

**WINDOW SHADES**

If you have Graves make your Window Shades they will be satisfactory.

**O.B. GRAVES, Limited**

**CANNED ASPARAGUS**

TALL TINS, 35c.  
SHORT TINS (TIPS), 30c.

Best Canned Corn ..... 10c  
French Peas ..... 15c  
Pumpkin, for pies ..... 10c  
Prunes ..... 10c, 12c and 15c  
Apricots, per pound ..... 25c

We sell the new furniture polish, RE-NU-ALL, per bottle, 25c and 50c.

**John Diprose**

THREE POPULAR STORES:  
Dundas and Ridout Streets,  
Dundas and Wellington Streets,  
Richmond and Hyman Streets.



Look for above sign on window, and large watch sign over sidewalk.  
WHOLESALE AND RETAIL.  
**W.J. Wray & Co.**  
284 RICHMOND STREET, LONDON.

**Get Our Estimate**  
On Furnishing Your Home. We grant liberal terms of credit.

**H. WOLF & SONS**  
Open Evenings. 265 Dundas St.

**Mason & Risch**  
"The Piano With a Soul"  
231 Dundas St.

**London Conservatory of Music and School of Elocution**

For particulars re tuition or exams, write the Registrar.  
**F. L. WILLGOOSE, Mus. Bac., A.R.C.O., Principal.**  
**LOTTIE L. ARMSTRONG, Registrar.**

**Roland D. Jarvis**  
DENTIST  
Corner Dundas and Clarence Streets.

**ADVANCE IN PRICE OF SHOES EXPECTED**

Rubbers and Rubber Goods Go Up Next Week, It Is Stated.

An advance in the price of shoes is looked forward to by retail dealers within a very short time. They have already been notified by manufacturers that rubbers and rubber goods would take an advance next week, the increase being from 7 to 15 per cent. Shoes will be advanced also, it is anticipated. Manufacturers find it almost impossible to obtain raw material at a reasonable figure, they claim, and as a result, the manufactured goods must go up.

"No rise has been announced as yet, but it will come," a manufacturer informed The Advertiser. "I received a telegram today announcing another rise in raw material, and I cannot see anything to it, but a boost in the cost of the manufactured goods. An announcement will probably be made shortly."

**CLANDEBOYE.**  
Clandeboye, April 16.—Mr. William Bradley, of Brinsley, has been busy engaged loading logs for Mr. A. M. Love, of Elderton. He has already shipped about a dozen cars, and will have a few more left to load.

The Women's Missionary Society held its regular meeting in the Methodist Church here yesterday afternoon.

Mrs. J. Wilson, of Greenway, district organizer of the missionaries, made arrangements for the convention, which will be held here on May 2. Addresses were given on the mission work in China, Japan and India. Solos were rendered by several members. At the close of the meeting tea was served in the Sunday school room.

The Clover Leaf Mission Band will conduct a meeting at the home of Mrs. A. E. Hodgins on Saturday afternoon.

Mr. George Simpson has just received a large consignment of machinery, and he is very busy engaged setting it up, as seeding will soon commence, and Mr. Simpson has many orders to fill before seeding.

Master A. Sabine, of London, spent a few days recently with Mr. Lloyd Jones, of this village.

**TRAFFORD'S**

For Reupholstering. Expert workmen. Prompt attention. Reasonable charges.

129 DUNDAS STREET.  
11 MARKET SQUARE.  
Phone 884

**D. L. & W. Scranton Coal**

Is sold by Heaman. We have fresh-mined Coal arriving daily in box cars. Try a ton.

**Heaman & Son**  
York and Burwell Streets.  
Phone 312.

**Quality Store**

SPECIAL  
**3 lb. Prunes, 25c**

Phonics; GROCERY, 1024, 3323.  
**HARRY RANAHAN**  
515 AND 517 RICHMOND ST.



We carry the largest stock of Mounted Diamonds in Western Ontario; therefore our prices must be right, or we could not enjoy this enviable position.

Our Rings are mounted in 14-karat gold. They range in price from \$5 to \$800.

Diamond and Pearl Set Brooches from \$12 to \$250.

We are always pleased to show you our goods.

**C. H. Ward & Co.**  
Diamond Merchants and Jewelers,  
374 RICHMOND STREET.  
PHONE 1084.

**LONDON AND DISTRICT**

Past Masters' Night.

Corinthian Lodge, A. F. and A. M., held a past masters' night on Tuesday evening. The work was put on by Rt. Wor. Bro. J. W. Metherell, assisted by V. Wor. Bro. O. J. Bridge, and a number of past masters. Later a banquet was held at which Wor. Bro. L. Davies presided. Short speeches were made by Bros. J. W. Metherell, C. G. Carlton, J. W. Wallace, and others.

**Busy Bee Concert.**

The Busy Bee Club of the First Methodist Church, assisted by the Home children, presented their second annual concert last night in Wesley Hall. Rev. Mr. Whiting, acting as chairman, opened the programme by a short address, which was followed by dialogues, recitations and solo. Miss Louise Chapman rendered a solo that was much appreciated. The children from the home sang two choruses and were cheered with a rousing cheer by Miss Minnie Pearson, an instrumental selection by Dorothy Pearson, and the singing of "God Save the King," a delightful entertainment was brought to an end.

**ZAM-BUK IN THE HOME**

Read How Useful It Proved In These Widely-Different Cases.

Zam-Buk's strongest point is its effectiveness in all kinds of skin diseases and injuries. Just note how excellent these persons proved it in widely different directions:

**Sore Heel.**—Mrs. C. A. Campbell, of Powassan, Ont., writes: "One of my heels was very badly blistered by a pair of new shoes, and the poisonous dye from my stocking got into it, and made a bad sore. For a week I could not put on a shoe, and suffered great pain. I applied Zam-Buk, and in a few days it drew the poison out and healed the wound."

**Bad Cut.**—Mrs. J. Virgint, of Onondaga, Ont., writes: "Zam-Buk healed a bad cut which I sustained. I was hurrying across my yard one day when I slipped and fell heavily, my knee striking a sharp stone. At the moment I did not realize how badly I was hurt, but I found I had a bad cut about two inches long, very jagged, and very deep. We bathed the cut and applied Zam-Buk. This stopped the smarting very quickly, and in a few days it had healed the wound completely. For cuts and bruises Zam-Buk is a splendid remedy."

**Eczema Cured.**—Mrs. Antoine Arsenault, of Maxville, P.E.I., writes: "I can highly recommend Zam-Buk to any person suffering from eczema. I had this disease and was under doctors' treatment for two years, without any good result. I then tried Zam-Buk and in the end it cured me. Zam-Buk is just as good for piles, blood poison, festering sores, pimples, eruptions, cuts, bruises, burns, and all skin injuries and diseases; 50c a box, all druggists and stores, or post-free for price from Zam-Buk Company, Toronto. Try Zam-Buk Soap, 25c tablet."

**R. K. COWAN**  
BARRISTER, SOLICITOR, ETC.  
County Bldgs., next Court House, London

**FRESH SHIPMENT**

**Allegratti's Famous New York Chocolates and Bon-Bons**

THE FINEST AND MOST DELICIOUS CHOCOLATES MADE

**Cairncross & Lawrence**  
Chemists and Druggists,  
216 Dundas Street, London, Ont.

**FUR STORAGE**

The building in which we store all furs and valuable Floor Rugs, contains fireproof vaults. Each article is hung separately. All cleaned by electricity before storage. Charge is only 2 per cent. of a reasonable value.

**BELTZ & CO.**  
PRACTICAL FURRIERS.

**DORCHESTER PASTOR FORMALLY INDUCTED**

Presbyterian Minister Took Over His Charge Yesterday.

The Presbytery of London met yesterday at the Presbyterian Church at Dorchester for the induction of the new pastor, Rev. John Smith, formerly of the Hamilton Road Presbyterian Church in this city.

Rev. Dr. Munro, moderator of the presbytery, presided and conducted the induction. Rev. Mr. Hosie, of St. George's Church, London, presided.

The services, which were very well attended, were of a high order, and Rev. Mr. Smith enters upon his new pastorate with the brightest prospects. At the conclusion of the programme the ladies provided an excellent dinner.

**Are You Fat?**

You know you cannot stay fat, don't you? That is, you cannot be fat and in style. The day when a fat woman was tolerated is passed. Nowadays all women must be in proportion or be ridiculous. This does not mean you should become skinny, however. You should not get below the hard flesh line. All you need is to lose the fat, but not the skin. This is the work without uniform reduction. They may take off a few pounds, for example, and leave the skin hanging loose. What you need, you see, is something pleasant to take that without injury to your health will take the fat off uniformly and quickly, say at the rate of a pound a day or so, until it is all gone where you want it.

**STORM WAS SEVERE IN PARKHILL DISTRICT**

Culverts Were Washed Away and Tiles Torn Up By Rush of Water.

[Special to The Advertiser.]

Parkhill, April 17.—A severe electric storm, with hail, passed over this vicinity recently. An unusually heavy downpour of rain caused a great amount of damage to culverts, and in some places concrete tiles were washed out into the fields. The water washed over in several places where it was never known to do so before.

A number of farmers of this vicinity have commenced to plow, and in a few days seeding will start if the weather continues favorable.

John MacLachlan, of con. 14, of East Williams, left for Duluth, where he will be a brakeman.

Peter McCormick has rented his farm to Alex. Ragan for a term of years.

Mr. and Mrs. Wm. Freer, of Sham-boro, who have been visiting relatives and friends here, have returned.

Miss Mary Galbraith, who is teaching at Bright, spent her Easter holidays with her parents, and has returned to her school.

Miss Pearl Anderson, teacher, of Bonrhill, who has been spending her holidays at her home, has returned to resume her duties.

Thomas Walsh, who for a number of years has been a merchant in Parkhill in the grocery business, has sold out to Mr. Logan, of the town. Mr. Walsh has left for Detroit, where he has taken a position.

Mrs. Douglas McCormick, who has been visiting her parents during the Easter holidays at Seaford, returned to her home, accompanied by her sister.

Taxi Cabs and Carriages for every occasion. Hueston Liveries.

**Do This Tomorrow**

If You Have Never Tried Dried Beef, Give It a Trial

Ready to serve, you will find it a delicious, tasty meat. Just the thing to serve your company. 40c A POUND.

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

Two Stores  
250 DUNDAS STREET  
Wentworth Road and Craig Street  
South London, 969  
Dundas St., 3051-3052  
Three Phones

**LIBERAL MEMBERS TO SPEAK IN LONDON**

Messrs. J. C. Elliott and E. W. Nesbitt Are Coming to This City.

Mr. J. C. Elliott, M. P. P., West Middlesex, and Mr. W. Nesbitt, M. P., North Oxford, will address the Liberals of London in Hyman Hall on Friday evening. Mr. Nesbitt wired Tuesday that he would be present. Mr. Elliott having accepted prior to that. The latter will discuss Mr. N. W. Rowell's "Banish the Bar" policy and bilingual schools. To both these subjects Mr. Elliott has given a very great deal of study, and a treat is in store. Mr. Nesbitt will deal with Dominion issues entirely.

All Liberals are invited to attend.

**GREAT FOR BREAKFAST.**

Give them Kellogg's Toasted Corn Flakes every morning for breakfast. They're sure to like it, and find it nourishing as well as flavorful.

**CITY ENGINEER FEARS UNCLE LOST ON TITANIC**

Mr. George Wright Is Anxiously Awaiting Information From Steamship Company.

City Engineer Wright fears that his uncle, Mr. George Wright, of Halifax, was lost on the Titanic. Efforts are being made to learn the truth, but so far they have been unavailing. "My uncle went on a trip to the Mediterranean," explained City Engineer Wright to The Advertiser today. "There were a number with him, but none of their names appears among the list of passengers on the Titanic. When we saw the name of George Wright, of Halifax, we suspected at once that it was my uncle. We presume that he had to come back earlier than the others and sailed on the Titanic. My father was with the White Star offices in Toronto all day Tuesday, and endeavored to get some information from New York or London, England. However, we have not received anything definite as yet. I expect to hear some time today. I fear it is my uncle, although there is the possibility that it may be some other George Wright."

Mr. Wright is a publisher in Halifax and is editor of the Publishers' Trade Journal.

**MAY NOT RECOVER**

Mrs. Wm. Moulton, of Dawn Valley, Underwent Operation Recently.

Dawn Valley, April 17.—Dr. J. I. Wiley, of Dresden, performed an operation on Mrs. Wm. Moulton recently. She is very low. Her husband, who has been in British Columbia for the past seven years, has been sent for, and is expected to arrive shortly. Their son, Robert, also in British Columbia, is coming home.

The copious downfall of rain recently will delay the seeding somewhat. The fields were drying off splendidly, and the roads were fine. Pathmasters on the various beats had teams of scraping them last week. But now there is a good deal of water lying about. Farmers are busy opening out drains and furrows, and with this warm, bright sun, evaporation is rapidly drying up the water, and the numerous waterways carrying it off. It is expected by the first of next week seeding will be well under way.

Mrs. David Wise, of Seaford, is visiting her daughter, Mrs. Perry Shaw, for a few days.

School has reopened at No. 19 with Miss E. Kilbourne, of London, in charge. Mr. Lippert continues to teach at No. 1.

Mr. and Mrs. Charlie Shaw visited the latter's parents, Mr. and Mrs. Charles Joyce, of Camden, recently.

Messrs. G. A. and J. H. Curtis visited recently in Chatham.

Miss Eva Moulton is recovering from an attack of appendicitis.

Will King, of Dresden, visited recently with Mrs. King and children here.

Mr. and Mrs. James Currie, of the 3rd concession, visited with Mrs. Currie's parents, Mr. and Mrs. Charles H. Stevens, recently.

Albert Willis has moved from the house on C. P. Watson's farm, lot 19, back to his own farm, where he has arranged some buildings for a temporary home until after seeding, when he will build his new house.

**In Dread of Croup**

The inexperienced mother is always in dread of croup. There is seldom any warning until the child awakens at midnight with the hard, rattling cough and gasps frantically for breath.

There is no time to send for a doctor, no time to go to the drug store, even; relief must be obtained at once. If you are not so fortunate to have Dr. Chase's Syrup of Linseed and Turpentine in the house, cause the child to vomit with a spoonful of warm lard or by tickling the throat with the finger.

Then get Dr. Chase's Syrup of Linseed and Turpentine so as to prevent the more serious attack which usually comes the second night. This treatment is wonderfully effective for croup, bronchitis and colds in the throat or chest. Mothers who make a practice of always keeping it in the house find that they can depend on it in case of emergency.

**A Piano is no better than its hidden parts. That's why we so confidently ask you to compare the Sherlock-Manning 20th Century Piano with the best makes.**

Mark you, we do not urge you to buy a Sherlock-Manning Piano—we simply ask you to compare the Sherlock-Manning with the world's best.

We know that the Sherlock-Manning 20th Century Piano is Canada's Greatest piano value, and we believe that your judgment, or the judgment of any unbiased master musician, will confirm our opinion.

But, before you decide, find out the essentials of a perfect piano—the features that make for lasting tonal beauty.

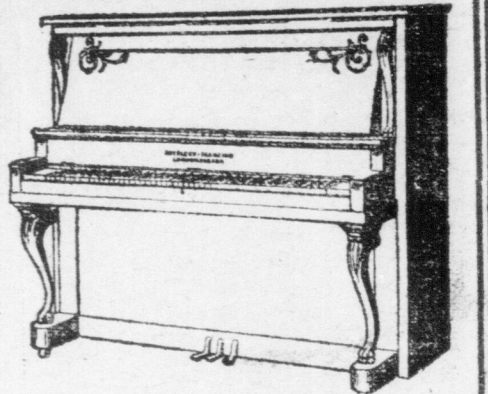
The piano you buy should have:

The famous Otto Higel Double Repeating Action.  
Poehlmann Wire, the best piano wire made.  
Wickert Felt Hammers, the hammers that endure.  
A Full Iron Plate, and  
Billings Brass Action Flange, the latest improvement.

There are other essential features, but ask to be shown these, the most essential. You will find that only high-grade, first-quality instruments possess these. Now

Use Our Automobile. Phone 1078.

**Sherlock-Manning Piano and Organ Co.**  
LONDON. (No Street Address Necessary). CANADA.



LOUIS XV. STYLE 80.

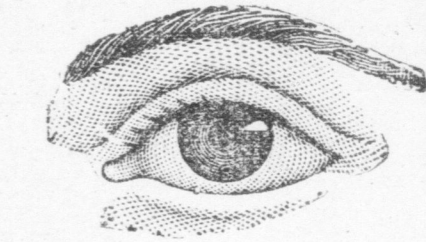
**SHERLOCK-MANNING 20th CENTURY PIANO**  
Is the embodiment of quality, it possesses every feature that makes for piano excellence and the lasting life of the instrument.

Yet, you can save money, a considerable amount of money, if you buy a Sherlock-Manning Piano.

Ask us to show you where and how the saving comes in. Call at the factory, if possible. Write for inside information anyhow.

Use Our Automobile. Phone 1078.

**Sherlock-Manning Piano and Organ Co.**  
LONDON. (No Street Address Necessary). CANADA.

**THE UNTRUTH OF**

**\$5.00 GLASSES FOR \$1.00 EXPOSED AND EXPLAINED**

Of the many deceptive agencies of work in the optical business, none is more dangerous to the public than the so-called Optical Specialist who advertises \$5.00 and \$3.50 glasses for \$1.00.

Large and flaming advertisements appear in the daily papers announcing the wonderful sacrifice this specialist is making in order to become permanently established in your city.

Of course, very few, if any, who visit these dealers, ever get a pair of glasses for \$1.00, but such an advertisement serves the purpose of bringing in the victims, and the would-be Specialist relies upon his shrewdness to do the rest.

The trick is to attract the people to call for the \$1.00 glasses. Then the game is to tell the caller, "Your case is different. You need glasses made to order," or "You have cataract. Your eyes will need treatment and special attention."

The result is the patient pays from \$3.50 to \$10.00 for glasses which never suit and are not worth half the price paid. The testing is simply guess-work or bluffing, and any glass through which the patient can see is given.

Is this the class of men you would intrust your eyesight to? Would you jeopardize your eyes by allowing such men to fit you with glasses? Surely not.

London has had her share of this class, and the residents of our city should now know better than to bite at this sort of bait.

Newspapers, too, should exercise a little better judgment and not accept advertising of this character at any price, as it is an injustice to the readers of their paper.

Reduced from \$5.00 to \$1.00 should be enough to warn you.

You know and we know that no one will sell you \$5.00 gold specs for \$1.00 in silver.

We have changed scores of glasses that were fitted by fakirs, and almost every day brings us people who have been victimized.

If you value your eyesight, beware of advertising such as mentioned.

**THE BROWN OPTICAL CO.**  
LEGITIMATE OPTOMETRISTS

**CREWS HELD A DEBATE ON RIGHT OF WAY**

Hamilton Road Line Tied Up by a Learned Discussion.

The Hamilton road branch of the Oxford street car line was held up for a half hour late last evening owing to an argument between the motormen and conductors on two cars as to who had the right-of-way. The cars met near Mainland street, one motorman waiting the other to back to the switch at Mainland street and let his car pass, while the other motorman persisted in holding the track and insisting upon the other car backing up to the switch at Horton street.

The conductors took part in the argument, and the result was that each denied the other. For half an hour the cars remained in this fashion, until finally the passengers became angry and threatened to take a hand in the affairs themselves.

Several of them had started to walk to their homes before this, many having to go as far as Egerton street. As a result of the affair a complaint has been sent into the company, together with the numbers of the cars, and it is likely some action will be taken by the street railway management.

**A Little Timely Talk**

On the ability of this store to serve you best of all may not be amiss. We do not propose to make it in words, however.

We propose to let our Wall Papers and prices do all the talking, and we cordially invite you to come and learn how eloquent they are.

**A.E. JOLLY & CO.**  
190 DUNDAS STREET.