

Sea Foods For Lenten Season

Fish Flakes 25c and 40c tin
Crab Meat 55c tin
Boneless Sardines 45c and 60c tin
Clam Chowder 25c tin
Clam Juice 25c tin
Minced Clams 35c tin
Whole Clams 25c and 35c tin
Shrimps 25c and 35c tin
Kipper Snacks 10c, 3 for 25c

GURD'S GINGER ALE

Satisfying and Refreshing.
\$1.50 Dozen

ORANGE PULP

takes the bother out of
marmalade making.
No Peeling — No Soaking
\$.125 Tin
Each tin makes 12 to 15 pounds
of choicest marmalade.

GRUYERE CHEESE

(Swiss)
The Cheese with the Different
Flavor.
85c Tin

ZWIEBACK

Delicately Flavored Toast.
Easily Digested.
30c Package

BOWAT'S COFFEE

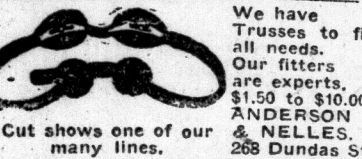
Makes Breakfast a Delight.
70c Pound

T.A. ROWAT

& Co.
GROCERS — IMPORTERS
Established 1887.
250 Dundas St. Phone 3051-3052.



Your Choice
of anything in North Window
\$1.00 SEE THESE
VALUES
C. H. Ward & Co.
Diamond Merchants, Jewelers and
Opticians
256 Richmond St. Phone 1051.



WOOD
MOSTLY HARDWOOD.
12" and 16" BLOCKS.
DOMESTIC LUMP,
MILLER CREEK
also
CANNEL LUMP
Chantler Bros.
263 BATHURST. PHONE 347.
2XV



Smithing
COAL
Prompt delivery to all parts
of the city
Orchard's
45 York St. Phone 384.
2XV

PURITY BREAD

IS A
FAIR PRICE
AND OF
FULL NUTTY FLAVOR
PHONE 944 OR HAVE OUR WAGON CALL.
R. FAIRFUL
262 OTTAWAY AVENUE. LONDON.
2XV

TAYLOR'S Throat and Lung Balm

SINCE 1868
has been the favorite house-
hold remedy for cough, colds
and all bronchial affections.
Sheer merit alone has made
this medicine the standard
cough remedy for over 50
years.
35c, 65c and \$1.20.
Manufactured and Sold
Only At

TAYLOR'S Drug Store

New Address
390 RICHMOND STREET.
Half Block South of Dundas.
Phone 594 for Trial Bottle
2XV

Day by day in every way
values are better and better

FIVE BIG EASTER SPECIALS

Now is the time to make
your purchases for the first
holiday.

PANTS

Over 500 pairs from the
Tolton Mfg. Co. and Crown
Pants Co. on sale at factory
prices; sizes 32 to 44. FREE
braces with every pair of
Pants, when asked for—
\$2.98 \$3.50, \$3.98, \$4.50,
\$4.95, \$5.95, \$6.95, \$7.95.

HATS

All the new shapes and
shades. Values up to \$5, for
\$2.95
Hat bone free with every
purchase.

Fine Shirts

80 dozen, all the new
materials. Values to \$3.25,
for \$1.95, 2 for \$3.50.
20 dozen broken lots.
Values to \$1.75, for \$1.19,
or 2 for \$2.00.

SUITS

150 new spring styles—
\$14.50, \$16.50,
\$19.50, \$25.00,
\$29.50, \$35.00

Neckties

50 dozen E. & S. Currie's
up-to-date patterns—
35c, 50c, 75c, 95c,
\$1.25, \$1.50

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

We have the exclusive sale in
London of Stanfield's Celebrated
Black Label Underwear.

WEGNER Clothing Co.

371 TALBOT ST.
"The Heart of London"
Famous for Their Little Prices,
Open Evenings. Phone 1348.

Subscribe for The Advertiser.

STEALS MONEY, POLICE LOCATE IT HIDDEN IN BIBLE

Frank McGlamery, Detroit, Ar-
rested For Taking Former
Landlord's Cash.

HAD PARTS OF AUTO

Asks To Be Allowed Holy
Book When He Is Lodged
in Jail.

Special to The Advertiser.
Detroit, March 16.—Frank Mc-
Glamery evidently put his trust in
his Bible. He stole \$70 from his
former landlord and hid it between
pages of the sacred book. When
Detective Patch went to his home
today, he found the money facing
the page in the twentieth chapter of
Exodus where is the commandment,
"Thou shalt not steal."

McGlamery roomed at the home of
Allen Partic, 229 Windermere avenue.
Monday he left, and the money was
reported missing from a box in the
bureau drawer. McGlamery had left
no address but he had continued
to hold his position with a motor
company. Through this company he
was located at 25 West Grand Ave.
In a suitcase were the Bible and a
number of automobile parts, stolen,
police say, from the automobile
plant, and 30 pieces of silver, not
money but ingots, that had disap-
peared recently from the Ford fac-
tory. McGlamery maintained a perfect
calm while the suitcase was being
searched, but when Patch picked up
the Bible, he showed signs of nerv-
ousness, and finally decided to ad-
mit the crime.

In the justice court he pleaded
guilty, waived examination, and was
bound over to the circuit court. Be-
fore being taken to county jail, in
default of \$2,000 bail, he begged to
be allowed to take the Bible with
him, and this permission was granted,
although detectives first turned the
pages in search of more money.
McGlamery who is 22 years old,
is charged with grand larceny.

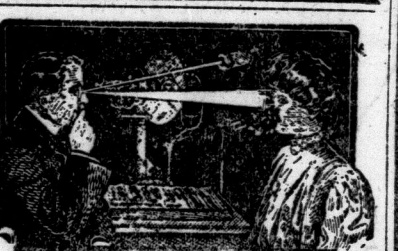
CROWN TO INVESTIGATE STEEL COMPANY IN GUELPH

Special to The Advertiser.
Guelph, March 16.—In a wire re-
ceived from the attorney-general's
department yesterday, Crown At-
torney Kearns was instructed to in-
vestigate all claims made by Guelph
shareholders in the defunct L. R.
Steel enterprise, who believe there
was any fraud or false pretence in
the sale of the securities. According
to reports, there are a number of
persons in this city holding stock in
the enterprise.

GOVERNMENT WILL OPEN TAX OFFICE IN KITCHENER

Special to The Advertiser.
Kitchener, March 16.—The Do-
minion treasury department will
shortly open an income tax office in
this city. It will be located in the
Royal Bank Block, which is at pre-
sent undergoing repairs, and it is ex-
pected that the new office will be
opened in about two weeks.
This will be a great convenience
to the people in this district, who
heretofore have had to correspond
with Hamilton when any difficulty
arose with the department. W. D.
Euler, M.P. for North Waterloo, was
instrumental in having the office lo-
cated here.

WHEN YOU
Buy a Wray's Diamond
You know you have the best.
1-3 OFF Present Prices.
THE STORE WITH THE STOCK.



Our Eye Examination

Accurately measures the power of
your vision and registers the re-
fractive error with scientific exact-
ness, enabling us to give you an
absolutely correct diagnosis. In
coming to us for examination of
your eyes for glasses you are
assured the most skillful ability
that money can command, and the
glasses that we make will give you
the fullest possible measure of re-
lief and comfort.

Brown Optical

COMPANY.
223 Dundas St. Phone 1877.
ALSO—Hamilton, Montreal,
Windsor.
Largest Exclusive Optical House in
Canada. 2XV



Coke Bags
351 GLEBE ST. PHONE 6197.
We Make Everything
Made of Canvas

PREMIUM COAL

**JENKINS
FUEL
CO.**

495 York St. 2XV Phone 1391

Tutankhamen In All His Glory Had No Such Treasure House from Which to Choose

Gold and silver and precious stones he had in profusion, and wonderful artificers in every craft. But if he could come into our store today, he and his wives would be more amazed by what they would see than were the Egyptologists that opened the great tomb at Luxor. Here are more exquisite patterns and colorings in rich, new silks of this one Spring season than were created during his entire reign. Here is such apparel and millinery for Easter, of such artistic beauty, daintiness and variety, as would have bewildered and astounded the court of the powerful Pharaoh. Here are neckwear, veilings, jewelry, gloves and stockings of such fineness and perfection as he would not have believed possible from human handiwork. And all of these wonderful things, not made for a rich and powerful monarch and his court, but for every woman of this community, for whom the best is none too good, and than whom there are no better or more worthy on earth for the wearing of the finest and most beautiful things that the handicraft of man can produce.

EVERYTHING AT ITS FULLEST AND BEST FOR SATURDAY.

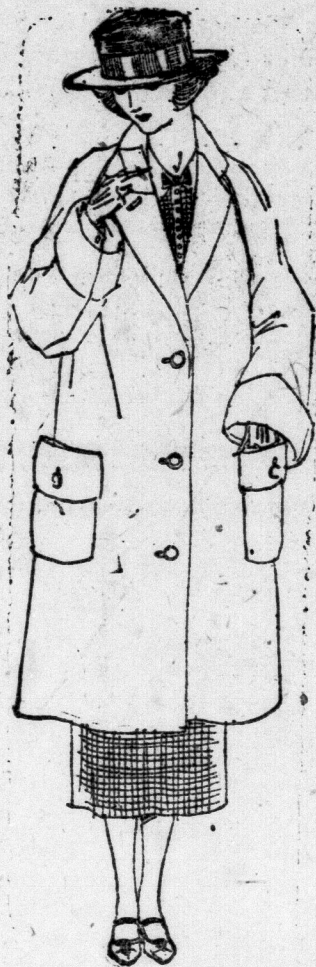


See the New Hurlingham Coats for Spring

The Hurlingham Coat, the general utility coat, made in Canada, adapted to all seasons' wear for everyone, made of the best of English coatings, in tweeds and coverts. Styles shown are with single inverted pleat in back or stitched seam with step vent, slashed or saddle pockets, belted, lined with good quality lining; all seams neatly bound. Colors shown in gray, olive and reindeer. Prices \$45.00 and \$49.50

Girls' Spring Coats and Raincoats Specials.

Girls' Navy Serge Reefer Coats,
double-breasted, full-lined; shield
on sleeve.
Sizes 2 to 6 years \$4.95
Sizes 7 to 12 years \$5.95
Girls' Rubberized Rain Coats, with
hood, fawn only, sizes 6 to 14 years.
Price \$2.50



Candy Special Saturday, 28c lb.

75 pounds Rob Roy Mixed
Candy, while it lasts, 28c lb.
Chocolate Bars 6 for 25c
Chocolate Easter Eggs
..... 5c, 10c, 15c, 25c to \$1.00
Colored Eggs 4 for 1c



A MILLINERY SPECIAL New Spring Hats, \$7.50

A Manufacturer's Clearance. Note the Details.



A great many want to pay
about \$7.50 for a new Hat
and we have given our
best efforts to obtaining
the finest Hats that can be
sold for this amount.
They are brilliant, hard,
new and refreshing, con-
trasting sharply with the
subdued tones of the win-
ter. Green, delicate rose
tints, peaches, browns and
tans, light and darker
blues, biscuit shades, scar-
let and black.
Now a graceful feather
that sweeps from brim to
wearer's shoulder. Now a
wreath of bright posies.
Now a fluting of many col-
ored ribbon.
About six dozen new Hats
to choose from. Saturday
special \$7.50

SOAP DAY SATURDAY

Sunlight Soap, 15 for \$1
Rinso 3 for 25c
Lux 10c pkg.
Snowflake Ammonia
Powder 3 for 25c
Panshine Powder, 10c can
Old Dutch 12c
S. & I. Soap/Chips
..... 2 lbs. for 25c
Satisfaction Toilet Paper
..... 5 rolls for 45c
S. & I. Blend Coffee, 65c
S. & I. Blend Tea 55c
Basement.

16-Inch Linen Huckaback, 25c Yard

Six pieces, balance of Red X All Linen Huckaback,
lovely soft absorbent quality, in good heavy weight.
The quantity is limited to 6 pieces, 16 inches wide, at
25c yard

Colored Bath Towels, 75c Pair

Large size and heavy quality represented in this
special towel. Gray, white and red stripe. A good
number for hard wear. See this Saturday. Limited
quantity 75c pair

New Spring Apparel For Men and Boys

NOW IN THE MEN'S SHOP

AN ELEGANT SHOWING OF NEW SPRING TWO-PANTS SUITS

Here are gathered the select garments from the lead-
ing makers of Canada. An authoritative exposition
of the finer fabrics, style and workmanship.
All up-to-the-minute styles; high waist lines for the
young fellows; sport models, Norfolk style; as well
as a generous range of conservative clothes for the
mature man. Regulars, stouts featured at

\$25, \$35, \$45

INCLUDING EXTRA TROUSERS
OTHERS \$20, \$30 TO \$55.

"Two Bloomer" Suits for Active Boys

The new spring styles in all-wool reinforced suits. Sport styles, Nor-
folk, plain blue serge.

\$9.95, \$10.95, \$12.95 to \$18.00

TOPCOATS

FEATURING "THE CLIVE"

A leading Topcoat for spring, of beautiful quality velour cloth in grays,
tans, browns; deep collars; yoke back; patch pockets;
raglan sleeves. Price \$40

Gabardines, \$18.50 and \$25.00

Smart spring box models, raglan or set-in sleeves; fawn shades, with
or without belts. All sizes.

SPRING FURNISHINGS

Excellent wearing and very popular plain shades. Sizes 14 to 16.
Beautiful New Silk Shirts \$7.50 and \$8.50

Spring Weight Combinations, \$2.50

Elastic ribbed, fine quality cotton. A splendid weight for spring.



**Navy
Reefers,
\$6.95**
Splendidly tailored,
with velvet collars,
emblem in sleeve;
good quality serge,
sizes 4 to 8 years.
Others, \$5.95 to
\$10.50.

New Spring Hats, \$3.50

The leading
spring shades and
shapes—new curl
brims, at an ex-
tremely low price. Featured at \$3.50
Also Borsalinos, Stetsons, Brock, King,
Ayres, and Smith.



SOCKS

Spring weight Lisle, in several shades; sizes 9 1/2 to 11
Fine lightweight Cashmere, all wool 75c
The NEW ARROW
COLLARS 25c

**SMALLMAN & INGRAM
LIMITED**