

When It Costs No More Why Not Have the Best

We sell that famous Government-inspected Ingersoll Meat, that is noted for its quality and tenderness, at not one penny higher than inferior meats. Try this Meat tomorrow if you want a satisfying delicious dinner.

Rush Special, While It Lasts Stewing Veal 15c lb.

Picnic Hams, small sizes, smoked 35c lb.
Cottage Rolls, by the piece, 38c lb.
Cottage Rolled Bacon, sliced 40c lb.
Canned Beef, mild cured, 25c lb.
Sweet Pickled Bacon, 40c lb.
Choice Pot Roast, 25c lb.
Blade Rib Roasts, 28c lb.
Prime Rib Roasts, 30c lb.
Sauerkraut, 3 lbs. for 25c
Pork Liver, Ox-tails, Hearts, Kidneys, 40c lb.
Choice Creamery Butter, 55c lb.
Large variety of Cooked Meats.
Large Lake Erie Herring, 10c lb.

Special, Shoulder Fillet Veal. Pocket for Dressing, 22c lb.

Wilson's Arcade Meat Market
Phones: 5600-5601. Richmond and Market Square.

Maple Day At PETERS

MAPLE DIAMOND CAKES
Fine white cake with maple butter icing 25c each.

MAPLE PEANUT PATTIES
Maple cream and roasted Spanish peanuts
Saturday 27c lb.

MAPLE PARFAIT ICE CREAM
At the fountain and in the tea room.

AND EXTRA! EXTRA!
CHOCOLATTA
30c size at 23c each.

Peters Shops

Conservation of Food

IS TO BUY BEST QUALITY SO THERE WILL BE NO WASTE. From the famous recipe of Mrs. Kidd. They are best quality.

Pin-Money Pickles
Mixed 50c. Bur Gherkins 50c. Pickled Peas 50c. Meion 50c. Cucumber Mangoes 60c.

We will gladly suggest a list for an overseas package at any price from \$2.00 to \$5.00.

Sliced Oranges
FOR MARMALADE.
Seville Oranges ready sliced to make your marmalade. Less than an hour's work.
\$2.50 per tin.

NO-EG
A substitute for eggs that saves you money.

Phone your order. It will be carefully and promptly filled.

T. A. ROWAT & CO.

250 Dundas St. Phone 3051-3052.

VETERANS' CANVASS FOR FUND IS SUCCESSFUL

The canvassing committee of the Great War Veterans' Association, which is composed of Capt. Warburton and Signaller W. E. Carewell, had a successful day on Thursday. Up to the present the committee has received \$580 towards the Memorial home for returned soldiers.

The following is a list of donations received yesterday by the committee: City council, \$300; Canon Tucker, \$5; Wright & Sons, \$25; Johnson & Barbour, \$10; D. H. Howden, \$25; J. H. Hobbs, \$25; Grays, Limited, \$25; Purdom Hardware Co., \$10; Baker & Co., \$5; Catalano, \$5; Jackson, the Cleaner, \$5.

SERVICE AND SATISFACTION — BOOTS AND SHOES FOR MEN, WOMEN AND CHILDREN.

Our stock of Boots and Shoes is now complete for Easter shopping. We invite you to call. No trouble to show you. No obligation to buy. You'll find pleasure in looking at some beautiful models.

COOK'S SHOE STORE

EVERYTHING ELECTRICAL
Consult us about your Electrical Supplies. We carry a complete stock. Estimates given on wiring contracts.

Western Ontario Electric Co.
237 Dundas Street. Phone 4071
A. T. TAYLOR. E. L. CAMPBELL

Mixed Wood Per Load .. \$4.00

ANDERSONS COAL AND WOOD YARD
485 YORK STREET. PHONE 1391.

Fresh Vegetables and Fruits to Tempt the Appetite

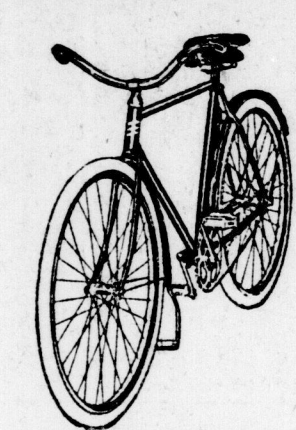
Ripe Strawberries, Ripe Pine Apples, Asparagus, Wax Beans, Ripe Tomatoes, Cucumbers, Sweet Potatoes, Celery, Boston Head Lettuce, Parsley, Cauliflowers, Green Peppers, Green Onions, Radish, Watercress, Mushrooms, New Cabbage, Grapefruit, Oranges, Apples, Ripe Bananas.

SPECIAL PRICES FOR SATURDAY.
Good Potatoes, per peck 40c
New Prunes, 2 lbs. 25c
Clark's Soup 9 tins \$1.00

John Diprose
266 Dundas St. Phone 2262
160 Wortley Rd. Phone 1397

Housecleaning and Spring Necessities at The Purdom Hardware

SOLE AGENTS FOR LOWE BROS.' HIGH STANDARD PAINT, ALSO THE CHI-NAMEL GRAINING AND STAINING SYSTEM.



Hyslop Bicycle, called Victor, with all improvements. Price \$45.00



STEPLADDERS
Price 90c up



O-CEDAR MOPS
Price \$1.00 up
Useful in every home



ROLLER SKATES.
Price \$1.00 up
Fit all size shoes.



Lunch Sets
Hotakold... \$2.75 up
Universal... \$4.00 up
Complete with Vacuum Bottle.
Guaranteed Vacuum Bottle \$1.50 up

AUTO ACCESSORY DEPARTMENT

Spark Plugs 75c, \$1
Conaphore Lenses \$5.00 set up

Johnson's Carbon Remover, \$1.00 up
Grease Guns \$1.25, \$1.50

Columbia Batteries.
Theft-Proof Auto Locks \$4.50

Tire Lac, Tite Wad, Tire Pumps, Tire Testers, Magneto Files, Lock Washers, etc.

Poultry Netting
Price.... 6c yard up

Aluminum Saucepan Special
100 only One-Quart Saucepans, regular 45c. At .23c each

Cut Glass Special
20 only complete Cut Glass Water Sets, six tumblers and pitcher, regular \$8.00. At \$4.95 set

USE CHI-NAMEL

for graining, staining and varnishing. It will pay you. It is heelproof, hammer-proof and waterproof.



The Purdom Hardware

124 DUNDAS STREET

TWO PHONES, 2800, 2801.

Our Easter Fashions in SHOES

From the American Shoe Centres are here.

They include:

Grey Kid Oxfords
with high Louis heels.
Priced at \$7.00

High-Cut Grey Cordo Kid Lace
with Louis heels.
\$9, \$10, \$11
Some in sport heel.

Patent and Kid Oxfords
with high Louis and sport heel.
\$5, \$6, \$7

High-Cut Brown Cordo Kid
with high Louis heel.
Some in sport heel. \$9, \$10, \$11
WE INVITE YOUR INSPECTION.

Johnston & Murray

London

St. Thomas

MARA'S 134 Dundas Street MARA'S

36-INCH SILK POPLIN, \$1.50 YARD.
35 pieces 36-inch Silk Poplin, suitable for spring suits or dresses, good, heavy weight, with beautiful bright finish in colors of sand, pearl, battleship grey, copenhagen, purple, light and dark brown, burgundy, dark green, reseda, all shades of navy, champagne and black. Extra value at, per yard, \$1.50

36-INCH CHIFFON TAFFETA, \$1.98.
10 pieces 36-inch Chiffon Taffeta Silk, fine soft finish, will not cut, colors of navy blue, copenhagen, grey, amethyst green, brown, rose and black. These silks are all old dye and absolutely fast colors. Very special at, per yard, \$1.98

36-INCH HEAVY SUITING PONGEE SILK, \$1.25 YARD.
Two pieces 36-inch heavyweight Pongee Silk, suitable for ladies' spring suits, fine even weave in natural shade; worth \$1.75 a yard. On sale, per yard \$1.25

40-INCH GEORGETTE CREPE, \$1.50.
25 pieces Silk Georgette, heavy weight, in colors of purple, pale blue, copenhagen, light and dark grey, nigger, Nile, Russian green, maize, rose pink, white and black. Special value at, \$1.50

WHITE KID GLOVES, 98c PER PAIR
5 dozen French Kid Gloves, in white only, in sizes 5 3/4 to 7 1/2; regular \$1.25 and \$1.50 values. On sale, per pair, 98c

50-INCH ALL-WOOL ENGLISH SERGE, \$1.98.
25 pieces all-wool Serge, 50 inches wide, all old dye, suitable for ladies' suits or separate skirts, fine weave and heavy weight, in colors of burgundy, dark green, light and dark navy and black. These serges are good value at \$2.25 a yard. On sale, \$1.98

LADIES' SILK HOSE, 50c A PAIR.
100 dozen seconds in Ladies' Silk Hose; some with elastic ribbed tops; in colors of nigger, dark tan, taupe, pearl, sand, champagne, navy, pale blue, gunmetal, white and black; worth \$1.00 per pair. On sale, per pair 50c

CHILDREN'S HEAVY RIBBED HOSE, 29c A PAIR.
150 dozen black heavy ribbed Cotton Hose (Drummer Boy Brand), in sizes 7 to 10; regular 40c value. On sale, per pair 29c

CHAMOISUEDE GLOVES, 69c PER PAIR.
50 dozen Chamouisuede Gloves, in white with black back and plain white, in sizes 5 1/2 to 7 1/2; regular \$1.00 value. On sale, per pair 69c

SILK GLOVES, 75c PER PAIR.
20 dozen Ladies' Silk Gloves (Queen Quality Make), all with double tips, in pearl, taupe, sand, navy, white, white with black backs, black and black with white backs; regular 90c value. On sale, per pair 75c

40-INCH SILK NINON, 98c.
12 pieces Silk Ninon; extra heavy quality, 40 inches wide, in colors of sand, grey, copenhagen, pale blue, navy, mauve, rose, burgundy, purple, paddy, brown, pink and white; regular \$1.25 value. On sale, per yard, 98c

SECONDS IN LADIES' UNDERWEAR.
100 dozen seconds and over-makes in Ladies' Spring Underwear, all Watson's make, in vests, drawers and combinations, in cotton and lisle; all with heavy lace trimmings; all to be sold at mill prices. 50c garments, 35c; 75c garments, 55c; \$1.00 garments, 75c; \$1.50 garments, \$1.00.

CORSET COVERS, 59c.
10 dozen Ladies' Corset Covers; made of fine white cambric and trimmed with three rows of insertion and two rows lace, trimmed both back and front, in all sizes, 34 to 44; regular 75c value. On sale, each 59c

LADIES' COTTON GOWNS.
5 dozen Ladies' Night Gowns; made of very fine nainsook cotton, and yoke trimmed, with fine lace and embroidery; in all sizes; regular \$1.75 value. On sale \$1.25

NEW SPRING HAT SHAPES.
First showing new Spring Hat Shapes, in both small and large shapes, in tagel braid, legaree and satin combinations. All at special prices from \$1.75 to \$5.00 each

Feltol, the new floor covering, in block and floral patterns. Per sq. yd. 45c

ENGLISH RHEUMATISM CAPSULES
REMOVE THE CAUSE OF ALL FORMS OF RHEUMATISM.
Taylor's 6 Cut-Rate Drug Stores

THE CANADA AUTO DEVICES CO. SAY
PARTRIDGE TIRES ARE
PREFERRED.
SO DO THOSE WHO HAVE THEM.

S.O.S.

"Selling-Out Sale" \$40,000
worth of Men's Clothing, Furnishings, Raincoats, Sweater Coats, Hats and Caps, must be sold at once.

ANOTHER \$100.00 TO BE GIVEN AWAY.

100 Suits To Be Sold

We want to sell one hundred Men's Suits today and Saturday. It will be worth your while to come at once. Every suit sold on these two days will have a DOLLAR BILL tucked away in the inside coat pocket. Hundreds of suits to select from. "S. O. S." prices are lower than pre-war times.

\$13.50 Suits, S. O. S. \$7.95 | \$20.00 Suits, S. O. S. \$12.45
\$15.00 Suits, S. O. S. \$9.95 | \$25.00 Suits, S. O. S. \$14.95

About sixty-five Men's Suits, manufacturer's samples, one and two of a kind, this spring's styles, at about one-third less than wholesale price. Get here quick for these snaps
\$8.75, \$10.75, \$12.75, \$13.75, \$15.75, \$17.75, \$19.75, \$21.75

Special Drives on Raincoats, Pants and Hats For Friday and Saturday

RAINCOAT FREE
REGULAR VALUE, \$12.50

Every customer making a purchase of one dollar or over tomorrow (Saturday) between 8:30 a.m. and 4:30 p.m., will be presented with a numbered coupon. A drawing will take place at 4:30 on Saturday afternoon, and the person in the store holding the lucky number drawn will be given a Man's Raincoat, valued at \$12.50, absolutely free.

Mr. Nelson Hyde, 14 Lansdowne avenue, city won the raincoat last Saturday with ticket No. 1038. This sale is the sensation of the city. Our war slogan "S. O. S."—Save Our Supplies.

The Giant Clothing House

Look for the Big Black and Yellow S. O. S. Sign.
120 DUNDAS STREET. Open evenings until 9 o'clock.

Reliance Garage
Service Station



For \$1.00
Any article in our north window and on special table, main floor, for \$1.00.
C. H. WARD & CO.
Diamond Merchants and Jewelers.
386 Richmond St. Phone 1084.

Easter Cards
We Have the Kind You Want
Hay's Stationery
173 DUNDAS STREET.
Phone 150 or 53.

JOHN A. NASH
"My Jeweler"

is a graduate Optician, and has a most modern optical parlor, fully equipped. He fits your eyes perfectly with glasses by THE SHADOW TEST. Eyes fitted any time; evenings by appointment.
New Store: 206 Dundas Street. Opposite Gammage's.
"Where You Will Eventually Buy."

WEGNER'S
THE HEART OF LONDON.
THE ORIGINATOR OF ONE DOLLAR HAT SALES IN LONDON.
Famous for Their Little Prices.
371 TALBOT ST. OPP. MARKET.
PHONE 1849.

Travelers' Sample Hats
worth up to \$2.50, on sale at One Dollar
Open evenings until 9 o'clock.

Solid Oak Kitchen Cabinet
\$29.50
Roller front doors, sliding aluminum top, complete glass spice sets, flour sifter, bin, bread box, etc. Regular \$40. On sale Saturday.

KEENE BROS.
125 and 127 King St.

