

MAPLE SYRUP

We have just received our first shipment of Choice Quebec Maple Syrup. GUARANTEED ABSOLUTELY PURE.

GALLON TINS \$3.50
10 POUND TINS \$2.75
32 OUNCE BOTTLES 90c
16 OUNCE BOTTLES 50c

AND
PURE MAPLE SUGAR.
Direct from the Sugar Bush.
ONE POUND CAKES 45c
HALF-POUND CAKES 25c

IMPORTED DIETETIC FOODS.
(Made in France).
GLUTEN BREAD.
(Brisson Juice).
Contains 42% Protein.
20c Loaf — \$2.25 Box.

SPECIAL DIABETIC BREAD.
(Heudebert).
For Medium Diet.
20c Loaf — \$2.25 Box.
UNSWEETENED ZWIEBACK
50c PKG.
GLUTEN RUSKS.
\$1.00 PKG.
Literature Mailed on request.

DOW'S MALT EXTRACT.
An Ideal Spring Tonic.
35c BOTTLE.
Case containing One Dozen, \$4.

SCOTCH SHORTBREAD.
An exceptionally dainty Biscuit for the afternoon tea. 60c lb.

PILLSBURY'S PANCAKE FLOUR.
Has a new and distinctive flavor. It makes pancakes light and digestible and requires only the addition of water — everything else is in the flour. 30c pkg.

WHEATENA.
The Nut Brown Breakfast Food containing all the health-giving elements of the wheat. 35c pkg.

EASTON'S MAYONNAISE VEGONNAISE.
Delicious with cold meats, fish, vegetables, salads, sandwiches. 25c, 30c, 50c and 60c bottle.

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LONDON OPTICAL

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A. M. DAMBER, Optometrist.
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Records For Easter!

Our collection of Phonograph Records for Easter is very large. Don't forget to come in and hear some of the newest selections before Easter. A few are listed below.

Messiah: "Comfort Ye My People"
"Every Valley Shall Be Exalted"
Sung by Williams
No. 6315—\$2.50

"Christ Arose"
"Christ My All"
Sung by Henry Burr and Peerless Quartette
No. 216251—75c

"Unfold, Ye Portals"
"Angels Ever Bright and Fair"
Sung by Trinity Choir and Lucy Isabelle Marsh
No. 35075—\$1.50

"Holy City"
Sung by Lewis James
No. 16184—75c

Messiah: "He Shall Feed His Flock"
"Come Unto Me"
By Elsie Baker
No. 45144—\$1.25

"Jesus, My Lord, My God, My All"
Sung by John McCormack
No. 773—\$1.75

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Parnell's Quality Cake

Rich enough and tasty enough for everybody. Keeps fresh for days. Made in six delightful flavors.

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EXPERT EYE EXAMINATION
Office in Johnston Bros. Jewelry Store,
Next to Allen Theatre. 6-12

GRAND PRESENTS DIVERSIFIED BILL FEATURING DULCY

Popular Comedy and Splendid
Vaudeville Comprises Excellent Program.

TALMAGE PRODUCTION

A highly-entertaining vaudeville and moving picture bill was presented at the Grand Theatre yesterday, to continue for the remainder of the week. Constance Talmage, in "Dulcy," a first-class comedy, and three acceptable acts comprise the program.

A singing and dancing exhibition by the six McQuade girls, all juveniles ranging in age from two to fifteen, proved a big drawing-card and elicited much applause. Helen, the five-year-old baby vamp, was an immediate favorite, and her mimicry was extraordinarily clever. This diminutive dancer has a penetrating, musical voice, and her performance was decidedly refreshing.

After Helen's three elder sisters had sung a number of popular songs, Helen herself appeared as prima donna. How such a small child could be trained to such perfection was a rather curious problem to fathom. But when another sister, only four years of age, followed with a second skit, spectators indicated their surprise with loud appreciation. To this climactic finale, only four years of age, followed with a second skit, spectators indicated their surprise with loud appreciation. To this climactic finale, only four years of age, followed with a second skit, spectators indicated their surprise with loud appreciation.

Billy Russell, the mouth-organ expert, and Austin Russell, in an Italian singing and talking specialty act, also pleased.

A bright and informative Canadian News Reel picture showing the intricacies of the manufacture of salmon on the Pacific coast, proved another feature of unusual interest. Then "Dulcy," in which the versatile Constance Talmage starred, brought the well-balanced bill to a close.

"Dulcy," one of the most excitingly funny plays Constance Talmage has done. It is an adaptation of the stage comedy by the same title. Its situations are enlarged and improved upon and the wider latitude of the screen has been responsible for making "Dulcy" into an altogether ideal vehicle for Miss Talmage. It is the story of a young wife who has been "dumb" implied by the term "Dulcy." She was dumb, last and all time a bone-head, and insisted, with the best of intentions, on butting into everything, even her husband's business.

Her antics, which nearly ruin her hard-working husband, who is trying to put over an oil deal, make splendid comedy. As is customary in Talmage productions emphasis is laid on the gowns worn and the interior scenes are lavish.

Organist Admits Serious Offence

Owen Sound Man Will Be Sentenced As Result of Guilty Plea.

Owen Sound, April 10.—Having pleaded guilty to a serious charge, F. W. Timms, formerly organist in Knox Church, Owen Sound, and supervisor of music in the public schools, is in the county jail awaiting his sentence on Monday next by Police Magistrate Creaser. Timms was immediately dismissed from both positions he held when information which later led to his arrest became known. Counsel is applying to the attorney-general to have Timms examined by an alienist.

To insure full rental value—just the kind of a house, flat, apartment or suburban place that you want—look over the "For Rent" chances in Advertiser "Want" Ads.

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'THE NEXT CORNER' WITH LON CHANEY SHOWN AT LOEW'S

Picture, Set in Parisian Atmosphere, Includes Notable Cast.

VAUDEVILLE UNIQUE

TO TESTIFY IN PROBE.

T. W. McGarry, provincial treasurer of Ontario in the Hearst cabinet, who is to appear before the public accounts committee today again to tell of dealings between the treasury department and the Home Bank during his term of office.

RETAIL MERCHANTS PASS RESOLUTION

Favor Eggs Being Sold in Two Grades and by Weight.

At a meeting of the grocers' section of the Canadian Retail Merchants' Association, held at the Merchants House last night, the following resolution for the handling of eggs was carried on the motion of R. H. Ranahan for the London Grocers' Association, and the seconding of W. H. Moody of St. Thomas. "That eggs be bought and sold in two grades only, fresh firsts and seconds. The firsts must weigh 23 ounces or over and the seconds from 20 to 26 ounces, but the regulation eggs to be the same as in effect now."

At the conclusion of the meeting the association was turned over to E. Oldfield of the Retail Merchants' Association, Ottawa, to be presented to the minister of agriculture, along with other resolutions of the Retail Merchants' Association, which are being gathered from all sections of the Dominion.

Mr. Oldfield pointed out that it is the intention of the department to enforce the present regulations, and that the association has promised the government that they will co-operate with them to see that these regulations are carried out as long as they are in force, in return for which the department has promised the association that they will do everything in their power to assist the grocers in becoming acquainted with the proper handling and grading of eggs.

MEIGHEN SCORES LIBERAL BUDGET

Declares Government Has Succeeded in Preserving Practice of Apostasy.

Canadian Press Despatch.
Ottawa, April 10.—"The government has succeeded in preserving its habitual practice of apostasy to pledges and at the same time of purchasing a measure of support in parliament to prolong its precarious hold on the reins of power, declared Right Hon. Arthur Meighen, Opposition leader, tonight in commenting on the budget.

Mr. Meighen continued: "It is a step toward the fulfillment of the official tariff commitments of the Liberal Party is a short one, but nevertheless the effect of the step on industry and the country generally will be serious. The tariff reductions are an irrational attack on industries and localities dictated solely by a counting of heads in parliament and based on no principle whatever. The industries which to our country are a ruthless blow and all others are let out for the time being under suspended sentence.

"This move of the Canadian government will be welcomed in the United States and in Europe, but has no warrant of welcome in Canada. It will be proclaimed by the Progressives as a step in the right direction, but will be followed by thousands of Canadians stepping in the wrong direction—across to the United States."

MARTIN PRAISES MOVE.
Canadian Press Despatch.
Toronto, April 10.—Hon. John S. Martin, Ontario minister of agriculture, who farms 400 acres at Port Dover, Ont., thinks the Robb budget will benefit Ontario farmers.

He could not tell the full effect of the tariff reductions on agricultural machinery without an opportunity of studying the details.

"So far as the proposals affect incubators and brooders," he said, "the reduction will be of material benefit to poultrymen and will undoubtedly aid in increasing poultry production. I say it is a good move unhesitatingly because there are no mammoth incubators manufactured in this country.

"The doing away with the sales tax on farm implements and machinery I also have no hesitation in saying is a good thing for agriculture in Ontario and will to a certain extent, relieve the farmer of the difficulties under which he is now working."

WOULD GIVE LIBERAL LEADER MORE MONEY

Bill Introduced in Provincial House To Increase Sinclair's Salary.

Canadian Press Despatch.
Toronto, April 10.—A bill was introduced in the Ontario Legislature this afternoon which will enable W. E. N. Sinclair, Liberal leader, to get extra salary as an opposition leader. The old law stated that a man must be leader of a group of 15 members or over before he was entitled to extra money.

The Liberal party in the Legislature only has 14 members. The bill provides that a leader of 10 or more members shall be entitled to \$1,500 over and above his seasonal indemnity. Hon. Manning Donnelly qualified under the old law, as his group has 10 members. The bill was given first reading.

U. S. FLIERS HOP OFF.
Prince Rupert, B.C., April 10.—The squadron of American army fliers on a flight around the earth taxied into the air here at 9:22 this morning and winged their course for Sitka, Alaska, 300 miles northwest.

Tired Feet Comfort and Correction in Arch-Help Shoes

Weak, aching feet are sick feet. Often the delicate arch bones are displaced and crying out for help. Sometimes the muscles and ligaments are strained, due to insufficient support or natural weakness, as when ankles "turn easily."

The scientifically proper shoe to relieve as well as prevent such troubles is the one constructed to hold the bones and their connecting ligaments in the right place.

Arch-Help Shoe, with its invisible Arch Support, is constructed by leading orthopedic doctors for women who desire to keep their feet in a healthy condition or to correct trouble already developed.

It both comforts and cures.

New Arch-Help Oxfords in fine Brown or Black Kid Leathers.

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The Fun Shop

FRANK VERSES.
By NORMAN LEVY.
To the Golfer.

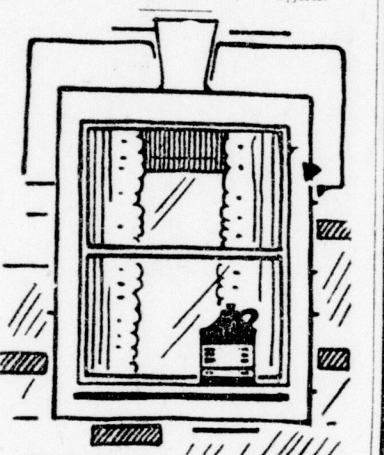
You strut about in knickers short. Your clothes are cut in latest fashion. Your golfing manners are the sort that put your clubmates in a passion. You take a graceful, easy swing. Your stance is proper—you admit it. You fan the air like anything. As for the ball—you never hit it. You never let your friends play through.

You plow the turf on fairway grassy. And so, dear friend, I pray that you will slip today and break your brassie.

To the Bootlegger.
For unadventured gall. You are undoubtedly the winner. You sell us methyl alcohol. To serve in cocktails with our dinner. Your cars and diamonds make you think.

That we hard working folks are jealous. I only hope you have to drink. The stuff you have the nerve to sell us.

Room and Bored.
Boob (1 a.m.)—"The other night I heard a story that gave me such a start."
Girl (very bored)—"I wish I knew it."
—Beatrice Fried.



It's All in the Game.
It was her first ball game, and with a deadly pallor creeping into his face and dark rings beneath his eyes, he nerved himself for her next question. "Why do they call that thing the plate?" she asked after getting her second wind.

"Because that's where the drops from the pitcher are caught," he whispered hoarsely.

—Frank M. Dugan.

THAT OLD COLLEGE SPIRIT
A widow and her insurance money are soon married.

A Step in the Right Direction.
Lois—"I can't understand why you stayed outside so long with such a wonderful dancer as Charlie."
Irene—"But he showed me some new steps, and we sat on them."
—Dorothy Leigh.

How to Become a Millionaire at the Age of Thirty.
By HARRY A. EARNSHAW.
Be honest. Be punctual. Be industrious. Be loyal. Be thorough. Rise early. Don't drink. Keep your boots polished. Save your money. When you arrive at the age of thirty marry a woman who has a million dollars.

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Readers are requested to contribute to the "Fun Shop" (or humorous) Epigrams, anecdotes, poetry, burlesques, satires, and bright sayings of children, must be original and unpublished. Accepted material will be paid for. All manuscripts must be written on one side of the paper only, and should be addressed to The Fun Shop, The London Advertiser.

The rates are \$1 to \$10 for accepted material, and 25 cents to \$1 a line for poetry.

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EASTER MODES FOR SPRINGTIME WEAR

The bright and buoyant season that brings back the awakening songs of the year which invites the landscape to reclothe its fields and forests in glorious garb of Spring is surely here. Such is the marvelous alchemy of sunshine and of shower with balmy zephyrs that nature awakening smiles, and the feminine heart responds to the universal urge and joins the rejuvenating throng.

EASTERTIDE
this year has surely brought exceptionally beautiful and new fabrics as well as form and fashions of distinctive grace to clothe the female figure.

Coats

Of latest Spring materials will be found, such as CHECKS AND PLAIN POLOS MADE IN SWAGGER Styles. Ranging in price from \$16.50 to \$36

Also the SILHOUETTE with mushroom collar so soft and puffy and fastening with genuine horn ornament, making an exceedingly rich and novel garment which sells at \$46 to \$50

NEW CHARMEEN MATERIALS in Black and Navy in newest models are shown at \$55.00 to \$65.00

IN POIRET TWILLS, COLORS OF THRUSH, COCOA, TAN, TARRAGON GREEN, NAVY AND BLACK. These garments are on sale from \$40.00 and upwards.

Distinctive Line in the Latest Capes
made from BASKARA material in straight SILHOUETTE STYLES trimmed with SUMMER FURS SUCH AS ICELAND FOX, MOUFFLON and CARACUL in New Shades of GRAY, SAND AND COCOA. These beautiful Capes sell from \$28.50 UPWARDS.

Suits

Are fast regaining popularity and are made in SERGES, POIRET TWILLS, SPORT CHECKS, PIN STRIPES, etc., in colors of SAND, TAN, NAVY, BLACK, COCOA, etc. The styles range from the simple short box to the long graceful and semi-fitting modes. Prices ranging from \$24.00 to \$65.00

Dresses

A great variety of fabrics both in Silk and Woolen materials are shown; such as CANTONS, FLAT CREPES, GEORGETTES, BROCADED CANTONS, MOIRES, ETC., in colors of CISTINE, BLUE, TAN, CARMEL, FALLOW, TARRAGON GREEN, LACQUER, PEARL GRAY, BEIGE, GOLDEN

GLOW, NAVY AND BLACK. New beading designs, drapings, pleatings and tuckings are very prominent in dress finishing of latest styles. Prices ranging from \$25.50 to \$65.00

These garments are made in all sizes from Misses up to 48 bust.

IN WOOL DRESS MATERIALS are equally diversified such as POIRET TWILLS, SANTOYS AND SANTOYS WITH ALTERNATING STRIPES IN THE MATERIAL AND CREPE AND BASKET WEAVES, CHECKED JERSEY CLOTHS with mixtures of GRAY and HENNA, SAND AND BLUE, BLUE and HENNA and Plain BLUES, TANS, COCOA, ETC. Prices ranging from \$22.75 UP TO \$40.00

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