EXTRA SPECIAL Shipment of Fish

Fresh caught sea and lake fish; extra choice quality. Phone your order; you take no chances—we handle only first-quality products.

WILSON'S ARCADE MEAT MARKET PHONES 1119-1120. chmond St., Next Royal Bank.

RROWN OPTICAL COMPANY LONDON EYES EXAMINED NO DRUGS USED **OUALITY GLASSES** GROUND AND FITTED. AT MODERATE COST 223 DUNDAS ST. Phone 1877

March Is Going Out With Usual March Weather

While we write it is raining. Leaky rubbers are poor companions STRONG SPRING STYLE SHOES are the requisites of the hour for

walking, or GOOD STRONG RUB-BERS, which will be equally necessary for a rainy April. Get them

The Two-In-One Shoe Store COOK'S



Your Choice ANY ARTICLE IN OUR

NORTH WINDOW For One Dollar

C. H. Ward & Co.

386 Richmond St. Phone 1084.

NORTH BRANCH ICE CO. W. & E. Cushing have an abundant give the best possible service. Ring W. & E. CUSHING. Phone 1138.



WATCH FOR

ar educational eye talks on Tuesdays

GEORGE E. LOGAN FUNERAL DIRECTOR AND EMBALMER

413 RICHMOND ST., LONDON Residence on Premises. Phone 1968. Personal Attention

SMITH, SON & CLARKE UNDERTAKERS. 118 DUNDAS ST. 629 DUNDAS ST.

Residence on Premises. Private Ambulance Service.

N. J. GRIFFITH FUNERAL DIRECTOR AND EMBALMER, 104 Dundas Street, London. Residence on premises. Phone 459.
Private Ambulance Service.
Delaware Branch, W. Acres, Mgr.

J. FERGUSON'S SONS

FUNERAL DIRECTORS. OPEN DAY AND NIGHT. KING STREET. PHONES 543, 373, 2056.

Delaware, Lackawanna and Western Coal Company's

SCRANTON COAL

Chestnut and Pea; first quality. We can Stove, \$8.50

JOHN M. DALY 19 York St.

The London Loan and Savings Company of Canada

DIVIDEND NO. 92

Notice is hereby given that a Dividend at the rate of 6 per cent, and Bonus at rate of 1 per cent per annum, is declared on the Capital Stock of the Company for the current three months ending 31st March, 1917, and same is payable on the 2nd day of April, to Shareholders of Record on the 15th inst. M. J. KENT,

ASK FOR PARNELL'S

Standard weight twenty-four ounce loaf. Sold all over Western Ontario at

> 8 Cents a Loaf or 13 Tickets for \$1.00

At your grocer's, from our wagons or by phoning us.

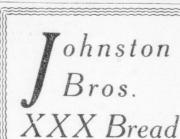
PHONES 929, 1390



Through the intervening years lovers' bounteous beneficence has clamored for adequate expression in the form of a wedding ring.

Grandfather wanted his bride to have the best there was, but the best in those days was a cold, austere band of gold — merely the legible band of married womankind. The wedding ring of the present and future is beautiful and significant, for it reflects all the treasured sentiment of the occasion in honor of which it is worn.

We have always on display a sion in honor of which it is worn.
We have always on display a
complete assortment of neat Tiffany, English and American styles
of Wedding Rings, all being seamless—an expression of the old ideal
of endless levs.



from our ovens to your tables carefully protected by a wax paper wrapper from dust, dirt, germs or dirty fingers. The freshness, the rich, sweet, nutty flavor is retained.

Twenty tickets for a dollar. Delivered or at grocers.

SEVENTEEN-POUND PIKE

From the Coves. Spring is early this year. So are he fish stories. Here is the first local one of the season, and as the "proof" s hanging in the window of a South

London butcher shop, it is somewhat different from the usual run of fish On Wednesday morning Dave Adams On Wednesday morning Dave Adams found in a shallow pool at the coves, apposite the end of Erle avenue, a monster pike. Apparently the fish had been washed there by the spring reshets and kept prisoner. It was tilled. It measured 38 inches long and weighed seventeen pounds. The fish is now on exhibition.

w on exhibition. THO HOROTOTOTOTOTOTOTOTOTOTO

PHOTOPLAY NEWS

PATRICIA.

Henry B. Waithall, assisted by Mary Charleson and a notable cast, presenting "Little Shoes," a drama of chiid-love, will be the feature screen offering at the Patricia for Thursday, Friday and Saturday, Mr. Walthall in this photoplay fully sustains his reputation as one of the greatest screen artists in the world. His marvellous acting touches your heart strings.

"Tailor's Trimmings," a Vogue comedy, featuring Rube Miller, will also be shown.

Harrison-West Trio, singers and dancers; Boxter and La Conda, big comedy novelty, and the famous McDonald Trio, trick cyclists, will comprise a vaudeville offering of exceptional worth.

The management of the Patricia has

se a vaudeville offering of excepnal worth.
The management of the Patricia has
ntracted for the exclusive showing in
ndon of all the big special film proctions on the market, including Clara
mball Young in "The Price She Paid,"
ary Pickford in "The Poor Little Rich
ri," Robert Warwick in "The Argyle
ise," Geo. M. Coohan in "Broadway
mes," Norma Talmadge in "The Law
Compensation," and Douglas Fairink in "A Big Smashing Sensation," to
y released soon. The first of these big
pecial productions will be "The Price
ae Paid," showing on April 2, 3, 4, 5,
dlowed by "The Poor Little Rich Girl"
a April 9, 10, 11, 12. The usual numer of high class vaudeville acts will be
iven at all performances.

Anthracite Coal

J.ANDERSON 495 York St.

THE PUBLIC

Federal Advertising Service

RECORD CROWDS AT LYRIC DELIGHTED WITH TRAVELOGUES

Wonderful Screen Journeys Remaining Three Days Next Week.

AN EXTRA OPPORTUNITY

Programs Are the Finest Ever Shown in This City.

The Roberson Travelogues, now being shown at the Lyric Theatre, will remain over in London for three days next week.

On Monday, Tuesday and Wednesday, Londoners will have their last chance to see these wonderful screen journeys. Announcement of the decision to offer this extra opportunity of touring the word through the Roberson colored views and motion pictures was made last light. The subjects to be presented on these days will ge given our later.

or later.

The program for the remainder f this week will be as follows:

Tonight: "Switzerland."

Friday night: "Bonnie Scotand." and "Ould Ireland," a Saturday afternoon: "Around Saturday night: "England."

gala day. Two enthusiastic gatherngs in the afternoon and evening enoyed "Bonnie Scotland" and "Around Buyers Paid Over \$23,000 he Mediterranean," termed respectively he most beautiful and most instructive sicture journeys in the Roberson reper-

50c per pound T.A.ROWAT & CO. 250 Dundas St. Phones 3051-3052

neering skill of the inhabitants of this rock city 4,000 years ago, held the audience awed from the time the map showing the location of the place was flashed on the screen, until the last view was shown. As on Saturday night, the spectators seemed unwilling to leave their seats, so hungry were they for more knowledge of this unique city. In the afternoon "Bonnie Scotland" was attended by a good gathering. The "land o' Burns" is ever an attractive country, with its heather-covered highlands and bluebell-dotted lowlands, and lands and bluebell-dotted lowlands, and many points of historic and legendary interest. Universal approval of this travelogue was evidenced by loud and sustained applause.

Remember The Advertiser's arrangements of the state o

ment to minimize the price of admission to the travelogues. A coupon appears on the first page of this newspaper daily, which, with 10 cents, will entitle the holder to a seat in the balcony, or with 25 cents to a reserved seat downstairs. And remember also that no ticket can be purchased for less than 50 cents un-less a coupon is presented.

BRISK BIDDING FOR FINE ANIMALS AT SALE OF SHORTHORNS

Over 500 From All Over Canada and States Here.

Roberson Traveloguers yesterday had PRICES WERE VERY GOOD

for Splendid District Cattle.

The biggest crowd saw the evening travelogue. The Lyric Theatre, where the pictures are being shown, was not so crowded as on Saturday night, when many were turned away from "Around the Mediterranean," but a none-theless appreciative attendance revelled for an hour and a half in the wonders, beauties and oddities of the states bordering on this inland sea.

Great interest was shown in the opening stop at Madeira, and the applause which started with the showing of the wonderful floral beauties of this island, "in the middle of January," was continued at the scenes depicting Monte Carlo, Madrid, Cordova and the other interesting points in Spain. The motion pictures of the buil fight again proved a most interesting feature of the journey. Then came the views of Southern France, Greece, Italy, Constantinople and last, and possibly most impressive, Petra. The wonderful mystery of this monument to architectural and engi-

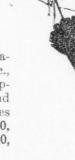
Ross' Limited

SPRING COATS

In serge, velour, poplins, etc. The latest productions of the hour in the fashion world, made in our own factory, and guaranteed highest class workman-Prices \$11.00, \$12.00, \$16.75, \$21.50



In serge, poplins, gabardines, velours, etc., in the new gold, apple green, navy and brown shades. Prices \$13.75, \$16.50, \$20.00. \$24.75, \$26.50, \$30.00,



NEW NECKWEAR

Georgette Crepe Cuffs and Collars50c to \$2.25 RADIUM SILK HOSIERY

Assorted, in all the new shades for spring.....50c, 75c, \$1.00 to \$2.00 KAYSER SILK GLOVES, 75c, \$1.00, \$1.25



Just out, White Voile.....98c, \$1.50, \$1.75, \$2.25, \$2.98, \$3.50 Very Special Pique Waists98c White Habutai Silk, large col-

lar\$1.98 Newest Crepe de Chine, in flesh, white and maize\$4.75 to \$7.50 Georgette Crepe Waists\$8.25, \$9.75

Phone 1319. 196 Dundas St.

C. P. D. WEGNER,

N. M. WEGNER.

YOU CAN SAVE BIG MONEY.

AS FAR AS TWO DOLLARS

In buying Men's Clothing, Furnishings, Hats and Caps. This stock must be reduced \$8,000.00 in a limited time. Read the ad. in Friday's paper for bargain list in

C. P. WEGNER'S REORGANIZATION SALE

'The Heart of London."

Taylor's Wonderful Bargains

"Square Deal" Taylor's wonderful drug sales are becoming more popular every day. This statement is best proven by his increased receipts. Taylor's spring and sum= mer campaign for greater business starts with this advertisement. Greater business means greater purchasing power for Taylor and greater bargains for you. You must realize that cash buying direct from the manufacturers for the six busiest drug stores in Canada enables Taylor to sell all drug store goods to you at a lower price than smaller dealers can buy them.

Can you afford to miss these bargains for Thursday, Friday and Saturday?

PRICES SAME AT ALL SIX STORES

Taylor's Stomach and Liver Cure

Is composed of the same roots and herbs used in grandmother's old fashioned spring bitters. It does not contain one particle of calomel or other mineral poison. Stomach and Liver Cure stirs up the sluggish liver and forces it to help the skin relieve the system of its body poison and leaves the skin free of pimples and blotches. It is the best remedy for constipation, indigestion, billious-ness, sick headache, backache, torpid liver and all impurities of the blood. It is a laxative, but, unlike pills, it does not weaker the system, but acts as a powerful system Sold at 25c a bottle on our mone

back guarantee. Larger sizes 50c and \$1.00 25c Hydrogen Peroxide 9c 60c Hydrogen Peroxide29c \$3.75 Horlick's Malted Milk.....\$2.98 \$1.00 Sarsaparilla with Iodide of 75c Bisurated Magnesia43c 50c Dodd's Kidney Pills28c 50c Sweet Nitre Kidney Pills24c 25c Mecca Ointment..... 2 for 25c 37c Syrup of Figs**19c** 50c Morina Peroxide Vanishing Cream24c 10c Styptic Pencils5c \$1.00 Household Rubber Gloves, all sizes49c \$1.50 Syr. of Hypophosphites79c 25c Hutax Paste or Powder17c \$1.00 Nuxated Iron62c

10c Japs, Rex, Santa Clara, Havana Perfecto, Sun, 1492, etc...5 for 25c 5c Panatelas 8 for 25c

50c Dr. Chase's Nerve Food.....31c 60c Dr. Chase's Ointment39c 35e Wild Strawberry18c 50c Williams' Pink Pills28c

English Rheumatism Capsules

Cure the cause of all forms of rheumatism by dissolving the uric acid in the blood. They are guaranteed to relieve the worst rheumatic pains in six hours and to cure permanently if given a fair trial. Price....
50c a boy

25c Djer Kiss Talcum24c 25c Corson's Charcoal Tooth Paste 19c 75c Mary Garden Talcum48c 10c Lux...... 2 for 15c 50c Sage and Sulphur33c 60c Abbey Effervescent Salt34c 25c Eclectric Oil14c

DEVELOPING AND PRINTING

Taylor will develop and print any size film for 25c. Expert work. One day service. Films and supplies for all makes of cameras.

40c Limestone Phosphate24c 35c Elliman's Embrocation18c \$1.00 Pinkham's Compound66c 50c Syrup of Figs29c \$2.00 Real Ebony Hair Brushes. pure bristles98c 35c White Liniment18c 5c Wrigley's Spearmint 2 for 5c DO NOT

Taylor's Throat

and Lung Balm will cure your cold. The dose of Throat and Lung Balm is very small—just half tea-spoonful—why upset your stomach with large loses of ordinary cough syrups, mixtures, etc? Throat and Lung Balm is the only preparation that acts on the eliminating organs of he body as well as on the throat and lung passages. This action enables the system to uickly throw off the worst cough or cold Sold at 25c a bottle on our no-cure-no-pay

25c Ingram's Talcum \$1.00 D. D. Eczema Cure 50c Household Ointment 10c Clear Gum Nipples 25c Shaving Stick 50c Mentholatum28c 25c Bromo Seltzer18c 50c Emulsion Cod Liver Oil29c \$1.00 Morina Complexion Powder, all tints49c 50c Hind's Honey and Almond Cream32c 50c Emulsified (M. S. C.) Cocoanut Oil Shampoo28c 35c Castoria22c London Agents for

VINOL

Taylor Drug Co.

LONDON'S GREATEST CUT RATE DRUGGISTS. Main Store-399 Talbot Street, Opposite Market Phone 1194 East Branch.-652 Dundas Street Phone 663 North Branch.-Corner Richmond St. and Central Ave. Phone 4151 South Branch.—Corner Horton and Wellington Streets Phone 379 Hamilton Road .- Corner Hamilton Road and Anderson Avenue

THERE IS A TAYLOR STORE NEAR YOU.

AUCTION!

AUCTION!!

AUCTION!!!

W. J. Wray & Co.

234 DUNDAS STREET, LONDON, ONT.

Our Entire Stock of Diamonds, Jewelry, Watches, Clocks, Silverware, Cut Glass, Etc., at Auction

Sale Opens Tomorrow Afternoon at 2:30 and Continues Daily 2:30 to 5 Afternoons. 7:30 to 10 Evenings. Continues Until the Stock Is Sold.

NOTHING RESERVED --- EVERYTHING ON SALE

JOHN HUBBARD MITCHELL, Auctioneer.

W. J. WRAY, Jewelers

ONE DOLLAR GOES NEARLY

Open Evenings.

SPRING IS HERE

London

tario and will stay in this province.

The prices ranged from \$125 to \$1,160, the average price paid being \$291.64. The total sales amounted to \$23,915, and out of about \$2 cattle sold, 8 brought over \$500.

Topnotch Prices.
Frank Edwards, of Tiffin, Ohio, paid the topnotch price of the day when he offered \$1,160 for Athelstane Rosewood VII., and her calf, owned by William Waldie of Stratford, Other high-priced cows were Baroness Whimple V., and calf, owned by J. T. Gibson, and sold for \$700 to W. A. Dryden of Brooklin, and Golden Buckingham and calf, owned by J. T. Gibson, and sold for \$700 to W. A. Dryden of Brooklin, and Golden Buckingham and calf, owned by Will, when to A. E. Stevenson of Parkhill, went to A. E. Stevenson of Parkhill, went to A. E. Stevenson of Port Huron, for \$500 which was the highest price paid for bulls. Lloyd George, a bull owned by Harry Smith, was sold to Frank Wood of Blyth for \$400, and of four bulls. Lloyd George, a bull owned by Harry Smith, was sold to Frank Wood of Blyth for \$400, and of four bulls from the herd of Senator W. C. Edwards of Rockland, two went for \$300, one for \$340, and one for \$350.

The most extensive buyer was George Kinnon of Cottonwood, Sask., while Carpenter & Carpenter of Baraboo, wis., were the largest buyers from the United States. A pleasing feature of the sale was the fact that the majority of the thoroughbred cattle were purchased by Shorthorn breeders of On-

Just opened in Queen's Hotel, Carling street, corner Talbot. Light lunches served to ladies and gentlemen. Everything new and spotless. Fresh products from the dairy farm received daily. Quick service. No waiting. Come and eat. Mrs. Greta Duncan, proprietress. tw

Are your Tires in condition? If not, see us.

Tire Repair Depot

354 Wellington St. Opp. McClary's.
PHONE 2334.



LONDON'S RUBBER MAN

