

Read All Instructions Carefully and Win Fifty Dollars!

Have a New Hat For Easter



MAKE YOUR SELECTIONS EARLY

You will be interested and pleased with the new "Personality Hats" which you will find here in the new shades of gray and fawn. Canadian and imported hats made in various styles so you may select one that suits your individual personality.

Prices \$5 to \$7.50

Feature Price, \$6

R. LEO WATSON

LONDON LIMITED

183 DUNDAS STREET

The home of Semi-Ready Tailored Clothes for men.

YOUR NEXT WINTER'S FUEL

Spring is the time to make sure of your coal for next season. Best grades now obtainable in any size you wish of

Good Hard Scranton Coal

ALSO SPECIAL PRICE ON

ANTHRACITE BUCKWHEAT COAL.

We strongly recommend the Anthracite Buckwheat for the new Spencer heaters. Steam Lump at very attractive prices at present.

Our Feature Is Solvay Coke

ALWAYS PROMPT DELIVERY IN ANY PART OF THE CITY—ORDER YOURS NOW.

WM. BUCHANAN

Maitland Street and C. P. R.

Phone 94

Quality Meats

Starting in a conservative way; the quality of meat; the service in the shop and delivery to your home, combined with moderate prices, have built our business to its present magnitude.

We appreciate the patronage accorded us and promise our careful attention to all orders.

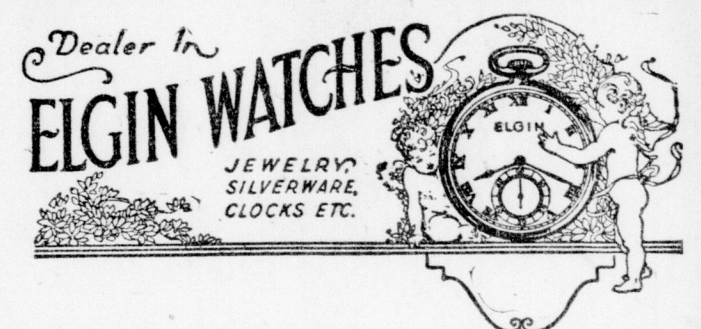
If It's Bought from Anderson's, It's Good!

ANDERSONS

THE BIG STORE.

Market House

Phones, 1643-1644.



The Professional Timekeeper

The New ELGIN Streamline

12 Size **\$35**

17 Jewels

Adjusted to heat and cold, has clear Butler spacious silvered moire dial, streamline bow and pendant, yellow filled case, plain.

CASH PRICE ON EASY TERMS

ROSS M'KAY

THE JEWELER

London East

Open Evenings

Are You Prepared For Easter Visitors?

Perhaps it's a Bed Outfit, a Duofold Bed or just a Mattress. No matter what, you may purchase it on the Club Plan at

THOMAS

Furniture Co., Limited.

The Advertisements On This Page and The Following Pages Will Assist You In Correctly Solving The "Who's Who" Contest

By studying the cartoons and advertisements in this section, you will quickly identify many of the most prominent businessmen of the city. In every cartoon there is some hint given of the man's identity or his business. Study the advertisements and the cartoons and you will be getting nearer and nearer all the while to the final solution of the entire contest.

You'll have a bushel of fun trying to solve "Who's Who," and besides you stand to win a share of the fifty dollar prize money. Use your head. Work fast. Send your solution to the "WHO'S WHO" EDITOR, care of this newspaper, the minute you have finished the job.

Remember to write plainly the name of every man in the space nearest his cartoon, also his firm name and his line of business. Then write your own name and address in some conspicuous place on the section, AND MAIL THE ENTIRE SECTION, if you prefer, to the "Who's Who" Editor.

Submitted answers will be judged for accuracy, time received and for neatness. Members of Advertiser employees' families and their relatives are barred.

WATCH FOR THE CORRECT SOLUTION OF "WHO'S WHO" IN NEXT SATURDAY'S PAPER, ALONG WITH THE NAMES OF THE LUCKY WINNERS.

BRIGHTONS O. K. BAKERY

make the following wholesome lines of bread:

COCOANUT BREAD

GRANNY'S FAVORITE

WHITE AND BROWN

SATURDAY SPECIAL BOSTON BROWN NUT BREAD

Watch for our extra fine new loaf of bread made by a new process.

Delivery to All Points of the City.

B. F. BRIGHTON PROPRIETOR.

479 Emery Street.

Phone 2160.

SILVERTOWN CORD TIRES

"THEY COST NO MORE"

But Are

"BEST IN THE LONG RUN"

Vulcanizing

Alemite Sales and Service

CLINGER

346 DUNDAS ST.

PHONE 5124W

Six Reasons Why You Should Buy Dodge Brothers Economical Transportation:

APPEARANCE—Low, long appearance, 116-inch wheelbase, 33-inch underslung rear springs with redesigned front springs, shackles and axle. Lustrous enamel finish lasts with reasonable care the life of the car.
COMFORT—Doors wide, open conveniently, seats lower and wider, softer springs in genuine leather. No rebound against top on rough roads. You ride comfortable under all road conditions.
DEPENDABILITY—235 inspectors per car insure freedom from bugs in performance. Silent, chain-driven starter, admittedly most efficient of any; 100 per cent dependable in any weather. Fourteen-inch brakes, with 24-inch lining stop car promptly. Steering gear and mechanism built for absolute safety.
DURABILITY—Timken roller bearings throughout. Rear axle accessible, semi-floating type, heavy axle shafts, bearings and gears; 4-cylinder engine, same as used in G. B. 1½-ton trucks, fundamentally same as used since 1914; in other words, more than a million in serial and 30 per cent still running.
ECONOMY—Accessible engine transmission and rear axle reduce labor cost of repairs. Flat rate service eliminates overcharge for repairs. Part prices very low. Excellent mileage obtained from gas and oil. Car easy on tires, 32-4 cords establish wonder mileage records.
RESALE VALUE—Public appreciate the power, speed and long life of the Dodge car. Quantity has never interfered with quality production in our factories. Making only single 4-cylinder chassis, standardizing their product during a 10-year period has maintained high resale value.

W. J. Chisholm

DODGE BROS. DEALER.

70 York Street. = = London

HELLO! Phone 6262

FOR THE QUICKEST

Taxi Service

IN THE CITY

The best of motors and the most careful drivers. Our charges are right—the whole city knows that!

PHONE 6262



BLUE BONNET TAXI

"WE NEVER SLEEP!"

RUTTLE The Clothier

Can save you some real money on your new Spring Suit or Topcoat.

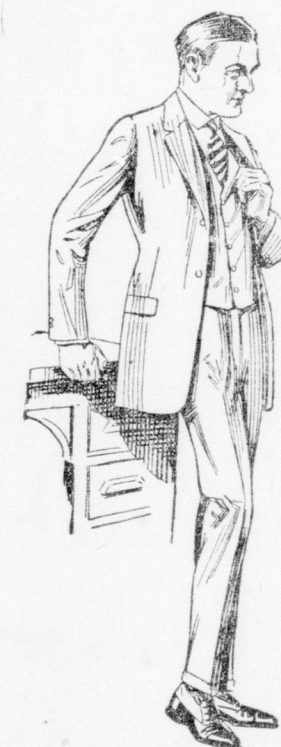
Our economical upstairs system of merchandizing means a big saving direct to you.

No high rents, no high-class store fronts or expensive store fixtures to be added to the cost of the garment to you.

We sell just real good honest and reliable goods at the lowest possible price.

TRY US ONCE

120½ DUNDAS STREET . . . UPSTAIRS



DON'T THROW YOUR OLD CARPETS AWAY

No matter how old, how dilapidated, we thoroughly clean and sterilize them. Tie a rope around them and send to us, to be made into the famous

"Velvetex Rugs"



Reversible—they wear a lifetime. We have thousands of recommendations from our satisfied customers.

In Montreal, Toronto, Windsor, Walkerville, Sandwich, Ford, St. Thomas, Sarnia and London our driver collects your carpets from attic, cellar or off the floor.

Beware of imitations. We are the only makers of "Velvetex Rugs." We pay freight or express both ways on all orders, everywhere. See our guarantee in booklet. Send for free leaflet. Phone 2485 for our driver to call, or write to the

CANADA RUG COMPANY

Velvetex Building, Carling Street, London, Ontario

Estab. 1909—16 years building public confidence in quality.

BUY A FORD---

It's the ideal car for city driving. Even if you have a more expensive model you will find it profitable to use a Ford around the city.

Buy From

Middlesex Motors, Limited

LONDON FORD DEALER.

Talbot at Queen's.

Phone 1840.

Open Evenings.

STARR PHONOGRAPHS

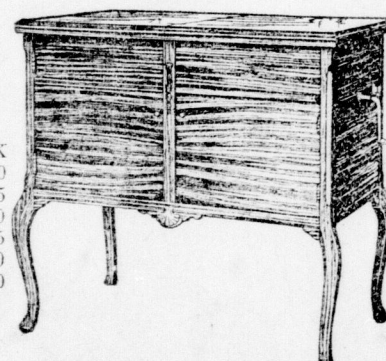
WERE AWARDED

GRAND PRIZE—BLUE RIBBON and GOLD MEDAL OVER ALL COMPETITORS

And the Only Phonograph in Canada Awarded a Diploma Last Year.

Prices and Terms:

PER WEEK
\$ 75 at \$1.00
\$ 85 at \$1.25
\$100 at \$1.50
\$125 at \$1.75
\$135 at \$2.00
\$150 at \$2.00
AND UP



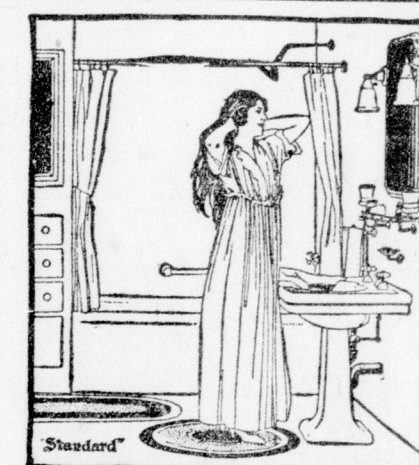
Guarantee If phonograph is not as represented you may return same and money will be refunded to you.

THE DIFFERENCE IS IN THE TONE!

Also a Complete Line of Pianos, Players, Records, Musical Instruments, Player Rolls, Sheet Music and Music Books at Lowest Prices.

STARR CO. OF CANADA

265 DUNDAS STREET, LONDON.



Modern Bathroom Fixtures

ARE A REAL NECESSITY

Health and Comfort demand it and there is nothing that adds greater value to the interior of your home than up-to-date plumbing fixtures.

Why not consult us this spring regarding your plumbing problems?

WRIGHT-TEALE CO.

PLUMBING AND HEATING

60 DUNDAS ST.

PHONE 7984