, tan and white; all sizes, 9 1/2 to 11 1/2. This is a real snap for good socks these days. **55c**
CLEARANCE OF HOLIDAY NECKWEAR
All our remaining stock, up to \$2.00, at 95c. Pure all-silk stock. Just a clearance, that's all. You save half the original price Saturday, at, each **95c**

ORTH'S LIMITED
On the Busy Corner
Dundas and
Clarence
Streets

A Beautiful Store for the Workingman
One of the finest and most artistic stores in London is almost complete, and a special welcome is held out to the workingman. When a man in overalls steps into my store and puts his dinner pail on the counter our best clerk comes forward. Buy gifts that last from John A. Nash, My Jeweler. His new store is 182 Dundas street, "where you will eventually buy."

Would Electrify "Cow Path"
Ald. J. C. Wilson Will Bring Resolution Before City Council.
That the city council do everything in its power to bring about the electrification of the London, Huron and Bruce line of the G. T. R. system will be the effect of a resolution which Ald. J. Cameron Wilson will introduce at the inaugural meeting of the council Monday. He will urge that a special committee be appointed to confer with all other local bodies who are interested in the project and to further the plan in every possible way.

The proposal is only in preliminary stages at present, but a number of local citizens have been in touch with the possibilities and are working to bring about something more tangible.

ONE HUNDRED AND FIFTY MEN EMPLOYED BY P. U. C.
About 150 men are employed at the present time by the public utilities department in the laying of the six inch river water main between the river and the C. P. R. yards and shops. The laying of the pipe along Queen's avenue to Ontario street is practically completed and work has been begun on Clarence street along which it will be carried to Bathurst, and thence to Ridout street. It will be possible to lay the pipe by this route with very little interference with sidewalks and pavements. Where it has to be carried under pavement every effort will be made to do tunneling so that the least possible amount of pavement shall be broken.

REVENUES ARE TRIPLED.
OTTAWA, Jan. 6.—Income tax and special inland revenue taxes were star performers in last month's public revenues. Income tax collections were three times what they were in December, 1919, the figures being: December, 1919, \$3,166,327; December, 1920, \$10,593,296.

WHEREVER OR WHENEVER YOU ENTERTAIN
Serve
ROWAT'S COFFEE
The Finest Procurable.
70c POUND
T. A. ROWAT & CO.
250 Dundas St. Phones 3051-3052

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