

Whether it's hot or
whether it's cold

Ice Cream

is an always accept-
able addition to the
meal.

Step into Peters'
Dundas Street Shop
and buy a brick on
your way home.
Quick service as-
sured.

London Business College
Dundas & Richmond Sts., London, Ont.
We teach business as it is done to-
day. Winter term from Jan. 6.
J. MORRITT, Prin. Phone 7380
N. Stonehouse, Vice-Prin.

Improve Your Home This Spring

Wall Paper will make a wonder-
ful improvement in its interior
appearance.
The new designs will delight you.
They lend themselves to any color
effect.

COLERICKS'

212 DUNDAS STREET. ZXY

KEEP YOUR EYE ON YOUR EYES.

LONDON OPTICAL CO.

MAKING IT CLEAR.
Men who see clearly, think clearly
and quickly. Nothing so dulls the
comprehension as strained eye-
sight. It develops a lassitude and
nervousness that is a great obstacle
to concentration. Correct glasses is
the quickest and only remedy.

EYESIGHT SPECIALISTS.
Richmond Street, Dominion Savings
Building, one door north G. N. W.
Telephone Co. Evenings by appoint-
ment. Phone 6180.

Eczema Easily Relieved

JUST APPLY KINS-HAW

And see how quickly relief is obtained.
At all drug stores for \$1 and 50c per bot-
tle, or mailed direct on receipt of price.
MUTUAL PHARMACAL CO.,
Box 448, London. ZXY

THE BEST Is The Cheapest

Practice the economy of
purchasing groceries of su-
perior quality. Rowat's store
leads.

CHOICE BISCUITS

for the reception or afternoon tea.
From our stock of dainty biscuits
you will be able to select an assort-
ment that is sure to please.

GINGER ALE

One of the best all-the-year-round
drinks to keep in the home for any
and every occasion.
Gard's Dry or Sweet, doz. ... \$1.40
C. C. (Imported), dozen \$2.25, \$3.00

BONELESS CHICKEN

Ideal for sandwiches or salads.
\$1.00 Per Glass.

CALIFORNIA WALNUTS

Those large, meaty walnuts, with
that delicious flavor. Pound...70c

BETTER COFFEE?

In buying Rowat's Coffee, you
buy Coffee with that rich flavor
and aroma. Try a pound today.
70c

CODFISH CAKES

Ready to fry. Very tasty. Tin 40c

OVERSEAS BUTTER

Don't forget that your friends in
England are short of butter. They
would appreciate some choice Can-
adian Creamery Butter. Put up in
tins for mailing. Per tin ... \$1.00

CAROLINA RICE

Used by those who buy the best.
One-pound packets ... 35c

"The Quality Makes the Value."

T. A. ROWAT & CO.,

250 Dundas St. Phone 3051-3052

Don't Read This

Unless you are interested in rub-
ber goods. We sell all makes of
first class tires and tubes. We
also repair anything in rubber.

CLINGER

LONDON'S RUBBER MAN
346 Dundas Street. Phone 5124
ZXY

OFFICE MEN

who are constantly using their eyes in
their daily work, will find relief from
eye-strain by calling at the Brown Opti-
cal Company, 223 Dundas street, and be-
ing properly fitted with glasses at a
moderate cost.
Phone appointments 1877. ZXY

TAYLOR'S Drug Prices

From 8 a.m. today until 8 p.m. Wednesday, April 14. Same
price at All Six Stores.

- | | |
|---|---|
| 35c Beecham's Pills ... 16c | A. B. S. and C. Tablets, best
grade, 100 in bottle ... 18c |
| 35c Cuticura Soap ... 21c | 25c Keating's Powder ... 17c |
| \$1.00 Eno's Fruit Salt ... 72c | \$1.00 Russian Oil, pint
bottles ... 59c |
| 10c Cigars—Japs, Bachelors,
Conchas, David Harums,
Arabellas, etc. 3 for 25c | Old Dutch Cleanser, 3 for 25c |
| 15c Henley Cigarettes ... | 35c Djer-Kiss Talcum ... 24c |
| 15c Palmolive Soap 3 for 25c | 35c Castile Soap, genuine
imported, bars ... 25c |
| Khovah Health Salts ... | Snowflake Ammonia 3 for 23c |
| 25c Baby's Own Tablets, 15c | 60c Dr. Morin's Antiseptic
Tooth Paste, best for
teeth and gums ... 48c |
| \$1.50 Syrup of Hypophos-
phites, the best tonic
and tissue food ... 96c | 35c Saniflush ... 28c |
| 15c Infant's Delight Soap
3 for 25c | 50c Dr. Williams' Pink
Pills ... 29c |
| 50c Pepsodent Tooth Paste
3 for 25c | 25c Fig-Lax Tablets ... 15c |
| 75c Morina Skin Food, the
best ... 39c | 35c Hutax Tooth Powder 24c |
| 50c Coconut Oil Shampoo
2 for 25c | 50c Morina Vanishing
Cream ... 33c |
| Cuticura Ointment ... 28c | 75c Emulsion of Cod Liver
Oil with Hypophosphites
... 39c |
| 60c Chase's Ointment ... 37c | \$3 Whirling Spray Syringes,
newest type ... \$1.77 |
| 75c Bisurated Magnesia 44c | \$1.00 Rubber Gloves, fresh
stock ... 48c |
| 35c Shaving Sticks ... 19c | 25c Wiltshire Oil, a good
rubbing liniment, 2 for 25c |
| 50c Peps ... 29c | Eleaya Cream:
30c size ... 19c |
| Taylor's Throat and Lung
Balm, the guaranteed
remedy since 1868 ... 35c, 65c and \$1.20 | 75c size ... 48c |
| \$1.15 Pinkham's Com-
pound ... 89c | \$1.00 Swazema, for eczema
... 49c |
| 10c Cream and Glycerine
Soap or June Roses
Soap, box of 3 for ... 19c | 15c Goblin Soap ... 2 for 13c |
| 15c Peroxide Bath Soap
3 for 20c | 25c Cadbury's Syrup of Lin-
seed and Turpentine ... 15c |
| 50c Mennen's Shaving
Cream ... 38c | 25c Jar Cold Cream 2 for 25c |
| | 50c Hair Dye ... 2 for 50c |
| | 15c Writing Pads ... 9c |
| | 10c Oatmeal Soap 4 for 25c |

TAYLOR'S

London's Greatest Druggists



6 Big Specials

MEN'S SUITS.

25 Sample Suits at maker's
price ... \$16.65 to \$55.95

RAINCOATS.

35 Sample Coats at maker's
price ... \$9.65 to \$30.90

SHIRTS.

Negligee, \$2.50 value ... \$1.89
Work Shirts, \$1.50 value \$1.19

MEN'S HATS

\$4.50 value for ... \$3.39
\$3.50 value for ... \$1.23

SAMPLE TIES.

10 dozen Sample Ties.
\$1.00 value for ... 39c
\$1.35 value for ... 95c

WOOL SOCKS.

65c value ... 3 pairs for \$1.00

WEGNER CLOTHING CO.

The Heart of London. Famous for
Their Little Prices.
371 Talbot St., London.
Open Evenings. Opposite Market.

LADIES!

If you are interested in good clothes
at most reasonable prices, our store
will prove attractive.
DRESSES, COATS, SUITS, ETC.
Canadian Ladies' Wear Co.
372 DUNDAS STREET,
NEXT TO COOPER'S. ZXY

THE PURDOM HARDWARE

124 DUNDAS STREET. PHONES—2800 and 2801.
QUALITY AND SERVICE IS OUR MOTTO.
B-H ENGLISH PAINT. CHI-NAMEL VARNISH.

Weather King
and
Paroid Roofing.

DISTRIBUTORS OF
YALE
Locks and Hardware

Pure White Lead,
Pure Linseed Oil,
Pure Turpentine.

CORN BROOM SPECIAL for Friday and Saturday only 59c

Wheelbarrows,

\$5.50 and \$7.00

Grass Seed, also Garden Seed, etc.

Screen Doors and Windows

Screens to fit any window.
Doors made in many different sizes
and styles.

Canadian-Made Yale Hardware

We have a nice assortment of Yale Hard-
ware. Lock Sets, etc., on hand, and we
solicit your inspection.

Auto Accessories

Johnson's Carbon Removers, Spark Plugs,
Rubber Cement, Wrenches, Pliers, etc.

O'Cedar Mops

Round or triangle. Price
... \$1.75 each
Polish ... 25c up
Shine-Easy Furniture Pol-
ish, per bottle ... 25c, 40c and 70c

Chi-Namel Graining Sets

This complete outfit,
enough to grain 100
square feet, com-
plete, only ... \$5.75

The Purdom Hardware Co.

124 DUNDAS STREET. PHONES—2800 and 2801.

GARDEN TOOLS.

Rakes, Spades,
Hoes, Spading
Forks, etc.

Canadian-Made Wringers

price \$8.00 up
Long-Handled
Wall Dusters,
Mops and Cloths
Silver Polish
(Putz)
Tungsten Lamps
etc.

CLIMAX WALL PAPER CLEANER, per tin ... 25c

Ronuk Floor Wax, Johnson's
Floor Wax, Old English Floor
Wax, Karoma Floor Wax,
Brightener, Klean Floor.



B-H ENGLISH PAINT.
70 per cent Pure White Lead
30 per cent Pure White Zinc
100 per cent Pure Paint
We now have a complete stock
of this Paint for outside or
inside use. Price, can, 60c up

SELAK-ORTH "On the corner" Dundas & Clarence Sts SELAK-ORTH

MEN! Canada's Finest \$40. Suits Are to Be Sold Saturday at \$29.50!

--Tremendous Value

"QUICK TURNOVER" is our successful motto. This week has brought dozens of new Spring Suits to our store, and as our shop space is limited we will sell all these suits Saturday at a very small profit, and as the selling is very fast, why it is undoubtedly the best way to beat old "H. C. of L." as goods carried in stock cost more every day they stop in our shop. So be in line Saturday for a real suit offer for spring wear and save \$10, which is, in most shops, extra profit and cost of doing business. The suits are in Wool-Tweeds, shades of browns, greys, greens, and in many new stripe and check effects. Styles are here in young men's and conservative models. Sizes complete, 34 to 42. Real \$40.00 Suits, at

BEST \$60 GUARANTEED FAST DYE Blue Serge Suits \$47.50

We have 34 suits to offer, being the last of an old contract for Blue Serge purchased one year ago. So if you want the finest in Blue Serge suits at big saving, we strongly advise every man who wants a Blue Serge suit for spring to see these. They have the quality, right shade, and "they fit." All sizes 34 to 42. We make the necessary alterations. Regular \$60.00, at

PURE WOOL TOPCOATS IN A CLEARANCE SALE—REGULAR \$40, AT \$28.75

These coats, in many cases, just came in this last week. You can choose from the entire range—greys, browns. Made in form-fitting, single and double-breasted models to please young and old. Regular \$40.00, at

Waterproof Topcoats

A REAL COLLECTION OF GOOD COATS AT \$27.95.—The April showers are sure to come—and the lucky chap owns a waterproof topcoat these days. Select yours from a range of the FINEST IN CANADA, at a right price, with little overhead expense added for profit, and NO OLD STOCK to add to this expense as a result of selling goods in the old way of enormous stock and slow turnover. We can offer these coats at

WE ARE PROUD AND HAPPY THESE DAYS BECAUSE—

We have served our men folk with better tailoring than they expected money could buy. Many a lucky chap had a Hoberlin Tailored Suit delivered to his home for Easter.

MR. MAN, HERE IS A FAIR ARGUMENT!
Has it occurred to you that when you want a good suit (in quality like you had four years ago), and when you go out to find it, that the price is so enormous that instead of paying \$50 to \$80 for a ready-made suit, you can buy the best "custom-tailored" in Canada for just such a price. And you DO get what you want. First, you select your own bolt of cloth; second, you buy the style that suits you; third, you are fitted and measured. So your suit is yours, even before you have to go through the trouble of finding just such a suit in a ready-made store, where high prices prevail. And your suit is the suit you will always wear with pride, because it was yours from the very start of making.

TRY THIS OUT.—Look at the high-grade garments, ready-made. Then allow us to show you the way we build a Hoberlin Suit for you at the same—yes, in many cases for less money—say from

Hints That Talk From Our Popular Furnishing Shop

SPRINGTIME ARRIVALS

Are here, for every man's dress. New Hats—the famous Borsalino, the young men's Brook, Berg and Arrow. We will show you plenty of variety and style in your selection Saturday.



Again comes the shirt offer. Every man in London is coming to acknowledge this shop, that does sell shirts at a price that is a saving to EVERY purchaser. "Shirts, Worth \$3.00," not one cent less today. Many dozens just come from W. G. & R., Tooke, Star, and our tailored "Label Shirts," in a tremendous variety of cloths and colorings. All have negligee cuffs, and are best tailored-to-fit garments. The price will be, for one day's selling

\$1.95, and 3 for \$5.75

New Knitted Silk Ties

Exclusive to our shop. Regular \$2.00 values. Come to our shop Saturday and you can select

95c

Black Ties included in the offer.

NEW SILK SHIRTS, SPECIALLY PRICED AT \$7.95

These include the new plain shades, also all finest silks in swaggar pattern stripes, well worth \$10.00, at



WORKMEN'S GOODS AT A SPECIAL "BECOME ACQUAINTED" OFFER

Blue Chambray Work Shirts, made by "Tooke, Limited," best-known makes. The cloth is guaranteed fast dye, and the shirts are here in 14 to 17. The price is \$2.50 per shirt, and you can buy

2 for \$3.00, or 1 for \$1.75

Guaranteed "Stifle Indigo" Overalls and Smocks, union label, in blue, blue and white stripes, and black. All sizes. Regular \$3.50 garments, to be sold Saturday at

\$2.75 each, or suit for \$4.00

Complete at 8:30 Saturday. We will not guarantee quantities for entire day's selling.

TRY OUR SHOP SATURDAY FOR SERVICE, VALUE AND QUALITY

SELAK-ORTH "On the corner" Dundas & Clarence Sts SELAK-ORTH