

PETERS Chocolates

ARE DELIVERED BY
MAIL EVERYWHERE

Send in your remittance,
plus postal rate.

Our finest Chocolates
are \$1.25, \$2.50, \$3.00
and \$5.00 a box.

Write our Mail-Order
Department, 519 Richmond
Street, London.

Beaded Bags

Fancy Beaded Bags, in all
the colorings
\$12.50 to \$50.00

C. H. Ward & Co.

Diamond Merchants and
Jewelers.
386 Richmond Street.
Phone 1084.

London Business College

Dundas and Richmond Streets,
London, Ont.
Summer term from April 12. Enter
any time. J. Morritt, Principal. N.
Stonehouse, Vice-Principal.

Beauty of Home

is most often judged by the
beauty of the wall paper.

COLERICKS'

212 DUNDAS ST.



ANNOUNCING "OUR
SUMMER POLICY."
From May 1 Until
October 1

Our Wholesale Office,
Supply and Stationery
Department will close
every Saturday at 1
p.m.

HAY
Stationery Co.
Limited.
PHONE 5500.

VULCANIZING

Done by professionals at the
BEST-EQUIPPED PLANT IN
WESTERN ONTARIO.

CLINGER

London's Rubber Man.
345 DUNDAS. PHONE 5124.

We Guarantee Satisfaction With Every
Article Purchased
Here

Maple Syrup

Genuine "Quebec" Syrup, made
from Pure Maple Sap.
\$4.00 Gallon.

Pancakes

Made with Aunt Jemima Pancake
or Buckwheat Flour are delicious.
Try a package 25c

Ginger Ale

One of the best all-the-year-round
drinks to keep in the house for any
and every occasion.
C. & C. (Imported), dry or sweet,
a dozen \$3.00
Gard's, dry or sweet, a dozen \$1.40

Choice Biscuits

for the reception or afternoon tea.
from our stock of dainty Biscuits
you will be able to select an as-
sortment that is sure to please.

TELEPHONE ORDERS RE-
CEIVE PROMPT, CAREFUL AT-
TENTION.

"The Quality Makes the Value."

T. A. ROWAT & CO.,
250 Dundas St. Phones 3051-3052.

IMPROVED SERVICE—ALGONQUIN PARK.

For the spring fishermen and others
who desire to visit Algonquin Park during
May and June, the Grand Trunk
will operate, commencing May 4, a
through standard sleeping car leaving
Toronto Tuesdays and Fridays at 7:45
p.m., reaching Algonquin Park Station
Wednesdays and Saturdays at 11:52
a.m. Returning will leave Algonquin
Park Station 2:30 p.m., Mondays and
Thursdays, arriving Toronto 7:30 a.m.
the following day. Ap. 26, 28, 30

Eczema Easily Relieved

JUST APPLY KINS-HAW
And see how quickly relief is obtained.
At all druggists for \$1 and 25c per bot-
tle, or mailed direct on receipt of price.

MUTUAL PHARMACAL CO.,
Box 448, London. ZV

KEEP YOUR EYE ON YOUR EYES.



KEEPING UP-TO-DATE.
There are styles in Eyeglasses
and Spectacles as well as in other
articles of personal use.

Large lenses afford better pro-
tection to the eyes as well as giv-
ing a greater range of vision.
KEEP UP-TO-DATE. Have your
eyes examined by us.
EYESIGHT SPECIALISTS,
Richmond Street, Dom. Sav. Bldg.,
One Door North of N. W. Tel. Co.
Phone 6180.
Evenings by appointment.

LADIES!

If you are interested in good clothes
at most reasonable prices, our store
will prove attractive.

DRESSES, COATS, SUITS, ETC.
Canadian Ladies' Wear Co.
372 DUNDAS STREET,
NEXT TO COOPER'S. ZV

TAYLOR'S DRUG PRICES

From 8 a.m. Today Until 8 p.m. Tuesday

- | | |
|--|---|
| \$1.00 Eno's Fruit Salt...69c | Snap Hand Cleaner...14c |
| Palmolive Soap...3 for 25c | \$1.50 Dr. Morin's Syrup of
Hypophosphites, the best
nerve food and tissue
builder.....96c |
| Peroxide Bath Soap 3 for 20c | 50c Zam-Buk.....28c |
| 25c Mentholatum.....18c | Pompeian Face Powder, all
tints.....49c |
| 25c Electric Oil.....15c | 25c Beecham's Pills.....17c |
| 60c Sage and Sulphur, for
the hair.....44c | 30c Odorono.....18c |
| 25c Baby's Own Tablets 16c | 15c Infants' Delight Soap,
box of three for.....24c |
| Nestle's Food.....69c | 10c Venus Toilet Soap..... |
| 35c Cuticura Soap.....23c | 3 for 19c |
| 25c Cuticura Ointment..23c | 25c Mecca Ointment.....17c |
| 25c Water Glass.....14c | 50c Mecca Ointment.....37c |
| 25c Peroxide or Charcoal
Tooth Paste.....17c | Moth Balls or Flakes, pound
packages.....25c |
| 35c Sani-Flush.....23c | \$3 Whirling Spray Syringes,
extra value.....\$1.88 |
| \$1.00 Beef Iron and Wine...77c | 35c Shaving Sticks.....19c |
| 50c Fruit-a-tives.....29c | Horlick's Milk 45c, 85c, \$3.25 |
| Liquid Veneer 20c and 40c | 35c Djerikiss or Mavis Tal-
cum.....23c |
| 50c Chase's Nerve Food.31c | 25c Hamilton's Pills.....18c |
| 60c Syrup of Figs.....39c | Champion Bedbug Killer,
rids a house of insect
pests, large tins.....25c |
| 75c Emulsion of Cod Liver
Oil.....38c | 50c Morina Vanishing Cream
with Peroxide.....33c |
| Player's Cigarettes 2 for 28c | \$1.00 Russian Oil, pint bot-
tles.....59c |
| Henley Cigarettes 2 for 24c | |
| CIGARS—David Harums,
Bachelors, Santa Claras,
Rex, Arabellas, etc..... | |
|5 for 40c | |
| Castile Soap, long bars 29c | |
| Lawrason's Snowflake Am-
monia.....3 for 23c | |

TAYLOR'S

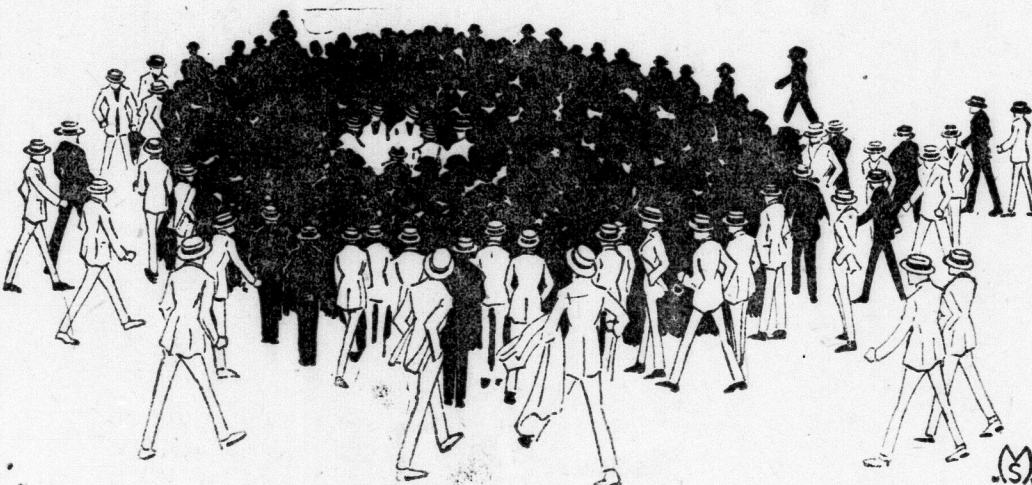
6 LONDON STORES--ALL RED

TO YOU ALL----

ORTH, LIMITED

BUYS THE BUSINESS

Formerly Known as Selak-Orth, Limited



Consequently, we will commence on Saturday
the greatest Seven-Day Sale ever conducted with
high-grade men's apparel in London, giving you
your opportunity to buy, as the "good-will" part
of the transaction, from a new stock of \$50,000
worth of men's suits, coats and furnishings at
near cost, and in many cases less than today's
wholesale cost. Be here early, as the doors open
at 8:30. Every article guaranteed by us, and all
merchandise to be sold is of our new spring
apparel.

The tremendous success of this shop during
the past year has enabled Orth, Limited, to buy
the entire interests of Selak-Orth, Limited, pre-
serving the opportunity to build up the greatest
men's wear store in London during the next
short term of years. Truly, we do care how we
serve you, and we have grown to the present
high standard in the public's estimation by giving
true service to all our fellow-men, plus real value
for your money.

Now for the Opportunities---Here!

Men's and Young Men's Indigo Blue Serge Suits

Positively our best \$55.00 value. We have received 75
suits to offer you Saturday morning at \$38.75. Made up in two
and three-button conservative styles in young men's double-
breasted form-fitting and smart English models. The sizes are
all complete. We positively know these to be below the actual wholesale prices today

\$38.75

MIGHTY GOOD NEWS

Here you are! House of Hobblerlin took a hand to demon-
strate value. This famous custom-tailoring house designed, cut
and made ready-to-wear especially for this event 64 of the most
famous guaranteed Blue Serge Suits, with very best linings,
hand-made throughout, to give every man a chance to choose his
desired suit. They were made up in four of the leading models.
Here is the offer: They are sold in our tailored-to-order depart-
ment at \$70.00 per suit. Hobblerlin made them at cost and 3 per
cent profit; we add express and 3 per cent profit, and, conse-
quently, can offer them for this change-of-name sale at

\$48.50

Mothers, Your Attention Also!

We will sell new nifty suits, silk and mohair lined, properly
tailored throughout and sold regularly at \$39.00, at "good-will" offer

\$26.95

The colors are greens, greys and browns and fancy cheeks and
pin-stripes. Really the greatest suit offer in London during the
past year—and prices have advanced 25 per cent.

Clearing of Men's Tweed and Waterproof Coats

\$19.90

Some very fine garments in the lot. In most cases the actual
cost was over this price. You will find lots of variety to choose
from. For young fellows and dad. Out they go at

\$19.90



FROM ENGLAND

PURE ALL-WOOL GABARDINE COATS

Dressy chaps, at that. Are sold in Lon-
don at \$50.00. Guaranteed shower-proof,
and are of fast color. They also have silk
and wool linings throughout. We will
sell three dozen gar-ments at

\$34.45

PURE SILK SHIRTS

Regular to \$10.00, at \$6.95. Stock up for summer now.
All are new arrivals. Many a long month
has passed since this calibre of shirt was sold for

\$6.95

FINEST SHIRTS

Regularly sold at \$3.50 to \$4.50. We will rob our display
cases of finer shirts and sell a quantity Saturday at

\$2.95

All are from the best makers—Arrow,
Star, W. G. & R., Tootle—so be here for
your share. All sizes, 13½ to 16½.

HALF-DOLLAR SOFT COLLARS

for men; new nifty styles; all are famous Tootle
and W. G. & R. makes; all sizes and
styles. We limit quan-tities. Three for

\$1.00

SILK NECKWEAR AND KNITTED

SILK NECKWEAR—In a humming sale to
cause comment among our cus-
tomers. Regular \$1.50 and \$2.

89c

MR. MAN—BUY A NEW SPRING

HAT on Saturday. Regular up to \$7.00
values to go at \$3.98. Every hat is guaran-
teed correct spring style. We have no old-
fashioned "sky-pieces" hanging around.
We strongly advise every man who cares to
save half the purchase price of a hat to
get in on this offer

\$3.98

HOLEPROOF LISLE AND COTTON

SOCKS—Buy an entire summer's supply
during this big sale at this price, as we
cannot buy further orders at any price to-
day. These are made in London. The shades
are black and brown, also white; sizes 9
to 11½. Regular 85c value, at two pairs for

\$1.10

FOR THE WORKING MEN

PENMAN'S NATURAL WOOL AND COT- TON SOCKS

Regular 50c per pair. A
real offer, at four pairs for \$1.00. We
limit quantities.

MEN'S BLUE CHAMBRAY WORK

SHIRTS—Regular \$1.75 value, at \$1.39.
Each is of a fine, strong material, strictly
fast color, full size at a very low price of

\$1.39

WASH TIES FOR MEN AND BOYS

—The old-time offer of 1914. Hurrah! We can
do it once at least. Allow us to serve
you with two wash ties with your order,
at two for 38c. All are fast colors and
regular 50c value today.

OVERALLS AND SMOCKS

—Last time, and for Saturday only, at \$2.49 per pair.
All are union label, in blue, blue and
white stripe, and also black, are Stifle
guaranteed cloths, all sizes. Worth to-
day \$3.50 per garment,

\$2.49

We will accept phone orders and deliver
at the above price to show you that we do
care about service to you all. Phone 1058.

Under the new name we serve you on
Saturday. We are a strong selling force.
We have a reason to be highly proud of
your patronage in the past, and can assure
you, from the youngest salesperson to the
head of the firm, all work for one cause—
"SERVICE TO YOU ALL—PLUS MORE
VALUE FOR YOUR MONEY!"

ORTH, LIMITED

OF LONDON—MEN'S WEAR

"ON THE BUSY CORNER," DUNDAS AND CLARENCE.

FORMERLY SELAK-ORTH, LTD.