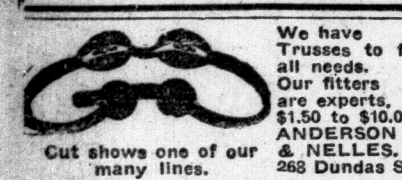


Rowat's Teas
Used in Homes Where Quality Rules.
From 70c to \$2.00 Pound.
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A Diamond for an engagement ring. Beautiful Blue White Diamonds set in Platinum, white, green and yellow gold.
Rings from \$25 to \$1250.
C. H. Ward & Co.
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WHEN YOU Buy a Wray's Diamond
You know you have the best. 1-3 ON Present Prices. THE STORE WITH THE STOCK.



Seamless Rifocals
The youthful glasses for the two pair need—both far and near correction ever present but never noticed. We grind both visions into one.

Carlyle TREBILCOCK OPTICIAN
233 DUNDAS STREET. Tel. 2351. yf

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Funeral Directors and Embalmers.
Handsome Motor Car or Hearse Equipment.
Day or Night Service.
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418 Richmond St. Phone 1963.
Finest Motor and Horse Equipment. ywt

The London Loan Company of Canada
MORTGAGES AND REAL ESTATE AGREEMENTS PURCHASED

MRS. MISENER'S AGES AND PAINS
Vanished After Using Lydia E. Pinkham's Vegetable Compound

"Branchton, Ont.—'When I wrote to you for help my action was mostly prompted by curiosity. I wondered if, too, would benefit by your medicine. It was the most profitable action I have ever taken. I heartily assure you, for through its results I am relieved of most of my sufferings. I have taken six boxes of Lydia E. Pinkham's Vegetable Compound Tablets and a bottle of Lydia E. Pinkham's Blood Medicine, and I can honestly say I have never been so well before. I had suffered from pains and other troubles since I was fifteen years old, and during the 'Great War' I worked on munitions, and in the heavy lifting which my work called for, I strained myself, causing inflammation from which I suffered untold agony, and I often had to give up and go to bed. I had doctored for years without getting permanent relief when I started to take your medicines.'—Mrs. GOLDWIN MISENER, Branchton, Ont.

Sick and ailing women everywhere in the Dominion should try Lydia E. Pinkham's Vegetable Compound before they give up hope of recovery. c

Robert's Syrup
of the Extract of Cod Liver & Tar for COUGHS, COLDS and BRONCHITIS

LADIES' HATS SPECIAL SALE \$4.98
BELTZ & CO.
PRACTICAL FURRIERS. ywt

Read This Advertisement

Then act upon its suggestion immediately if you want to try the finest bread it is possible to bake.

Parnell's Quality Bread

is the kind of bread you will like; the kind that will please your family; the kind that will provide maximum nourishment.

Give it a trial today.

Quality Vulcanizing Only.

ART WILKES
London Tire Repair Depot.
364 WELLINGTON STREET.
Opposite McClarys. ywt

CLAIMS HE HAS FOUND THE ORIGIN OF COAL

Professor Scammell Makes Announcement of Importance.

Associated Press Despatch.

London, April 3.—Professor Barton Scammell, president of the Radium Institute at Dover, asserts that he has discovered the origin of coal. He has been engaged in research work with lava from Mount Vesuvius, which is being used as fertilizer, and says this led to the discovery that the layers of "bit"—the mysterious substance found on the top and bottom of all coal seams—are identical in analysis with lava.

The bit contains lime, iron, magnesium, potash, and other elements required by plant life, and, when made radioactive with solutions of radiophosphate of potash, it absorbs nitrogen from the air and forms a perfect fertilizer.

The origin of coal is thus explained by Professor Scammell. It is a cellulose of trees and vegetable matter, carbonized by hot lava, thus forming coal, and sunk into the depths of the earth by disturbances of the earth's crust at a remote period.

He claims that conversion of the bit, now a waste product, into fertilizer, will enrich the mining and agricultural industries.

Flags Will Float Over Heroic Dead

C. E. F. Chapter, I. O. D. E., Decorate Soldiers' Graves

Meeting on Wednesday at the King street Y. W. C. A., the C. E. F. Chapter, I. O. D. E., reorganized some months ago, with Mrs. B. J. Dunlevy as regent, will make final arrangements for decorating the graves of soldiers buried in London on Ypres day, April 23.

Flags will be placed on every grave where lies a soldier, in loving memory of the men of London and of the empire who gave their lives in the first big engagement for the Canadians in April 1915. A number of these sons, brothers, husbands or other near relatives of members of the chapter.

HOLD EPWORTH SERVICE IN CHAPING CROSS CHURCH

Special to The Advertiser.
Chapling Cross Church will hold Epworth service on Wednesday evening for the Epworth League service, with Clarence Hamilton in charge. Rev. H. Bentley conducted the opening exercises, and the lesson was read by Frank Patrick. Mrs. George Russell had charge of the devotional study and Mr. Murray the topic and the Bible study. A musical program followed, when the male quartet, Messrs. Tow, Ilhan, Baker and Plock sang: "The North Buxton choir gave three numbers; the Misses Baker rendered a duet; and instrumentals were contributed by Doris Sales, Dorothy Horn, Dolly McEachern; and readings by Mrs. Wilson, Miss Norma Clayton and Viola Dale.

Many In England Willing To Forgive the Germans

Sir Michael Sadler Declares Opinions of British People Strangely Mixed—Says Neutrality Must Cease.

Canadian Press Despatch.
Toronto, April 3.—Sir Michael Sadler, vice-chancellor of the University of Leeds, who is in the city to attend the second triennial national conference on education and citizenship, which will open here on Wednesday, in an interview yesterday, spoke on some of the dominating strains of political feeling in England and Scotland at the present time.

There was, first of all, he said, the group of people who had suffered personal loss through the war, and who would entertain no feeling except that Germany, the offender, must pay for the entire consequences of her act. Germany had wanted to upset the peace of the world; she had brought physical, moral and economic devastation to Europe, and she must be punished for the wrong she had committed. Such a punishment was not vindictive. It was merely the logical application of the code, with which society protects itself from the criminal.

Would Forgive Germans.
The second group was inclined to look upon the great war as a calamity, into which Germany was swept just as helplessly as any other of the nations of Europe. The whole of Europe in 1914 was being swept towards a debacle, and no one nation was responsible for the final catastrophe. Germany felt that in disobeying the government which had precipitated the war it had made restitution. The German revolution

was the German atonement. There is another group, declared Sir Michael, which looks at the situation from an economic point of view. England is an industrial country, and it is impossible for her to be self-existent. Whatever affects the economic life of Europe weakens the industrial life of England. Nationalism, they feel, is good, but so is internationalism.

Must Not Stay Neutral.
There is still another side to the economic point of view. The people in England and Germany, who are suffering most severely from the burden of taxation, are the intellectual classes.

"There is no incentive to save money," declared Sir Michael, "because—and this is typically English—forgiveness is good business."

SCHOOL REPORTS
Following are the results of the Easter examinations in S. S. No. 9, London Township. Names in order of merit:

Senior Fourth Class—Doris Robson (honors), Kathleen Robson, Jenny Ideon, Irene Hudson, Carmen Dann, Irene Ardell.
Second Class—Jerry Moir, Mary Ardell, Ella Corsaut, George Ardell. First to Second Class—Verna Hudson, Harold Moir.
Teacher—Inez Kerr.

Following is the Easter report of S. S. No. 16, Westminster, for March: Fourth Class—Luna Jackson, Stella Sutton, Stuart Sutton, Elizabeth Frampton, Wilma Harris, Belle Jamieson.
Junior Third Class—Murray Jamieson, Margaret Burns and Lloyd Axford (equal), Shirley Marr, Jenny Frampton, Donald Hunt.
Second Class—Marie Harris, Ellen Hunt, Percy Blackman, Ellis Axford, Basil McGugan, Murray Axford and Walter Burns (equal).
First Class—Stanley MacMillan, Aileen Jones.
Primer—Earl Marr, Wilfred Jones. Teacher—Norma Scott.

Below are the Easter examination results of S. S. No. 10, Carleton Place: Book II—Vera Berdan, Jean Hes, Francis Snelgrove, Irene Woods, Freddie Hall.
Book I—Irene Berdan, Helen Dalantyne, Walter Graham, Bessie Snelgrove, Howard Brown, Evelyn Winger, Raymond Snelgrove, Doreen Wilton, Alice Snelgrove, Wilmer Humphrey, Wilfred Snelgrove.

Following is the Easter report of S. S. No. 4, Biddulph. Names in order of merit:

Senior Fourth—Michael Kelly, Leonard Nangle.
Junior Fourth—Genevieve Nangle, Laura Nangle, Zack Heenan, James Dewar, Gordon Carrigan, James Heenan.
Junior Third—Mary Harrigan, Clarence Ryder, Charles Carrigan.
Junior Second—Willie Dewar, Patrick Heenan, Patrick Noonan, James O'Shea, Vernard Mitchell, Leo Morikin.
Part II—Margaret Moore and Joseph Harrigan (equal), Lauretta Mitchell, Thomas Morikin.
Primer—Cecilia Noonan, Lauretta Heenan, John Dewar, Vincent O'Shea.
Teacher—T. Regan.

Following is the school report of S. S. No. 10, Westminster, for March: Fourth Class—Frank Nichol 71, Marjorie Nichol 67.
Senior Third Class—Elsie Clarke 72, Mabel Twiddy 67, Adam Clarke 66, John Kirk 64.
Junior Third—Isabella Nichol 70x, Norman McCallum 68, Christopher Duncan 67, Mildred Thomas 63.
Junior Second—Joie Kirk 72, Elsie Curran 69, Bernice Millard 62, Douglas Nichol 61, Harold Bruce 57, Charlie Wilkinson 53, George Twiddy 47.
Junior First—Ella Menall 63, Margaret Kirk 58, Allan Campbell and Helen McCallum 57, Elsie Millard 54, Lester Smith 51, Wilmer Laidlaw 48, Alice Maxwell and May Maxwell 47, Jean Clarke 44, Mack Munroe 39, Jack Nichol 32.
Class I—Helen Lawson 82, Jessie Maxwell 81, Mack Munroe 75, Jessie Bruce 67, Ralph Wilkinson 64, Ernest Twiddy 60, Isabel Maxwell.
Primer—Mackie Smith 92, Harry Johnston 76, Ronald Campbell 69, Lloyd Menall, Gordon Calvin, Hubert Walker x.

Are Known in All Parts of Province

Quebec Lady Tells of Dodd's Kidney Pills

She Says They Are the Best Remedy For Kidney Trouble, and Advise All Persons Troubled With Weak Kidneys To Use Them.
Girardville, Quebec, April 2.—(Special.)—From all over Quebec Province reports are coming telling of the continued popularity of Dodd's Kidney Pills as a remedy for all forms of kidney trouble. No place appears to be too small to furnish at least one person who is prepared to say that she owes her health to the great Canadian Kidney Remedy. Madame Jean Blais, well-known resident here, is one of them.

Dodd's Kidney Pills have done me a great deal of good. I have taken many other remedies, but none of them did what the first box of Dodd's Kidney Pills did for me. I tell all my friends about them."

Dodd's Kidney Pills have become a family remedy all over the Province, because people have tried them and found them good. They are purely and simply a Kidney Remedy. They help Rheumatism, Lumbago, Diabets, Lame Back, Heart Disease and urinary troubles because all of these are either Kidney diseases, or are caused by the kidneys failing to do their work.
Price 50c a box, or six boxes for \$2.50, all dealers, or The Dodd's Medicine Company Limited, Toronto—Advt.

Home Sewing Week

For Household Cotton Supplies

There are a lot of June, and other brides-to-be, as well as ordinary folk, interested in home sewing just now, especially for household or lingerie supplies. We are making special displays of high-class cottons all this week; see window and department. We want you to know of the values offered, and an examination of the very choice weaves so moderately priced, will infect you with our enthusiasm for these snow-white fabrics. Good cottons are now available to the most limited purse.

SHEETINGS

of quality listed here. We hold a reputation for unexcelled value. See these before you buy. The prices are right.

| | |
|------------------------------------|-------------------|
| 63-inch strong Sheetings | 49c |
| 63-inch Spero Sheetings | 75c |
| 63-inch Horrockses' fine make | 95c |
| 70-inch Durable Sheetings | 55c |
| 72-inch, a most superior quality | 75c |
| 72-inch Spero Sheetings | \$1.00 |
| 72-inch Horrockses' Sheetings | \$1.10 |
| 72-inch Best Spero make | \$1.15 |
| 80-inch Special Quality Sheetings | 65c and 90c |
| 80-inch, two grades, in Spero | \$1.10 and \$1.30 |
| 80-inch Horrockses' fine make | \$1.25 |
| 90-inch specially strong Sheetings | \$1.35 and \$1.50 |
| 90-inch Horrockses' fine Sheetings | \$1.45 |

PILLOW SLIPS AND SHEETS
If your home sewing fills your time so much you cannot make these two items, we can show you a good assortment of Horrockses', Spero and other well-known makers' goods, hemstitched or plain. See displays. Special offer of sheets, our own make-up, for double beds, at \$3.75 pair.



French Gift Department—Fourth Floor.
Plymouth Twine in colors of blue, green, red, orange, natural, black, etc., for making round and oval rugs to match any color scheme for your bedroom or bathroom. Beautiful bags and hats can also be made to match your sport suits. Instructions for making can be had for making these articles.

GARMENTS MADE FROM DESIGNER PATTERNS

are being shown in our home sewing display. See window. They have been chosen for their attractive lines, simplicity and, of course, to demonstrate the wonderful Belpeche Method. Designer Pattern 3987 shows one-piece dress made of Polly Prim cloth, at only 25c yard. The plain is pretty in combination with polka dot and with applique and black stitching.

Designer Pattern 4065 is a slip-on apron frock of smart check gingham. The goods is 38-inch, at 35c yard. The dress is prettily trimmed with white repp.

Designer Pattern 4147 shows little girl's slip-on dress, so pretty, of Calro romper cloth, a new Egyptian novelty. The bloomers and trim are of orange chambray.

Designer Pattern 3449 shows a dainty combination set, step-ins and camisole, of our popular check dimity, so prettily trimmed with val lace. The dimity is 36 inches wide and sell at 35c yard. These illustrate a few of Designer Patterns' many opportunities of solving the dressmaker problem. You will be well advised to share them. Be sure you see our displays of garments and goods this week.

FOR BUSY MEN
Special Course Dinner In Restaurant. 40c.

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RAW MUSKRATS

AS MANUFACTURERS WE CAN PAY THE HIGHEST CASH PRICES FOR YOUR MUSKRATS.

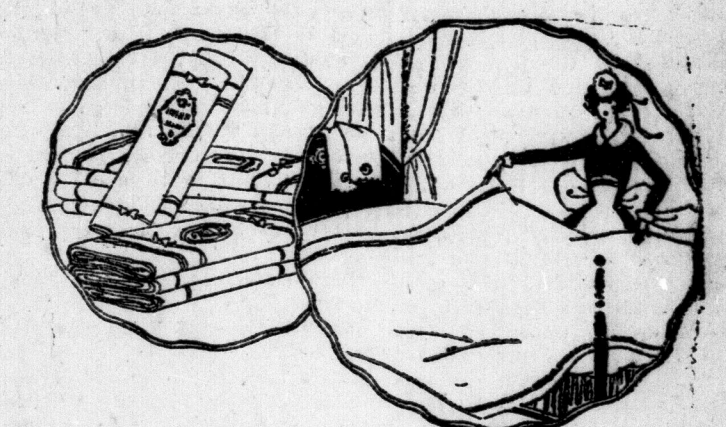
Try Us With a Shipment At Once
If requested, we will hold your parcel separate until you receive our valuation.

Remember, we pay the government royalties and all shipping charges.

ROSS, LIMITED

196 DUNDAS STREET. LONDON, ONT. 12n-ywt

Beatrice Harlow, Ethel Steeper, Charlie Garrod.
Class Sr. III.—Evelyn Faulder, Emerson Hamilton, Alonzo Hodgins, Karl Pickering, Elmer Lewis.
Class Jr. III.—Murray Luther, Iva Sholdice, Ellen Garrod, Ruth Morley, Freda Patching, Earl Lewis.
Class Sr. II.—Lillian Faulder, Leona Steeper, Harold Lightfoot, Langford Morgan, Ruth Lewis.
Class Jr. II.—Earl Hamilton, Aubrey Steeper, Olive Lewis, Hannah Mathers.
Class I.—Kenneth Morley, Ralph Lightfoot, Kathleen Maguire.
Primer—Clarence Morgan, Ray Lewis, Alfred Mathers. Teacher—A. R. Amos.
Below is the Easter report of S. S. No. 1, Delaware Township:
Class Sr. IV.—Douglas Graves, Gordon Smith, Helen Graves, Richard Exley, Vera Exley.
Class Jr. IV.—Clarence Fonger.
Class Sr. III.—Harold Knott, Dorothy Cooke.
Class Jr. III.—Susie Thomas, Allan Handysides, Herbert Handysides, Earl Smith.
Class II.—Willie Kilbourne, Lorne Kilbourne, Eleanor Kilbourne.
McIntosh, Theresa McGuffin, Class I.—Arthur Exley, Florence Vanstone. Teacher—L. R. Rawlings.



Instruction Classes 2:30 to 5:00 Daily
Making Paper Flowers and Sealing Wax Art—Fifth Floor. Take West Elevator.

PILLOW COTTONS

Splendid qualities. We are renowned for careful selection of only good makes. Our lines are chosen for quality and value at lowest possible price. All circular. Prices, 90c, 75c, 65c, 49c. Each of these prices in 40-inch, 42-inch, 44-inch and 46-inch.

Horrockses superfine Tubular Cotton, 40-inch, 42-inch, 45-inch. Each of these prices in 40-inch, 42-inch, 44-inch and 46-inch.

Pillow Cases, well made of good cotton, 42-inch.....29c each

COTTONS.

Mostly for underwear, but makes here that are used for many purposes—aprons, men's coats and all the many purposes strong useful Cottons are put to. It doesn't pay to put hours of work on poor Cottons. See these good Cottons.

| | |
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| 35-inch Fine Bleached Longcloth | 19c yard |
| 35-inch Tunis English Longcloth | 25c yard |
| 35-inch Spero Quality Cotton | 29c yard |
| 36-inch Fine Egyptian Longcloth | 29c yard |
| 36-inch Special English Madapolam | 29c yard |
| 36-inch Super Quality Madapolam | 39c yard |
| 40-inch Beautiful Fine Madapolam | 50c and 55c yard |

HORROCKSES COTTONS

| | |
|-----------------------------------|-----------------|
| 36-inch soft finish Longcloth | 40c yard |
| 36-inch linen finish for wear | 45c yard |
| 36-inch double warp, extra strong | 60c |
| 42-inch, very fine Madapolams | 50c to 65c yard |

The STANDARD-DESIGNER QUARTERLY for Spring

Contains—

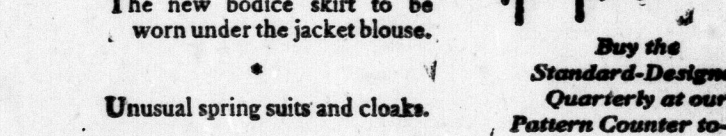
Draped effects and princess frocks for the matron.

The full skirt and snug basque for the young girl.

The new bodice skirt to be worn under the jacket blouse.

Unusual spring suits and cloaks.

Buy the Standard-Designer Quarterly at our Pattern Counter to-day



APRIL RECORDS
"His Master's Voice." Hear Them on a Victor. Third Floor.

SMALLMAN & INGRAM LIMITED

RAW MUSKRATS

AS MANUFACTURERS WE CAN PAY THE HIGHEST CASH PRICES FOR YOUR MUSKRATS.

Try Us With a Shipment At Once
If requested, we will hold your parcel separate until you receive our valuation.

Remember, we pay the government royalties and all shipping charges.

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Class Jr. III.—Susie Thomas, Allan Handysides, Herbert Handysides, Earl Smith.
Class II.—Willie Kilbourne, Lorne Kilbourne, Eleanor Kilbourne.
McIntosh, Theresa McGuffin, Class I.—Arthur Exley, Florence Vanstone. Teacher—L. R. Rawlings.

Everyday New Businessmen, Purchasing Agents and Office Managers Find Their Way to Hay's

—our merchandise being selected from the largest and best manufacturers in the country. Prices right and a friendly service that is sure to please.

You'll do well to make your next purchases at Hay's.

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Primer—Aleta Smith, Victoria McGuffin, Grant McIntosh, Regina Vanstone. Teacher—L. R. Rawlings.