

ROWAT'S SPECIAL COFFEE
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70c a pound.
T. A. ROWAT & CO.
250 Dundas Street. Phone 3051-3052

Footwear that Has an Artistic Look

Never before have we assembled such a glorious display of charming styles. Here Mylady can select her shoes from best makers in America. Footwear will make or spoil your new spring frock. Be safe. Buy your shoes here.

Cook's Shoe Store



Novelties New Jewelry For Spring

Beaded Hand Bags \$12.50 to \$50.00
Dormie Boxes \$1.50 to \$9.00
Coin and Vanity Cases combined \$5.00 to \$10.00
Pearl Beads, all lengths \$3.50 up
Fancy Colored Beads, all shades \$1.50 up
Lingerie Clasps, in gold-filled, sterling and 10k solid gold 50c to \$5.00 pair
Hatpins, black, sterling silver and 10k solid gold 35c to \$2.50 pair
Bangle Bracelets, in sterling silver \$1.00 to \$6.50
Earrings, in black, pearl and assorted colors 50c pair up
Brilliant Set Combs, Barrettes and Pins \$1.50 up
Brilliant Shoe Buckles, \$4 up
Rings, onyx, cameo, signet and stone set.
Cuff Links in enamel, sterling silver, gold-filled and 10k and 14k solid gold 50c pair up
Tie Clips 50c each up
Gold-Filled Cigar Cutters \$2.25 up
Gold-Filled Knives \$3.00 up
Silver-Plated Cigarette Cases \$5.00 up
Ivory Cigarette Holders, \$3.50
Black Ribbon Fobs \$2.00
Waldemar Chains \$2.00
Soft Collar Pins 50c each
Tiepins \$1.00 up

C.H. Ward & Co.
Diamond Merchants and Jewelers
386 RICHMOND STREET
Phone 1084

PHONE 3511.
HAVE YOUR PIANO TUNED
BY
S. BOARDMAN
Formerly six years with Heintzman Co.
ywt

Anthracite Coal
Best, Stove, Chestnut, Pea
—Best Quality—
Hard Wood, Mixed Wood, Mixed Slabs
Prompt deliveries, any part of city.

BRISTOL ESSERY
630 Maitland. ywt Phone 1089

INSURANCE
HAROLD J. LAWSON
(Returned).
805-Dominion Savings Bldg. Phone 950.
ywt

Double Mileage
Puncture-Proof Service.
Ask
ART WILKES
London Tire Repair Depot.
354 Wellington. Opp. McGlary's.
ywt

London Business College
Dundas & Richmond Sts., London, Ont.
We teach business as it is done today.
Winter term from Jan. 5.
J. MORRITT, Pres. Phone 7380.
N. Stonehouse, Vice-Pres.

STORAGE BATTERY RE-CHARGING AND REPAIRING
TRY
EXCELL AUTO ELECTRIC
Reliance Garage
Phone 6400. 297 Dundas Street.
61-15-25

FOR SALE
ON EASY TERMS, HOUSE NO. 90, DREANEY AVENUE.
Apply
London Loan and Savings Co.
Corner Clarence and Dundas Streets.

SPRING HAT REVUE
Beltz & Co.
ywt

TRUE ECONOMY FOOD—

Parnell's BREAD

BUY AN EXTRA LOAF TODAY.

LET ELECTRICITY DO YOUR WORK.
An Electric Washer, a Vacuum Cleaner, Electric Iron or a Sewing Machine Motor makes child's play of housework. The cost of operation is so small you will see no difference in your electric bills.
BENSON-WILCOX ELECTRIC CO.
264 Dundas St. Phone 2671.
ywt

DON'T TAKE A CHANCE!

Johnston Bros. XXX BREAD

AT YOUR GROCER'S

POSTOFFICE HOURS ON GOOD FRIDAY

The public is hereby notified that, as Friday, April 2, is Good Friday, the day will be observed by the London postoffice as follows:
The general postoffice will be closed on that day, except between the hours of 8 a.m. and 10 a.m., during which period postage stamps will be on sale and the general delivery letters received at the postoffice up to 10 a.m. will be specially delivered. Those received after 10 a.m. will be delivered after 7 p.m. by special messenger.
The outgoing mails due for dispatch after 12 o'clock noon will be closed at that hour. The night mails will be dispatched as usual.
Two clearances will be made from the street letter boxes commencing at 7:30 a.m. and 7:30 p.m.
Money order, savings bank and postal note tickets will be closed.

LEAVE your advertising problems to the

Federal Advertising Agency
T. H. YULL, Director.
Dominion Savings Building, London, Canada.
Mechanical Photo Retouching.

Motor Cars Become Stuck on Oxford Street East.

A number of complaints have been heard from motorists concerning the mud holes on Oxford street east, in which the combination wagon from No. 4 fire hall became stuck last Monday.

A taxi cab from one of the local garages was stuck in the same hole from afternoon until Monday night. In addition to this there were eight other cars stuck all day Sunday.

The bad spot, which is close to Quebec street, is about a 100 feet long, and contains mud to the depth of two feet. Large planks and building blocks, put under the various vehicles, sank out of sight.

Another hole of smaller proportions is reported a few hundred yards west of the place where all the motorists came to grief. It is a serious hindrance to heavy traffic.

"A thing of beauty is a joy forever."

APRIL BIRTHSTONE—DIAMOND, INNOCENCE.

In keeping with April being the Diamond Month, we are preparing some special window displays and advertisements in order that you may become better acquainted with the peer of all precious stones—Diamonds.

We believe that, resulting from a more comprehensive knowledge of diamonds, you will come to appreciate more fully our wonderful stock of these gems.

An Invitation—
If you are interested in diamonds and are desirous of knowing them better, we extend to you the invitation of calling and seeing our stock of unmounted stones and settings.

Young's
London's Jewelers.
LONDON. EAST LONDON.

MOTOR EXHIBITION ATTRACTS CROWDS

Much Interest Shown in the Beemer Company's Show.

With several beautiful new models of the Gray-Dort, the Cadillac and Chalmers cars on exhibition, Beemer & Company's 1920 automobile show, which opened on Monday evening in the new garage which has been built adjoining the sales room, is in full swing. Each night large crowds have been attracted and keen interest has been shown.

The Gray-Dort, a car built entirely in Canada and by Canadian capital, is the feature of the show. It is shown in many different styles and in several pleasing colors. A dark-green sedan, finely upholstered, was the centre of considerable interest. The five-passenger cars, finished in green and black and maroon, and a coupe in green, evoked many comments of admiration.

Because it has been made in Canada, the car is sold at popular prices. This fact, coupled with many new features, has made the Gray-Dort a great drawing card in this show.

Three magnificent Cadillac cars were on exhibition. A four-passenger phaeton, with a long rakish body, which gives it a ponderous appearance, attracted much attention. The "Victoria," a coupe exquisitely finished, and a seven-passenger touring car were also shown. These models have been built of solid aluminum and although they look heavy because of their size, they are said to be really comparatively light.

A Chalmers sedan was also on exhibition.

The show rooms have been artistically decorated with tri-colored bunting and flags, with a sprinkling of tall palms among the cars. Music has been supplied by an orchestra each evening. The show is to be continued throughout the week and promises to become a veritable mecca for car lovers before the closing night.

COURT FINES FOR MONTH \$3,617.35

Bootleggers Help Swell Police Court Returns.

Fines amounting to \$3,617.35 were collected by Police Court Clerk John Moule during the month of March. Two \$500 fines were imposed on bootleggers during this period. A total of 215 cases were entered on the blotter during the 31 days.

ICE PRICES CHANGED

Natural Ice To Cost a Trifle More, Artificial Product Drops.

Natural home-frozen ice per month will cost you just 50 cents more than last summer, according to one of the natural ice firms, which reports a good ice harvest for the past winter. Quoting their prices as \$3.50 per month to private families for 20 to 25 pounds daily, this firm admitted that they had sold ice as low as \$2 per month last year, but they had had to front over \$2 per month in the previous season. Later in the season when their supply became exhausted, they charged \$3 per month for ice, which they imported from Buffalo.

Artificial ice is quoted by a local manufacturing firm at \$3 per month, as compared with \$2.75 charged last year for supplying private families with 25-pound blocks daily.

Toronto estimates an increase of 20 per cent in the natural ice harvest, but looks for no reduction in price, increase in cost of labor being accepted as the explanation.

TWO FEET OF MUD

Motor Cars Become Stuck on Oxford Street East.

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5 1/2%

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Make your spare dollars meet a portion of the increase in the cost of living!

The Huron & Erie MORTGAGE CORPORATION

"Older than the Dominion of Canada"

Richmond Street, Chas. J. Clarke, Manager
Market Square, Walter T. Westby, Manager
Dundas St., Opp. Rectory St., A. H. Whitlow, Manager
D. G. MEREDITH, K.C., HUME CRONIN, President.

FINANCE OFFICERS.

New officers were elected for the C. P. R. Recreation Club at its meeting Tuesday evening, which in part assumed the form of a reception by divisional employees to the new divisional superintendent, H. McKillop.

Mr. McKillop and Samuel McKillop, retiring president of the club, other officers elected were: A. B. McLeod, president; A. H. Pope, first vice-president; A. J. Hawkins, second vice-president; J. Shaw, third vice-president; H. J. McCallum, fourth vice-president; H. E. B. Mitchell, secretary-treasurer.

SMUGGLERS.

Men cursed, fought, knifed and died for the Sultan diamond; women engaged in stealthy intrigue; an ex-army officer turned detective; a combine of wholesale jewelers offered huge rewards, struggle on land and sea, tense moments, huge stakes, and desperate ventures, all are shown in this great drama, which is heralded as the premier thrilling photoplay of the year.

Among the extra attractions on this program will be a special two-reel comedy "Two Dollars Please," the Allen News and Bruce beautiful scenic pictures.

PAIRED BY MINISTERS.

At the Majestic theatre next week there will be presented by Public Health Films, under the auspices of the Canadian National Council for Combating Venereal Diseases, an educational dramatic photoplay, entitled "The End of the Road," the story of which was written by Dr. Katherine Davis. The picture is most startling and unique, as it combines in attractive story form the romantic aspirations of youth and the dire effects resulting from thoughtless indiscretions when thrown into contact with the world's temptations.

The film has proven a wonderful power for good, and such is praised by ministers, doctors, women's clubs and all clean thinking men and women.

The picture comes to London direct from its engagement at Massey Hall, Toronto, which is being packed at every performance. Government officials, city officials, ministers, welfare workers, physicians, commercial organization heads and the whole of the social service council have been invited to a private preliminary exhibition of "The End of the Road," the social hygiene picture, at the Majestic Theatre on Saturday afternoon at 3 o'clock.

FLO-FLO AT THE GRAND TOMORROW AND WEDNESDAY.

John Cort brings his latest musical comedy "Flo-Flo" to the Grand Opera House, Saturday, at the Grand Opera House.

The plot of the comedy which concerns the love intrigue of a shapeless model and the matrimonial mania of a rich man, is carried out by a splendid cast, magnificent teams of eccentric dancers ever seen on Broadway.

An augmented orchestra assures a musically rendition of Silvio Hein's score. A special holiday matinee will be given tomorrow, (Good Friday) and the regular matinee on Saturday.

AT LOEW'S.

Beautiful Katherine MacDonald in "The Beauty Market" will headline the program at Loew's Theatre for the balance of the week. Miss MacDonald portrays the role of a society girl, whose wonder beauty wins her the attention of a host of wealthy admirers, and whose heart leads her to discard the sham life of society for clean, wholesome love. The vaudeville comedienne Billie Richmond in Cabaret de Luxe, Al Tyler, Trampology, Alanson "At the End of the Pier," Women, a comic and a musical playlet of femininity, which should be one of the bright spots of the bill, particularly with the women patrons. Buter and Smith will provide a harmony, song and laughs. A Universal comedy and Loew's Weekly Fletorial will complete the bill for the balance of the week.

UNION SERVICE.

The Methodist congregations of London will hold a union Good Friday service in the Dundas Street Church at 10:30 a.m. The preacher will be Rev. Dr. R. G. Povey of the First Church. The choir of Dundas Street Church will provide the music.

Songs will be rendered by Mr. H. Brover and Mr. Bert Howcroft. The president, Rev. Dr. R. G. Povey, will conduct the service, assisted by other ministers.

CARD OF THANKS.

Having disposed of our business to Mr. P. E. Carmichael, we desire to express our thanks and appreciation to our patrons. Signed McCallum & Willis. 73c

At The Theaters

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