Its flavor will T. A. ROWAT & CO., 250 Dundas St. PHONES, 3051-3052.

PRAYERS FOR THE **ALLIES OFFERED IN** LONDON'S CHURCHES

Efficacy of Prayer on Behalf of Soldiers Urged.

Fervent prayers were offered up in the churches of the city yesterday on behalf of the fighting men of Canada, of the whole of the Empire and of the Allies, in the face of the great crisis of the present. On Saturday, Rev. Byron Snell, secretary of the Ministerlal Alliance, on request of the president, Rev. J. H. Boyd, called attention of the members of the Alliance to the call to prayer to the women of Canada issued by the National Council of Women.

The call to prayer, sent on from the corresponding secretary of the National Council, to the president of the local Council of Women, Mrs. H. A. Boomer, was read at the morning services in a large number of churches, In practically all churches, reference was made to the big offensive launched by the Germans. In St. Paul's Cathedral, in addition to the usual prayers for the war, special prayers were offered yesterday. In St. Andrew's Presbyterian Church, a large portion of the evening congregation waited for a special prayer service on behalf of the soldiers on west front and the cause of the Allies, which followed the regular service. Announcing the special service, Rev. D. C. MacGregor urged the importance and efficacy of prayer, recalling the manner in which the children of Israel turned to God in time of trouble, and the deliverance which again and again followed fervent, persistent prayer.

A special prayer service followed the Sunday school hour in Dunday Centre



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OHN A. NASH "My Jeweler"

is a graduate Optician, and has a most modern optical parlor, fully equipped. He fits your eyes per fectly with glasses by

THE SHADOW TEST. Eyes fitted any time; evenings by ap-New Store: 206 Dundas Street.
Opposite Gammage's.
"Where You Will Eventually Buy."



THE CANADA AUTO DEVICES CO.

DECLARES RUSSIANS' ONLY HOPE LIES IN A STABLE GOVERNMENT



ARRIVE IN LONDON ON SUNDAY AFTERNOON

Two "original firsts" arrived in the city Sunday afternoon. The men were met by representatives of the Soldiers' cational Work.

The men were met by representatives of the Soldiers' Aid Commission, and were taken to their homes. A party of seven men was expected, but only two arrived.

Pet. James Rattew. 192 Central avenue, was one of the members of the Field Battery, and went overseas with that unit under the command of the late Lieut. Col. Wood Leonard.

Pte. Rattew served in all the large battles, such as Vimy Ridge, Ypres, and the Somme, but has not been thought some of the istated he thought some of the istated he allowed to come and see their friends. "Some single men who are members of the ist Battalion should be allowed to come and see their friends. "Some single men who are 50 tyears old would decidedly like to get home on furlough," Pte. Rattew said.

The other "original first" was pet. W Martin, 125 Oak street. After arriving in the city he learned his wife was visiting relatives in Ingersoll and went to join her.

Girl Gets a Tragic Message

From Front While In

Church.

Church.

A telegram announcing the death of Corp. Charles Eggett was received at Which his law sused for re-educational work among the returned soldiers, and will take steps in that direction. The question was considered at a meeting of the committee on Saturday, is a sergeant. He was detained in England for some time as an instructor. Later he went to France as a corporal. He was not long in France before he was killed. Full particulars of his death have not been received yet. Mrs. Eggett when the pour parlers that would dispose of the mayor and board of control expressed with her two children moved to London when Corp. Eggett enlisted. They are living at 682 Princess avenue.

HUNS WILL NOT GET MUCH FOOD FROM RUSSIANS

Major Hunt Says Germans Have Lots of Troubles Coming.

PRAISES THE RUMANIANS

Stable Government Is the One Hope for Great Empire.

The German invasion of Russia will bring little reward in the shape of foodstuffs to relieve the ever-increasing food shortage in Germany, according to Major G. J. Hunt, A. M. C., who has

under consideration by the Dominion Government.

"Daylight-saving will be highly dertimental to the interests of the farmer," he said. "At this time, when greater production appears to be the paramount stems a shame that the Government stems as a stem that the Governm

of large bodies of troops on a nar-front will hend any line back. Receives Word of Father's Death at Her Confirmation

Automobilists, Notice

WE HAVE DISCONTIN-UED SELLING GASOLINE FOR AUTOMOBILES.

Here is our reason, and we leave it to your good business judgment if we are right or wrong in taking this course. The oil companies (or gasoline barons) have been charging us 311/2 cents per imperial gallon for a very low gravity of gasoline. We have been retailing it at 35 cents per imperial gallon, full measure,

making a gross profit of 31/2 cents per gallon, or about 11 per cent gross. There is in gasoline at least 5 per cent loss in wastage and evaporation, leaving us a gross profit of 6 per cent. Now then, the average overhead expense of doing business in Canada today is about 25 per cent, so you see where we stand. We were, however, willing to stand this loss, and charge it up to advertisin g, until today, when the gasoline barons advised us that gasoline went up 1½ cents per gallon. Here we stop. We have a conscience, and know that gasoline is not worth 35c per gallon; and if we bought it at 33 cents we would either have to charge you more or be dishonest in our measure. And we will not do either one. Gasoline is selling in the United States, retail, at 20 to 22 cents per gallon, wine measure, and should retail here on the following basis:

7½% war tax 1½c Freight, 1 cent per gallon 1c

Gasoline barons tell you that there is a shortage. We have it on good authority that there is so much gasoline on hand that it will soon have to be poured in the ocean if it is not used up. You are paying too much for your transportation, and we can solve the problem. This is a period of conservation, and it is up to you. We can sell you 20,000 miles of transportation for \$50.00.

A BRANTFORD RED BIRD BICYCLE

the wheel that made walking an extravagance, car fare and gasoline buggies an unnecessary expense. There is nothing that can take the place of a BRANTFORD BICYCLE, . Come in and see us.

Bicycle and Motor Sales Company

425 WELLINGTON STREET.

PHONE 3182.

EXPERTS IN TRANSPORTATION PROBLEMS.

MEMORIAL TABLETS MAY BE ERECTED TO MIDDLESEX HEROES

Ten Officers of the 26th

cessal issues by the co-operation of all.

R. A. Pinn, district representative for outlined the sixuation in dealt. It is showed the pressing needs for food. A way of the second the struction in dealt. It is showed the pressing needs for food. A way of the pressing needs for food a way of the pressing needs for food. A way of the pressing needs for food a way of the pressing needs for food a way of the pressing needs for food. A way of the pressing needs for food and the pressing needs for food a way of the pressing needs for food and the pressing needs for food and the pressing needs for food a way of the pressing needs for food and the

CLEARING DEPOT IN TECHNICAL SCHOOL

Committee Will Urge Re-educational Work.

Taylor Holmes in Fools for Luck

ignored them. The reason is now apparent.

Saturday night's meeting decided to take steps to get the views of the department of education and the military hospitals commission in regard to the disposition to be made of the school. One of the reasons for the erecting of the school was the crowding of the Collegiate. The Ontario Department of Education assisted materially, giving \$11.000 last year. The committee will find out what will be the department's demands for Collegiate facilities grants and what will be the department's demands for Collegiate facilities for the militia.

As the soldiers' commission reductational work is going on in four places in the city, the committee will ask the heads of the commission if they believe it would be better to centralize the work in the new school, which

DIED OF WOUNDS P, Beaton, INGERSOLL. Gunner Morton Gerrie.

PETROLEA. D. Gallyan.

WINDSOR.
J. A. MacKenzie. PRESUMED TO HAVE DIED

J. Powell. CHATHAM W. Roebuck. SIMCOE.

WOUNDED

WYOMING. LONDON. M. H. Parker. BRUCEFIELD.

M. C. Fraser. ESSEX. 1. W. Hart. OWEN SOUND. G. L. Kechen

SIMCOE. E. Smith. WINDSOR. T. M. Lowes.

GLENMEYER.
G. H. Carson.
STRATFORD.
H. W. Turner.
ZURICH.

J. Quackenbush. NOT STATED. T. J. Evans. TILLSONBURG. G. W. Baker. OWEN SOUND. O. W. Holmes.

WINDSOR, ILL.

MOUNT FOREST.

J. H. Williamson.
LONDON.
Nursing Sister A. E. Whitely. WOUNDED AND GASSED

LONDON.

GASSED T. J. Evans, (not stated.) BURNS

PALMERSTON. P. N. Watt. WILL BE INDUCTED ON GOOD FRIDAY

Rev. W. Leslie Armitage charge. The soldiers will be especially remembered at this service. It is thought that there will be a large number out

ADVISES NOVICES TO

A pastoral from Right Rev. M. F. Fallon, D.D., bishop of London, dealing with the subject of conservation and greater production, was read yesterday in the Roman Catholic churches of the city, and throughout the diocese. While strongly urging the importance of increasing the food supply, a striking feature of the pastoral was the practical advice to those who know nothing about gardening, "Let it alone, and don't make things worse by wasting seed."

INGERSOLL, March 24.—Gunner Morton Gerrie, who was reported wounded on Thursday, has died, according to word received today by his mother, who resides in North Oxford. He was 22 years old and after enlisting worded on Thursday, has died, according to word received today by his mother, who resides in North Oxford. He was 22 years old and after enlisting worden in the form of the was 22 years old and after enlisting worden in the form of the was 22 years old and after enlisting worden in the form of the was 22 years old and after enlisting worden in the form of the was 22 years old and after enlisting of the was 22 years old and after enlisting worden in the sample of the was 22 years old and after enlisting worden in the sample of the was 22 years old and after enlisting worden in the sample of the was 22 years old and after enlisting worden in the sample of the was 22 years old and after enlisting worden in the sample of the was 22 years old and after enlisting worden in the sample of the was 22 years old and after enlisting worden in the sample of the was 22 years old and after enlisting worden in the sample of the was 22 years old and after enlisting worden in the sample of the was 22 years old and after enlisting worden in the sample of the was 22 years old and after enlisting worden in the sample of the was 22 years old and after enlisting worden in the sample of the was 22 years old and after enlisting worden in the sample of the was 22 years old and after enlisting of the was 22 years old and after enlisting of the was 22 years old and after enlisting of the w

Listen! Burn Wood!

few pieces of our wood takes the chill off and makes every-body happy. It saves coal bills and a lot of other bills. No ashes to sift. Use wood on mild days and save any coal you

The quality of our wood is good. It burns easily, is cheap and we sell a lot of it. We want to sell you some of it. Ord-

\$3.50 PER LOAD

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"YOUR SATISFACTION IS OUR SUCCESS.

These Are Times When Patriotism and Loyalty

Will dictate moderation in all tastes, and while we carry lines in all the more expensive shoes we are glad to sell those which give the greatest service for the money paid. Such economical purchasing of the necessities of life enables our people to save more and that is what our King and country needs now. Every one should do their "bit." Some can do this by going to the front. Others by buying savings certificates. Others by producing more. Every one can do something to help win this war. It must be won, and those who save in any way are trying to do their share. Look at those

Shoes for Men, Women and Children

in our Richmond street window and you will see your opportunity to save on footwear.

Cook's Shoe Store

BEING DRAFTED, TO

MAKE EXEMPTION CLAIM

For the purpose of presenting his

GUNNER MORTON GERRIE IS DEAD OF WOUNDS

INGERSOLL, March 24.-Gunner

FOR FOOD CONSERVATION TO START THIS WEEK

James Gray, who has charge of laims for exemption before an appeal Canada Food Board's conservation tribunal. Pte. Gordon E. Kramp of the propaganda campaign in this militar 1st Depot Battalion, W. O. Regiment, district, plans to launch his advertising inducted into the rectorship at St.

James' Anglican Church on Good Friday. All the Anglican ministers of the city will be in attendance. Special intercessory services will be held from 12 to 3 o'colck on Good Friday in the church. Rev. C. C. Waller will be in church. The soldiers will be espacially a granted leave to present his case before a tribunal.

Pte. J. A. Anderson has also been church soldiers will be espacially a granted leave until June 4. 1918.

In the meantime the work of organizating the rest of the district plans to launch his advertising campaign in London this week. All the work is provided to the work of the work of the work of the district plans to launch his advertising campaign in London this week. All the work is provided to the work of the work of organizating the work of organization and the work of organization and the work of organizating the work of the work of organizating the work of the work of organization and the work of the work of organization and the work of