

Raincoats

Mr. Wegner has just returned from a trip to Montreal, where he purchased nearly Two Hundred Sample Raincoats, a few ladies' styles among them, from some of the largest importers. They go on sale tomorrow:

\$17.00 to \$21.00 values, \$13.95
\$13.50 to \$16.50 values, \$11.95
Up to \$13.00 values, \$9.95
\$7.50 to \$9.00 values, \$5.95

Ladies' Raincoats

About 18 Coats, worth regularly from \$12.50 to \$18.00, for \$9.95

Men's Suits

Blue Serges, guaranteed colors and worsteds, \$17.50
Fancy Tweeds and Worsteds at \$12.50 and \$15.00

PANTS

2,000 pairs fancy stripes, worsteds and blue serge, exceptional values, at \$2.25, \$2.75, \$3.50, \$4.50, \$5.50, \$6.00

HATS

All the leading makers, newest styles and shades, in soft and stiff, 100 dozen to select from, \$2.00, \$2.50, \$3.00, \$3.50

SPECIAL For Saturday

50 dozen Blue Chambray Shirts, fast color, stiff cuffs, good value at \$1.00. Tomorrow 69c

GIANT Clothing House

C. P. WEGNER, Proprietor.
The Big West End Men's Store Under the Big Arrow Sign
120 DUNDAS STREET.
Danish language spoken here.



CHINA

We have just received from England a shipment of Blue Bird China that is so popular at the present time.
Cups and Saucers, 50c each
Bread and Butter Plates, 35c each
Tea Plates, 50c each
Egg Cups, 40c each
Cream and Sugar \$1.00 pair
Teapots, \$2.00 and \$2.25 each
Egg Cups with combination of salt and pepper, in rose, green and blue \$1.00 each

C. H. Ward & Co.

Diamond Merchants and Jewelers.
386 RICHMOND STREET.
PHONE 1084.
Store closes every Wednesday at 1 o'clock during May, June, July, August and September.



Wilson's

We Buy Our Meat from Ingersoll

and We're Proud of it. Why?

Because that is where the Ingersoll Packing Company is located—THE HOME OF QUALITY MEAT. Every slice of meat that leaves their doors is Government inspected and cured under the most sanitary conditions. We strive to give the citizens of London the choicest meat obtainable. We know that in Ingersoll meat we have the best, and not only that, but we sell it at lower prices than merchants who sell London-cured meat that is not Government inspected.

WATCH FOR THE BLACK CIRCLE

On the back page of this paper every day. Hundreds of housewives are saving money on the specials we list there every day.

Look Over This List of Specials for Saturday GOVERNMENT INSPECTED BEEF.

Deep Sirloin, 30c
Roasts, lb., 23c
Boneless Pot Roasts, lb., 25c
Prime Rump Roasts, lb., 18c
Lean Beef Cuttings, lb., 20c
Hamburg, fresh ground, lb., 20c

OUR STORE IS AS NEAR YOU AS YOUR TELEPHONE. TAKE DOWN THE RECEIVER NOW, AND CALL 1119 OR 1120.

MILK-FED VEAL

Leg Fillets, lb., 28c
Shoulder Fillets, lb., 22c
Veal Chop, lb., 25c
Breast Veal, lb., 18c
Stewing Veal, lb., 15c
Dairy Butter, extra fine, special, lb., 42c

Extra Special FIRST OF THE SEASON SALMON TROUT 18c lb.

Whitefish, Herring, Perch, Pickarel and Halibut also on sale.

Wilson's Arcade Meat Market

DUNDAS AND RICHMOND ST.
Next Royal Bank.

PIANOS TO RENT.

If you are thinking of renting a piano for the summer months—or, in fact, any time—it would be well to see the rental pianos of Ye Olde Firme of Heintzman & Co., Limited, Heintzman Hall, 242 Dundas street. They are splendid instruments on attractive terms.

QUALITY STORE

Our Special Blend of Coffee is one of the best advertisements we have. Try it.

45c per pound.

SPECIAL SALE OF PINEAPPLES.

Large size, each, 18c

SUGAR BEETS.

Aylmer Brand, 2 1/2-pound tins, sale price, 15c

PRUNES.

California Sterilized, extra large, five-pound tin, \$1.00

LANTIC SUGAR.

The Purest Sugar. 20-pound bags, \$1.95

Telephone your grocery order to this store. Our service is good, our prices are right.

Phones 1024, 3323.

HARRY RANAHAN

515 RICHMOND STREET.

ARE YOU GOING WEST THIS SPRING?

If so, bear in mind that the Canadian Pacific offers especially good train service, with the finest possible equipment, including standard and tourist sleeping cars and dining cars to Winnipeg and Vancouver by one of the most picturesque routes in the world. If a trip is contemplated, apply to any C. P. R. agent for full particulars, or write W. B. Howard, district passenger agent, Toronto, Ont. May 10



THE BIG BARGAIN CENTRE

for Men's Clothing, Furnishings, Hats and Caps—the store that's never undersold.

Men's Suits

150 Suits, tweeds, worsteds and serges, at \$9.95, \$12.69, \$14.95 and \$17.69.

Pants! Pants!!

Extra values in Men's Dress and Working Pants at \$2.50, \$3.50 and \$4.50.

Work Shirts

200 dozen, dark and light colors, extra well made, full size, double front and back; values up to \$1.50, for \$1.25

OVERALLS

300 dozen Railroad Signal blue with white stripe, union made; regular \$1.75, for \$1.50

HATS

The newest styles for spring and summer—\$1.00, \$1.50, \$2.00, \$2.50, \$3.00 and \$3.50

Wegner Clothing Co.

The largest workmen's outfitters in Canada. Famous for their little prices. Open evenings.
371 TALBOT STREET.
Opposite Market.

Friday and Saturday ORANGE SPECIAL.

Large size, juicy Oranges, with a flavor that pleases. Eat an orange a day, and you will enjoy better health. This size sells regularly at 40c a dozen.

Friday and Saturday only 33c PER DOZ.

BEECHNUT BRAND

Beechnut Brand is recognized as a leader and used in thousands of homes daily.

SLICED BACON.

Ready to use. Put up in airtight glass jars. It is delicious. 50c per glass.

PEANUT BUTTER.

Makes appetizing sandwiches. Ever try it? Do so now. 20c a jar.

ROWAT'S COFFEE

Used daily by people who are particular. It pleases. Only the finest selected coffee beans are used. 50c per pound.

BUDDLED WALNUTS

Direct from California. They are extra size and meaty. You will surely find pleasure when eating them. Order today. 40c per pound.

PURE MAPLE SYRUP

Anyone who has purchased our Guaranteed Maple Syrup will tell you "it is the best." Try some and convince yourself.

\$2.00 per gallon. 50c per bottle.

Maple Syrup the genuine—pure as it can be made. 10c per cake.

PHONE ORDERS

Have you enjoyed the lessened labor of phone orders? Phone early. Two phones.

T. A. ROWAT & CO.

250 Dundas St. Phone 3051-3052.

NOBLE—LAWSON.

STRAITFORD, May 3.—A quiet wedding was solemnized here by the Rev. Arthur Hale when Miss Maud Lawson was united in marriage to William Henry Noble of St. Thomas.

A Shoe Opportunity

Ladies who are not too particular about the latest features in shoes can pick up some great bargains in our store just now. We have been going over our large stock of boots and shoes, making room for new arrivals, and have placed a number of odds and ends on

Cook's Bargain Table for Shoes

They run into all kinds, shapes and finish, are all of good leather, and are excellent value at prices of

\$1.49 to \$3.98

This is an opportunity to save you should not miss. You will find shoes at these less-than-cost prices, in many instances, to give you the same wear as others at much higher prices would, and this will mean quite a saving. Come soon, though, if you would profit by the opportunity.

Cook's Shoe Store

DUNDAS AND RICHMOND STREETS.

For the motor trip, the busy people will find it to their advantage to use our service.

SATURDAY AT THE CAKE COUNTER

CHERRY LOAF

A white cake with French cherries through and a rich creamy cherry icing on top. 15c Each

CANDY DEPARTMENT

BUTTER CHIPS

Chocolate Chips

Made of the best creamery butter and the highest grade of Dutch chocolate. 23c Lb.

Peters 2 Shops

Buy Your Housecleaning and Garden Necessities at The PURDOM HARDWARE

SOLE AGENTS FOR LOWE BROS. HIGH STANDARD PAINT, MELLOTONE, ETC. EUREKA ELECTRIC VACUUM CLEANERS AND CHI-NAMEL VARNISH.

We also have a large assortment of PYREX TRANSPARENT OVENWARE, JOHNSTON'S CARBON REMOVER, GAS-SAVE TABLETS, SPARK PLUG INTENSIFIERS.



CASSEROLE. Price \$1.75

PYREX Transparent OVEN-WARE

Has the name on every piece



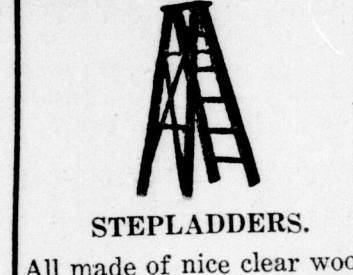
BAKEPAN. Price \$1.00



PIE PLATE. Price \$1.00



"Pyrex" Ware—The New Transparent Glass Baking Dishes. We carry a complete stock of ware. Every practical shape and size for baking use is made in "Pyrex," the original transparent ovenware. It is easy to wash, easy to keep clean, for nothing can adhere to the hard, grease-proof and odor-proof surface of this durable baking ware.

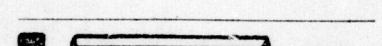


STEPLADDERS. All made of nice clear wood. Price \$1.75 up

EUREKA VACUUM CLEANERS.

Price \$42.50

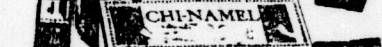
Attachments \$7.00



CHI-NAMEL GRAINING SET.

Grain your own floor and woodwork. Price \$4.50

For linoleum use Natural Chi-Namel Varnish. Price 25c up

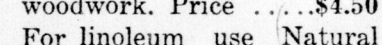


ROLLER SKATES.

Price \$5c and \$2.50 Pair

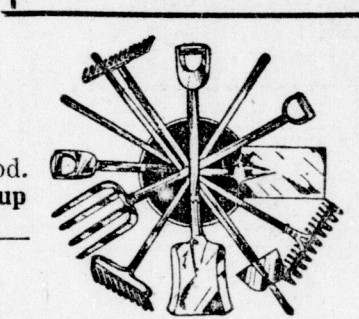
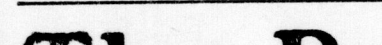
TUNGSTEN LAMPS.

25 and 40-watt. Price 40c each



LAWN MOWERS.

Now is the time to buy. Price \$4.75 up



GARDEN TOOLS.

Spading Forks \$1.40 up

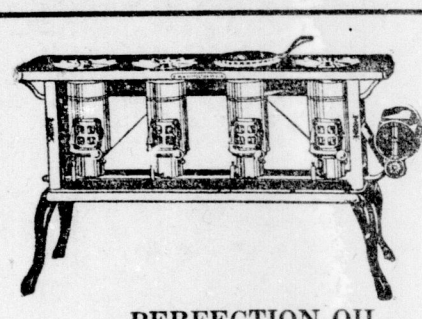
Spades \$1.00 up

Rakes 35c up

Hoes 35c up

Cultivators \$1.00 up

Trowels 15c up



PERFECTION OIL STOVES.

Prices—

2-Burner \$11.00

3-Burner \$15.00

4-Burner \$18.00



VELOCIPEDES.

Give the boys a Velocipede. Price \$3.50 up



BISSELL GRAND RAPIDS VACUUM CLEANERS.

Price \$7.50, \$9.50, \$11.50

Carpet Sweepers \$3.00 up

We have a large assortment of garden seeds. Also lawn seed.

The Purdom Hardware Co.

124 DUNDAS ST.—123 CARLING ST. PHONE 2800—2801

STERN FATHERS SEND MANY BOYS TO DEVIL

Salvation of the World is in Homes, Not Churches, Says Rev. Mr. Craig.

Declaring that the difference between husband and wife is purely physical, and not spiritual, and that the father is just as much a mother as a man, Rev. Mr. W. Norwood delivered an interesting address on "A Father's Discipline in the Home" to the Lorne Avenue School Mothers' Club last night. Partnership, he claimed, was the ideal now, with equal responsibilities for both husband and wife. The ideal of the father as the one who used physical force in the education of the children, he said, was false. Physical force was a lie concocted by the devil and propagated in hell. It was a failure, because the child didn't need physical force, but merely firmness. He upheld Christ's manner as the ideal influence to exert. "The father's influence should be as high and as spiritual as the mother's," he said. "More men have gone to the devil through a stern father than through anything else I know. It is sadly true that a large number of clerical men's sons go to the bad." The children of stern parents, he said, once out of the reach of harsh discipline, went to the other extreme. The father who hadn't his boy's confidence, he claimed, was guilty of a crime against the state as well as against the home. All that related to the father in the regulation of his home influence, he asserted, also related to the wife. The ancient idea held women as subordi-

nate, although crediting to her the exertion of moral force in the home. The New Testament cast a different light on the subject, revealing a desire of man for God, and of God for man. It was the standpoint of Eden restored, the entering into new relations with the universe, where there was "neither male nor female bond nor free." Workmen, he found in his twenty years of ministry, made the best fathers. He had seen the highest types of fatherhood among the Newfoundland fishermen and the Maritime coal miners. Railroad men, too, he said, were usually good fathers. Although these classes of men were among the strongest and most virile, they were usually the most tender. He claimed that it was possible for a man to possess all woman's qualities and still lose none of his manliness. Closing his address he advised the listeners to insist that the husbands were not merely wage-earners and that their influence be as spiritual as their own. This demanded on their part perfect co-operation and confidence. Speaking from the standpoint of the clergyman he said, "The salvation of the world is not in the church. The salvation of the world is in the home and the real presence of Jesus Christ is on no ecclesiastical altar but on the altar of a home built by husband and wife."

EVERY CLASS OF MUSIC. Every class of music will be found on Victrola Records, and all these records will be found in the Victrola Parlors of Ye Olde Firme of Heintzman & Co., Limited, 242 Dundas street. Any time you wish to hear any Victrola record—new or old—call on this firm and have the staff play some for you. They are always glad to do this.

Taylor's Beef, Iron and Wine. A Restorative and Tonic. Get a large 1.00 bottle for 49c at TAYLOR'S 6 CUT-RATE DRUG STORES

READY FOR CAMP; NO FURTHER WORD

All the necessary preparations for a camp here this summer have now been made by the military authorities, and nothing further can be done until such time as the exact number of troops that will come here is known. "The arrangements are all complete," said Lieut.-Col. Brown to The Advertiser yesterday, "as far as we can go, until we know how many men to provide accommodation for this summer."

AILSA CRAIG. AILSA CRAIG, May 3.—The Women's Mission Circle of the Baptist Church held an open meeting on Tuesday evening, and which was well attended considering the wet evening. Mrs. B. B. Craig of London gave an address on "Missions," and a short program was given by members of the choir, after which lunch was served by the ladies, and an enjoyable hour spent together. San Tremaine, who has been engaged with Mr. A. Lusk on the G. T. R. section, has been appointed foreman on the section at Malton, and left with his family for that place this week. Quite a large number attended the dance given at the Temperance House on Wednesday evening, and all report a good time.

JUST ARRIVED

Spring and summer styles in Colored Note Papers. Our line is complete.

HayStationery Company

173 DUNDAS STREET, LONDON.

THE BROWN OPTICAL CO. LONDON. EYESIGHT EXAMINED. NO DRUGS USED. GLASSES GRIND AND FITTED. VERY MODERATE COST. ACCURACY GUARANTEED. 223 DUNDAS STREET. PHONE 1877.

This Is Your Opportunity To Buy June Wedding Presents at Less Than Manufacturers' Cost

Our stock is by far too large, and must be reduced. To do so we are going to give discounts ranging from 10 to 50 Per Cent Off Former Prices.

The following are some of our numerous lines, showing prices at which they can be purchased while the discount sale is on.

Gent's 16-size Gold Filled Case, fitted with 7-jewel movement. Regular \$10.00. Now \$6.50
Gent's 16-Size Gold Filled Case, fitted with 15-jewel movement. Regular \$12.00. Now \$8.50
Gent's 0-size Nickel Case Leather Strap Wristlet Watch, fitted with 15-jewel movement, radium dial and hands. Regular \$8.50. Now \$5.85
Gent's 0-size Nickel Case Leather Strap Wristlet Watch, fitted with 7-jewel American movement. Regular \$5.00. Now \$3.50
Lady's Small Size Leather Strap Wrist Watch, gunmetal case. Regular \$5.50. Now \$2.75

Lady's Small Size Leather Strap Wrist Watch, sterling silver case. Regular \$6.80. Now \$3.40
Lady's Gold Filled Separable Expansion Link Bracelet Watch, fitted with A1 15-jewel movement. Regular \$12.00. Now \$8.50
Lady's Same Movement, fitted in Fortune Case. Regular \$15. Now \$9.50
Lady's Diamond Ring. Special good value at \$30.00. Now \$25.00
This stone is commercially perfect, and is good value at \$35.00.

Lady's 10-k Solid Gold Chain and Diamond and Pearl Set Pendant. Regular \$10.00. Now \$7.00
Lady's 10-k Solid Gold Chain and Cameo Pearl Set Pendant. Regular \$10.00. Now \$6.75
Lady's 10-k Solid Gold Chain and Cameo Pendant. Regular \$5. Now \$3.10

We have a very large stock of necklaces from which to make your choice at similar reduction to above prices on pendants.

Our stock of Ladies' 9-k, 10-k and 14-k Gold Brooches is very large, ranging in price from \$1.25 upward, according to size and design. Cut Glass is also one of our leaders.

8-Inch Cut Glass Berry Bowl. Regular \$3.50. Now \$2.00
8-Inch Cut Glass Berry Bowl, floral cut. Regular \$5.50. Now \$4.25
There are many lines in Cut Glass we might mention, but space will not permit.

Lady's Silk and Wool-Covered Umbrellas with Pearl and Gold-Filled Mounted Separable Handles. Regular \$12.00 for \$8.50
Also regular \$7.50 for \$5.00

Also special values in our Optical Department.

Do not forget that we have a large range of Phonographs, ranging in price from \$5.00 to \$200.

W. J. WRAY & CO. LONDON'S LARGEST JEWELERS 234 DUNDAS STREET