

YOU DON'T HAVE TO CULTIVATE A TASTE FOR
Peters Chocolate Mints

You just naturally love them. Help yourself to a box.

25c a Box

Peters Shops

Dainty Oxfords From World's Best Makers Now On Display

You will be delighted with these New Spring Oxfords, featuring the last-minute New York styles. They have that aristocratic look that all women love. Come in and let us show you what's new in footwear.

Cook's Shoe Store

DOLLAR WINDOW

Any article in our north window will be sold for **\$1 Each**

C. H. Ward & Co.
Diamond Merchants and Jewelers.
386 RICHMOND STREET

DON'T TRIFLE WITH A COLD
Use Taylor's Throat and Lung Balm, and cure it. 35c, 65c and \$1.20, at all druggists, or mailed direct on receipt of price.
6 TAYLOR DRUG STORES

CLINGER

If there is any unused mileage left in your castings or tubes, we will help you get it out and save you many times the amount our work will cost. Tires and Tubes For Sale.

CLINGER

LONDON'S RUBBER MAN
Phone 5124. 346 Dundas Street. 2XV

Wall Paper

Lends itself to harmonize with any room decoration.

The new designs are marvelous for beauty and quality.

COLERICKS'

212 DUNDAS STREET. 2XV

KEEP YOUR EYE ON YOUR EYES!

LONDON OPTICAL
DO YOU ENJOY YOUR WORK? No one can enjoy his work as he should if his vision is imperfect. A pair of the right kind of glasses will often change labor that seemed a mere grind into pleasurable work. Consult us.

EYESIGHT SPECIALISTS.
Richmond Street, Dominion Savings Building, one door north G. N. W. Telegraph Co. Evenings by appointment. Phone 6180. 2XV

ELECTRIC MOTOR REPAIR COMPANY

349 TALBOT STREET. PHONE 7174.
Motors and Generators Rewound. Repairs to Electric Apparatus. 2XV

Eczema Easily Relieved

JUST APPLY KINS-HAW
And see how quickly relief is obtained. At all druggists for \$1 and 35c per bottle, or mailed direct on receipt of price.
MUTUAL PHARMACAL CO.,
Box 448, London. 2XV

PURE COAL Burns to an Ash; not to Cinders.

ANDERSON'S
Coal and Wood Co.
495 York St. Phone 1391



25 dozen Velour Hats, \$5.00 value, for **\$2.95**

25 dozen Sample Hats, \$3.00 value, for **\$1.23**

25 dozen Neckties, slightly damaged. Values up to \$1.50, 50c each or 3 for \$1

50 Sample Raincoats at manufacturers' prices.

SOCKS.

35c value. 25c, or 5 pairs \$1

65c value for 50c, 3 pairs \$1

PANT SPECIAL.

\$8.00 value, for **\$6.95**

We save you 25c to 50c on every pair of Overalls purchased at this store.

WEGNER CLOTHING CO.

The Heart of London.

371 TALBOT ST., LONDON

Famous for Their Little Prices.

Open Evenings Till 9 p.m.

Waterman's Ideal Fountain Pen

THE BEST PEN MADE. 144 PENS ALWAYS IN STOCK EVERY PEN GUARANTEED

\$2.50 to \$8.25

Also a complete line of "Ever-sharp" Pencils.

Hay Stationery Co. LIMITED.

331 Richmond Street, Opp. Griggs.

OFFICE MEN

who are constantly using their eyes in their daily work, will find relief from eyestrain by calling at the Brown Optical Company, 223 Dundas street, and being properly fitted with glasses at a moderate cost. Phone appointments 1877. 2XV

Rowat's for Quality

Satisfaction with every item.

FRESH BISCUITS

We now have many imported lines, and all the standard domestic biscuits. Ask us for your favorite. 40c to \$1.00 a pound.

CALIFORNIA WALNUTS

Those large size meaty California Budded Walnuts. 70c a pound.

SHELLED ALMONDS

Ready for salting. Order some choice Jordan Almonds. \$1.00 a pound.

OVERSEAS BUTTER

Citizens of the "old land" are short of butter. They will appreciate a tin of Canadian Butter. \$1.00 a tin.

CHICKEN A LA KING

Serve it on toast or in patty shells. The Purdy Cross Brand is sure to please. 35c and 70c tins.

BEST CODFISH

The ever popular Halifax Codfish. 30c a pound. Shredded 15c package.

CHOCOLATTA

You add boiling water and it's ready. Keep it for company. 35c and 65c a tin.

ROWAT'S COFFEE

Recognized all over Western Ontario as the finest quality. Rowat's Special Coffee pleases particular people. 70c a pound.

TELEPHONE ORDERS.

Two phones and orders receive prompt, careful attention.

T. A. ROWAT & CO.,

250 Dundas St. Phone 3051-3052

PRIVATE MESSAGES NOW INCLUDED IN TELEGRAPHIC MONEY ORDERS.

The offices of the Great North Western Telegraph Company have been advised that personal or business communications may now be embodied in telegraphic money orders to Canadian and United States points. While this arrangement has previously existed between offices of the Western Union Telegraph Company in the United States, the plan has only recently been adopted by the Great North Western. Several hundred offices in both Canada and the United States are included in the arrangement.

Drug Prices

At the Six Taylor Drug Stores

These Prices Are Good From 8 a.m. Today Until 8 p.m. Tuesday, March 30th

- | | | | |
|---|-----------|---|--------|
| 50c Dr. Williams' Pink Pills | 27c | 75c Emulsion of Cod Liver Oil, with Hypophosphites | 48c |
| \$2.00 Hot Water Bottles, guaranteed perfect | 58c | 25c Carter's Liver Pills | 14c |
| \$1.00 Rubber Gloves | 48c | 50c Peroxide Vanishing Cream | 33c |
| Palmolive Soap, one dozen for | \$1.00 | 35c Bland's Iron Pills | 24c |
| 25c Beecham's Pills | 16c | Compass Oil | 27c |
| Genuine Imported Castile Soap, bar | 25c | Taylor's Cream of Roses, the best hand lotion, 4 ounces for | 25c |
| 50c Zam-Buk | 29c | Old Dutch Cleanser, 3 for 25c | |
| 50c Peps | 29c | 5c English Corn Cure, 2 for | 25c |
| Khovah Health Salts | 12c | 25c Cold Cream, 2 for | 25c |
| 10c Cigars—Japs, Bachelors, Santa Claras, Rex, David Harums, Simon's Conchas | 3 for 25c | \$1.00 Swazema Eczema Remedy | 49c |
| \$1.50 Dr. Morin's Syrup of Hypophosphites, the best spring builder and nerve and tissue food | 96c | 50c Juniper Kidney Pills | 33c |
| 50c Pepsodent Tooth Paste | 31c | \$1.00 Russian Oil, pint bottles | 59c |
| 10c June Roses Soap, box of 3 for | 19c | Jergen's Peroxide Soap, 3 for | 25c |
| 25c Keating's Powder | 15c | 25c Mennen's Talcum | 18c |
| Champion Bed Bug Killer, quickly rids a house of all insect pests; large syringe-top tins | 25c | 25c Wiltshire Oil, a good rubbing Liniment, 2 for | 25c |
| 25c Baby's Own Tablets | 15c | Pinkham's Compound | 88c |
| Miss Dainty Baby Soap, 3 for | 25c | \$1.00 Morina Face Powder, all shades | 69c |
| Colorite, all colors | 25c | \$3.00 Whirling Spray Ladies' Syringes | \$1.49 |
| | | Cleanall Soap, in tins, 2 for | 24c |
| | | Goblin Soap, 2 for | 13c |
| | | 10c Oatmeal Soap, 4 for | 25c |
| | | 25c Shaving Sticks | 19c |

TAYLOR'S

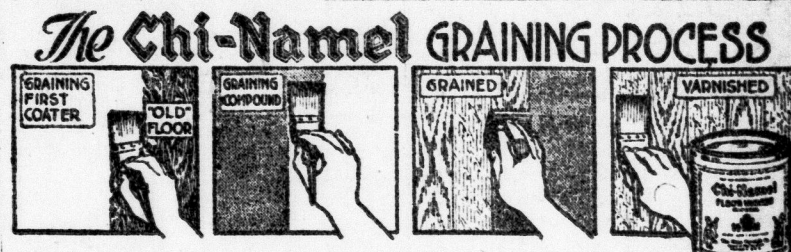
6 LONDON STORES

Spring Is Here At Last!

PAINT, CLEAN, DUST AND VARNISH.

The Purdom Hardware

124 DUNDAS STREET. PHONES 2800-2801.



By these simple operations anyone can apply beautiful hardwood effects over old soft wood or previously finished floors, doors, woodwork and furniture. Washable; heelproof; looks and wears like real hardwood finish. Costs about 5 cents per square foot. Directions on each can. Learn to grain in 5 minutes at

THE CHI-NAMEL STORE IN YOUR LOCALITY

where you are assured courteous interest and will find Chi-Namel quality finishes for everything in the home, all made of self-leveling, water-proof, Chinese Oil by our secret process. Guaranteed for service and easiest for amateurs to apply.

Grain your own woodwork, floors, baseboards, doors, etc., and varnish them with Chi-Namel Varnish.

Everything in housecleaning necessities — Vacuum Cleaners to rent, Step Ladders, Chamois Sponges, Furniture Polish, Floor Wax, etc.

Agents for the famous Brandram-Henderson 100 Per Cent Pure English Paint.



For HOUSE and GARDEN

The Purdom Hardware

124 DUNDAS STREET. PHONES 2800-2801.

SELAK-ORTH

"On the corner" Dundas & Clarence Sts

SELAK-ORTH

Mr. Man! SATURDAY IS THE OPPORTUNE DAY

FOR YOU TO SELECT YOUR NEW EASTER SUIT AND TOPCOAT AND NEW HAT OR CAP, FINE SHIRT, CRAVAT AND GLOVES, AND ORDER YOUR HOBBERLIN TAILORED SUIT FOR EASTER OR SPRING DELIVERY.

Guaranteed Indigo Blue Suits
Regular \$55.00 for **\$39.00**

Another 75 Suits to sell this Saturday at this price. Our entire supply for last Saturday was sold early in the afternoon, but, through luck, there was a further supply of material for us to cut, make and trim rapidly for Saturday's selling. Be on deck, if you want the best blue suit offer in London for the past year. The styles are here for young and conservative dressers. All sizes, 34 to 42. Regular \$55.00. **\$39.00**

WE PERFORM ALL NECESSARY ALTERATIONS FREE

Sale of Silk Shirts

Regular to \$10.00, at \$7.95. Wear a real Silk Shirt—they are dressy and look rich. We offer you 50 dozen new Silk Shirts, in plain colors and in the newest stripes; all sizes, 14 to 16½; regular \$10.00, at **\$7.95**

Young Fellows' Tweed \$29.50
Suits for Spring at . . **\$29.50**

Only arrived this week, ready for Easter buyers—and a fine lot they are, too. They consist of brown, green, navy hairlines and mixed heathers. All are new spring models. (We do not carry over a lot of old styles; all are sold during previous seasons, regardless of original cost.) This insures you of new, stylish goods always at our store. Bring mother to help you select your suit. - Regular \$40.00 values, at **\$29.50**

A New Spring Coat

IN WATERPROOF AND TWEED, IN A SPECIAL COLLECTION **\$28.45**
OF NEW GARMENTS AT . . .

You'll need one of these Coats NOW, as your winter coat is too heavy, so for the entire spring and for the wet days during the summer these cannot be missing from your wardrobe. Save a "ten" by buying yours here Saturday at **\$28.45**

A WORD, MEN, ABOUT THE FAMOUS HOBBERLIN CUSTOM-TAILORED CLOTHING WE SELL! Could we have a personal chat with every good dresser in London? Would we be capable of saving him unnecessary worry about the fit, style, quality and, above all, the price of his new spring suit? We will say yes, as we know daily, by the most pleasant remarks from the present 500 Hobberlin wearers during the past six months of our connection with this the most reputable firm of high-grade custom tailors in Canada. May we suggest that you drop in Saturday or next week and allow us to show you materials you do not imagine exist today, plus workmanship of unequalled grade? The prices range from **\$38.00 to \$85.00.**
EVERY GARMENT IS ABSOLUTELY GUARANTEED

More salespeople than last Saturday to serve you. Our quarters will have to be enlarged shortly to allow us space, if the goodwill of the many new customers continues at its present pace. We serve you conscientiously and give you value—this is why.



NEW "BERG" HATS

For young men. Direct from Orange, New Jersey—just landed this week. But, boys, we made "Uncle" pay the exchange, or we would not accept his goods, and he did it. So here they are, and we'll say they are swaggers. Better slip in Saturday and get your new "lid." Allow us to "bag" your old one.

New Canadian-Made Hats
AT \$4.00 TO \$7.00

Many very smart shapes, plus new colors for spring. We do show the greatest range of Hats in London. Allow us to show you yours.

EASTER GLOVES

fine suede and grey **\$1.50 to \$4.00**
silk, at
Deit's chamois and cape skins, also very

WEAR GLOVES FOR SPRING

New Easter Neckwear

Knitted Ties, 500 in the offer, **\$1.48**
at

TWO FOR \$2.50.

The greatest offer in Knitted Ties ever made. You must see these to appreciate what stylish ties we are offering. Regular \$2.50. At **\$1.48**; two for **\$2.50**. See No. 1 Clarence street window.

Selak
"On the corner"



Orth Limited
Dundas & Clarence Sts