

WINDOW SHADES

If you have Graves make your Window Shades they will be satisfactory.

O.B. GRAVES, Limited

Pimento Cream Cheese

Made by the MacLaren Cheese Company of Toronto. Just the proper thing for sandwiches. Each Rich Creamery White Cheese, per pound 20c
Old Yellow Cheese 20c
Medium Yellow Cheese 20c
Peanut Butter, in Glass Jars, per pound 10c, 15c, 20c, 35c
Extra Good Value in Japan Tea, per pound 30c, 40c
English Breakfast Blend Tea, very smooth 50c
WHITE HOUSE COFFEE.
The best quality 40c
Lettuce, Celery, Radish, Green Onions, Maple Syrup.

John Diprose

THREE POPULAR STORES:
Dundas and Ridout Streets,
Dundas and Wellington Streets,
Richmond and Hyman Streets.

Stop! Think! Look! Are You a Judge of Jewelry?

IF NOT, it will pay you to buy from a store that has but one price twelve months in the year.

W. J. Wray & Co.

LONDON'S LARGEST JEWELER.
384 Richmond Street.



THE ABOVE CUT ILLUSTRATING

SHADOW TESTING

Was made from a photograph taken in OUR OWN OFFICE. We have used this method for the past eight years. The SHADOW TEST was first introduced to the optical profession by DR. THORINGTON about 17 YEARS AGO.

Without prejudice we **Hereby Warn the Public** THAT THE **Statement Made by a Local Druggist** In yesterday's paper that Shadow Testing is a wonderful new method of testing eyes, and that he has at his store the specialist who discovered it

Cannot be the Truth

Fake optical advertising is getting to be a pest in Ontario, and we hope the Provincial Government will soon legislate to protect the public, as Quebec, Manitoba and Saskatchewan have done.

The Brown Optical Co.

Optometrists and Opticians.
237 DUNDAS ST., LONDON
PHONE 1877.
Largest Retail Optical House in Canada.
Branch at Montreal, P.Q.

Roland D. Jarvis DENTIST

Corner Dundas and Clarence Streets.

TRAFFORD'S

For Reupholstering. Expert workmen. Prompt attention. Reasonable charges.

29 DUNDAS STREET.
11 MARKET SQUARE.
Phone 864

D., L. & W. Coal

We handle this celebrated Coal, fresh mined and in box cars. This coal is bright and free from clinkers.

Heaman & Son

York and Burwell Streets.
Phone 312.

QUALITY STORE

We Sell the Best Quality of Groceries at the Lowest Price

Note the Prices of the Following Goods

Prunes, 3 pounds for 25c

Canned Vegetables

CORN
PEAS
BEANS
PUMPKIN
Our Price 10c per Can

Olives

In quart jars, per jar 40c
Gillard's Pickles, Mixed, regular 20c, for, per bottle 15c
Harvey Sauce 15c, 2 for 25c
Mushroom Catsup 25c.

OUR USUAL SUPPLY OF Fresh Vegetables for Saturday

Let us have your Grocery order. We can save you money.

PHONES, 1024, 3323.

Fish Department, 2538.

HARRY RANAHAN

515 AND 517 RICHMOND ST.

LONDON AND DISTRICT

The usual Easter service of praise given by the choir of St. Andrew's Presbyterian Church, under the direction of Mr. Wheeler, is announced for Monday evening next, April 15. An artistic programme has been arranged. Two special soloists from Hamilton have been engaged for the occasion. **Londoners at Woodstock.**

Forty members of the Liberal Club of this city visited the Woodstock club on Wednesday evening, and enjoyed a very pleasant time. Euchre and other games were played. Later in the evening an address was delivered by Mr. E. W. Nesbitt, M. P. of North Oxford, dealing with many questions of the day. The train was rather late, and the boys did not arrive in London until well on towards morning, but even the late hours did not mar the pleasure of the trip. **Lecture on Civil War.**

The Men's Club of the Church of St. John the Evangelist, will be addressed this evening by Major Gordon Hall on "The Front Royal Campaign of 1862."

Mason & Risch

"The Piano With a Soul"

The Mason & Risch Piano, the choice of "All Great Musicians," needs no introduction to the musical people of London, due to its plain, yet attractive, case design; its ability to withstand years of wear and yet retain the sweet, full tone so noticeable at time of purchasing.

For these reasons it has been justly termed throughout the Dominion "The Piano With a Soul."

No greater compliment could be extended to Canada's Premier Piano than this.

Intending purchasers of pianos will profit considerably by calling at our warehouses, as special inducements are being offered in order to dispose of our present stock of Pianos and Player-Pianos before the summer season.

Your old instrument will be gladly taken in exchange, as first payment. The balance arranged on easy terms to suit the purchaser.

Mason & Risch, Ltd.

C. L. GRAY, Managers

231 DUNDAS STREET.

Ladies' Boots--Tan or White

We've Got 'Em

WHITE CANVAS BRITISH BOOTS
Style right \$3.50 and \$2.75

WHITE WASHABLE BUCK BUT-
TON BOOTS \$5.00 and \$4.00

TAN RUSSIAN CALF BUTTON
BOOTS OR BLUCHER BOOTS
\$5.00, \$4.00, \$3.00 \$2.50

Hubert Ashplant & Sons

We carry the largest stock of Mounted Diamonds in Western Ontario; therefore our prices must be right, or we could not enjoy this enviable position.

Our Rings are mounted in 14-karat gold. They range in price from \$5 to \$800.

Diamond and Pearl Set Brooches from \$12 to \$250.

We are always pleased to show you our goods.

C. H. Ward & Co.

Diamond Merchants and Jewelers,
374 RICHMOND STREET.
PHONE 1084.

EASTER PERFUMES

Superb Perfumes, imported direct from England and France. Many New and Exquisite Odors.

SACHET POWDER

Dainty, Fragrant and Lasting.

Cairncross & Lawrence

Chemists and Druggists,
216 Dundas Street. London, Ont.

FUR STORAGE

The building in which we store all furs and valuable floor rugs, contains fireproof vaults. Each article is stored separately. All cleaned by electricity before storage. Charge is only 3 per cent. of a reasonable value.

BELTZ & CO.

PRACTICAL FURRIERS.

of 1862." The campaign of Front Royal was fought in the spring of 1862, in the Shenandoah Valley. General "Stonewall" Jackson was the leader of the Confederates, while his chief opponent was General Banks, commanding the Federal forces in the valley. The campaign, though short, was very brilliant, and it was the foundation of Jackson's military renown. Though the forces he commanded were small in numbers, compared with the armies of the present day, though officers and men on both sides were not regular soldiers, few wars have shown such fine leadership, such brilliant work crowded in a few days. For officers of the present day, especially for militia officers, the study of these operations of Jackson's were most valuable. This is more especially the case for officers of the Canadian militia, since the actions took place in this continent of North America, the topography of which is, in many cases, very dissimilar of most of the great military leaders of the past.

Orange Sale Friday and Saturday

The value given at every Orange Sale conducted at our Store increases our reputation for excellent values.

If you've never tested this, do it Saturday.

Regular 40c Oranges

For **33c** Per Dozen

Friday and Saturday only.

The First Maple Syrup

Saturday we will have our first Maple Syrup of the season. It's guaranteed pure. Order some. GALLON TINS, \$1.45. BOTTLES, 30c EACH.

Richelieu Fruits

We recommend these with every confidence. Try either the canned or preserved. You will agree that they are of the best.

From 35c to 50c.

Dried Beef

Serve it when you have company. They'll like it. Has the rich beef taste. Can be sliced any thickness. 40c a pound.

Fresh Biscuits

Over a hundred varieties from which to choose. You'll find what you like. Fancy or plain. Canadian or Imported. From 20c to 75c.

Fresh Vegetables

This week we have: New Potatoes, Tomatoes, Rhubarb, Lettuce, Radishes, Green Onions, Parsley, Artichokes, Cucumbers.

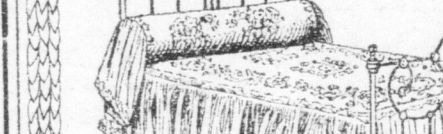
Phone South London patrons

are reminded of our telephone service and special delivery. All telephone orders promptly and carefully filled.

T. A. ROWAT & CO.

Two Stores 250 DUNDAS STREET
Wortley Road and Craig Street

Three Phones South London, 967
Dundas St., 3051-3052

**Buy Now**

Don't you think it would be advisable to buy your household needs now, and have them ready to be sent down at house-cleaning time?

Our stock of FURNITURE, CARPETS, LINOLEUMS, LACE CURTAINS, BABY CARRIAGES, WINDOW SHADES, ETC., is now at its greatest. Buy while you can have the best choice. We will hold the goods for you absolutely free of charge until needed, by paying a small deposit.

WE GRANT LIBERAL TERMS OF CREDIT. Make sure you get our prices. It will PAY YOU.

H. Wolf & Sons

Complete Home Furnishers. 265 Dundas St. Near Wellington St.

You Admire the Picture

much more when it is appropriately framed. Send your pictures to us if you want them to look their best. We study each picture carefully and fit it with a frame that brings out its good points. We make an ordinary frame look good and a good one look exquisite.

A. E. JOLLY & CO.

190 DUNDAS STREET.

WILSON'S Model Meat Market

I have just installed a new large slicing machine. We will be pleased to slice your meats any thickness you desire.

We invite everyone to come in and see this new machine working.

INGERSOLL MEATS--Our Specially Government Inspected

Hams Skinned Backs Breakfast Bacon Rolled Bacon Cottage Rolls Boiled Ham Fresh Baked Ham Jellyed Tongue Jellyed Hocks Jellyed Headcheese Pressed Beef New England Ham

FRESH BEEF, LAMB, VEAL, TENDERLOINS, SPARE-RIBS, LIVERS AND KIDNEYS. FRESH FISH, WHITE-FISH, HALIBUT, SEA SALMON AND CISCOES.

Use phone for quick service.

J. A. WILSON

Phone 1120. 206 Dundas Street.

WILL PASS AGREEMENT

St. Marys to Take Up North Midland Railway Proposal.

[Special to The Advertiser.]

St. Marys, April 12.—The execution of the agreements between the town of St. Marys and the North Midland Electric Railway of London will be passed through its final stage at next Monday night's town council meeting. Willard Stevens, son of Dr. W. R. Stevens, V. S., has been promoted and transferred from the Union Bank staff at Souris, Man., to the position of teller of the Union Bank at Yorkton, Sask.

The annual spring cleaning of the streets is being rushed under the supervision of Road Foreman William Northgraves.

The vital statistics of the town of St. Marys for the month of March was as follows: Births 5, marriages 3, deaths 5. Causes of death: One acute septicaemia, 1 carcinoma, 2 heart failure, 1 pneumonia.

PARKHILL DEATH

Peter Nicholls Died Very Suddenly From Pneumonia.

[Special to The Advertiser.]

Parkhill, April 12.—The funeral of Mr. Peter Nicholls was held yesterday afternoon to Nairn Cemetery, and was very largely attended. Mr. Nicholls was one of the pioneers of the district, and died very suddenly on Tuesday after a brief illness with pneumonia.

Mr. E. R. Dobie, a pioneer of West Williams, died on Sunday, and the funeral was held to Parkhill Cemetery. He was a life-long member of the Anglican Church.

Mr. Dan Morrison, millwright in Swift & Co's packing house, Chicago, spent Easter at his home in Parkhill. Mr. Willie Cavenagh has left for Regina to engage in school teaching as principal in the city school.

Dugald McCormick, who has been dangerously ill, is now a little better.

Miss Kate Morrison, of Detroit, spent Easter with her father, Mr. Arch. Morrison, of Parkhill.

The banns of marriage between Miss Annie McLean and Colin McIntyre, of Park Hill, Mich., were announced recently by Rev. M. D. O'Neill, in St. Columbus Church, Parkhill.

HURT IN RUNAWAY

[Special to The Advertiser.] Belmont, April 11.—James McMillan, township treasurer of Westminister, was badly hurt as a result of a runaway yesterday. He was working in his sugar bush when the horse bolted and threw him against a tree. It was found that his arm had been fractured and that he was badly shaken up.

FOUR BOYS DROWNED.

East Liverpool, Ohio, April 12.—Four

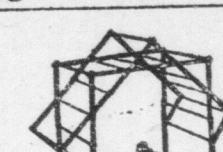
Saturday Savings At Purdom's Hardware

Store Open Saturday Until 10 p.m.

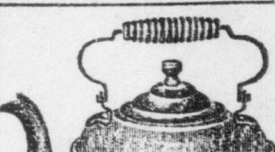
Sole Agents for "High Standard Paints" and "Chi-Namel."

**Irons.**

Mrs. Potts' nickel-plated irons, 3 in set, with handle and stand. Regular \$1.25. On sale Saturday at 98c set.

**Clothes Racks.**

Made of selected wood, and will fold up when not in use. Special for Saturday, only 87c each.

**Tea Kettles.**

Made of solid copper and nickel-plated. Guaranteed not to leak. Sizes 8 or 9, on sale Saturday, \$1.23 each.

**Garden Spades.**

48c, 75c, 98c, \$1.10 each. Hoes, special at 20c to 63c.

**Hammers.**

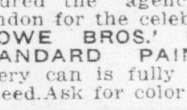
Another snap for Saturday. Regular 40c, 50c, 60c. On sale at 25c each.

**Paint.**

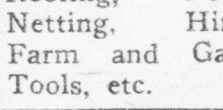
The painting season has arrived. We have secured the agency for London for the celebrated "LOWE BROS.' HIGH STANDARD PAINTS." Every can is fully guaranteed. Ask for color card.

**Bread Boards.**

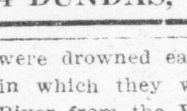
Made of selected wood, with sides. Special for Saturday, 48c each.

**Glass Washboards.**

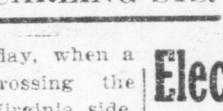
Regular 40c. On sale Saturday, only 25c each.

**Hammers.**

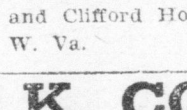
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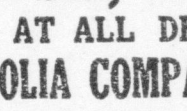
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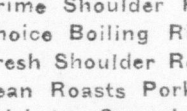
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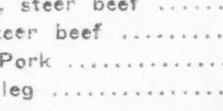
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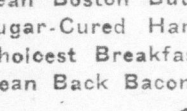
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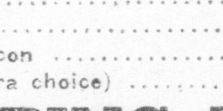
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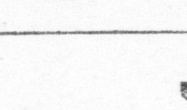
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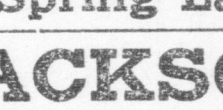
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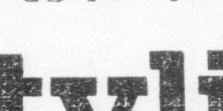
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