

IF YOU RELISH COFFEE
With That Rich Flavor and Fragrant
Aroma. Try
ROWAT'S COFFEE, 70c Pound
T. A. Rowat & Co.
250 Dundas St. x Phone 3051-3052

WINTER SPORTS

Hockey sweaters, skates, shoes,
shin pads, pucks, sticks, etc., snow-
shoes, skis, moccasins, toboggans,
athletic jerseys and shirts.

BROCK'S

The Sporting Goods Store of London.
111 Dundas St., Corner Talbot.



HAVE YOUR EYES EXAMINED.
A. M. DAMBRA, Optometrist.
Dominion Savings Building, Richmond
Street, Phone 6199



Our fitters are
experts. \$1.50 to
\$10.00. We have
trusses to fit
all needs.
ANDERSON & NELSON
258 Dundas St. x

COAL

Egg, Stove, Nut and Pea
coal, the best obtainable.

Prompt delivery to all
parts of the city.

Orchard's

15 York St. Phone 384

COAL, COKE AND WOOD

**ANTHRACITE COAL,
SCRANTON**
All sizes.

**EGG, STOVE, CHEST-
NUT AND PEA**
— Well seasoned.

**POCAHONTAS SMOKE-
LESS BITUMINOUS
COAL**

Lump, Egg and Chestnut sizes.

DOMESTIC COKE
Egg and Chestnut sizes.

WOOD BLOCKS
12x16 lengths.

Chantler Bros.
Phone 347. 263 Bathurst.

**WE WANT YOUR BUSINESS
And We Will Serve You Right**

THE DAVIS INSURANCE AGENCY,
LIMITED.
208 Royal Bank Bldg. Phone 776V.

**GORDON L. FERGUSON
FUNERAL SERVICE.**
Private General Apartments,
350 William Street.
Personal attendance; lady assistant.
Phone 656J. Day or Night.

WEGNER'S
Wholesale and Retail Dealer in Over-
alls, Sweaters, Coats, Gloves,
Mittens and Raincoats.

LONDON'S LARGEST HIGH-CLASS
WORKINGMEN'S OUTFITTERS
Exclusive Manufacturers' Agent for
the Best Canadian Make of
Overalls.
WEGNER, The Heart of London,
371 Talbot St. Phone 1849J.
OPEN EVENINGS.

EAST MIDDLESEX ORANGEMEN MEET

Decide To Stage Twelfth of
July Celebration in
This City.

The County Orange Lodge of East
Middlesex held its annual meeting at
Ulster Hall last night, at which elec-
tion of officers took place. It was
determined to hold the 12th of July
celebration in London. Most Wor-
shipful Bro. Dr. J. W. Edwards, de-
puty grand master of the Grand
Orange Lodge of British America,
addressed the members.

Report received from the Orange
Lodges within the county were ex-
ceptionally good. The following officers
were elected: County master, W. J.
Hodgins; deputy grand master, Dr.
S. J. Beam; chaplain, Rev. P. T.
Moss; recording secretary, W. E.
Macroe; financial secretary, J. A.
Fleming; treasurer, Joseph Murray;
lecturers, W. Savage, W. Wilks, Nel-
son Langford and J. P. Walsh; mar-
shal, F. Monteth; auditors, R. T.
Harding and Gordon Marsh.

**COCA-COLA KING WINS OUT
IN \$500,000 PROMISE SUIT**

Associated Press Despatch.
Atlanta, Ga., Feb. 5.—The jury in
the De Bouchel-Candler \$500,000
breach of promise suit today returned
a verdict in favor of Asa Candler, the
defendant. Mr. Candler has long been
known as the coca-cola king.

"Say it with Flowers"
**DICKS
FLOWER SHOP**

BUY Your Magazines at
Red Star-News Co.
10 MARKET LANE.
WE SELL THEM AT REGULAR
PUBLISHERS' PRICES

CITY EMPLOYEE OVERCOME BY GAS

David Mantle Removed To
Victoria Hospital in
Poisoned Condition.

Overcome with sewer gas while
working on the construction of a
sewer on High street yesterday after-
noon, David Mantle, an employee of
the city, was rushed to Victoria
Hospital in A. L. Oatman's ambu-
lance.

Although he was working with
other men who were but a short dis-
tance away, when found he was in a
serious condition, as much of the
poison had entered his system. At
the hospital, first aid methods were
immediately applied.

Dr. C. A. Harris, his attending
physician, stated last night his
patient was out of danger, but he
would be confined to the hospital for
a number of days yet.

SECONDARY SCHOOL MEETING IS TODAY

Provincial Supervision of Edu-
cation To Make Survey of
Local Situation.

Dr. F. W. Merchant, provincial su-
pervisor of education, is expected
in London today. He will make a sur-
vey of the secondary schools with a
view to advising the board of educa-
tion concerning the matter of
greater accommodation in the Lon-
don colleges.

During the day a meeting of the
special committee appointed to look
into the matter of converting the
Technical school into a technical col-
legiate will be held.
It is understood that Dr. Mer-
chant will address this meeting and
give his findings on the situation. The
meeting is regarded by the local
board of education as the best
method of settling this vexatious
question.

Summer Wash Fabrics

A
Page
for the
Woman
Who
Sews



New
Wash
Goods
Patterns
and
Notions

Long before crocuses and marbles and rug-beaters make their annual appearance, spring sends its forerunners to our store. Already they are taking possession of our Wash Goods department. There you will find the newest Ginghams, Imported Voiles, fine Nainsook for lingerie, and materials for the popular sportswear. As spring sewing comes before spring housecleaning, these announcements are sure to be of immediate interest to you.

ANDERSON GINGHAMS AND ZEPHYRS

Here are many attractive exponents of the season's vogue for black and white, as well as the conventional checks, the new plaids and the clever two-tone designs: 32-inch width, at ... 50c per yard. The Zephyrs are plain colored materials of the same quality and texture as the ginghams, rose, yellow, Delft blue, green, sky and rust; 32-inch width, 50c per yard.

NORMANDY SWISS VOILES

Fine voiles, delicately patterned in white, with tiny stencilled dots which have a permanent finish. The importance of black and white is emphasized as well as pondre blue, sea-foam green, and the soft peach color which is just being featured at the winter resorts; 38-inch width ... 85c. Swiss embroidered voiles in white with dainty designs, 44-inch, at ... \$1.25.

WHITE FOR SPORTSWEAR

White forms the background of the Sportswear styles. For skirts, for children's suits, for uniforms and aprons. Tootal's English Pique in plain, fancy and honeycomb weaves, 44-inch widths, at ... \$1.35. Burton's Irish Poplin, of the finest Egyptian cotton with a double mercerized finish which retains its silkiness after laundering, 36-inch width, priced at \$1.00. Indian Head is useful both for sportswear and for household embroideries such as buffet scarfs and center pieces, 36-inch, at ... 50c.

WHITE FOR LINGERIE

Nainsook of exceptionally fine even weave with soft finish, 36-inch width at 39c; 40-inch width at 55c; Horrockses' fine nainsook at 65c; Tarantulle, for baby dresses and sheer white lingerie 55c and 65c.

Main Floor.

SKIRTS THAT ARE NEW AND SMART
Pleated Skirts in the dark costume colors of navy, black, sand and gray; of serge or wool crepe side pleats, box pleats and combinations of side and box pleats; waist bands 26 to 34 inches. Prices ... \$3.95, \$5.50 and \$7.75. Wrap-Around Skirts of camel hair in bold plaids; sand with cream or brown, sand or gray with green ... \$6.50.

CHILDREN'S COATS AT HALF PRICE

A final clearance of Children's Coats, in tweeds, blanket cloth, velour. The colors are navy, brown and sand, and the sizes are 4, 6, 8 to 14 years. Prices \$2.75 to \$8.50.



To-day I saw

Evidently the new ginghams heard my promise that they were to have a column of their very own. For every time I pass through their cheerful department, they anxiously inquire if it isn't their turn now. Perhaps it was their vivid contrast to the gray out-of-doors that made their little corner on the Main Floor particularly attractive today. They suggest the sunshine and spring flowers that are coming.

You will be delighted with the New York patterns which have been designed by the house of William Anderson, and with the new low prices of only fifty cents a yard. It is interesting to note that the requirements of the English and American buyers necessitate two very distinct sets of patterns.

Plain little checks in a variety of springtime colors—the reds and yellows of flaunting tulips, violet blue, rose and leaf-green as gay as any flower garden. The plaids and two-tone checks are attracting attention, both because of their newness and their delightful color harmonies—yellow and brown, black and orange, Delft blue and peach, coral and seafoam green. (Such an appropriate combination!)

Your collars and cuffs may be effectively made from the Zephyrs, which repeat in solid tones the color range of the ginghams. When you see them, you will picture the porch frocks and children's dresses they will make!

Judith

AT PATTERN COUNTER.

Standard-Designer Quarterly, Spring, 1924, 25c. Standard-Designer Needlework Book ... 35c. March Designer—Subscribers please call for their copies.

HOME SEWING ACCESSORIES

You will save time and inconvenience if your home sewing begins with a careful restocking of your work basket. The accompanying list will suggest some of your requirements. Just check the items you need, and purchase them at the Notions Counter.



Coates' 200-Yard Spools Sewing Cotton, in black and white. Price ... 9c each, 3 for 25c. Clarke's 100-Yard Colored Sewing Cotton. Price 6c spool. Belding's 40-Yard Silk Spools ... 9c each, 3 for 25c. Corticelli Twill Tape, in 5-yard rolls, black or white, all sizes. Price ... 10c to 20c roll. D. M. C. Tape, a very fine quality of cotton tape, in narrow widths only up to 1/4-inch width; 10 yards to package. Price, per package ... 15c to 25c. Abel Morrall English Sewing Needles, in assorted and solid sizes. Price ... 10c. English 250 Steel Pin Sheet, assorted sizes. Price ... 5c.

English Brass Pin Sheet, in assorted or solid sizes. Prices ... 8c and 10c package. Cotton and Linen Tape Measures, 60 inches long, numbers on both sides. Price ... 5c each. Camisole Strapping, in white, pink and sky ... 10c yard. Coates' 20-Gramme Mercer Crochet Cotton, all sizes from 20 to 100. Price ... 18c ball. Coates' Eru and Dark Linen Crochet Cotton, all sizes, from 5 to 50. Price ... 10c ball. De Long Dome Fasteners, in black or white ... 10c card. Cynthia Hooks and Eyes, in black or white ... 8c card. Wiss Scissors, in 6 1/2, 7, 7 1/2, 8 and 8 1/2 inch length (every pair guaranteed). Prices ... \$1.50 to \$2.25 pair.

REMEMBER:
Special Chicken Dinner
Thursday,
65 cents.

SMALLMAN & INGRAM
LIMITED

SUBSCRIBERS:
Here is your copy of
the Designer for
March.

Your Golden Opportunity

Dollar Day

All Articles Here Advertised Are On Sale Dollar Day Only

DRAPERY SPECIALS

69c each for Green Blinds, 3x6. Regular price \$1.00 each.

10 yards \$1.00 of Scrim, for \$1.00 with colored borders; others with small designs, in colors. Special value.

69c a yard for Lamp Shade Silks, colors rose, blue and mulberry.

Cretonne, in heavy quality, and many beautiful designs and colors. Regular 80c and 90c a yard. Dollar Day **2 yards \$1.00**

Tapestry and Shadow Cloth, 50 inches wide, dark colorings of rose and blue. Regular \$4.00. Dollar Day, **\$1.95** a yard.

99c yard for all Two-Tone, Colored Madras, colors rose and green, gold and blue and tan shades; 45 inches wide. Regular \$1.50 a yard.

99c a yard for Drapery Silk; only one roll to sell; colors green, gold and mixed; 50 inches wide. Regular \$2.25 a yard.

\$3.69 a pair for Marquisette Curtains. Regular \$5.75 a pair. Made up of A1 Marquisette, trimmed with heavy insertion and lace edging.

CASH AND CARRY BARGAINS

Cloth Hampers, 3 different sizes. Dollar Day prices **\$1.49, \$1.69, \$1.98**

Liquid Veneer, Mop and Furniture Polish, **25c** bottle

Waste Paper Baskets, Dollar Day ... **29c** each

Large Polish Mops. Special for Dollar Day **59c** each

ONE ROLL OF TERRY CLOTH

Reversible, double patterned, blue background one side, tan background on other side. Regular \$1.50 yard, for, yard **99c**

COUSION SQUARES
Assorted colors. Dollar Day, **69c** each

COMFORTERS
Worth up to \$5.00 each. Special price, Dollar Day, each **\$2.89**

BUNGALOW NETS
45 inches wide; many patterns to choose from. Regular 75c a 2 yards yard, special price ... **\$1.00**

FRILLED SCRIM CURTAINS
\$1.39 pair

FRILLED MARQUETTE CURTAINS
\$2.98 pair

SOILED CURTAINS TO BE SOLD AT HALF PRICE

Startling Values In the Rug Department

GROUP ONE.
Small Hearth Rugs
29c each, or
4 for \$1.00

GROUP TWO.
Tapestry Mats
27x54, FOR \$2.95 each

GROUP THREE.
Axminster Rugs
\$37.50

ADJUSTABLE COAT AND HAT RACK, DOLLAR DAY, EACH 45c

WHITE ENAMEL BATH CABINETS, WITH MIRROR IN DOOR, AT EACH \$3.95

125-127 King Street **Keene Bros.** Where You Save Money