

THE CANDY IS KNOWN BY
THE BOX IT COMES IN.

PETERS BROWN BOX

is known everywhere
to contain Chocolates
of the finest quality.

\$1.25 and \$2.50
Each

PETERS
LONDON

Keep Your Eye on Your Eyes.



**LONDON
OPTICAL CO.**
Eyestrain is the most widely
spread of all eye disorders. By pro-
viding glasses here you will relieve
at once your eyestrain and danger
removed.
Have your eyes examined by our
eyeglass specialists.
RICHMOND STREET,
DOMINION SAVINGS BUILDING,
One door north of N. W. Telephone
Company. Evenings by appointment.
Phone 6180. zxy

WALL PAPER AND ITS USE

To redecorate your home
is not alone to hang new
Wall Paper. It is
the proper selection of designs
and colors appropriate to
the room and its use.

COLERICKS'

212 DUNDAS STREET

London Business College

Dundas & Richmond Sts., London, Ont.
We teach business as it is done to-
day. Winter term from Jan. 5.
J. MORRIS, Prin. Phone 738-
N. Stonehouse, Vice-Prin.

DON'T TRIFLE WITH A COLD

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

Telephone Your Order

Rowat's Grocery gives the
same care and attention to
telephone orders as any cus-
tomer would give in personal
buying.

We suggest several articles
that will appeal to persons
desiring to gain strength.

CALF'S FEET JELLY

Ready for immediate use, or it
can be moulded in dainty shapes.
It's delicious.
50c a bottle.

ROBINSON'S GROATS

Those patented groats, recom-
mended for all who particularly
need nourishment.
50c a tin.

ROBINSON'S BARLEY

If you require something not
able to sour on the stomach, order
Robinson's Patent Barley.
50c a tin.

ENGLISH TEA RUSKS

The celebrated Huntley & Palmer
Tea Rusks. Order some.
\$1.00 a pound.

ZWIEBACK

Will be found very nourishing.
One of the first things a patient
will crave.
50c a package.

St. Vincent Arrowroot

Every home should have
Arrowroot on hand.

BOVRIL

Delicious, appetizing, build-
ing. Is a good strengthener.

BEST OF GINGER ALE

Two particularly good brands—
Gund's Ginger Ale and C. & C.
Belfast.

Gund's \$1.20 a dozen.
C. & C. pints \$3.00, splits \$2.25
a dozen.

APPLE CYDER

Made from best Canadian elder
apples.
\$2.25 a dozen.

CHOICE CODFISH

Let us suggest for the Lenten
season Halifax Codfish. The best
procureable. 3c. 3 pounds 90c.
Shredded, 15c per package.

Rowat's Special Coffee

My, but it is good. It invariably
pleases. Try some.
70c per pound.

T. A. ROWAT & CO.,

250 Dundas St. Phone 3051-3052

VETERANS ENTITLED TO FREE MEDICAL SERVICE

Not Necessary to Spend Money for
Doctors' Bills.

F. S. Fisher, unit service officer of
"F" Unit of the D. S. C. R., said yester-
day that a large number of returned
men in the district were paying out
considerable money for medical treat-
ment unnecessarily, and that they
were overlooking the fact that re-
turned men were entitled to free medi-
cal treatment for a period of twelve
months from the date of their dis-
charge. They could secure such treat-
ment by applying to the medical
branch of the D. S. C. R.

The assistance was provided for by
the Government, which realized that
many men might be subject to sick-
ness or a recurrence of war wounds
from time to time after discharge. No
Fisher pointed out that blame could
not be attached to the doctors, for
there was no law compelling them to
tell a returned man that he was en-
titled to free treatment. In many
cases the physician was not aware
that his patient was a returned man.

BIG "AD" CLUB EVENT

Executive Will Disclose Plans Next
Week.

London Advertising will put over the
biggest event in its history during the
coming month. According to several
members of the executive committee,
businessmen and retail clerks will re-
ceive more practical benefit than in a
year's real experience. There's going
to be a big ladies' night—the concluding
evening—where women and friends
will be fettered a bumper banquet.
Mixing business with pleasure is the
policy of the Ad. Club, and there will
be a surprise after surprise for the ladies.
Indeed, after taking a peep at the ten-
tative plans, it looks as though not
only the ladies will receive a surprise.
The big program has not been entirely
settled upon, but from a distance the
various names of speakers, plans for
sales demonstrations and the line-up
of four-minute speakers indicate that
it will be a lively success. The execu-
tive committee will bring the whole
thing to light after its session next
Tuesday evening at the store of the
Thomas Furniture Company. Every
member of this committee has been
charged with the task of uncovering a
novel and original idea for ladies' night.

MARCH IN ALGONQUIN PARK.

The bracing atmosphere, the attrac-
tive winter sports, the novelty of fish-
ing through the ice, the indoor pleas-
ures enjoyed at the Highland Inn by
a game of bridge or just lounging be-
fore the open fireplace, wine the col-
ours from the tired brain and give rest
and recuperation to those who need
them. March is a good month, and
early association with the snows should
be made, as accommodation is limited.
Ask any Grand Trunk agent for de-
tailed booklet or write N. T. Clarke,
Highland Inn, Algonquin Park Sta-
tion, Ont.

RUTH ROLAND AT STAR THEATRE.

"The Adventures of Ruth," featuring
Ruth Roland, is a high-class drama
serial, told with action, colors and dra-
matic portrayal. "You'll be given this
key to the story. Execute the task
outlined for each key. You'll get
the peace of mind, and, dear, you
must guard it. These she followed. Each
key led Ruth to a strange adventure.
Each key led to a thrilling episode.
Each adventure was thrilling, with ab-
sorbing interest. This sensational serial
commences next Monday and Tuesday.

C. P. R. EMPLOYEES PASS AID EXAMINATIONS

The results of the examinations con-
ducted by Dr. Stevenson of the class
of the C. P. R. employees who were
taking the first aid lectures and demon-
strations given by E. G. Noble of Mon-
treal, are now given out. A supple-
mentary list of the candidates will be
given out as soon as the returns are
completed. Passed:

John O'Neill, Albert Wilkins, Clifford
Burr, E. T. Wright, O. O. Cromwell,
R. Atkinson, Erri Goodard, Wm. Priest,
Wm. Lawrence, J. E. Steele, Jas.
Venge, John Taylor, Ed. Hartney, Fred
Jones, John Mills, Wm. Smith, John
Grant, John Morley, Phil. Roberts, John
Hartless, C. W. Hopkins, Sam McCoy,
H. Pope, A. Jossop, Ter. Brindley, Miss
D. Wright, Miss E. Wright, Chas. Tarn,
Per. Pendr, Thos. O'Hara, Geo. Bird,
Ross Edwards.

SOMETHING NEW IN DANCING.

When the Vocational staff holds its
Cinderella ball on Saturday, February
26, there will be presented to lovers of
dancing in London something entirely
novel. What this innovation is the
committee is keeping secret, but the
promise is given of a real treat which

will take dancing London by storm.
Many special features are to be intro-
duced and special music arranged by
Harold Skinner's orchestra. Patrons
are earnestly requested to secure their
tickets as early as possible in order to
avoid disappointment.

STUDENTS

who are constantly using their eyes in
their daily work, will find relief from
eyestrain by calling at the Brown Opti-
cal Company, 223 Dundas street, and be-
ing properly fitted with glasses at a
moderate cost.

Phone appointments 1877. zxy

Eczema Easily Relieved

JUST APPLY KINS-HAW
And see how quickly relief is obtained.
At all druggists for \$1 and 25c per bot-
tle, or mailed direct on receipt of price.
MUTUAL PHARMACEUTICAL CO.
Box 448, London. zxy

ELECTRIC MOTOR REPAIR COMPANY

542 TALBOT STREET. PHONE 7174.
Motors and Generators Rewound.
Repairs to Electric Apparatus. zxy

THE NEW SHOE STYLES ARE HERE

The advanced spring models in
dainty footwear have arrived.
Your inspection invited.

COOK'S SHOE STORE

PHONE 5600

and have our salesman call and
demonstrate the

WORK ORGAN ZER

It's 100% efficient, a child cannot
go wrong with them.
No more littered desks, and the
price is a bagatelle.

Hay Stationery Co., Ltd.

331 Richmond St., Opposite Griggs
House. yv

A Boy's Shoe of solid
leather, made to resist
rough wear and hard
knocks,

\$4.50 TO \$6.00



"Another Pair of Shoes Worn Out"

Isn't an expression one hears so
often when the boy is fitted in J. & M.
Shoes.

Of course these shoes are bound to
wear out some time, but not until
you get full value for your money.

We know growing boys are hard on
footwear. That's why we carry what
we consider the best Boys' Shoes that
are manufactured today.

Johnston & Murray

LONDON.

ST. THOMAS.



COAL Exchange Rate Is
Over 15%, Still You
Shou'd Get Good
Coal at \$14 Per Ton

**ANDERSONS COAL AND
WOOD**

495 YORK STREET. PHONE 1591. zxy

SELAK-ORTH "On the corner" Dundas & Clarence Sts SELAK-ORTH



A Great Suit and Overcoat Event

All Will Profit By Coming Here Saturday

Again we won! Another maker came to us with a surplus of Overcoats and Suits, and at the price (just one-third less than regular prices), we bought them all. Confidently, we know clothing is not coming down for a long time yet, but cash always talks, as it did with this manufacturer. So Saturday we will stir the pocketbooks of all who are thinking of a new Spring Suit, or an Overcoat for another two months' wear, and as the best investment for winter of next year. We say Overcoats will be much higher—yes, and by the looks of present conditions, almost impossible to get. So, all of you, once again, on Saturday morning be here at 8:30.

Best \$35.00 Overcoats at \$18.45

Are pure-wool cloths, in greens, browns, greys and mixed tweed cloths;
in waist-seam, belters and form-fitting models; sizes 34
to 40, at \$18.45

Best \$45.00 All-Wool Coats at \$28.45

85 Coats in the lot. Really a grand array of all-wool materials that
will convince the most inexperienced buyer that they are worth much
more than the sale price Saturday. All styles and wonderful ranges of
cloths. Sizes 34 to 42, including black beaver cloth \$28.45
coats, at

SUITS, MEN!

Truly great Suits! Why pay \$40.00 when you can choose from

75 Suits \$29.45
at

Blue serge, Irish serge, grey serge and English tweed cloths; young
men's, medium and conservative styles; all sizes, 34 to 42. Get here
Saturday at 8:30. We will do all the necessary alterations \$29.45
free. Worth regularly to \$45.00, at



1,000 LINEN CAMBRIC HANDKER-
CHIEFS, regular 20c value. On \$1.00
sale Saturday at seven for
Buy a dozen more. They are a regular deal.
Full-sized, half-inch hemstitched border.
Nice fine grade thread. Seven for . . . \$1.00

Shirts, Shirts, Ho! Ho!

We are doing London's greatest
Shirt business. Real \$3.50 Shirts at \$1.95
THREE FOR \$5.75.

Why pay more! W.G.R., Tooke, Star and
Arrow makes. No camouflage; they are regu-
lar spring shipments tossed on the bargain
counter for customers to become convinced
that our advertising and merchandise are true
value.

WOULD YOU PURCHASE A FINE ALL-
WOOL BLACK CASHMERE PAIR OF
SOCKS AT 89c PAIR, if you knew next win-
ter's price would be \$1.50, and that today's
regular selling price is \$1.25?

We have received a back order from Ballan-
tine, Stratford, and will sell 100 dozen on
Saturday, sizes 9 1/2 to 11 1/2. You are wise if
you snap up a half dozen pairs at 89c

NECKWEAR SALES!

Silk Neckwear, rich patterns, full width ties; 300 to choose from. Not 95c
old stock. \$2.00 values \$1.48
Silk Neckwear, finest \$2.50 values. We say, land a couple for spring. \$1.48
They are nifty new ties; all pure silk. TWO FOR \$2.50.



Recently it has been said, "Why do you sell your fine merchandise at such cut prices?" Well, that is our business; not our competitors'. We are going to serve the public, who have made our store what it is today through confidentially purchasing from us during the past year. And today our shop is a strong factor in the men's wear business through honest value-giving, plus service and quality and lowest prices possible for the best merchandise. Our selling expense is very low, compared with most retailers in London; also our turnover, in comparison to our stock on hand, is twice as great as any men's wear store in Canada. WE KNOW! We are not guessing at these facts.

Spring Is Here, Plus the First Robin!

We are making ready for your spring togs. A wire received today from house of Hobberlin Tailors, Toronto, Canada's greatest custom tailors, regardless of the second best:

"We are expressing New Spring Models, Style Book of Spring Fashions and a couple of hundred suit-
ings in time to reach you for your Saturday customers.—Hobberlin, Limited."

Boys and men who care, attention! We don't profess to
give every one two or three pairs of pants with each order,
but we do give the best hand tailoring, plus style and fit
and a personal guarantee, backed by Hobberlin's, that it
will be the greatest suit or spring coat that money can
buy today at the reasonable price we can offer you these
clothes. Remember we have no expense or investment in
selling these clothes, so that means a saving of from ten
to fifteen dollars in the necessary profit required by local
tailors to sell your suits. We sell so many other lines of

men's wear that these garments can be sold very close.
Come along with your friend Saturday and inspect some
real clothes.

You may order your spring suit now and have delivery
as late as May 24. We will give you a tip, that after
March 1 prices are going to advance, so come along Sat-
urday. We will give you try-ons if requested, and we
have an expert tailor on the premises to measure you cor-
rectly.

Saturday the Great at

Selak
"On the corner"



Orth Limited
Dundas & Clarence Sts