



MEN'S \$13.50
SUITS,

\$8.95

33 1/2 %

DISCOUNT
ALL GLOVES,
GAUNTLETS

\$1.50
PENMAN'S
UNDERWEAR

65c

\$2.50
UMBRELLAS,

\$1.75

PENMAN'S
65c

SOCKS,

29c

15c
OLD DUTCH
CLEANSER,

3 for

25c

1/4

Off

BOYS'
SWEATERS

\$2.50

MEN'S HATS,

\$1.45



Walker's \$3.50 Over-
alls and Smocks,

\$1.10 WORK
SHIRTS,

\$1.75 69c

Everybody

London came—store packed and jammed—
crowded to capacity—impossible to get to the
shelves and counters to get items for today's
advertisement. Come, if you can get in you're
lucky—Don't get sore if someone steps on your
corns—This is a REAL SALE—Smile if it kills
you.

All the MEN'S SUITS
OUT AND AWAY

ALL \$18.00 MEN'S SUITS.....\$13.50
ALL \$25.00 MEN'S SUITS.....\$17.25
ALL \$22.00 MEN'S SUITS.....\$14.90
\$30.00 MEN'S WORSTED SUITS...\$19.50
\$35.00 MEN'S SUITS.....\$24.90
\$40.00 AND \$45.00 MEN'S SUITS...\$29.75

**Lots of Money in London
For Real Bargains**

Today's tremendous selling proves this. As this
advertisement goes to the press every aisle is
filled with people—buyers who are spending
their money simply because they can't help it.

Pants! Pants! Pants!

2,000 Pairs To Choose From.

MEN'S \$3.50 PANTS.....\$1.49
MEN'S \$9.50 PANTS.....\$6.25
MEN'S \$6.50 PANTS.....\$3.95
MEN'S \$4.75 PANTS.....\$2.95
MEN'S \$3.50 PANTS.....\$2.10
BOYS' KNICKERS AT 69c, \$1.19 and \$1.95

**The Whole Store One Grand
Bargain Counter**

And all goods selling at give-away, clear-out-
quick prices. Think of

MEN'S \$2.00 NIGHT SHIRTS.....\$1.49
MEN'S \$1.10 WORK SHIRTS.....69c
MEN'S \$21.50 RAINCOATS.....\$14.95
MEN'S \$15.00 RAINCOATS.....\$8.90
\$1.50 B. V. D. COMBINATIONS.....95c

TONIGHT WE'LL WORK TILL
MIDNIGHT TO GIVE THE PEOP-
LE THE BIGGEST BARGAINS
EVER SEEN IN PRINT—SEE
THE WINDOWS.

"I Thank You."—The "Movie" Man.

EVELY

SELLING OUT

The Giant

Clothing House

120 Dundas Street



10c
TOILET
PAPER,

6 Rolls

25c

\$8.00

CORDUROY
PANTS,

\$4.95

PENMAN'S
STANDARD
FLEECE,

89c

MEN'S

\$3.25 PANTS

\$1.49

1-3

Off

ALL

MEN'S

SWEATERS

\$2.00

NEGLIGEE

SHIRTS,

\$1.19

\$5.00

MEN'S

FELT HATS,

\$3.75

35c

BLACK

SOCKS,

5 Pairs

\$1



**Rowat Suggests Items That
Appeal to the Appetite**

Satisfaction With Every Item.

BURNT ONION SAUCE

A delicious condiment. It imparts
the full onion flavor without the
odor.

35c per bottle.

PRESERVED COCOANUT

Sterilized with its own rich milk.
It is juicy, tender, delicious. Be
sure and try some.

25c per tin.

CHOICE CODFISH

Had any difficulty getting Hall-
fax Cod? We have it. The good,
thick fish, too.

Halifax, 1-lb., 30c.

Shredded, package, 15c.

CREAMED FISH

Here are very superior fish that
are sure to delight. All ready to
heat and serve.

Creamed Salmon, a tin, 35c.

Creamed Finnan Haddock, tin, 35c.

Creamed Codfish, tin, 25c and 40c.

May we also suggest Welsh
Rarebit at 30c, and Creamed
Chicken at 30c and 70c,
for your approval?

MINCED SEA CLAMS

Sounds inviting, doesn't it? So
they are. The famous Ringer Clam,
a sea food delicacy.

30c per tin.

FOR PANCAKES

Order Aunt Jennima's Pancake
on Buckwheat Flour. It makes
those light, thick pancakes.

MAPLE SYRUP

The guaranteed syrup, made
from the pure sap of Canadian
maples. My, but it's delicious!

60c per bottle.

RICHELIEU GOODS

The sales of Richelieu Fruits
and Vegetables increase weekly,
and customers enthuse about
their quality. Try them.

T. A. Rowat & Co.

250 Dundas St. Phone 3051-3052.

**FOUND! A WAY TO KEEP
THE MAGISTRATE AMUSED**

Just Pencil a Charlie Chaplin on
Upper Lip.

A fresh, rosy-cheeked lad was Leslie
Knaggs, and he stood up hat in hand
in police court yesterday to answer the
charge of driving a delivery truck
without a chauffeur's license. Leslie
apparently realized that only a blind
man would take him for a sage of
hourly years, and in order to impress
the magistrate and others that he had
arrived at years of discretion, he had
used judiciously a lead pencil and pro-
ceeded to decorate that part of his
face that lies directly beneath his
nose with a Charlie Chaplin apology
for a Simon Legree moustache.

Magistrate A. H. M. Graydon did
his best to hide a smile as he gazed
on the youth, who stood nervously
twisting his cap. Looking on Mr.
Knaggs with a stern eye as pos-
sible, he asked him why he had not
taken out a chauffeur's license before
attempting to drive a motor truck
owned by Seales and Roberts. Knaggs
admitted a rising red if possible and
said that he had been on his way to
get a license when the policeman had
stopped him.

The magistrate apparently was fas-
cinated by the beautiful twist to the
twenty-two-year-old facial adornment
and weakly ordered the youth to pay
the costs of the court and get a
license immediately.

"You really should be fined" stated
the court as he looked the other way.
Leslie sat down with a relieved smile.

**CLOSER ATTENTION TO
REGULATIONS NEEDED**

Brig.-Gen. L. W. Shannon has is-
sued orders reminding all officers con-
cerned that closer attention must be
paid to the regulation which requires
that notification of the discharge of
warrant officers, p. c. 2 and men of
the C. E. F., who are also carried on
the nominal rolls of permanent force
units, must be sent direct to the offi-
cers administering such units. No
explanation of this order is obtainable
at headquarters.

TYPEWRITER SICK?

Call us up. We are professional doc-
tors on all makes of machines. Work
guaranteed. Typewriter Inspection
Company, Room 4, London Loan Build-
ing, Phone 6512. xiv

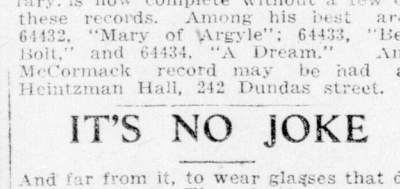
JOHN McCORMACK.

John McCormack, the great Irish
tenor, has made many remarkably fine
Victor recordings, and no Victor li-
brary is now complete without a few of
these records. Among his best are:
6442, "Mary of Argyle"; 6443, "Ben
Bolton"; and 6444, "A Dream". Any
McCormack record may be had at
Heintzman Hall, 242 Dundas street, b

IT'S NO JOKE

And far from it to wear glasses that do
not fit properly. There is always a way
out of your difficulty if you call on My
Jeweler. His optical parlors are com-
plete, and with Dr. Foster's assistance
your troubles will end. He is with
JOHN A. NASH, My Jeweler, 206 Dun-
das street. They fit glasses properly
and test eyes perfectly. b

Easter Booklets



Get them at
Hay's Stationery

**Brighten Your
Home**

The cheerfulness and pleas-
ure obtained from a re-
decorated room or home
more than repays for the
small cost.

When you repaper it gives
the pleasure of a new and
better home.

COLERICKS'

212 DUNDAS STREET.
xv

**Spring House-Cleaning and
Garden Necessities
At Purdom Hardware**

Chi-Namel

DISTRIBUTORS OF
YALE
Locks and Hardware

SOLE AGENTS FOR LOWE BROS.' HIGH STANDARD PAINT, AND
CHI-NAMEL, VARNISHES AND GRAINING PROCESS.

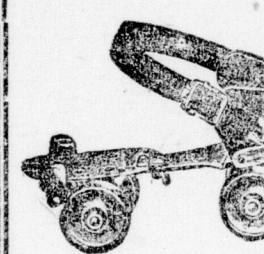


Floorwax

Karoma50c lb.
Chi-Namel65c lb.
Old English 75c lb.
Johnson's85c lb.
Ronuk\$1.25 lb.

"Chamois"

Just arrived, a ship-
ment of new Chamois
Skins, used for clean-
ing windows, autos,
etc. See them.



Roller Skates

Prices \$2.50, \$3 pair



WHEELBARROWS

Prices\$2.00

\$4.50, \$5.50, \$6.50

**POULTRY NET-
TING**

roll, yard,

2x12\$2.00 6c

2x18\$3.00 8c

2x24\$3.75 10c

2x30\$4.50 12c

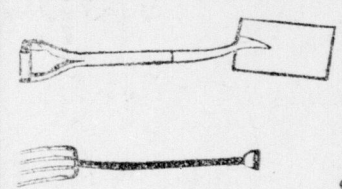
2x36\$5.25 14c

2x42\$6.25 16c

2x48\$7.00 18c

2x60\$8.50 20c

2x72\$10.00 25c



GARDEN TOOLS

Everything for the garden, including D. M.
Ferry Seeds.

Spades\$1.50 up

Hoes45c up

Spading Forks\$1.50 each

Rakes45c each up

STEEL LADDERS

Price\$1.00 up

**Northern Electric
Vacuum Cleaners.**

Price\$45.00

Eureka\$48.00

Regina\$30.00

Cleaners to rent by
the day. Call us up.

CHI-NAMEL GRAINING OUTFIT

This complete outfit only \$4.50. Enough to
grain 100 square feet complete.

The Purdom Hardware Co.

124 DUNDAS STREET. PHONES 2800, 2801.

ORGANIST AT BRANTFORD.
BRANTFORD, April 3.—John Allan
of Peterboro has been appointed organ-
ist of the First Baptist Church here at
an initial salary of \$2,000 per annum.

**LAMBETH MOTOR TRANSPORT
COMPANY, LIMITED.**

Omni-buses will run between Lambeth
and London daily (except Sunday), on
and after April 4, 1919, as follows:
Leave Lambeth—7:30, 9:30, 12:30, 3:30,
5:30.
Leave London—8:20, 10:20, 1:20, 4:30,
6:20.

Extra Wednesdays and Saturdays.
Leave Lambeth—7:30 p.m., 9:30 p.m.
Leave London—8:20 p.m., 10:45 p.m.
City ticket office and waiting-room
in City Garage, King street, (between
Tillot and Ridout.) Phone 6223.
80c-xyt

**A CANDY SPECIAL
TO TEMPT YOU**

**PETERS
ROSEBUDS**

Delicately rose-flavored
French cream centres, with
creamy caramel shell.

On Saturday 33c lb.

CAKE SPECIAL

GOLDEN RODS

A nice moist cake, with
real maple, orange or choco-
late icing.

20c each

PETERS, London

**ANNIS'
COCOANUT
KROUT
CARAMELS**

SPECIAL POUND, 49c
Annis' Candy Shop
398 Richmond, Opposite Smallman's.

Take a Peep!

In our windows today. They tell
the story of what's new in Foot-
wear.

Cook's Shoe Store

Diamonds

Loose and mounted stones.
Rings\$ 5.00 to \$500.00
Lavalieres\$15.00 to \$275.00
Earrings\$25.00 to \$250.00

C. H. Ward & Co.

Diamond Merchants and
Jewelers.

386 Richmond St. Phone 1084.

THE ROYAL ROAD

to fortune has not yet been dis-
covered, but some firms are "ar-
riving" quickly and safely by the
Advertising Route.

**Federal
Advertising
Agency**

T. H. VULL,
Dominion Savings
Building,
LONDON, CANADA.

CALL 4071

FOR ELECTRIC WORK AND
SUPPLIES.
WESTERN ONTARIO ELECTRIC CO.
217 DUNDAS STREET.

SPRING SHOE SALE

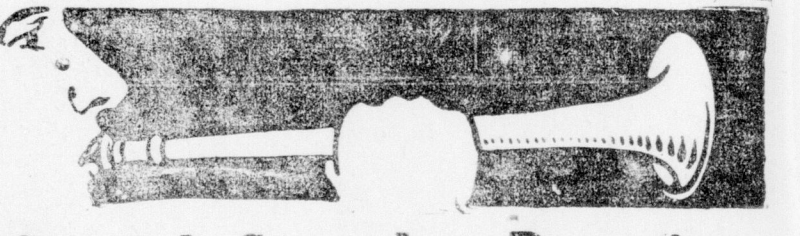
AT SAMUEL'S SHOE STORE.
The best American and Canadian
makes of ladies' and gents' shoes, club-
bages and suitcases. Money saved on
your footwear—Two doors east of city
hall—out of high rent district.

290 DUNDAS STREET.
Phone 6977. Open Evenings.

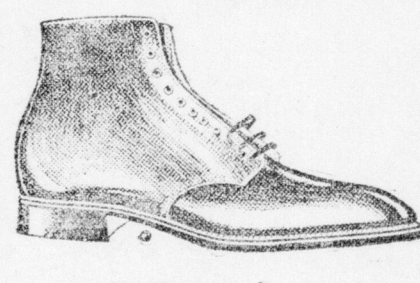
Taylor's Throat and Lung Balm

Is Guaranteed To Stop that Cough,
35c—65c—\$1.20.

Taylor's 6 Cut-Rate Drug Stores



**Special Saturday Bargains
In Women's Hi-Grade Shoes**



120 pairs of dark
brown cordo calf, with 8-
inch brown cloth top,
sport heels. They were
made to sell at \$7.00. All
sizes\$4.45

The same in black kid.
All sizes\$4.95

**Men's
English
Models**

In soft black calf skin. Good
year welt soles; suitable for
either dress or everyday wear.

\$4.95

All sizes

Johnston & Murray
BOOTS - SHOES - TRUNKS
LONDON - ST. THOMAS