

Touches the Right Spot ROWAT'S COFFEE

is of known excellence. Its extensive use by discriminating consumers is the best evidence of its pleasing character.

Carefully Selected Scientifically Blended Perfectly Roasted

70c Pound

T. A. ROWAT & COMPANY

Established 1887.
GROCERS. IMPORTERS.
250 Dundas St. Phone 3051-3052

YOUR CHOICE OF

ANY ARTICLE IN OUR NORTH WINDOW

\$1.00

G. H. WARD & CO.

Diamond Merchants, Jewelers and Opticians.
386 RICHMOND ST.
Phone 1084.

Premium Pea \$13.75
Scranton Pea \$12.75

JENKINS FUEL CO.

PHONE 1391. Mar. 31

ATTRACTIVE GOODS AT HYPNOTIZING PRICES.

Wray's Jewelry, Ltd.
234 Dundas Street.

We have Trusses to fit all needs. Our fitters are experts. \$1.50 to \$10.00. ANDERSON & NIELSEN, 268 Dundas St. S.

LEHIGH VALLEY COAL

EGG STOVE \$16.00 a Ton
PEA COAL, \$14.00 a Ton.
Delivered Anywhere in London.

ORCHARD'S

45 YORK STREET. PHONE 384.

STERLING SILVER BANGLE BRACELETS 3 FOR \$1.00.

Green Jeweler

374 RICHMOND ST.

LONDON OPTICAL CO.

HAVE YOUR EYES EXAMINED. Dominion Savings Building, Richmond Street. Phone 6180.

You can't make a mistake when you buy Edison Mazda Lamps.

J. H. POLLOCK

397 Clarence St. Phone 5762W.

FOR THE BEST PHOTOS

Damage 214 DUNDAS ST. PHONE 444

Quality

Is a feature of our ladies' apparel. We insist on quality in workmanship, materials and everything that enters into the making and marketing of the garment from the factory to you. Our prices are reasonable thought!

FISHBEIN'S READY TO WEAR. 254 Dundas Street.

PLAN TO START WORK ON NEW HOTEL NEXT WEEK

Final Arrangements Concluded For Sinking of Test Holes.

The first real steps towards construction work on the new Lloyd George Hotel have been taken, directors stated Thursday night.

On instructions received from Anglin-Norcross Company, Limited, Sproule & Johnson, an excavating and drilling company of Oil Springs, Ont., arrived in London this week and made final arrangements to start work next week on the site at the corner of Richmond and Fullarton streets, it is reported.

According to plans, test holes will be drilled and several wells sunk at

once in order to determine the tensile strength of geological formations.

The object, it is said, is to prepare for a foundation that would hold additional stories to the proposed hotel, should the growth of the city demand an increase in accommodation.

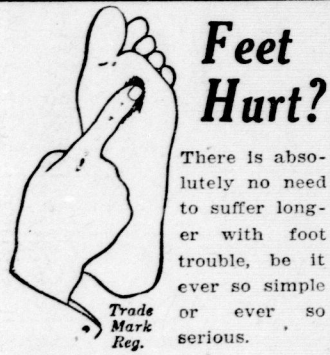
At the recent meeting of the board of directors an appropriation for the first construction expenses was authorized. Salesmen report that new subscribers are being secured daily and it is expected that the total money required will be obtained within a short time.

Something to Remember:

Efficiency slips away more quickly through faulty vision than from any other cause. Is your efficiency affected? Our dependable examination will determine the exact condition of your eyes. If your eyes are subject to strain we can furnish you with the glasses you should wear for comfort and visual enjoyment.

BROWN OPTICAL COMPANY

223 DUNDAS STREET. PHONE 1877. Branches at Montreal and Windsor.



Feet Hurt?

There is absolutely no need to suffer longer with foot trouble, be it ever so simple or ever so serious.

There is a **Dr. Scholl** *Appliance or Remedy For Every Foot Trouble*

THE DR. SCHOLL FOOT EXPERT IS HERE.

Consult him now. Let him examine your stockings and feet and learn the way to immediate relief and ultimate

FOOT COMFORT

Examination and Advice FREE. Saturday is his last day in London. SEE HIM NOW. At Our Main Store.

ROWLAND HILL RELIABLE FOOTWEAR. 189 Dundas St. W. 429 Hamilton Bldg.

BE HERE ON SATURDAY, SOMETHING DOING EVERY MINUTE.

\$15,000 Stock of Pants BEING SOLD AT WEGNER'S

From the Tolton Mfg. Co., Guelph, Ontario. A pair of 50c Braces given FREE with every purchase of a pair of pants, when asked for.

\$2.75 value, for \$1.98
\$3.75 value, for \$2.50
\$4.50 value, for \$2.98
\$5.50 value, for \$3.98

200 dozen Overalls on sale. You save 25c on every pair bought here. 100 dozen Overalls, \$2.50 \$1.95

20 dozen Fine Shirts, all sizes 14 to 16½. Values up to \$3.25, for \$1.95

65 dozen Socks, 65c value value, for 3 pairs for \$1.00

SAMPLE HATS Another lot of Sample Fur-Felt Hats, latest styles. Value \$5.50, for 75c, 2 for \$1.00

20 dozen Boys' Knickers, sizes 23 to 35. Special, a pair \$1.50 and \$1.95

Wegner Clothing Co.

THE HEART OF LONDON. FAMOUS FOR THEIR LITTLE PRICES. Main Entrance, 371 Talbot Street, Opposite Market, London. STORE OPEN EVENINGS.

MORE ALUMINUM SPECIALS

We have arranged with The "Wear-Ever" Aluminum Factory to place on sale once more two specials

"WEAR-EVER" Straight Sauce Pan
With Cover, 3 quarts \$1.39
Regular \$1.95, at each

"WEAR-EVER" Lipped Sauce Pan
2½ quarts. Regular 98c
\$1.45, at only each

HERE IS SOMETHING NEW IN ALUMINUM SPECIALS

Aluminum Potato Pot with Cover "Chefs Own Make," same as cut. Regular \$3.00, at each \$1.98

PURDOM HARDWARE

124 Dundas St. "Quality and Service." Phones 2800-2801

BIG VALUE IN PORK CUTS FOR THIS WEEK-END SALE

WE HAVE A REAL LEADER FOR EVERY DAY. WATCH OUR WINDOWS.

Fresh Shoulder Roasts Pork. No shank. 23c
Per lb.
Shoulder Pork 25c
Chop. Per lb.
Fresh Pork 10c
Kidneys, lb.
Fresh Pork Spare 18c
Ribs, lb.
Fresh Pork Hocks, 10c
lb.
Fresh Pork Tenderloin, lb. 55c

Smoked Boneless Back Bacon, piece only, 30c
lb.
Look At This! Fresh Cleaned Pigs Feet, dozen 25c

Mild Cured Pickled Shoulders, lb. 20c
Mild Cured Corn Beef, lb. 12½c

Large Country Sausage 2 lbs. 25c

5 Cent Specials
Beef Hearts, 5c
lb.
Pork Hearts, 5c
lb.
Pork Liver, 5c
lb.
Meaty Sweetbones, 5c
lb.

LAMB SPECIALS
Choice Legs, 30c
lb.
Loins, 30c
lb.
Stew Veal, lb. 10c
Shoulders Veal, to Dress, lb. 25c
Veal Chops, lb. 25c

Sliced Breakfast Bacon, lb. 35c
Smoked Picnic Hams, lb. 25c
Homemade 2 lbs. Shortening 25c
Bulk Peanut Butter, lb. 23c
Extra Old Yellow Cheese, lb. 25c
New Yellow Cheese, lb. 20c
Fresh Made Creamery Butter, lb. 40c

FRESH GREEN GOODS, BULK OLIVES, BULK PICKLES, ETC.

MAKE THIS BRIGHT, SANITARY STORE YOUR STORE

CLIFF ROBINSON'S

KINDLY LET US HAVE YOUR ORDERS EARLY.
2 PHONES: 7111-7112. 206 DUNDAS STREET. 3 CARS.

"COWAN'S"

FIRE SALE

In order to clear our old store we had to send loads of salvage down to our York street warehouse. We are getting this stock up every day. Loads more bargains. We are also receiving our new stock, and can supply your hardware needs fully.

SPECIAL Pure White Enamel

Fully guaranteed to stand any test. Just a few tins left:

QUARTS \$1.25 GALLONS \$4.00

Fire Sale Specials

Brooms 44c, 63c, 95c
Cocoa Mats 90c, \$1.40, \$1.75
Butcher Knives, 7-inch blade 25c
Pot Forks 10c
Vacuum Bottles \$1.35
Spec-Dee Cleaner, per tin 33c
Scissors 33c, 43c, 57c 83c
Electric Irons, guaranteed \$4.65
Two-Way Plugs 39c
Stix-It, the useful cement for home or shop use. For brass, china, wood, leather and bric-a-brac. Per tube 10c
12-Quart Galvanized Garbage Can, with lid 49c
Screwdrivers 13c
Steel Wool 15c, 35c

Paint! Paint! Paint! Clean Up and Paint Up!

We have a complete stock of Sherwin-Williams Paints and Varnishes. Now is the time to paint. See us. We can give you valuable paint information and save you money. Prices

½ Pint Pint Quart ½ Gal. Gallon
45c 80c \$1.40 \$2.65 \$5.00

Fire Sale Specials

Roller Skates, roller bearing... \$3.40
Buster Brown Wagons: No. 1 \$5.50, No. 2 \$7.00, No. 3 \$7.50.

Wringers Guaranteed

Steel-Bearing Bicycle \$9.00
Steel-Bearing Gold Medal \$8.00
Plain Bearing Royal Canadian \$7.50
Hair Clippers \$2.97
IXL Razors, King Cutter Razors. Muresco, 5-lb. package, all colors. 75c
Gorham's Silver Polish 35c
Hacksaw Blades, each 5c
Repeater 6-in-1 Fuse Plugs 28c
Rat Traps 10c

Jap-a-Lac

THE INTERIOR DECORATOR

For furniture, floors and woodwork. Gives a good, hard, quick-drying finish. Makes old things new.

¼ Pint ½ Pint Pint Quart
30c 55c 95 \$1.75

Fire Sale Specials Aluminum Ware

Roasters, round \$3.33
Roasters, oval \$4.79
Double Boilers \$1.97, \$2.19
Saucepans \$1.09
Frypans \$2.98
Teapots \$3.00, \$3.57
Coffee Pots \$1.87, \$2.13
Preserving Kettles \$1.69, \$1.99, \$2.28
Thermometers, regular 40c 19c
regular 75c 49c
Silver Table Knives, regular \$10.00 a dozen. Sale 6 for \$2.20
White-Handled Knives, each 33c
Mouse Traps 3 for 5c

We have a full line of all styles of Farm and Poultry Fencing. Get our quotations before purchasing.

SPECIAL ATTENTION TO ALL MAIL ORDERS.

COWAN HARDWARE CO.

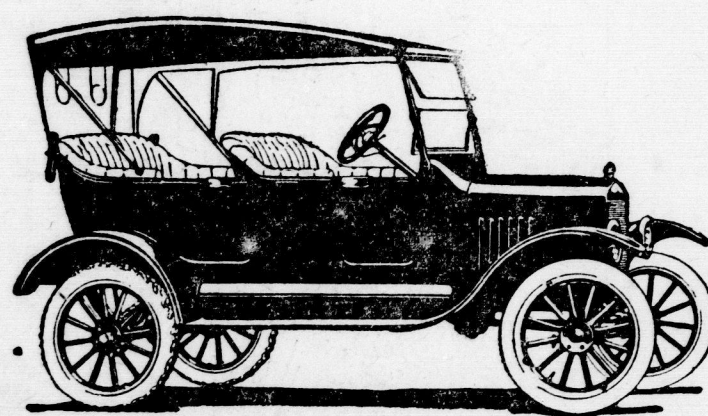
CARLING STREET

PHONE 3461-3462

Ford

Common-sense buying—

The first payment on a big car will buy a Ford outright.



New Ford Prices

Effective January 16th, 1922

Chassis . . . \$445

Runabout . . 495

Touring Car . 535

Truck Chassis 575

Starting and electric lighting on above models \$85 extra

Coupe . . . 840

Sedan . . . 930

Closed models are fully equipped

All prices are f. o. b. Ford, Ontario

Government Sales Tax Extra

Ford Motor Company of Canada, Limited, Ford, Ontario