For Friday and Saturday NAVEL ORANGES 30 Cents a Dozen

Two packages extra fancy Seeded Two packages extra lancy seeded Raisins for 25c.
Extra special. While they last, 2 pounds Lima Beans for 25c.
Choice White Beans, 15c.
We have a few of those extra choice Grapefruit left at 3 for 25c.
We also have a few Pineapple Oranges left.
We will have our usual supply of Fresh Vegetables. GIVE US A CALL.

Corner Richmond and Albert Sts. Phone 3279.

Easter Is Coming SPRING STYLE SHOES

YOU PROMISED YOURSELF FOR EASTER?

They are here at your price. CASSELMAN BROS.

Our Candy Special



NORTH WINDOW

For One Dollar

Saturday Will Be Our Last Day For Our DOLLAR WINDOW

C. H. Ward & Co.

386 Richmond St. Phone 1084.

Shoes That Express Elegance and Excellence

Look at the display of beautiful shoes in our Dundas street window. Note the prices. Beautiful in design. Rich in tone and finish. Up-to-the-minute in style.

And, above all, reasonable in price and ready to give you abundant satisfaction. This is the store with the stock.

The Two-In-One Shoe Store COOK'S



NORTH BRANCH ICE CO. W. & E. Cushing have an abundant upply of ice, and are in a position to ive the best possible service. Ring

W. & E. CUSHING. Phone 1138.

Anthracite Coal Egg. Stove and Chestnut, per ton, \$9. Pea Coal. per ton, \$8. Murray Mine Stove, \$8.50.

J.ANDERSON Phone 1391.

MILITARY BOOKS

All of the War Office Publications and Special Gale and Polden Text Books. The largest stock in Western Ontario.



Taylor's 6 Cut-Rate Drug Stores sell at the lowest cut prices every day in the year.

UALITY **SPECIALS**

Seeded Raisins, 2 packages for 250 Macaroni, per package 100 Raspberry and Strawberry Jam, per pail 50 FULL SUPPLY OF FRESH

HARRY RANAHAN

APPOINTED MATRON. Don't spend your Saturdays baking. Let PETERS be your caterer.

Saturday Cake Specials

a light sponge cake with marshmallow icing, sprinkled with toasted cocoanut.

Peters 2 Shops "After the toast to "The King" came "The London Fruit Growers' Association," which was ably handled by Messrs. A. J. Cody, president, and

VEGETABLE GROWERS DO NOT FEAR EFFORTS OF CITY GARDENERS

Not Relaxing Efforts Because of Backyard Plots.

ALL WILL DO UTMOST

Run at High Pressure Until Normal Conditions Have Returned.

Miss M. E. Merriam of St. Marys, one of the most successful, if not the best-known nurses in that discit, has been appointed matron at the history of the London and Middle sex Fruit Growers' Association, and the

sex Fruit Growers' Association, and the London Vegetable Growers' Association, was the combined affair held at the Grand Cafe last night.

As a rule the fruit and vegetable men hold separate banquets, but this year it was decided to combine, and the result was that the gardeners and fruit men plus their wives and sweethearts, had the time of their lives. However, business was combined with pleasure. It is seldom that these specialists in tilling the soil get together to exchange ideas, and the banquet last night was fraught with much good feeling and exchanging of ideas.

President Richard Dengate of the Vegetable Growers, who acted as chairman, filled the position to a nicety. He expressed his pleasure at the large crowd present, and hoped that the gardeners would not have to go to the poorhouse as the result of the efforts of the Women's Gardening Association.

The Real Workers.

The Real Workers. Just one of the many specials.

Our Candy Special

JERSEY BUDS—

a creamy caramel with a jersey cream budding out. Made to sell at 30c lb. Till they vanish

23c POUND.

The Real Workers.

Practically every speaker touched on the subject. J. J. Davis, another prominent vegetable man, stated that although the city people might possibly be backdoor gardeners, yet those present constituted the frontdoor brigade. "People may make a start on gardens, but the old stand-bys will provide them in the end," was the way he sized up the situation. "It is up to us to do our best," Mr. Davis continued. "and until conditions get back to normal we should and shall run at high pressure."

Your Choice Get to Know Ingersol Meats Better

Phones 1119, 1120

We believe that when you are asked to buy and eat a product you are entitled to the knowledge that it has been handled, prepared and packed with the respect it would receive were it prepared in your own homes—carefulness, thoughtfulness, patience.

Every Step in the Curing and Smoking Is Government Inspected and Safeguarded.

We handle all the Ingersoli products and sell it under the most sanitary conditions. Glass-covered counters protect your Meat from unnecessary handling, dust and germs. A refrigerator system keeps your Meat always fresh. Truly a store for particular people.

EXTRA SPECIALS FOR

SHOULDER FILLETS VEAL, BREASTS OF VEAL, for stew-LAMB CHOPS, extra choice ROLLED ROASTS, boneless. BRISKET OF BEEF. On sale

SHOULDER ROASTS BEEF. POINT BRISKETS, while it HAMBURG STEAK, fresh BEEF CUTTINGS, lean and

Also Tenderloins, Spareribs, Hearts, Livers, Kidneys, Oxtails. FRESH FISH-Hallbut, Sea Salmon, Whitefish, Herring, Shrimps.

EXTRA SPECIAL! SMELTS, No. 1 Quality, 121/2c LB.

So exacting are the standards of the Ingersoll Packing Company that an average of only four out of every ten hams meet the Ingersoll requirements. Ingersoll Bacon, too, is really the heart of the choicest pork sides. Be particular. Demand the Ingersoll products.

Wilson's Arcade Meat Market

RICHMOND STREET AND MARKET SQUARE NEXT ROYAL BANK. PHONES-1119-1120.

The Canadian Government certifies to the purity and wholesomeness of all our Meats.

Special Oranges FRIDAY AND SATURDAY

Oranges are an excellent food. They will keep you healthy. We offer good, ripe juicy oranges as a special. Be sure and order some of these. Regular 40c value, for 33c. On sale

Friday and Saturday only 33c PER DOZ. DOZ.

ORDER EARLY.

CREAMED CHICKEN A La King

CHICKEN, A LA KING, is an appetizing and delicious delicacy. Made with skill and care in a model ingredients. Ready to serve on toast or patty shells. Try it.

ROWAT'S COFFEE

have it for our special. Buy it when you want the best.

50c per pound

SOLDIERS' COMFORTS

Are you puzzled as to what to send the boys at the front? See our window display. We suggest: Ayrton's Tea Tablets. Horlick's Maited Milk. Reindeer Coffee. Reindeer Cocoa. G. Washington Coffee. Chocolatta. Chocolatta. Peter's Milk Chocolate.

Chocolate in cakes.
Powdered Milk.
Riley's Toffee.
Bovril. Bovril.
Oxo Cubes.
Canned Chicken.
Chewing Gum (Overseas Package)

PHONE Receive the same care and attention as ORDERS though personally given. Order early.

mong other remarks, thought that as here were many of the fruit men be-onging to the gardeners' association, eciprocity should be shown. The meet-

of comarea of co mey saved. I would also like to see re strawberries grown," continued Mundy, who is an authority on the ject. "The money is there, why go after it?" He closed his speech h a cordial invitation to the vegele growers to sign up with the fruit.

W. Fuller, a prominent vegetable a, was roundly applauded when on ing to respond to the toast to the tetable growers, deck red that he hed the backyard gardeners all suc-

etable growers, deckred that he hed the backyard gardeners all sucsand lots of it.

believe we need their help," said Fuller. "Of course, we will keep just the same and grow our stuff, ings. The gathering broke up at 12

Mr. Fuller. "Of course, we will keep on just the same and grow our stuff, but the more production the better for the country. Here's wishing them luck. I hope they will stiek to the job. They will have to do this if they want to have their share of success. George Bycroft also spoke in the same vein.

The Seed Men.

C. W. Baker of Darch & Hunter responded to the toast of the seed men. "Mark my words," he said, "the city people are going to grow vegetables this year. There is no mistake about that. The seed men are having a hard time to get all the vegetable seed they want, but all will be supplied."

He took exception to the statement that no banquet should be held on account of the war. The banquet would stimulate production, and that was what was wanted and needed in the country now. He urged every grower present to strain every effort in increasing his crops.

District Representative Roscoe Finn. District Representative Roscoe Finn, S. A., declared that the vegetable and seed men were getting far too account adapt was the best thing that could money-saving store, Market Square.

N. M. WEGNER.

C. P. D. WEGNER. Business Is

Like bees around the honey jar, the people are coming to this great sale from every direction in Western Ontario. This is one of the best sales ever advertised by the WEGNER STORES. Our customers are TURNING THEIR POCKETS INSIDE OUT, eager to buy for the present and also for the future. Stock must be reduced \$8,000.00 at this

REORGANIZATION

MEN'S SUITS. 200 Suits, worsteds, tweeds,

serges. Up to \$18.00 value. Reorganization price ...\$9.95 1,500 PAIRS MEN'S PANTS. Values up to \$2.75. Reorganization price\$1.95 Values up to \$4.00. Reor-

ganization price\$2.65 Values up to \$6.50. Reorganization price\$3.65 MEN'S HATS.

Regular \$3.50. Reorganization price\$1.75 Regular \$2.50. Reorganization price \$1.35 65 dozen samples and odds and ends. Worth to \$3.00. Reorganization price....\$1.00 ganization price69c

EXTRA SPECIAL

MEN'S \$23.00 BLUE SERGE SUITS, FAST DYES, ALL SIZES. SATURDAY ONLY\$13.50

BOYS' HATS. 50 dozen, up to \$1.50 values Reorganization price39c RAINCOATS.

Regular \$15.00 values. Reorganization price\$9.95 Regular \$10.00 values. Reorganization price\$5.95 SWEATER COATS.

Up to \$7.25 values. Reorganization price\$3.95 Up to \$3.50 values. Reorganization price\$1.95 Boys' \$1.25 values. Reor-

MEN'S FINE SHIRTS. Up to \$2.00 values. Reor-

ganization price\$1.00 Up to \$1.00 values. Reorganization price45c 300 DOZEN

MEN'S WORK SHIRTS. Regular \$1.25 value. Reorganization price85c

MEN'S BRACES. Regular 35c value. Reorganization price21c Regular 50c value. Reor-

MEN'S SOCKS.

Regular 35c Cashmere. Reorganization price21c Regular 35c Heavy Mixed Wool Socks, 4 pairs for \$1.00 NECKWEAR.

Regular 50c values 3 for \$1.00 Regular 75c values 2 for \$1.00 500 DOZEN OVERALLS. Walker's Railroad, regular \$1.75, for \$1.50

Railroad Signal, regular \$1.50, for\$1.25 Great Mogul, regular \$1.50, for \$1.25 Wegner's Special, Big B, regular \$1.50, for.....\$1.25 Wegner's J. M. D., regular

C. P. WEGNER, Who Makes the Dollar Famous

At "The Heart of London" (MENEARY) OPEN EVERY EVENING.



371 Talbot St., Opp. Market

DANISH LANGUAGE SPOKEN HERE.

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

NOTHING RESERVED --- EVERYTHING ON SALE

SALE OPENS TODAY at 2:30 and CONTINUES DAILY 7:30 to 10 Evenings. Continues Until 2:30 to 5 Afternoons. the Stock Is Sold. JOHN HUBBARD MITCHELL, Auctioneer.

W. J. WRAY, Jewelers

Easter Johnston &



Daring Novelties---

That call forth a gasp of astonishment that such bewitchingly pretty effects can be produced in Milady's footwear. TODAY see these lovely

J&K Pumps and High Shoes For Young Women

Dainty, delightful beauties that speak their own message of class and quality. Comfort has been attained, too, in this famous fitting footwear. Try on a pair.

\$6.00 to \$15.00

JOHNSTON & MURRAY

LONDON

CITY FIREMEN NOW

Captain John Mitchell Is President of

ment, at a recent meeting, secured a charter for membership in the Trades and Labor Congress of America. Only a few of the fire fighters have not join- and the initial meeting of the fighters have not join- at the initial meeting. At the initial meeting of the fire fighters have not join- at the initial meeting. ed the new union. At the initial linesting officers were elected as follows:

President, Capt. John Mitchell; viceAnd choose instead the empty shell?

Why scorn a noble heritage,
And for a "mess of pottage" sell? ed the new union. At the initial meetretary, Lleut. S. Scrube; secretary-

MUSIC FOR YOUR PLAYER-PIANO.

When you get tired of the music rolls you have been playing so long on your player-plano call at the piano ware-rooms of Ye Olde Firme of Heintzman & Co., Limited, 242 Dundas street, and hear some new ones. They have some beautiful player music, and at most attractive prices.

Shall I who come of such a breed, Whose fathers fought for human right, Renounce allegiance to my king And swear by one too proud to fight?

Too proud infernal hosts to fight, Too proud: As his own people drown He stops his ears and shuts his eyes.

MY DECLARATION OF INTENTIONS [By Johnny K-Nuck.] By subtle influences impelled And unexplained by mortal mind, In every clime, on every sea, Old Britain's children you may find.

New Organization.

The members of the city fire department, at a recent meeting, secured a recent meeting, secured a

retary, Lleut. S. Scrube; secretary-treasurer, John Hamilton; conductor, George Bolton; warden, Lieut. George Like wall of granite, stern and strong, Gainst tyranny the wide world o'er, Gray. Delegates to the Trades and Shortly.

Though firm it be entrenched in wrong. THE MONARCH LIFE ASSURANCE COMPANY.

Though firm it be entrenched in wrong. THE WONARCH LIFE ASSURANCE COMPANY.

Head office Winnipeg, one of the strong Dominion companies, is now operating in Ontario, and requires Branch Manager for London and district. Applicants must have good record as producers and organizers. Apply, giving full particulars, to J. W. W. Stewart, Managaing Director, Head Office, Winnipeg.

ST. THOMAS.

Young Canada! to you I call At nearly threescore years and ten, Before you leave your native land Think twice, then think, and think

Think what you are and what you have A birthright millions could not buy. A name for which you need not blush But look the whole world in the eye

And don't forget, where'er you go, Your country is no gilded show; And time will prove, as old you grow, There's nothing like Ontario.

-Will Hawthorne.

London (Ont.) Old Boy