

In Our Optical Department—

You can always get the newest and best in OPTICAL GOODS At very moderate prices.

John S. Barnard
Optician, 194 Dundas Street.

TAYLOR'S THROAT AND LUNG BALM is sold in a small jar and is guaranteed to cure any cough, cold, or bronchitis. It is a household necessity. 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, \$5.95 A TON. We guarantee this coal to have the value of \$12.50 per ton.

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Caused by steady application to school books causes the development of a great many defects of vision. Latent eye troubles develop under a strain of this kind into something serious, and you are aware. 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 for 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.

The Brown Optical Co.
EYESIGHT SPECIALISTS.
223 Dundas St.—Phone 1677.—Four Doors West of Majestic Theatre.



LONDON'S LARGEST JEWELRY STORE

The Store with the reputation for **Lowest Prices Always**

Shop here for satisfaction in quality, style and reasonable prices.

W. J. WRAY & CO.
234 Dundas Street.

B. A. MITCHELL

DRUG STORE
The oldest established drug store in London.
114 DUNDAS ST. W. PHONE 1623.

WEGNER CLOTHING CO.

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.

MATTRESSES AND FEATHERS

Renovated and remade by the latest improved methods. Goods called for and returned same day.

The Keystone Bedding Co.
Phone 2623.

ABOUT YOUR EYES

C. H. TREBILCOCK
116 Dundas Street.
Formerly with Tait Optical Company.

COAL

Genuine Plymouth Anthracite, from individual mines. Prompt delivery. Prices on application.

JAS. H. HERRICK, AGENT.

MODERN PLUMBING

When asking for prices on all kinds of plumbing and heating see

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.

Support British to Buy at Lowest Rates. 409 CLARENCE AND DUNDAS STS.

A Currant Loaf

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

You Ought to Try One.

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

Parnell
Phones 929, 1390.



"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 Ring.

\$152.00—Very large Diamond, set in a gentleman's heavy Belcher ring. This Ring is very effective.

Young's

Dundas St., corner Eliza-

beth St.

Dundas St., main corner.

YWT

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 Players.

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 take part enjoyed watching the contest.

There were thirty-two players on each side and at the final count it was found that the Liberals had won by points. The individual prize, donated by the George White & Sons Euchre Club, was won by A. Ashford, of the Liberals.

As it now stands, each of the contestants has won a match and the deciding one will be played off at a date to be fixed in the near future.

GOES TO HOLYOKE.

CALGARY, March 1.—Rev. M. Syme, formerly of Hamilton, Ont., and five years pastor of the First Baptist Church here, resigned to accept the pastorate at Holyoke, Mass.

TRUSSES

We make a specialty of Trusses. When possible, we prefer to fit our customers in our fitting room. A most complete range to choose from. All prices, CRUTCHES, SUPPORTERS, KNEE CAPS, ELASTIC HOSE, TRUSSES, ETC.

Dispensing

FRESH DRUGS and Chemicals. Graduates who know their work. The best-equipped dispensary in Western Ontario.

Bring your prescriptions here.

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"THE HOUSE OF QUALITY."

184 Dundas St. London, Can.

YWT

BROMIDE ENLARGEMENTS

make ideal home pictures. Prices on application.

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It Never Fails

"PURITY"

Baking Powder

Is the Best

It is renowned for making finest cake and tea biscuits.

Made fresh daily and guaranteed absolutely pure, from Genuine Cream Soda.

HALF POUNDS 15c

CAIRNCROSS'

Dependable Druggists.

216 DUNDAS ST. PHONE 880.

GET READY FOR JACK FROST

HE'S SURE TO COME. OUR COAL GIVES HIM A WARM RECEPTION.

JOHN MANN & SONS

Phone 470

425 York St.

YWT

Hamilton's Ale and Porter

Cannot be excelled. It's a favorite drink with many, and will suit you if you try it.

ONE ROAD TO HELL STARTS IN CHURCH

People Who Pretend Religion Travel It—Dr. Fikes Points Out Paul's Way.

"The church is one of the quickest roads to hell. If anyone pretends to have religion, and goes to church all fixed up in fine clothes, and has not the Word of God in his heart, I say he is on the road to hell. There are many numbers of men and women whose names are on the church roll and who imagine because they are, that the truth, and he is lifted out of himself. Only God's power can lift us out of the darkness into the sunshine and transform us. You can take a cat and clip its claws, but it is still a cat, and will be until its nature is changed. Even so, unless God's power touches us and transforms us, we can never come to him as we should."

Dr. Fikes, who opened special services at the Talbot Street Baptist Church last evening, spoke as above, basing his address on the conversation of Paul.

Paul's Transformation.

"Here," he said, "we have a man who started out to persecute Jesus, because he thought him an impostor. He was arrested by the hand of the Lord as he was on his way to wreak every vengeance he could on followers of Christ. During the three days he was blind there came to him the truth, and he was lifted out of himself. Only God's power can lift us out of the darkness into the sunshine and transform us. You can take a cat and clip its claws, but it is still a cat, and will be until its nature is changed. Even so, unless God's power touches us and transforms us, we can never come to him as we should."

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Ask City Help

Caring for Sick Canadian Troops

Red Cross Issues Appeal for Nurses—Many Wounded Certain.

Will London and one of several Canadian cities to send to a military hospital in England or France, one or more trained nurses for Red Cross nursing? This was the question put before a large audience of men and women in the Red Cross quarters at 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 Needs." The Canadian Government had already sent 20 trained nurses to the front, and besides, were training some 50 men under the control of the St. John's Ambulance Brigade 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, two; and Hamilton, one or two. Will London help? The time necessary to send one trained nurse and maintain her in an English hospital is \$500.

Needs of Canadians.

"You must remember that soon the hospitals in England will be occupied by your own sons, brothers, fathers, and friends. This is hard to think upon, but do you not realize how much it would mean to a London boy to know that his nurse was from Canada, or better still, London, or even his own city?"

The speaker congratulated London upon having raised money to purchase a Red Cross motor ambulance for the front. The benefit of these over the old horse ambulance was inestimable. Now when a soldier is wounded in the trenches, he is attended by a nurse, all the time carrying emergency bandages; then as soon as possible, carried by the stretcher-bearers to the field hospital, usually not more than two miles behind the fighting line. From there he is conveyed later in the motor ambulance to the base hospital, and from thence to the hospital at home.

The rapid transit of the motor ambulance saved thousands of lives, as it rushed the men to proper treatment and surgical care in a very few hours.

The Canadian Government had already given ten ambulances; eleven others had been contributed from various sources, and it was hoped to make the number 25 very shortly.

Many Wounded.

That the Canadian authorities anticipated many wounded men amongst 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 the fact that it was considered that in the American civil war, with about 1,000,000 men engaged in combat, over 5,000,000 were cared for in the hospitals during the war.

This meant that each man who was wounded or sick practically five times.

In the Connaught Hospital, established in the magnificent home of Waldorf Astor, at Cleveland on the Hudson, the Canadian Hospital had equipped 150 beds. The nursing staff and surgeons were all Canadians, and to this hospital most of the wounded men from the front were brought from the scene of battle. Now, the British War Office is asking Canada to extend this hospital to accommodate more beds, an expense of about \$30,000. Almost half of this amount had been raised; the rest was hoped for. A very important outlay of the Red Cross Society was the purchase of a large quantity of anti-tetanic serum for the prevention of lockjaw, now so prevalent amongst the soldiers.

Numerous Articles.

Col. Ryerson assured his audience that the strictest business methods were employed by the central office in Toronto, in handling funds. There were more than 125 branches in Canada, since the beginning of the war, 6,682 parcels, of an average weight of 150 pounds, containing over 1,000,000 articles, valued at upwards of \$200,000, had been received and shipped 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.

The speaker's plain, practical talk was listened to with closest attention by those present, and he was accorded a most spontaneous vote of thanks, upon motion of Mrs. C. B. Somerville, seconded by Mrs. J. W. Edwards.

A meeting was opened with prayer by Rev. Canon Tucker. On the platform, besides the officers of the local branch of the Red Cross Society, were several of the city clergy, Colonel Shannon, and Mayor Hugh Stevenson, who spoke a brief word of welcome to Colonel Ryerson.