

ROWAT'S TEAS
From the Better Gardens.
55c, 75c, 85c, 1.00 and 2.00 Pound.
T. A. ROWAT & CO.
350 Dundas Street. Phone 3051-3052.
**ATTRACTIVE GOODS AT
HYPNOTIZING PRICES.**
Wray's Jewelry, Ltd.
234 Dundas Street.

LUSTRE WARE
New Pottery Lustre Ware—
Bowls, Comports, Baskets and
Candlesticks, in beautiful
colors, yellow, lilac, tangerine and
rose. Prices range from
\$2.50 TO \$16.00

C. H. WARD & CO.
Diamond Merchants, Jewelers and
Opticians.
386 RICHMOND ST.
Phone 1084.

WE UNDERSTAND CHILDREN AND
THEY ARE WELCOME
AT THE

Harrah
Studio

**English
Rheumatism
Capsules**
for the quick, safe relief of
rheumatism, lumbago and sci-
atica. They work quickly, and are
harmless. Will not upset the
stomach. 50c box. Sold in
London by
**TAYLOR'S
DRUG STORE**
390 RICHMOND STREET
Half Block South of Dundas.
Established 1868.
Mailed anywhere on receipt of
price.

**The London Loan
Company of Canada**
MORTGAGES AND REAL
ESTATE AGREEMENTS
PURCHASED.
M. J. KENT, Manager.

**Dry, Cold Fur
Storage**
BELTZ & CO.
PRACTICAL FURRIERS.
Phone 577. ywt

**A Remarkable
BREAD**

So nourishing, so tasty and
so satisfying—

**That's
Parnell's**
and every loaf is labeled so
that you get PARNELL'S
when you ask for it.

WHY NOT
treat the family today to a Bread
with a rare nutty, rich flavor.

**JOHNSTON
BROS' XXX
BREAD**

Always uniform and its wonderful
quality never varies. Your grocer
sells it.
JOHNSTON BROS. PHONE 944.
Our wagon passes your door.

**Carlyle
TREBILCOCK
OPTICIAN**

233 Dundas Street. Phone 2351.
Two Doors East of Majestic.

COAL AND WOOD
CALL
D. H. GILLIES & SON
PHONE 1312.
Corner Adelaide and Bathurst.

We have
Trusses to fit
all needs.
Our fitters
are experts.
\$1.50 to \$10.00.
**ANDERSON
& NELLES.**
268 Dundas St.

**WILLIAM
MARTIN
COAL COMPANY**

PHONE ONE-ONE-ONE.
No Other Phone Number.
717 Richmond St.—No Other Office.

**BUY PERFECT BLUE WHITE
DIAMONDS.**
ANY SIZE FOR LESS MONEY AT
JEWELER
AGRANOVE'S AND OPTICIAN.
644 DUNDAS. OPEN EVENINGS. ywt

SERVICE
We are here to render it. Spare
elevator parts in stock. Expert
workmen ready at all times.
**The Otis-Pensom Elevator
Company, Limited**
Bank of Toronto Chambers.
Phone 1322. 13c-ywt

**Fishbein's
Ladies' Ready-to-Wear**
London's Old Favorite Store.
254 DUNDAS STREET.
(Near Wellington).

J. FERGUSON'S SONS
176-178 KING STREET.
Funeral Directors and Embalmers.
Handsome Motor Car or Hearse
Equipment.
Day or Night Service.
PHONES.
Office 542. Residence 2056W-656J.

GEO. E. LOGAN
FUNERAL DIRECTOR AND
EMBALMER.
418 Richmond St., Phone 1963.
Finest Motor and Horse Equipment.

N. J. GRIFFITH
FUNERAL DIRECTOR AND
EMBALMER.
104 Dundas Street, London.
Residence on premises. Phone 459.

A. L. OATMAN
Cor. King and Colborne Streets.
The Funeral Home



**Cuticura Talcum
Is So Refreshing**

A few grains of this exquisitely
scented powder dusted on the skin
soothes and cools, and overcomes
heavy perspiration. It is an ideal
face, skin, baby and dusting powder
and takes the place of other perfumes
for the skin.
Sap 25c. Ointment 25c and 50c. Talcum 25c. Sold
throughout the Dominion. Canadian Depot:
Lynskey, Limited, 244 St. Paul St., W., Montreal.
Cuticura Soap shaves without mug.



Satisfaction
To Be Satisfactory It Must
Be Right

Our Glasses are right; that is
why we absolutely guarantee
satisfaction. 17 years' expe-
rience, up-to-date equipment and
knowledge as to what the pub-
lic require is our record. It
cannot help but satisfy you.
Call to-day.

Expert Work. Moderate Prices.
F. Steele
210 Dundas Street.
"Glasses That Satisfy."

**DON'T WORRY OVER
YOUR TIRE TROUBLES**
Double Mileage
PUNCTURE-PROOF SERVICE.
ASK
ART WILKES
London Tire Repair Depot.
354 Wellington St. Opp. McClary's.

ANNOUNCES ORDER OF YPRES PARADE

Col. Hill Issues Instructions to Vet-
erans and Units in Military
District No. 1.

PLAN CHURCH SERVICE

Heroes of Famous Battle Will March
to St. Paul's Cathedral Sun-
day Afternoon.

To commemorate the anniversary
of the second battle of Ypres, and
to honor the memory of fallen com-
rades, the officers and other ranks
of the permanent and non-permanent
active militia of London will attend
a special service at St. Paul's
Cathedral Sunday afternoon.
Orders as to dress and position in
parade issued by Col. Hill, Military
District No. 1, are:

"The parade of units will form up
in the market square at 3:25 p.m.

"Full service dress with medals and
decorations and ribbons will be worn
by the officers of headquarters and
district staff and by all officers and
other ranks of the permanent and
non-permanent active militia.

"The parade will form up facing
east.

"A sufficient number of right mark-
ers will report to Sergt.-Major W. J.

White, M.C., at 3:15 p.m. at J. Darch
& Son building, 377 Talbot street."

Route of Parade.

At the bugle sounding the "ad-
vance," the parade will march in
columns of route, via King street,
Richmond street to Dundas, Dundas
to Waterloo, Waterloo to Queen's
avenue, Queen's avenue to Richmond
and Richmond to St. Paul's Cathedral,
and will defile past the general of-
ficer commanding at the corner of
Wellington street and Queen's ave-
nue, the G.O.C. standing on the south
side of Queen's avenue.

The order in which the parade will
form up, and the order of march will
be as follows:

G. O. C. and staff.
G. W. V. A., commanded by Lieut-
Col. W. G. Cole, Second Military
Battalion, Veterans in Uniform, Vet-
erans in Muffs, Nursing Sisters).

Army and Navy Veterans.
Veterans of 1866.

All other veterans, Royal Canadian
Regiment, commanded by Capt. Hen-
ning, First Hussars, commanded by
Lieut.-Col. Reason, B.S.O., O.B.E.; W.
O. R., commanded by Lieut.-Col. G. E.
Reid, D.S.O.; Permanent Force Details,
commanded by Capt. Currie, St. George
Society.

Veterans Will Dismiss.

At the conclusion of the service the
veterans will dismiss, and units of the
permanent and non-permanent active
militia will proceed as follows:

Markers will be called for just before
the close of service. They will be
formed by the garrison sergeant-major
and will face the church.

Order of march—First Hussars,
Royal Canadian Regiment, W. O. R.,
Permanent Force Details.

Route—Queen's avenue, Waterloo
street, Armories, Royal Canadian Regi-
ment continuing the march to barracks
via Queen's avenue.

HEAR BYNG SPEECH OVER RADIOPHONE

Blenheim Operators Listen to Ad-
dress Delivered at Windsor
Reception.

TRANSFORMERS DAMAGED

Lightning Strikes Hydro Station,
Dislocating Town's Electrical
Service.

Special to London Advertiser.

BLENHEIM, April 19.—A number
of radio enthusiasts enjoyed this
morning hearing by radio Lord Byng,
governor-general, giving his address
at Windsor and last evening heard
Henry Ford giving an address in
Detroit, over radio, to an audience
in charge of the receiving station in
New York. Albert Brundritt was
W. R. Fellow's shop and Cliff Rise-
borough operated his own at his
home.

During the severe thunderstorm
at an early hour yesterday morning,
one of the hydro transformers of the
town was struck by lightning and
burnt out, putting part of the town
in darkness. The town has suffered
loss several times from electrical
disturbances of its hydro system.

S. S. No. 4, Harwich, and Erie
Beach are in an unsettled state over
the division recently of the action by
a board of arbitration. An appeal
has been made by five ratepayers to
the county judge and is set for hear-
ing on Friday morning in the

judge's chambers, Chatham. The
ratepayers are not satisfied with the
division nor with the amount of
money allowed by the arbitrators to
be paid by the section retaining the
school to the section which will have
to build a school.

There was very little opposition to
the section being divided, but much
dissatisfaction is expressed with the
results. The former section was a
very large one, containing over 6,300
acres. The arbitrators divided it in
two parts of nearly equal acreage.
On April 12, at the home of Mr.
and Mrs. W. J. Holmes, South Har-
wich, their daughter, Beatrice M.,
was married to Reuben Ortel, also
of Harwich. Rev. William Sterling,
of Cedar Springs, performed the
ceremony. The happy young couple
will reside in South Harwich.

ASSESSOR MAKES RETURN FOR ELDERSLIE TOWNSHIP

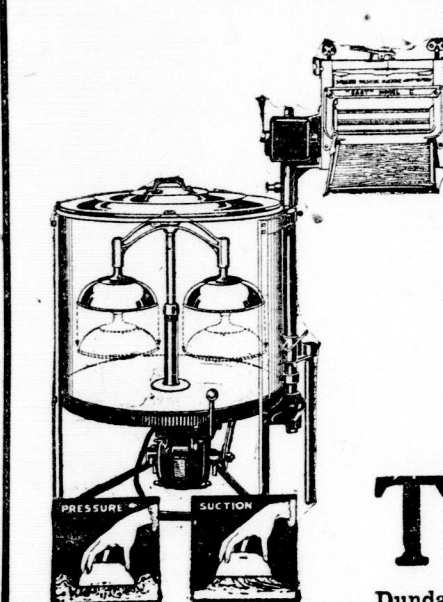
CARGILL, April 19.—Alex Gowan-
lock, the assessor for the township of
Elderslie, has completed his work for
1922 and made his first return of the
roll to the council.

The amount of taxable property in
Elderslie is given as \$1,994,955. The
value of buildings is \$413,275. School
and church property, which are exempt,
are valued at \$30,500. There are 54,592
acres of land in the township.

The population is 1,621. There are
270 dogs in the township, or one dog
to every six people. Mr. and Mrs.
Ephraim Byers of lot 32, concession 4,
have the largest family in the township,
exactly one dozen.

The present ward of Bruce County,
James Lewis, is the reeve of Elderslie.

THE "EASY" Cut to Rock-Bottom Cost IS YOURS THIS WEEK FOR ONLY \$10 DOWN



The two vacuum cups, the distinctive feature of the Easy
Vacuum-Electric Washer, do the work of human hands, but
without an ounce of effort on your part.

By air pressure and suction these cups gently, yet irresis-
tibly, force the hot soapy water through the meshes of the
soiled fabrics, sixty times a minute, thoroughly, quickly cleans-
ing such dainty things as silk and georgette, yet never harm-
ing a thread.

It washes heavy blankets, and all the articles in the family
washing in the same efficient, laborless and inexpensive man-
ner.

Then when the washing is done the smoothly-polished in-
terior surface of the big copper tank is quite as easily cleaned,
and that, in buying a washing machine, is a point to remember.

THE HYDRO SHOP

Dundas and Wellington Sts.

"Electrical Helps for the Housewife."

Phone 7000

FREE TRIAL

Let us demonstrate the
Easy in your own home.
Phone 7000, or come to
the Hydro Shop before
next wash day and we
will gladly do the wash-
ing for you.
It will cost you noth-
ing, and you will be
under no obligation to
buy.
"Easy" experts are
demonstrating this won-
derful labor-saver in the
Hydro Shop windows
every day this week.

Predominant Suit Values \$29 and \$34



A look is enough for most men, for these suits
flash their unusual value at you in a moment—
splendid pure wool fabrics, Canadian and Brit-
ish, in the season's smartest colors and designs.
A splendid range of young men's sport models
that are going across in a big way—many smart
two and three-button models for men of all years.
Ask to see the two-pant suits we show at these
two prices.

\$29-\$34

Other suit prices, \$15, \$18, \$24, \$39, \$44.

**Guaranteed Blue Serge Suits
At \$24.50, \$29.50 and \$34.50**

Pure wool, indigo-dyed blue serges that are guar-
anteed for color and service, smart styles for men
and young men, in two and three button single
and double breasted and sport models. Selling
literally by the hundred, because there are no
competing values elsewhere in London.

**\$15 To \$20 Rubberized Rain-
coats—50 More At**

\$8.98

Boys' Smart Suits

\$7.98 to \$16.48

Swagger youthful models, in
fine wool tweeds, in greys,
greens, browns, etc., single and
double breasted, many lines with
two pairs of bloomers.

BOYS' BLOUSES.

Fine percales and madras and
raw silk qualities, all sizes
88c to \$3.00

Fine English Gabardine Spring Coats,

\$17.95, \$22.50, \$23.50

English-made coats, with all the good making
that Old London is famous for, splendid all-wool
and cotton and wool mixtures, showerproofed by
Cravenette Company, belted or box-back models;
sizes 34 to 46.

Fine Shirts About Half Price

Factory clearance of 1,200 fine
shirts. Unusually well made,
by best makers, whose name is
on every shirt. Full-sized
bodies, all neck sizes, 14 to 17.

\$1.48—Fine Shirts. Worth
\$2.25 to \$2.75.—A
dozen splendid patterns in
cloths of fine quality, plain and
corded, some of unusual weight,
smart new patterns. Something
to suit every man.

\$1.39—\$3 and \$3.50 Shirts.
2 for \$3.50.—Splend-
id garments of fine Madras,
Percale and Heavy Cord. Extra
fine patterns, and colors that
are absolutely fast. All sizes,
14 to 16½ in this lot.

\$3.98—Silk Shirts. Regular
\$5 to \$7.50.—Sub-
standards, Pongee or Raw Silk,
White Silk Poplin and White
Habutai Silk. These have slight
imperfections, hardly notice-
able or are slightly soiled.

Fine Pyjamas 1/4 to 1/2 Off

Factory clearance of Fine Light
Weight Cotton and Silk
Pyjamas Unusual qualities at
reductions of 25 to 50 per cent
on regular prices.

Fine fast color Percales and
Madras, in neat stripes and
colors. Tailor-
made **\$2.19**

Fine white cord on colored
thread, dyed Madras, in neat
patterns. Regular **\$3.48**
\$4.50 and \$5.

Fine Silk Stripes Wool Taffeta
Pyjamas, in smart
patterns. Reg. \$6.50 **\$3.98**

Fine Pure Silk Pyjamas in
Pongee and splendid colors.
Regular \$10, **\$6.98**
for

Fine soft finished Saxony Flan-
nelette Pyjamas, fine patterns.
Regular \$4.00, **\$2.89**
for



Two Recent Arrivals--- New Tweed Suits and Coats

Embodying the snap that is characteristic of all the new springwear, but delineating still newer fashion
thoughts, these new additions are on sale this week.

THE SUITS

MISSSES' HOMESPUN SUITS, in all-wool ma-
terial; colors of grey, green and blue mixtures;
made in belted styles with fancy pockets and
button trimmings; sizes 16 to 20, **\$21.00**
only

WOMEN'S SUITS, in fine botany serge; coats
lined with fancy brocade; made with belt and
trimmed with military braid; skirts with pockets
and separate belt. **\$25.00**
Price

THE COATS

ARE OF TWEEDS AND HOMESPUNS. They
are the ideal season's coat, splendid for motoring,
for traveling, for shopping, for dress and sport-
wear, as the occasion demands; made in the
Bromleigh style, with mannish collar and belt;
in colors of grey, green and brown
mixtures **\$18.00**

CHILDREN'S REEFER COATS, in all-wool,
navy blue serge, full lined, trimmed with brass
buttons and emblem on sleeve; sizes
2 to 6 years **\$5.00**

DRESS GOODS DEPARTMENT

\$1.98 is a modest price for **SILK CREPE DE CHENE**. This
special number is shown in shades of sunset, jade, flame,
pink, white, orchid, navy, black and grey; **\$1.98**
40 inches wide, per yard

200 yards **BLACK PAILLETTE SILK**, a good weight for
dresses and skirts, rich Lyons dye, 36 inches
wide, per yard **\$1.49**

TAFFETTA SILK, soft chiffon finish, a silk that gives the
best of wear; full yard wide, in shades of taupe,
navy, black, sand, green. Special **\$1.89**

58-inch **NAVY AND BLACK BOTANY SERGE**, fine weave
and soft finish. This \$3 cloth for
quick sale **\$2.00**

BROADCLOTH for Ladies' Suits or coats, pearl finish, soap
shrunk and unspotable, 56 inches wide; the
colors, whirlpool, brown, taupe, green. **\$3.75**

ALL-WOOL SERGE for children's school wear, a good
weight and fine weave, 40 inches wide, in navy,
brown, copen, red, \$1.25 for **75c**

SPRING IN FULL BLOOM IS DEPICTED IN THESE HATS

Large Hats, Small Hats, Medium Hats, gaily colored and covered with flowers. Others not so
gay in shades, but also trimmed with bright hued blossoms. For there will be flowers, flowers
everywhere. Shapes are as diversified as any woman would like to have them—**ALL MODER-
ATELY PRICED.**



Special In Lisle Hose, 35c

100 **DOZEN WOMEN'S LISLE-THREAD HOSE**,
at a price reminiscent of pre-war days. The reason
they are here at this price is the maker needed cash,
and you receive the benefit in price. Shown in shades
of black, white, tan, brown, navy and grey. Sizes 8½
to 10. On sale Friday and Saturday at first counter,
right, main
aisle **3 pairs \$1.00**

GIRDLES

Dame Fashion rules that girdles are the vogue, and judging
by the demand, everybody is trying to obey the latest whim.
We have been fortunate in securing a very choice lot of
Metal Girdles, in smart, exclusive designs at an absurdly-
low figure, and we want you to share the benefit of this
purchase. The regular price would range from \$2.00 to
\$3.50. On sale Friday and Saturday, while
they last **\$1.19**

(Second Counter, Left, Main Floor.)

R. J. YOUNG & CO.

R. J. YOUNG & CO.