

ROWAT'S SPECIAL COFFEE
The finest procurable. It pleases most particular people.
70c a pound.
T. A. ROWAT & CO.
250 Dundas Street. Phone 3051-3052.

The Best Shoes That Canada Produces

We search the Canadian factories for the best styles and quality. We believe we have one of the finest displays of made-in-Canada footwear in Western Ontario, featuring the last minute styles. Come in and let us show you these models and our salesmen will see that they fit snug and neat to your feet.

Cook's Shoe Store

Beaded Bags

Fancy Beaded Bags, in all the colorings.
.....\$12.50 to \$50.00

C. H. Ward & Co.
Diamond Merchants and Jewelers.
386 Richmond Street.
Phone 1084.

London Business College

Dundas and Richmond Streets.
London, Ont.
Summer terms from April 12. Enter any time. J. Morritt, Principal. N. Stonehouse, Vice-Principal.

Double Mileage

Puncture-Proof Service.
Ask
Art Wilkes
London Tire Repair Depot.
354 Wellington. Opp. McClary's.



PHONE 3511.
HAVE YOUR PIANO TUNED
BY
S. BOARDMAN
Formerly six years with Heintzman Co.

Anthracite Coal

Egg, Stove, Chestnut, Pea
—Best Quality—

Wood! Wood!

Hard Wood, Mixed Wood, Mixed Slabs.
Prompt deliveries, any part of city.
BRISTOL ESSERY
430 Maitland. ywt. Phone 1089

INSURANCE

HAROLD J. LAWSON
(Returned).
305 Dominion Savings Bldg. Phone 950.
ywt.

LET ELECTRICITY DO YOUR WORK.
An Electric Washer, a Vacuum Cleaner, Electric Iron or a Sewing Machine Motor, make child's play of housework. The cost of operation is so small you will see no difference in your electric bills.
BENSON-WILCOX ELECTRIC CO.
264 Dundas Street. Phone 2671
ywt.

The London Loan and Savings Company of Canada

Open Saturday evenings for convenience of depositors.

4% INTEREST ALLOWED

M. J. KENT, Manager.
ywt.

The Martin-Lyons Fuel Co.
WE SELL REDWINE KENTUCKY CANNEL
H. H. McKILLIP, R. R. LYONS, Manager. CHAS. S. MARTIN



Martin's Man Says

Dear Friends—Spring has come! (Even if a little behind schedule time). The air is thick with the promise of summer. The mud is thick. Your clothes feel too thick; and the air is also thick with—well, you know! For the cellar is flooded. Good old spring!

But if the cellar MUST be flooded, why not do it in an up-to-date way. Flood it with

Martin's Anthracite

(Lackawanna, Lehigh and Wyoming Valley).
"It Means Something to You."
OFFICE and YARD: 711 YORK STREET. TELEPHONE 1315.

TO THE PUBLIC...

To correct any wrong impressions that may have arisen through the dissolution of the partnership of Marley & Hexter, Mr. Hexter wishes to inform his patrons that he has taken over the entire business, and is continuing business at the same stand, 483 Richmond street, under the name of Marley-Hexter Taxi.

The telephone number is the same as in the past, 2859.
Thanking you for your past favors, and soliciting your future patronage, we remain always at your service.

MARLEY-HEXTER TAXI.
82a

PEA COAL

Now \$10.50 per Ton
Three-Ton Lots \$30

Anderson Coal Co.

FUR STORAGE

BELTZ & CO.
PHONE 817.
ywt.

In every line there's a leader. In BREAD it's

Parnell's

Assure yourself of this fact by ordering a trial loaf today.

You'll Be Surprised.

We ask you to judge for yourself--

TO GIVE THIS DELICIOUS, WHOLESOME LOAF OF

Johnston Bros. XXX BREAD

A TRIAL ON YOUR TABLE.

We know its nutlike flavor will satisfy all appetites.

Fresh at Your Grocer's Today.

Johnston Bros. Phone 944.

DON'T

trust to memory to preserve the changing likeness of your growing boy or girl. Memory plays strange tricks sometimes.

Secure that likeness by a good photograph occasionally.

There is a standard of quality in Photos bearing our signature that cannot easily be overestimated.

R. DARRAGH,

Proprietor of

The Edy Bros. Photo Studio

Note the Quality of the Work in Our Window. b

FAWKES



'Nother Slice, Please

A big bowl of bread and milk—when the bread is sweet and pure, fine-grained and feathery—

FAWKES' TASTIMADE BREAD

is the ideal bread for King Baby. Real home made bread. The children like it and thrive on it. Our recipe is the same as you use in your own kitchen.

Fawkes Tastimade Bread is a perfect loaf, with all the fine-flavored sweetness from the very heart of the wheat intact.

You will never know how good bread is until you eat

"Fawkes' Tastimade"

Food for Brain. Food for Bone.
Food for Muscle.

Our Wagon Passes Your Door--
Shall We Call?



At Your Grocers

Or Phone 1063

WE COULDN'T MAKE ALL THE BREAD SO WE JUST MAKE THE BEST.



"She who from April dates her years,
Diamonds should wear last bitter tears
For vain repentance flow; this stone
Emblem of innocence is known."

TWENTY years ago a good one-karat diamond might have been bought for one hundred dollars. Since that time they have been steadily increasing in value, until today a one-karat stone is worth from six hundred to one thousand dollars, according to quality.

Of course, everything has advanced in the last few years, but diamonds have been on a slow but sure increase. It is not a case, such as automobiles, for instance, where the price is high because the demand cannot be met, but when the demand is satisfied the price will become normal. It is a case of diamonds becoming scarce. New diamond fields are not being discovered, and the old ones are becoming exhausted.

We would suggest, if you are considering the purchase of a diamond inside of the next six months at least, that you see us immediately about it, as we are sure you will save very considerably in doing so. We are always pleased to show you our unmounted stones.

YOUNG'S

London's Jewelers.

LONDON.

EAST LONDON.



M. A. HOWLETT—A lecture will be delivered on Sunday by this gentleman in Majestic Theatre on "Spiritualism" and the Bible. Doors open at 2:30. All seats free, and no collection.

ALGONQUIN PARK.

In the Algonquin Park of Ontario Canada possesses a virgin wilderness within easy striking distance of civilization and city life. Here the tired businessman—and his wife and daughter, too—can get out into the big open spaces, brush away the mental cobwebs, and feel the red blood course through the veins once more. When the breathless days and glaring heat of summer make life in the city a burden, Algonquin Park (only 200 miles north of Toronto and 170 miles west of Ottawa) is a place of refuge and enchantment. This great reserve of nearly three thousand square miles is on the very ridge of the "Highlands of Ontario." Its altitude above sea level averages 1,700 feet, while some of the lakes in the park are 2,000 feet above the sea. The "Highland Inn" offers comfortable accommodation at reasonable rates. Make your reservations early, as the probabilities are that the available accommodation will be taken up early this season. Write N. T. Clarke, manager, Highland Inn, Algonquin Park Station, Ont., or apply for information to any Grand Trunk agent.

GRAND TRUNK RAILWAY SYSTEM

CHANGE IN SCHEDULE

A Change in Schedule Will Be Made On

MAY 2, 1920

Information Now in Agents' Hands.
Apr. 24, 25, 26, 28

FIRST IN FAVOR AMONG THOSE WHO APPRECIATE

Quality

3881—PHONES—3882

FOREST CITY LAUNDRY
"On your service"
DRY-CLEANERS & DYERS

White Wagons.

Canadian Bureau of Credits

MERCANTILE AGENCY—Credit information furnished. Collections made for merchants, manufacturers, physicians or others, on commission, anywhere. Dominion Bank Chambers, London. t-1

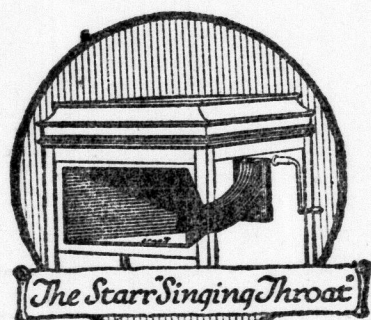
TAYLOR'S THROAT AND LUNG BALM

Will not disappoint you. If it fails to cure any cough, cold or bronchial irritation, you can get your money back at any Taylor Drug Store.

Are you satisfied with the results you obtained from last year's advertising campaign? Call and see us, drop a line or phone.

Federal Advertising Agency

T. H. YULL,
Director,
Dominion Savings Building,
London, Canada,
Mechanical Photo
Retouching.



The Scar Singing Throat

Just the touch of a tiny lever will fill your home with the beautiful notes of the world's most gifted vocalists. Vibrating over the choicest Silver-Grain Spruce—the master tone reproduction wood from which the Starr sound-horn, tone chambers and singing throat are made—the voice is reproduced clearly, harmoniously, just as it left the lips of the artists.

If you have not heard the Starr you have yet to hear the machine that music-lovers proclaim a master achievement in phonographs.

STARR COMPANY OF CANADA

265 DUNDAS STREET.

CARS STOP AT THE DOOR.

PHONE 2364.

ROSS, Limited

MANUFACTURERS

"MADE-IN-CANADA" SAVES MONEY, FOSTERS SELF-RELIANCE, CREATES INDEPENDENCE, PROMOTES INDUSTRY, DEMANDS INTEGRITY AND RESULTS IN ECONOMY.

This should surely be supported by all good citizens who pride themselves on being Canadians. The outlook for our young, vigorous Dominion is about the brightest among all the nations, and true loyalty to the country along these lines will bring boundless prosperity.

Our method is to provide the most efficient system of production and distribution, eliminating all unnecessary added profits and supply merchandise direct to the consumer.

MADE IN OUR OWN FACTORIES

FURS

Plain Hudson Seal Ties. Price	\$19.50	Scotch Mole Set. Price	\$100.00
Hudson Seal Ties, trimmed with ermine		Large Hudson Seal Scarf, with banding of	
Price	\$32.00	grey squirrel. Price	\$120.00
Taupe Squirrel Ties. Price	\$25.00	Large Sable Capes. Prices. \$85.00 to \$92.50	
Grey Squirrel Ties. Price	\$25.00	Red Fox Stoles, in animal styles. Prices	
Natural Raccoon Ties. Price	\$23.50	Ermine Ties. Price	\$47.50 and \$57.50
Ermine Ties. Price	\$28.50 to \$35.00		

Ladies' Wear Department

SPRING SUITS

Black Serge Suit, lined with purple silk; vest of gold and black, fancy braid and button trimmed pointed coat, Tuxedo collar and narrow black leather belt. Price	\$65.00
Navy Serge Suit, beautiful soutache braided banding on coat, plain back with full belt, trimmed with fancy square pearl buttons and lined with figured silk. Price	\$52.50
French Blue Serge Suit, trimmed with black military braid and buttons. Price	\$45.00
Sand Serge Suit, fancy braid trimmed back and pockets, and finished with pearl buttons, lined with silk poplin. Price	\$45.00

SPRING COATS

Taupe Velour Coat, box pleat in back, fancy pockets, trimmed with silk stitching and two-tone buttons. Price	\$43.00
Brown Burella Coat, lined to the waist with flowered silk, pleated back, with full belt, geated pockets. Price	\$27.00
Peach Polo Cloth Coat, patch pockets, full back with half belt, and trimmed with large pearl buttons. Price	\$43.00

RAINCOATS

Special sale of Leatherette Raincoats. Price

Complete range of Black and White and Colored Tweed Raincoats. Prices ranging from

.....\$22.50 to \$26.00

BLOUSES

Very Dainty Voile Blouses, with insertion trimmed and embroidered front, round neck. Price	\$7.00
Georgette Blouses, in kimono style with short sleeves; front of blouse prettily embroidered in dainty designs; in colors of flesh, rose and sand. Special price this week	\$6.75
New Overblouse of White Georgette, braided in black, short kimono sleeves. Price	\$20.00
Wash Silk Blouses, with round or V necks. Prices ranging from	\$3.75 to \$9.00

NECKWEAR

Organdy Sets, embroidered and lace trimmed. Prices	\$1.25, \$1.50 and \$2.00
Real Filet Collars, for suits and dresses. Prices	\$4.50 to \$6.00
Fancy Silk Vests for suits, embroidered in contrasting shades. Prices	\$4.00 to \$7.50

HOSIERY

Silk-Plated Lisle Hose, with plain or ribbed top; in black, white, navy and cordovan. Price	\$1.25 and \$1.50
Pure Silk Hose, fancy stitch, clock or plain. Price	\$3.00

GLOVES

Kayser Silk Gloves, with plain or contrasting points. Price

Phone 1319

196 Dundas Street

As From The Lips of Great Artists

Did you ever long for a voice that would never give out or have to be coaxing to sing when there was company to entertain or a quiet evening to pass away at home?

If you have, you will appreciate the value of the superior



Just the touch of a tiny lever will fill your home with the beautiful notes of the world's most gifted vocalists. Vibrating over the choicest Silver-Grain Spruce—the master tone reproduction wood from which the Starr sound-horn, tone chambers and singing throat are made—the voice is reproduced clearly, harmoniously, just as it left the lips of the artists.

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