

Your New Year's Dinner

be an assured success if you Rowat's supply the table. You can, at all times, and upon the quality of our food.

ANCO-AMERICAN SOUP
The Finest Made. 50c
12 1/2 and 30c Quarts

PIN-MONEY PICKLES
pickle with the different flavor 75c and 85c bottle

CHEESE DEPARTMENT

We pride ourselves on the quality of the Cheese we sell. Special care is given to assure satisfaction.
Genuine French Roquefort... \$1.25 pound
Swiss... 75c pound
Limburger... 50c pound
Santitas... 40c and 75c tin
Philadelphia Cream 25c package
Pimento... 15c and 30c package
Canada Cream... 15c and 30c package
Imperial... 20c and 30c jar
Choice White Canadian, 50c lb.

MAINE CORN

White... 30c tin
Golden Bantam... 35c tin
Bantam Corn on Cob... 65c tin

DAINTY BISCUITS

The Choicest Imported and Domestic Biscuits, from 65c to \$2 pound

WHEREVER YOU ENTERTAIN, SERVE ROWAT'S COFFEE
THE FINEST PROCURABLE.
70c Pound.

Telephone orders receive prompt, careful attention.

T. A. ROWAT & CO.
250 Dundas Street. Phone 3051-3052

ALL THIS WEEK Fur Coat Sale

BELTZ & CO.

By Phoning 929 or 1390
You can have a

PARNELL WAGON

at your door in a few moments, with a loaf of the tastiest and most nourishing bread you ever ate.

Why Not Do It Now?

Coal!

Now Taking Orders

ANDERSON'S Coal and Wood

Daily-17

DIAMONDS

Rings... \$8.00 to \$1,000.00
Necklets... \$30.00 to \$800.00
Bairpins... \$5.00 to \$100.00

C. H. Ward & Co.

Diamond Merchants and Jewelers.
386 Richmond Street.

Bristol Essery

COAL AND WOOD.
Phone 1089 630 Maitland Street.

The London Loan and Savings Company of Canada

Money received on Deposits and Debentures. 4 to 5 1/2 per cent interest allowed.

M. J. KENT, Manager.

ROSS' Limited Manufacturers

F-U-R-S

Clearing At Less Than Manufacturers' Cost

Raw Furs have dropped below pre-war prices, and as manufacturers we must now begin purchasing our supply for next year's business. That makes it important that we clear all stock on hand on the level of present market prices. We cannot wait, the goods must be sold.

NOTE OUR PRICES

Note We Guarantee Our Garments

NO 1 SELECTED PLAIN HUDSON SEAL COAT

Large roll collar and deep cuffs, vertical pockets, half belt and lined with pussy willow silk. Regular \$423.50. Clearing at **\$250.00**

NO 1 SELECTED PLAIN HUDSON SEAL COAT

Large roll collar and deep cuffs, vertical pockets, half belt and lined with silk poplin. Regular \$333.50. Clearing at **\$360.00**

NO. 1 SELECTED HUDSON SEAL COAT

Large roll collar and deep cuffs of Tasmanian opossum, vertical pockets, half belt and lined with pussy willow silk; regular \$451.00. Clearing at **\$280.00**

NEW STYLE DARK NORTHERN MINK CAPE, made with twelve skins; regular \$220.00. Clearing at **\$140.00**

MEDIUM DARK MINK STOLE, regular \$82.50. Clearing at **\$55.00**

LATEST STYLE ALASKA SABLE NECKPIECES, regular \$99.00, clearing at **\$70.00**; regular \$66.00, clearing at **\$45.00**

BLACK LYNX STOLE, regular \$99.00, clearing at **\$60.00**; regular \$88.00, clearing at **\$40.00**

HUDSON SEAL CAPES, with large roll collars, lined with seal satin; regular \$99.00, clearing at **\$62.50**; regular \$121.00, clearing at **\$75.00**

NO. 1 SELECTED HUDSON SEAL COAT

Lined with gold and blue brocaded silk, large roll collar and deep cuffs, of dark Canadian mink; regular **\$395.00**. Clearing at **\$590.00**

NO. 1 SELECTED HUDSON SEAL COAT

Large roll collar and deep cuffs of dark Canadian beaver, half belt and lined throughout with pussy willow silk; regular \$517.00. Clearing at **\$385.00**

MINK STOLE, regular \$143.00, clearing at **\$90.00**

HUDSON SEAL CAPE, with Australian opossum collar, regular \$93.50, clearing at **\$70.00**

HUDSON SEAL CAPE, with large roll collar of sable, regular \$125.00, clearing at **\$87.50**

DARK CANADIAN BEAVER CAPES, with large roll collars; regular \$93.50, clearing at **\$70.00**; regular \$82.50, clearing at **\$60.00**

NATURAL RACCOON NECKPIECES, made in animal styles; regular \$46.75, clearing at **\$35.00**; regular \$34.50, clearing at **\$25.00**

NATURAL RACCOON MUFFS, regular \$42.35, clearing at **\$27.50**; regular \$35.00, clearing at **\$25.00**

Ladies' Wear Department

Real clearing bargains in exclusive garments; all specially designed as high-class models in our own factory.

BLUE BOLIVIA CLOTH COAT

Silk lined throughout, large cape collar with inset of beaver, back of coat is trimmed with beaver tabs and finished with tassels; regular \$135.00. Sale price **\$94.00**

SALT'S HUDSON SEAL PLUSH COAT

40 inches long, with large roll collar of opossum, full belt and lined throughout with flowered silk poplin; regular \$152.00. Sale price **\$120.00**

Complete range of Salt's Plush Coats, in arco, furtex and esquimette. Prices ranging from **\$39.75 to \$62.00**

BLACK BROADCLOTH COAT

Lined to the waist, back is trimmed with pin tucks and finished with buttons, narrow belt, large roll collar of seal; regular \$90.00. Sale price **\$68.00**

BROWN BROADCLOTH COAT

Lined throughout with flowered satin, large roll collar of mole, and mole-trimmed pockets, narrow crossover belt and pleated sides; regular \$75.00. Sale price **\$60.00**

Clearing sale of Velour, Chinchilla and Frieze Cloth Coats, ranging in price from **\$13.50 to \$20.65**

EVENING DRESSES

Blue Silk Taffeta Evening Dress, with overdress of silver lace; bodice is made in surplice style, with vest of silver lace, dainty sash effect at side. Price **\$41.50**

Blue Silk Taffeta Evening Dress, with overdress of blue silver cloth; bodice and skirt are effectively trimmed with frills and finished at the waist with gold ribbon girdle. Price **\$43.50**

Pink Taffeta Evening Dress, with tunic of embroidered georgette, short sleeves, also embroidered and finished with frill of knife pleating; bodice is trimmed with embroidered banding. Price **\$39.00**

BLOUSES

Peach Georgette Blouse, with round neck; front is artistically embroidered and beaded in blue, white and peach; short sleeves, finished with dainty frill cuff. Price **\$9.75**

Clearing Georgette and Crepe de Chine Blouses, daintily embroidered and beaded effects, long and short sleeves; regular \$12.00. For **\$5.98**

MARABOU RUFFS

Marabou Ruffs, in natural and black, plain and ostrich trimmed; regular \$12.00. On sale for **\$9.00**. Regular \$9.00. On sale for **\$6.00**

GLOVES

Silk and Chamousette Gloves. Prices **\$1.00, \$1.50, \$1.75 and \$2.00**

HEMSTITCHING PRICES

SILK... 9c COTTON... 7c
LINEN... 8c All Cotton White Wear... 7c

PHONE 1319.

196 DUNDAS STREET.

Businessmen's Lunch

TODAY and EVERY DAY 12 to 2:30

DECEMBER 30 - LUNCH 50c

SOUP GREEN OLIVES PUREE OF TOMATO
CHICKEN HASH ON TOAST
CALVES' LIVER WITH ONIONS
ROAST RUMP OF BEEF AU JUS
STEWED CORN ROAST OR MASHED POTATOES
TEA TAPIOCA PUDDING APPLE PIE COFFEE

LUNCH 75c.

SOUP GREEN OLIVES PUREE OF TOMATO
COLD SALMON RAVIGOTTE
TURKEY WINGS INDIENNE
CALVES' LIVER LYONNAISE
ROAST LAMB MINT SAUCE
ROAST SIRLOIN OF BEEF AU JUS
STEWED SWEET CORN
BOILED OR MASHED POTATOES
TAPIOCA PUDDING APPLE PIE COFFEE
TEA ICE CREAM

SATURDAY

Tea Dansant from 4 to 5:30

Supper Dance---10:30 p.m. to 1 a.m.

Prokos' GRILL AND TEAROOM

180-2-4 DUNDAS STREET.

Smart White Kid Strap Slipper for the afternoon or evening affair.

\$10.00 Silver and Gold \$13.00



JOHNSTON & MURRAY
LONDON-ST. THOMAS

For Those Evening Occasions

one simply must have a pair of charming slippers. And "those evening occasions" will be so frequent during the holidays. This store is ready to outfit you with Evening and Party Slippers of elegant style, color and texture—slippers that will give the necessary touch to your evening costume.

Don't Miss This Bread Treat!

Johnston Bros.

CREAM LOAF

tempt and satisfies the lagging appetite. Have you tried it yet?

Fresh at Your Grocer's Today.
JOHNSTON BROS. Phone 944.

The Buyer For This Store Knows a Shoe From Heel To Toe

He has had years of experience in the manufacturing and of the trade and no shoe enters our doors that is not perfect in every respect. What does this mean to you? Satisfaction, longer wear, money saved.

Cook's Shoe Store

Double Mileage

Puncture-Proof Service.

Ask Art Wilkes

London Tire Repair Depot.
354 Wellington. Opp. McClary's.

Your Last Chance

Friday to Get a

Hobberlin

Tailored Suit or Overcoat

at 30% Discount



Mr. Man, if you knew the number of men—yes, good business heads and well acquainted chaps who know good tailored garments—who have purchased suits and overcoats from us during our December 30 per cent discount offer, why you would allow this advertisement to bring you to our store Friday without fail. If you do not need a suit just now we will book your order and deliver your suit as late as March 1. There is not any chance of a lower price—or as low as 30 per cent off—up to the fall of 1921. We have this guarantee from Hobberlin, Limited. Furthermore, they are not the style of firm who would reduce wages unless absolutely necessary.

We only wish, from what we know of the House of Hobberlin methods of doing things, that every firm could be compared as favorably. They are white throughout, and the Union Label is on every garment. Now, about the clothes we sell made by Hobberlin's. Here are the reductions:

Regular \$50.00 for	Regular \$55.00 for	Regular \$60.00 for	Regular \$65.00 for	Regular \$70.00 for
\$35.00	\$38.50	\$42.00	\$45.50	\$49.00

And Just Think, No More Tax!

Where Is the Man Who Has Delayed His Overcoat Purchase Until After Christmas? Let's Talk to You

We know you chaps! You want a real coat now at the price of 1914 values. Well, we are ready to give you price, plus a good coat, for Friday's selling.

Here are Sanford-made garments, regularly sold at \$29.50 and \$35.00, at less than they cost us. **\$19.95**

Yours for **\$19.95**

Real coats, of pure-wool Frieze cloth and wool tweed top rubberized linings, values from \$40.00 **\$29.50**

A NEW COAT FOR EVERY ONE THAT FAILS

The pick of the house! All coats up to **\$39.50**

\$65.00, yours for **\$39.50**

These include Hart, Cambridge, T. & D. and some model Hobberlin garments, in ranges of styles and colorings suitable for young men and dad. Honestly, we know we have the best range of overcoats in the city at these low 1914 prices. We invite you to call Friday.

New Year's Specials!

EVERY ONE OF THEM WELL WORTH YOUR WHILE COMING FOR FRIDAY.

DENT'S GLOVES, at \$2.95 pair, regular up to \$4.00 values. Here is a good gift or personal buy. You can have lined or unlined styles; grey, tan, slate and brown shades; all sizes. Pair **\$2.95**

CASHMERE SOCKS, Penman and Mercury brands; shades of tan, white and black; all sizes, 9 1/2 to 11. Regular \$1.25 values, at two pairs for **\$1.10**

SILK MUFFLERS AT HALF PRICE—Who says they wouldn't like a silk muffler for a New Year's gift? Mothers and sweethearts, take notice! All \$5.00 and **\$2.95**

\$6.00 silk mufflers at **\$2.95**

PYJAMAS, flannelette at that, at \$2.95 suit. A rousing offer for Friday only, so get in on this lot. A limited lot to go. Sizes 34 to 42; heavyweight flannelette at, suit **\$2.95**

PURE ALL-SILK TIES, up to \$2.00 values, for 95c. Every tie individually boxed. You get a real bargain **95c**

PURE ALL-SILK TIES, values to \$3.50, at **\$1.95**. Finest Italian silks, Swiss and English silks, all combined in this table of bargain ties, at **\$1.95**

PURE LINEN HANDKERCHIEFS, initialed and plain, at two for \$1.00; regular 85c. These are direct from Ireland, and we guarantee them all linen. So take stock of your wants and secure a supply of these at **\$1.00**

GIFT UMBRELLAS—Ladies' and men's, regular to \$6.50, your choice at **\$3.98**. New handles and silk and wool and taffeta tops; all are taped edges and cased. **\$3.98**

Regular \$6.50, at **\$3.98**

Buy Your New Year's Gifts at Orth's, Where the Men's Christmas Gifts Were Favorably Selected.

ORTH LIMITED

of London

On the Busy Corner Dundas and Clarence Streets

ORTH---The Man Who Placed the "W" on WOrth