

ROWAT'S COFFEE
The Best Quality Procured. There is
No Better Coffee.
60c PER POUND.
T. A. ROWAT & CO.
250 Dundas St. W. Phone 3051-3052
C. F. B. License No. 8-3422.



Diamonds
Loose and mounted stones.
Rings \$ 5.00 to \$500.00
Lavalieres .. \$15.00 to \$275.00
Earrings ... \$25.00 to \$250.00

C. H. Ward & Co.
Diamond Merchants and
Jewelers.
386 Richmond St. Phone 1084.

CALL 4071
FOR ELECTRIC WORK AND
SUPPLIES.
WESTERN ONTARIO ELECTRIC CO.
237 Dundas Street.

Automobile Insurance
HAROLD J. LAWSON
(Returned)
GENERAL INSURANCE BROKER.
265 Dominion Savings Bldg. Phone 1550

Carlyle
TREBILCOCK
OPTICIAN
PHONE 2351. 233 DUNDAS.
Two Doors East of Majestic Theatre.

Morin's Syr. of Hypophosphites
A Real Nerve and Tissue Food,
\$1.50 Bottles for 96c.

Taylor's 6 Cut-Rate Drug Stores
A GOLD KNOB ON A HENHOUSE
DOOR

is about as much use as a bum battery
on an automobile. Send your battery to
us for expert repairs.
BENSON-WILCOX ELECTRIC CO.
264 Dundas Street. Phone 2671.

FREE
Battery Inspection
And distilled water added as often
as necessary, regardless of the car
you own or battery in it.

RECHARGING
REPAIRING
RENTALS

NEW BATTERIES FOR SALE.
Thompson Battery
& Welding Co.
(Specialists).
PRESTO-LITE SERVICE.
775 DUNDAS STREET
PHONE 6636.
Gas, Oils, Etc., at Curb.

GET YOUR
TIRES
RETRADED.
IT PAYS.

London's
Rubber Man
346 DUNDAS STREET. PHONE 5124.

The Tecumseh
SPECIAL DOLLAR DINNER
SERVED 1 to 2:30 P. M.
EXCELLENT CUISINE.
EFFICIENT SERVICE.
JACK CORTESE ORCHESTRA IN
ATTENDANCE.

RETRADING
Like We Do, Pays.
LONDON TIRE
REPAIR DEPOT
354 Wellington Street.
Phone 2331
Opposite McClary's

London Loan and Savings Co.
OF CANADA
MONEY TO LEND
Government Bonds
Negotiated
Special Debenture.
M. J. KENT, Manager.
Only \$58.55 required for \$100.

YOUR GOODS ARE
not sold until they leave the dealers'
shelves. You may get them into the
dealers' hands without advertising,
but the REAL sale is not made then.

Federal
Advertising
Agency

T. H. VULL
Dominion Savings
Building.
LONDON, CANADA.

FUR Storage
BELTZ & CO.
Call 817

Our Optical
Dept.

is at your service. We scienti-
fically test your eyes and fit
with glasses that both suit
your eyes and are stylish.
Mr. Trebilcock, our optician,
has had many years' experi-
ence in this line, and can fill
your needs to the best advan-
tage.



Don't Take Our
Word For It

Just Get a Loaf of

Johnston
Bros.
XXX Bread

from your grocer's today and you
will know why thousands of house-
wives all over Western Ontario in-
sist on our bread. It's all in the
flour.

JOHNSTON BROS. PHONE 344.

FAMOUS PREACHERS COMING—
The Rev. Fathers Conway and Gillis
of New York City, are coming to St.
Peter's Cathedral to open a two weeks'
mission, beginning the series of lec-
tures next Sunday at 10:30 o'clock. The
subjects treated will be of interest to
all citizens, no matter of what belief
or of no belief, as they will not be
controversial. No collections will be
taken and everybody will be welcomed.



NAZIMOVA in "OUT OF THE FOG"
Showing at the Grand today, Friday
and Saturday, in conjunction with five
vaudeville acts.



Scene from "The Heart of Humanity," an all Canadian super-production,
showing at the Majestic Theatre next Monday, Tuesday, Wednesday and Thurs-
day.



Appearing in one of her best photoplays, "A Fool There Was," showing at
the Patricia Theatre today, Friday and Saturday. Also a comedy, a scenic film
and a vaudeville act.

GENERAL PISANO IN
A CLEVER SHOOTING
ACT AT THE GRAND

The Great Nazimova in Her
Latest Production Today,
Friday and Saturday.

A most remarkable entertainment,
plete with thrills and enthusiasm, is
promised in the presentation of Gen.
Pisano and Company's sensational
shooting novelty, "At the Italian Front,"
which will be the headline attraction on
an exceptionally strong vaudeville bill
at the Grand today, Friday and Satur-
day. Pisano is known the world over
as a famous Italian sharpshooter and
a showman who delights in furnishing
the public with a spectacle worth while.
Of the many thrilling feats performed
by this clever artist, several stand out
as real features, the shooting at a
small target held on the head of his
assistant, lighting matches by flying
bullets, and snuffing them, and playing
a popular air on a specially-constructed
marimbaphone, are some of the won-
derful feats performed, which, as
everyone knows, requires absolute ac-
curacy, nerve and skill. The act is most
beautifully presented, with special
scenery descriptive of a scene along the
Ivory River front.

The Leomas, presenting a thrilling
serial novelty, the Millard Brothers
original comedians in new songs, dances
and comedy, and Jarvis and Harrison
in a comedy talking offering, entitled
"Shooting the Chutes," comprise the
balance of this bright vaudeville pro-
gram.

Nazimova in "Out of the Fog" at the
Grand Today.
"Out of the Fog," adapted for the
screen from the powerful drama
"Captain Kidd," which will be
shown at the Grand today, tomorrow
and Saturday, gives Nazimova, the
splendid Russian actress, untold oppor-
tunities for her rare artistry.

MARY PICKFORD IN
NEW SCOTCH ROLE
AT THE MAJESTIC

Winsome Toronto Miss Feat-
ures in Strong Film.

Once before has Mary Pickford played
a Scotch role. In "The Pride of the
Clan," one of her most popular Artercraft
pictures, in "Captain Kidd," her
new photoplay, which delighted large
audiences at the Majestic yesterday,
she is again Scotch, but transplanted
from the land of the heather to some-
where in America, as the grand-
daughter of Angus MacAvish, keeper
of a curio and book store, where the
buried treasure, which is the basic
idea of the story, is first noticed about.
And Mary is said to be the most win-
some, close-fisted, lovable, and, at the
same time, irritating little person you
would find from one coast to the other.
She keeps Jim Cleason, engaged in
writing a novel, dangling till the very
end. And she is a demon at a trade,
so that when the book with the secret
plan of the buried treasure appears
she is one of the foremost in arranging
for the search, which takes them to
Colliage Centre, and thereafter the
tale is one of the most engrossing,
amusing and whimsical character.
On the stage this play by Edith John-
son was a great success. In the film,
with Mary Pickford in the lead, it
seems destined to create even a greater
furore.

"Bella's Wash Day," a Mack Sennett
comedy, in which petite Marie Provost
and funny Charlie Murray appear,
brought out every smile, titter, laugh
and roar that was in the possession
of such audience. Such a barrage of
fun confronts the audience and so
much laughing gas is sent out from the
screen that uproars of laughter can
not be held back.

Frank Cullen, "the Midnight Frolic
boy," again won the audience with his
singing.

"The Return of the 1st Battalion," a
Ford film, an educational film show-
ing the processes in the manufacture
of dynamite, and a Gaumont
Graphic film, the newspaper of the
screen, complete this excellent per-
formance, which is sure to draw crowds.

LARGE CLASS CONFIRMED
BY BISHOP M. F. FALLON

Bishop M. F. Fallon confirmed a
class of 121 at St. Peter's Cathedral

last evening. There were 53 girls, 53
boys and 15 adults.
Prior to the confirmation service, the
bishop catechised each of the candi-
dates for confirmation in turn. There
was a large turnout of parents and
members of the congregation at the
event.

ROSS'

LADIES' GARMENT HOUSE

Deal direct with the manufacturer and avoid all middle-
men's profits.

THIS IS HOW DOLLARS ARE SAVED.

SUITS

In serge, tricotine, poiret twill, poplin,
gabardine, etc., all the new colors and
the very latest expressions of New
York styles, designed and made on the
premises. Every garment is guaran-
teed correct and exclusive. Prices....
.....\$35.00 to \$55.00

Clearing Silk Suits, navy, green and
black; \$45.00 for \$35.00; \$35.00 for
\$25.00.

GOWNS

In silk taffeta, navy, black, taupe and
brown\$34.50
Georgette and charmeuse, in navy,
taupe, black and reindeer\$37.50
House Dresses\$1.98 to \$3.75



DOLMANS, COATS
AND CAPES

In poiret twill, velours and serges, in
the popular colors of rookite, taupe,
pekin and silverstone. Prices
.....\$34.00, \$37.50, \$43.50
Special values in navy, serge and navy
poplin\$28.00, \$30.00, \$37.00
Range of Tweed Spring Coats, at \$16.50

**Special Clearing of Amer-
ican Models Imported for**
Style Purposes

Poiret twills and tricelines, colors:
sand, navy, delph blue and taupe.
\$105.00, clearing for\$80.00
\$76.00, clearing for\$65.00
\$93.00, clearing for\$70.00
\$85.00, clearing for\$65.00

BLOUSES

Middies, all white and white with navy collars.\$2.25
Special clearing line White Silk Blouses, reg. \$2.50, for \$1.98
Stripe Silk Blouses, all colors\$6.75 to \$8.25
New range of White Voile Blouses, prices\$1.98 to \$7.50

NECKWEAR

Filet Lace Collars\$2.00 to \$4.50
Satin Corded Silk Collars75c to \$2.00
Fancy Vests, in silk and pique75c to \$5.50

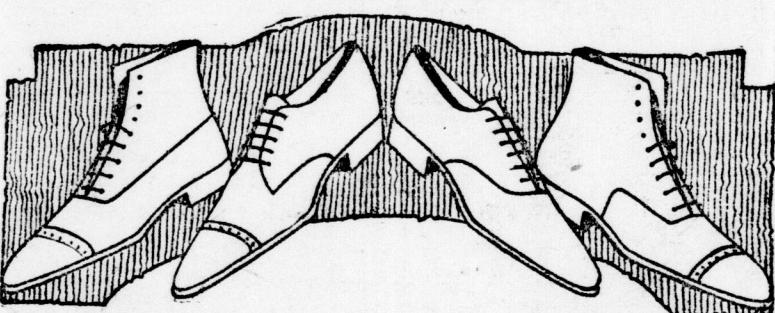
GLOVES

Kayser, in grey, mastie, black and white85c to \$1.50

RADIUM HOSIERY

Black, navy, sand, beaver, silver and white75c to \$3.50

PHONE 1319. 196 DUNDAS STREET.



A Shoe that is "right"
from every standpoint,
combining utmost service
and style. Brown shell
Cordovan leather,
\$7.00 to \$10.00

Footwear for Busy Men

Busy men like to select their footwear here.

They know they'll get footwear that's properly fitted,
properly made, proper in appearance—footwear they can
put on their feet and then forget.

We save them time in buying, too. Our service is prompt
and efficient—no annoying delays.

JOHNSTON &
MURRAY

TAYLOR
Forces DRUG PRICES Still Lower To
Celebrate His Return To Canada

The Six Red Drug Stores offer many startling bargains for
THURSDAY, FRIDAY and SATURDAY. Read this list
very carefully—it pays not to miss any item of this sale.

HOUSEHOLD
NECESSITIES

10c Rolls of Toilet Paper, the
best value in London
15c Bon-Ami4 for 25c
Champion Bed Bug Killer,
the best10c
35c Sani-Flush24c
30c lb. Moth Flakes or Moth
Balls19c
20c Water Glass13c
\$1.25 Fountain Syringes 88c
\$2.75 Whirling Spray
Syringes\$1.74
15c Hat Enamel8c
25c Liquid Veneer18c
25c O'cedar Polish18c
Rit Dyes, all colors10c

LUX, 3 FOR 25c
With 50c purchases only.

FOR BABY

10c Nursing Bottles5c
50c Brooks' Baby Barley 37c
10c Clear Gum Nipples
.....3 for 20c
35c Castoria24c
25c Baby's Own Tablets 17c

TOILET
PREPARATIONS

50c Coconut Oil Sham-
poo29c
50c Orchard White33c
15c Top Notch Hand
Cleaner9c
50c Peerless Hair Restorer
.....38c
35c Danderine24c
60c Danderine39c
\$1.00 No-Mo-Odo68c
50c Velveola Face Powder
.....24c

We carry a very full stock of
Woodbury and Melba Pre-
parations.

DRUGS
AND PATENT
MEDICINES

50c Fruit-a-tives28c
25c Meeca13c
35c Freezone28c
\$1.00 Wyeth's Sage and Sul-
phur69c
75c Bismarck Magnesia, 45c
60c California Fig Syrup 43c
\$1.00 Burdock Blood Bit-
ters69c
25c A. B. S. & C. Tablets,
best formula13c
90c Jad Salts59c
\$1.00 Russian Oil, best
quality68c
15c Khova Salts2 for 15c
50c Limestone Phosphates
.....36c
25c Hamilton's Pills18c
50c Chase's Nerve Pills33c

TAYLOR
GUARANTEES

these preparations to cure
or your money will be re-
turned without question.

TAYLOR'S
THROAT AND
LUNG BALM

A real cure for coughs, colds
and bronchial irritations. It
gives instant relief in asthma
and bronchitis, and will not
upset the most delicate stom-
ach. It is stronger and better
than ordinary cough syrups,
tablets, etc.

Bottles: 35c, 65c and \$1.20.

TAYLOR'S
STOMACH AND
LIVER CURE

The best spring medicine.
Tones up stomach, liver and
bowels and clears the blood
of impurities; a vegetable
laxative, which tones up the
nerves and, unlike pills, does
not weaken the system.

Bottles: 35c, 65c and \$1.20.

ENGLISH
RHEUMATISM
CAPSULES

Relieve the worst rheumatic
pains inside of six hours, and
cure permanently if given a
fair trial. They act directly
upon the blood, eliminating
uric acid. Will not upset the
stomach.

Per Box, 50c.

TALCUMS

25c Air Float Talc9c
\$1.00 Morina Talcum, all
tints, best on the mar-
ket55c
25c Mennen's Talcum13c
30c Sanitol16c
75c Mary Garden57c

DR. MORIN'S
REMEDIES

Reliable preparations at cut
prices:
35c Sore Throat Cure24c
\$1.00 Emulsion of Cod Liver
Oil69c
35c Baby's Cough Syrup 24c
35c Bland's Iron Pills22c
35c Syrup of Figs24c
\$1.00 Kidney Tonic, the best
made79c
35c Carbolic Healing Salve
.....18c
25c Tiz18c

CIGARS AND
CIGARETTES

15c Players2 for 25c
10c Japs, David Harum,
Travellers and Santa
Claras5 for 35c
10c Rex, Milinda, Norma,
1492, Sun and Havana
Perfecto4 for 25c

DENTAL
PREPARATIONS

50c Pebecco29c
50c Pepsodent34c
25c Tooth Powder18c
35c Listered Tooth Paste
.....24c

Bring in your Coupons for
FREE SAMPLES OF
PEPSODENT.

SOAPS

10c Baby's Own and Infant's
Delight3 for 25c
10c Toilet Soaps, assorted
perfumes, box of three
cakes for19c
35c Cuticura27c
15c Palmolive10c

MORINA TOILET
SPECIALTIES

Quality goods at very low
prices:
60c Vanishing Cream, abso-
lutely greaseless39c
\$1.00 Morina Face Powder,
in all tints49c
50c Morina Skin Food39c
\$1.25 Dandruff Remedy;
money back if it does
not cure98c
35c Brilliantine24c
60c Liquid Shampoo39c

PATENT
MEDICINES AND
DRUGS

\$1.50 Syrup of Hypophos-
phites, the best94c
\$1.00 Nuxated Iron68c
\$1.25 Bovril Cordial98c
50c Gin Pills3 for \$1.00
\$1.00 D. D. D.79c
50c Mentholatum33c
\$1.00 Bitrophosphates59c
25c Putnam's Corn Cure 19c
35c Abbey's Salts19c
25c Minard's Liniment19c
\$1.00 Parker's Black Oil 69c
\$1.20 Sloan's Liniment88c
60c Phillips' Milk of Mag-
nesia46c
25c Beecham's Pills19c
\$1.50 Scott's Emulsion \$1.16
75c Cuticura Ointment54c
90c Parmit67c
25c Tiz18c

These Prices Are Good Only at the

Taylor Drug Co.

SIX RED STORES

No. 1—399 Talbot Street.
No. 2—Corner Horton and Wellington Sts.
No. 3—652 Dundas Street.
No. 4—Cor. Richmond St. and Central Ave.
No. 5—Cor. Hamilton Road and Anderson.
No. 6—Cor. Wortley Road and Craig Street.

They Build You Up

It is an assured fact that some day
you are going to try Tonal Iron Cap-
sules, the new iron tonic. It is an ex-
cellent preparation for curing nervous
troubles, anaemia system weakness,
loss of appetite and heart weakness.
You never tried anything like these
capsules. They are put up in French
gelatin, and are soft and easily dis-
solved, and as a result the ingredients
are quickly taken into affected parts of
the system. Their action is almost im-
mediate. That is why they have been
so successful, and why so many people
are recommending them. Why not try
a box now? You will be astonished at
the results obtained if you are suffer-
ing from any of the following ailments:
Anaemia (thin or watery blood), Impure
Blood, Nervousness, Nerve and Muscle
Twitching, Weakness or Palpitation of
the Heart, Shortness of Breath, Ex-
citability, Indigestion, Dyspepsia, Liver
Trouble, Pain in the Back, Kidney
Troubles, Rheumatism, Vital Weakness
in Men, Mental Worry, Cold Ex-
tremities, Numbness, Poor Circulation,
Lassitude, or any form of Physical De-
cline. Price \$1.00 a box. If your drug-
gist does not carry Tonal Iron Cap-
sules, mail us \$1.00, and we will send
a box to you.
TONAL IRON COMPANY,
Box 184, London, Ont.

It Costs No More To Get the Best

SO WHY, NOT INSIST UPON

PARNELL'S BREAD

for your next meal. All good grocers keep it, or we will deliver it
direct to your door.

PARNELL BAKING CO.

PHONES 929-1390.

TREASURER WANTS THE
VETERANS TO SEE HIM
ABOUT CITY INSURANCE

Leather Goods

THAT ARE JUST A LITTLE
BETTER COME FROM
Cook's Shoe Store

City Treasurer James S. Bell is send-
ing out notices to all returned London
soldiers, who have not yet done so, to
call at his office in reference to their
insurance policies. Arrangements have
been made whereby the soldiers, if they
so desire, may carry on their policies by
paying the future premiums. Many of
the returned men have availed them-
selves of this opportunity, and Treas-
urer Bell calls the attention of the
soldiers to the fact that there are yet
many who have not taken any action.
He requests everyone to let him know
whether they wish to continue the in-
suring the future premiums. Many of