

Win one of these 2,230 Valuable Prizes! In the exciting MODGLIN DURA-broom Sweepstakes

A TRIP TO MEXICO — Fly in a giant American Airlines DC6 Flagship. Stay 10 days at glamorous Del Prado Hotel.

A DIAMOND STUDDED WATCH—The Helbros Splendor in 14 Karat gold with 17 Lifetime Ruby Jewels

LUXURIOUS MINK COAT — Lovely, Silky Lustrous Natural Ranch Mink Coat, Custom Made to your order.

STERLING SILVER SET — Complete service for 8 by National Silver Co. in satin-lined walnut cabinet.

| | |
|----------------------------------|---------------------------------|
| Amelia Earheart Luggage Set | 25 Sets of Dawnette Gloves |
| 25 Evans' Table Lighters | 25 Evens' Evening Handbags |
| 100 Evans' Compacts | Grace Walker Shoes |
| 500 Eversharp Star Reporter Pens | |
| 500 Cory Glass Coffee Brewers | 1000 Pr. Finery Nylon Stockings |

IT'S EASY — HERE'S ALL YOU DO — FINISH THIS SENTENCE
in 25 words or less

"I LIKE MY NEW DURA-BROOM BECAUSE"

ENTER NOW!

See the new Modglin DURA-BROOM. Note its sturdy construction, gay colors, Electrene plastic bristles. Buy it and try it in your home. Prove to yourself how it sweeps easier, quicker, better.

GET YOUR ENTRY BLANK TODAY!

NOW! Super Kem-Tone

SUPER WASHABLE SUPER SCRUBBABLE
The Newest Miracle of Research in Wall Paints

RICH AS VELVET — TOUGH AS RUBBER

COME IN and see the lovely range of pastel and deep colors.

SUPER KEM-TONE is made by makers of famous Kem-Tone and Kem-Glo

Garbage Cans

Heavy Galvanized. Large No. 3 size—\$2.65

Rubber Mats

SPONGE RUBBER MATS For inside use. Size 18 x 30, Green, Red and Blue. Reg. \$1.50 for 98c
HEAVY RUBBER MATS—For outside use. Made from auto tires Size 14 x 24. Regular \$2.00 for \$1.59

LAWNS easily revived!

Quick results with Vigoro—the complete, balanced plant food! And flowers kept blooming longer, vegetables thriving!

Just apply light dressing and wet down thoroughly. Costs only 10c to 20c for every 100 square feet. 100, 50, 25 lb. bags; 5 lb. packages. A Swift & Company Product.

VIGORO

Makes Better Lawns, Gardens, Flowers, Trees and Shrubs

50 Pounds \$2.95

100 Pounds \$4.85

Cowan Hardware

THE STORE WITH THE STOCK

125-7 DUNDAS ST.

WE DELIVER

DIAL 2-6371

NAACP OPPOSES WEAKENING OF N.Y. CHILD LABOR LAWS

Albany, March 12—The National Association for the Advancement of Colored People last week vigorously urged state senators and assemblymen to vote against the Wadlin-Hatfield bills to amend the state's child labor laws so as to permit employment of children under 14 in farm work during the non-school period with no provision for maximum hours.

Herbert Hill, NAACP labor relations assistant, led a delegation consisting of Mrs. Effie Gordon, president of the N.Y. State Conference of NAACP branches; Edward Gamar-ekian, president of the Schenectady branch; and Sol Markoff, of the National Child Labor Committee, in visits to state legislators urging defeat of the bills. Several senators and assemblymen, including Assembly minority Leader Eugene Bannington and Assemblyman Hulan Jack, and Senators Zaretsky and Metcalf of the Senate Labor Committee, pledged support to the NAACP.

Mr. Hill said that the Wadlin-Hatfield bills refer to the children of Negro migratory workers, some twenty thousand of whom come to New York State to harvest crops during the summer and early fall. "The proposal to exclude these children from the protection of the N.Y. State child labor law would constitute an act of racial discrimination," the NAACP representative declared.

The forty-three branches of the Association in N.Y. State sent telegrams to majority and minority leaders in both houses of the legislature urging that the bills be voted down.

LONDON NOTES

Mr. Frank S. Howson was in Windsor and called to see Alfie Jones and Mr. and Mrs. Tom Timbers on Tuscarora Street.

We are sorry to state Mrs. C. E. Howson, editor of the Dawn of Tomorrow has been ill in Victoria Hospital for a couple of weeks. We hope she will soon be up and around again.

Jim Coursey is doing nicely at St. Joseph's Hospital.

Mel Johnson is ill at Westminster Hospital.

Rev. C. S. Johnson is a patient at St. Joseph's Hospital.

We are glad to hear Jim Hill is home and is much better.

Mrs. John Mallott of Brantford paid a flying visit to St. Joseph's Hospital to see Mrs. Nellie Butler, of Lucan who is recovering from a heart ailment. Mrs. Mallott also visited Mrs. James Hill of this city.

Mrs. Mabel Davis was a visitor to London visiting Mr. and Mrs. Frank Howson and family. Mrs. Davis is from Toronto.

Mrs. M. Harris announces the engagement of her daughter Eleanor Eileen to Mr. Irvine Walls, the wedding to take place on Saturday, April 11th at 11 o'clock in the morning, at 11 Maitland Street, London, Ont.

BEST WISHES

AINSLEY

SPECIALTY SHOPS

179 DUNDAS STREET

642 DUNDAS STREET

London, Ont.

Easter Greetings

Let there be Music in our hearts,
Let it be Easter Music . . .



But let it not be music quite loud enough to overpower the deeply moving meaning Signified by the Easter Season

Corporation of City of London

May This Day Of Easter Remain
Firm In The Hearts Of Men



CENTRAL CHEVROLET & OLDSMOBILE LTD.

"THE HOME OF TOP FLIGHT SERVICE"

128-146 FULLARTON STREET

LONDON

Easter Comes Again...

To bring renewed hope in the hearts of men the world over . . . On this joyous Holy Day, join in prayer and song by attending the church of your faith.

EDWARDS GLASS CO.

150 FULLARTON STREET

LONDON, CANADA

DOROTHY DANDRIDGE CHIRP AT LA VIE

NEW YORK — Viewtiful Dorothy Dandridge, cofmand of the plush La Vie En Rose, here wondering what they had entertainment in the year been around before.

The lovely miss, who La Vie west and to the a sensational Gotham debut time a new kind of and perhaps an even more ful one than she was in tempt to garner the play "hardest audience in the Dorothy Dandridge must scribed as a polished, s entertainer. Although alone is a great attract proving that she is a artist with it all.

Dorothy takes a number dard tunes and dresses with tantalizing, dramatic fore letting the audience memory of the songs. effort she creates a r captivates every corner as the sound and sight of ly irresistible.

WHEN

SEIC

Shoe

Lowes

GREET

Wendell

190 DUNDAS ST.

Easte

Lon

LOND

Fruit B

For All O

A price for e

Priced fro

CHANCEY S

(Just

DIAL 2-4154