

ROWAT'S SPECIAL COFFEE
The finest procurable. It pleases most particular people.
70c a pound.
T. A. ROWAT & CO.
250 Dundas Street. Phone 3051-3052.

Hay's Officer Says:
"Go One Better—Buy Made-in-London Goods."
Loose Leaf Manufacturing, Printing and Ruling.
HAY Stationery Co.
Limited. PHONE 5600.

Stop Tobacco

Stop tobacco for a month and see how much better you feel. You can stop without suffering any inconvenience or feeling the usual craving. Simply get a box of Nicotol from any druggist, use as directed and the habit quits you. Your health will be better, your resistance to disease will increase and you will cease to be a slave to nicotine. Read what Dr. Conner, formerly of the Johns Hopkins Hospital, says about the evil effects of tobacco in an article soon to appear in this paper. Nicotol is dispensed by all good druggists in this city.

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.

Anthracite Coal

Egg, Stove, Chestnut, Pea
—Best Quality—

Wood! Wood!

Hard Wood, Mixed Wood, Mixed Slabs.
Prompt deliveries, any part of city.

BRISTOL ESSERY

620 Matland. ywt Phone 1059

Double Mileage

Puncture-Proof Service.
Ask

Art Wilkes

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Formerly six years with Heintzman Co. ywt

He is letting his Education Profit upon His Eyesight

The student with weak eyes pays an enormous price unless his vision is reinforced with the right kind of spectacles. The price eventually may be the loss of his sight.

Let us fit your son with comfortable, becoming, up-to-date glasses and relieve him of that costly strain upon his eyes.

Carlyle TREBILCOCK OPTICIAN

233 Dundas Street. Phone 2351. Two Doors East of Majestic.

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HAROLD J. LAWSON

(Returned).

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DON'T TRIFLE WITH A COLD

Use Taylor's Throat and Lung Balm, and cure it. 35c, 65c and \$1.20, at all

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Dominion Bank Chambers, London. Established 1910.

Collections and adjustments locally or through agents at all points. Liquidation of estates a specialty. Call or write for terms and references.

WESTINGHOUSE

We are agents for the Westinghouse Electric Appliances. This line of goods has enjoyed for years an enviable reputation for high quality and dependability.

BENSON-WILCOX ELECTRIC CO.

254 Dundas St. Phone 251

The London Loan and Savings Company of Canada

Open Saturday evenings for convenience of depositors.

4% INTEREST ALLOWED

M. J. KENT, Manager. ywt

ITS SUPERIORITY IS APPARENT TO THE DISCRIMINATING. Ask For It.

Parnell's Bread

No Matter Where You Go

You will not find a more appetizing, deliciously satisfying loaf than

Johnston Bros. XXX BREAD

made right here in London by master bakers and of the purest ingredients. Try it today. Your grocer sells it.

Johnston Bros. Phone 944.

VOICE OF THE PEOPLE

TO THE EDITOR OF THE ADVERTISER:

Your editorial in Friday's issue has given an excellent analysis of the local, provincial and federal housing situation, but it does not go deep enough. In these modern times and conditions the average individual does not take kindly to the character labels that often, belittles him or the group that are gathered in a common interest. Thus no man, or set of men, would appreciate the appellation of "fool." Yet if we rely on the old aphorism as being wisely founded the saying, "Fools build houses for wise men to live in," is just as applicable today as when the axiom was first coined.

What does the average politician know about the house business as a business? But it is safe to assume that it rounds good as a vote-catcher, for to many minds that is what it seems to have been intended for, a medium to catch the man of overalls and the returned hero soldier.

Once if the old axiom holds good no one but a fool would build a house to rent or sell on the installment plan as has been planned by the government. Your editorial draws the attention of the thinking public to the problem that inevitably follows such a procedure as set forth in the experience of the amateur local housing commissionists. It is out of nine dwellings completed and that were bargained for, over 50 per cent have fallen down in acceptance. This is only one of the troubles that are attached to what the resigned minister of municipal affairs has made. He would thus leave the civic home he has in all probability muddled up so that it has all the characteristics of a very second-hand appearance. Because of this the commission will have much unforseen overhead expense.

This will not be covered by the 10 per cent deposit and such installments as may happen to have been paid. Few people have noted the injury which this system will work on the community in which it operates. Capital that might have drifted from the fields into the building of more houses for the wise man has been badly frightened. Now, more who is to say that it will not affect the sale of future debenture issues to the money sources from whom we are obliged to borrow? A far better plan than that of the government would have been to have given proper protection to the individual building dwellings to rent, so that the delinquent tenant and those who would cause unnecessary damage would have to make good or go to jail. Then there would be some encouragement to invest. When the question came before the council of Louisville, Ky., they appointed a shrewd committee of businessmen to look up the question. After some months of careful investigation they advised the council to keep out. Labor and material, the two principal factors, were practically prohibitive. Immediately resident builders announced the building of hundreds of houses.

We have the same type of men here who are making a business of building homes for sale, but who cannot borrow money for the rate offered by the government. At the same time they can give better value to the buyer in the saving of overhead charges that a commission cannot avoid. It may well be asked if it is fair to level builders to thus compromise their interests. On the same principle the government should enter the sugar business, the flour milling business, the making of clothing, and all of the many other necessities that are just as requisite as a home.

I take your editorial to be a timely warning to the administration, whether it be federal, provincial or municipal, and particularly the latter.

JOHN M. PARSONS.

Don't close your door in the face of opportunity. It may be your last big chance.

Federal Advertising Agency

T. H. YULL, Director.

Dominion Savings Building, London, Canada.

Mechanical Photo Retouching.

SPRING HAT REVUE

Beltz & Co. ywt

WHO LEAVES 'EM?

County police are trying hard to solve a puzzling problem, the detection of a group of convicts-inclined persons who make the august corridors of the courthouse a place for carousal and enjoyment of beverages supposed to be extinct. Nearly every morning empties still redolent with the delectable fragrance of the finest Irish and Scotch brands are found discarded in the courthouse. Late in the afternoon and evening the courthouse is little frequented, but the doors are rarely locked until 10 o'clock. The jail authorities charge that it is outside customers who leave the empty bottles around. Whether a courthouse is a legal place to drink stronger than a 2 per cent concoction is a disputed point, but, anyway, a close watch is going to be kept.

THEFT OF HOSIERY

Twelve pairs of hosiery were stolen from the store of Ross' Limited, 196 Dundas street, on Sunday by someone who entered the place by a rear third-story window. The matter has been reported to the local detective department.

NUXATED IRON

Helps Make Strong, Sturdy Men and Healthy Women

MASTER STRENGTH AND BLOOD-BUILDER

When Norms Talmadge, actress, plus Le Roy Scott, novelist, created the picture "A Daughter of Two Worlds," they gave to the theatre world an attraction which was much above the ordinary in screen plays. Le Roy Scott, undoubtedly one of the greatest short story writers of the day, knows the inner workings of the police force of the bigger cities of America better perhaps than any other writer.

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STOP SUFFERING WITH YOUR FEET!

A DR. SCHOLL FOOT SPECIALIST IS HERE TO GIVE YOU EXPERT ADVICE ABOUT ALL FOOT TROUBLES.

He Will Be Here Only Until Tomorrow Night

There is no need to suffer from any foot trouble any more. Be it ever so simple or ever so serious, this specialist, who is a member of the staff of Dr. William M. Scholl, the noted foot authority, can show you the way to immediate relief and to ultimate foot comfort if you'll step in and give him a chance. He can tell just what the cause of your trouble is, and he knows the remedy.

Improve Foot Appearance

No larger sized or oddly shaped shoes needed. Wear the kind you like in perfect comfort. The Dr. Scholl appliances actually improve the grace and beauty of the feet.

COOK'S SHOE STORE

"Diamonds of Quality" have been our aim since 1850.

TWO weeks ago last Saturday a lady and gentleman from a neighboring city came into our downtown store, asked to see a diamond, and after a thorough inspection of both our mounted and unmounted stones, chose a beautiful unmounted gem, amounting to several hundred dollars. Almost the entire afternoon was spent with one of our diamond men in the selection of this stone.

On his way out, the gentleman turned, shook hands with the salesman, and said: "I appreciate very much the personal interest you took in my selection of this stone. On the train, as we were coming to London, we were undecided just where to purchase, but, on seeing your advertisement in the paper, decided to come here. I am more than pleased with my selection and with the way you have treated us."

We mention this instance just because it bears out our belief that a pleased customer is our best advertisement. That man is now our lifelong friend, and will make many new friends for us. We want you to feel just the same as this man does in all your dealings with us.

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Anita Stewart, the black curly headed fairy of the movies, is first seen in a little lass among the mountains, where she lives the simple life of the mountain folk. Her father and brothers had been killed years before in a feud, and she carried this bitter memory in her heart. Society visits the mountain, and Anita's petite ways win her many friends, and she is invited to visit in the southern city. It is there that she learns of the wonderful thoroughbred horse, Queen Bess.

The most thrilling scene of the whole picture is where Holley, the boy who owns Queen Bess, drugs the jockey, who is to ride her at the big Kentucky race. To lose this race would mean that the Layton would be ruined. Anita finds out that the jockey has been drugged, and appears at the last minute just in time to enter the handicap in his place. After a close race she noses in just ahead and when the race is over, she is, but Col. Doolittle tells Layson who has won for him.

Hollen spreads the news that it was Joe Lorey who drugged the jockey. The night Lorey turned out and after a long chase catch him. They are about to hang him, when Anita, who has learned what they are doing, reaches the spot before the riotous mob can reach Holley. Holley is the guilty man, and that he is the man who slew her father, and set the revenue agents on "Lorey."

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The story, written by Colonel Todhunter, is a gripping one. It tells of a thrilling climax by the cowboy hero, Tom Mix, a sergeant in the Canadian Northwest Mounted Police. As a reward for a feat in horseback riding he is entrusted by the captain with an important mission—the extinction of a smuggling gang.

Tim traces them to the gang's headquarters, a Chinese joint in the city with the conventional traps and surprise contrivances. By sheer strength of will and resourcefulness during Tim's beautiful girl from her persecutors and corners the gang.

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