## Fine Specials for Saturday

CHOICE DAIRY BUTTER. PINEAPPLE ORANGES. dozen .....

FLORIDA GRAPEFRUIT

Good Weight and Ripe. Four for 25c. We will have Fresh Cauliflowers ucumbers, New Cabbage, Lettuce

65 Richmond Street. Phone 3279

THE GIANT Clothing House BIG TROUSER

SPECIAL Three hundred pairs of Men's Well-Tallored Trousers, for Saturday only. Lot 1—Values up to \$2.75. Spe-

NOTE-Present this advertisement. It entitles you to one pair of 35c Braces free with a purchase of a pair of trousers.

THE GIANT Clothing House DUNDAS STREET.

WE BUY TO PLEASE, WE SELL TO PLEASE

Our customers tell us we do please them with our first quality, latest style shoes at popular prices.

COOK'S SHOE STORE Richmond and Dundas Sts.

BROWN OPTICAL COMPANY, LONDON EYES EXAMINED NO DRUGS USED **OUALITY GLASSES** GROUND AND FITTED AT MODERATE COST 223 DUNDAS ST. Phone 1877

## Anthracite Coal

J. ANDERSON 495 York St. 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.

All Shoes Are Not Good Shoes

no more than is all that glitters pure gold. You get shoes for service at

The House of Casselman 171 Dundas Street.

ICE JAM MOVES OUT; FLOOD DAMAGE OVER

River is Clear Now and Water Going Down Steadily.

All danger of the Thames overflowing its banks in the vicinity of London ended Thursday afternoon, when the ice above the Springbank dam gave way. It has remained solid since the beginning of winter and was responsible for a large-sized ice jam near Woodland Cemetery, as the broken ice from both the north and south branches of the river piled up against it.

The breaking up of the sheet of ice from the pumphouse to Riverview has aided considerably in clearing the river of ice, and there is no chance of the usual spring flood, according to residents near the river

dents near the river. MUSIC FOR YOUR PLAYER-PIANO beautiful player music, and at most at



FOR GOOD SERVICE Highest quality of groceries at the owest possible prices. Phone or visit this store Our usual supply of Fresh Vege

Phones 1024 and 3323. HARRY RANAHAN 515 RICHMOND STREET.

FORMER KILWORTH MAN

Roy Steele Dies When Peritonitis Develops From Injuries.

Roy Steele; who enlisted five years ago in the 3rd United States Cavalry, died on March 14 from acute peritonitis. He was accidentally shot on March 9. The funeral was held in Detroit on Tuesday. Mr. Steele was 28 years old, and was born hear Kilworth. His mother and many relatives reside in the vicinity of London.

good crops could be produced from it he said. He recommended the early Ohio variety of potatoes planted 4 inches deep in rows 30 Inches apart. The seed potatoes, he said, should have plenty of eyes. He did not recommend cutting potatoes that were much smaller than an egg. The larger potatoes he advised the gardeners to cut into portions each containing several eyes instead of in the old manner by which the end was cut off the potato and the tuber then cut down the centre. April 20, he said was about the earliest date for planting.

Other varieties of vegetables which he recommended were: Corn, golden bantam; cabbage, Copenhagen; lettuce, mammoth white and Grand Rapids; radishes, icicle and French breakfast; parsnips, hollow crown; carrots, early Shorthorn and Chantenay; squash, summer crook neck and late Hubbard;

TELLS SCHOOL CHILDREN HOW TO GROW POTATOES

Youngsters Keenly Interested in Practical Talk by R. V. Smith.

A lecture on "Home Gardening" by V. Smith, parks superintendent, at ectory Street School last night, opened he series of meetings which the board of education is planning to be held in he city schools in aid of gardening and develop the community spirit. The ttendance of adults was disappointing—small but a number of juvenile gareners displayed a keen interest in the cture.



#### UM! MEAT TREATS! INGERSOLL PRODUCTS

You've heard of the wonderful flavor of Ingersoll Bacon, the quality and tenderness of the Beef, the snappy taste of their Cheese, etc. The Arcade handles all the Ingersoll products.

This Meat Comes From the Finest Cattle in Ontario. Every Slice Government Inspected

For an appetizing, satisfying, tempting Sunday dinner, buy your meathe Arcade tomorrow. Roasts of every size and cut. And the Satisfaction That Comes With Buying

Under Sanitary Conditions Here you will find glass-covered counters that protect the meat from necessary handling, from dust and germs, and a refrigerator system

Choice Rolled Roasts

Chuck Roasts (special).

nexcelled in Canada, that keeps your meat always fresh. CONVENIENCES BIG SPECIALS FOR THIS WEEK-END

OF THIS STORE Situated near Dundas th nearly all car lines ssing the door, it's andy place to buy meathen down town shoprket square, it saves

Hamburg Steak (fresh ground). Pickled Shoulders (shank off). Pickled Picnic Hams .... EXTRA SPECIAL! EXTRA CHOICE CALF'S LIVER AND BACON ON SALE TOMORROW. BIG DISPLAY OF FRESH FISH-Salmon Trout, Halibut, Whitefish

SMOKED FISH-Fillets, Haddies, Ciscoes and Kipperines, Shrimps and

"BUY MEAT THE SANITARY WAY."

Wilson's Arcade Meat Market NEXT ROYAL BANK. PHONES-

## Special Oranges

FRIDAY AND SATURDAY

Good Ripe Juicy Oranges that you will agree are de licious. They are exceptional value. Be sure and order some of these. Regular 40c value, for 33c. On sale

Friday and Saturday 33c DOZ. only .....

ORDER EARLY.

CREAMED CHICKEN A La King

PURITY CROSS CREAMED CHICKEN, A LA KING, is an ap patty shells. Try it.

ROWAT'S COFFEE

50c per pound.

SOLDIERS' COMFORTS Are you puzzled as to what to end the boys at the front? See our

vindow display. We suggest: Ayrton's Tea Tablets, Horlick's Malted Milk. Reindeer Coffee.
Reindeer Cocoa.
G. Washington Coffee.
Chocolatta.
Peter's Milk Chocolate. Chocolate in cakes. Powdered Milk. Riley's Toffee.

Bovril. Oxo Cubes. Canned Chicken. Chewing Gum (Overseas Package)

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

250 Dundas St. Phones 3051-3052.

eans, bush wax and pole imilar meeting, at which "Bird was to have been described by Saunders at the Lord Roberts was postponed because of the monthly meeting of the Mothers'

TWENTY APPLICATIONS FOR CITY GARDENING PLOTS

Land Will Be Measured and Divided Up Shortly.

At the meeting of the high cost of ving committee of the city council neld vesterday afternoon, a deputation rom the Rotary Club was present to liscuss ways and means of increasing

The committee was informed that about ten acres of land had been ofered the city for gardening purposes. There had been about twenty applicants for the use of this land.
W. R. Yendall thought that there should be co-operation between the various bodies to produce the best results. His own opinion was that the



# Easter Traveling Goods

We have just opened a full range of new and up-to-theminute Baggage.

> Special For Saturday

18-inch Black Walrus Leather Club Bags, sewedin frame

\$8.75

Club Bags

Suit Cases

That increase the pleasure | If a Suit Case is more convenient we are sure of of holidays. They have style, quality, appearance being able to please you. and will wear. See our se- | Exceptional values ... lection .... \$2.75 to \$25.00 | ...... \$1.75 to \$8.00

Our Stock of Trunks

Is one of the most varied in Western Ontario. L'aborate Wardrobe Trunks or the plainer style for everyday hard use ...... \$2.75 to \$25.00

Johnston & Murray

198 DUNDAS STREET, LONDON-ST. THOMAS. LONDON.



## Buy Your Spring and Housecleaning Necessities at the Purdom Hardware

SOLE AGENTS FOR LOWE BROS.' PAINT, CHI-NAMEL AND EUREKA ELECTRIC VACUUM CLEANERS

A PLEASURE TO SHOW GOODS.

Ball Bearing ....\$3.50 pair

Roller Bearing .. \$2.50 pair

Steel Wheel .....\$1.50 pair

Iron Wheel ......85c pair

EUREKA VACUUM

CLEANERS.

No need of taking up the carpets. Just run a Eureka Cleaner over them and it

will take all the dirt out.

Price ..... \$42.50

With attachments ..\$49.50

2-Burner ......\$11.00

3-Burner .....\$15.00

4-Burner .....\$18.00

COOKING STOVES

PERFECTION OIL

"QUALITY."

WHEELBARROWS.

Now is the time to buy

Wheelbarrows. Price, \$4 up

At last a real heater, using

..... \$8.50 up

Come in and see it.

All made of nice clear wood,

strong and durable. Price

electricity for fuel. Price .

PROMPT ATTENTION.



O-CEDAR MOPS AND POLISH Once used always used. Price .....75c, \$1.25, \$1.50 Polish ......25c up



CHI-NAMEL GRAIN-ING OUTFIT MAJESTIC HEATERS.

Grain your own floors, it costs only 3 cents per square foot doing it with Chi-Namel. For linoleum and hardwood floors use Natural Chi-Namel Varnish.



at ......23c

Just a few of this small pan



Just arrived, a large shipment of clocks. Price, \$1.48



This complete Cobbler Set.

HORSIE KARS. Similar to the kiddie kar. Price only .....\$1.48



CARPENTER Our tool department is most complete; everything for the Also a few aluminum spoons | carpenter is in it. We so-

124 DUNDAS STREET. 123 CARLING STREET.

# The Purdom Hardware

The Name Peters rection.

F. W. Farncomb was of the opinion hat good results would be obtained by atteresting the children in gardening. The hope of the situation lay in gethas come to mean something very real-a guarthe gardens cultivated by the boys antee of satisfaction, of

After some discussion, it was dean to leave the vacant lots to the count, and the back yards to the Rotary

WOUNDED ON FEBRUARY 23. Parkhill, March 22.-Mrs. Malcol orrison has been officially notified that er scn. Pte. Dannie Morrison was ounded on February 23. Today she reeived a letter from him, announcing hat he was in a hospital, and had been rounded in the knee by shrapnel. He xpected to return shortly to the

Pte. Morrison enlisted in London, and as been in the trenches for the past Pte. Nelson Smith, reported wounded in Thursday's Advertiser was a mem-er of a company raised at Strathroy. He is a son of Douglas Smith of West Villiams. Another brother is in the 49th Battallon.

BUTTERCUPS.

Inside, mellow, luscious Saturday, pound ....23c Watch Saturday's paper PETERS SATURDAY N CANDY SALE.

Candy Department

service and superior qual-

Special for Saturday

MARBLE CAKE.

Outside, thin, brittle butterscotch.

Ontario Furniture Company Have Ex- Methodist Church Tuesday evening clusive Agency.

The latest addition to the musical family in London is the well-known Pathephone, manufactured by the Pathe-Freres Company, famous in the moving picture circles as well. This machine, which already has won

an enviable record all over Ontario, is now on sale at the Ontario Furniture a rich marble mixture 20c cream iced, each..... Store in this city, the agency being an exclusive one.

In order to fittingly start a department of so much importance and of such a high standard of quality, the Ontario Furniture Company has remod-eled its main floor and erected sound-

proof music rooms.

The wonderfully true tonal qualities of the beautiful Pathe machines can now be heard by local lovers of music.

A grand opening sale commences today, and that the rare beauty of tone wight not in the least be lost through might not in the least be lost through mexperienced handling, the Ontark Furniture Company has arranged tha factory experts be present for the first three days. The management of the store invites the public to hear the least of a produced to the store of a produced the store invites the public to hear the store invites the public to hear the store and appeared to the store invites the public to hear the store and appeared to the store the store that the store the store the store that the store that the store the store that t

ST. THOMAS, March 22, - Frank ON SALE IN LONDON B. Burns and Miss Mamie Burns, bot of London, Ont., were married at Grace



NORTH WINDOW For One Dollar

386 Richmond St. Phone 1084

N. M. WEGNER

C. P. D. WEGNER

# Reorganization

At "The Heart of London"



371 Talbot St., Opp. Market

The stock at this store must be reduced immediately by \$8,000. Men's Clothing, Furnishings, Hats and Caps, sold at less than before the war prices. This is the greatest sale ever advertised by the Wegner stores; THAT MEANS MONEY IN YOUR POCKET. Come early and be prepared to buy a year ahead. RAINCOATS 500 DOZEN MEN'S SOCKS

Regular 35c cashmere. Reorganization

Regular 35c heavy mixture wool; four

pairs for .....\$1.00

500 DOZEN OVERALLS

Walker's Railroad. Regular \$1.75. For

Railroad Signal. Regular \$1.50. For . .

Great Mogul, Regular \$1.50. For \$1.25

Wegner's Special Big B. Regular \$1.50.

.....\$1.00

Keorganization

200 Suits, Worsteds, Tweeds, Serges, up to \$18.00 value. Reorganization price ......\$9.95 1.500 PAIRS OF MEN'S PANTS Values up to \$2.75. Reorganization price ......\$1.95 Values up to \$4.00. Reorganization price ..... \$2.65 Values up to \$6.50. Reorganization

MEN'S HATS Regular \$3.50. Reorganization price. ......\$1.75 Regular \$2.50. Reorganization price. .....\$1.35

.....\$1.00 BOYS' HATS 50 dozen up to \$1.50 values. Reorgan-

ization price ......39c NECKWEAR

Extra Special for Opening Day Only 10 dozen Pure White Fancy Figured Shirts, soft bosom, stiff cuffs. Sizes 14 to 16½, for ......85c

Regular \$15.00 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. Reorganization price ......69c MEN'S FINE SHIRTS

Up to \$2.00 values. Reorganization price ......\$1.00 Up to \$1.00 values. Reorganization price ......45c 300 DOZEN MEN'S WORK SHIRTS Regular \$1.25 values. Reorganization price ...... 85c

MEN'S BRACES Regular 35c values. Reorganization Regular 50c values. Reorganization price .......43c

Regular 75c values. Two for ....\$1.00







































