

SPRING STYLES

Easter-Time Modes

The apparel of the season is here now in all its charms of color, newness of fabric, excellence of design and perfection of workmanship.

Coats, Suits, Dresses

Just from our designers' and finishers' hands, and all offered at first-hand prices to our patrons.

Each garment bears our factory label and is guaranteed satisfactory to the wearer.

COATS and CAPES



Not in recent years has there been shown in London such a captivating variety of fabrics. You will find them all interesting and new, such as Flamingoes in Checks and Stripes, CHECK POILAIRES, VELORIAS, BUSKARAS, DOWNY-WOOL, SILK and also WOOL, ROSEANARA, POIRET TWILLS, CHARMEENS, ETC.

In colors of POUDRE-BLUE, FROG, AIRDALE, TARRAGON, THRUSH, COCOA and CINDER with the Staples of BLACK and NAVY.

The styles all emphasize the SLIM-LINE SILHOUETTE which clothes the figure with such becoming outline and grace. These up-to-the-minute Garments are selling at from **\$16.50** to **\$48**

SPRING SUITS

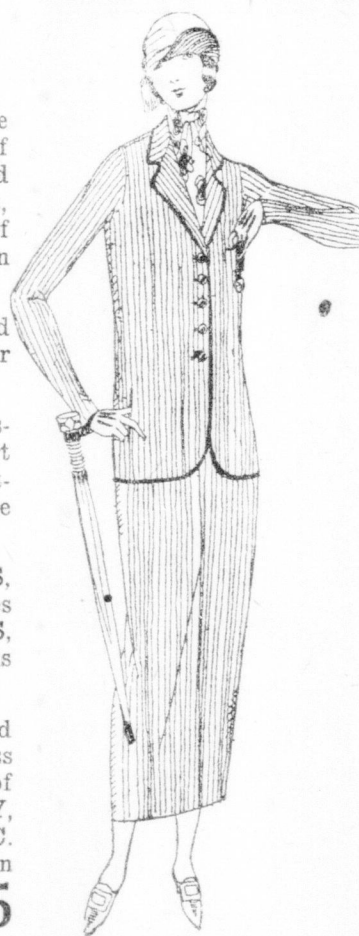
Suits, which for some time have not had the approving smile of Dame Fashion, have regained the favor of the fickle goddess, and with all the charm of femininity, claim a place in Spring attire.

Variety in Style, Fabric and Color make appeal to our modish ladies.

Choice of Model can be satisfied with either a long or short tailored single or double breasted, buttoning with one or more buttons.

Materials in POIRET TWILLS, NATTY HAIRLINES, STRIPES and COVERT WEAVES, FLAMINGO and Smart Tweeds are all in display.

A range of colors, plain and mixed, in checks of faultless blendings in various shades of SAND, BROWN, GRAY, BLACK, NAVY, TAN, ETC. These latest models are shown at from **\$25.50** to **\$65**



DRESSES

FROM THE SIMPLE WOOL FROCK TO THE RICH, HIGH-CLASS, SOFT, LUSTROUS GOWNS of the hour they are here in fabrics of checked design, both small and large, fancy weaves in SANTOYS, SHOWING IN THE FABRIC ALTERNATING STRIPES OF CREPE, PLAIN and BASKET FINISH; also CANTON SILKS, FLAT CREPES, SATIN CANTONS, EMBOSSED CANTONS, MOIRES, ETC. The alluring range of colors are so strikingly new such as SISTINE BLUE, CARMEL, LACQUER, TARRAGON, ETC., with a range of SHADED SANDS, TANS and GRAYS that they have to be seen to be fully appreciated.

The infinite variety and cunning artistry in the design and finish of these costumes reflect the latest ideals in dress.

Prices **\$17.75** to **\$54**

ROSS' LIMITED

Phone 1319. MANUFACTURERS. 196 DUNDAS ST.

Rowat's Coffee
Its Popularity Proves Its Worth.
70c Pound.
Try a Pound Today.
T. A. Rowat & Co.
250 Dundas St. Phone 3051-3052.

Insist on Having

PARNELL'S BREAD

It is the Bread that is being demanded daily by housewives who KNOW.

GOOD BREAD

is the most important part of a meal. Therefore you should use Parnell's Home-Made Bread.

Phone our bakery today for a sample loaf. Made by

PARNELL
The Breadman



HEAD-WORK

BRAIN workers usually need glasses. Physical ailments bring eye trouble and vision impairment results in many physical ills. Our scientific examination provides for eye-comfort.

"The high character of our optical work deserves your complete confidence."

Says Mrs. Forelight

Carlyle TREBILCOCK OPTICIAN
233 DUNDAS STREET.
TELEPHONE 5351

Dr. J. W. Hutchison
EXPERT EYE EXAMINATION
Office in Johnston Bros. Jewelry Store, Next to Allen Theatre, 8-11



Our fitters are experts, \$1.50 to \$10.00. We have Trusses to fit all needs. ANDERSON, NELLIES, 236 DUNDAS ST.

Cut shows one of our many lines.

Shanghai Cafe
260 DUNDAS STREET.
Businessman's Lunch, 40c.
Sunday Chicken Dinner, 50c.
THE BEST PLACE TO EAT AFTER ALL.

RAW MUSKRATS
As manufacturers we can pay the highest cash prices for your muskrat.
TRY US WITH A SHIPMENT AT ONCE.
Shipping tags and prices supplied on request.
Ross, Limited
196 DUNDAS ST. LONDON, ONT.

ROSS' LIMITED

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COURTESY URGED AS THE CHIEF KEY TO SALES SUCCESS

T. K. Kelly of Minneapolis Addresses Advertising Club in Tecumseh House.

SALESMANSHIP DISCUSSED

That courtesy and tact are two of the chief essentials of successful merchandising was emphasized by T. K. Kelly of the Kelly Sales System of Minneapolis, U.S.A., in a dynamic address before the Advertising Club at the Tecumseh Hotel last night. Mr. Kelly pointed out that a large percentage of the business failures in America could be traced to a lack of these attributes.

"Whatever you do each day is an asset or a liability," said the speaker, who believes that liabilities may be quickly turned into assets if men will be considerate of the other fellow, and added that a merchant must always strive to place himself in the other man's position, and strive to see his customer's viewpoint.

Mr. Kelly took up the question of advertising in the matter of building up successful enterprises, and mentioned that words, properly chosen, paint mental pictures in men's minds that make them aware of opportunities around them. Advertising, he continued, will not only build up a small business; it will build an empire and draw to the attention of its people the natural resources that lie untouched about them.

A tribute was paid to the newspapers of America. Through the medium of the newspapers, which are read by everyone, the speaker stated that products could be introduced into every home, and people could in this way be made aware of the opportunities around them.

The subject of Canadian financing was touched on. Mr. Kelly paid a special tribute to the business ability of the Canadian businessman, and stated that it was due to character and integrity that there were so few banking failures in Canada, whose banking system was one of the strongest in the world.

REV. T. D. McCULLOUGH HAS NARROW ESCAPE

Action of Daughter Saves Official From Serious Injuries at C. P. R. Station.

Rev. T. D. McCullough, secretary of the Social Service Council, narrowly escaped death at 1:15 p.m. yesterday, when he was struck by the engine of train No. 634 at the C. P. R. depot. Had it not been for his daughter Margaret, who pulled him far enough back from the track so that he was struck a glancing blow on the shoulder and knocked away from the train, he would probably have met death.

The injured man was given aid at the station by Dr. W. A. Thompson, C. P. R. physician, and later underwent an X-ray by Dr. George McNeill. He was later removed to the hospital, where he will be confined for several days.

Accompanied by his wife and family, he had gone to the station to see his daughter Margaret off to visit relatives in Whitby, and was standing with his back to the first track talking when he was struck.

Dr. McNeill, associated with Dr. Thompson, was not prepared to state how serious Mr. McCullough's injuries were, but expressed the fear that complications might set in.

WISE ADVERTISERS

are always keen for something new that will put the little touch of additional appeal that gets results. You will find it interesting to have us tell you about the advertisers we are serving.

WE MAKE HIGH-GRADE PRINTING PLATES, COLOR AND LINE ENGRAVINGS AND BEN DEY WORKS.

BRITISH & COLONIAL PRESS
FARMERS' ADVOCATE BLDG., 122 Carling St., London, Ontario, E.O.I.

RAW MUSKRATS
As manufacturers we can pay the highest cash prices for your muskrat.
TRY US WITH A SHIPMENT AT ONCE.
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Dressing Up the Home for Easter In the New Spring Fashions

NOW is the time of times to refurnish or redecorate. You will want, perhaps, a gay chintz, or a new rug, new wall paper for certain rooms, to bring inside the freshness, fragrance and color of the spring outdoors, a new table lamp or some odd pieces of pottery or china, new draperies, curtains, etc. Here you will find them all, of course, at lowest prices.

Extraordinary Values in Spring Wallpapers



Many choice designs in Papers for all rooms are included in this selection, purchased in large quantities at special discounts. Out-of-city customers, write for sample booklet including Bedroom and Living-Room Papers at 12c roll and up.

4,000 Rolls

Tapestry Papers, in heavy foliage designs; colors blue, rose, tan, gray, mulberry, etc. out borders to match, 12c roll 35c roll

2,500 Rolls

Chintz Bedrooms, white, gray and cream grounds with flowers and foliage designs. All have cut-out borders to match; colors blue, pink and yellow 19c roll

2,250 Rolls

Tree and Forest Design Papers, mixed colors of blue, tan, brown and green, 15c roll

1,200 Rolls

Stripe Bedrooms, cream and white grounds with stripes of pink, gray and blue, with cut-out borders to match, 12c roll

3,000 Rolls

Ceiling Papers, cream, gray and tan colors. These are semi-trimmed Papers in designs suitable for all rooms, 15c roll

1,000 Rolls

Cretone Bedrooms, in flower and bird patterns; cream and white grounds with design in pink, rose, blue, etc., 25c roll

1,000 Rolls

Blended Leather Papers on extra heavy stock; colors brown, buff and warm gray, out borders to match, 25c roll

1,500 Rolls

Leaf and fruit designs; very suitable for dining-room or hall use. All have cut-out borders to match, 15c roll

Four Patterns.

Kitchen and Bedroom Papers with ceilings to match. All have cut-out borders on 2-inch stock 10c roll

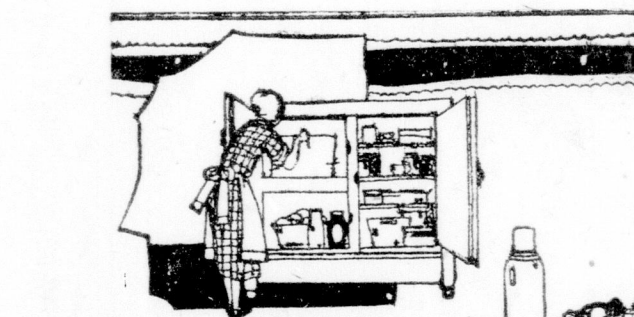
New Shipment of Lamp Standards

Boudoir Lamp Standards, mahogany finish, \$2.00 and \$3.00 each
Boudoir Lamp Standards, ivory finish, \$3.50 each
Candlesticks, mahogany finish, \$1.00 and \$1.35
Candlesticks, with crystal drops and holder, solid mahogany \$4.00 each
Lamp Standards for living-room or dining-room tables \$6.00 and \$8.50
New shipment of Polychrome Bridge and Junior Lamps from New York \$12.50 to \$14.50
New Silk Shades for Boudoir Lamps, in popular colors \$1.75 and \$2.75 each



See our new Tapestry Shades, parchment effect, unbreakable, in -Wall Lamp Shades \$2.00 and \$3.00 each Bridge Lamp Shades \$10.00 each

See them on Fourth Floor.



Conveniences and Labor-Saving Devices

S. & I. Satisfactory Electric Iron—it is a six-pound iron, completely equipped with cord and guaranteed for one year. Price \$5.25

The Electric Wonder Washer, all copper tub \$150.00
The Krebs Electric Washer, with wooden tub \$98.00

Flat Electric Toasters \$6.00
Upright Electric Toasters \$6.00 and \$7.50

The White Porcelain Top Table for the newly decorated kitchen; white porcelain top with white enamel wood base, three sizes—36-inch, \$10.50; 42-inch, \$11.50; 48-inch, \$13.00

Kitchen Tables, oak finish, basswood tops; 36-inch, \$4.50; 42-inch, \$4.75; 48-inch, \$5.00

Household Bread Boxes, white and gray, enameled, 3 sizes \$2.25, \$2.50 and \$2.75

TODAY.
Special Course Dinner with Roast Young Goose and Apple Sauce.
Restaurant—Fourth Floor.

SMALLMAN'S GREGG

DICKS FLOWER SHOP

J. FERGUSON'S SONS
R. R. Ferguson, Manager, 174-180 KING STREET.
Funeral Directors and Embalmers. Handsome Motor Hearse. Day or Night Service with Promptness, Neatness and Quietness. Phone: Office 543, Residence 2056W.

GEO. E. LOGAN FUNERAL HOME
371-373 DUNDAS STREET. PHONE 1993.

WEGNER'S
Wholesale and Retail Dealer in Overalls, Sweaters, Coats, Gloves, Mittens and Raincoats. LONDON'S LARGEST HIGH CLASS WORKMEN'S OUTFITTERS. Exclusive Manufacturers' Agent for the Best Canadian Makes of Overalls. WEGNER, The Heart of London, 371 Talbot St. Phone 1843. OPEN EVENINGS.

WELL-SCREENED COAL PROMPT DELIVERY. GILLIES
Phone 1312, Cor. Adelaide and Bathurst.

Tennessee Red Cedar Chests

Safeguard your furs and woollens from destruction by moths. We have just received a new lot of these genuine Red Cedar Chests. The cedar is thoroughly seasoned before using. Priced at \$18.50, \$21.50, \$24.00, \$28.00, \$30.00 and \$40.00.

Bookcases That Grow
Give your boys and girls books. Teach them to keep their treasures neatly in good bookcases, out of dust and dirt. The Macey Sectional Bookcases are used in thousands of homes. They grow. You add sections for just a few dollars whenever more room is needed. Arrange them just as you wish. That's a big advantage. Yet they cost less than ordinary bookcases. May we show the Macey Sectional Bookcases to you? Furniture Department, Third Floor.

NEW CHINA

Just arrived, a new shipment of new English semi-porcelain, in the popular three gold band design. B. and B. Plates, 2 for 25c
Tea Plates 15c
Breakfast or small Dinner Plates 20c
Fruit Saucers, 2 for 15c
Cereals 15c
Platters, 9-inch 50c
Open Vegetables or Salads 35c
Cups, only 2 for 25c
Cups and Saucers, complete 20c

Odd White Cups 10c each
Heavy Glass Egg Cups, double 10c
Fine Cut Glass Tumblers, grape design 10c
Fine Cut Glass Mayonnaise and Marmalade Bowls, with fancy colored spoons, complete 40c
Heavy Glass Butter Covers, 1-lb. size 19c

Afternoon Tea — Sandwiches.
Cream Cheese and Pimento, 15c; Tomato and Lettuce, 15c; Lobster, 15c; Club, 25c; Hot Bacon and Eggs, 20c.
Restaurant—Fourth Floor.

WOOD !
PER CORD \$17.00
HALF CORD 8.75
QUARTER CORD 4.50

JENKINS FUEL CO.
Phone 1391.

Quality Vulcanizing Only.
ART WILKES
London Tire Repair Depot, 354 WELLINGTON STREET. Opposite McClary's.

SAVE MONEY ON MAGAZINES
All At Publishers' Prices At
Red Star News Co.
10 MARKET LANE.

N. J. GRIFFITH FUNERAL DIRECTOR AND EMBALMER.
104 Dundas Street, London, Residence on Premises, Phone 450.

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