

KITCHEN COMFORT
 Something of interest to every housewife, for the hot, discomfiting summer weather will soon be upon us, and every woman knows the experience of poring over her baking on a sultry day in the burning hot kitchen.
 Make every bake day a successful one and as short as possible.
 USE ONLY
PURITY Baking Powder
 It is scientifically made and contains no Alum or Phosphate.
 Price 60c lb.
Cairncross Chemists
 216 Dundas St. Phone 880.

Royal Cafe
 356 RICHMOND STREET.
 UPSTAIRS.
 Business men's lunch 45c, a la carte, at all hours; good food, good cook, excellent service. Come in and try.
 LAWRENCE LEE & CO. mfr.

PAL
 ---the Pencil
 Is a good-looking chap. He's well silver-plated and he's on the job all the time. He can't get away from you because he's fitted with the best kind of pocket
 costs \$1.50. Send for him to-day.
BARNARD'S
 Diamonds and Jewelry,
 399 Richmond London.

TIRES \$15
 GUARANTEED.
 30x3 1/2.
 Full range of auto supplies
THE BRISCO Company
 R. M. Brisco, Limited.
 298 Dundas Street, London.

Flash Sheets and Cartridges
 For Night Photography.
J. H. BACK & CO.
 210 Dundas Street.

Agony!
 Why limp through life when a bottle of
Strong's Corn Cure 20c
 will take away your corns and callouses!
STRONGS DRUG STORE
 ESTABLISHED 1874.
 184 DUNDAS ST.
 Telephone 56 or 57.

LEATHER GOODS

 We have a large assortment of ladies' Lucille Bags, Swagger Bags, Beauty Boxes, Strap Purses and Hand Bags for spring at very low prices.
Special Prices
 MOTOR GLOVES (Unlined)
 CLUB BAGS
J. Darch & Sons
 377-383 TALBOT STREET
 OPPOSITE MARKET

Cuticura Soap
 ---The Healthy---
Shaving Soap
 Cuticura Soap shines without any. Shavers use it.

WILL CARE FOR FATHERLESS BOYS
 Junior Business Men's Class at "Y" Generous TO BEAR "GYM" EXPENSE Will Act as Big Brothers to Fifteen Lads
 By a unanimous vote the members of the junior business men's class of the Y. M. C. A. decided to act as "big brothers" to 15 lads who were rendered fatherless by the recent war. Prompted by the true spirit of altruism the men have undertaken to supply the boys with membership in the "Y," gymnasium and other articles that they may need and above all to take a personal interest in them.
 At the meeting of the class on Tuesday the executive brought in two recommendations which were put before the members for consideration. It was pointed out that carrying out either plan would mean an expenditure of \$2,500 in money and of considerable time from each of the 40 members, since the effort was intended to show the lads that others took a real interest in their welfare. Finally it was agreed to follow out the plan of caring for 15 youngsters who are not touched at present by other organizations.
 Practically all of the boys who will benefit by the scheme are what are known as unprivileged. This means that their parents are not in a position to grant them the advantages for sport and clean recreation which other more fortunate boys possess. Every boy around the ages of 10 to 15 years to develop himself physically, to learn to swim, and to take part in social games and other activities with others of their same age. It is to supply this want that the junior business men have decided to act as "big brothers."
 It is possible that a banquet of the young and older brothers will be held in the near future. At any rate each boy will have two or more men to look up to as brothers and from whom they may seek advice in all the matters which loom up as problems in the boy's mind.
FREIGHT INCREASES—A slight increase is reported in the local freight traffic by the divisional officials of the Canadian Pacific Railway. It is also stated that through freight is becoming heavier.

80 BRITISH FARMERS PLACED IN DISTRICT
 Western Ontario Receives Large Number of New Canadians From England.
 John Farrell, of the department of immigration and colonization, who was recently given special duties in connection with immigration for Western Ontario, stated to-day that of the last large party of newcomers from Great Britain, Western Ontario had obtained about 80 of the men, who were distributed among the farmers.
 Mr. Farrell stated that there was a heavy demand for men on the farms and no difficulty was experienced in placing them as fast as they arrived. The matter of obtaining suitable men for the farmers and suitable places for the men was something of a problem. He had found, however, that with an occasional change the needs of both parties could be met.
 There are several sailings from the old land the end of the present week and within a few days there will be another party coming into the district. The close co-operation between the Ontario Department of Agriculture and the Dominion Department of Immigration and Colonization is working out to splendid advantage, according to Mr. Farrell, whose headquarters here is in the Middlesex office of the department of agriculture.

March Went Out Like Lion
 Sans Teeth and Suffering From Regular Sore Throat
 If Tradition Counts Any More, It Will Rain Every Sunday In April.
 March may have gone out like a lion, but it was a toothless old lion, suffering from sore throat. For despite snow earlier in the day, just enough to keep up the old tradition, the day ended in a glorious sunset and the night was radiant with stars.
 This day ushers in the month of showers and, if another superstition is to be believed, it will rain every Sunday during the month. This because it rained on Easter Sunday, and the old maxim is: "Rain on Easter, rain seven Sundays thereafter."
 Auroral displays will now become frequent, persons familiar with the moods of the earth state. Fifty years ago this night nature joined mankind in perpetuating the April fool joke of the century. So brilliant was the display of northern lights that fire departments all over Canada hurried home and donned their red shirts and long hats to fight what appeared to be a great conflagration. It happened in Toronto, and several of the oldest citizens here say that the London department stood to arms.
 On farms people stood at their cottage doors and imagined some great forest fire was raging. But a few days later the whole mystery was explained, nature had April fooled Canada.

FORM AGRICULTURAL SECTION OF C. OF C.
 An agricultural section of the London Chamber of Commerce will be formed shortly. It was decided at a meeting of the directors yesterday afternoon. J. H. Laughton, of London, is actively engaged in the work and it is proposed to hold an organization meeting of representative men from all parts of Middlesex County on Saturday, May 9, to decide on a program of work.
 Major Hume Cronyn, M. P., will be asked by the directors to interview the Dominion Government authorities to ask what appropriation will be placed on the supplementary estimates to continue the improvement work on the harbor at Port Stanley. It is hoped that an expenditure of at least \$50,000 will be made in repairing the west pier and constructing a breakwater extension.

MARCONI COMPANY TO HANDLE PERU SYSTEM
 LONDON, April 1.—Godfrey Isaacs, managing director of the Marconi Wireless Telegraph Company, Limited, to-day confirmed a report that the Marconi Company will administer the postal telegraph and wireless systems of Peru for a period of 25 years, beginning on May 1. Under the contract, which has just been negotiated, the company will receive 5 per cent. of the gross receipts and 50 per cent. of the annual profits.

LONDON'S CENTRAL SHOPPING PLACE
 LADIES' HOME JOURNAL PATTERNS.
 FULL STOCK OF BIBLES, HYMNALS AND GIFT BOOKS.
The Newest and Latest Designs of Spring Hats Are In
 Offering an extensive choice of matrons', young women's, misses' and children's styles. Separate Hat Trimmings, crepe ribbon and the new trails that are all the vogue.
GLOVE SALE
 LADIES' FINE SILK LISLE GLOVES, two-dome wrist, in gray, white or black 75c
 LADIES' GAUNTLET SILK GLOVES, strap wrist, navy and white points and insert spots \$2.25
 KAYSER SILK GLOVES, double tipped, in navy, mastic, mode, pongee, brown, black, white. Pair \$1.00
UMBRELLA SPECIAL
 LADIES' UMBRELLAS, with cord and ivory handles; good reliable covers \$2, \$2.75
 LADIES' SILK AND WOOL-COVERED UMBRELLAS, ring and cord \$3.98
SPRING UNDERWEAR
 See west window.
 LADIES' VESTS, fine knit, short sleeves and sleeveless 59c
 At
 LADIES' PINK BLOOMERS, special 59c
 COMBINATIONS, fine knit, comfy cut. At \$1.50 and \$1.75
 NIGHTGOWNS, slipover, lace trimmed \$1.50
 CREPE KIMONOS, in plain and floral patterns. At \$5.25
SPECIAL HOSE SALE
 LADIES' PURE SILK HOSE, standard, in black only; sizes 9 and 9 1/2, double sole and heel, seam- less 75c and \$1.25
 LADIES' 12-THREAD PURE SILK HOSE, best value in town, in plain shades of navy, black, brown and nigger, also with clocking, heather mixture, in black and white, purple and black, brown and green \$2.00
 LADIES' LISLE HOSE, 3 PAIRS \$1.00.
 50 dozen pairs Lisle Hose, in black and brown, substandards, very slight imperfections, double heel and toe, seamless, three pairs for \$1.00
RAINCOATS
 Just in, the latest word for spring in Donegal tweeds, light and dark shades; patch pockets, leather trimmings, pearl buttons, belted, good, full cuff, in gray and brown, sizes 36 to 44. At \$8.50 to \$18.50

NEW SPRING HATS FOR GIRLS AND BOYS
 MILAN STRAWS, with colored streamers; Black Poke Shapes, in plain black, white and navy, also black and white, navy and white \$2.50 to \$3.50
 LITTLE BOYS' STRAW HATS, in the round shape, in black, navy and white \$2.25, \$2.50
 BOYS' WASHABLE HATS, in gray, khaki, blue and checks 85c, \$1.00, \$1.50

Special 9 o'Clock Sale on Saturday
25 One-Piece Serge Dresses \$15
 In all-wool, fine French and botany serge, in splendid shades of black and blue, silk embroidery, military braid and beads add greatly to the effect, tunic and paneled and girde; sizes 16 to 40. Worth up to \$30.00, all one price \$15.00
 See window display.

CORSETS
 C. O. LA GRACE, D. & A. AND PARISIENNE STRONG CORSETS for the stout lady, made of good English coutil, low bust, reinforced from, unbreakable steel
\$4.50, \$5.00 and \$6.00
 CORSET FOR AVERAGE FIGURE, giving desired straight lines, low and medium bust \$3.00
 SPECIAL CORSET for the slight figure, in pink, low bust, four hose supporters \$2.00
 LADIES' HYGIENE CORSET, washable \$2.25
 MISSES' HYGIENE CORSET, washable \$1.35
 GIRLS' HYGIENE CORSET, washable 79c, \$1
 FULL RANGE OF BRASSIERES 75c, 89c, \$1
 HOUSE DRESSES, made in one piece, good quality print, in good light colors. Clearing \$2.59
 CHILDREN'S DRESSES, clearing a line of navy drill \$2.10 \$2.39 and \$3.95

J. H. CHAPMAN & CO.

"His Master's Voice" Records
 Sold Exclusively In Our Victrola Department On Third Floor
SMALLMAN & INGRAM LIMITED
 VICTROLAS VICTOR RECORDS
HEINTZMAN & CO., LIMITED
 Quality 242 DUNDAS STREET Service

NEW "HIS MASTER'S VOICE" RECORDS FOR APRIL OUT TO-DAY
 HERE is a wealth of music that will surely gladden the heart of every music lover, embodying orchestral numbers, concert songs, lively dance music and the choicest of the latest popular song hits. Any "His Master's Voice" dealer will gladly play the music which particularly appeals to you.

DANCE NUMBERS		VOCAL SELECTIONS	
Laughing Vamp—One Step	Martucci's Venetian Garden Orchestra 216270	Wyoming Sighing	Lewis James-Crescent Trio 216264
Humming—Fox Trot	Rega Orchestra	I Know Where the Flies Go	Billy Jones 216268
My Wonder Girl—Fox Trot	Diamond Trio 216262	Down Texas Way	Frank Oldfield
Sweet Mamma—Fox Trot		Little Grey Home in the West	Glandon Roberts 216263
Nightingale—Fox Trot	Rega Orchestra	Sunshine of Your Smile	Glandon Roberts 216263
Sultan and Arabia—One Step	Martucci's Venetian Garden Orchestra 216269	Sally Green (The Village Vamp)	Billy Jones 216266
Take Me—Fox Trot	Harry Thomas Trio 216246	O-Hi-O (O-My-O)	
In Old Manila—Fox Trot		Oh! It's a Lovely War	Elliott Shaw 216265
I'll Be With You in Apple Blossom Time		I Love the Lassies (Tenor)	Charles Hart 216129
—Waltz (Accordion)	Mario Perri 216248	The Palms (Baritone)	Frank Oldfield
Chill Bean and My Little Bimbo—One Step		The Lost Chord (Baritone)	
Honolulu Eyes—Waltz	Martucci's Venetian Garden Orchestra 216267	The Teaching of Reddy Fox	Frank Orr 216261
Bright Eyes—Fox Trot	Rega Orchestra	Little Joe Otter Tries to Get Even	
All on 10-inch, Double-sided \$1.00			
Instrumental Record—10-inch, D.S. \$1.00		Blue Seal Record—10-inch, D.S. \$1.00	
One Fleeting Hour	Chamberland Trio 216260	Virginia Judge Part I	Walter Kelly 45202
Basket of Roses		Virginia Judge—Part II	Walter Kelly
RED SEAL RECORDS			
64934	Beau Soir (A Beautiful Evening)	Giuseppe de Luca	\$1.25
64935	Study from "The Children's Corner" (Piano)	Serge Kachmanoff	\$1.25
64937	Just a Little House of Love	Sophie Braslau	\$1.25
64938	La Gioconda—Cielo e Mar (Heaven and Ocean)	Beniamino Gigli	\$1.25
74670	Hungarian Rhapsody, No. 2—Part I (Piano)	Alfred Cortot	\$2.00
74671	Samson et Dalila—Bacchanale	Philadelphia Orchestra	\$2.00
74672	Gagliarda	Toscanini and La Scala Orchestra	\$2.00
87574	O Cease Thy Singing, Maiden Fair (Tenor with Violin)	John McCormack-Fritz Kreisler	\$2.00
87575	Oh Morning Land	Mme. Homer-Miss Louise Homer	\$2.00
88628	Serenata	Enrico Caruso	\$2.00

NOW ON SALE AT
Any "His Master's Voice" dealers
 Manufactured by BERLINER GRAM-O-PHONE CO., Limited, Montreal

MASON & RISCH LIMITED
 TEMPORARY ADDRESS, 121 DUNDAS STREET
 The Home of the Victor

Victrolas and Records Are Sold In East London by
Smith Furniture Co., Limited
 725 DUNDAS STREET Open Evenings PHONE 896

A FEW NEW RECORDS WILL FRESHEN YOUR MUSICAL INTEREST AND BRIGHTEN YOUR HOME.
STARR COMPANY OF CANADA, LIMITED
 265 Dundas St. Just West of Wellington. Phone 2364.

HARMONY HALL FOR VICTOR RECORDS
 421 Richmond Street (four doors north of Dundas)

The Latest and Best Records at
YOUNG'S JEWELERS
 DUNDAS AND ELIZABETH STREETS EAST LONDON