

No matter how formal
or how intimate
the occasion

Our Floral Arrangements

meet the requirements
exactly.

GAMMAGE'S

Phones, 636 — 637 — 6389.

Money To Loan

Are you thinking of building this spring?

This institution is prepared to make loans upon residential and improved farm property.

Reasonable interest rate.

Convenient terms of repayment of principal.

Fair and courteous treatment.

Ask for Mr. Reid or write us.

The Huron & Erie MORTGAGE CORPORATION

Richmond St. — London, Ont.

**THE SYMPTOMS
OF EYE STRAIN**

are so indefinite that the damage often becomes serious before it is generally noticed.

Have your eyes examined before it is too late.

**LONDON
OPTICAL**

A. DAMBRA, Optometrist.
DOMINION SAVINGS BLDG.
RICHMOND ST.

**WE BUY
EGGS AND POULTRY**

"Satisfaction with every transaction"

C. A. MANN & CO.

King Street, London, Ont.

BEEF MARKET DRAGGON.

Special to the Advertiser.

Chicago, March 25. — Curtailment of meat eating during the Lenten season has resulted in a drabbery beef market. Pork prices have advanced, however, keeping pace with the advance in hogs.

If this Signature

E. W. Grove

is NOT on the Box, it is NOT

BROMO QUININE

"There is no other BROMO QUININE"

Proven Safe for more than a Quarter of a Century as an effective remedy for COLDS, GRIP and INFLUENZA, and as a Preventive. Price 30 Cents.

The First and Original Cold and Grip Tablet

Made in Canada.

**EYES
EXAMINED**

**GLASSES
FITTED**

Fe Steele

LEADING OPTOMETRIST

ST. THOMAS — LONDON — KITCHENER

Canada's Exports Up \$37,000,000 In Past Year

IMPORTS DECLINE HUNDRED MILLION

Canada Buys Far Less, While
Her Sales Show Big
Increase.

BILLION IN EXPORTS

Canadian Press Despatch.
Ottawa, March 29. — Imports of foreign goods into Canada show a decrease and exports of domestic commodities an increase for the 12 months ended February 28 last, as compared with the previous twelve months period.

The value of foreign goods imported into Canada during the twelve months concluding with the close of last February was \$799,278,046. For the previous twelve months period importations were valued at \$898,388,916. Of the total imports during the period ended with February of the present year, dutiable goods to the value of \$520,586,628 entered Canada and free goods amounting in value to \$278,691,418.

Domestic exports during the twelve months ended February last were valued at \$1,066,681,325, as compared with \$1,029,478,881, in the previous twelve months period.

THOUSANDS VIEW PARADE OF AUTOS

Latest Models of Cars Seen in
Saturday Night Pro-
cession.

Large and small, runabouts, roadsters, touring cars, coupes, landaulets and sedans, with the closed models predominating, took part in the automobile parade held in London streets Saturday night to give Londoners a view of the latest fashions in the world of gasoline locomotion.

The parade, several blocks long, gave the public an opportunity to see the wide range of makes, types and styles which the wide-awake dealers of this city have gathered together to meet the discriminating tastes of Londoners.

Up and down, through the various business streets of the city, the parade wended its way during the busiest hours of the night, and thousands saw and marvelled.

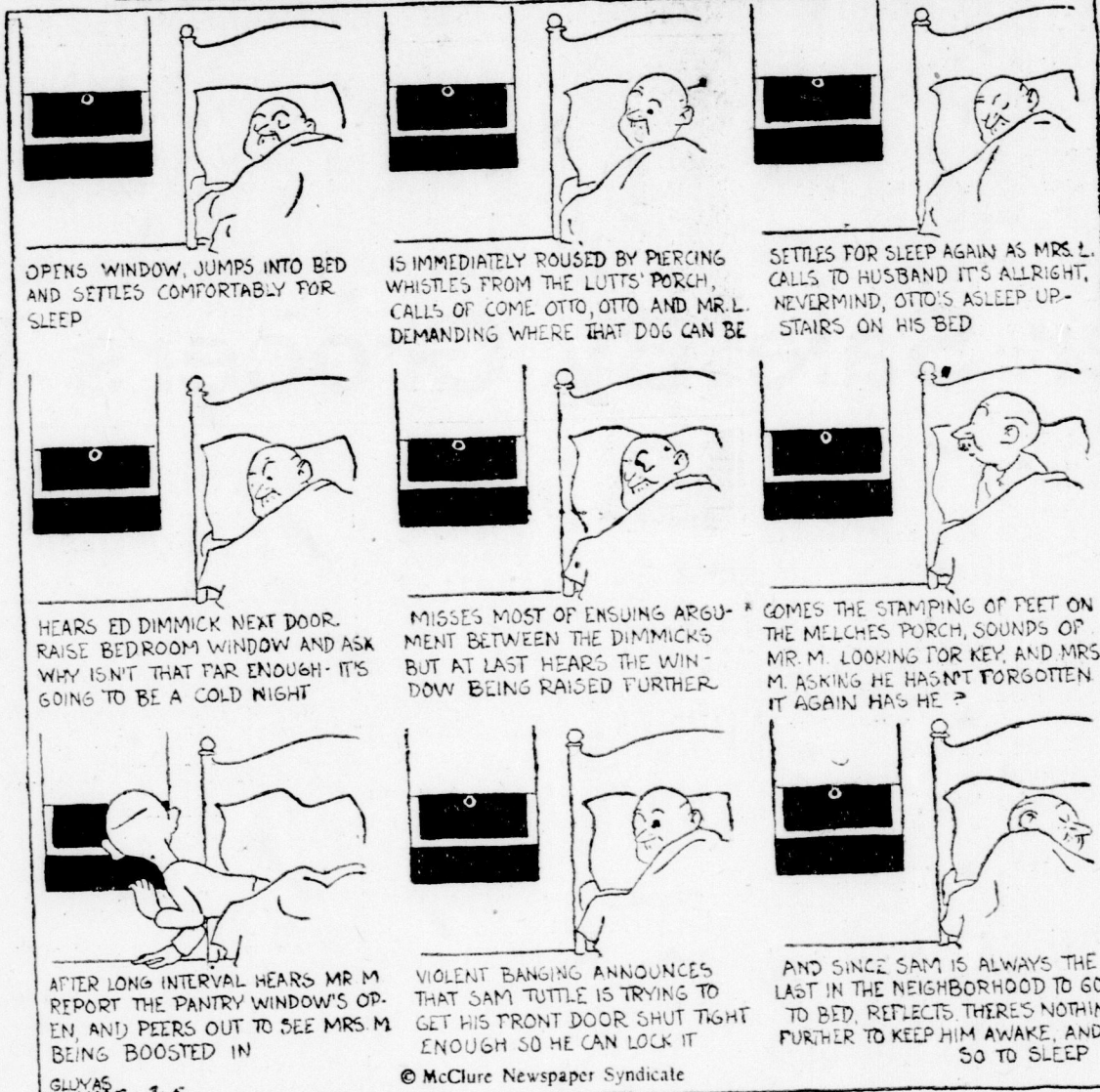
The spectacle was but a preface to London's motor show week, which holds much in store for car lovers. Every showroom in the city will have its surprises to tickle the fancies of the public.

N. WEIR IS SENT BACK FROM PENITENTIARY

Must Serve Term at Guelph
For Theft—Reported
As Ill.

Special to the Advertiser.
St. Thomas, March 29.—Norman Weir, who was taken to Kingston penitentiary to serve a two-year term for jail delivery, was brought back to the city quietly and placed in the county jail. It is understood that Weir will have to serve his nine months to two years in the reformatory for chicken stealing. It is also stated that Weir is tubercular and that this may bar him from a penitentiary term.

BEDTIME STORIES — THE NEIGHBORHOOD GOES TO BED.



© McClure Newspaper Syndicate

YOUNG MEN ASSIST PASTOR IN SERVICE

Rev. McCormick Appeals For
Loyalty To Teachings of
Primitive Church.

A service especially for the junior men's congregation was held at Hyatt avenue Methodist church last night, with several young men of the church taking prominent parts. Rev. R. Johnston McCormick, the pastor, preached another sermon in his series of studies on Bible characters.

Neil Dowling and Wilfred Dockstader assisted the pastor. Frederick Crossley, boy soprano, and Billie Bending, youthful violinist, from Elmwood avenue Presbyterian church, contributed musical numbers.

The pastor's theme was "In Spite of the King's Deceit," a sermon based on Daniel praying at the window, against the orders of his master. Rev. Mr. McCormick appealed to the congregation to remain loyal to early teachings of the church.

At the morning service Rev. Mr. McCormick preached on "Eyes That See," a story of Christ's actions and thoughts as he saw Peter after that disciple had betrayed Jesus. When Pilate's men came upon Jesus and Peter betrayed him, Christ turned and looked upon his disciple. His look was one of disappointment at first, but his eyes then reflected love, forgiveness and encouragement.

MRS. ANN BEATTIE DIES AFTER YEAR'S ILLNESS

Deceased Had Resided in
London During Past
30 Years.

Mrs. Ann Beattie, 85 years, a resident of London for the past 30 years, passed away at her home, 444 Cheapside street yesterday after an illness of one year. Mrs. Beattie was born in Westminster township, and had lived there until coming to London.

She is survived by three sons, James of Westminster township, and David and John, both of this city, and two daughters, Mrs. David Jackson of Pond Mills, and Mrs. Nelson Dexter of Detroit.

The funeral will be held from her residence on Wednesday afternoon at 2 p.m. The services will be conducted by the Rev. James MacKay of New St. James' Presbyterian church. Interment will be made in Pond Mills cemetery.

MRS. THERESA ABEL DIES AT HER RESIDENCE

Deceased Had Lived in Lon-
don For Thirty-Eight
Years of Life.

Mrs. Theresa Abel, 348 Thames street, died Saturday, at the age of 60 years, after a short illness. Mrs. Abel was born in Canada, and had lived in London for 38 years. She is survived by her husband, George Abel, three sons, George and Ethelbert of this city, Fred of Los Angeles, and four daughters, Mrs. Ernie Westman, Los Angeles, Mrs. Owen Toll of this city, and the Misses Addie and Dorothy at home. The funeral will be held tomorrow afternoon from her late residence. Services will be conducted by the Rev. Bowley Green of Talbot street Baptist church. Interment will be made in Mount Pleasant cemetery.

DR. TREVOR DAVIES OPENS ADDRESSES

World Has Come To Believe
That Life Is Incomplete
Without God.

Rev. Trevor H. Davies, D.D., Toronto, speaking in Dundas Center Methodist church yesterday morning, interpreted God as being like Jesus Christ.

Natural enough and possibly neither original nor new, but delivered in such a simple yet compelling manner by Dr. Davies as to inspire the closest attention and deepest interest of the large congregation present.

"A sense of inadequacy has fallen upon the peoples of the world," declared Dr. Davies, "and we have come to believe that life is incomplete without God. And that is the eternally magnificent feature of human nature—that life cannot be complete without God."

Three Truths.
"When Christ came into the world there were three affirmations concerning God. First, that God is one; second, that God is personal; and third, that God is righteous," continued Dr. Davies, "and by His actions Jesus confirmed and amplified those interpretations."

"Belief in Christ, who thus brought God into the world," affirmed the speaker, "means to believe that God is in the world and that life and love are everywhere about us. It saves us from the horror of mechanical, soulless, Godless world, and it proves to us that this is a purposeful and a friendly world."

"I challenge anyone to find any purer, nobler and diviner god than Jesus," observed Dr. Davies, "and in Him are found optimism without despair."

Deepest Need.
"The deepest need of life is God, and the demand of life is 'Give us God.' That feeling has been intensified lately, and thus there has crept over the nations a strange sense of powerlessness. Everybody hates war; everybody is afraid of war. How is it then that with this revision toward war our statesmen can not give us any permanent peace? So it is with all industrial problems. There is more good will in the world today than ever before, there never was such a desire for happiness. And yet the good we would do somehow we do not do."

"The Christian belief in God," concluded Dr. Davies, "is that Jesus speaks with the authority of God; that the cross is the symbol in time of the forgiveness of God for all eternity; that in seeking Christ we see God in loving Him we love God; and in serving Him we serve God; and that when we penetrate the mysteries of these appearances on earth that one face, the same face, will smile upon us from God's throne."

Continues Series.

Mr. Davies, who is pastor of Timothy Eaton Memorial Methodist church, Toronto, will speak in Dundas church every evening for the next four days. His two sermons yesterday, the evening one being on "The



KENNETH HARLAN.

who heads an outstanding cast in "Poisoned Paradise," the forbidden story of Monte Carlo, at the Capitol today.

NEW ST. JAMES' HAS ANNIVERSARY

Rev. A. L. MacGillivray,
Former Pastor, Preaches
Inspiring Sermons.

Progress and extension of the organization of New St. James' Presbyterian church provided much scope for reminiscence during the services held yesterday to mark to 85th anniversary of the founding of the church. Rev. A. L. MacGillivray, M.A., D.D., Guelph, a former pastor, occupied the pulpit at morning and evening services, preaching stirring sermons and expressing optimism for the future of the "continuing" Presbyterian Church in Canada.

Dr. MacGillivray preached in the morning from Nehemiah, concerning the ancient custom of building walls for cities, a custom which strengthened the community spirit. Individualism, according to the preacher, has given way to collectivism and individual desires and purposes have been subordinated for community welfare. Individual responsibility remained, inasmuch as the individual remained a part of the community. His task was to construct the bit of the wall nearest his home. Helping construction of the wall on the other side of the town, and neglect of that nearest home, was not courageous. The preacher interpreted these things in the light of modern happenings. He thought there was a task for each individual member of the continuing church to help to keep up his bit of wall and take his part in important church work.

During the morning service, Dr. MacGillivray grew reminiscent of the old, with some feeling of the moving of the congregation from the old church to the new, some years ago. He told of the growth of the church and the loyalty of its members in wiping off debts incurred by new construction at the time.

CHILDREN'S HEALTH CLINIC WILL BE HELD AT FOREST

Special to the Advertiser.

Forest, March 29.—A children's clinic will be held here on Tuesday, April 7, under direction of the department of public health. Dr. Bell of the department will be in charge, assisted by Nurse Riddell, who for several weeks has been making an examination of the school pupils. The clinic is free for all children of town and country under 15 years of age.

EASTER APPAREL

The Latest Productions in Ensemble Suits,
Ensemble Dresses, Easter Coats,
Tailored Suits and Dresses

Our enlarged showrooms are now in process of being finished, where we hope to welcome our patrons to the most accommodating service and convenient shopping that can be enjoyed in the City of London.

Our Easter showing comprises the most fascinating and correct garments obtainable in the trade up to the present hour.

The Easter Coat

Easter Coats this season are exceptionally beautifully tailored models, embroidered, plain or fur trimmed, adaptable to all figures, both small and large. The materials are varied, such as Poiret, Twill, Repps, Kashia, Fawnskin, Velours, Fancys, French Novelty Weaves, in colors of Rust, Brick, Cocoa, Beige, Lover's Green, Papoose and Rosewood. These garments range from

\$14.95 to \$52.50

Ensemble Suits

The Ensemble Suit is the leading fashion of the spring season, and is received with unanimous acclaim. Our designers and expert operators have produced garments reflecting the latest in this most fashionable garment. You will find them in materials of Poiret, Twill, Repps and Fancy French Weaves, in colors such as Rust, Brick, Cocoa, Beige, Navy and Black, at the moderate price of from

\$35.00 and upwards

Easter Dresses

We have this season produced the greatest values shown in the market. There has been nothing withheld in the production of these frocks that the highest skill in designing and finishing could produce, so that you will find the styles and values exceptional. They are produced in Satin Canton, Faille, Silk, Ottoman, Babetta, etc., in colors of Rosewood, Rust, Brick, Cocoa, Beige, Lover's Green, Sanpherrine, Papoose, etc. Prices ranging from

\$14.95 to \$35.00

The Ensemble Dress

The Ensemble Dress is the smartest spring garment known in the trade, made of harmonizing colors and matched materials. A coat and dress in one garment, in materials of Poiret Twill and Repps, in colors of navy, black, cocoa, taupe, etc. Price

\$35.00

Wool Dresses

We have succeeded in producing in these utility garments the most varied and correct models of the hour. You will find them in Flannel, Wool Crepe, Repps, Poiret Twill, Tricotine and Fancy Check Weaves, in colorings of Brick, Lover's Green, Rust, Beige, Navy, Black, Cocoa and Lanin Green. At prices

\$6.90 to \$35.00

ROSS' LIMITED

Phone 1319. Manufacturers. 196 Dundas Street.