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EVERY TWO YEARS

THE strength of your eye muscles may have increased or decreased during the past two years and you should ascertain the facts. Our optometrist skilled in his profession can tell by the proper scientific tests whether you need "older" lenses, "younger" lenses or if you can begin to discard glasses. Our low prices are no indication of the high professional character of our work.

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LONDON, ONT.

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SERVED 1 TO 2:30 P. M.
EXCELLENT CUISINE.
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Diamond Merchants and Jewelers.
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ARE YOU A WOMAN?
Women suffer more than men from far-sight. This is probably due to their spending so much time indoors in work requiring near vision. Neglected this will cause untold agony, nervousness and at times a total breakdown. Every woman should have her eyes examined to see whether or not she needs glasses.

BY the use of temporary glasses young people often avoid the use of permanent glasses in later years.

Carlyle IREBILCOCK OPTICIAN
233 Dundas Street. Phone 2351.
Two Doors East of Majestic.

SPRING IS AT THE DOOR
And here's the greatest stock of fashionable footwear ever shown in this big shoe store. Come and see the new styles.

COOK'S SHOE STORE
A BLACKSMITH AT YOUR WATCH would make as good a job of it as some so-called battery men. Why not send it to our experts? You'll save time and money.

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AT SAMUEL'S SHOE STORE.
The best American and Canadian makes of ladies' and gents' shoes, club-shoes and suit-shoes. Money saved on your footwear. Two doors east of city hall—out of high rent district.
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Special Debiture.
M. J. FENT, Manager
Only \$58.55 required for \$100.

EVERY LATEST STYLE IN SPRING HATS.

BELTZ & CO.

Returned Soldiers--

Part of your new "clothes" should be a Waltham. Your outfit is not complete without one. You might just as well buy the best in the first place. A Waltham bought now will last you the rest of your life.

Besides watches, there are other things you should have—G. W. V. A. rings, chevron pins for one, two, three and four years of service; cuff links, tiepins and many other things useful.

You are welcome to come in and look these over.

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JEWELLERS FOR 25 YEARS.
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Fresh at your grocer's today.
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TOM MOORE PLEASES IN COMEDY DRAMA AT THE PATRICIA

Entertaining Program Is Being Repeated Today and Wednesday.

"A Man and His Money," a smart comedy-drama of society, featuring the popular screen star, Tom Moore, delighted audiences at all performances yesterday at the Patricia Theatre. True to life in its quieter phases, the play is a veracious chronicle of the ups and downs of a young man of wealth and his sweetheart, who moves in the same social sphere. When Harry Lathrop (played by Tom Moore), after a tiff with the girl, decides to jump at the first opportunity to work for his living, instead of spending his money in pursuing pleasure, he comes upon a man stretched out on a park bench. A newspaper covers his face.

Wondering if the fellow is drunk or dead, our hero lifts the newspaper and, satisfying himself that the stranger merely sleeps, his eyes fall on a paragraph. So interesting does this happen to be that he tears it out and replaces the paper on the man's face, leaving a breathing hole where he tore out the advertisement. What this is and how it changes the course of Harry Lathrop's life constitutes much of the play.

Chief in his support is the beautiful Scena Owen, an ideal foil to the drama of society such as is found in the new play. Best known for her Attitudes, "The Princess Beloved," in J. W. Griffith's "The Fall of Babylon," the Tom Moore play by portraying a modern girl with equal charm and distinction. In the beautiful gown she plays she wears with no less perfect effect than the barbaric raiment of the Biblical play. And her acting is as subtle and delicate as the new play demands.

Sydney Alinsworth, distinguished on the stage and screen, makes his first appearance in Goldwyn Pictures as the super-polished villain of "A Man and His Money." In this complex character he will scarcely remind his friends of the village know-it-all, he created in "The Fortune Hunter." As Walter Randall, he is more like the man he portrayed in "On Trial," one of the notable screen productions enlisting his talents.

A Fox comedy, "Hearts and Saddles," a strand comedy, a reprieve with amusing situations and provides lots of laughs.

In vaudeville, Gabby Bros. and Clark provide an excellent juggling novelty act.

The above program is being repeated again today and Wednesday.

"INTOLERANCE" AT UNIQUE THEATRE

D. W. Griffith's Master Production Showing in London Wednesday and Thursday.

"Intolerance" the colossal spectacle which has achieved a triumph of art and which has changed the outlook of humanity, is showing at the Unique Theatre on Wednesday and Thursday at popular prices. It is the condensation of a thousand centuries of evolution. Don't miss it. You will see more drama than in all other plays presented here this season. A red-blooded romance, tense with the spirit of adventure—annihilates time and space—125,000 people—2,000 horses and 1,500 chariots add to the excitement. Babylon, the mighty Jerusalem, the Holy City—Paris, the mediaeval siren—America, of the overwhelming today are the features of its background. Men of valor—Heroes of the Orient—heart-throbs and smile-struggles on towering castles—ancient luxury in its wildest excesses—are parts of the four great stories rushing to a thrilling climax that keeps alive the hope of redemption in the shuddering heart of man.

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Don't run flat. Call our service car. Our Vulcanizing quality work, not average.
London Tire Repair Depot
354 Wellington Street.

GERALDINE FARRAR SCORES BIG HIT IN "THE HELL CAT" FILM

Mirth-Making Acts and Pictures Round Out Bill.

In "The Hell Cat" Geraldine Farrar, international star of opera and screen, has the most compelling and fascinating role since her portrayal of "Carmen." In the thrilling, breathless tale of the great west, a western drama of the first water, the famous diva is seen in the most terrific conflict in which a woman has ever been involved on the screen. It is a Goldwyn picture, and was written by Willard Mack, author of "Kick In," "Tiger Rose" and other renowned stage and screen successes. Milton Sillis plays opposite her. Capacity houses greeted all showings of this wonderful production yesterday, and there is no doubt but that the Majestic will be crowded again today.

Pancha O'Brien is half-Spanish, half-Irish. Her father is a Wyoming sheep raiser, and Pancha is loved by Jack Webb, the sheriff. Jim Dike, a well-to-do cattleman, covets the girl, although she will have none of him. To show he has the upper hand, Dike orders his Mexicans to cut the throats of O'Brien's sheep. The animals are slain, but Pancha surprises the men before they can escape, and the sheriff joins them. Because of this and the sheriff's success with Pancha, he and Jim Dike become bitter enemies. Dike swears to get even with them all—and win Pancha as well.

In the dead of night he goes to O'Brien's ranch and shoots down Pancha's father. Dike announces to



BLANCHE SWEET, starring in one of the greatest film sensations ever screened, "The Unpardonable Sin," at the Majestic Theatre the entire week of April 14.

ROWAT'S COFFEE
The best quality procurable. There is no better coffee. 50c PER POUND.
T. A. ROWAT & CO.
250 Dundas St. Phone 305-3052
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Pancha that he has come to take her away. She puts up a furious fight, scratching, biting and kicking. But Dike overpowers her, binds her and carries her away on his horse. Then his men set fire to the ranch. Powerless to resist her captor, Pancha is the victim of his drunken advances. Dike's squaw returns and discovers the white girl. Intent on revenge, the Indian is about to plunge a dagger into Pancha's heart when the latter awakes and explains the situation. The squaw realizes that it is Dike who must be punished, and dashes off to tell the sheriff of Pancha's plight. When Jim Dike and Pancha later leave the ranch, ostensibly to go east, a posse surrounds the bungalow. Dike lurches forward from his seat, a dagger in his hand. Pancha proclaims herself his slayer and unworthy of the man she loves. How this climax is brought to a happy conclusion is the most striking moment in "The Hell Cat."

Few artists can inject so many laughs per minute into an audience as the two, male and female, who are playing at the Majestic. Anyone who can listen to them without having to hold their sides, must have been born on Blue Monday.

Harold Lloyd in "I'm on My Way" has a role which is indeed suited to him. He is about to be married to a beautiful girl (Bebe Daniels), and does not know whether to say "I do," or run the other way. After seeing the trials and tribulations of a married friend, and being made the subject of the playful (.) pranks of his children he decides on the latter course. If "laughs by the bushel" was the aim of the producers they certainly succeeded.

A Burton Holmes travelogue, with Egypt as the "location," and a Gaumont news film, complete this high-class performance.

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The Great Cod Liver, Oil and Iron Tonic.
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"Good for Fast and good for Feast;
Good for one and all;
NEAL'S great bread adds new delight,
To every dinner call."

Bunn the Baker of Bara-Bee

Eating Less Meat in Lent, You'll Thrive Better on NEAL'S

It's a good thing for some folks that Lent comes around once a year and curtails their diet.

When you eat a whole lot less meat during Lent, you have to eat more of wholesome non-irritating foods like NEAL'S pure breads, and your system gets a chance to readjust itself for another spell. NEAL'S BREAD is the perfect nourisher for the human body—builds you up—and is a three-times-a-day table treat as well.

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NEAL'S ALCOFA BREAD
PURITY AND QUALITY

"A Good Company to Work For."

EVELY IN LONDON

I have been appointed to sell out the
\$50,000 Stock
of the Giant Clothing House, 120 Dundas Street, AND I'M GOING TO DO IT!--The "Movie Man."

Locked Tight as a Drum!

The signs are up—the door is locked—the windows in a bedlam—the inside of the store is littered with men's goods—carpenters are putting up tables—clerks are banking them and filling them high with all goods that men wear and love. Evely has his coat off—the cashier is marking down the stock.

Getting Ready for Thursday
A volcanic eruption of the biggest bargains in men's goods ever known in London. Evely is determined to sell out HALF the stock the first week. Thursday at 10 o'clock—you'll see—the door opens then. Women and children will be here, as well as brave men and stout boys, for there's no reserve—everything in this \$50,000 stock is on sale.

Bargains Big and Abundant

At 10 o'clock Thursday a mighty multitude will rush the store (120 Dundas street) like a charging army.

When the door opens at 10 o'clock, Evely will give away 25c men's work caps for 10c. 10c toilet paper will go out at 6 rolls for 25c. 75c President style suspenders will go at 39c. 15c Old Dutch Cleanser will move out at 3 cans for 25c. Men's \$1.25 negligee shirts I've marked 69c for quick sale. Men's \$29.00 suits are tagged \$14.69, or no sale. Men's \$1.25 fleece-lined shirts and drawers I've put a 59c ticket on—and there's all sizes. I've marked Penman's No. 71 line Merino underwear (sold the trade over at \$1.50), in all sizes, 65c a garment. The \$1.60 balbriggan shirts and drawers, in pink and blue, I've signed these 29c a garment. The \$2.25 men's work shirts I've priced \$1.19. My business is moving stocks out the front door. Boys' \$2.00 knicker pants will move out at \$1.19—and there's all sizes, too. Men's 75c and \$1.00 caps are 25c. Walker's \$3.50 overalls and smocks are \$1.75 a garment. You save on everything. \$1.35 painters' white coats are 79c. Penman's 65c wool socks are 29c. The 45c black socks with grey heels are 5 pairs for \$1.00. The \$2.25 line of umbrellas are priced \$1.35, and the \$17.50 and \$20.00 raincoats are all \$8.90. Did I mention pants? Never had so many pants in my life to sell. \$1.49 buys \$3.50 men's pants, and all the new \$6.50 and \$7.00 spring hats are \$4.49.

Tell You the Rest Tomorrow

Have your money ready. Come down and we'll deal at sight. Don't buy till Thursday. Until then, yours truly, THE "MOVIE" MAN.

WATCH FOR TOMORROW'S ADVERTISEMENT

EVELY The Sales Wizard From **CALGARY**

THE GIANT Clothing House
120 Dundas St., London, Ont.