

You Don't Have To
Miss Your Car If
You Buy Your

ICE CREAM BRICKS

At

PETERS

Dundas Street Shop—
'Round the corner.

Men's Shoes

That Are Chuck Full
of Pep and Style

We take pride in our stock of
Men's Footwear. Here the busy
fellow can find just the shoe he
wants without the least bit of
trouble. We carry all sizes and
widths; all the newest styles, and
guarantee perfect fit. Come in to-
day. "SERVICE" is our motto.

COOK'S Shoe Store

Beaded Bags

Fancy Beaded Bags, in all
the colorings
.....\$12.50 to \$50.00

C. H. Ward & Co.

Diamond Merchants and
Jewelers.
386 Richmond Street.
Phone 1084.

WEAK LUNGS

Inner Tubes are the lungs of
the "Tires." As man's respiration
is to his health, so are tubes to
the strength of the tires. We
sell and repair tires and tubes.

CLINGER

LONDON'S RUBBER MAN
348 Dundas. Phone 5124

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.

Eczema Easily Relieved

JUST APPLY KINS-HAW

And see how quickly relief is obtained.
At all drugists for \$1 and 35c per bot-
tle, or mailed direct on receipt of price.

MUTUAL PHARMACAL CO.,
Box 448, London.

KEEP YOUR EYE ON YOUR EYES.

LONDON OPTICAL

IN THE MATTER OF DRESS,
one never offends by neglecting
style. Your glasses, too, should
reflect your good taste. They will
look as if made for you alone. If
you need glasses, you will never
look well or see well without them.
Have your eyes examined.
EYESIGHT SPECIALISTS.
Richmond Street, Dom. Sav. Bldg.,
One Door North G. N. W. Tel. Co.
Phone 6150.

COAL

Not Up to the
Standard
\$12
Per Ton

There is only a limited amount
of this coal on hand.

ANDERSON'S
Coal and Wood Co.

495 YORK STREET,
PHONE 1391.

Are You Hard To
Fit With Shoes?

Many people find it hard to get a
proper fitting shoe. To these people
we wish to draw their attention to
the fact that we carry all sizes and
widths in stock and have made a
specialty of satisfying "hard-to-fit"
feet, which can only be obtained af-
ter years of experience. Come in
and let us sell you foot comfort.

Cook's Shoe Store

MARA'S REMNANT SALE

At this season of the year, splendid
opportunity is given to the householder
to purchase various necessities for the
home at bargain prices, and in the an-
nouncement today of Mara's house-
wares will find a list of dressgoods, un-
derwear, one-ups and various other
requirements for the home. The prices
listed for the various articles in this
remnant sale will be attractive enough
to bring a large trade to this store on
Saturday.

London Business College
Dundas and Richmond Streets,
London, Ont.

Summer terms from April 13. Enter
any time. J. Morritt, Principal. N.
Stonehouse, Vice-Principal.

Have You Planned To Decorate?

We have the exclusive
agency for some high-class
Wall Papers that will in-
terest you.

COLERICKS'

212 DUNDAS STREET.

SUITS ARE SUITS NOWA- DAYS

Don't ruin that new suit. Buy
one of our
Non-Shine Chair Pads
Phone 5600. Our salesman will
call with samples.

Hay Stationery Company,

LIMITED.

WOOL IN A \$75 SUIT IS WORTH JUST \$7.37

Farmers of Indiana Proven
Not To Be "Gougers."

LAFAYETTE, Ind., April 16.—The In-
diana farmer receives \$5.55 for the wool
in an average suit of clothes large
enough for a man weighing 175 pounds,
according to Claude Harper, Purdue
University sheep specialist. Mr. Har-
per has issued a statement declaring
farmers are not profiteering in the sale
of clothing.

"A man who weighs 175 pounds re-

quires 3 1/4 yards of cloth to make a suit,
the weight of the clothing being from
10 to 18 ounces per yard. Mr. Harper's
statement says: "The average medium
weight wool suit is made of goods
weighing 14 ounces per yard. At 3 1/4
yards per suit, the cloth in the entire
suit weighs 49 ounces, or a little more
than 3 pounds. In the manufacture of
all-wool cloth it requires 1 1/2 pounds of
scoured wool to produce a pound of
cloth.

"Therefore, considering waste in
manufacturing, it requires about 62
ounces of scoured wool for an aver-
age suit of clothes. Most of the Indiana
scoured wool is selling in Boston from
\$1.25 to \$1.44 per pound. This wool
scours around 50 per cent of grease
and dirt. At \$1.44 per scoured pound,
this makes wool worth 9 cents per
ounce. As 62 ounces are required for
the entire suit, then the cost of wool
in the suit is \$5.55."

Mr. Harper says that if a suit is

made of the very best grade of
wool, which is selling at about \$1.50
per scoured pound, then the wool in the
suit will cost \$7.37. The cost of ship-
ping, commission, etc., he declared, is
at least 5 cents per pound, which is de-
ducted from the producer's receipts.
These suits, he pointed out, sell at re-
tail all the way from \$40 to \$75 and
higher.

"These figures show the farmer cer-
tainly is not profiteering," said Mr.
Harper, who also is secretary of the
Indiana Sheep Breeders and Feeders'
Association.

GIRL SWEARS THAT STEPMOTHER BURNED SISTER WITH IRONS

Quebec Woman On Trial For
Murder.

QUEBEC, April 15.—Telling a tale so
cruel that it would appear incredible if
it were not given by a child and under
oath, Marie Jeanne Gagnon, a girl of
about 14, today testified for the prose-
cution in the trial of murder of her
stepmother, Marie Anne Houde Gagnon,
who is charged with killing through
cruelty, the 10-year-old daughter of her
husband, Telephone Gagnon, of St.
Philomena, Lotbiniere County. Marie
Jeanne Gagnon stated today that the
accused repeatedly lashed the dead girl
with whips, brands and other weapons.
She said that the woman often tied
the girl to a table or other piece of
furniture, flogged her with the handle
of a broom, axe or a hoe, and that on
many occasions she gagged the girl and
burned her all over the body with a red-
hot poker she had set in the fire box
of the stove before applying it to the
charred flesh of the girl. Witness also
said that on many occasions, the wo-
man posted the other children at the
doors and windows of the house, while
she was thus mistreating the girl, so
that the children would tell when some-
one might pass by.

It Will Pay You

to buy your groceries at Rowat's.
You can at all times depend upon
the quality of our goods.

Give us a trial order and be con-
vinced.

Tea Rusks

The genuine Huntley & Palmer
English Tea Rusks, an excellent food
for children and invalids.
\$1.00 Pound.

Ox Tongues

Selected from the very choicest
Tongues, packed in either glass jars
or tins.
Glass \$2.00 and \$2.75
Tins 60c, \$1.10, \$1.75

Hip-o-Lite

An exquisite marshmallow creme.
Can be used for desserts, cake fill-
ings, frostings, sauces, etc. Always
ready to use.
40c Jar.

Do You Enjoy a Good Cup of Coffee?

If so try Rowat's Coffee. "Sure
to please."

70c Pound

Skinless Figs

"A Dainty Dessert."
Glass 75c
Tins 40c and 85c

Boneless Chicken

Ideal for sandwiches or salads.
\$1.00 Jar.

Keiller's Marmalade

Known the world over for its su-
perior quality; packed in 4-lb. tins
..... \$1.25

Codfish Cakes

Ready to fry. Very tasty.
40c Tin.

"The Quality Makes the Value."

T. A. ROWAT & CO.,

250 Dundas St. Phone 3051-3052

SHOT BY CONSTABLE TRYING TO ESCAPE

Toronto, April 15.—John Heatley,
alias Murphy, made what turned out
to be a very painful mistake early this
morning, when he walked into the
room of C. P. R. Constable John Rick-
ford and asked for another man. Rick-
ford arrested him. On the way to the
police station Heatley broke away, and
was shot in the thigh by the constable.
He is now in the hospital.

TAYLOR'S DRUG PRICES

From 8 a.m. today until 8 p.m. Wednesday, April 21, same
prices at all 6 stores.

- | | |
|--|---|
| 75c Emulsion of Cod Liver
Oil, with hypophosphites
2 for 75c | 25c Wiltshire Oil, the Eng-
lish rubbing liniment 2 for 25c |
| 15c Palmolive Soap 3 for 25c
or 12 for 98c | English Rheumatism Cap-
sules, the guaranteed rem-
edy 50c |
| \$1.00 Beef, Iron and Wine
..... 75c | \$1.00 Burdock Blood Bitters
..... 74c |
| 25c Beecham's Pills 15c | Dr. Morin's Sarsaparilla,
with iodide of potassium,
the best blood purifier, \$1
..... 25c |
| 50c Dr. Williams' Pink Pills
..... 23c | 35c Sani-Flush 25c |
| 50c Morina Vanishing Cream
with peroxide 33c | 35c Djer-Kiss Talcum 24c |
| \$1.00 Ego's Fruit Salt 72c | 50c O-Cedar Polish or Liquid
Veneer 40c |
| 25c Charcoal Tooth Paste 18c | 25c Carbolite Tooth Paste 19c |
| 40c Castoria 26c | 75c Cold Cream 2 for 25c |
| 10c June Roses Soap, box
of 3 for 19c | 75c Morina Skin Food,
greaseless 48c |
| Peroxide Bath Soap 3 for 20c | 75c Lila de France, the best
shaving lotion 48c |
| 25c Baby's Own Tablets 15c | \$1.00 Rubber Gloves, per
pair 49c |
| \$1.50 Dr. Morin's Syrup of
Hypophosphites, the best
..... 96c | 35c Shaving Sticks 19c |
| Old Dutch Cleanser 3 for 25c | \$3 Whirling Spray Syringes,
the best \$1.77 |
| \$1.15 Pinkham's Compound
..... 88c | 75c Elea Cream 49c |
| 25c Mentholatum 16c | 15c Infant's Delight Soap
3 for 25c |
| Hutax Tooth Powder 24c | 10c Japs, Bachelors, David
Harrus, Arabellas, etc.,
3 for 25c |
| 25c Talcums, all odors, 13c | Special prices by the box. |
| Snowflake Ammonia 3 for 23c | Cadbury's Linseed and Tur-
pentine Cough Syrup, 2
for 25c |
| 35c Bland's Iron Pills, 100
in bottle 24c | 50c Dr. Chase's Nerve Food
..... 35c |
| Castile Soap, long bars, 27c | |
| 60c Syrup of Figs 44c | |
| \$1.00 Russian Oil, best qual-
ity 59c | |
| Champion Bed Bug Killer,
the best made 25c | |
| 25c Electric Oil 16c | |

TAYLOR'S 6--Drug Stores--6

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.

GARDEN
TOOLS.
Rakes, Spades,
Hoes, Spading
Forks, etc.

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

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

**Canadian-Made
Yale Hardware**
We have a nice assortment of Yale Har-
ware. Lock Sets, etc., on hand, and we
solicit your inspection.

CLIMAX WALL PAPER
CLEANER, per tin 25c
Ronuk Floor Wax, Johnson's
Floor Wax, Old English Floor
Wax, Karoma Floor Wax,
Brightener, Klean Floor.

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-Nameel
Graining Sets**
This complete outfit,
enough to grain 100
square feet, com-
plete, only \$5.75

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

The Purdom Hardware Co.
124 DUNDAS STREET.

PHONES—2800 and 2801.

We Announce-- SATURDAY

HOBBERLIN' CUSTOM TAILORING

For Men Who Must Have True
Value in Their Spring Suits

SATURDAY, we especially announce Mr.
J. T. Burley, Hobberlin representative,
direct from the house (the largest and best
custom tailoring establishment in Canada),
who is with us until 10 p.m. on Saturday.

Every man in London and vicinity should
call at our shop on Saturday and see a truly
fine range of models and some of the finest
pure wool suitings ever produced from the
best English and Scotch mills.

Included in the lot are many pure-wool, fast-color blue
serges and browns and greens. Then the hairline and fine pin-
stripe suitings are positively convincing as to who buys Hob-
berlin garments. For you men who know real garments and
cloths, you will be easily convinced that our story is of interest
and value to you, NOW, at the commencement of spring buying.



We cordially invite you, but remember, we do not insist on your
buying a suit. It is service we sell with every tailored garment. The prices
range from

\$38.00 to \$85.00

EXTRA TROUSERS AT POSITIVE COST PRICE OF PRODUCTION

There is one word without which no service can be successful, no trans-
action satisfactory; unpleasant situations are all solved by this one word; no
prosperity will prove permanent unless this one word is part of the plan. It
is the cardinal virtue that holds the world right in God's clear method, and
this one word is "TRUTH."

SELAK-ORTH LTD.

Corner Dundas and Clarence Streets