

Rowat's Coffee
Its Popularity Proves Its Worth.
75c Pound.
Try a Pound Today.
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250 Dundas St. t. Phone 3051-3052



WE WILL fit you with glasses that are becoming to you. We will prescribe and grind for you the lenses that will correct your eyesight.

Carlyle TREBILCOCK OPTICIAN

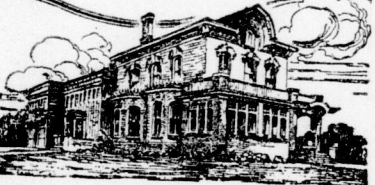
233 DUNDAS STREET
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BADGES AND BUTTONS MILITARY RIBBONS
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THE FUNERAL HOME.
In a quiet, convenient location, with every facility for rendering a Superior Service at the minimum cost.

A. L. OATMAN
Funeral Director
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N. J. GRIFFITH FUNERAL DIRECTOR AND EMBALMER.
104 Dundas Street, London.
Residence on premises. Phone 450.

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WE GUARANTEE FULL MEASURE

When You Deal Here You Get What You Pay For
CHANTLER BROTHERS
263 BATHURST STREET. PHONE 347.

JOHN FERGUSON'S SONS FUNERAL DIRECTORS — AND EMBALMERS —

Wish to announce to all our friends and the public generally that while we are giving up our furniture business we will

— Still Conduct Our —
Undertaking Department
AT 174-176 KING STREET.

Mr. R. R. Ferguson and his sons will devote their entire time in future to this department.

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Don't Delay, Fill Your Bin Today
HOT AS BLAZES COAL
EGG \$15.00
STOVES AND CHESTNUT \$15.50
HALF TON, \$8.00

HUNT COAL CO., LTD.
PHONE 412. 276 WATERLOO STREET.

MRS. JAMES MURISON MARKS 82ND BIRTHDAY

Helped Hew Home From Elgin Virgin Forest.

Special to The Advertiser.
West Lorne, April 10.—Mrs. James Murison celebrated her 82nd birthday yesterday. She was born near Prescott, Grenville county. She was the eldest of twelve children.

Mrs. Murison came to St. Thomas in 1864, where she married George Dodd, coming from there to East Aldborough, where they built a log-cabin, cleared and worked the land.

Mr. Dodd passed away in 1895, and after a few years she married James Murison.

Six of the twelve children are living: William of Tacoma, Washington; Amos of Detroit, Frederick; Rodney, George of West Lorne, and Mrs. D. McDonald of West Lorne. Mrs. Murison has been in ill-health for some time, and since Sunday her condition has been decidedly worse.

EXETER HOME SOLD.
Special to The Advertiser.
Exeter, April 10.—Hugh Spackman of Andrew street sold his residence to Philip Madge of Osborne, who will move to town in the fall. In the meantime he has leased the property to J. L. Lewis.

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

WINNETT'S GOOD COAL
All sizes for all uses—use Miller Creek Grade Coal, Office 232 William street, corner Horton.
PHONE 481. ywt

Quality Vulcanizing Only. ARTWILKES
London Tire Repair Depot.
354 WELLINGTON STREET.
Opposite McLaughlin's. ywt

HAWKEN-LANG COAL COMPANY
PHONE 522

GEO. E. LOGAN FUNERAL HOME
871-573 DUNDAS STREET.
PHONE 1955. ywt

SPECIAL EASTER MUSIC PLANNED BY CHURCHES

Most Joyous of Christian Seasons Will Be Welcomed in London With Songs of Praise—Clergy Vio To Bring Most Attractive Message To People—All Denominations Will Join in Giving Thanks.

THRONGS OF CHURCHGOERS EXPECTED

The Easter season, most joyous of all Christian seasons, will be celebrated tomorrow in the churches of the city. Sermons appropriate to the season will be preached by all city ministers, who are scheduled to occupy their own pulpits. Music breathing the triumphant story of Easter and Christ's victory over death will be rendered by each and every church choir in the city.

Realizing as they do that people attend church on Easter Sunday in larger numbers than on any other Sunday which might be singled out throughout the whole year, clergy and musical directors vie with each other in providing a program which will measure up to the high expectations of both regular churchgoers and what might be termed the once-a-years.

Though Easter Sunday has come to be regarded as the musical Sunday of the year, it must be admitted that the musical programs prepared this year, in many instances, promise to excel all previous efforts.

At St. Andrew's, the pastor, Rev. D. C. MacGregor, D.D., will preach on the subjects, "An Easter Message" and "Easter Message, Jesus, the Constant Companion."

In addition to special musical numbers throughout the course of morning and evening services, the choir, under Charles E. Wheeler, F.C.C.O., will render the Easter cantata, "Our Risen Saviour" (E. L. Ashford), at the close of the evening service. The soloists for the day will be Miss Ulah Kennedy, Mrs. Robert Durst, A. L. Christiani and E. A. Webster. Miss Edith James will assist on the violin.

The program for the morning service is as follows:

Prelude—"Resurrection Morn"
Anthem—"He Is Risen"
Hymn—"Jesus Christ Is Risen Today"
Solo—"Easter Bells"
Postlude—"Allegro Maestoso"
Offering organ—"Canto Triumphant"
Cantata—"Our Risen Saviour"
Solo—"The Lord Will Have Mercy"
Prelude and Chorus—"Hosanna in the Highest"
Solo and Chorus—"Ride On in Majesty"
Chorus—"Let Not Your Heart Be Troubled"
Tenor Solo—"O Love Divine"
Trio—"The Road of Sorrow"
Baritone and Violin Solo—"Calvary"
Baritone Recitative—"O Lamb of God"
Quartet—"Easter Dawn"
Reverie, Violin and Organ—"Hall, Happy Morn"
Soprano Solo—"Christ Is Risen"
Chorus—"Prelude—Jubilate Deo"
Postlude—"Aria"
Solo—"Aria"
Tenor Solo—"In the End of the Sabbath"
Cello solo—"Adagio"
Handel—"Berceuse Slave"
Neruda Postlude—"Festival Postlude"
The program for the evening service is as follows:

Prelude—"Sonata in A Major"
Anthem—"Christ, Our Passover"
Hymn—"The Lord Is Risen"
Cello Solo—"Aria"
Tenor Solo—"In the End of the Sabbath"
Cello solo—"Adagio"
Handel—"Berceuse Slave"
Neruda Postlude—"Festival Postlude"

The musical program at both services will be under the direction of Geo. C. Carrie, musical director, and choir will be assisted at both services by Boris Hambourg, the noted cellist of Toronto, and at the evening service also by Douglas Fetherstone, local violinist. The morning program is as follows:

Prelude—"March On, Lift Up Your Heads"
Anthem—"Christ, Our Passover"
Hymn—"The Lord Is Risen"
Cello Solo—"Aria"
Tenor Solo—"In the End of the Sabbath"
Cello solo—"Adagio"
Handel—"Berceuse Slave"
Neruda Postlude—"Festival Postlude"

The program for the evening service is as follows:

Prelude—"Sonata in A Major"
Anthem—"Christ, Our Passover"
Hymn—"The Lord Is Risen"
Cello Solo—"Aria"
Tenor Solo—"In the End of the Sabbath"
Cello solo—"Adagio"
Handel—"Berceuse Slave"
Neruda Postlude—"Festival Postlude"

At St. George's Anglican church, the pastor, Rev. Ven. Archdeacon G. B. Sage, will have charge, and will preach morning and evening on the subject of "Christ's Resurrection."

The music for the day, under Frank D. Humphreys, organist, will be as follows:

"Te Deum"—Stanford in B Flat
"Magnificat"—Nichols in A
Evening Prelude—"I Know That My Redeemer Liveth"
Handel Solo—"Open the Gates of the Temple"
Miss Ann Goddard, Handel

Talbot Street Baptist.

At the Talbot street Baptist church the pastor, Rev. Bowley Green, D.D., will preach on the subjects, "The Resurrection" and "Empty Nests."

The musical program for the day, under the direction of Thomas O. Sharratt, as organist, is as follows:

Anthem—"Awake Up, My Glory"
Solo—"I Know That My Redeemer Liveth"

deemer Liveth"
Handel Anthem—"What Shall Roll Us Away the Stone"
Torrance Anthem—"We Declare Unto You Glad Tidings"
Mauder Solo—"Christ Is Risen"
Scott Mrs. Chorus

Anthem—"Lift Up Your Heads"
(Messiah)
Handel

At Askin street Methodist church, the pastor, Rev. J. E. J. Millyard, in the morning, will preach on the subject, "Does Death End All?"

The evening service will be entirely given over to music by the choir under Dr. James H. Smith as director.

The soloists who will participate in the evening musical program, "In an Easter Garden" are: Mrs. W. B. Wartman, soprano; Miss Frances Cullis, contralto; Curran Lindsay and J. E. Mapletot, tenors; J. B. Hills, bass. The program is as follows:

Prelude—"Agnus Dei"
Bizet Hymn—"Jesus Christ Is Risen Today"
Lyra Davidica Solo and Refrain—"Whither Pilgrims"
Solo—"My Master Hath a Garden"
Geoffrey Gwyther Anthem—"What a Wonder"
Dickinson Solo—"The Virgin by the Manager"
Perilhou Duet—"Love Divine"
Stainer Instrumental Quintette—"Templation of Christ"

Instrumental Quintette—"Healing the Sick"
Solo—"And They Came to the Place Named Gethsemane"

Anthem—"God So Loved the World"
Hymn—"The Holy Hour"
(Rosary)

While My Watch I Am Keeping"
Gounod Anthem—"The Earthquake"
Marks "Hallelujah Chorus"
Messiah Postlude—"Amen"
Cathedral Chimes

First Presbyterian Services.

At First Presbyterian church the pastor, Rev. (C.) William Beattie, D.D., C.M.G., will speak on subjects appropriate to the Easter season.

The sacrament of holy communion will be dispensed at the morning service. The evening service will be given over almost entirely to the choir, which will render special music during the day, under the direction of George G. Lethbridge, organist and choirmaster.

The program at the morning service will be as follows:

Prelude—"Parsifal"
Wagner Solo—"Kneel"
That My Redeemer Liveth"
Handel Miss Chrissie Wright Anthem—"I Am the Bread of Life"
J. Stainer Postlude—"Hear, O Hear"
Symphonie "V"

The program at the evening service will be as follows:

Prelude—"As Jesus Stood Beside the Cross"
(18th Century)
"O Guiltless Lamb of God"
J. S. Bach "Chorale from Symphonie Romaine"
Widner Anthem—"The Lord's Prayer"
Rachmaninoff Solo—"Before the Dawn"
Gordon Knapp Chorus—"Christ Being Raised From the Dead"
W. H. Gill Anthem—"Behold the Lamb of God"
Greil Quartet—"The Magdalene"

Miss Wright, Mrs. Magnusson, H. G. Bell, E. S. Crawford, Anthem—"Christ, Our Passover," Is Sacrificed for Us"
Goss Chorale—"He Humbled Himself"

Anthem—"Beloved, If I Could Love You"
J. Barnby Anthem—"Worthy Is the Lamb"

Postlude—"Fugue in G Minor"
Bach

Wortley Road Baptist.

At Wortley road Baptist church the pastor, Rev. R. J. Murphy, will speak on the subjects, "The Risen Lord" and "A Completed Work."

The musical program for the day, under Miss Merlyn Pococke as pianist and director, is as follows:

Anthem—"Christ Is Risen From the Dead"
Solo—"Miss Phyllis Gray"
Anthem—"The Conqueror"
C. Whitney Coombs Quartet—"Magdalene"
Geo. W. Warren

At St. Paul's Anglican cathedral the morning service will be conducted by Rt. Rev. David Williams, D.D., lord bishop of Huron, and the evening service by the rector, Very Rev. Dean L. Norman Tucker, D.D., D.C.L.

Special music will be rendered during the day by the choir under the direction of Harry T. Dickinson, organist and choirmaster. The choir will be assisted by Miss Aida Rose, noted soprano singer of Toronto.

At the morning service the program will be as follows:

Prelude—"Prelude"
Bach Easter Anthem
Humphreys Te Deum
Kyrie
Plummer Solo—"That My Redeemer Liveth"
Handel Miss Aida Rose, Postlude—"In Mercy"
Frynsinger

The program at the evening service will be as follows:

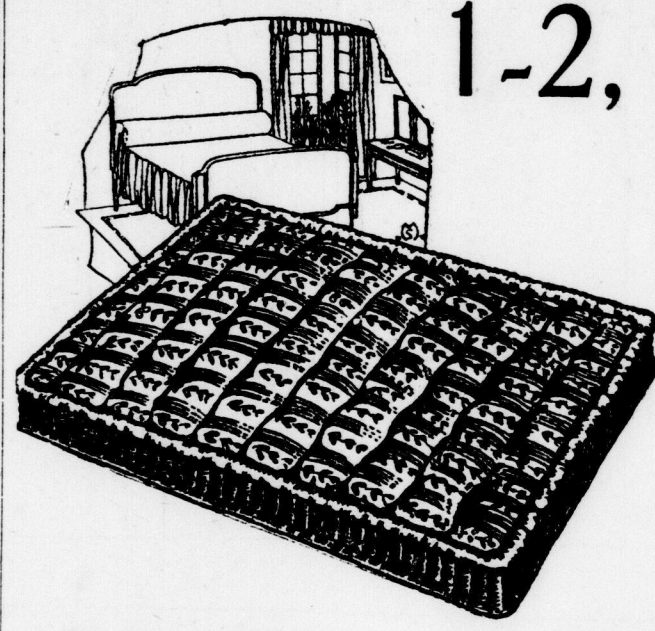
Prelude—"Adoramus te Christe"
Palestrina Psalm 114
Tonus Peregrinus, Battistini

At St. Peter's Catholic cathedral, the services of the day will be conducted by the rector, Rev. Michael F. Fallon, D.D., lord bishop of London.

Special music will be rendered by St. Peter's choir under the direction of Dr. Louis Balogh, choir director.

The mass to be sung at the morning service in honor of St. Edward the Confessor, composed by J. A. Sinder, has never before been sung in London. The choir will also sing "Refugia Coeli" composed by Dr. Balogh purposely for St. Peter's choir.

BEDS AND BEDDING 1-2, 1-3 and 1-4 Off



Baby Cribs at 1/4 Off
Complete With Mattress, \$12.38, \$13.50 and \$15.75

A new bed for the youngest member of the family. These are a very satisfactory as well as economical purchase. Of white enamel, well and strongly made. Soft mattress, covered with Mother Goose pattern ticking. \$12.38, \$13.50 and \$15.75
Third Floor.

On Fifth Avenue
AN EASTER BOUQUET
Of a novel kind that comes in an old-fashioned posy ball, silver paper handle and all, enclosed in its special floral box.
Faded flowers they are (if you wash them in Lux!) in the loveliest variety of shades. Fairy flowers—that turn into silken stockings at a touch! There is no uncertainty in such a gift. You know she wears them!

ALL THAT A FOOT CAN BARE
Paris murmurs "Sandals"
On a skin you love to touch—
They say it may cause scandals.
If you wear them overmuch!

So for your stockings, choose a pair Made almost of lace.
They're simply charming things to wear—
And HOW they save your face!

BIRDS, BUTTERFLIES AND FLOWERS
Appear at her knee. Well—JUST below it, in gay embroidery on her stockings. A point of color, an interesting touch. Most intriguing to the eye of the Beholder.

HE-MAN STUFF
The ensemble idea has invaded the Men's Departments. Ties and handkerchiefs to match are the smart touch for lads. Two shades for choice with polka dots on a contrasting color, with a wide plain border—not only on the handkerchief but on the ends of the tie as well. And on sunny days, suits in springlike tints of blues and greens (very definite colors, though woven with something of the effect of a very dark opal) walk out to show themselves along the Avenue. A warning sight they are. May Brave Men and Fair Prices make them generally popular!

DROP THE KANDERCHIEF
And pick up the powder puff! It's tucked into a tiny design at the corner of the mouchoir—a basket, a flower, a bit of fanciful embroidery that makes the smallest pocket you ever saw—with the wee flat puff lurking in its depths.

Kathleen
New York, April 8th.

FUR STORAGE
Accommodation now for summer storage of fur coats and neckpieces.
Second Floor, or Phone 4400.

SMALLMAN & INGRAM LIMITED

CIT WINDOW CLEANER
Demonstration of this wonderful new liquid window cleaner.
Basement.

RODNEY CHURCHES HAVE PRAYER MEETING SERIES
Special to The Advertiser.
Rodney, April 10.—The four churches of the village are holding four prayer meetings this week in the different churches. Monday evening the meeting was in the Evangelical church, the speaker being Rev. J. G. Burn. Tuesday in the Presbyterian church, speaker Rev. E. J. Wolland; Wednesday night in the Baptist church, speaker Mr. Gilpin, and last night in the Christian church, the speaker being Rev. Swaby-Smith.

MRS. ALEX. CLUNIS DIES FOLLOWING OPERATION
Special to The Advertiser.
Blenheim, April 10.—Word was received here that Mrs. Hazel Clunis, wife of Reeve Alex. Clunis, had passed away at the hospital in Chatham, where she underwent an operation for appendicitis on Tuesday. Survivors are the husband, one son, Sidney; one daughter, Jean; her mother, Mrs. Handy of Ridgeway; two sisters, Mrs. James Serson of Ridgeway, and Mrs. George McVittie of Colchester. Mr. Clunis is secretary-treasurer of the Kent County O. B. A. A.

"When in want use an Advertiser classified want ad."

Spring shopping for a home is going to be very easy with prices like these.

Beds and Bedding at such slim cost that you can mark halves and quarters and thirds off quite recklessly, all the way through your home-furnishing budget.

And the values are staunch ones! Excellent stock that will repay your investment by years of stout service and good appearance.

Sample Mattresses 1-3 Off

\$9.38, \$12.38, \$17.25

Soft, deliciously "springy" Mattresses that will make sleep automatic and effortless. The value is thoroughly sound, but these Mattresses have been in stock during the season, for use as samples. Wherefor their clearance now, at a third off, to make room for new samples. They are Simmons Mattresses, reliable quality from a reliable maker.

Smallman and Ingram's Own Special Mattress, \$15.00

A Mattress of white layer felt, made specially for us by Simmons, Limited. Produced and finished according to very exacting requirements. An imperial edge and art saten ticking. At a special price
Third Floor.

Brass and Enameled Beds at Half Price.

\$6.25, \$16.50, \$20.00

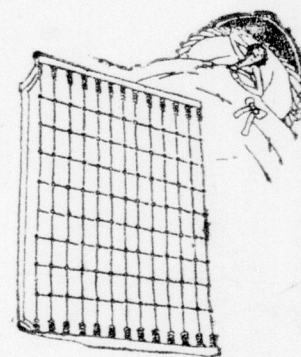
Brass Beds of handsome design, each marked at half price.
One at \$20.00 Three at \$16.50 One at \$6.25

Iron Beds, White Enameled, at Half Price

Strong Beds for children's rooms. Or an excellent article to ship on to your summer home. Priced at \$6.25, \$6.75, \$9.00 and \$13.50
One Simmons Bed at a third off—walnut finish with cane panels. Priced at a third off at \$26.00
Third Floor.

Simmons Coil Springs, \$5.90

A Special Price For This Month Only.
Simmons' Coil Springs in black japanned finish. Priced for this month only at \$5.90. In all sizes.
Third Floor.



Sample Pillows, 1/4 Off

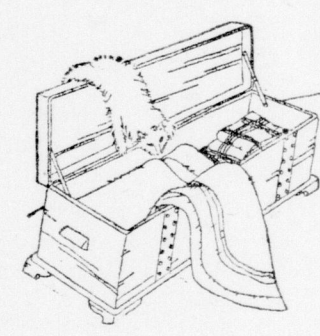
\$8.25 and \$9.12 Pair

Like the Mattresses, these have been used throughout the season to show the excellence of "Marshall" and Simmons' products. They are soft and downy, and covered with ticking of splendid quality. \$8.25 and \$9.12 pair
Third Floor.

Cedar Chests, \$16.95

There are three at this special price, 40-inch and 44-inch. Beautiful resinous wood. Tennessee cedar of splendid quality has been used for these—wood that is supplied plentifully with the pungent cedar gum. It is this gum which makes the cedar chest such a barrier against moths, for they cannot live near the aroma given off.

These are splendidly made—a handsome piece of furniture for your bedroom.
Third Floor.



Third Floor.

CIT WINDOW CLEANER
Demonstration of this wonderful new liquid window cleaner.
Basement.

Motorists Line Pt. Stanley Road

St. Thomas Takes Advantage of Fine Weather.

Special to The Advertiser.
St. Thomas, April 10.—Good Friday passed fair and mild despite the pronounced ring that girded the sun all day Thursday. The day was made a clean-up day by the majority of residents throughout the morning, and the afternoon was devoted to motoring.

London & Port Stanley agents reported increased ticket sales to the lake resort, while the gravel road was lined with motorists all afternoon. Easter services were held in several of the churches.

"When in want use an Advertiser classified want ad."

SNEEZING CAUSES DEATH OF YEAR-OLD BABY GIRL

Special to The Advertiser.
Exeter, April 10.—Dorothy Edna, the infant daughter of Mr. and Mrs. Thomas Allen of Osborne, died of hemorrhage. She was 1 year and 28 days old, the youngest of a family of six boys and one girl. She had been ailing with a cold, and her sneezing caused the hemorrhage.

"When in want use an Advertiser classified want ad."