

Quebec Maple Syrup

Guaranteed Pure
\$3.00 Gallon.

PREMIER SALAD DRESSING.

The Salad Dressing of Quality that delights and satisfies.
35c and 75c Bottle.

GURD'S GINGER ALE

by its flavor has won a leading place among select table beverages.
\$1.50 Dozen.

ROWAT'S COFFEE

sells a treat in store for those who have not enjoyed its wonderful flavor. It represents the highest standard of coffee excellence.
70c Pound.

JIREH DIETETIC FLOUR

Recommended by physicians in the treatment of diabetes.
5-Pound Bag, \$1.50
Literature mailed on request.

SWANSDOWN CAKE FLOUR

Makes delicious cakes and light, flaky pastry.
60c Package

T. A. ROWAT & COMPANY

Established 1887.
GROCERS, IMPORTERS,
250 Dundas St. Phones 3041, 3042.

Photographs that are Different at
Harrah
STUDIO,
214 Dundas Street.

YOUR CHOICE OF ANY ARTICLE IN OUR NORTH WINDOW

\$1.00

C. H. WARD & CO.

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

ATTRACTIVE GOODS AT HYPNOTIZING PRICES.

Wray's Jewelry, Ltd.
234 Dundas Street.

We have Trusses to fit all needs. Our fitters are experts. \$1.00 to \$10.00.
ANDERSON & NELLES,
268 Dundas St.

You can't make a mistake when you buy Edison Mazda Lamps.
J. H. POLLOCK
397 Clarence St. Phone 5762W.

Steam Heating And Plumbing
We can save you money.
THE HUNT PLUMBING CO.
Richmond and Kent Sts. Phone 1213

NEW PRICE FOR
LEHIGH VALLEY COAL
THE SATISFACTORY
STOVE NUT
PEA COAL, \$14.00 A TON.
Delivered Anywhere in London.
ORCHARD'S
45 YORK STREET. PHONE 384.


LONDON OPTICAL
HAVE YOUR EYES EXAMINED.
Dominion Savings Building, Richmond Street. Phone 6180
Unlucky losers and lucky finders meet to their mutual advantage in



Quality

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

FISHBEIN'S
READY TO WEAR.
254 Dundas Street.



READ

WITH the aid of right glasses young eyes must be protected if they are not to be dimmed before their time.
Protect your eyes against strain. Have them examined by our specialists.

BROWN OPTICAL CO.
223 Dundas Street. Phone 1877.
Largest Retail House in Canada.
Branches—Montreal, Windsor.

Pants! Pants! Pants!

\$15,000 Stock Being Sold At WEGNER'S

From the Tolton Mfg. Co., Guelph, Ontario. See them piled high off the tables.
FREE (when asked for)—A pair of 50c Braces with every pair of pants sold. These prices are less than wholesale. Some people are buying more than one pair—\$1.95, \$2.50, \$2.98, \$3.98, \$4.98, \$5.95, \$6.95, \$7.95.
REGULAR VALUES AS HIGH AS \$11.50 IN THIS LOT.

Exactly 480 Fine Shirts

In this lot are included a number of Silk-Front Shirts, madras, percale and others; values up to \$4.50, for — **\$1.95**

85 SAMPLE SUITS

Up-to-date patterns, just in time for Easter. Special prices at — **\$16.50, \$19.50, \$25.00, \$29.50**

Special Sale of Neckwear

30 dozen Ties, this season's patterns and styles, just received. Silk Knitted Ties; 59c values, **2 Ties for 90c** at —

Special values in Sample Hats, Work Shirts, Fine Shirts, Neckwear, Men's Suits, Raincoats and Holeproof Hosiery.
YOU SAVE 25c ON EVERY PAIR OF OVERALLS BOUGHT HERE.

Wegner Clothing Co.

The Heart of London—Famous for Their Little Prices.
Main Entrance, 371 Talbot Street, Opposite Market, London.
STORE OPEN EVENINGS.



We Make Everything Made of Canvas
TENTS FOR RENT
Awnings, Curtains
Tents, Flags
Coal Bags

CARTER & SON
PHONE 6197.
351 GLEBE STREET.



"Dress Up" Shoes For the Children

JUST GLANCE AT OUR WINDOW THIS WEEK—You can't help but notice the "springy" new styles, yet sturdy shoes, and our reasonable prices for such shoes—prices made possible by our specializing in Children's Footwear.

ROWLAND HILL
RELIABLE FOOTWEAR
180 Dundas St. W. 4th Floor, Room 404



EASTER LUGGAGE

Club Bags, black walrus grain, leather lined, sewed-in frame, double handles, 20-inch **\$12.50**
Club Bags, genuine cowhide, black or dark brown, leather lined, sewed-in frame; 18-inch **\$18.00**; 20-inch. **\$20.00**
Club Bags, genuine leather **\$4.00** up
Boston Bags, genuine leather **\$4.00** up
Boston Bags, genuine leather, overlapping frame, lift catches, lock, leather lined **\$12.00** up
Ladies' Purses, all the newest styles and colors **\$2.00** up

Trunk Repairing Promptly Done

J. DARCH & SONS
London's Largest Leather Goods Store.
377-383 TALBOT ST., THREE DOORS FROM KING ST.

Ladies' Apparel

Our Suit and Dress Dept.

is now replete with all the latest models

This season has evolved many very distinctive features in Ladies' Apparel, and our designers have faithfully reproduced the most authentic styles appreciated by the trade.

In soliciting the patronage of our friends and public of London and neighborhood, we would like to emphasize the fact that we are keeping as closely in touch with all the styles of the year as is possible, reproducing in our own factory, on the premises, all the latest garments as they come out from the centres of fashion.



All of which are sold at Manufacturers' Prices

SUITS

Homespun Suits in all the latest mixtures such as green, tan, brown, oxford grey, etc., made in tailored styles with narrow belts and leather buttons. These garments are sold at **\$22.75 \$24 up to \$27.50**

The Three-piece Suit, which this season has received marked appreciation; we have also manufactured from the latest styles in Tricotine, Poirer Twill and Picodine in colors, navy and sand, black and white, sorrento blue and white, etc. These garments are beautifully finished in embroidered and braided styles with tassels to match in both plain and variegated colors. Prices, **\$52.50 to \$99.00**

The new Two-piece Suits of the season in Serge, Tricotine, Gabardine, Picodine, etc., made in plain tailored and fancy styles in colors, navy, black, sand, etc. These garments also show embroidered, braided and leather trimmings. Price **\$25 to \$65**

We make large sizes in Ladies' Suits a specialty, producing sizes up to 56 in all the suitable styles for large figures.

COATS

Special line now coming through our factory in English all-weather Tweed Coats, trimmed with leather buttons. Prices, **\$22.50 \$25 \$32.50 \$35 and \$45**

DRESSES



Black Canton Silk Dress trimmed with Nile Dotted Swiss, with beaded rosettes of Nile and Black. Skirt is finished with narrow bands knotted at the hip line with rosettes. Price **\$39.50**

Black Canton Silk Dress, trimmed with latest Paisley trimming on sleeves and skirt and finished with self loops. Deep over-blouse with girdle. Price **\$37.50**

Special model in Navy Crepe-back Satin. This dress has an over-dress embroidered in self-color from neck to bottom of over-skirt. Set in vest of Gold lace veiled with Blue. Finished with sash girdle. Price **\$55**

Exclusive Navy Taffeta Model, made in straight lines with waist band trimmed with latest Pumpkin Crepe Meteor rosettes. Shoulders and sleeves finished with combination buttons of Pumpkin and Pumpkin Crepe Meteor. Price **\$25.50**

Navy. New double flare sleeves interlined with Pumpkin Crepe Meteor. Price **\$25.50**

BLOUSES

Georgette Blouses and Overblouses with round and square necks. Price **\$4.98 \$6.75 and \$7.50**

Striped Silk plain tailored style blouses. Price **\$6.75 and \$8.25**

SILK SWEATERS

Silk Sweaters in lace and plain stitch styles, in colors, black, black and white, navy, rapid, cherub, cornflower and apple blossom. Price **\$13.50 and \$15**

HOSIERY

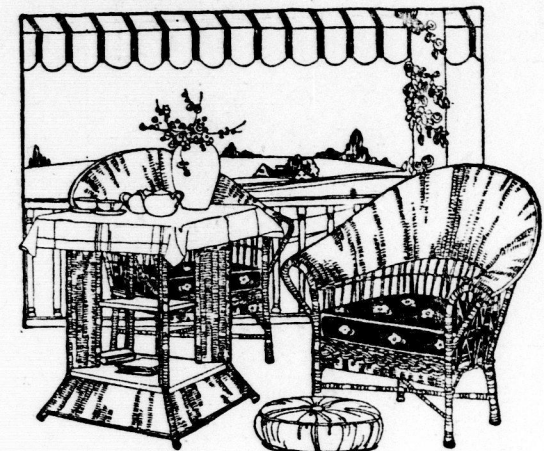
Radium Silk Hose in black, brown, navy and beige. Price, **\$1.50 \$2 \$2.25 \$3 and \$4.50**

NECKWEAR

Large range of Latest Neckwear in white and colors in Tuxedo and Bramby styles. Price **50c 75c \$1 \$1.50 up to \$3**

ROSS' LIMITED
MANUFACTURERS

Phone 1319. 196 Dundas Street.



The Chair For All Seasons:

Reed Chairs and Rockers \$19.95

No Chair is so comfortable—or feels so much at home in any room as those woven from Reed, particularly when the seats are built on Steel Coil Springs, with Loose Cushions and backs upholstered in Tapestry of the "Better Grades." This is just how the above Chairs are made, so that you can expect the utmost in Value for your Small Expenditure. Not only is the price Extremely Low, but we also sell them

ON THE CLUB PLAN

\$1.00 First Payment \$2.00 Weekly

Phone 5616 **THOMAS** 240 Dundas St.

Follow the Crowd

TO THE BIG Bankrupt Shoe Sale

Incomparable In Extent!
Unequalled In Values!

Nothing is being left undone, no effort is being spared to make this big sale a sure winner of friends and more friends. Extraordinary events are scheduled for every single day of this big event. Every department in this store is ready with superb values. Friendly attention awaits you. Most gratifying of all are the marvellous savings which this great sale offers you.

Come and Enjoy the Biggest Bargains Ever Offered in London



Men's Gunmetal Oxfords, recede toe, Neolin **\$2.98**

Men's Black Calf Lace Shoes to go at **\$3.49**

Men's Brown Muleskin Work Shoes. Bankrupt **\$2.69**

Boys' Good Solid School Shoes, big values. Bankrupt Sale price **\$1.68 and \$1.98**

Ladies' Black Kid Leather Shoes, with white and grey tops. Bankrupt **\$1.98**

Ladies' Cushion Sole Oxfords, very comfortable, **\$3.98**

regular \$6.00, for...

Ladies' Brown and Black Kid Leather High Laced Shoes, military heels. Sale price **\$4.95**

Ladies' Black Suede and Satin Strap Pumps and Oxfords, covered heels, values up to \$12.50, all the latest styles and creations for the spring. Bankrupt Sale price, **\$5.95 and \$6.95**

LADIES' STREET SHOES

In Black and Brown Oxfords and Strap Pumps, values to \$7.50. Bankrupt **\$4.95**

Sale price

The Peoples Shoe Store

131 DUNDAS STREET. 12 MARKET SQUARE.