In Our Optical -Department -

OPTICAL GOODS

John S. Barnard

TAYLOR'S THROAT AND LUNG BALM is sold under a printed guar-antee to cure any cough, cold, or bron-chial, irritation. Manufactured and sold only by

TAYLOR'S 4 CUT-RATE DRUG STORES

We mine our own Coal and sell direct to you. LARGE PE COAL.



The Study Strain

Caused by steady application to school books causes the development of a great many defects of vision. Latent eye-trouble develops under a strain of this kind into something serious ere you are a xare. Have the eyes of your boys and girls examined at the beginning of every school term to make sure that they are right. Our charge of or making the correct test is always moderate, and should there be any little defect that needs our attention, the sooner it is discovered and corrected, the better for the welfare of the child.

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The Store with the reputation for

> Lowest Prices Always

Shop here for satisfaction in quality, style

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Wholesale and Retail Dealers in Overalls, Sweater Coats, Gloves, Mittens and Raincoats. London's Largest High-Class Workingmen's Outfitters.

Exclusive Manufacturers' Agents for the Best Canadian and American Makes of Overalls. 371 TALBOT ST., OPP. MARKET. Open Evenings-Phone 1849.

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COAL

MODERN PLUMBING

When asking for prices on all kinds of plumbing and

Eggett & Co. Phone 210. 392 Clarence St.

The London Loan

and Savings Co. of Canada

Allow 4 Per Cent On Deposits, 5 Per Cent On Debentures.

A Currant Loaf

Delicious, Fruity and Well-Made. Dandy for Teas or Luncheons.

One. At All Grocery Stores Or Delivered to Any Part of City.

You Ought to Try &

Parnell



"I Was Recommended to Come Here,"

Was the statement made by a stranger who walked into our store the other day. He is one of our satisfied customers now.

There Must Be a

Reason. \$98.00—Beautiful Diamond and Pearl Cluster Ring. \$107.00—Elegant Solitaire Diamond, in a gold and platinum ring.

\$138.00-Three lovely Diamonds, set in a platinum setting and a 14k Solid Gold \$152.00—Very large Dia-mond, set in a gentleman's heavy Belcher ring. This Ring is very effective.

Young's

Dundas St., main corner.



The Best Food for Children, and Grown-Ups, Too.

JOHNSTON BROS. XXX BREAD

Try It. Price Five Cents.

LIBERALS WIN AT EUCHRE

Defeat George White & Sons' Club of The return match played last night at

Hyman Hall between the George White & Sons Euchre Club and the Liberals was a most interesting one for the players, and those who were unable to

each side and at the final count it was found that the Liberals had won by 30 points. The individual prize, donates by the George White & Sons Euchre Club, was won by A. Ashford, of the

As it now stands, each of the cor testants has won a match and the deelding one will be played off at a date Patriotic League gave a hard times to be fixed in the near future.

GOES TO HOLYOKE. CALGARY, March 1 .- Rev. M. Syca five years pastor of the First Baptist

pastorate at Holyoke, Mass.

KNEE CAPS. ELASTIC OSIERY, TRUSSES, ETC.

Dispensing

DRUG STORE 184 Dundas St. London, Can.

Ask City Help Caring for Sick Canadian Troops

Red Gross Issues Appeal for Nurses - Says Civilization Many Wounded Certain.

Will London be one of several Canadian cities to send to a military hosin England or France, one or nore trained nurses for Red Cross nursing? This was the question put before a large audience of men and Dr. Gordon Speaks in First Methodist-women in the Red Cross quarters at "The Great White Way." Hyman Hall yesterday afternoon by Colonel Ryerson, of Toronto, head of the Red Cross Society for Canada, during an address on "Red Cross and Its Present training some 60 men under the control for special hospital work. But in addition to this, the Red Cross Society had been asked to provide 50 trained nurses from Canada, and each city was given a chance to send one or more. Montreal had responded with four; Ottawa, four; Winnipeg, three; Calgary, wo, and Hamilton, one or two. Will London help? The finance necessary to send one trained nurse and maintain her in an English hospital is \$500. Needs of Canadians.

25 very shortly.

Many Wounded

prevalent amongst the soldiers. Numerous Parcels.

month in the Connaught Hospital,

CONSIDER REQUEST

GOVERNMENT WILL

MANGLED BODY MAY

TORONTO, March 1.-The mangled

tonight at the foot of Strachan

was stealing a ride on a Grand

BIRR WOMEN'S INSTITUTE.

Hodgins' on Wednesday, March

s visiting friends in London.

Hamilton's better still, London?" asked Colonel Ryerson in presenting his plea. The speaker congratulated London upon Ale and Porter Cannot be excelled. It's a

ONE ROAD TO HELL

favorite drink with many,

and will suit you if you try

It Never Fails

PURITY

Baking Powder

Is the Best

Made fresh daily and guaran-teed absolutely pure, from Genu-ine Cream of Tartar.

HALF POUNDS 15c

CAIRNCROSS'

Dependable Druggists, 216 DUNDAS ST. PHONE 880.

FOR JACK FROST

IE'S SURE TO COME.

WARM RECEPTION.

OUR COAL GIVES HIM

OHN MANN & SONS

People Who Pretend Religion and it was hoped to make the number Travel It—Dr. Fikes Points Out Paul's Way.

nagine because they are, that the are going to hell and going fast. Fine clothes or merely going to church won't get you through the pearly gates. The Spirit of God must transform you and

vices at the Talbot Street Eaptist Church last evening, spoke as above,

Paul's Transformation. "Here," ers of Christ. During the three days he was blind there came to him the truth, and he was lifted out of him-self. Only God's power can lift us out of the darkness into the sunshine and transform us, as Paul was transformed. You can take a cat and clip its claws, but it is still a cat, and will e until its nature is changed. Even transforms us, we can never come to

Hensall Women Raise a Good Sum by Venture-Council To Sell Debentures.

[Special to The Advertiser.] Hensall, March 2-The women of the

ng. There was a fine attendance: The ostumes were grotesque, and the proceeds amounted to \$34. The women

more, formerly of Hamilton, Ont., and propose in the near future to give an entertainment in the new town hall of Church here, resigned to accept the a dramatic character for the same ob-Hensall council proposes putting the own hall debentures on the market vithin a short time. Liberal offers ave been made for these bonds, and od price is expected. Mr. McAllister, pastor of the

list Church, Exeter, will preach n Sunday, when special service Lensall. Buyers and tenters are isk during the coming summer. T. Neelans, editor of the Observe

ger to secure properties and building perations are expected to be very

WEST WILLIAMS' GIFT

Township Subscribes \$3,000 to Belgian and Red Cross Funds. Parkhill, March 1. - The people of the

GRAND OPERA COMPANY FAILS. CHICAGO, March 1,-The Chicago Grand Opera Company filed a voluntary Institute etition in bankruptcy today with liabilities of \$264,000 and assets of \$61,500.

Let a man once pay us anywhere from \$4.50 to \$6.00 for a pair of Astoria. Shoes, and no man can make him believe that there are any better shoes made.

There is only one place in London where they can be bought. At clears the air passages, stops droppings in the throat and permacently cures Catarrh and Hay Fever. 25c. a box: blower free. Accept no substitutes. All dealers or Edmanagon, cer ouncas St. awas 328 RICHMOND ST.

ROWAT'S COFFEE Picases people who are particular. 50 Cents Per Pound. T. A. ROWAT & CO., 250 Dundas St. Phones 3051-3052

Is Classified by Place of Women

"The Great White Way." Dr. J. L. Gordon who is conducting a three weeks' Christian citizenship The Canadian Government campaign in the First Methodist Church, had already sent out over 200 trained spoke to a large congregation, mostly nurses to the front, and besides, were composed of young women, on Monday night, on "The Greatest Mistake in th of the St. John's Ambulance Brigade Life of a Young Woman," and at the conclusion of his remarks, sent away the large crowd in a thinking mood. Those who came expecting to listen to a sensationalist were disappointed. Dr. Gordon made no sensational remarks. On the contrary, he spoke with quiet force and sincerity, driving every point Dr. Gordon spoke not as a preacher-

orator, but in a friendly and fatherly way he seemed to reach out and speak "You must remember that soon the hospitals in England will be occupied could go away without feeling better for by your own sons, brothers, fathers, and his talk. His question drawer will, no doubt, friends. This is hard to think upon, but do you not realize how much it prove popular. He answered several would mean to a London boy to know questions that had been propounded to that his nurse was from Canada, or him in other places. The singing was extremely good. Tonight, Dr. Gordon will speak on The House Divided; Who Is To

having raised money to purchase a Blame?"
Red Cross motor ambulance for use at "All the civilizations of history may be arranged and classified according The benefit of these over he old horse ambulance was inestinable. Now when a soldier is wounded n the trenches, he is attended to by a said Dr. Gordon. "Wherever the omrade, all the men carrying emerthe civilization has stood high, and ency bandages; then as soon as possible, carried by the stretcher-bearers to wherever the character of women has been low in mental attainments and the field hospital, usually not more than two miles behind the fighting moral characters, the civilization has been corresponding low and degenerline. From there he is conveyed later ate. It is of vast importance to reach in the motor ambulance to the base hospital, and from thence to England. the young men of the community but it is vastly more important to reach The rapid transit of the motor ambulance saved thousands of lives, as the coming motherhood of the commu t rushed the men to proper treatment

The most powerful sort of an adand surgical care in a very few hours. dress is the one which grips the mind The Canadian Government had already of the fair maiden, who is just bloom given ten ambulances; eleven others had ing into womanhood.

en contributed from various sources, "This evening I speak to women, and my hope is that those who are in my congregation will have the moral courage and the good sense That the Canadian authorities anticito look all the facts of life squarely pated many wounded men amongst in the face. I am here to say plain things in a plain way on the most Canadians, was apparent from the move to equip so many beds in the Connaught and other hospitals in England. There was no need to be shocked at this when Woman's Best Friend.

it was considered that in the American possible never misunderstood. civil war, with about 1,000,000 men engaged in combat, over 5,000,000 were cared for in the hospitals during the "An intelligent young woman should never sneer at Christianity. Christiancared for in the hospitals during the war. This meant that each man was wounded or sick practically five times. In the Connaught Hospital, established in the magnificent home of Waldorf Astor, at Cleveland on the Thames, the Canadian Hospital had equipped 150 beds. The nursing staff and surgeons were all Canadians, and to this hospital ity is womanhood's best friend, and has done more for women than all other religions put together. James Russell Lowell once said: Find me ten square mile outside of christendom where the life of man is safe, and the purity of women respected, and I will give up my interest in Christianity. were all Canadians, and to this hospital A Christian young woman who wounded or sick Canadians will be links herself for life with a young brought from the scene of battle. Now, man who is a professed and avowed the British War Office is asking Can-ada to extend this hospital to accom-Savior but is absolutely reckless with ada to extend this hospital to account and a sylvenge of almost \$80,000. Almost half of this amount had been raised; the rest was hoped of religion is a pitiable creature in the rest was hoped of religion is a pitiable creature in the rest was hoped of religion is a pitiable creature in the rest was hoped of religion is a pitiable creature in the rest was hoped of religion is a pitiable creature in the rest was hoped of religion is a pitiable creature in the rest was hoped of religion is a pitiable creature in the rest was hoped of religion in the rest was hoped of for. A very important outlay of the Red Cross Society was the purchase of "Every young woman should beware"

a large quantity of anti-tetanic serum of the vindictive spirit. Nothing wi charm like the spirit of hate en-throned in the heart. The Scottish that the strictest business methods my crown than lose my revenge, in were employed by the central office in the end lost both.

Toronto, in handling funds. There were now some 183 branches in Cane ence of most of us, physical beauty ada; since the beginning of the war takes its flight, and then a man or

articles, and valued at upwards of allow them to be. \$200,000, had been received and shipped Dangerous Ground.

was listened to with closest attention by those present, and he was accorded a most spontaneous vote of thanks, upon motion of Mrs. C. R. Somerville, seconded by Mrs. A. T. Edwards. The meeting was opened with prayer by Rev. Canon Tucker. On the platform, besides the officers of the local branch Red Cross Society, were several of the city clergy, Colonel Shannon, and Mayor Hugh Stevenson, who spoke a brief word of welcome to Colonel Ryer-

brief word of welcome to Colonel Ryer- soul who does not inevitably use two instruments, the wine glass and the social dance. A very comprehensive spondence with young men. account of the shipments during Janu- woman, never write a line which you ary and March was given by Mrs. are not willing the whole world should George T. Brown, the treasurer. In read if necessary. I know of young January, 17 boxes were shipped, conmen, so mean, low, contemptible and taining, 809 garments, 1,644 bandages lacking in principle, that they would and handerchiefs. The February consignment of 28 boxes contained 1,329 certain epistles, written by confiding articles, besides bandages and hand- young women and couched in endearkerchiefs, and six boxes filled with ing terms. Never write a letter which old linen carefully sorted for hospital you would not be willing to have your purposes. Mrs. Brown stated that it mother read, and never do in private was the type of the organization here what you would not be willing to have

to provide equipment for 50 cots each made known in public. Never Accept Gift. "A young woman should never acept a gift beyond the financial ability n receive of gifts and prese

iltar, the better it will be for both the newspapers headed, bank short in accounts, a twinge of pain tion, consisting of J. J. Hunter, Dr. goes through my nervous system. I then think of a disgraced father and broken-hearted mother "Tragedies are being enacted in a of getting a radial road to go from Youths and young men are squander-

that the Government will take the Gov- for one evening's banquet than they ernment will take the subject into condays' labor. Some day the crash will come, and when it does, some fair maiden will be responsible for the BE ST. THOMAS MAN'S y dealing lightly with the love which proferred her. The finest gift of a young woman is the gift of his body of a man, supposed to be George Rowing, 30 Woodward love, affection, and personal admira-

worthy of the appellation a 'flirt.' heartless flirt is the cheapest creature who ever asked for love, sympathy or A Great Mistake. "The greatest mistake in the life of an, is when she sacrifices a young wo ber conscience to her arrection, said Dr. Gordon, and illustrated his point

BIRR, March 1.—The Birr Woman's nstitute will meet at Mrs. Aus n Mrs. James T. Hodgins, of Denfield, beautiful girl, whose rain was accomplished by a young man who had the eyes of a friend and the soul of a would build their house on and with surrendered her heart and person, only to be thrown aside later on. Crushed in heart and broken in hope, and forsaken in life, she sank into a dishonored grave within a year. I knew honored grave within a year.

DIAMONDS AT HALF PRICE

This is the last week of the Great Annual Half-Price Jewelry Sale and when the DIAMONDS listed below are gone there will be no more at half-price. We protect you for one year, with a money back guarantee. Don't miss this opportunity. It only comes once a

\$200.00 Ladies' 3-Stone Cluster, 15/8-1-32k, for \$100.00 \$150.00 Ladies' Sapphire and Diamond Cluster, for \$75.00 \$20.00 Ladies' 3-Stone, different designs, for\$10.00 \$50.00 Ladies' 3-Stone Ring, for\$25.00 \$70.00 Ladies' 3-Stone, turquoise and 2 diamonds, for ..

\$25.00 Ladies' Modified Tiffany, for\$12.50 \$350.00 Ladies' 3-Stone, 2 1-16k. for\$175.00 \$100.00 Ladies' Marquise, topaz centre, for\$50.00 \$360.00 Ladies' 4-Stone, 2 1-16k., for\$180.00 \$100.00 Ladies' Diamond Marquise, for\$50.00 \$50.00 Gents' Flat Belcher, for. \$25.00 \$125.00 Gents' Flat Belcher, for. . \$62.50 \$60.00 Gents' Round Belcher, for \$30.00 \$80.00 Gents' Round Belcher, for \$40.00

\$125.00 Diamond Cluster Tiepin, for. \$140.00 Diamond Cluster Tiepin, for.

..... \$70.00 \$130.00 Diamond Cluster Tiepin, for ...

\$30.00 Gents' Round Belcher Ring, for \$15.00 \$120.00 Ladies' Tiffany, stone 3/4-1-32k, platinum and onyx setting, for ...

One tray Diamond Rings, mounted in 14k. gold, regular \$10.00, for . . \$5.00

C.H.WARD& CO

Diamond Merchants and Jewelers.

386 Richmond Street

Phone 1084

over her, and tonight she sleeps with her mother beneath the snow of the prairie. Could I stand upon that doubl grave and preach a sermon to the dawning of womanhood of our Do-minion, then I might stand as a barrier between many a soul and perdition "God have mercy on the man wh Who can recklessly deceive and betray sure as this old earth is beneath your feet, as sure as constellations of light

of Divine wrath smite to the earth the seducer and the betrayer. Public Opinion. public Christian sentiment. for doing it. The girl who says. 'I don't care what people say' is on the darkest hour in a young woman's

the red-hot hissing-hot thunderbolts

sorrow was written on her face. Th

TO BE DEPORTED

Col. Ryerson assured his audience queen who said: I would rather lose Papers Received Which Will Send F

Deportation papers have been received for Fred Mathews and George Shanks 6.083 parcels, of an average weight of a woman is just about as handsome and both residents of Castle Carter will be pounds, containing over 1,000,000 or as homely as their thoughts will kiss that institution a fond farewell and be treated to a sea voyage to Great from the central office. Besides this, large quantities from Winnipeg, Montreal, Ottawa and Halifax had gone forward. Every dollar and every article received were carefully recorded and checked up.

there is dring there is dailed in the lands of a young fire, and might possibly start up again, of wine from the hands of a young conceived the bright idea that it would The speaker's plain, practical talk was listened to with closest attention interest of father or brother, she is ceeded to set fire to numerous build-

EQUIP A HOSPITAL Mrs. Gordon Wright, acting president of the Red Cross Society, occumistake who is careless in her correhas accepted the offer of the medical Young faculty of Toronto University to furnish and equip a hospital of 1,040 beds. The hospital will require a staff of 400 doctors and 84 nurses.

> USE COCOANUT OIL FOR WASHING HAIR

If you want to keep your hair in good condition, the less soap you

use the better.

Most soaps and prepared shampoos contain too much alkali. This dries the scalp, makes the hair brittle, and is very harmful. Just plain musified cocoanut oil (which is pure and entirely grease much better than soap or anything else you can use for shampooing, as this can't possibly injure the hai Simply moisten your hair with water and rub it in. One or two teaspoonfuls will make an abundance of rich, creamy lather, and cleanses the hair and scalp thor oughly. The lather rinses out easdirt. dandruff and excessiv The hair dries quickly and evenly, and it leaves it fine and silky, bright, fluffy and easy to manage.

oil at most any drug store. It is very cheap, and a few ounces is enough to last everyone in the fam-

ises at 223 Dundas street-four doors

THE BEST COAL IS THE CHEAPEST IN THE END. TRY OUR D., L. & W.

Scranton Coal

The Greatest Array of Talent Ever Assembled

Never has there appeared at any one time in any one place such a famous aggregation of artists as you can hear in your own home whenever you

"The Victrola"

It is possible for you to enjoy this rare privilege because the world's greatest artists have chosen the Victrola to enable to hear them in your own home, for they realize that the Victrola does full justice to their magnificent voices. That is why they make Records exclusively for

the Victrola, and as the Victrola is equal to this

supreme test, it is readily apparent that it is also

the instrument to bring you EVERY OTHER FORM OF MUSIC AND ENTERTAINMENT. You can enjoy whatever kind of Music you like



No matter WHERE you

live, a cash payment of

home, direct from the Mason & Risch Victrola Headquarters.

We carry Victrolas in all styles and prices. The Mason & Risch Victrola Service is established with the view of making the possession of this wonderful instrument EASY, and WELL does it accomplish its VISIT US IF YOU CAN, OR WRITE US TO-

communicate with you.

DAY, and our Victrola Service Department will

Mason & Risch, Ltd.

MRS. NEWLYWED Says:

"I FIND IT SO HARD TO ECONOMISE. BUT I MUST DO SO FOR A WHILE."

WISENEIGHBOR Says:

"WHY NOT DO YOUR OWN WASHING? IT ISN'T HARD IF AN EDDY WASHBOARD IS PART OF YOUR EQUIPMENT. I HAVE A 'HOUSEHOLD GLOBE'; IT'S A WONDER WORKER - LOOSENS THE DIRT SO EASILY - AND I NEVER TEAR THE CLOTHES."