

Rowat's Teas
FROM THE BETTER GARDENS.
70c, 80c, 90c, \$1.00, \$1.10 and
\$2.00 Pound.
T. A. Rowat & Co.

CLARK'S Economy Stores

CASH AND CARRY
Sell the Best Groceries at
Lowest Prices. Why Pay More?

PURE MONEY
This week only, per
dozen **65c**

MESSINA LEMONS
This week only, per
dozen **19c**

NAVEL ORANGES
Per
dozen **35c**

SWANSDOWN CAKE FLOUR
SPECIAL
This week only, per
package **34c**

FRESH CREAMERY BUTTER
Not storage, but fresh
churned creamery,
per pound **35c**

CLARK'S SPECIAL COFFEE
Whole or freshly
ground, per pound **59c**

MAGIC BAKING POWDER
1-pound
Tins **34c**

WHITE BEANS
4 pounds
for **25c**

PURE ORANGE MARMALADE
4-pound
Tins **59c**

FRAY BENTOS
That delicious Corned Beef, On
Friday and Saturday
only, per tin **22c**

AYLMER SOUPS
Ox Tail, Celery, Vege-
table, Tomato, per tin **10c**

CAMPBELL'S SOUPS
All varieties,
per tin **14c**

EXTRA SPECIAL!
CANNED PEAS
This week only, Old Armchair
Peas, 2 TINS for **25c**

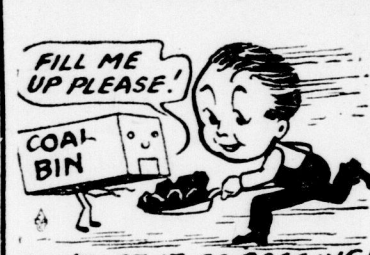
BORDEN'S MILK
Eagle Brand, per
tin **19c**
Silver Cow, per
tin **17c**

CALIFORNIA ASPARAGUS
TIPS
Per
tin **25c**

BROWN'S 100 PER CENT
WHOLE WHEAT BREAD
2 Loaves **25c**

Clark's Economy Stores
Where You Buy Cheaper,
719 RICHMOND STREET,
754 DUNDAS STREET.

Phone **Johnny-on-the-Spot**
for COAL and COKE, 470.



YOUR house will retain
its comfort if you
allow us to keep your coal-
bin filled. Order your
COAL now. Get that even-
temperated, all-fuel kind
of COAL that we sell.

John Mann & Sons
425 YORK ST.
LONDON, ONT.

Carlyle TREBILCOCK OPTICIAN
233 Dundas St. Phone 2351.
Two Doors East of Majestic.

COAL! COKE! WOOD!
We Guarantee Full Measure.
When You Deal Here You
Get What You Pay For!

CHANTLER BROTHERS
263 Bathurst St. Phone 347.

BADGES AND BUTTONS
MILITARY RIBBONS
At **PEEL'S**
Red Star News Company
10 MARKET LANE.

GILLIES
Coal - Coke - Wood
PHONE 1112
COR. ADELAIDE AND BATHURST

Quality Vulcanizing
Only.
ART WILKES
London Tire Repair Depot,
54 WELLINGTON STREET,
Opposite McGlary's.

HAWKEN-LANG
COAL COMPANY
PHONE 522

TWO THOUSAND DELIGHTED WITH MUSIC AT HOBBY FAIR

Crowds at Arena Yesterday
Broke Tuesday's At-
tendance Records.

CONCERT ENJOYED

Once more music featured the evening of the Hobby Fair in the arena, and in spite of the rain the attendance equalled that of Tuesday. Yesterday more than 2,000 people visited the arena.

The delightful program of choral and instrumental music that was offered last night was that kind of promenade concert which apparently Londoners enjoy. The arena under a test of this kind shows that it is just as ideal a place for music as hockey. Voices and melodies are carried easily to every part of the big building without strata to the ear.

The program offered by the University of Western Ontario glee club, under Mr. Parnell Morris, included the first act of O Hara's "The Song of the Solists" being Helen Hughes, Reta Lowrie, Harold Tutts, Douglas Morris, Norman Andrews, Marlan Smith and George Pears.

The university orchestra presented selections from H. M. S. Pinafore, the old favorite Gilbert & Sullivan opera. Maytime by Romberg, Sallor's Song by Grieg, Serenade by Drigo from "Les Millions d'Arlequin," and the melodious Indian Love Lyrics of Woodwood Plinden. Walter Renie was the leader of the orchestra.

Collections, Department 3.
Class 1, Stamps—1, J. A. McNaughton; 2, E. A. Ansby; 3, Oliver Sonlev.

Special Mention—Rose McNaughton, Charlie Line, Stewart Gunn, John Gunn, Howard Clarke, John McLeod, Joseph Veerzeg.

Judged by Dr. L. S. Holmes.
Class 2, Drug Samples—1, Jeanne Watt, 51 Riverside avenue, 1283; 2, Myrtle Chambers, P. O. Home, city, 3141; 3, Barbara Cuthbert, 180 Bruce street, 3401.

Honorable Mention—Billy Duncan, 141 Dundas street, 133; Francis Bradford, 511 Simcoe street, 485; Boran Sweeney, 487 Dundas street, 30.

Judged by A. R. Calnebrook.
Class 3, Grocery Samples—1, Myrtle Chambers, 3409; 2, Alan Knapp, 3108. Judged by W. T. Lawless (lieutenant-colonel).

Class 4, Postcards—1, Yvonne Whiting, 2, Jack Eddy; 3, W. D. Christianson.

Class 5, Indian Relics—1, Stewart Duncan; 2, George Garrett.

Class 6, Groceries—1, Myrtle Chambers, 3409; 2, Keith McNaughton; 3, Jack Tillman. Special Mention—O. Orchard.

Classes 4, 5 and 6 judged by Dr. Holmes.

Class 7, Advertising Buttons or Souvenirs—1, Mark Christianson, 2449; 2, Billie Young, 3142; 3, Howard James, 3115.

Prize Cards, Ribbons, Medals, or Cups Won by Exhibitor—1, Rose Murtagh, 212; 2, Gladys Ashdown, 221; 3, Harry Kincaid, 541.

Class 9, Badges or Buttons, Military—1, Robert Murrell, 677; 2, Gordon Gallagher, 632.

Class 10, Miscellaneous Collections—1, Harry Kincaid, 543; 2, Lawrence McQuillen, 49; 3, Paul Christianson, 268.

Honorable Mention—Frank Faust. Classes 7, 8, 9 and 10 judged by W. T. Lawless (lieutenant-colonel).

Prize List Pigeons.
Dept. 5, Section 2, Class 1, Homers—1, Arthur Dorey, 22 Alfred street, 3472; 2, Borden Carrothers, 151 Dreaney avenue, 3173; 3, Roy Meyers, 37 Woodward, 2806; 4, Arthur Dorey, 22 Oxford, 3474; 5, Underhill, 75 Westmoreland, 3185.

Blue Homers, Extra Class 1a—

Girl's Bravery Routs Thieves

Canadian Press Despatch.
St. John, N. B., April 15.—

Ethel Ross, nineteen years old, ventured out into a lonely street at 2 o'clock this morning and, single-handed, frightened two burglars away from the store of Benny Sharpe, took their loot away from them and forced them to flee. She was dragged a look by one of the men, who was endeavoring to escape with the merchandise they had taken from the store.

1, Arthur F. Dorey, 22 Alfred street, 3472; 2, Roy Meyers, 34 Woodward, 2804; 3, Wilfred Worsell, 415 Ottawa way, 1524; 4, Underhill, 75 Westmoreland, 3185; 5, Lorrey Taylor, 927 Morris avenue, 2920.

Jacobins, Class 2—1, Frank Love, 70 Craig street, 792; 2, and 3, Roy Meyers, 37 Woodward, 3476.

Tumblers, Class 3—1, and 2, Roy Meyers, 37 Woodward, 3480.

Pigeons, Class 4, White Homers—1 and 2, Roy Meyers, 37 Woodward, 2806; 3, Harry Morton, 5 Hamilton road, 3477; 4, Tuck Taylor, 92 Lorne avenue, 2921; 5, Harry Morton, 5 Hamilton road, 3466.

Magpies, Class 5—1 and 2, Bill Taylor, 279 Wharfedale road, 1344; 3, M. Corcoran, 338 Cheapside, 3482; 4, Roy Meyers, 37 Woodward avenue, 2806; 5, Roy Meyers, 37 Woodward avenue, 3476.

Class 8, Other Varieties—1 and 3, N. Corcoran, 338 Cheapside, 3481; 2, and 4, Roy Meyers, 37 Woodward, 2803; 5, Arthur F. Dorey, 22 Alfred street, 3472.

Roy Meyers, shield for largest entry; shield for best display.

Art, Department 1.
Class 1, Section 1—1, Muriel McIntosh, 1872; 2, John D. May, 1549; 3, Stanley Turner, 3448.

Section 2—1, Thomas Foster, 3413; 2, Jack Williams, 2656.

Section 3—1, Edna Hill, 247; 2, Alex. Barr, 1256; 3, Joe Holmes, 158.

Section 4—1, Helen Bever, 1075; 2, Jack Williams, 2655.

Section 5—1, Helen Bever, 1075; 2, Alex. Barr, 1258; 3, Jack Tillman, 2081.

Section 6—1, George Turner, 3242; 2, George Stanfield, 2964; 3, Edna Hill, 271.

Section 7—1, John D. May, 1548; 2, W. Christianson, 2678; 3, Maurice Day, 358.

Judges—R. R. Bland, W. H. Abbott.

Class 12, Public School Manual Training.
Class 1, Grade 8—1, Clarence Bruner, 177; 2, Harry Ings, 2882; 3, Gordon Robinson, 1832.

Class 2, Grade 7—1, Gordon Burns, 1281; 2, Jack Page, 1633; 3, Jack McLaren, 1862.

Class 3, Grade 6—1, Billie Munro, 1489; 2, John Milne, 872; 3, Harry Hoare, 1210.

Judged by Mr. A. R. C. Hound and Mr. William Courtis.

LIBERAL POLICIES WIN SUPPORT

West Kootenay Member Is
Second To Favor Budget
Proposals.

By E. C. BUCHANAN,
Special to The Advertiser
by a Staff Correspondent.

Ottawa, April 15.—The government found support for its budget from another Independent today. L. W. Humphrey, West Kootenay, informed the House that he intended to vote for it. In doing so, Mr. Humphrey depreciated the blue ruin utterance of opposition office seekers.

In his own province, he declared, there was confidence in the future and satisfaction with the record of the government. He believed the sentiment of British Columbia prevailed in other provinces.

In Mr. Humphrey's opinion, too much attention was given to the tariff. Of greater importance to Canada in connection with future development and prosperity was the problem of transportation. The Independent member expressed his appreciation of the government's action on the Inland Revenue bill, the fruit combine of the Pacific province.

A conventional Conservative attack on the ministry was made by J. H. Harris of East York. He professed to have some anxiety as to the government's mandate for carrying on the business of the country. Mr. Harris saw in the favorable trade balance, not an improvement in trade but a falling off in the purchasing power of the Canadian people. He regretted that the man on the street could not read the financial statement at a glance. He found it cluttered up with obscurities.

The Toronto Tory let it be known that he was not an admirer of Liberal statesmanship of today. He saw in the tendencies of the prime minister a turning toward the United States, and felt that a pursuit of them might lead him to the presidency of the republic.

Although a Conservative government, Mr. Harris recalled, had proposed in its day a tariff board, he criticized the present administration for taking steps to the same end. What was good when offered by his own party was an evil when advanced by the Liberals.

There were only two speakers on the budget this afternoon. The prime minister and opposition leader are still holding their fire, although they have their addresses prepared. At the present rate of progress the debate should extend well into next week.

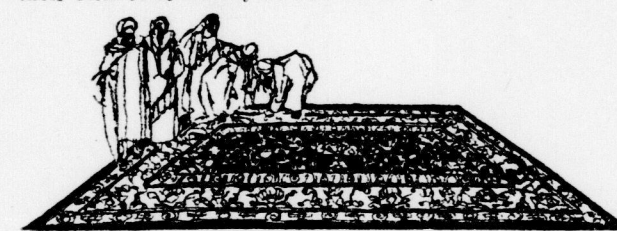
The House learned on a question from Mr. Meikhen, answered by the acting minister of finance, that an Australian trade agreement is still in the negotiation stage. The agreement was worked out about a year ago, and appeared to be on the point of execution some time since, but the Australian government has made modifications in it that are not acceptable to the administration here.

Collection of Oriental Rugs

Specially chosen for the buyer of limited or modest means, who still desires the loveliness and charm of an Oriental Rug for his home.

Scatter Rugs In This Display Are Priced As Low As \$10.00

If you just see them—these gorgeous rugs will more than repay the trouble of a visit. They have all the magnificence of coloring that is truly a part of the Orient—and in addition are displayed by an expert who knows in exactly what lighting their rich color beauty is best revealed.



And colorings in Oriental Rugs are permanent! Pure vegetable dyes are used—and sunlight, or even boiling water, would not impair their rich tones. They are a lifetime of loveliness.

For correct lighting is most important! A magnificent Sarouk, in one lighting, may be of deepest sapphire—and as blue as summer skies, with the light reaching it from another direction.

Service Above Self

The Rotary principle, upon which most of the finer things in life are based.

A principle that is a little paradoxical as well—for it's surprising what a lot of purely personal pleasure you can find in just doing "what's right" by the other fellow.

To make life something more than a mere chase for dollars, Rotary is first teaching the golden truth, that it is very often much "more blessed to give than to receive."

And for the selfishness that is gradually being caught up in the structure of better modern business—a good deal of the influence can be traced to Rotary.

For Rotary Week, we want to be "selfishly unselfish"—or "unselfishly selfish"—and enjoy giving over our store to Rotarians.

And please, please us by using them all.

To-day I saw

The Tailored Woman—who annually reappears in new and smarter versions!

This year she is wearing a narrow velvet collar, to outline the slenderness and straightness of her shoulders—and beneath it a flattering scarf, simple yet fascinatingly feminine.

Where the coat is thrown open, there are tantalizing glimpses of immaculate tailored blouse, silk broadcloth and the English cotton weave—for the matter of the blouse is helping the tailored woman along to a good deal of her distinction.

There's a coolness and freshness about it that gives the well-groomed, "just stepped out of the band-box" appearance which is so large a part of her charm.

And by the way, have you inspected all the new blouses yet? They've been sent out in a myriad of fascinating fashions and fabrics to support "The Tailored Woman" in her 1925 appearance.

Judith

Three Outstanding Types:

Hall Runner at \$95

15 Feet 5 Inches by 2 Feet 9 Inches

Dark blue background with bold Kazak design in rose. Threaded through the rich Oriental design are a myriad of glowing—almost iridescent colors—so that bronze and amber tones gleam the entire length.

Persian Iran Rugs, \$47

Average Size, 6 Ft. by 3 Ft. 6 In.

Oriental coloring and texture beauty embodied in smaller size rugs for the average home. The expenditure of a very small sum for a prideful home possession.

Feraghan Carpet, \$290

11 Feet 7 Inches by 7 Feet 10 Inches

A deep rose ground with a border that is fascinating because of its unique workmanship. An elaborate design, as closely patterned as a mosaic.

This Week and Next, Third Floor.

Beloeil Oilcloth Squares

HALF-PRICE

\$3.50, \$4.25, \$6.00
and \$7.00 Each

Linoleum squares of attractive patternings. Colors that make them suitable for either kitchen or bedrooms. And quality which could exact a higher price than that asked in this special sale event.

Sizes 6 ft. x 9 ft. \$3.50
7 ft. 6 in. x 9 ft. \$4.25
9 ft. x 10 ft. 6 in. \$6.00
9 ft. x 12 ft. \$7.00

Third Floor.

An Interview On Suits

SCENE: The Boys' Shop.
SUBJECTS: Style! Value! Price!

These are subjects that a shopping mother must consider with the salesman in the Boys' Shop.

First—are the suits stout wearers? Sergees, Tweeds and Worsted Mixtures are GUARANTEED for durability. What about sizes? A flexible range that makes individual selection easy to suit any boy.

What about prices? Varying from \$9.95, \$10.95, \$11.95 to \$17.95 for Two-Bloomer Suits, with a special line in navy Irish serge at \$13.95, to fit any growing boy.

Of course, a manly boy is particular about his appearance, so—

What about styles? Yoke and panel tailored backs in dashing imitation of masculine styles. Convenient (and numerous) boyish pockets. And materials featuring the faintly color-flecked tweeds that have become so popular with the older generation.

Boys' Wear, Main Floor.



AN EVENT IN VOILES, 57c YARD

Beautiful Dotted Voiles, including Permaflock, Normandy and Bordeaux makes, fine qualities, newest colors and designs. A special assortment of about 500 yards. This remarkable price should mean an early clearance. Here are some of the colors, all with white plain or fancy dotted patterns—Rose, Copenhagen, Black, Navy, Jade, Almond Green, Honeydew, Peach, Orchid, also White with Black dot. All are from 38 to 40 inches. See display in Dundas street window. Friday, 9 a.m. 57c yard

FUR STORAGE

Accommodation now for summer storage of fur coats and neckpieces.
Second Floor, or Phone 4400.

SMALLMAN & INGRAM LIMITED

DEMONSTRATION C-I-T WINDOW CLEANSER

Basement.

New Ensemble Styles

Down fashion's highway comes new ensemble modes in all colorful charm and newness. The various blendings of fabrics, combined with unique finishings of fur, lends special novelty to this season's apparel.

There is a distinct departure from fabrics and colors of past seasons which gives a wondrous charm and novelty to the correct styles of the hour.



COATS

This season specializes in fur trimmings. From the most modest to the costliest coats fur is added to give tone and exclusiveness to present styles. Prices

\$14.95 to \$58.50

Ensemble Suits

Are among fashion's foremost modes. They are here in all their appealing charm of suitable spring wear at prices ranging from

\$35 Upwards

Ensemble Dresses

The latest production in the world of fashion which represents a coat and dress in one, and so embodies economy, utility and style. This unique garment promises to win universal favor. A very special showing of these attractive models is here at

\$35.00

Ross' LIMITED
MANUFACTURERS
PHONE 1319. 196 DUNDAS STREET.



Lightning Bolt Rings Telephones, Brings Neighbors To Blazing Home

Special to The Advertiser.
Chatham, April 15.—Lightning last night set fire to the residence of Henry Boley on the River road, Raleigh township, and at the same time sounded a telephone alarm in the homes of neighbors. Aroused by the ringing of the telephones, the neighbors saw the glare of the fire and hurried to render assistance.

The Boley family, clad only in night attire, were forced to flee from the burning structure, and found it impossible to save anything. The loss is placed at about \$4,000, partly covered by insurance.

FUNERAL OF DUGALL LOVE TO EXETER CEMETERY

Special to The Advertiser.
Exeter, April 15.—The remains of the late Dugall Love were interred at Exeter this afternoon. The deceased was 76 years old and apparently in the best of health at the time he was stricken with paralysis. He leaves a widow and a family of six grown-up daughters to mourn. The funeral services, which were private, were conducted by his pastor, Rev. J. Poote of the Presbyterian church.

MEN'S and BOYS' RIDING BREECHES, \$4.50, \$4.75

Sturdy brown whipcord in the sportsmanlike English manner. Laced bottoms and the full peg-top which permits the maximum of riding comfort. In whipcord \$4.50 and \$4.75

Men's Shop, Main Floor.

The Opening of the Golfing Season

Now there's a demand for new golfing knickers. The Men's Shop has prepared a stock that is smart-looking as well as serviceable. In gray flannel and tweed overchecks, at \$6.00
In natural linen at \$5.00 and \$6.00

Men's Shop, Main Floor.

BATH TOWELS AT ONE-THIRD OFF

SECONDS IN BATH TOWELS, 53c EACH.

With the season just ahead, an opportunity to lay in a goodly supply of superior quality Two-Ply Towels, solid colors of pink, blue, lavender, gold and white; also a dozen novelty stripes. Sizes 22x10. The lot consists of 500 towels at 53c each

Wash Cloths specially featured to match towels tomorrow at 2 for 25c

Main Aisle.

GEO. E. LOGAN FUNERAL HOME
471-373 DUNDAS STREET,
PHONE 1093. jw1

LITERARY CLUB HOLDS SEASON'S LAST MEETING

Special to The Advertiser.
Komoka, April 15.—With 50 present, the Gold Creek Literary club held the final meeting of the season Tuesday evening.