

WALL PAPER

A snap shot of the new styles in Wall Papers shows that for drawing-rooms and parlors there is nothing daintier, richer or more effective, than Eltonbury's silk fibers. The tints are exquisite.

For dens, dining-rooms and halls, see the new matting, linen and grass effects suitable for the two-thirds treatment.

Bedroom papers are almost without exception pretty floral designs. Landscape friezes are among the newest things, and Forest Tapestries are, too.

Cork-faced dining-room or office Papers are a novelty that everyone fancies.

You will obtain the best effects and most tasteful combinations by consulting with us.

Our window shades are perfect. We never have a complaint. Let us make your window shades.

O. B. Graves, Ltd.
222 DUNDAS STREET.

Canadian enterprise and energy have made
Jewel Stoves and Ranges
World famous.

Consignment just received.

KILPATRICK BROS.
The New East London Hardware,
502 DUNDAS ST. 'PHONE 2525

Electric Light In Your House

Before housecleaning make arrangements to have your home lighted with Electric Light. It makes housekeeping easier.

**No Smoke. No Dust.
No Danger of Fire.**

You can run an Electric Fan. Do your ironing with an Electric Iron. Or curl your hair with an Electric Curling Iron. If you have our Electric Lighting system in your house. We will give you estimate of the cost of installing Electric Light in your home upon application by telephone or otherwise.

London Electric Co., Ltd.
Telephone 558. 339 RICHMOND ST.

Printing

THE KIND YOU OUGHT TO USE AND WHEN YOU OUGHT TO HAVE IT.

We have contracted the habit of pleasing our customers by giving them not only artistic work, but by giving it to them on time—when promised. Un-rivalled facilities enable us to guarantee this. It accounts in no small degree for our steadily increasing trade. If ideas, quality and punctuality interest you, let us do your printing.

The Advertiser Job
TELEPHONE 175



There's a difference between our cakes and those of many other bakeries. In that we are exceedingly careful about the ingredients used. We can assure our customers of absolute purity and excellence.

Faukes
3 Stores. 'Phones, 1015 and 1053

Highest Grades of
**BURNING OIL,
LUBRICATING OIL**
PETROLEUM PRODUCTS,
AND ALL OTHER
THE QUEEN CITY OIL CO.
LIMITED.
Head Office—Toronto.
London Branch, York St., East.

The Canada Trust Co.

EXECUTOR AND TRUSTEE OF ESTATES

This Company acts as executor and trustee under wills and administers the estates of clients, who desire to benefit from the experience as to investments possessed by this Company and its directors. Customers are always able to command the facilities of this Company.

D. L. & W. Scranton Coal

Why not buy the best, as all Hard Coal costs the same, \$7 per ton. You will be surprised at the difference and the saving you can make by using HEAMAN'S COAL. We guarantee our Coal to be fresh mined and well screened, and free from slate or dirt.

HEAMAN & SON
Office & Yard, G. T. R. and Burwell St.
Sewer Pipe and Cement. 'Phone 312.

Quality Store

Olive Oil Special

You probably know that one of the purest and most delicious Olive Oils in the world is our celebrated CRESCA. If you give it one trial, you'll continue its use.

A Few Grocery Specials
PURE CEYLON TEA, Per lb., 50c
5 Pounds for \$2.00

Franco-American Soups
Strictly High Grade.

Mock Turtle, Oxtail, Mulligatawny, Consommé, Chicken Gumbo, French Bouillon.

Quart Tins, each 40c
Pint Tins, each 25c

French Canned Vegetables

French Peas, extra fine, per tin 25c
French Peas, 15c, or two for 25c
Mushrooms, in cans, per tin 25c

Canned Vegetables
Note the Price:

Succotash, 2 tins for 25c
Red Kidney Beans, 2 tins for 25c
Aylmer Sifted Peas, 2 tins for 25c
Aylmer Early June Peas, 3 tins for 25c
Aylmer Beans, 3 tins for 25c
Red Feather Corn, 3 tins for 25c

Have You Tried Our 25c Tea? 5 lbs. for \$1.10

Our usual supply of fresh Vegetables will be on hand Saturday.

Let us have your telephone order. Our delivery is prompt.

Harry Ranahan
'Phone 1024. 515 Richmond St.

W. G. YOUNG
Diamond Hall,
214 DUNDAS. 674 DUNDAS.

LONDON AND DISTRICT

—Mrs. Earl McMurray, of Gladstone, is visiting at the home of Mrs. J. O. Robinson, Prospect avenue.

—Engineer J. L. Thomas, of this city, has been appointed engineer for the township of Tuckersmith. The township includes Hensall and Seaford.

—Mr. Bert Collie has removed his family from this city to Port Stanley. He is going to reside with his father-in-law, Benjamin Hough, at the Port, and will engage with him in his gasoline fishery business.

—Rev. E. E. Shields, of Kincardine, assisted his brother, the pastor of Adelaide Street Church, in last evening's service. Rev. J. W. Hoyt having been called away to St. Thomas. Mr. Hoyt expects to be here again tonight to conclude the week's series of special meetings.

—Mrs. Mary Burroughes, of Toronto, widow of the late Robert Burroughes (His Majesty's Crown Land), a resident of the west end for 40 years, died yesterday at the family residence, 14 Phebe street, after a brief illness, in her 88th year. Deceased is survived by W. J. Burroughes, Acton Hill, London, Ont.; Mrs. Ed Nettinger, Los Angeles, Cal.; Mrs. James Embrey, Chatham, Ont.; Robert Burroughes, London,

New Maple Syrup

MAPLE VIEW AND BONNIE BRAE DAIRY BUTTER.
A1 NORTHERN SPY APPLES.
FIRST-CLASS POTATOES.
EGGS OF BEST QUALITY.

All this class of goods bought from people we know to be perfectly reliable.

Full line of garden goods, fresh Saturday morning.

J. & G. Bloomfield

Djer-Kiss

(DEAR KISS)

The new Parisian perfume, a delicate, exquisite bouquet that imparts an odor breathing refinement. It is not Violet, Rose or Lily. It is Djer-Kiss, the perfume of perfumes.

Djer-Kiss Perfume, Sachet, Soap, and Toilet Water, now on sale.

Sole Agents:
Cairncross & Lawrence
Chemists and Druggists,
216 Dundas Street, London, Ont.

Young Bros.' Stiff Hats

JUST ARRIVED.

BELTZ

Ont.: Mrs. Gerrard Noble, Parkdale; Miss Clara Herbert, Albert James, and Frederick C., of Toronto. There are 33 grandchildren and 8 great-grandchildren.

ABOLISHES PRESIDENCY.

The ladies of the London Golf Club met Wednesday and elected committee for the coming season. The office President was also the official visit to St. David's Lodge of the deputy grand master of the London district, R. W. Bro. O'Neill, of Thamesford, and it witnessed the largest turnout of brethren ever seen in the Railroad City. Over 300 were present, representatives being in attendance from 20 lodges, including those of London, Port Stanley, Fingal, Belmont, Aylmer, Lawrence Station, Glenora and Thamesford.

During the evening the officers of St. David's Lodge, of which Dr. Honsinger is the worshipful master, exemplified the first degree. The work was put on in a faultless manner. In fact, the district deputy, in complimenting the lodge, said the work was possibly the best he had yet seen on his official rounds.

At the conclusion of the lodge, the visiting brethren were entertained at a banquet. Among the guests of the evening were R. W. Bro. Henry Rowe, Dr. Guest and S. Dubber, of St. Thomas, and J. A. Tancock and E. T. Essery, of this city, past deputy grand masters of the London district.

ACCOMPANIED D. D. G. M.

Over Fifty London Masons Pay Visit to a St. Thomas Lodge.

Over 50 members of the eight Masonic lodges went to St. Thomas last night, and were the guests of St. David's Lodge, No. 302, of that place. The occasion was also the official visit to St. David's Lodge of the deputy grand master of the London district, R. W. Bro. O'Neill, of Thamesford, and it witnessed the largest turnout of brethren ever seen in the Railroad City. Over 300 were present, representatives being in attendance from 20 lodges, including those of London, Port Stanley, Fingal, Belmont, Aylmer, Lawrence Station, Glenora and Thamesford.

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OPENING OF NEW ORGAN

Artistic Recital Given at Christ Church Last Evening.

The opening of the new organ at Christ Church, corner of Hill and Wellington streets, took place last night when an opening recital was given under the direction of Mr. T. J. Palmer, the well-known organist of St. James' Church, Stratford, (recently appointed organist of St. Paul's Church, Toronto), assisted by Miss Bessie Moore, organist at the Memorial Church, city, and Mr. Charles Percy, organist of Christ Church.

There was a large attendance, including many members of the congregation, and some of the leading musicians of the city. Everyone was greatly delighted with the instrument, which is of moderate size, and the only one of its make in the city.

Mr. Palmer, of Toronto, who conducted the recital, is a noted musician, and his handling of the new organ last night was very masterly. He subsequently expressed himself as

greatly pleased with the instrument. Miss Moore and Mr. Percy, both of whom are well known to Londoners, were also greatly delighted with the organ. One evidence of the satisfaction with which those present listened to the organ was the liberality of their offerings towards the organ fund.

The following programme was rendered:
Sonata No. 4 (B flat) Mendelssohn
1.—Allegro con brio.
2.—Andante religioso.
3.—Allegretto.
4.—Allegro maestoso.

Priere et Berceuse Gullmunt
Vocal Solo—..... A. E. Battiste
"My Hope Is in the Everlasting."
From "The Daughter of Jairus"—
Stainer

Mr. Charles Percy.
(a) Noel A. Gullmunt
(b) Moment Musical Op. 94, No. 3
Vocal Solo—"The Lord Is Risen"
..... Sullivan
Miss Bessie Moore.

Toccata, B minor A. E. Battiste
Nocturn A. E. Wheelton
Vocal Solo—"By the Waters of Babylon"
..... Mr. Charles Percy.
Melodie S. Rousseau
Fugue in G Minor Bach

LONDON WILL HAVE FESTIVAL CHORUS

Local Musicians Decide To Launch Permanent Organization in Near Future.

A large number of London musicians met last night at Somerset Hall for the purpose of launching a movement to have a festival chorus here.

The attempt met with the hearty approval of all present, and a committee was formed to take charge of the matter for the time. It is composed of Major Hayes, F. G. Coles, A. R. Arkell, A. D. Jordan and Roscoe Pocke. This committee will draft the permanent committees.

It is the intention to have the chorus in shape for next year, when Mr. Charles Beach, of the Chicago Symphony Orchestra, will be invited here to assist in the final work of organization.

It is expected that the chorus will be in condition to give a grand concert here about the first of next December, and in March or April of 1938, a big orchestra will be brought to London and with the chorus, a giant festival will be put on.

After the meeting last night, a pleasant time was spent by the musicians. An impromptu programme was carried out, among those who contributed numbers being Miss Mina Taylor, Miss Pearl Ellar, Miss Boomer, Mrs. Grant Harris, and Mr. E. Beach.

ST. JOHN'S AT HOME

Lodge No. 23, A. F. and A. M., Has Annual Social Gathering.

The annual "at home" of St. John's Lodge, No. 23, A. F. and A. M., was held in the Masonic Temple last night. The event had been anticipated with pleasure for some time by the members, about one hundred of whom attended with their wives and friends. Several members of other city lodges were also guests of St. John's 20 for the evening.

The programme included a choice programme of dances, the music for which was furnished by Tony Vita's Orchestra. Mr. James Fox, of Toronto, also gave a number of very entertaining readings. Cards were also enjoyed.

The "at home" was concluded at 3 a.m., the guests all being of the opinion that St. John's 20, knew how to entertain.

NOBLEMEN SEEK WEALTHY WIVES

Remarkable Methods of German Princes To Keep Footing in Society.

Berlin, March 21.—German noblemen are growing so shameless in their strenuous search for rich wives that they are publicly advertising themselves for sale.

In a recent daily newspaper of this city this appeared:

"A baron, 30 years old, wishes to meet a young lady of handsome exterior and well furnished mind who would marry him. His title is one of the oldest in Germany, going back to the time of the Crusaders. The baron is a Protestant of firm convictions, but has no objection to a wife of another religion even to a Jewess there is no objection, provided her relations do not insist on social recognition. The baron expects a dowry of 3,000,000 marks (\$750,000), half a million in cash handed to him on or before the wedding day."

Another advertisement runs thus: "A prince's crown to be given away. A prince, serenely, royal chamberlain, in the middle of the twenties, a Catholic, healthy, completely free from debt is obliged in consequence of recent legislation to be satisfied with a younger son's portion. With this, however, he cannot maintain the state which his rank and birth require him to maintain, and therefore he is obliged to look out for a wife who in exchange for a prince's crown will place him in the right position. His serenely would require a sympathetic lady, not older than 26, possessed of deep intellectual sensibilities and a warm heart for art and nature. Her fortune must not be less than 6,000,000 marks, of which 1,000,000 must be in cash. The highest references are given and will be expected."

Considerable stir has been caused here by an air in which one of the most ancient of the German aristocratic houses is involved. Prince Heinrich von Hanau is elderly, has lived well and has squandered a large fortune. Wishing to re-establish his position he made the acquaintance of a wealthy Cologne widow, also with many winters to her credit. But her age was no impediment to the gallant

London's Most Satisfactory Grocery Store

A FEW REASONS WHY:

1. We personally pay particular attention to every detail of our business, and have an obliging staff of experienced employees.

2. We sell only goods that we can guarantee.

3. We have every facility to aid us in giving our customers the best service.

4. Our store is the cleanest, brightest and best appointed. While always glad to see our customers, we can assure you that your phone orders will be filled just as carefully as if personally given. This is a special feature of our store. Try us.

Telephone 317 and 1866.

HAVE YOU MADE YOUR ORANGE MARMALADE YET?

If you intend making any, don't delay much longer. We still have a few cases of those choice Seville (Bitter Oranges), and our Navel Oranges and Seedless California Lemons are extra choice. Not much trouble to make marmalade if you use our fruit slicer. We loan it to you, and have also an excellent recipe.

NAVEL ORANGES
The choicest fruit grown in California. Very sweet and juicy. A dozen 30c, 40c and 50c

FLORIDA GRAPE FRUIT
Good Grape Fruit should be heavy, thin-skinned and full of juice. We sell that kind. Two sizes 10c, and 2 for 25c

MAPLE SYRUP
Our Syrup is the genuine article, made from maple sap. It has that same rich maple flavor of the syrup you used to get years ago. We bottle it here 30c

CALIFORNIA PRUNES
We sell the best grade packed. They're select fruit, cleanly packed, and are the best flavored prunes you can buy: 2 sizes, 2 and 3 pounds for 25c

SELECT CALIFORNIA APRICOTS, a pound 35c

Strictly New-Laid Eggs, Choice Creamery Butter always in stock.

FOR TOMORROW
Choice Rhubarb, California Celery, Crisp Lettuce, Radishes, Green Onions, Parsley, Tomatoes, Cucumbers, etc.

T. A. ROWAT & CO
234 DUNDAS STREET.

prince, and he set about making the widow and her ten millions his own. Frau Gelharman—that was the lady's name—was happy to meet the prince and showed her appreciation of the honor done her by advancing 1,000,000 marks of the 10,000,000 she was afterward to place in the prince's purse.

But the engagement was somehow broken off and the widow is suing the prince for the million marks. The prince says the money is his and he refuses to give it up.

Easter Postcards.—Our collection of these comprises not only charming and suitable flower and general subjects, but also a variety of designs well adapted for the juvenile population, in which chickens, hares, rabbits and Easter eggs form the leading features. Red Star News Company, 8 Market Lane, city.

For the Lenten season we have stocked a full variety of fish. Call and see Smythe, Hyman and Richmond. Phone 1291.

The Satisfactory Hardware

We are carrying a full line of UP-TO-DATE SPRING

House-Cleaning Supplies

that we are selling at low prices. Before buying we solicit your inspection.

The Purdom-Gillespie Hardware Company.

CALL AND SEE OUR SHOW ROOM. You don't have to buy. We are always pleased to show anyone our goods.

W. M. FAXMAN 290 DUNDAS ST.

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

What Do You Think, A Ton of Range Coal \$5

It is our large Clean Pea Coal. All other sizes \$6 ton. Our coal is clean and dry, burns to a white ash, without clinkering.

CONNELL ANTHRACITE MINING CO., LIMITED
133-141 York St., London, Ont.

Tambour Muslins

We were fortunate in securing more of these scarce goods, and nothing is more durable for **Bedroom Curtains**. Dainty embroidery patterns with scalloped edges. Very special at, per yard.....**35c**

Shirtwaist Boxes Made to Order

Japanese Prints

Something new for making comforters. Japanese designs; odd colorings and no dressing. Easy to work with. 36 inches wide. Only.....**25c**

Velour Potieres a Specialty

White and Cream Muslin

For long or short curtains. Imitation Battenburg edge. Extra value.....**12½c**

White and Cream Madras

Large range and exclusive patterns. Prices from**25c to 60c**

Chitz and Muslin Bed Set

A. SCREATION & CO

Exclusive Housefurnishers.

MARA'S

134 Dundas St., Through to Carling.
Opposite Market Lane. Phone 1684.

NO DULL DAYS HERE

Leaders All the Time

At 20c a yard, best English Floor Oilcloth, in nice floral designs. Special, per yard.....**20c**

Lace Curtains, 3½ yards long, 50 inches wide, nice lacey designs. Special, per yard.....**75c**

At 12½c, Navy Blue Polka Dot Silk Windsor Ties, in three different sized checks. Special, each.....**12½c**

See our special Voile, extra wide width, in black, brown and white. Special, per yard.....**50c**

At 25c yard, All-over Lace for waists, in champagne shade. Regular 50c, for.....**25c**

At 9½c yard, 36-inch Apron Gingham, with and without border. Special, yard.....**9½c**

At 9c yard, Zephyr Gingham, in pink and blue check. Special, per yard.....**9c**

At 37½c yard, Double Damask Table Linen, 72 inches wide Regular 50c, for, yard.....**37½c**

At 20c pair, Boys' and Girls' Cashmere Ribbed Hose, seamless. Special, pair.....**20c**

EXTRA SPECIALS

At 12½c yard, extra highly mercerized Vesting, 32 inches wide with black stripe. Regular 22c, for, yard.....**12½c**

See our special India Linen, wide width. Special, per yard.....**9½c**

MARA'S For Your Small Wares, Opp. Market Lane

In an ancient cathedral of Genoa a vase of immense value has been preserved for 600 years. It is out from a single emerald. Its principal diameter is 12½ inches and its height is 5½ inches. It is kept under several locks, the keys of which are in different hands; it is rarely exhibited in public, and then only by an order of the Senate. When exhibited it is suspended around the neck of a priest by a cord,

and no one else is allowed to touch it. It is asserted that this vase is one of the gifts which were made to Solomon by the Queen of Sheba.

Extra fancy Navel Oranges at a big bargain, at Smythe's, Hyman and Richmond, this week. Phone 1291.

Stylish Rubber-tired Victorias.—Hueston's Star and Bon Ton Livery.

New Goods for Easter

Every department full of latest spring styles.

Stylish Hats

New Shades in Gloves

Handsome Neckwear

Latest Patterns in Shirts

GRAHAM BROS