

MORALS OF MEN AT FRONT FULLY EQUAL TO STANDARD HERE

Capt. Jeakins Pays Tribute to Soldiers.

CONDEMNNS THEIR CRITICS

Men in France Have Learned Simple Faith in the Almighty.

Speaking at St. Peter's Parish Hall last evening, under the auspices of the Princess Patricia Chapter, I. O. O. F., Capt. Jeakins, returned chaplain of the 58th Battalion, delivered a strong denunciation of those who criticize the men at the front.

If one million men were taken from those now in Canada, and compared with one million Canadians from the trenches as regards morals and religious convictions, the men from the trenches would not suffer in the comparison, according to the speaker, who paid a high tribute to the moral culture of the men who had gone forth from Canada to the battlefield.

He bore strong witness to the excellence of the character of the men in France. They, who were constantly coming into contact with the realities of life and death, had learned to eliminate many things that were thought essential to religion here, and had learned a simple faith in God, and in Christ as the great Comforter and Brother.

The speaker expressed the hope that they might, when they returned to this country, find the same spirit and simple faith, as they had found at the front.

Capt. Jeakins told in an interesting manner the story of his trip across the Atlantic with the 58th Battalion, the trip across the Channel, the weary waiting on the other side, and finally of being rushed to the front.

LOVED SINGING FOR THE SOLDIERS BEST OF ALL

Madame Vicarino Writes Hostess That She Enjoyed Visit Here.

Madame Regina Vicarino, whose singing delighted the great audience at the recent concert of the Musical Art Society, has written to her hostess while she was in London, Mrs. S. E. Lawson, referring to her enjoyment of her visit here. She says, "Best of all, I loved singing for the convalescent soldiers, and that will always remain a cherished memory."

When, as Mrs. Regina Vicarino, she was married some years ago to a Mr. Guyer, she still continued to use her maiden name by which she was so well known for stage purposes. Her letter was accompanied by a fine photograph of herself and baby daughter, Mimi.

Regina Vicarino's mother was a Frenchwoman and her father an Italian. She, consequently, the soldiers of the Allies are very close to her heart.

PARKHILL YOUTHS HAVE BEEN BEHAVING BADLY

Complaints have reached this office that a number of young men have been annoying the residents of Delaware street, Parkhill, by throwing bricks and stones at windows, flashing flashlight beams at windows and doorways, and on people on the street, and by using themselves a nuisance whenever and wherever possible.

When warned that action would be taken to have the annoyances stopped, two of the culprits went to the house of one of the citizens to whom they had been troublesome, and asked that their names be not connected with the affair. Out of consideration for their parents, their names were not published, but should they continue to be annoying, more severe measures, it is understood, will be adopted.

Young Athletes Leaving To Train in Flying Squadron

Students From Western Hope to Help Stamp Out Hun Frightfulness.

Five young men students in the arts department of the Western University who recently made application to train for the Royal Naval Flying Corps received word last night to report at Toronto on Tuesday next for the preliminary examinations.

The men who expect to qualify as aviators are C. W. Robinson, son of Rev. William Robinson of Lobo; Herbert E. Thompson of Mapleton; William E. Wendover of Petrolia; Goldie Elgie of Dresden (well-known hockey player); and W. S. Anderson of Lambeth, son of Rev. S. Anderson, formerly pastor of the Memorial Methodist Church here.

All the young men have been prominent in athletics at the Western, and are keen to join the flying squadron and do what they can to crush Hun frightfulness.

ASSOCIATED KIN CAMPAIGN FOR MEMBERSHIP SUCCESS

Will Be Continued Another Week, With Object of Getting 2,000.

The membership campaign for the Associated Kin of Canadian Expeditionary Forces of London has been going on quietly, but effectively, for the past week, and a meeting this afternoon in Cronin Hall.

Mrs. J. B. McKillop, general convenor of the campaign committee, stated today to The Advertiser: "A good response has been made, and the enthusiasm with which the work has been taken up by the convenors is most encouraging. We were very much indebted to the clergymen last Sunday in announcing from their pulpits and explaining the campaign and objects of the Associated Kin."

"The Kinsman has also proved of great assistance in bringing the work, as it has done, to the attention of the public."

Referring to the fact that the past week has been an unusually busy one for a number of the convenors, because of the W. A. annual meeting, we have decided to continue the canvass another week. We are hoping to realize our campaign slogan, "Two thousand members for the Associated Kin."

UTILITIES CONTRACT MAY BE INVESTIGATED

Request of Controller Likely to Go Before Council.

The request of Controller Shaw that the Hydro-Electric Commission investigate the contract made by the utilities commission with the Helena Costume Company will probably be forwarded by the council, although there is some doubt as to the advisability of this.

All power contracts, with rates, terms, etc., must be approved by the Hydro-Electric Commission, and that body has already approved the contract now in force.

As a matter of fact, it would be a very easy matter to switch the contract to the Hydro-Electric Board, which would then have all the power taken from the hydro.

"The council, or a part of it, seems to be anxious to make it hard for our manufacturers," said Chairman Philip Pocock. "We are trying to get moving factories to come here, and I do not think many will do so, the way those already here are treated."

"So far as the Helena Costume and the Hydro-Electric Board are concerned, they are two first-class establishments, paying big taxes, much more than some of their critics, and pay good wages. The contract we made with the Helena is a good contract for us. The Helena could buy its power from the London Electric, but the management patronizes London's power. It is not retained, as it would have to be transferred to use in the motors owned by their customers. We have no fear whatever as to what the Hydro-Electric Board will say. Probably if we gave power to some persons on easy terms there would be no trouble."

HIGHLANDERS GIVEN OVERSEAS WARNING; OUT FOR RECRUITS

Want To Have Over 800 Men If Possible.

Busting preparations are the order of the day at the camp of the 241st Scottish Borderers at Windsor, since the Klitties received their warning to be ready to go overseas at an early date.

Although the battalion has recruited a large number of men, it is probable that the strength will be materially reduced when the final medical inspection now going on under the direction of Capt. Pratt, is completed. On this account a warning recruiting campaign is being put on, in order that any depletions due to physical unfitness, may be counterbalanced.

It is also hoped that the total strength may be brought up to over 800 men before the first of June, in order that it may be allowed to go overseas as a unit, and not as a draft to be broken up on its arrival in England.

Many men in this district have already signified their intention of joining the only Scottish Battalion to be raised in this district when it was about to go overseas, and to such men, who and whom at once, for other reasons did not wish to join some months ago when the unit was first authorized, the appeal is now especially made to make good their promises, and sign up at once.

ASKS APPLICATIONS FOR AN INSPECTOR

Humane Society is Also Seeking to Increase Its Membership.

At a meeting of the directors of the London Humane Society last evening in the city hall it was decided to advertise at an early date for an inspector of purgess at present engaged only by the month, and he will be given the opportunity as well as others to apply for the position.

Applications will be accepted until April 16, and communications are addressed to C. A. Bowman, 579 Dundas street, secretary. Qualifications must be stated, and upon these the board will pass at its first meeting after April 16. This will give any returned soldier who wishes an opportunity to apply.

The society will send a deputation to the Ministerial Alliance to ask that they assist in promoting the interests of the society and to assist financially by requesting that a collection be taken up in the churches once a year in aid of the society.

A motion was made by C. A. Whitman, seconded by W. L. Nicholson that the bylaws and objects of the society be printed in pamphlet form for distribution in order to interest citizens to lend financial assistance and also increase the membership.

There are at present 170 members, which is regarded as entirely too small for a city of 60,000 people.

The meeting last evening was the first step toward reorganization since the election of the board of directors at the meeting a week ago, when the board was elected whose duties will be to assume complete control of all the society's activities.

At the last meeting strong pressure was brought to bear to get a new secretary, which position she filled so capably during the past year, that she could not stand for nomination. The board greatly regretted losing Miss Boyd.

Mr. Gilmore, at last evening's meeting, was President William E. Robinson, First Vice-President W. L. Nicholson, Secretary C. A. Bowman, Second Vice-President Miss A. Elliot, C. A. Whitman, and W. Hagermann.

ARTISTIC RECITAL GIVEN BY CLARENCE E. GILMOUR

Genuine Treat Offered in Church of St. John the Evangelist.

A recital of exceptional musical merit was presented last evening in the Church of St. John the Evangelist by Clarence E. Gilmour, who was assisted by Miss Florence Eggleston, violinist.

Mr. Gilmour's offerings included three numbers by J. S. Bach, a prelude and fugue in C minor, and two beautiful chorales, "Amen Thyself" (Dear Soul), and the swan song of the master organ composer, "When in the Hour of Need." These were played with technical finish and fine intellectual and artistic appreciation. Other numbers worthy of special mention were a melody in E by the Russian composer, Sergei Rachmaninoff, the always popular intermezzo in D flat by Alfred Hollins, and the impressive and dignified "Marche Solennelle" by Edwin Lemare.

Miss Eggleston's work throughout was marked by evenness and beauty of tone, authority and good taste. Her numbers were: "Meditation" (Bach-Gounod), "Cavatina" (Carl Bohm), "Romance in G" (Beethoven), and "Evening Song" (Schumann).

WILL TELL STORY OF EDINBURGH REVIVAL

Rev. Joseph Kemp Giving Final Message of His Series Tonight.

The story of the "Great Edinburgh Revival" to be told by Rev. Joseph Kemp of New York, formerly of Edinburgh, is expected to be well worth hearing tonight in the Talbot Street Baptist Church, and as it will be Mr. Kemp's final message to the people of London for some time there will no doubt be a large attendance. Last night the members of the A. M. C. from Carling Heights attended in a body, parading to the church, led by Sgt. Johnson.

The Scottish preacher, who is British to the core, appreciated very much the presence of the soldier, also the nurses who were present in military uniform. The Edinburgh revival stirred the whole city, and through them a great deal of Scotland. Under Mr. Kemp's ministry the church experienced one of the most wonderful revivals ever experienced by a Scottish Church. The curbstone became his pulpit and the open air a sanctuary. All classes were reached, from drunkards to the nobles of the land. The meeting begins at 8 o'clock.

YEAR FOR DESERTION

Tony Geller Caught at Windsor Has Lame Story.

Tony Geller was convicted on two charges of desertion in police court today and sentenced by Mayor Stevenson and Henry Macklin, J. P., to one year at the Guelph Prison Farm.

He pleaded not guilty, but after the evidence and papers produced by Major Osborne had been submitted, Geller was convicted. Major Osborne stated that Geller deserted in October last from the 153rd Battalion, went to Montreal, joined the 252nd Battalion, deserted from that unit in February last and crossed to the United States.

Geller, in his statement, explained his conduct by saying that he left the army because he was tired.

WHEN LIVER IS TORPID

or sluggish all the other vital organs of your body are affected—you have stomach and bowel troubles, your head aches, you are listless, nervous, and you have "the blues." Take Hood's Pills—gentle and thorough. Do not let your liver grip you. Hood's Pills, 25c. of all druggists, or C. I. Hood Company, Lowell, Mass.

JUST ONE WEEK FOR EASTER PREPARATION

From the viewpoint of fashion, this is a remarkable spring, and this store's displays of new and beautiful things more than measures up to the general high level of excellence. In other words, we have taken another step in advance as London's style store. And you may be sure that our increased business is well deserved. Let us help you in these busy days of Easter preparation. Saturday's sales will help tomorrow.

Ladies' Silk Dresses About One-Third Less Saturday

Saturday we will make a clearance of about 25 dresses—taffeta, messaline and crepe de chine—at about one-third less than regular prices; a splendid range of colors, including rose, navy, green and amethyst, also black. These dresses include some very attractive models and some splendid taffetas in black and colors, and when you consider the saving of about a third it will be wisdom to see these early. Sale prices \$17.50, \$18.50, \$20.00 and \$25.00

One dress only each of amethyst, grey or navy charmeuse, sizes 18 and 38. Special \$20.00
One only dress of navy taffeta and grey georgette, size 38. Special \$20.00
Two only dresses of black taffeta, trimmed with smoked

pearl buttons, sizes 16 and 18 years. Special \$20.00
One only dress of navy taffeta, skirt of plain and striped silk, size 18. Special \$19.50
One only dress of navy and brown striped satin, size 36. Special \$25.00

House Dresses, \$1.59

Five dozen only House Dresses of good quality, with neatly stitched collar, piped to harmonize, V neck with side-front opening, fastens through with pearl buttons; skirt plain four-gored with slightly-raised waistline; made in white with black dot or white with assorted stripes; sizes 34 to 46. Special \$1.59

Clearing of Voile Blouses, 79c

Five dozen only Voile Blouses, slightly soiled and counter-tossed, odd lines and sizes, special for Saturday. Large and Medium Collars, prettily embroidered and trimmed with Val, laces and insertions, all long sleeves; sizes 34 to 44 in the lot. Special 79c

Samples Embroidered Spreads

Twenty only manufacturer's sample Bedspreads in single and double bed, all Irish embroidery on linen cloth, resembling linen in every particular. Specially priced for Saturday selling at, each \$2.95, \$3.95, \$4.25, \$5.50 and \$6.50

Damask Sets, Cloth and Napkins, \$4.75

One hundred sets only, full 2x2½ yards, and one dozen 22-inch Napkins, the celebrated Shamrock brand, manufactured from choice, selected Sea Island cotton yarns. These goods are guaranteed by makers to give every satisfaction; splendid line for hotel, cafe, boarding-house. Special quotation on quantities. See these Saturday. \$4.75 set
Sold separately—Cloth, \$2.75; Napkins, \$2.50 doz.

Work Aprons, 25c

Ten dozen Work Aprons with large bib, made of splendid quality print. Special Saturday, each 25c

At Toilet Counter

Rubber-Lined Wash Cloth Pocket, with wash cloth, dainty cretonne coverings with rubber lining to match 23c each
Huberta Espana, olive oil castile soap, moist healing and soothing for tender skin 15c bar
Palmer's Bath Tablet, a fine milled round soap tablet in oatmeal, sandalwood, glycerine and violet. Special 5c cake
English Violet and English Lavender Toilet Soap, the real flower odor 25c box, three large cakes



CORTESE ORCHESTRA

Saturday afternoon, Main Floor Balcony and Restaurant.
Special service at Soda Fountain—Ice Cream, Sodas and Luncheonettes.

At Candy Counter

Easter Eggs, 26c lb.
Beautiful Eggs, too, strictly fresh—Snowflake Easter Eggs—a delicious marshmallow with cocoanut coating in assorted flavorings. Special Saturday 26c lb.

Sateen Petticoats, \$1.39

Five dozen only Sateen Petticoats, black ground with narrow white stripe, deep fancy accordion-pleated flounce with narrow ruffle of black sateen at bottom, fastens at side-front, draw tape at back; lengths 34 to 40. Special \$1.39

Ladies' Drawers, 39c

One table of odd and broken lines, open or closed, trimmed with pretty embroidery and insertion. To clear Saturday, all one price 39c pair

Jewelry

Small Fancy Hatpins, with crystal centre, in amethyst, topaz and sapphire. Special 25c pair
Handsome Coral Hatpins, gold setting. 50c pair
Handsome Small Pearl Hatpins, gold setting, pair 35c
Dainty Seed Pearl Hatpins in colorings to blend with hat or trimming 75c and \$1.00 pair

Clothing Sales Saturday---Men's and Boys'

Boys' Reefers Saturday, \$2.95

BOYS' REEFERS—We have grouped together some 85 Boys' Reefers and Light Spring Overcoats which we are going to clear regardless of cost. These are real snappy garments and right up-to-date in every way; regular box-back reefers and pinch-back overcoats for the little fellows, with velvet and self-collars, an accumulation of broken lines that must be cleared; 85 garments in this lot. Come early and secure a real bargain; sizes for boys aged 3 to 15 years. Price \$2.95

Boys' Suits, \$5.95

A table of Boys' Good Strong School Suits, in light and dark grey mixed twed, made up in the yoke and Norfolk style, with stitched belt, bloomer knickers, with belt straps and governor fasteners, good smart dressy suits for boys aged 5 to 15 years. Price \$5.95
A complete range of Boys' Good Strong Odd-Bloomer Knickers, all sizes. From 88c to \$2.50 pair

Men's Shirts, 69c Each

20 dozen Men's Negligee Shirts in assorted stripe patterns, cuffs attached, coat style, cut full and roomy, of good quality fabrics and worth much more than the price asked. These are regular stock shirts and should go with a rush Saturday morning; sizes 14 to 17. Price 69c each

Men's Raincoats for Easter

Every man should own a Raincoat, and we have brought forward for the Easter trade the greatest variety of Raincoats we have ever shown.

The English Paramatta Coat is always good and serviceable made up, military collar, every seam sewn and gummed, guaranteed waterproof; the tweed effect slip-on, cut in the short snappy styles that the young men favor, in fancy mixed brown and dark grey shades, which also gives the appearance of a light spring overcoat; also the Oiled Silk Coat, made up in double texture throughout, we import direct from England and guarantee to be absolutely waterproof. This coat has become very popular in the larger centres; comes in two shades only, dark green and brown. These coats go on sale Saturday and following days at the old prices. \$9.85, \$12.00, \$15.00 and \$16.50

Smallman & Ingram

AFTERNOON TEA.
Fruit Stewed With Slice of Orange, Brown Bread and Butter. 20c
Cup of Tea or Coffee 20c
Lobster à la Newburg in Casserole 75c

153rd Battalion to visit a friend in Montreal. He was induced in Montreal, he said, to re-enlist with the 232nd, and had been kept under the influence of liquor, he claimed, by a recruiting sergeant for some weeks.

"After I became sober I went over to the States, but was coming back when they arrested me at Windsor," he said.

He took his sentence indifferently, B. McLaughlin, also charged with desertion from the same unit, was brought into court with Gess. Crown Attorney McKillop asked

he be remanded until Monday morning as an additional charge of theft was being laid in the meantime.

It is alleged that McLaughlin stole the suit of clothes he was wearing and witnesses will be called for the hearing on Monday. He was not asked to plead on the desertion charge.

WEDDING BELLS
STEPHENS-HEARD.
A pretty wedding was solemnized at the residence of T. H. Heard, Waterloo street, on Wednesday evening, March 28, when his daughter, Frieda M. Stephens, B. Sc., of this city, Rev. W. J. Ashton, B. D., of Wellington Street Church, officiating. The bride, who was given away by her father, wore ivory silk crepe de chine and carried a shower bouquet of white roses. Miss Kathleen Heard was her sister's bridesmaid, wearing pale blue silk crepe de chine and carrying pink roses. Dr. W. F. Luney of this city was groomsmen. F. W. G. Taylor played the wedding music, and during the signing of the

register Miss Luta Laymon sang "All Joy Be Thine." A pleasing feature of the occasion was that it was the 25th anniversary of the marriage of the bride's parents. Mr. and Mrs. Stephens left later for a short honeymoon trip, the bride traveling in a suit of Burgundy gabardine and black hat with touches of champagne and Burgundy.

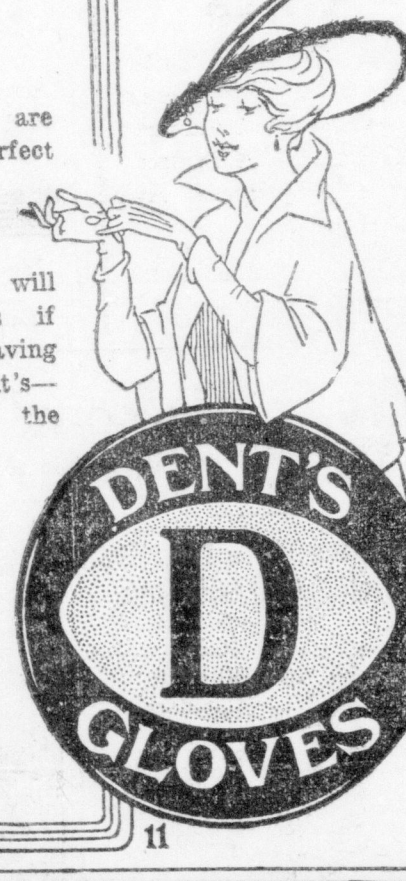
On their return they will reside at 192 Waterloo street.

GRAHAM-FONGER.
A pretty but quiet wedding took place at the parsonage of the 13th Street Baptist Church at noon on Wednesday when Miss Winnifred Leona Fonger was united in marriage to Melvin Alexander Graham, both of London. Rev. H. B. Bingham, the pastor, performed the ceremony, and the young couple were attended by Mr. and Mrs. Graham, who were formerly residents of Lobo Township, left on the noon train for police west, for their honeymoon.

Madam,

Dent's Gloves are made as nearly perfect as any gloves can be, combining style, fit and wearing quality. You will acknowledge this if you insist upon having the genuine Dent's—the name on the button is your protection. Be sure and order a pair for Easter Sunday.

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