

Rowat's Teas
From the Better Gardens.
70c, 80c, 90c, \$1.00, \$1.10 and
\$2.00 Pound.
T.A. Rowat & Co.
250 Dundas St. W. Phone 3051, 3052



C.H. Ward & Co.
Diamond Merchants, Jewelers and Opticians.
286 Richmond St. Phone 1091.

Carlyle TREBILCOCK OPTICIAN
233 Dundas St. Phone 2351.
Two Doors East of Majestic.

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

J. FERGUSON'S SONS
176-178 KING STREET.
Funeral Directors and Embalmers.
Handsome Motor Car or Hearse
Equipment.
Day or Night Service.
PHONES: Office 543. Residence 2056W-656J.

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

SALE OF WHOLESALE STOCK OF English Gabardine and Covert Coats, English Tweed Raincoats, Boys' Suits, Ladies' Raincoats.
We have purchased the above lines to give the public of London and vicinity a chance to buy a real Raincoat at a price unheard of before. Read this list:
ENGLISH TWEED CLOTH. Sale Price
78 Men's Coats, mfs. cost \$18.00 **\$8.75**
5 Men's Coats, mfs. cost \$15.00 **\$8.00**
17 Men's Coats, mfs. cost \$13.50 **\$7.25**
13 Men's Coats, mfs. cost \$12.50 **\$6.75**
22 Men's Coats, mfs. cost \$12.00 **\$6.25**
BOYS' SUITS. Sale Price
24 to 31 **\$8.50**
Fox's Blue Serge, size 24 to 31 **\$9.75**
EXTRA SPECIAL
To Clean Up Our Ladies' Tweed Raincoats
300 Ladies' Coats, mfs. cost up to \$20 **\$3.75**

STANDARD MACKINTOSH CO., Ltd.
195 KING ST. OPPOSITE CENTRAL FIRE HALL

Fox Chokers
IN BEIGE, COPPER AND PLATINUM.
Beltz & Co.
PRACTICAL FURRIERS. ywt.

PARNELL'S Whole Wheat BREAD

Will do more to relieve constipation and build you up than any spring tonic you can buy.

It's nature's regulator and tonic and is now in use in thousands of homes throughout the country.

Ask your grocer for a loaf or phone for one of our wagons.

PARNELL BAKING CO.
PHONE 929. ywt.

ADVERTISING CLUBS FORM AN ASSOCIATION

Canadian Organizations Amalgamate At Recent Meeting In Toronto.

"The Association of Advertising Clubs-Sales Clubs of Canada" is the name of the new amalgamation of the various advertising and sales clubs in Canada, according to a report of the recent meeting held in the King Edward Hotel in Toronto, read Tuesday night to the Advertising Club of London. The report is one made by George D. Clark, president of the club, but was read last night by T. H. Yull, in the absence of Mr. Clark, who was unable through illness to be present.

It was decided at this meeting to have as president of the association, H. S. Van Scoyoc, and three vice-presidents, representing the different parts of the dominion as follows: One for the district west of the great lakes, one for Ontario and Quebec, one for the Maritime provinces. Mr. Taylor, of the McMan Agency was elected treasurer, and will carry on until the first general meeting, in accomplishing this change in the title of the amalgamated clubs, the advertising men of Canada have reached a conclusion for which they have long striven.

Last winter they severed their connection with the American Association of the Advertising Clubs of the World, believing that it was to the advantage of the country and of their own business that the clubs on this side should be quite free of any allegiance to a central organization in New York.

Y.M.C.A. ATHLETIC MEET WILL BE HELD IN OPEN

London Contests Are Expected To Be Held on June 1 and 2.

For the first time in its history, the national Y. M. C. A. athletic meet will be held in the open air this year. The meet is held in various parts of the Dominion from May 24 to June 9. In London the meet will be on June 1st and 2nd, and will probably be held in Queen's Park or in the baseball grounds.

There will be two national trophies to be won by groups, the Gordon Higgin Memorial shield going to the square making the highest all-round score, and the special national shield for Trail Ranger groups. There will also be special local awards, which will be for individuals as well as groups.

Events in this meet include a 75 and 100-yard dash, long and high jumps, putting the shot and throwing the baseball. It is expected that about sixty groups in London will take part in this meet, which will yield some four or five hundred boys. The general idea of these national meets is to develop an all-around standard of physical fitness rather than to star one or two individual boys.

STEAMER IN DISTRESS. Special to The Advertiser.
Key West, Fla., April 18.—A steamer giving her name as the Topajon is in distress in the Florida straits off here, according to Secretary of State Calles. The steamer Monterey was notified and is speeding to the rescue. The Topajon is not listed in Lloyd's register.

Children Cry FOR FLETCHER'S CASTORIA

FURNISHING HOME FIRST OBSTACLE TO GETTING WED

Buying of Furniture Usually Proves Snag In Matrimonial Venture.

NEW EXPERIENCE
Expert Finds Most Couples Suffering From "Store Shyness."

By P. W. READ.
Thomas Furniture Co.
About the first snag the young bride and groom-to-be run up against in the matrimonial stream is selecting and purchasing the furniture for their love nest. After all these new purchasers and amusing to these new purchasers.

It shouldn't be a great task, but in many instances it is, at least from my own observations. Possibly the greatest handicap is that both are store shy. Young ladies, on the one hand, have rarely purchased anything but wearing apparel, and, good-naturedly, how many young fellows are there who will entertain the idea of going into a store to make a purchase, outside of those offering tobacco?

Desire to Please.
There are other complex circumstances that they can't even explain themselves. About the only asset they have is that both are obsessed with a grim desire to please one another.

The young chap hadn't really understood until now that they have entered the store, with the salesman endeavouring to break the natural timidity, together with the general showing of furniture, what this is going to mean to the young lady of his choice.

It is in the furniture store that he first pictures as his honest-to-goodness wife, the one girl in the world he places on a still higher plane, and he loves her more than ever. Just fancy! This girl he has sought after has actually deigned to come with him on a buying trip and has now "come down to brass tacks," and is really picking out, with his help, the furniture.

Of course she wouldn't tell anyone, but this act of coming to a store to pick out the furniture has changed her lover in her eyes. Now he is a man of affairs; he is showing a willingness to spend real hard-earned money—she knows that she likes best. Didn't he say just a moment ago, "Well, you are doing the picking out. Wheels are turning in her head that never turned before, and it induces such ecstasy."

It is merely a stage in their career, but it is just bunched full of new sensations and happy realizations. There seems no time for reflection; the future holds so many pleasant possibilities. Today's activities on the part of both mind and body, from words and oft-repeated declarations of the past. There is a wonderful feeling of responsibility, security and new experience.

This new experience is quite liable to upset all their previous plans as to just what they intended to buy. The young lady is now purposing to seek his pleasure in the selection rather than accept her own dream plans of yesterday. The young chap becomes interested, where before he was blindly following in his desire to please.

These new thoughts are also quite liable to induce apathy and lack of ability to decide. There is an aptitude to leave it for a little while, so these new experiences can be pleasantly reflected upon to sort of a comfort time to drink of this new wine as it were.

Requires Experience.
A clever salesman it is who can handle such a situation. It requires experience and a wonderful fount of human interest.

Never will I forget the time three years ago when I took a prospective bride and groom a day and a half to select a whole household of furniture. It wasn't theirs so much as my fault. It was because of failure to set them at ease at the start.

Instead of the task being an asset, it became a tremendous liability for the three of us were left stranded, mentally and physically. Before the finish the job became a bugbear. We all wished there was only one design in furniture, and that all ideas were the same. That possibly is the disadvantage of a large store with varied stock.

Apart from the first mentioned contingency of store shyness and new sensations, to the young couple arises another, to use a slang expression, "lickle point"—how much money have they planned to spend. In one case in a hundred do these new city adjuncts really know how much they wish to spend. Perhaps he has not confided to her the amount he is willing to set forth. If a figure has been arrived at, their purchases usually exceed it by far.

In most cases the young folks usually start off by asking to see the dining-room suites, and it is here the salesman learns their intention to "furnish up."

Deserves Thanks.
The fellow who originated the idea of having a completely furnished home right in the store certainly deserves thanks from those emulating him for it is a boom to salesman and purchasers alike.

It serves as a pivot, a fulcrum and a consolidator of ideas. Here the prospective householders can be brought and at a glance they decide whether it is or isn't. On short order a suite can be shifted in or out and the young folks can see "just how it will look."

A blind person can "pick out the good stuff," but, believe me, my hat's off to the little girl who can go into the furniture store with her "man-to-be" and courageously pick to the figure within her lover's means, because we all entertain a strong desire to start where our dads and mothers are leaving off.

PODD'S KIDNEY PILLS
FOR ALL KIDNEY DISEASES
RHEUMATISM
BRIGHT'S DISEASE
DIABETES
BACKACHE
4087 THE PROGRESSIVE

An Undoubted Influence For Good Is the Spring Corset

In variety for the slender or more mature figure, the new spring corsets subtly adjust themselves to the lines of the newer silhouette without reminding one of that fact. They effect that slender, smoothly-moulded line at once so necessary and difficult to achieve—and meet an unvarying degree of comfort at all times. Whether for street, sports or dress wear, you'll find them perfect.



Bon Ton Models \$4.50 to \$10.50

MODEL 1220—Bon Ton Medallion Corset. designed to support and control the figure. The medallion is a coil of pure nickel wire. It takes the place of boning where used. It is firm yet flexible enough for perfect comfort. Made of pink coutil. Sizes 27 to 29. Price \$7.50

MODEL 805—A comfortable Corset for slight to average figures, has a low elastic top and appeals to those who like a light weight, supple Corset. Made of pink coutil. Sizes 22 to 28. Price \$4.50

Treo Girdles From \$4.50 To \$7.75

NO. 2312—Treo Girdle of washable surgical elastic. The front section is of fine pink coutil, lightly boned; gives firm support around the hips, but leaves waist line perfectly free. Four hose supporters. Sizes 24 to 26. Price \$4.50

NO. 6305—Treo Girdle, made of knitted surgical elastic. It is unusually firm, the front section is of firm silk brocade, heavily boned, and the well-boned panel back gives a straight flat back, 16 inches long. Designed for the stouter figure. Price.....\$7.75
Second Floor.



ELASTIC GIRDLE
THE ALL-ELASTIC CORSET

Madame Lyra and American Lady Models \$2.75 to \$12.00

MADAME LYRA 4017—For the women who like a well-boned Corset, with low bust, rather short skirt and free hip, the pliable boning assures the utmost freedom and holds the figure gracefully erect. Made of fancy pink brocade. Sizes 23 to 28. Price \$3.00

AMERICAN LADY 724—This model is adaptable to many figure types. The medium length skirt with elastic sores holds the garment snugly to the figure. Filled with Mightybone to properly support the abdomen and full enough at the top to comfortably care for the shoulders. Sizes 22 to 28. Price \$4.00

AMERICAN LADY 276—A light elastic top Corset, giving absolute freedom above the waist line; has medium long flat back that fits snugly through the bottom. Sizes 20 to 28. Price \$2.75

Better Furnished Homes Week

Human nature loves freshness and variety—and the home is no exception. Emerging from the dullness of winter, the easiest way to attain it is by new rugs, draperies, curtains, new cretonne cushions for a vivid spot of color, new chair coverings. Here you will find dozens of ideas to bring freshness into the home. Just a little touch here and there will do wonders.

The First Impression of Your Home Depends In No Small Way In the Coverings On Your Floor



Introducing The Fairy
With a Sale This Week.
10c Cake
5 Cakes for 35c
MAIN AISLE.

Brussels and Tapestry Rugs

For bedrooms we have many designs in blue, rose, Nile and other colors to blend with your color scheme.

The Brussels are the best quality and are priced in the 3 ft. x 12 ft. size at \$45.00; 3 ft. x 10 ft. 6 in. size at \$40.00; 3 ft. x 9 ft. size at \$35.00; 6 ft. 9 in. x 9 ft. size at \$25.00; 6 ft. 9 in. x 7 ft. 6 in. size at \$22.50, and 4 ft. 6 in. x 7 ft. 6 in. size at \$14.00.

Carpet Dept., Third Floor.

Our stock of floor coverings is about complete.

Wilton and Axminster Rugs direct from Scotland, in all standard sizes. The patterns feature Arabian and Persian designs and colorings. Highest quality Wiltons, 9 ft. x 12 ft., price \$15.00; 9 ft. x 10 ft. 6 in., price \$10.00; 9 ft. x 9 ft., price \$8.00; 6 ft. 9 in. x 9 ft., price \$6.50; 4 ft. 6 in. x 7 ft. 6 in., price \$3.50.

English and Scotch Axminsters, woven without a seam; size 9 ft. x 12 ft., priced at \$75.00, \$80.00, \$90.00, \$100.00 and \$115.00; 9 ft. x 10 ft. 6 in., size \$60.00 and \$70.00; size 9 ft. x 9 ft., priced at \$50.00, \$60.00, \$70.00 and \$80.00; size 6 ft. 9 in. x 9 ft., priced at \$35.00, \$40.00, \$45.00, \$50.00 and \$60.00.

Made-in-Canada Wiltons

in many choice patterns, and in all standard sizes—9 ft. x 12 ft., size priced at \$70.00, \$80.00, \$90.00, \$100.00 and \$115.00; 9 ft. x 10 ft. 6 in., size priced at \$60.00, \$70.00, \$80.00, \$90.00 and \$100.00; size 9 ft. x 9 ft., priced at \$50.00, \$60.00, \$70.00 and \$80.00; size 6 ft. 9 in. x 9 ft., priced at \$35.00, \$40.00, \$45.00, \$50.00 and \$60.00.

See "Nemo" Corset Advertisement

On page 6 full line of new Spring Models now in stock.
Second Floor.

40c SPECIAL COURSE DINNER
For Busy Men
Restaurant.

SMALLMAN & INGRAM

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

PLAYER'S NAVY CUT CIGARETTES



"Finest Workmanship"

Package of 10 - 20¢
"20" - 35¢
"50" - 90¢
"100" - \$1.75



INTER FRANK BROADWELL IN KINGVILLE CEMETERY

Special to The Advertiser.
Kingsville, April 18.—Frank A. Broadwell died at his home here Sunday, aged 65.
The funeral services were held Wednesday and interment made in the Greenhill Cemetery.

He leaves a wife, two sons and one daughter as well as two sisters, Mrs. Eugene McCormick and Mrs. Charles Palmer.

BAZAAR BRINGS \$100.
Special to The Advertiser.

Kintore, April 18.—On Thursday the Ladies' Aid and W. M. S. met in the Presbyterian Church. The program was in charge of Mrs. C. McKay and Miss Grace McKay. Reports of the bazaar showed that the proceeds amounted to over \$100.

Quality Vulcanizing Only.

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

WHEN YOU Buy a Wray's Diamond
You know you have the best.
1-3 Off Present Prices.
THE STORE WITH THE STOCK.

N. J. GRIFFITH
FUNERAL DIRECTOR AND EMBALMER.
104 Dundas Street, London.
Residence on premises. Phone 425.

RAW MUSKRATS

Write at once for our new higher price, which we are prepared to pay for Spring Muskrats.

ALL SHIPMENTS KEPT SEPARATE UNTIL OUR VALUATION IS ACCEPTED.

ROSS, LIMITED
Manufacturers
196 DUNDAS STREET, LONDON, ONT.