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WESTERN ONTARIO ELECTRIC CO.
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Seeing two ways at once is easy with our curved lenses. We fit them to conform with the shape of your eyeball thus giving a wider range of vision and preventing unnecessary eye-strain.

If you think you need glasses you need our service to tell rightly the kind you need.

Carlyle
TREBILCOCK OPTICIAN
233 Dundas Street. Phone 2351.
Two Doors East of Majestic.

DON'T SWEAR

when your battery gives out suddenly. Blame yourself for not sending it to our experts for inspection and repair.

Benson-Wilcox Electric Co.
254 DUNDAS ST. PHONE 2671.

TAYLOR'S CREAM OF ROSES

The best preparation for chapped hands, chafed skin or windburn.

Taylor's 6 Cut-Rate Drug Stores

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MERCANTILE AGENCY—Credit information furnished. Collections made for merchants, manufacturers, physicians or others, on commission, anywhere. Dominion Bank Chambers, London. 521-1st-1st

The Tecumseh

Sunday Dinner

SPECIAL MENU.

1 TO 2:30 P.M.

Beautiful music by Cortese Orchestra. J.W.T.

How Are Your Eyes?

BROWN OPTICAL CO.
EYE SPECIALISTS
AND OPTICIANS
224 DUNDAS ST. Phone 1977

GET YOUR TIRES RETREADED. IT PAYS.

London's Rubber Man

346 DUNDAS STREET.



BROCKMAN PHONE 5124. J.W.T.

RAW FURS

Highest prices paid for Skunk, Coon, Mink, Weasel, etc.

ROSS', LTD.

196 Dundas Street.

Savings and Protection

A LIFE INSURANCE POLICY affords PROTECTION when wanted and MONEY when needed. Link up PROTECTION with systematic SAVINGS. LIFE INSURANCE offers such a plan. It will be a pleasure to explain the various plans to you.

HAROLD J. LAWSON

(RETURNED.) Life, Fire, Automobile, Accident. 205 Dominion Savings Building. Phone 524. J.W.T.

PHONE 2334

Don't run flat. Call our service car. Our Vulcanizing quality work, not average.

London Tire Repair Depot
354 Wellington Street. J.W.T.

Our Specialty Is Shoe Fashion

And by consulting us before buying, you will know that your selection is in harmony with the latest dicta of fashion.

Cook's Shoe Store

London Loan and Savings Co.

OF CANADA

MONEY TO LEND

Government Bonds

Negotiated

Only \$58.55 required for \$100. Special Debenture.

M. J. KENT, Manager. J.W.T.

LABOR MEN ATTEND. — Sunday night the members of the trades and labor council will attend in a body the service in First Methodist Church. Rev. Dr. Peever will preach on "Mutuality."

ROWAT'S COFFEE

The best quality procurable. There is no better coffee.

T. A. ROWAT & CO.
250 Dundas St. Phone 3051-3052
C. F. B. License No. 8-2422.

These Shrewd Produce Buyers Order Our Bread.

In all the better cafes, hotels and restaurants you will find

Johnston Bros.' XXX Bread

The buyers for these eating-places cater to the tastes of thousands. THEY MUST PLEASE. That's why they buy XXX Bread.

Mrs. Housewife, could you do better than follow their lead? THEY KNOW.

Your grocer sells it.

JOHNSTON BROS. PHONE 944

Fur Sale

DISCOUNTS ON ALL FUR.

BELTZ & CO.

Practical Furriers.

"Extend Our Campaign"

said a local concern yesterday. "It's pulling fine and paying well in London, so we figure it will do the same elsewhere."

Federal Advertising Agency

T. H. VULL

Dominion Savings Building.

LONDON, CANADA.

ROSS' LIMITED

FURS

Clearing Hudson Seal Coats, guaranteed best selected skins, latest box styles, plain and belted. Prices—

..... \$107.50, \$225.00, \$235.00, \$250.00, \$260.00

Natural Northern Muskrat Coats \$120, \$140, \$150

Range of Hudson Seal Capes and Muffs, Black Lynx Stoles and Muffs, Alaska Sable Stoles, Capes and Muffs, Natural Canadian Mink Stoles, Capes, Muffs and Neckpieces.

BLACK WOLF SETS, NATURAL WOLF SETS, NATURAL MUSKRAT SETS, NATURAL RACCOON SETS

—ALL AT MANUFACTURER'S PRICES.

Ladies' Wear Department

Special clearing of Suits, in fall and spring colors, no old styles in the lot, every garment high-class and made of guaranteed all-wool materials. Serges, velours, gabardines, tricotines, poplins and silvertones.

SUITS—Nos. 6008, 6907, 6021, 6045—Regular \$25.00 to \$45.00. Clearing at \$18.50

SUITS—Nos. 6043, 6029, 6039, 6917, 6044, 6093, 6915—Regular \$30.00 to \$36.00. Clearing at \$20.00

SUITS—Nos. 6055, 6091, 6011, 6089, 6092, 6028—Regular \$38.50 to \$45.00. Clearing at \$24.00

SUITS—Nos. 6061, 6042, 6067, 6138, 6094—Regular \$33.00 to \$36.00. Clearing at \$26.00

SUITS—Nos. 6911, 6914—Regular \$45.00 and \$60.00. Clearing at \$30.00

Clearing Plush Coats

Regular \$35.00 to \$40.00. Clearing at \$23.00, \$26.95, \$27.50, \$28.50 and up

NEW SPRING SUITS

Fashion has issued her mandate for the spring season, and her final approval has been liberal enough to accept both box and semi-fitting styles as correct.

Our designers, who are ever on the alert for authentic modes, lost no time in producing the very latest distinctive productions from the leading centres for women's dress.

The range of correct materials is comprehensive, comprising serges, poplins, velours, gabardines, tricotines and velvets. Some distinctly new shades are being introduced, such as henna, poilu blue, eadet blue, pekin, rookie, along with the ever-acceptable navys, browns, taupe and greens.

From this time a glance at our window displays will indicate the latest touches of the hour in design, trimming, etc.

PRICES WILL RANGE FROM \$22.00 to \$55.00

DRESSES

The success attained by our designers in the modiste's art in producing dresses and gowns for afternoon, evening and street wear has been most gratifying, winning unreserved and enthusiastic approval, so that we are encouraged in still further perfecting this department of our manufacturing plant.

The coming season we propose producing high-class, distinctive gowns and dresses at most moderate prices, in foulards, duchesse, charmeuse, taffeta, heitinne, poplin, kohaka silk, tricotlette, etc., in brown, navy, green, taupe, sand, black, rose, pekin, etc. Trimmings will be largely beaded, embroidered and fringed on new models.

PRICES \$13.50 to \$60.00

PHONE 1319.

196 DUNDAS STREET.

"A LITTLE MOTHER" GOES OVER STRONG; SHOWN AT GRAND

Drama of War Takes Exceptionally Well With Audience.

Mother love, a lover's love, love of family and pride of birth, with a touch of a politician's love of office, are intertwined in the four-act play, "A Little Mother," from the pen of Len B. Parker, which was presented to a good house at the grand last evening. The scene is laid in a New England town, and depicts life as one has read it in the news columns during the war. The characters were all well portrayed. That the play is an interesting one was evidenced by the increasing interest displayed by the audience. It was moved from laughter to tears, and from hatred of the work of the unscrupulous rival to love of the grandfather, who in his deep love for his granddaughter and her babe born out of wedlock, brings the child in his arms to his own bedside. In the play is presented for the first time on the stage the problem of the war baby.

One sympathizes with Leroy Bryant, the soldier-lover, who is called with a draft before he can get the consent of the guardian aunt to wed Mary Stevens. Returning three months later they determine to marry, as she is then 18 years old and free from her guardian's authority.

The slacker-lover appears on the scene and through cowardly tricks succeeds in having Bryant called to rejoin his regiment before the ceremony can be performed.

In due time a baby is left with an old lady of the town, and Mary spends the greater portion of her time at that home. This, of course, starts the gossiping tongues, and there is no end of perplexing situations arising.

Milo Stevens, the grandfather of the girl, is aspiring to the office of mayor, and his opponent, Henry Woods, who is the father of the slacker-lover, makes the most of the neighborhood talk. Finally he breaks the news to Milo Stevens that his granddaughter is the mother of the child. This the staunch heart will not believe until Mary reveals it to him.

Overcome with grief he folds Mary to his heart and tells her that she is still the child of his heart.

While the girl, Martha Stevens, would drive the girl and her child from the house the heart of the grandfather rebels and he asserts his authority. When he carries the child on the stage, wrapped up warmly from the April blasts, the audience is completely carried away. Her womanly heart over-coming her deep-seated pride of birth, the aunt immediately bestows on the infant all the affections of a motherly heart.

In the meantime Bryant has been reported "Died of Wounds," and George Woods, the slacker-lover, again appears on the scene. Mary Stevens, who has been reported to be dead, is seen to be alive. He promises to take her away from the town and they will live where no one knows them. The soldier-lover arrives home just in time to stop the marriage ceremony.

As Milo Stevens, John Woodford ably depicts the New England gentleman of the old school, and Miss Esther Evans portrays the maiden aunt with a distinction that is admirable. Miss Cecelia Jacques as Mary Stevens portrayed the lover, mother, and wife, in a manner that left nothing to be desired.

Miss Constance Nelson, as Cheery Bash from Wyoming, added a touch of western life in her philosophical outlook. Charles Griener, as Johnny Stevens, produced many laughs with his comedy.

Carl Jamieson, as Bryant, portrayed the part well, while his slacker rival was well pictured by Charles Ohlmeier.

Harold Delray, as Henry Woods; Joseph Hanks and Edward Simpson, as elders, and George Clark, as Rev. Boggs, also took their parts well.

The play is being repeated this afternoon and this evening.

NEW IRON TONIC.

One of the latest discoveries in the drug world is Tonal Iron Capsules. This formula is put up in French gelatin and is really the finest nerve and system food in the world today. Practically all nerve foods are put up in pills, but scientists have discovered that pills instead of dissolving in the stomach rest on the linings, causing small ulcers, and very frequently being evacuated whole.

Tonal Iron Capsules are soluble. They dissolve a moment after being swallowed and their contents, being in liquid form, are quickly assimilated by affected parts of the system.

HOW TO KEEP WELL.

The Great Blood Maker, Nerve Tonic and System Builder, have cured others, and they will cure you if suffering from any of the following: Anaemia (thin or watery blood), Impure Blood, Nervousness, Nerve and Muscle Twitching, Weakness or Palpitation of the Heart, Shortness of Breath, Excitability, Indigestion, Dizziness, Liver Trouble, Pain in the Back, Kidney Troubles, Rheumatism, Vital Weakness in Men, Disturbance peculiar to Women, Mental Worry, Cold Extremities, Numbness, Poor Circulation, Lassitude, or any form of Physical Decline. Price \$1.00 a box. If your druggist does not carry Tonal Iron Capsules, mail us \$1.00 and we will send you a box.

TONAL IRON COMPANY, Box 184, London, Ont. J.W.T.

Tom Moore in "Go West, Young Man."

Goldwyn Pictures

Tom Moore, the popular screen star, appearing in "Go West, Young Man," his latest photoplay showing at the Patricia Theatre on Monday, Tuesday and Saturday next.

GLADYS LESLIE in Vitaphone Star Series Release "FORTUNE'S CHILD."

Showing at the Star Theatre Soon.

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THE finest that nature plus science in manufacture has to offer—in wheat, sugar, milk, etc., made for you in a beautiful snow-white bakery by expert bakers, wrapped by electricity, and delivered to you in all its virgin purity—that's

Parnell's Snowdrift Bread

Order a trial loaf of that rich, fluffy, fragrant, golden brown Snowdrift Bread today.

From your grocers, from our wagons or by phoning us.

PARNELL BAKING CO.

Phones—929-1390

AT THE PATRICIA

TODAY.—Madge Kennedy in "Day Dreams." Larry Lemon in a 2-Part Big V Comedy, "Scamps and Scandal." Mutt and Jeff in "The Kaiser's New Dentist." Doyle and Elaine, Singing and Dancing.

MONDAY, TUESDAY, WEDNESDAY.—Evelyn Nesbit and her son, Russell Thaw, in "The Woman Who Gave." Sunshine Comedy, Strand Comedy, Vaudeville: Marietta Craig and Company in "No Half Way."

THURSDAY, FRIDAY AND SATURDAY.—Tom Moore in "Go West, Young Man." Big V Comedy, Mutt and Jeff Comedy, Vaudeville: The Four Dancing Demons.

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