

Here Comes the Bride, the Blushing, Lovely Bride of June

Spread Glamor of Romance But Also Speed Up Business

Real Estate Man to Baker of Cakes Sit Up When Coming June Weddings Announced.

Whatever would the world do without the lovely brides of June?

Society would be savorless as bread without salt that time of year were it not for the weddings, which throw the glamor of romance over early summer days, the nuptials which supply gaiety to the nations and, terribly mundane admission, mercurially speed up trade and commerce.

Romeo may passionately declare that it is cheaper to keep two than one, particularly when the twain have been made one. But it's an exceptional Romeo and Juliet that can do such juggling in financing and get away with it.

Dan Cupid's the finest little ally for cunning merchantmen who could be met in a joy ride of the universe. When it comes to wedding bells, just watch the ink fly signing checks. "Two sticks across, and a little bit of clay" may be all right for the feathered kingdom, but it won't make a nest worth shucks for the fairest flower in the garden of girls.

Real estate men sit up and take notice every time a modest little engagement announcement appears in the press, or just rumors reach their ears. They have visions of choice lots and modest lots changing hands, and bargaining in houses, duplex apartments and flats.

Contractors, builders, plasterers, plumbers, painters, paperhangers, glaziers, upholsterers, furniture makers and dealers, sellers of carpets and rugs all share in the weddings of June, though they may never have the fortune or misfortune to actually be married themselves.

Love Must Eat.

What's a house without a heating system, equipment for cooking?

Though torrid weather may cause the nose of the June bride to shine unbecomingly and the bridegroom to mop his noble brow and twitch his willing collar, every couple with an iota of rationality realizes the temperature may change before they come back from "points east or west," and that, under any circumstances, food must be cooked. Hence the gas or electric range, not to mention the coal oil, wood or coal, depending upon the location of the home-to-be.

Dishes, forks and knives, clothespins, pots and pans, all these may not be poetic, but they are extremely essential when two set up their household gods, experimenting in the fine art of "two people living cheaper than one."

There'll be linen for the table, according to the means of the young household, or the extent of their friendships, and food for the larger wedding. But before the homemaking, the wedding. And that spells clothes.

And before the wedding, parties galore and showers.

So many brides, so many novel methods this year of presenting showers have come to light, that little seems left for ingenuity to devise in the way of nature of shower or associated entertainment.

There have been linen showers, duster showers, china showers, glass showers, miscellaneous showers, kitchen showers (of unfailing popularity), jam showers, matched teaspoon showers, hankie showers, lingerie showers, boudoir cap showers. And now, with June approaching, behold the deluges!

Not Just Trick.

Showers and deluges of gifts aren't just whipped out of the flowing sleeves of a hostess in conjurer fashion. They mean business and still more business.

And all the time, bride-to-be is adding to her trousseau the accessories necessary before she can regard herself as "the complete bride." Even if it's "just a quiet wedding," witnessed only by immediate relatives, there'll be a new suit or gown, a festive hat, gloves, shoes and hostery to match, a corsage instead of the "shower bouquet." And no bridegroom wants to look like "one of the fifty-seven" while his adored one would pass for "the four hundred."

Gets Luggage.

Everyone from the man in the moon down smiles broadly when he hears of a coming June wedding, except, perhaps, the long-suffering porter man, who gets lumbago with much bending of his back to pick the vicious snippets of paper out of velvet pile carpets and chairs.

Even Saturn refuses to bow before any superior advantage of Venus. Saturn very subtly remarks: "What would a wedding be without rings?" And the jeweler man says: "I'm strong for Saturn."

At talking about automobiles and life insurance, Mr. Bridegroom will hear all about them from authorities qualified to talk on the subject when he comes home from the contracting parties?

Not to mention accident insurance and investing in bonds.

Who says weddings are purely and simply the business of the contracting parties?

JUNE BRIDE SPECIAL.

The Anniversaries.

First Paper

Fifth Wood

Tenth Curtains

Fifteenth Crystal

Twentieth China

Twenty-fifth Silver

Fiftieth Golden

Seventy-fifth Diamond

First Paper

Fifth Wood

Tenth Curtains

Fifteenth Crystal

Twentieth China

Twenty-fifth Silver

Fiftieth Golden

Seventy-fifth Diamond

First Paper

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Fifth Wood

Tenth Curtains

Fifteenth Crystal

Twentieth China

Twenty-fifth Silver

Fiftieth Golden

Seventy-fifth Diamond

First Paper

Fifth Wood

SHE'S WEARING DEMURE FACE VEIL THIS JUNE

May Be Inconvenient, But Appropriate With Egyptian-Draped Nuptial Robe.

The June bride was revealing her wisdom by getting her shopping done early, even if the wedding doesn't take place until the third week of the month of roses. Now, wouldn't you like to know who she is?

But it would never do to tell. The newspaper person, however, followed her about quite brazenly while she did her shopping, though in such a very "buying-on-her-own-account" way that she flattered herself June bride never even dreamed she was being shadowed.

June bride stopped first at the silk counter, where, after long and serious consideration, and tons of advice, she finally decided upon crepe backed satin for the nuptial robe, satin in pearly white, rich, if duller in finish than crepe de chine, flat crepe, or canton. It was so soft and pliable, falling into such exquisite folds, she knew from the very first it was just the fabric she wanted for the robe, cunningly draped in Egyptian fashion, and caught up with pearl and opalescent ornaments.

Mother suggested waiting until later, but she was very firm about getting the veil at once, especially when she saw just what she wanted. Brussels lace, embroidered at the corners, with French lace for the short face veil.

Veil Egyptian, Too.

Yes, there is going to be a face veil, draped a la Egyptian. The long veil will fall in graceful gathers at the back, from the flat cap arrangement over the head, held in place by a coronet of pearls, with little knots of orange blossoms.

Few brides were wearing the face veil last summer. It will again be an important part of the wedding ceremony this coming June for the groom to get that veil out of the way so he can kiss the new bride.

The bride in the case is a perfect In any case, she can get smart ready-to-wear gowns and wraps to fit her to perfection.

For going away, she decided in a very few minutes upon a closely box-plaited skirt in sand color, a jaquette blouse of flat crepe in exactly the same shade, beaded in steel horizontal bands. The long sleeves, with cuffs coming well over the hands, were buttoned with harmonizing glass knobs and loops of the material.

She exclaimed with delight when she promptly found "her" wrap. In fact, she walked right up to it, a cape-coat of darker desert sand, tiny tucked flowing sleeves, and trimmed with a touch band across the back of the collar of seal brown cashmere.

Almond green and sand shade are delightfully combined in the poke hat which was her final choice, of a rough material that suggested a Crex rug. A double row of flat, Nile green roses form the brim, closer than the usual poke, and vastly becoming to the piquant face it will frame.

Now, wouldn't you like to know the name of that bride? Just wait till the June weddings, with all the clothes, are written up in detail.

BRITAIN REGRETS PRECIPITATE ACT BY THE FRENCH

London Officials Fear Sudden Rejection of Terms Means Disaster.

CURZON CONFIDENT

Foreign Minister Still Looks For Way Out of the Difficulty.

Associated Press Despatch. London, May 5.—Up to a late hour last night the text of France's rejection of the terms embraced in Germany's recent new reparations had not reached London.

France apparently rejected the German overture, if not without actually consulting the British government, certainly without paying much deference to British views; and her precipitate action, although not completely unexpected, has served to disappoint the hopes of those who had looked upon the German initiative again to bring the Allies to the conference table.

The present British cabinet is distinctly pro-French in sentiment and the opinion is held in some quarters that if its influence failed to induce the French government to give further consideration to the German note prior to rejecting it little hope remains.

Foreign Minister Curzon, however, in whose hands the British position is now left during the absence of Premier Bonar Law, refuses to be downcast by the French rejection of the German terms. In a speech made today at the Primrose League Lord Curzon announced the government was in closest touch both with France and Belgium, and he seemed to intimate a hope that concerted action by the Allies might still be possible as a means of confronting Germany with such a situation as to induce that country to take steps to advance the reparations question toward satisfactory settlement.

The haste of France in rejecting the note is deplored in London, especially in Liberal circles, because it is feared it may precipitate political developments which may cause the fall of the Cuno government in Berlin and the substitution of a purely Socialist administration.

REPLY IS APPROVED.

Paris, May 4.—Exchanges between Paris and Brussels show that Premier Theunis and Foreign Minister Jaspard approve unreservedly Premier Poincare's reply to the German reparations note. They even offered certain suggestions tending to strengthen M. Poincare's argument. These the French minister at once adopted and incorporated in the original text and the revised document was sent to Brussels by special courier tonight.

The Belgian cabinet will decide the form of its reply and advise M. Poincare by noon tomorrow. In any case, the French note, the main points of which Premier Poincare communicated to Lord Crewe, the British ambassador, this evening, will be handed to the British, Italian and United States ambassadors early tomorrow afternoon.

START WORK AT ONCE ON INDUSTRIAL AREA

Matter of Improvements Will Come Before Council on Monday Night.

Mayor Wenige is still an enthusiastic member of London's "100,000 population club"—those who urge immediate local improvements for the industrial area. East London.

The proposal to initiate this work has passed the board of works, after considerable delay, and will go to the city council for approval Monday night. There is but little doubt but that the project will be favorably received.

His worship does not anticipate opposition from the ratepayers involved, numbered among whom would be the C. N. R.

"We showed the site to Sir Henry Thornton when he was here," relates the mayor, "and while, of course, he could not give any official assurance that the C. N. R. would undertake its share of the work and would offer no opposition, he seemed quite favorably impressed with the project."

Mayor Wenige states that, as a matter of fact, Sir Henry complimented the city for having wisely selected such an attractive piece of property, in view of London's inevitable industrial expansion during the next few years.

Members of the industrial area committee and the chamber of commerce are particularly interested in the success of the undertaking, sensing the improvement of this property a real solution for a problem that has taxed their ingenuity for many years—where to put new industries who express willingness to consider location in London.

Mayor Wenige urges the council to "get behind" this movement for a "bigger and better London"—and a 100,000 population in 10 years.

JAEGER IS CONVICTED FOR BLOWING OF SIRENS

Associated Press Despatch. Essen, May 4.—Director Jaeger of the Heinrich Shute iron works at Hattingen was convicted today by a court-martial of being responsible for the blowing of sirens when French troops came to requisition material at his plant. He was fined 50,000,000 marks.

This charge is the same as the one upon which the Krupp directors are being tried in Werden today.

Jaeger denied the charge, saying the workmen caused the alarm to be given on their own responsibility.

WINDSOR HYDRO SHOWS A SURPLUS OF \$54,654

Increase Appears in Spite of Decrease in Rates, June, 1921.

Canadian Press Despatch. Windsor, May 5.—Windsor hydro-electric system shows a net operating surplus of \$54,654.31 for 1922, according to the annual report submitted by O. M. Perry, local manager, at a meeting of the commission this morning.

The gross surplus was \$74,659.31, but of this amount \$20,004 was set aside for depreciation on the plant. The showing made by the system is considered singularly favorable in view of the decrease in rates made effective in June of 1921 and the increased cost of power met by Windsor and other Niagara municipalities owing to the operation of the new Chippawa-Queenston development.

BANK CLOSURES. Special to The Advertiser. Mount Brydges, May 5.—The Home Bank is closing its local branch on May 8.

SOUTH ESSEX FARMERS WILL MEET WEDNESDAY

Milton C. Fox Is Expected To Be Chosen Candidate to Contest Riding.

Canadian Press Despatch. Windsor, May 5.—United Farmers of South Essex will hold their convention in Kingsville next Wednesday, according to an announcement made Friday by Charles Brush, of Malden, president of the association.

At the convention it will be decided whether or not a candidate is to be run in the provincial election, but it is considered certain that the decision will be to contest the riding.

Milton C. Fox, the present member, will probably be offered the nomination, and although he has not as yet made any definite announcement, it is believed that he will accept.

DECLARE HOUSE HOLIDAY. Ottawa, May 5.—The house will not sit on Thursday next, Ascension Day, if a motion, of which the prime minister gave notice yesterday, is carried.

THE BRIDE'S LINEN CHEST

June Brides will find us well prepared to look after their requirements in Linen, etc.,

Sheetings, Pillow Cotton, etc.

Linen Sets

Cloth and 1 dozen Napkins, in Pure Irish Damask

\$12.50, \$15.00, \$16.50, \$20.00

\$25.00, \$30.00

All Linen Cloths

In wide range of patterns; 8-1 sizes.

\$5.00, \$5.95, \$6.25, \$7.50

\$8.50, \$10.00

Bedspreads

Crochet and Marseilles Spreads direct from the mills in many handsome designs; a large range to choose from at much below replacement values. Extra crochet special at

\$2.68, \$3.98, \$4.98

Marseilles in double bed sizes \$5.50, \$6.50, \$8.50

8-10 Pure Linen Cloths

In beautiful round designs.

\$6.95, \$7.25, \$8.50, \$10.00

\$12.50

London R. J. Young & Co. London East



Wise Advice to Brides

IN TRYING to please HIM, especially in the matter of meals—make one decision right now:

You can't go wrong on

NEAL'S

so start housekeeping with

NEAL'S

GOOD WHITE BREAD

DRAPERY Suggestions FOR NEXT WEEK

Glance over this list of specials we are offering next week and you will see that it will be necessary for you to shop early to avoid disappointment. Many of these lines are in limited quantities and may be all gone early in the week.

100 PAIRS DAINITY ARABIAN NET CURTAINS REDUCED.

A special purchase makes it possible for us to sell these beautiful Curtains, finished with real hand-made lace, at reduced prices.

Regular \$8.50 values, pair \$5.50

Regular \$9.50 values, pair \$6.50

Regular \$10.00 values, pair \$7.50

Regular \$12.00 values, pair \$8.50

Regular \$15.00 values, pair \$9.75

LACE NETS, in charming display. At, per yard..... 75c

\$1.50 LACE PANEL CURTAINS, handsome material. Yard 95c

\$1.25 HEAVY CORDED REPP, in brown, rose, blue and green. Yard 95c

\$1.50 SATENE, splendid quality. Yard 69c

\$1.75 REVERSIBLE TERRY CLOTH, beautiful design. At, yard \$1.39

\$4.00 IMPORTED VELOUR, in blue, rose, brown, mulberry and taupe. Yard \$2.95

SCRIM, 25 pieces, with fancy border. To clear at, yard 19c

Our stock of new Spring and Summer Wicker and Reed Furniture is now on display. Suites and odd pieces in a variety of weaves and finishes.

Ontario Furniture Co., Ltd.
LONDON'S LARGEST HOME FURNISHERS.
Dundas Street

