

WHISKARD'S Disastrous Flames!

Rebuilding and Alteration Sale.

228, 230, 232 DUNDAS STREET.

LONDON'S CHEAPEST STORE.

WHEN BOYS USED

To swing in the barn, and the boy who was doing the pushing got tired and wouldn't push any more, he said, "Now, let the cat die," meaning by that the momentum had to finish the job. But in our modern business swing we never let the cat die. Momentum doesn't go. When one bargain gets exhausted, another large bargain steps briskly up and begins pushing for customers. We have been busy getting bargains for you. Here is one of NEARLY 1,000 YARDS of BLACK SILK LACES, worth double what we are selling them for. Call and see them.

THE BEST HAT

For driving or walking is the one that becomes your best. If you wish the exact duplicates of the best styles, you will come to us. The product of our ideas may suit you better. Our own creations are quite as fashionable as anything ever imported, and the price is decidedly in favor of our own millinery.

LADIES' WHITEWEAR.

This sale is remarkable for many things. One of them, the utter absence of unworthy goods, is especially entitled to your consideration. Every garment is as thoroughly reliable as good material and honest work can possibly make it. Here are some of our prices:

Ladies' Night Dresses, special, 25c, 35c, 39c, 59c, 75c.
Ladies' White Skirts, 23c, 35c, 49c, 69c, 98c, \$1.29, \$1.69.
Ladies' White Chemises, 24c, 33c, 49c, 65c.
Ladies' White Drawers, 23c, 29c, 35c, 39c, 49c.
Corset Covers, 10c, 15c, 20c, 25c, 35c, 50c.
White Hygiene Corset Covers, 20c each.

Don't Forget the Corset

Item when doing your spring buying. Upon the corset depends the fit of your new spring dress. Buy your new corsets here—you are then confident of perfect fitting qualities—and the price we are sure you know will be right.

Here Are a Few Prices for.

White Quilts and Blankets

White Quilts, 69c, 85c, \$1.
BLANKETS—White Blankets, 69c pair; gray, 72c; Children's Crib Blankets, 25c, 29c pair.

"Touch the Pocketbook

and you touch the heart," goes the saying. We will touch your pocketbook lightly if you want to buy a new one because we can sell you an excellent article at a small price. Beautiful Card Pocketbooks, at 20c, 25c. Nice Purses, at 10c, 15c, 20c, 25c each.

USE OUR MAIL ORDER DEPARTMENT.

"A Woman's Work

is never done." Why

was the bread sour this morning? "Hercules Flour makes woman's work easier because it insures sweet bread. Grocers sell it.

THE TILLSON COY, Ltd.,
Tilsonburg, Ont.

FOR WEAK PEOPLE.

At all Druggists. Price 60 cents per Box.

or 3 for \$1.50. Sent by Mail on receipt of price. T. MILBURN & CO., Toronto.



Naturally sweet without sugar.

BABIES THRIVE ON THEM.

Sold by all Chemists.

Scranton Coal

burns without clinkers; burns to ash; gives most heat. If you are not using it now give us a trial order. Prompt delivery.

CAMPBELL & SHANTLER

-176- Bathurst street Phone 347.

Branch Office 12 John Street, London West.

In Labor's Field.

Chatham Bricklayers Strike
Against a Ten Hour Day.Allen Labor Restriction in Vancouver
—The Eight Hour Movement.

Chatham, April 14.—Chatham bricklayers have struck because of being asked to work ten hours. Heretofore they have worked nine hours. Vancouver, B. C., April 14.—At the last meeting of the City Council a resolution that only British subjects be employed on civic works or any civic work was passed, with only one dissenting voice. All the aldermen spoke on the subject, the majority stating that they favored the motion in view of the labor law introduced in the United States. The motion was loudly applauded by the audience. Washington, July 14.—At a meeting of the advisory board to the executive council of the American Federation of Labor, to promote the universal introduction of the eight-hour work day, the board decided to co-operate with the executive council of the Federation and with all national trades unions to further the movement. A request will be made to all workers throughout the country to hold mass meetings in their respective localities on May 1, to declare their determination to enforce the eight-hour day.

MONTREAL ESCAPES A FLOOD.
Montreal, April 14.—The river has been most anxiously watched for the past few days by the residents of that district which was flooded in the spring of 1888, and by merchants whose warehouses are situated in low-lying parts of the city. It is found that all danger of a flood is past, and the flood gates, which had been closed for two weeks, have been ordered to be opened.

Nervousness

CURED BY

DODD'S KIDNEY PILLS

I have been troubled with Nervousness for some time; could get no relief. One day I was reading of the wonderful cures Dodd's Kidney Pills had done, and concluded to try them. I have used two boxes and I am completely cured. I can highly recommend them.

I remain, yours, etc.,

D. J. KENNY,

Pro. Queen's Hotel,

Mt. Forest, Ont.

Dodd's Kidney Pills

Always cure Nervous Diseases.

A Huge Fire at Reid's Crystal Hall.

Flames Get the Upper
Part of the Building.Much of the Costly Stock
Destroyed or Damaged.Fireman George Taylor Imprisoned
in the Ruins.And Only Rescued After Hard
Work—His Leg Broken.Firemen Have a Desperate Battle
With the Flames.The Origin a Mystery—Spectators Join
in the Rescue Work—The Value of
the Stock \$100,000—Insurance
\$50,000 or \$70,000.

Fire broke out in Reid's Crystal Hall, Dundas street, last evening, about 6:15 o'clock, and completely gutted the third and fourth stories of that magnificent business block.

It was at an hour when the employees of the offices, stores and factories of the city were on their way home, and many pass along the busy thoroughfare in front of the establishment, yet, strange to say, the flames gained a great start before they were observed. City Engineer Graydon turned in the alarm by telephone from E. N. Hunt's store. He was walking along the north side of Dundas street, when the smoke attracted his attention.

The origin of the disastrous conflagration was in the rear of the building, and smoke may have been carried over the heads of passers-by for several minutes before it attracted attention, as the buildings there are all high.

A number of central firemen were at supper at the time, but at their dinner rooms were electrically connected with the hall, they soon answered the summons. No. 1 and No. 3 brigade were on hand a few minutes later.

Owing to the great start the flames had before being noticed, the firemen had very great difficulties to contend against. Two streams of water were soon turned on the burning structure.

For some time the firemen fought the flames and smoke were checked in one point, they belched out in another, and six hours fighting later, before the last spark was extinguished.

Dundas street, between Clarence and Richmond, was densely crowded for the greater part of the time the fight with the devastating flames was in progress. At first, books, papers and other valuables from the office on the rear of the ground floor were removed to the front of the store, but later it was found that the burning store was in danger, a large number of citizens assisted in carrying the silverware, mislaid work, Crown Derby, and other valuable articles to the stores on the opposite side of the street. The citizens on hand lent every assistance in their power, and when Fireman Taylor was pinned under several crates of goods in the rear of the store, he was rescued by the firemen.

George Taylor, John Swanwick and Alex. Borland were in the midst of the fire when it broke out. All three were well, and as the firemen in the rear were congratulating themselves that it was a fire of small dimensions, a sound of falling debris, and a cry of "HURRY UP! BE QUICK!" was heard. The heavy crates, weighing a ton each, had proved too great a strain for the building.

THE CRASH.

This occurred about an hour after the burning structure. The cry came from the rear of the second floor, and that time the raging flames were behind the building. The citizens on hand learned from a room which was barred by heavy iron shutters, on which were iron shutters. These men, who were iron shutters, were in the rear of the building, and it was discovered that three men had been imprisoned by reason of the fire. The firemen, who were in the rear of the building, were in the rear of the building, and it was discovered that three men had been imprisoned by reason of the fire.

The image of the colored boy which adorned Reid's window is now in Mr. Charles Johnson's store. Underneath is the inscription: "It got too hot for me across the way. 'Tis with Johnson now."

It was highly fortunate that rain had just fallen. The sparks and embers were carried to many roofs, but the soaked shingles refused to ignite. Otherwise the blaze might have spread beyond the building.

The majority of those who started in to rescue Fireman Taylor were overcome by the smoke and had to retire. Much credit is due to George Crabbe for the dexterity with which he tied the rope around the crates which were pinned to the wall. Dr. Roome was also in the thick of it.

"It was that embarrassing season when difficult 'tis to choose. And say with reliable reason Which bicycle suit is whose."

Wrapper Competition for every month of the year 1917

\$1.625 GIVEN AWAY EACH MONTH.

Bicycles & Watches.

SUNLIGHT SOAP WRAPPERS.

For full particulars see advs. or apply to LEVER BROS., LTD., 25 SCOTT ST., TORONTO.

At the time the call for assistance came from the men whose lives were endangered, the flames were about to

workshop were also in this flat. The general store and shipping rooms were on the ground floor. For some days past goods have been arriving, and all the flats were well filled.

THE ORIGIN A MYSTERY.
Just where the fire started is a mystery, and no conjectures were made as to how it may have started, but it is generally conceded that the origin was in the third story, toward the southwest corner. An old stove is situated in this corner, but it has not been used for nearly a year. The second story is thought by some to have been the birthplace of the conflagration, as on this flat was situated the kiln. The upstairs kiln has not been in use for three weeks, and no materials capable of spontaneous combustion were in the building. The fire, once started, developed with lightning rapidity. Along the west side of the building, on the third and fourth floors, the smoke curled forth from the joints of the bricks nearly the whole length of the structure. The fire-fighters were clustered on the east side, busily engaged in the attempt to contain the flames, doing their best to quench the flames, but with little success, and while three streams played on the east side, the flames developed on the west.

Now and again living embers were carried through the rear portion of the roof, and these fell on the adjoining building, threatening to burn through and destroy it. So great was the apprehension of this that the rig in Stroyan's livery were pulled into the yard and prepared for a hasty removal.

As soon as the flames were gradually increased until Foreman Findlater was instructed to transfer the line of hose to the west side. From the roof of the livery stable a futile attempt was made to throw water on the furiously burning top story of the adjacent building, but the long distance and the wind dispersed the stream, rendering it utterly useless. Chief Reid ordered a change of programme when made acquainted with this fact. Foreman Findlater was ordered back to the rear of the building, which was carried from the hydrant on Dundas street in front of the lane to the rear of the building.

The iron shutters were torn from their fastenings, and a scathing mass of flames, with heat, and smoke, ran up through this room to the roof projecting above it, and about it the blaze played with terrific intensity. The men to help their comrades, and never mind the fire. Fireman Taylor's condition worried him more than stock dived out together, and he repeatedly asked, "Have you got that poor fellow out yet?"

Mr. Frank Little was told of the fire as he reached the hallway of his home, and ran back without an overcoat, and worked like a Trojan to open the store doors and windows. When he had done what he could he was smoked black and soaked to the skin. He returned to his home for a change of apparel, and on his return stated that he and his father were under a thousand obligations to the firemen and citizens for the excellent work they did and the assistance rendered.

Mr. Little was on hand and watched every movement of the brigade. Lunch was ordered for them at Bradford & Hodgins' for their worthiness, and when time would permit, and was thoroughly enjoyed.

NOTES.
Mr. Reid owned the building as well as the stock.

The bicycles in the place were all removed safely.

James Taylor, of South London, is a married man, with a family of two children.

Hundreds drove in from the country, where the reflection was visible for miles.

There must have been 8,000 people on Dundas street at one time during the evening.

It was the first time the aerial ladder was used at a fire, and it almost paid for itself.

Mayor Little thoughtfully sent for the ambulance, which was on hand when Fireman Taylor was pulled out.

There are few men who witnessed the fire who do not claim to have had some hand in the rescue of Lineman Taylor.

The firm were in the height of the spring business. They had about \$5,000 worth of goods packed and ready for shipment to the Northwest today.

Most of these were ruined.

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raise the aerial ladder in the lane east of the toy shop, but the men abandoned this scheme for the time being. During the half-hour in which the brave fellows worked to extricate their comrade, the work of fighting the fire had to be partly relinquished, and it spread along the upper story, which, by the time the ambulance arrived, was burning furiously. The flames licked along the cornice, and lit the sky with a lurid light. The upturned faces of the thousands of people who thronged the streets, backyards, roofs and windows that commanded a view of the situation, looked peculiarly pallid in the glare. The building seemed doomed, but the aerial ladder was raised near the sidewalk in the lane on the east side of the building, from which two streams played with telling effect. While the front of the building burned, the police were kept hard at work restraining the footpath from venturing too near, and pushing the crowd back.

A scattering was caused as the hose was handed up the aerial ladder. The water was turned on before the nozzle went high in the air, and fell with a drenching downpour upon the mass of humanity below. This gave the police a chance, and the way was cleared across the road. The flames had increased to such an extent that the most valuable of the goods from the lower floors in the stores were carried across and deposited in the stores of Charles Johnson, Bradford & Hodgins, Mr. Boyd and others. As the burning cornice became more threatening, the stores were pushed back, and fire lines put up. While this was going on below, water was being applied above the burning structure, and after an hour's hard fighting, the fire was gotten under control. It was an easy matter then to finish it, and the firemen gathered their kit together and returned to their quarters.

SAW NO SIGN.
Mr. Glass, manager of the retail store, said last night that he had left the store at 6 o'clock. Mr. Frank Reid, Mr. Drummond and Mr. McLean had left only a few minutes before him. Mr. Glass said that as usual he went over the premises to make sure that all was right. He smelt no smoke nor were any of the gas jets lit. There was no fire of any kind about the place. The doors were all locked and barred and everything secure. No one in the building smoked, he said, and it could not have been from that cause. He could give no idea of how it originated.

THE STOCK'S VALUE.
Mr. W. J. Reid, who has been ill for the past two weeks, came to the store in a hack. To a reporter he said: "My stock was valued at between \$80,000 and \$100,000, and my insurance about \$60,000 or \$70,000, as near as I know."

Mr. Reid sent instructions to the men to help their comrades, and never mind the fire. Fireman Taylor's condition worried him more than stock dived out together, and he repeatedly asked, "Have you got that poor fellow out yet?"

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900 DROPS

CASTORIA

Vegetable Preparation for Assimilating the Food and Regulating the Stomachs and Bowels of

INFANTS & CHILDREN

Promotes Digestion, Cheerfulness and Rest. Contains neither Opium, Morphine nor Mineral. NOT NARCOTIC.

Range of Old Dr. J. C. W. LITTLER

Pumpkin Seed -
Aloe Sassa -
Aloe Sassa -
Aloe Sassa -
Aloe Sassa -
Aloe Sassa -
Aloe Sassa -
Aloe Sassa -
Aloe Sassa -
Aloe Sassa -

Perfect Remedy for Constipation, Sour Stomach, Diarrhoea, Worms, Convulsions, Feverishness and Loss of Sleep.

Fac Simile Signature of
Chas. H. Fletcher
NEW YORK.

At 6 months old
35 DROPS - 35 CENTS

EXACT COPY OF WRAPPER.

SEE
THAT THE
FAC-SIMILE
SIGNATURE
—OF—
Chas. H. Fletcher
IS ON THE
WRAPPER
OF EVERY
BOTTLE OF
CASTORIA

Castoria is put up in one-size bottles only. It is not sold in bulk. Don't allow anyone to sell you anything else on the plea or promise that it is "just as good" and "will answer every purpose." Be sure that you get C-A-S-T-O-R-I-A.

Brass and Iron Bedsteads

Tiles, Grates, Hearths, Mantels.

RICE LEWIS & SON, LTD.,

CORNER KING AND VICTORIA STREETS, TORONTO.

Legal Cards.

STUART, STUART & ROSS—BARRISTERS,
Solicitors, notaries, etc. Offices, London
Street, Dundas & Gloucester, ALAN, STUART, DUN-
STON STREET, DUNDAS & ROSS, LONDON.
Offices, corner Dundas and Richmond; Gloucester,
Main street.

U. A. BUCHNER, BARRISTER, ETC., 86
Dundas street, London; telephone 86.
Money to loan at lowest rates.

MAGLE, MCKILLIP & MURPHY—BARRISTERS,
Solicitors, notaries, etc. Offices, London
Street, Dundas & Gloucester, ALAN, STUART, DUN-
STON STREET, DUNDAS & ROSS, LONDON.
Offices, corner Dundas and Richmond; Gloucester,
Main street.

G. N. WEEKES, BARRISTER, HAS
removed his office to Hiscox's new
building, room 7, Richmond St., corner King.
Architects; members Ont. & Inst. of Architects Assn.
147, 149, 151, 153, 155, 157, 159, Dundas
street (east of Richmond); London.

LOVE & DIGNAN—BARRISTERS, ETC.,
118, 120, 122, 124, Dundas street, London. FRANK
LOVE, R. H. DIGNAN.

W. H. BAHRAM—BARRISTER, 80
Dundas street, London; telephone 86.
Money to loan at lowest rates.

GIBBONS, MULKERN & HARPER—BARRISTERS,
Solicitors, notaries, etc. Offices, corner
Richmond and Dundas streets, Gloucester, C.
Gibbons, C. C. Mulkern, F. H. Harper.

H. A. BEATTIE—BARRISTER, ETC.,
84 Dundas street, London. Private funds to loan
at 4 per cent. 84 Dundas street, London.

T. W. SCANDRETT, BARRISTER,
Solicitor, etc., 28 Dundas street, London.

PARKE PURDOM & PURDOM—BARRISTERS,
Solicitors, notaries, etc. Offices, corner
Richmond and Dundas streets, Gloucester, C.
Parke, R. H. Purdom, A. J. Purdom.

M. G. VOY & POPE—BARRISTERS,
Solicitors, notaries, etc. Offices, corner
Richmond and Dundas streets, Gloucester, C.
M. G. Voy, L. R. H. C. Pope, R. H. C. Pope.

F. W. SCATHERD—BARRISTER,
Solicitor, etc., 169 Dundas street, near Rich-
mond. Money at lowest rates.

A. GREENLEAF, B.A.—BARRISTER,
Solicitor, etc., 169 Dundas street, near Rich-
mond. Money at lowest rates.

H. LUSCOMBE—BARRISTER, SOLICITOR,
etc., 169 Dundas street, near Rich-
mond. Money at lowest rates.

T. F. FOX, ORIGINAL PAWNBROKER
lends money on diamonds, watches
and jewelry business strictly confidential.
highest price paid for cast-off clothing. 383
Clarence street.

LIVERY STABLES.
THOMAS TREHLOCK—STAR LIVERY
233 Richmond street. Best hacks,
cabs, etc. Light livery available. Careful
attention to orders. Phone 423. Open night
and day.

J. L. LEE'S LIVERY—NO. 619 DUNDAS
street, East London, Ont. Telephone
No. 665.

DENTAL CARDS.
J. ELLIOTT HOLMES, D.D.S., ROOM 1,
Dundell Block, Dundas and Clarence
streets.

DR. L. H. DAWSON, DENTIST, CORNER
Dundas and Lytle streets, East London, Ont.

DR. JEFFREY N. WOOD—DENTIST—
Hague Block, over 212 Dundas street.

DR. GEORGE C. DAVIS, DENTIST—
Graduate R. C. D.S., Toronto, 1874, gradu-
ate Philadelphia Dental College, 1876. Spe-
cialties: Preservation of natural teeth; crown,
porcelain and bridge work. 115 Dundas street,
London, Ont. Telephone 272.

MCDONALD, DENTIST,
Office, 183 Dundas street, London.
Telephone 702.

DR. J. H. SWANN—DENTIST—OFFICE
207 Dundas street. Telephone 1,131.

WOLVERTON & BENTLEY, DENTISTS
Market House, residence, next Joly Brook,
over Cairncross & Lawrence, druggists, Tele-
phone 822.

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J. H. TENNANT—VETERINARY SUR-
GEON—Office, King street, opposite
Market House, residence, corner King and
Wellington. Telephone.