

Every 25c bottle of Taylor's Throat and Lung Balm is sold on a printed guarantee to cure any cough, cold or bronchial irritation.

Taylor's 4 Cut-Rate Drug Stores.

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.

Your Choice of Any Article in Our North Window

C. H. Ward & Co.
Diamond Merchants and Jewelers,
386 RICHMOND ST. PHONE 1064.

We mine our own Coal and sell direct to you.

LARGE PE COAL, \$5.50 A TON.

We guarantee this coal to have the value of nut in the range and heater; saves you \$1.25 per ton.

B. A. MITCHELL'S
DRUG STORE for **Straw Hat Dyes**

IN ALL CHADES,
114 DUNDAS STREET.

Cut Glass Floral Tumblers, \$5 Doz.

These are exceptionally low-priced and the quality and design will please.

Be Sure and See Them.

Ask prices on other designs

W. J. Wray & Co.
London's Largest Jewelry Store,
234 DUNDAS ST.

NOTICE

Eggett & Co.
Plumbers, Hotwater and Steam Heating.

NEW ADDRESS:
336 Ridout St.

ABOUT YOUR EYES

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

DR. S. R. MOORE
DENTIST.

Removed to Suite 15-16 and 1, London Loan Building, corner Dundas and Park Avenue.

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 Stakes of Overalls.

371 TALBOT ST., OPP. MARKET.
Open Evenings—Phone 1649.

The best ad. is a satisfied customer. One ton will convince you

OUR COAL IS THE BEST

Heaman & Son
YORK AND BURWELL STS.
Phone 312.

Being a good salesman is not all we require. Our clerks must be expert fitters. They must be courteous, and give you value for every dollar you expend here. Did you ever try them? Do so, it will be a revelation the way they anticipate your needs.

J. P. COOK CO.
The Store that Serves You Best
167 DUNDAS ST. AND 386 RICHMOND ST.

Fruit-growers will find John Sharn, representative of E. D. Smith, nursery stock, etc., at Darch & Hunter Seed Company, Market entrance, Thursday and Saturdays.

The London Loan and Savings Company of Canada

Dividend No. 84

Notice is hereby given that a dividend at the rate of six per cent per annum is declared for the current quarter year, ending March 31, 1915, on the stock of the company, together with a bonus at the rate of 1 1/2 per cent per annum, to shareholders of record, on the 15th inst., and is payable on the 1st day of April, 1915.

Seeing Is Believing

We try from time to time to bring before you a list of articles suitable for presentations or wedding gifts through the columns of the papers, but this does not do our stock justice. We want you to come in and look around.

Pearl-Handled Knives and Forks

\$10.75—Half-dozen each, Knives and Forks, in case.
\$11.25—Half-dozen each, Knives and Forks, fish set.
\$12.00—Extra quality Knives and Forks, in dozen pieces.
\$28.00—Dozen each, Knives and Forks, fish set.
\$32.00—Dozen each, Knives and Forks, engraved blades.
\$20.50—Sterling, silver-mounted handles, dessert size.

W. G. Young
JW

JOHNSTON BROS.
XXX BREAD

Have you tried our Malt Extract Bread?—it is most satisfying. You'll not stop at one slice, but will want two or three rounds. Price, five cents, wrapped.

JOHNSTON BROS., PHONE 944.

INDUSTRIAL ART SCHOOL
WORK EXHIBIT OPENED

Hundreds of Londoners attended the exhibition of work at the Industrial Art School on Friday, the opening day. All of the public school children in the city viewed the exhibition yesterday afternoon, which continued this afternoon and evening and Monday and Tuesday afternoons and evenings.

Dr. F. W. Merchant, superintendent of the Ontario Technical Educational department, visited the city yesterday and declared that he was particularly delighted with the work on view, which is taken from the ordinary productions of the pupils through the term. Dr. Merchant noted a very marked improvement over last year's exhibition.

Since the exhibition last year a class for embroidery teaching has been added to the school curriculum. More than three hundred women and girls are attending the school for dressmaking and millinery, which is represented by a large and varied exhibit of their work in the school. Examples of woodwork, manufactures, cabinet work and machine shop work shows a fine workmanship in scores of lines which the school undertakes to teach both day and night.

Two complete engines and a great variety of machine shop equipment is shown in this department. Every instrument of the school has a large exhibit made up of the work of its students. The kindergarten and the main hall of the school are given over completely to the exhibits and the whole school will be thrown open this afternoon and on Monday and Tuesday afternoons for the inspection of the public. The exhibit is in charge of the principal of the school, H. B. Beal, who declares himself extremely pleased with the character of the work on view. The most outstanding feature of the whole exhibition, he says, is the evident improvement in the workmanship and ingenuity displayed by the students over last year's exhibit.

PORT STANLEY WANTS VISIT FROM 18TH

The people of Port Stanley are more than anxious to have the 18th Battalion visit them, and have promised Lieut.-Col. Wright not only to provide all the necessary accommodation for his officers and men, but to do everything they can to make their stay at the lakeside pleasant. As soon as the weather is favorable the 18th will march to Port, and it is likely will spend several nights there. Ground suitable for training has been placed at the disposal of Lieut.-Col. Wright, and the regular drills will be practiced there.

30c STRONG'S BAKING POWDER

French Cream Tartar is now arriving in Canada at more frequent intervals and at a more favorable price. 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.

BY FLASHLIGHT

An interesting booklet. It's free.

J. H. BACK & CO.
210 DUNDAS STREET, J.W.

QUALITY IS ECONOMY

WHEN YOU BUY YOUR **EASTER CANDY**

Don't forget that we are special agents in London for

PAGE & SHAW'S CHOCOLATES, CARAMELS, FUDGE and NOUGAT.

"The Candies of Excellence." Leave your orders early.

CAIRNCROSS'
Dependable Druggists,
216 DUNDAS ST. PHONE 880

QUALITY TELLS

WE STAND BEHIND EVERY TON OF COAL WE SELL.

JOHN MANN & SONS
Cor. York and Burwell,
Phone 470

Hamilton's Ale and Porter

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

CITY BAKERS DISCUSS BREAD SITUATION HERE

Think Citizens Satisfied With Smaller Loaf at Same Price.

Bakers of this city at a meeting held last night, were practically unanimous in view of the clause in the Ontario bread law, which allows no longer between the weights of twelve ounces and twenty-four ounces, citizens would be satisfied with a smaller loaf at the former price than a larger size at a considerable increase.

It is a recognized fact, they contend, that the cost of raw material has advanced over 50 per cent since the outbreak of the war in Europe, while up to the present time the size of the loaf which is being sold for five cents, has not been altered.

POULTRY CLUB MEETS

Enthusiastic Meeting—White Wyandottes Scored by Mr. Webber.

Fully seventy-five poultry fanciers turned out last evening to hear Mr. Chas. S. Webber, White Wyandotte specialist, address the club on his favorite breed. There was a nice exhibit of this popular fowl and Mr. Webber lived up to his reputation as an expert breeder by giving the best address on White Wyandottes ever listened to in this city. He scored the birds, pointing out the defects and gave valuable advice on how to perpetuate the good qualities by proper selection of the breeding stock. He also gave a short history of the breed. President Oliver Boug, in thanking Mr. Webber for his splendid address, stated that the club recognized the need of lectures by capable breeders, in order to educate the amateurs, and the very best men would be secured for each meeting. Mr. J. M. Thorpe gave an instructive address on Houdans, and scored several. Orpingtons will be the topic for next meeting.

PRESENTATIONS TO CHOIR MEMBERS

Miss Zella Gillies and Miss Gertrude Fisher Honored.

Last evening the choir of Adelaide Street Baptist Church met at the close of the choir practice to take farewell to Miss Zella Gillies and Miss Gertrude Fisher, two members about to cross the border, and to present them with a beautifully-finished club and the latter with a handsome cut glass sugar bowl and cream jug. The addresses were read by the organist and choir-master, Mr. James Alderson, and the presentations were made by Rev. Jas. H. Boyd and Mr. James Baldwin, chairman of the choir committee. An amusing recitation was given by Mr. Cyril Hayes. Refreshments were served by the ladies, and the meeting afterwards broke up to a close.

HOLD BAND CONCERT

7th Regiment Chapter, I. O. O. E., Will Do So on April 9.

The Seventh Regiment Chapter, Imperial Order Daughters of the Empire, assisted by committees from the other chapters in London, will hold a band concert in the armories on the evening of April 9. The 7th Regiment Band, under direction of Bandmaster Slatter, will render a program of music, and Scotch and Irish dancing will also feature in the entertainment. Members of the Sir John Carling and Hamilton Gault Chapters will sell ice cream and candy.

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The Brown Optical Co.
Physical Eye Specialists,
HIGH-GRADE LENS MAKERS,
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Four Doors East of Clarence Street.

Made Clean

Phones 929-1390

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BUT WE DON'T KNOW WHY YOU, MRS. HOUSEKEEPER, AFTER DEBATING FOR SOME TIME, AND BEING TOLD SO MANY TIMES OF THE VALUE OF PARNELL'S BREADS, DO NOT INSIST UPON HAVING IT.

It is easy to obtain, being sold in practically every store in London and district, and from our wagons. There are twenty-one varieties—something to suit every taste—and every one is made as pure and as good as human skill and modern ovens can make it. We are only too willing to take you on a trip through our bakery any day at all and to show you the ingredients used in our bread, also the extraordinary efforts that are made to make it the best bread on the market today.

PHONE US TODAY FOR A TRIAL LOAF.

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COAL

Genuine Plymouth Anthracite, from Indiana mines. Prompt delivery. Prices on application. Phone 2694.

JAS. H. HERRICK, AGENT.

ROWAT'S COFFEE

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250 Dundas St. Phone 3051-3052.

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The Ward System.

To the Editor of The Advertiser:

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It is all very well to say that the city as a whole has not suffered or been overlooked by the past system. If it has not, so much the better; but that does not alter the opinion for city representation by wards. If parts of two wards are in one part it must necessarily follow that the aldermen-elect represents two wards instead of one.

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DOCESE OF HURON LOSES GOOD MAN

Rev. Canon Downie, Rector of Port Stanley, Died Last Night.

The Rev. Canon Downie, rector of Port Stanley, passed away at his home last night. By his death the Diocese of Huron has lost one of its best and most widely known clergy. In the early days of the diocese he did some splendid pioneer work in the parishes along the shore of Lake Erie between Morpeth and Amherstburg. Afterwards he served in Lucan, Berwin, Watford and lastly at Port Stanley. For many years Canon Downie had specialized in Sunday school work. He was chairman of the Sunday school committee of the Diocese of Huron for many years, and since the organization of the Sunday school commission for the whole of Canada, Canon Downie at once sprang into prominence in its deliberations and work, and he indeed one of its most valued members. It was while engaged on the Sunday school commission that he conceived the idea of starting a Sunday school newspaper suitable for use in the Diocese of Huron. The Diocese of England throughout the British Empire, and by his tact and indomitable courage and persistence succeeded in carrying it into effect. The Magazine, which is now used by Church of England Sunday schools throughout the world was the idea and the work of Canon Downie. Canon Downie can lay claim to so great a distinction.

Most Capable Man.

By his death the Diocese of Huron loses one of its most capable, energetic and successful parish priests, and the Church of England in Canada and throughout the British Empire one of its most devoted and able Sunday school workers. Owing to his genial temperament and sterling worth as a man he was universally beloved by all who had the privilege of knowing him. The following is a brief record of the late Canon Downie's life: Born in Ireland in 1849, graduated from Huron College and ordained priest in 1869. He was a member of the Diocese of Huron, and priest in 1870, by the late Bishop Cronin; obtained B. D. by examination from the Western University in 1884; appointed vicar of St. Paul's, London, Kingsville, 1869; Morpeth, 1874; Highgate and Ridgetown, 1879; Lucan, Bidulph and Granton, 1886; Berlin, 1889; Watford and Brooke, 1893; Port Stanley, 1905.

ENGINEER RELEASED

F. D. Henion Was Held on Suspicion of German Sympathies.

[Canadian Press.]
Winnipeg, March 26.—Following an investigation by the American consul-general here, the local military authorities have wired directing the release from custody of F. D. Henion, a locomotive engineer, held at Port Francis on suspicion of being a German sympathizer.

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VOICE OF THE PEOPLE

The Ward System.

To the Editor of The Advertiser:

In your Saturday issue figures were presented giving the number of votes polled by the aldermen-elect in their home wards, claiming that the wards should not criticize on the grounds of representation. This is a matter that has nothing at all to do with what citizens decided on January 1 of this year. They voted for a return to electing representatives from their own wards, and any argument presented now with a view of a continuance of the present system will not be carrying out the wishes of a majority of the citizens. Even with the figures presented on the vote, it is only a small percentage of the number of votes on the roll; in some instances it is not even 25 per cent of the number of voters in the ward. To prepare a statement on the way the wards are now laid out is absurd. The ward of Adelaide streets cannot be less than fifteen thousand people, north and south of No. 4 ward and part of No. 3 ward. I would like to ask how many representatives are in the council in part of Ward 4, east of Adelaide street? How many are there from West London? And there are other sections of the city in just the same position. To say that wards should not criticize—what else could be done if they have no representation?

It is all very well to say that the city as a whole has not suffered or been overlooked by the past system. If it has not, so much the better; but that does not alter the opinion for city representation by wards. If parts of two wards are in one part it must necessarily follow that the aldermen-elect represents two wards instead of one.

CHARLES G. MOORHEAD.

KNIGHTS' TEMPLAR CLOSE FIELD DAY CELEBRATION

The banquet and dance held in the Masonic Hall last evening to close the big field day of the Knights Templar was most successful in every way. Presiding Preceptor, Eminent Sir Knight A. B. Barr was toastmaster and the toast of the evening, "The Glorious Martyrs of a Glorious Past," was responded to by Very Eminent Sir Knight Thomas Rowe. He outlined the growth of the Templars,