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EYES EXAMINED
NO DRUGS USED
QUALITY GLASSES
GROUND AND FITTED
AT MODERATE COST.
223 DUNDAS ST. Phone 1877

GEN. PERSHING APPOINTED.
WASHINGTON, Feb. 21.—Major-Gen. Pershing was formally appointed commander of the southern department today, succeeding Major-Gen. Funston, deceased.

WE REPAIR
Hot Water Bottles Just as Satisfactorily as Tires.
London Tire Repair Depot
A. WILKES.
354 Wellington St. Opp. McClary's.
PHONE 2334.

Scranton Coal
The most satisfactory coal for furnace or range. Send in your order.
JOHN M. DALY
PHONE 348. 19 YORK STREET.

Office To Let
STEAM-HEATED
Only \$8 a Month
APPLY
LONDON LOAN AND SAVINGS COMPANY

There is a satisfaction in having your tires repaired by people who know how and don't overcharge you.
LONDON'S RUBBER MAN
186 KING—REAR. PHONE 5124

FOR THE GOOD THERE'S IN IT.
Eat this good bread at every meal.
JOHNSTON BROS. XXX BREAD
Delivered everywhere, or obtainable at best grocers.

ROSS' Limited FURS
STILL CLEARING MINK SETS, STOLES and NECKPIECES
AT LOWER PRICES THAN SUCH FURS HAVE BEEN OFFERED FOR MANY YEARS.
SPECIAL CLEARING PRICES
ON SABLE SETS, MUFFS AND STOLES, WOLF SETS, MUFFS AND STOLES, PERSIAN LAMB SETS, MUFFS AND STOLES, RACCOON SETS, MUFFS AND STOLES, CANADIAN MUSKRAT COATS\$52.50 to \$60.00
Clearing All Fall and Winter Coats, Suits, Skirts, Blouses and Neckwear
New Spring Suits and Coats Now in Our Showrooms.
PHONE 1319. 196 DUNDAS STREET.

ROTARY PRESIDENT COMING TO LONDON
District Conference Will Be Held in City Next Monday.
Archibald Klump, of Cleveland, president of the International Rotary club of the world, will give an address here next Monday evening at the annual district conference of the rotary club of Ontario and Quebec. This is the first time the Rotarians have met in London, and many important matters will come up for discussion. A large number of delegates from all over Ontario and Quebec will be here.

No Economy
is effected by stinting the quality of copy and illustrations in your advertising.
Federal Advertising Service
Telephone 5482.
312 Dominion Building, LONDON, ONT.

'Snowdrift' Bread
Creates Appetite
It's so deliciously nutritious. The memory of every slice lingers.
It's Our Banner
:: :: Loaf :: ::
Try one today.

PARNELL The Breadman
Phones 929-1390.

Diamonds
Many new rings, in the newest and latest settings, have been recently added to our collection, so that our stock up to date presents as fine a range as the most enthusiastic lover could wish to have. Our prices are very moderate.
Solitaires, \$25, \$35, \$50, up to \$500.
Beautiful clusters, sapphires, rubies, emeralds, in diamond combinations, \$40 and up.
We have a choice selection of un-set stones, which can easily be mounted.

YOUNG'S
"A Good Place to Buy."
TWO STORES:
170 Dundas St. 674 Dundas St.
MOST VIVID FILM EVER SHOWN HERE NOW AT THE LYRIC
Thousands Enjoy Views of the Canadians at Courcellette.
FRIENDS ARE RECOGNIZED
Pictures So Clear That Many Think Soldiers May Step Onto Stage.

ROWAT'S COFFEE
Pleases People Who Are Particular
50c per pound
T.A. ROWAT & CO.
250 Dundas St.
Phones 3351-3052.

during the unfolding of the reel, this feeling of intimacy and nearness, the sureness or almost sureness of recognizing a familiar face and figure among the brilliant young Canadians who pass in review.
HONORABLY DISCHARGED.
FOREST, Feb. 21.—Reg. F. Scott, of the 63rd Battery, a former Forest resident, has received honorable discharge, an injury received while at Petawawa camp last summer rendering him physically unfit.

FELL FROM TRAIN.
ST. THOMAS, Feb. 21.—Passenger Conductor John Gibson of the Grand Trunk Railway, is in the Amasa Wood Hospital, suffering from injuries received on Tuesday when he fell from his train at Aylmer. Mr. Gibson's injuries are not serious.

LONDON THE CITY OF UNITY Does Herself Proud
She has rolled up the splendid sum of
\$360,000
for the Patriotic and Red Cross Fund, and the money is still pouring out from those who appreciate our loyal boys at the front, and those who have joined in the sacrifice by letting them go with their good wishes.

Our sale of good shoes at below cost prices is still attracting great interest, although some lines have been closed out. Come today if you want values in shoes that save money.
You have seen the prices in yesterday's and previous advertisements. Now come and see the shoes at
The Two-In-One Shoe Store COOK'S
Richmond and Dundas Streets.

Carlyle TREBILCOCK OPTICIAN
PHONE 2351. 233 DUNDAS
WATCH FOR
our educational eye talks on Tuesdays and Saturdays.

Last Day, Saturday
AT 9 P.M. SATURDAY NEXT, FEBRUARY 24, THE GREAT EUREKA FIVE-DAY FREE TRIAL OFFER CLOSES.

Don't Wait Until the Last Day

Try *The* **EUREKA** VACUUM CLEANER
In Your Own Home Before You Buy

This great free trial and easy-payment offer expires sharply at 8 p.m. Saturday, February 24. DON'T DELAY UNTIL IT IS TOO LATE! TELEPHONE NUMBER 2800, OR WRITE US TODAY.

Only \$4.50 IF YOU DECIDE TO BUY After the **FREE TRIAL** 5 Days'
THEN THE BALANCE ON EASY MONTHLY PAYMENTS.

If you decide to buy after the Five Days' Free Trial you can pay down as your first payment \$4.50 and the balance in small, easy, monthly payments—30 days between each small payment.

Our liberal easy-payment plan gives you the privilege of owning and using a Eureka and paying for it at your convenience.

OUT-OF-TOWN RESIDENTS.
We are extending this great special offer to residents in any part of Ontario. Should there be no Eureka dealer in your locality, please make application to our store.
Purdom Hardware Company, Limited
124 Dundas St., London, Ont.



Half Price Jewelry Sale

See north window and bargain tables, on main floor and in basement, for half-price goods.

Diamonds Half Price
\$4.00 Genuine Diamond Baby Rings, mounted in 10-k, gold, each...\$2.00
\$10.00 Genuine Diamond Rings, mounted in 14-k, gold, each...\$5.00
\$14.00 Lady's Belcher Diamond Ring, 14k gold...\$7.00
\$20.00 Lady's 3-Stone Ring, 2 diamonds and 1 emerald...\$10.00
\$20.00 Lady's Modified Tiffany Ring...\$10.00
\$25.00 Lady's 3-Stone Ring, 2 diamonds and 1 sapphire...\$12.50
\$30.00 Lady's Onyx Pearl and Diamond Ring...\$15.00
\$30.00 Lady's 3-Stone Ring, 2 diamonds and 1 ruby...\$15.00
\$50.00 Opal and Diamond Cluster Scarf Pin...\$25.00
\$60.00 Three-Stone Diamond Rings, 14k setting...\$30.00
\$90.00 Four-Stone Diamond Ring...\$45.00
\$100.00 Gents' Round Belcher Ring...\$50.00
\$120.00 Lady's Marquise Diamond Ring...\$60.00
\$120.00 Lady's Tiffany Ring, 1/2 and 1-32...\$60.00
\$160.00 Gent's Flat Belcher Ring, 14k setting, weight .75...\$80.00
\$200.00 Lady's Fancy Tiffany Ring, 18k gold, platinum head, weight .78...\$100.00
\$250.00 Lady's Marquise Diamond Ring...\$125.00
We will refund the money on any of the above Diamonds within one year of the date of purchase, or exchange for full value at any time.

SPECIALS IN CHINA In the Basement
\$29.25 30-piece Minton Tea Set, \$18.00
\$35.00 37-piece Minton Tea Set, \$20.00
\$45.00 42-piece Tea Set, Minton, \$30.00
\$40.00 36-piece Tea Set, Minton, \$25.00
60c Cups and Saucers...\$30c
75c Cups and Saucers...\$40c
1.00 Cups and Saucers...\$50c
\$68.00 Dinner and Tea Set, blue and gold band. Special...\$40.00
4 only, \$1.50 Limoges China Salads, 75c
EXTRA SPECIALS IN THE BASEMENT
One table of E. P. N. S. Silver-Plate, of the best quality English make—Bonbon, Compot, Card Tray—at just half the regular prices.
One table of Cut Glass.
\$17.00 Liquor Set, decanter and 6 glasses...\$8.50
\$14.00 Water Sets, in 4 different designs. Very special...\$7.00
\$8.00 Large Flower Basket, floral design...\$4.00
\$7.00 Large Flower Basket, floral design...\$3.50
\$15.00 Large Vase, Hawkes, floral design...\$7.50
\$11.00 Compot, iris design...\$5.50
\$9.00 Water Set, butterfly design...\$4.50
\$10.00 Large Vase, tulip design...\$5.00
\$5.00 Large Vase, floral design...\$2.50
\$5.00 Bowl, Hawkes, floral...\$2.50
\$7.00 Bonbon Basket, floral, Hawkes...\$3.50

Specials in Cuff Links
One tray of Cuff Links going at just one-half the regular prices.
Pearl-Handled Nail Files, Cuticle Knives, Corn Knives and Button hooks; regular \$1.00. Special at each...50c

Spectacle Specials
Only a few pairs left. Sell regularly for \$3.00 and \$3.50, going at, pair...\$1.50
\$24.00 10k Solid Gold Lorgnette...\$12.00
\$10.00 Gunmetal Lorgnette...\$5.00
\$9.00 Sterling Silver Lorgnette...\$4.50

Special Discount of 20% Off Everything in the Store
POSTOFFICE OR EXPRESS MONEY ORDER MUST ACCOMPANY ALL MAIL ORDERS.
WE POSITIVELY WILL NOT SUPPLY THE JEWELRY TRADE AT ABOVE PRICES.

C. H. WARD & CO.
DIAMOND MERCHANTS AND JEWELERS. PHONE 1084 386 RICHMOND ST.

The pictures of the Canadians at the Somme, which are being shown at the Lyric Theatre all this week, and which are attracting throngs of people, differ in a marked degree from other war pictures hitherto seen in that they convey a striking impression of nearness to the field of action. So hypnotic is this sense of intimacy that if one of the guns recoils over the footlights or the jaunty, khaki-clad boys stepped out from the screen and down into the audience, the first sensation would probably be one more of realized expectation than of surprise and consternation.
The fact that fathers, brothers, husbands and sons have gone out from Canadian homes to fight the great battles of the Empire and civilization overseas is the fact that has made the war real to Canadians. The fact that Canadians have been fighting for many months on the Somme and have been active service in France and Flanders for the past two years, was responsible for a large share of the enthusiastic interest in the pictures of the British army on the Somme. The later pictures of the Canadians "coquette" come into the picture. Few people there are who do not know someone who fought, someone who was wounded or someone who fell in the famous battles which brought such honor to the Canadian name.
An excited whisper is heard during the course of a performance. "I know that is a boy at the front, quick! I know he went with the Camerons. There! He is gone. I must know again and make sure. I do wish they wouldn't go so quickly."
On the other side a man is observed leaning forward when the exciting point arrives where the men are waiting to go over the parapet for the beginning of the charge at Courcellette. The Canadians are out, heading for the enemy over "No Man's Land." The audience cheers, but the man leaning forward is oblivious of all that is occurring immediately around him. At last he sits back and draws a deep breath. "I would be willing to bet a good deal," he says to the man beside him, "that the fellow from the end before the charge was made was my nephew Jack. He was a fine fellow, other one running across the field that I have been him. He dropped and you know Jack was the one who was wounded early in the charge he hasn't been able to go back."
And so it goes on, through every presentation. Somebody is sure that somebody is a relative or friend.
There is the scene in the casualty clearing hospital, where a damaged arm is being bandaged. So closely does it come that the petals can almost be counted on the flowers at the foot of the bed. "I am glad for the flowers. I never thought of them being taken to those hospitals," is what more than one woman has said as she thinks with a little ache in her heart of what comfort they would bring to a loved one who has been through all the hospital, from advanced dressing station to base hospital, and across the channel to "Blighty" and finally a convalescent home.
It is the next best thing to being among the actual scenes in France, and much safer and more comfortable, to view them in the safety of the picture. It gives a sense of nearness and understanding of the circumstances in which Canadians have found themselves in doing their bit.
Excellent Spirits.
It is one thing to get courageous letters and to read in reports and books the heroism and courage of the Canadian boys at the front. It is quite another to see them apparently in excellent spirits after a fierce engagement through which they have been fortunate enough to come unscathed.
The tanks, too, are a prominent feature of this series of pictures. The great, big, cumbersome, slow-moving, deadly-sure monsters, with their guns pointing menacingly on either side.
The crew, which steps inside prior to going into action, looks for all the world as if it were starting on the biggest lark of a lifetime. The young officer in charge, who takes along his black cat as a mascot, is all well groomed and polished as if he were on his way to a social function.
There is something very familiar about his well-knit figure in the excellently fitted uniform. Can it possibly be — or is it the unmistakable type of sturdy young Canadian?
And so it goes on from first to last.

"Square-Deal" Taylor

Never finds it necessary to sacrifice quality to give you his wonderful bargains. It is all in his wonderful buying. Buying direct from the manufacturer in enormous quantities enables Taylor to eliminate the jobber and sell all drug store goods to you at a lower price than smaller dealers can buy them. This is forcibly proven by the following bargains for Thursday, Friday and Saturday.

Prices the Same at All Six Stores

25c Syrup White Pine and Tar 2 for 25c
50c Fruit-a-tives...27c
50c Palmolive Face Cream...33c
\$1.50 Syrup Hypophosphites...79c
50c Orlex Compound...33c
25c Baby's Own Tablets...15c
35c Syrup of Figs...18c
25c Mecca Ointment...2 for 25c
50c Morina Peroxide Vanishing Cream...24c
\$1.00 D. D. D...69c

Bargains in Rubber
\$2.50 Taylor Special Hot Water Bottle, a red rubber bottle with a two-year guarantee...\$1.69
\$2.25 Hot Water Bottle, two-year guarantee...\$1.49
75c Combination for Hot Water Bottles, 59c
50c Tubing Lengths...39c
\$1.00 Rubber Gloves...49c

\$1.00 Ever-Ready Safety Razors...79c
25c Mennen's Shaving Cream...17c
50c Dodd's Kidney Pills...28c
35c Listerated Tooth Paste...24c
75c Bisurated Magnesia...24c
100 Bland's Improved Iron Pills...18c
25c Nature's Remedy...14c

Winter Winds
Have no terrors for the woman who uses TAYLOR'S CREAM OF ROSES. It is an ideal, healing lotion for chapped hands, cracked skin, cracked lips, windburn, and all skin irritations. CREAM OF ROSES does not contain one particle of oil or grease, and cannot promote the growth of hair on the face. Sold in bulk at 5c per ounce, and we supply the bottles.

\$1.00 Nuxated Iron, for...69c
25c Lilas de France Talcum...9c
10c Lux...2 for 15c
10c Dutch Drops...3 for 10c
50c Household Ointment...28c
40c Limestone Phosphate...24c
25c Beecham's Pills...17c

QUALITY
Has never been sacrificed to keep down the cost of TAYLOR'S THROAT AND LUNG BALM. Although it is costing five times as much, it is made today exactly the same as it has been made for the last 49 years, and there has been no advance in the price to you. It is the only remedy absolutely guaranteed to cure the worst cough, cold or croup. It is at least five times as strong as ordinary cough syrups, mixtures, etc. Throat and Lung Balm acts on the eliminating organs of the body as well as on the throat and lung passages, and in this way enables the system to quickly throw off the worst cough or cold without upsetting the stomach. Do not let any dealer sell you a cheap, inferior substitute. You can get the GENUINE at TAYLOR'S. Price 25 cents a bottle, and your money back if it fails to cure.

25c Shaving Sticks...17c
35c Best White Liniment...18c
25c Carbolic Tooth Paste and a 25c Tooth Brush for...25c
65c Pints Imported Olive Oil...49c
50c Ingram's Milkweed Cream...29c
25c Florida Water...18c

CIGAR BARGAINS
10c Santa Clara, Rex, Havana Perfectos, Armas, Don Casito, Humps, etc., 5 for 25c
5c Paratels...8 for 25c

50c Sweet Nitre Kidney Pills...24c
10c Styptic Pencils...5c
60c Antiphlogistine...46c
50c Emulsion Cod Liver Oil...2 for 49c
50c Dr. Chase's Nerve Food...33c
35c Castoria...22c

LONDON AGENTS FOR VINOL
The great Cod Liver and Iron Tonic

\$1.00 Sargol...77c
50c Pinex...32c
50c Syrup of Figs...33c
25c Fluid Magnesia...16c
50c Peerless Hair Restorer, for restoring color to grey, faded hair...28c
50c Pape's Diapiesin...28c
60c Abbey's Salts...36c

RHEUMATISM CAN BE CURED
ENGLISH RHEUMATISM CAPSULES are GUARANTEED to relieve the worst rheumatic pains in six hours, and to cure permanently, if given a fair trial. They dissolve and carry away the uric acid in the blood, the true cause of all forms of rheumatism. They will not upset the most delicate stomach. Price 50 cents a box.

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...Phone 405
London South Branch—Corner Wortley Road and Craig Street...Phone 1920
THERE IS A TAYLOR STORE NEAR YOU.