

STORE CLOSSES AT 7 P.M.
SATURDAY.

**The Quality of
Every Article
Sold at Rowat's
Is Assured**

GURD'S GINGER ALE
Has assumed a leading place among
select table beverages. Order a dozen
today.

\$1.50

BRAZIL NUTS
Large, Meaty Brazils.
New Crop Just Arrived.

30c POUND

ROQUEFORT CHEESE
Genuine French Roquefort.
1.50 POUND

Oka Cheese, pound 75c
Limburger, lb. 50c
Camembert, tin 40c and 75c
Swiss, tin 40c
Philadelphia Cream, pkg. 25c
Pimento, pkg. 15c and 30c

**SPECIAL
CHOICE SUNKIST
ORANGES**

Regular Price 50c Dozen.

On sale .. **39c**

**SWANSDOWN CAKE
FLOUR**

Insures against disappointing cake
failures and loss of expensive in-
gredients; the very best for biscuits
and pie crust.

70c PACKAGE

ENGLISH TEA RUSKS
The genuine Huntley & Palmer Tea
Rusk, an excellent food for children
and invalids.

\$1.00 POUND

ROWAT'S COFFEE
Its popularity proves its worth.
Served daily in hundreds of
homes.

70c POUND

**T.A. ROWAT
& CO.**

250 Dundas St. Phone 3051-3052.

STORE CLOSSES AT 7 P.M.
SATURDAY

CHINA

Limoges, 1040 pattern,
small roses, with gold and
black combination. Com-
plete open stock. The ad-
vantage of selecting a de-
sign like this enables you
to buy one or a few pieces
at a time until you have the
whole set complete.

C. H. Ward & Co.

Diamonds and Jewelry
386 Richmond Street
Phone 1084

**LONDON
OPTICAL**

Richmond Street, Opp. Sav. Bldg.

Phone 8190.

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GREAT OVATION TO SIR MARTIN HARVEY

Audience At Grand Stands
and Applauds Brilliant
English Actor.

Rolling, roystering, devil-may-care, soldier-of-fortune, ready to sell his sword and prowess to whomever offered him the chance of adventure, Lieut. Reresby, familiarly known as the rat, and holding a commission in the army of King Charles, made hundreds of new friends at the Grand Opera House last night, when he was presented to the playgoers of London by Sir Martin Harvey, in such a manner that the personality of the noted actor was lost for the period of the play, and Lieut. Reresby with all his virtues and all his faults alone lived.

Recalled after each of the four acts of John Rutherford's dramatic story of the old swimmer's hole and tried to win a pretty but naughty girl, who sits across from him in school. She jilts him on several occasions, the last one being on picnic day. He swears that he is through with "swimmers," but when a girl whom he always looked upon as homely comes in her Sunday dress, he is attracted to her and she is the excellent support given him by Miss N. De Silva and his company of English players, by a few brief words of thanks.

The action of the play centres at Faversham Castle, the last stronghold held by the cavaliers of King Charles, and separated by only a few miles of country from Cromwell's roundheads under Gen. Montford. The castle is under the command of Colonel the Hon. Clement Hungerford, son of Lord Dorsington, who still holds the nearby tower of Evesham for the king. Col. Hungerford, cleverly portrayed by Gordon McLeod, is in traitorous correspondence with Montford, using as his go-between Lieut. Reresby, whom later he was prepared to allow to be hanged to save his own neck.

Appearance upon the scene of Cornet the Hon. Francis Tresham, Eugene Wellesley and the Hon. Margaret Hungerford, sister presented by Miss Maud Rivers, give "the rat" cause for thought. In the former he recognizes the son of his own father, and despite the bar sinister which shows his own birth, claims him as brother. In the latter the soldier of fortune sees the innocent womanhood of his own past love. Around these characters two are in love and that each of them, in spite of what they are told to the contrary, declares their faith in him, centred the rat's determination to withhold, despite the torture which soldiers of those days knew so well how to apply when desired information was not freely forthcoming.

Throughout the personality of "the rat" held almost spellbound the attention of the well-filled house, but in such manner that each character was thrown into clear relief by the passion, combined with each member of the cast to play up to the great lead given them by the central figure. Former residents of the Old Country and visitors there, who were not to be impressed by the admirable staging of the play and the truth-to-life shown in each setting. Many of the old galleys where the first act is set are yet to be seen in the old land, and the same may be said of the chamber over the gatehouse and the "withdrawing room" where the final scenes are played. The same fidelity to the period of the story is shown in the costumes, the gorgeous colors so much affected by the soldiers of the Stuart regime, with their slashed sleeves, numerous buckles, leather jerkins, hip boots with great spurs, and large feather-bedecked hats being reproduced in every detail.

To differentiate on any part of Mr. Harvey's portrayal of the central character is difficult, but his presentation of the emotional scenes, when he reveals the story of his lost love as well as his own relationship to Cornet Tresham, was especially fine and effective in its appeal to the sympathy of his audience. Again in the scene following his experience in the torture chamber and his determined refusal to reveal the name of the man who had employed him to arrange for the yielding of the castle to the king's enemies his acting was that of a past master of the art of depicting to the utmost the personality of his role.

To these scenes the last, in which through the fidelity of the boy, Batty, a part admirably presented by Miss DeSilva, whom he has befriended, the true traitor is revealed, and Lieut. Reresby is again given his sword, comes as a splendid and fitting climax.

Correction in Grafton & Co.'s Advertisement.

Thursday's Morning and Evening Advertiser contained a six-column announcement of Grafton & Co., in which three mistakes occurred in advertising certain classes of men's furnishings. Merino underwear, valued at \$1.50, was advertised at 98c. This should have been 75c. Men's spring underwear in fine combinations, valued at \$5.00, were advertised at \$2.98. This should have been \$1.18, valued at \$3.00. Men's fine shirts at \$1.18, valued at \$2.00, should have been, sale price, \$1.48. This announcement is made so as to inform any customer who has been attracted by the advertisement to these particular advertised goods.

DRAMA PRESENTED AT HYATT AVENUE CHURCH

"Pilgrims and Strangers," an Entertaining Play, Draws Large Audience.

"Pilgrims and Strangers," a play, presented by the Ladies' Aid Society of the Hyatt Avenue Methodist Church on Thursday evening was largely attended. The assisting artists were: Newton Hewitt, tenor, and Miss Mantle, contralto. The play will be presented again this evening. The proceeds are in aid of the Ladies' Aid Society. The cast of characters includes: F. Crowley, Mrs. T. Dickson, Miss Norma Dickson, Charles Tutt, Mrs. M. Stalk, C. Burns, Miss V. Tisdale, Mrs. Elliott, Mrs. Merritt, Mrs. Pettie, Mrs. Langford, Mrs. Mason, Mrs. Mayer, Mrs. Seaborn, Mrs. C. Lewis, Mrs. Dowling, Miss McCormick, Miss Atterill and Miss Fisher.

LOUIS BALSOM SAYS "VISUALIZATION"

The second fundamental rule of success in business letter writing. It is one of the big rules for success in life too. Help your powers of visualization by the visit to the Brown Optical Company, 223 Dundas street, and have your eyes examined.

MURINE Night and Morning
How Clean, Healthy
Eyes, Itchy Tires, Itch,
Smart or Burn, If Sore,
You can get relief from
the eye schedule of
or, kinds of labor

THEATRES

AT THE ALLEN.

Many times you have wished that you could bring back those days when you used to play "hooky" from school, and annoy the girl who sat in the seat in front of you, but all you could do was wish. Charles Ray brings back those days for you, and you can go through those wonderful experiences again by seeing his latest success, "The Old Swimmer's Hole," at the Allen Theatre during the last half of this week.

In this picture Ray takes the part of a boy who is a combination of Tom Sawyer and Peck's Bad Boy. He naturally hates school, but will attend in preference to taking a dose of castor oil as the price of his absence. When in school he carries out many mischievous plans, but there is generally a boomerang attached to all his schemes. He engages in mud fights at the old swimmer's hole and tries to win a pretty but naughty girl, who sits across from him in school. She jilts him on several occasions, the last one being on picnic day. He swears that he is through with "swimmers," but when a girl whom he always looked upon as homely comes in her Sunday dress, he is attracted to her and she is the excellent support given him by Miss N. De Silva and his company of English players, by a few brief words of thanks.

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ADVERTISER REPORTER GETS CONGRATULATIONS

Report of Louis Balsam's Lecture Commended by His Private Secretary.

Mr. Louis Balsam, secretary of the Direct Mail Advertising Association, Detroit, who delivered his instructive talk to the members of the London Advertising Club on Tuesday evening, was so gratified at the report that appeared in the London Advertiser that the following communication has been received from his secretary:

770 Penobscot Building,
Detroit, Mich., April 6, 1921.

Editor The London Advertiser:

Dear Sir,—We are kindly sending us fifteen (15) copies of the morning's issue of April 6, 1921. All we want is the back page, which contains a description of the talk delivered before your club by our secretary. I'll immediately remit the necessary amount upon receipt of your bill.

It gives me real pleasure to state that whoever the reporter was that "copy" that assignment he certainly did a splendid piece of work. Mr. Balsam delivered similar talks in practically every state in this country, and seldom have I had the pleasure of reading a newspaper write-up following his lecture that handled the thing with as much judgment and understanding as this particular reporter showed.

Yours very truly,
(Signed) E. HOCHMOM,
Secretary to Mr. Balsam.

AT LOWE'S THEATRE.

With four excellent vaudeville acts and Billie Burke in "The Education of Elizabeth" on the program, Lowe's show for the latter half of this week is hard to equal.

Billie Burke is seen in a photoplay of a kind which she has never appeared in previously. When the story opens one is of the impression that it will be, but before many feet of film have been run off this opinion is changed. The plot, thickens, and the action quickens. The story is a most peculiar, and absorbing one. To tell it would only be to rob one of some of the enjoyment of the film. Sufficient to say that Miss Burke is the means of restoring to a family of bachelors and spinsters a measure of youth and of getting them measured off.

J. Clarke and company present a tumbling and balancing act that differs in a degree from other tumbling acts. Several new stunts are introduced.

Barlow, Banks and Gay are a trio of gifted singers, whose harmony numbers, particularly, were the cause of considerable applause.

Lucote and Bapawke kept the audience in good humor by initiating a series of hilarious pranks, which they have disagreed on some matter and use force to back up their statements.

"Extra"—this was the billing given to the highland pipers, "The word 'good' has been added to the notice. These two pipers can play jazz and popular songs on their pipes, and they are also dancers of no mean ability.

The program is completed by a Sun-shine comedy and a Lowe pictorial film.

"THE ROUTE TO OTTAWA."
Habit is a daily result of long practice, but, one trip to Ottawa via Canadian National-Grand Trunk day or night service will result in your using this route continually. Comfort, courtesy and service make it essentially "The Route to Ottawa."

The "Capital City" Express for Oshawa, Port Hope, Cobourg, and Belleville, leaves Toronto 12:00 noon daily except Sundays, arriving Ottawa 7:15 p.m. and connecting with through standard sleepers, dining and parlor cars. Night train, comprising standard sleepers, club compartment car and coaches, leaves Ottawa 7:40 a.m. New all-steel sleepers, just received from the makers, are in service on this run.

For tickets and full information, apply to nearest Canadian National or Grand Trunk agent.

**\$5 DOWN ON
WALTHAM OR
ELGIN WATCHES**

Balance Easy Terms.
374 RICHMOND
GREEN, JEWELER, STREET. 22V

The Combination of
Beauty and Utility
Appeals to Every Woman.
Lovely Materials, English Our
SUITS, COATS and DRESSES
"Out of the High Rent District."

The Canadian Ladies' Wear Co.

372 Dundas Street, Phone 6112
Between Colborne & Waterloo Streets.
Next Cooper's Auction Rooms. 22V

"MISS BOB WHITE" PLEASING COMEDY

Presented Under Auspices of
Knights of Columbus in
Parish Hall.

Most clever was the presentation of "Miss Bob White," a pastoral comedy in three acts at St. Peter's Parish Hall on Thursday evening under the auspices of the Knights of Columbus. The proceeds are to be given to the Children's Memorial Hospital.

Costumes, music, scenery and acting were all excellent, and three love affairs running through the play held the interest of the capacity audience until the last curtain. Miss Marie Brady of Chicago was splendid in the leading feminine role as "Miss Bob White." She possessed an unusually sweet soprano voice and executed her solo work in excellent style. Her acting in the different roles as Miss Bob White and a little milkmaid in a saucy blue frock and old-fashioned poke, bonnet, were most delightful bits of the play.

Clever Portrayal.
Miss Pauline Selak as "Goldenrod," daughter of a Quaker farmer, was very clever in her portrayal of a demure but father (played by M. McKeough) tried to marry her off to another lover unsuccessfully. Mr. McKeough, in playing the role of the farmer, handled this rather difficult role in fine manner, and proved a hard taskmaster for tramps who visited the farm.

Two tramps, who provided the greater part of the comedy of the play, were Ted Bottoms and Jack Bridgman, who were really not tramps at

all, but millionaires in disguise, but because of losing an election bet were forced to become tramps for two months. Their parts, which were rather heavy, were well played, and their "comic" lines went over the footlights every time and caused mirth among the audience. The tramp costumes were realistic in the extreme.

Sydney Wood, as the Duke of High-titles, was most successful with his English accent and "buttonhole," but his many love affairs with members of the Quaker family proved futile, despite the attraction of a title and a host of blue-blooded ancestors. His work and that of his son, played by Harry Shaw, was undoubtedly good. Joe Murray, as a farmer lad, after wards a Jack Tar, in love with Goldenrod, and Tom Holland, as the policeman, were two parts, though minor, were portrayed well. Miss Edna Flanagan played her parts in equally good style.

Fine Choral Work.

Last come the choruses. Too much cannot be said of the musical work. The voices all blended perfectly, and they were recalled by the audience over and over again. The Quaker costumes, the gay hunting habits and the sailor costumes were very pretty. As clever amateur play as "Miss Bob White" has not been presented for a long time, and should draw capacity audiences again this evening. It will also be presented on Monday evening. Those taking part in the choruses were:

Village Maids—Misses L. Field, M. Cox, C. Lewis, B. Goode, E. Mullins, M. Cox, D. Mullins.

Quaker Maids—Misses M. Meaden, V. Traher, C. Terry, J. Morkin, R. Mullins, M. Quigley, P. Ashwell.

One-Only-Ai-Dames—Misses A. Connor, A. Mihm, M. Boyle, E. Dewan, B. Hutson, E. Morkin, A. Pitt.

Huntsmen—W. Allen, V. Colgan, T. Christopher, S. Pocock, R. Kenny, R. Evans, J. Nopper.

Village Men—T. Clark, A. Nopper, J. Quigley, E. Dignan, W. Henry, A. Lavigne, Ted Bottoms and Jack Bridgman, who were really not tramps at

MOTOR CLUB WILL SEND DELEGATES TO HIGHWAY MEETING

Hon. F. C. Biggs To Meet
Roosevelt International
Committee in Toronto.

In connection with the meeting of the Theodore Roosevelt International Highway committee, which takes place in Toronto next Thursday, W. G. Robertson, secretary-treasurer of the Ontario Motor League, announces that the Hon. F. C. Biggs will meet the highway committee at his office in the Parliament Buildings at 3:30 in the afternoon. In the event of Mr. Biggs

being prevented from attending, he will be represented by his deputy, W. A. McLean. Word to this effect has been received by C. E. Barnard, secretary-treasurer of the London Motor Club, and delegates will be present at the meeting both from the Motor Club and from the Chamber of Commerce. The object of the meeting is to confer about the marking of the highway. As already announced, the Canadian portion of the highway will be from Niagara Falls to Windsor, and Secretary Tracy of the highway association will be present at the conference to represent the United States side of the project.

Chi-Namel Demonstration Now On TWO EXPERT LADY DEMONSTRATORS The Purdom Hardware



Chi-Namel Demonstration

A RARE treat that no home decorator should miss, at our Chi-Namel Store on dates given below. It will pay YOU to come and learn the many easy, economical methods of beautifying everything in the home with Chi-Namel.

A CHI-NAMEL DEMONSTRATOR

will test Chi-Namel in boiling hot water, hammer it and otherwise convince you of its HEEL HAMMER and WATERPROOF DURABILITY and its SELF-LEVELING ADVANTAGES which makes it possible for the most inexperienced to apply without leaving lops and brush marks. There is a Chi-Namel Enamel, Paint or Varnish for old or new, hard and soft wood, metal, cement, plaster, etc. each guaranteed highest quality or money refunded.

FREE! 35c Can of CHI-NAMEL Varnish to holders of attached coupon

THIS FREE COUPON

This Coupon entitles bearer to one 35c can of Chi-Namel FREE at our store upon purchase of a 25c Varnish Brush to insure a fair trial or will be accepted as 35c upon purchases of larger cans of Chi-Namel Products.

NAME _____

Address _____

The Purdom Hardware

124 DUNDAS STREET. PHONES 2800, 2801.

Why Suede Straps Are So Popular

You can feel thoroughly at ease about your footwear when you wear strap slippers.

They are very fashionable, very neat, snug and trim. They are in keeping with spring and summer frocks, and with their effective straps they give an excellent finishing touch to silk stockings.



Two straps are very fashionable. These fit splendidly and are comfortable and graceful. Come in suede, dull kid, brown and combinations.

\$7.50 TO \$13.50

Johnston & Murray

154 DUNDAS STREET.

Such Wonderful Hats at Such Wonderful Prices-- Millinery Sale

The First Real Saving Opportunity of the Season

Women who live outside London and local women who have paid high prices at other stores for their millinery, have lately asked how we can sell such wonderful high-class sample millinery at such ridiculously low prices.

Friday and Saturday we are making a special effort to give some of the greatest bargains ever offered in London. Sample Hats from New York freshly and beautifully trimmed, in new Hair Braid, Milans, Lisere Straws and the new Visca Braids are included in this lot.

There are also a number of matrons' hats, becomingly trimmed with flowers, ostrich novelties, ribbon bows and novelty effects, which will not last long after they are seen.

110 TRIMMED AND TAILORED HATS, \$3.95
regular up to \$7.00, for
190 TRIMMED AND TAILORED HATS, \$6.95
regular up to \$10.00, for
45 TRIMMED AND DRESS HATS, \$12.75
regular \$20.00, reduced to

Royal Millinery and Fur Company

246 DUNDAS STREET.

SUMMER FURS

NOW SHOWING Beautiful, Smart Chokers and Other Stylish Summer Furs.

For their Smart or Burn, If Sore, You can get relief from the eye schedule of or, kinds of labor

For their Smart or Burn, If Sore, You can get relief from the eye schedule of or, kinds of labor