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203 DUNDAS STREET.

EYES TESTED FREE

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Regular \$3 Glasses For \$1.50.

C.H. Ward & Co.

Diamond Merchants and Jewelers.

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Carriages for funerals and all other occasions. Automobile service.

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WEGNER CLOTHING CO.

Wholesale and Retail Dealers in Overalls, Sweater Coats, Gloves, Mitts and Hosiery.

London's Largest High-Class Workmen's Outfitters.

Exclusive Manufacturers' Agents for the Best Canadian and American Makes of Overalls.

871 TALBOT ST., OPP. MARKET. Open Evenings—Phone 1849.

We mine our own Coal and sell direct to you.

LARGE PEA COAL \$5.85 A TON

We guarantee this coal to have the value of nut in the range and heater; saves you \$1.50 per ton.

BROWN OPTICAL CO.

EYE SIGHT SPECIALISTS.

Phone 1877, LONDON, ONTARIO.

TOY BOOKS, PANSY BOOKS, PLASTICINE, MECCANO, NEW GAMES AND FLOATING TOYS.

PEEL'S

DOMINION SAVINGS BUILDING, Richmond Street.

A Combination Hard To Beat

Chatham Cabinet, Salaria Store or Range. Five samples left.

Collett Furniture Co. 95 and 95 King St.—West of Talbot.

FRY'S COCOA

WHO SAID DRUGS?

Standard Drug Stores

SAVE YOU MONEY.

FORMER LONDONER DEAD

[Special to The Advertiser.]

DORCHESTER, Jan. 17.—Mrs. Mary Laphorne, aged 55, for thirty years a resident of London Township and later of London, died Saturday at the home of her daughter, Mrs. John Abbott, concession 4, of North Dorchester. She had been ill a week. One son, F. G. now of Gladstone, formerly of London, and one daughter, Mrs. Abbott survive. Mrs. Courtie, of South London, is a sister.

The funeral will be held on Tuesday to Woodland Cemetery.

REDUCED FARES TO OTTAWA.

JANUARY 18, 19, 20, 21.

ACCOUNT "WINTER FAIR."

The Grand Trunk Railway System will sell round trip tickets from stations in Ontario, South St. Marie, Toronto and east, to Ottawa, Ont., at fare and one-third, good going Jan. 18 to 21, inclusive, account Ottawa Winter Fair. All tickets valid to return until Jan. 25, 1915. Berth reservations and full particulars may be had on application to Grand Trunk ticket agents.

Jan. 20.

LONDON ENGINEER GOING TO GUELPH.

[Special to The Advertiser.]

GUELPH, Jan. 17.—Mayor Mahoney has orders to have work stopped on the winter fair building where the soldiers quarters are being prepared. Col. Shannon, of London, explained to the advertiser that this did not mean any change in plans, but that the Council engineer has been having work done that was not in the original estimates. He is sending a military engineer from London to consult with the local engineer.

CHEAP RATES TO WINTER FAIR.

ACCOUNT "WINTER FAIR."

Canadian Pacific Railway will issue return tickets to Ottawa at rate of single fare and one-third, good going January 18 to 21, Return limit, January 25, 1915. Train leaves London for Ottawa at 8:15 a.m., 5:20 p.m. and 8:08 p.m. Call at C.P.R. Ticket Office, corner Dundas and Richmond.

Quality Store--

Special Blend of Coffee, superior to all others.

Our Price, 45c Per Pound.

Harry Ranahan

Phones 1024-3323.

315 RICHMOND STREET, 22V

WEAR TUSSIE - MUSSIE BOUQUETS ON YOUR FURS

BELTZ & CO.

Voice of the People

The Near-Side Stop.

To the Editor of The Advertiser:

The people are tired of the near-side stop. They are compelled to walk from 40 to 60 feet through the mud and slush to get to the rear door of the car. This is not the fault of the motorist. They are not allowed to block the crossing. The type of car in use here is not suited for the near-side stop. The city council is of the opinion that the cars all come to a stop before crossing the street. Passengers are complaining of being taken a block too far. They are to blame for this. They do not give the motorist sufficient time to stop the car without blocking the crossing. The rails are very greasy these days, and passengers are requested to give the motorist half a block's notice. Near-side stops are hard on people who make a practice of running out to get the car. A MOTORMAN.

London, Jan. 16, 1915.

Progressive Temperance Legislation.

To the Editor of The Advertiser:

The restriction of the liquor traffic and the total prohibition of strong drink are the two methods of dealing with the evil of every true elector.

In your issue of the 9th inst., I noticed an article "Voice of the People" by Mr. Pettipiece, very strongly criticizing Mr. Rowell and his "Banish the Bar" policy, and refers to the treatment of the liquor traffic in Ontario.

Now, as to Mr. Rowell's motive in accepting the policy of the alliance, those of good temperance electors differ with Mr. P. May I ask what would have been and would be today the condition of our cause, if Mr. Rowell had refused to accept the position as leader of the Opposition? Is there a true temperance man in Ontario who would rather have Mr. Rowell's predecessor hold the position that the leader of the Opposition occupies today? Is any elector so shortsighted that he fails to recognize the influence that Mr. Rowell and the few supporters back of him in the House, backed by the advanced temperance electors of Ontario has had on the Government?

Why, sir, does Mr. P. not know that it has cost the temperance forces of Ontario over three hundred thousand dollars in hard cash besides all the time and energy that has been spent in struggling for our cause, since the Whitney Government came to power?

And still being handicapped by the grossly unjust three-fifths clause that is responsible for the continuation of over four hundred bars—a clause which makes it next to impossible for us to advance—thousands of us are anxiously waiting to see what will be done by Mr. P.'s chosen temperance friends who constitute a majority in the House.

Your correspondent seems to feel sure that Mr. Rowell's position has divided the temperance forces, but very many of us believe that the advocates of the continuation of the three-fifths clause, the responsible for the blockade of the temperance forces, and for any divisions in the temperance ranks.

Thanking you, Mr. Editor, for space in your interesting columns.

Yours truly for advance in temperance legislation,

J. F. M. JAMES STREET, LONDON, ONT., JANUARY 15, 1915.

DEATH OF MRS. CAMPBELL

[Special to The Advertiser.]

ALBERTON, Jan. 17.—The funeral of Mrs. James Campbell was held Friday afternoon at Ivan Cemetery. Besides her husband, she is survived by one daughter, Mrs. J. A. Chapman, of Stratford, and three sons, Wilfred, Herbert and George; also one brother, Mr. James A. Forbes.

The service was conducted by Rev. W. McCullough. The pall-bearers were six nephews—James F. Campbell, Alex. Campbell, Irving Henderson, James A. Campbell, W. A. Barnes, of Delhi, and Wesley Mills, of Appleton, Mich.

CARRANZA SUBMITS; LIFTS THE EMBARGO

WASHINGTON, D.C., Jan. 17.—The British Embargo announced tonight that word had been received from Gen. Carranza through the British Legation in Mexico City, lifting the embargo on the exportation of oil at Tampico, which had threatened the fuel supply of the British fleet.

30c STRONG'S BAKING POWDER

French Cream Tartar is now arriving in Canada at more frequent prices. Therefore, we have reduced the price of this household necessity.

Strong's Baking Powder

30c PER POUND.

A "Strong's Cook Book" free on application.

STRONG'S Drug Store

184 DUNDAS ST., LONDON, ONT.

29

HAVE STRENGTH AND STEAM

By Taking

"Cadbury's" Palatable

Cod Liver Oil

Is a splendid appetizer and tonic for both old and young.

LARGE \$1.00 BOTTLES 69c.

Sole Agents,

CAIRNCROSS'

Chemists,

218 Dundas Street. Phone 280

ARMY WELCOMES ITS NEW COMMISSIONER

1,500 People Pack Theatre At Public Reception Yesterday Afternoon.

Nearly 1,500 persons crowded the Majestic Theatre Sunday afternoon at the public reception given Commissioner W. J. Richards, head of the Salvation Army in Canada. On the platform with the Commissioner, his staff, the local officers and choir, were Mayor H. A. Stevenson, Ex-Mayor C. M. R. Graham and controllers and aldermen.

Beginning on June 15, 1915, this day will be commemorated by the Salvation Army in London, with permission granted yesterday afternoon by Commissioner Richards, because it is the anniversary of the day from which the success of the Salvation Army in London dates, and as a result of what happened on that day in connection with the army.

Started in 1864.

In welcoming Commissioner Richards, who arrived not long ago from New Zealand, Mayor Stevenson told how the Salvation Army had become an institution in this city for good. On June 15, 1864, five Salvationists were arrested for holding a Mass service on the market square, on a charge of creating unnecessary noise, so the police records read. Five men and women served terms in the jail, but the bylaws making the holding of such services illegal was immediately repealed. Immediately the Salvation Army in London came to prosper. Mayor Stevenson said, as no other organization in this city has ever done.

The names of the five Salvation Army members who were arrested in 1864, and in whose memory the Salvation Army will hold commemorative services each anniversary of their arrest, were: James Wilkie, Joseph Griffith, Tessie Hall, Eva Lewis and Lucie E. Wilkie.

Tells of Work.

Commissioner Richards, in an interesting talk, told the audience of his work in various parts of the world. He has been an active Salvation Army worker for 37 years, and has conducted services in Ireland and New Zealand. In the nearest parts to the north and south poles respectively. He arrived in Canada a month ago from New Zealand, where he was in charge of Salvation Army work.

"The Salvation Army has done great work in this country," he said. "We are at the disposal of this city, or any other in Canada, to help that city."

"I am fond of Canadians already, and I think a great deal of the Canadians and Canada. The doctrine I'll propagate in this country will be found in the Bible—the manifestation of love for the Father, it is that that keeps nations on their feet and civilization alive. Great Britain is going to win out in this great war because she is a nation of God-fearing people."

"The Salvation Army is a product of thought and meditation. It took real soul convictions to be a Salvationist in the olden days when it meant brickbats and muck from a London mob."

"I see a brother and sister in every body. They may be a long way from the Father, but deep down somewhere there is an imprint of the divine," Commissioner Richards said.

Doing Untouched Work.

"The Salvation Army is doing a work in London that the churches are not doing. The Salvation Army men who walk down the street are an object lesson to others that they could be. The Salvation Army can't beat their drums too hard," declared Ex-Mayor Graham, in a brief speech following Commissioner Richards' address.

"The inclination in London in the last few years has been for infidelity. The present war will be a blessing in disguise if it can bring to us a feeling for something more than mere self-pleasure," Mr. Graham concluded.

Ald. C. H. Merryfield also spoke in praise of the Salvation Army and extended to him a welcome on behalf of the city council.

Commissioner Richards addressed another great meeting in the Majestic Theatre in the evening. He leaves London this afternoon at 5:30 o'clock for St. Thomas, where he will be given a public welcome this evening.

SOLDIER OCCUPIES COLBOURNE ST. CHURCH

Corporal H. Dickson, of 18th Battalion, Believes All Have Special Mission.

Corp. H. Dickson, a Company, Eighteenth Battalion, who has been in several of the London pulpits since the mobilization of the Eighteenth, was heard last night by a large and appreciative congregation in the Colborne Street Methodist Church. The subject of his able sermon, based on John 1, 6, was, "Marks of the Sent Life." In other words, the characteristics of the individual who is sent of God to perform a mission in the world and is obeying the divine call, and four characteristics of the "sent life" named were: (1) a life of love, (2) a life of moral rectitude, (3) a life of spiritual power, (4) a life that bears the marks of power and success.

In conclusion, he impressed the thought that all are privileged to feel that they are "sent of God," and have a special mission to perform for him.

The special feature of the musical program was a sacred song written by Dr. Watson and adapted to the music of "O Canada."

Corp. Dickson, who was born in St. Thomas, was pastor of the Kinsman Hughes Methodist-Episcopal Church, Cleveland, previous to enlisting.

Yesterday In Local Churches

1,000 SOLDIERS ORGAN DEDICATED AT ST. PAUL'S

MARCH TO CHURCH

18th Battalion Attend First Congregational Church Yesterday.

DR. BRAITHWAITE SPEAKS

Declares Troops Are Preparing For Horrible But Just Combat.

The Eighteenth Battalion, 1000 strong, marched to the First Congregational Church Sunday morning at 10 o'clock, where the soldiers heard a strong sermon, preached by Dr. Braithwaite, president of the Western University. The men were headed by the Seventh Regiment bugle band.

Dr. Braithwaite selected his text from Joshua 1-6, "Be strong and of good courage." He began his sermon by declaring that it was a horrible thing to go forth to kill other men. "You are going forth to kill other men," he said. "How horrible is the situation. This method of war that the world has adopted to settle national difficulties is a senseless one. War does not prove that the victor is always right. It proves that he is the strongest. Nevertheless we are more than ready to applaud the principles that you are setting yourselves. We honor you, not because you are going to take human life, but because you are going to defend the principles that we all believe in, and to help rid the world of its great enemy, German militarism."

"The whole of life is a battle," continued the speaker, "and we are all engaged in strife of different kinds." He alluded to the temptations that beset the path of men. He asked the soldiers to face the circumstances of life manfully, citing Bunyan, Milton, Homer, and others who had faced the same. "As Paul tried to overcome circumstances, he tied himself to Jesus Christ," declared Dr. Braithwaite. "We are going forth for a good cause. Not only on the battlefield of Europe, but on the battlefield of your own souls. I ask you to be strong and of good courage."

The choir was composed of members of the Battalion. Leonard Smith, organist of the church, presided at the organ.

BISHOP FALLON DEPLORES CRITICISM

Faith In Inspiration of the Bible Is Diminishing, He Says.

That outside of the Catholic Church a great many people are losing faith in the inspiration of the Bible was the assertion made by Bishop Fallon at high mass in St. Peter's Cathedral Sunday morning.

The bishop, in his address, took for his text verses 1 to 11 in the second chapter of John, in which is recorded the first miracle performed by Christ, the changing of the water into wine.

Mother Suggested Miracle.

The bishop pointed out that the miracle was performed at the suggestion of the mother of Christ, to confusion the young couple at whose nuptials he was assisting. Many lessons were to be drawn from the miracle, but Bishop Fallon stated that he wished to emphasize most that Christ's action was the result of his wish to please his mother.

This led the bishop to refer to the position of the mother of Christ. Sometimes, he said, non-Catholics objected to the high honors paid the Virgin Mary, feeling that that honor was due to God alone.

The Bible, Bishop Fallon declared, showed clearly the position the Virgin Mary had held.

Bishop Fallon gave many quotations from Genesis III, Isaiah VII, Luke I, to bear out his remarks.

"I am sorry to say," stated the bishop, "that outside the Catholic Church a great many people are losing faith in the inspiration of the Bible, and are tearing it to pieces."

SOLDIER-CHOIR SINGS

30 Men of 18th Battalion Heard at First Presbyterian.

Under the direction of Lieut. D. McD. Northcombe, of the Eighteenth Battalion, 30 men of the unit supplied the choir music in the First Presbyterian Church last night. Pte. G. Saunders of "D" Company sang a solo with a chorus accompaniment.

The church was so crowded last night that extra seats had to be placed in the aisles to accommodate the large congregation. Rev. W. J. Knox, pastor of the church, preached on the subject, "Three Great Convictions."

TO CARE FOR SOLDIERS

Askin Street Men's League Pass Resolution to Advance Cause of "Drys."

The ladies of Askin Street Methodist Church Sunday formed a branch of the Way Contingent Association, for the purpose of supporting two soldiers.

The officers elected are: Mrs. I. Marshall, president; Miss A. Duncan, secretary-treasurer, and Mrs. Sydney Tweed, Mrs. A. T. Johnston and Mrs. R. E. Gregory, members of the executive.

BAPTISTS HELP BELGIANS

Collections From Meetings Next Sunday Go to Aid Refugees.

Baptist churches in this city will make a special collection, and hold special services next Sunday, for money to go toward the Belgian relief fund. The appeal was to have been made yesterday, but was postponed on account of special evangelistic services in some of the Baptist churches.

HIGHLY-PAID PROFESSION.

It is said that advertising is the best-paying profession in the world, also one that can be learned almost entirely by spare time study at home. Why not write immediately to the I. C. S. of Scranton, Pa., for free literature explaining how they qualify men for positions in this line of work, or apply at the local office, 236 Dundas street. Phone 4773.

Rowat's Special Tea

"Pure Tea of Quality"

Sold in bulk, that every owner will be "tea quality." Buy it when you want the best

30c, 40c, 50c, 60c and \$1 per lb.

T. A. ROWAT & CO.

250 DUNDAS STREET. Phone 3051-3052.

DEMONSTRATIONS IN VIENNA AGAINST ITALY

PARIS, Jan. 17.—A Havas dispatch from Rome says the Messagero declares hostile manifestations took place on Thursday in front of the Italian embassy in Vienna and the residence of the consular agent at Villach, Austria.

Says Salisbury

Hasn't Improved

Canadians a Bit

Hughes Declares They Left Valtourier in Better Shape.

PORT ARTHUR, Jan. 17.—Addressing the Canadian Club here, Major-General Hughes said the Canadian troops, on account of the weather and other conditions at Salisbury Plain, were not as fit to go to the front now as when they sailed from Valtourier.

YOU ALL KNOW

The shoe store in London where you are sure of getting the latest styles, the best leathers and courteous treatment when you buy a pair of shoes. We specialize in Astoria, but have a great many other kinds.

J.P. COOK CO.

THE STORE THAT SERVES YOU BEST

NEW APPOINTMENT.

[Canadian Press.]

Berlin, via London, Jan. 18.—The appointment of Gen. Adolph Von Hohenborn as quartermaster-general of the German army, in succession of Major-General Von Voigts-Rhetz, who died suddenly of heart failure on November 13, has just been announced.

Pre-Inventory Sale

R. J. YOUNG & CO.

GREAT BARGAINS for QUICK SELLING

SPECIAL SALE OF SHANTUNG SILK.

34-inch Shantung, lovely even weave, nice weight. New spring goods, bought when prices were low. Sale price.... 39c

Washable Silk Crepe, 27 inches wide, in white only, suitable for underwear, waists, etc. A splendid wearing and washing silk. Sale price..... 98c

Special Black Duchess—our own special quality yarn, dyed. Very rich silk; wear guaranteed. Regular \$1.35. Sale price, only..... \$1.19

Special lot of Allover Lace, in white and colors, worth up to \$1.50 yard. Clearing at..... 25c

Another lot of extra fine quality Allover, in both white and colors. Values up to \$2.25 yard. Sale price..... 50c

42-inch Lace Flouncing, in white and cream; lovely rich designs. Very scarce goods. Only..... \$1.25

Ladies' Knitted Wool Skirts, in grey and white, good weight. Sale price, \$1.39

Ladies' Flannelette Gowns, in white and pink, well made, nicely trimmed and finished. Very special value.... 98c

Very special lot of Ladies' Large-Size Bungalow Aprons. Perfectly fast colors, trimmed with plain colors. Sale price..... 75c

Corsets of the latest style and made by the best Canadian makers. A style to suit each figure and price to suit every pocket. Prices from \$1.00 up

Very special, 27-inch Embroidery, best Swiss make, nice neat designs, at only..... 29c

18-inch Corset Cover Embroidery, very special quality, clearing at.... 19c

Just to hand, 1,800 yards All-Linen Irish Crash Toweling, colored border, 17 inches wide. Extra special, yard, 10c

5 dozen only 8x10 Cotton Sheets, hemmed, slightly soiled. To clear, only, each 69c

Table of Ladies' Black Sateen and Moiree Underskirts, travelers' samples. Regular \$1.50 and \$1.75. Sale price.... 98c