English Rheumatism Capsules

are guaranteed to relieve the worst rheumatic pains inside of six hours, and to cure permanently if given a fair trial. Sold at 50 cents a box only at Taylor's 4 Cut-Rate Drug Stores

Wallpapers

Always something "different" in Wallpapers. New spring stock is ready.

GRAVES
203 DUNDAS STREET. zxv

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 $1.25 per ton.

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.

WRAY'S WHOLESALE AND RETAIL

London's Largest Jewelry Store....

THE STORE WHERE PRICES ARE ALWAYS RIGHT.

Come here for satisfaction.

W. J. WRAY & CO.

234 DUNDAS STREET

BUY A PIECE OF FURNITURE

On Our Weekly Payment Plan. Strictly confidential.

Collett Furniture Co.
95-97 King St. West of Talbot St. zxv

KINCARDINE HAS ITS MUNICIPAL TROUBLES

KINCARDINE, March 15.—The water and electric light commission met this evening. Mr. Welsh objected to the water and electric light commission giving a bonus to the hospital, on the ground that the commission had no legal right to do so. None could speak positively of how the law was on the point.

W. Welsh pointed out the illegality of a commissioner doing work for or selling or buying to or from the commission, and blamed the chairman for holding his position as chairman and passing his own accounts as a wrong to the commission.

There was a suggestion from James Watson, who took his seat in the place of W. Arnold (resigned), that a committee of the whole meet the town council to devise some plan for the better lighting of streets. This was embodied in a motion and carried.

Owing to the town council allowing the gravel to be taken off the shore, to the injury of the property of the commission, the latter body holds the council responsible, and says it should at least pay a share of what damage was done.

The commission was instructed to visit the shore and report upon what is required to make the reservoir safe and free from the contamination that now wash into it. This will be attended to at once, and the town will have as good water as Lake Huron can furnish.

Permission given to a contractor to take about four thousand yards of gravel off the shore, because it was handy, is likely to cost the town and waterworks hundreds of dollars in the way of repairs.

Owing to the alleged extravagant charges by some of the town workmen and shopkeepers, it was decided that the engineer be instructed to buy as many fixtures as possible wholesale and thus lessen charges.

FUNERAL OF W. G. NOE.

INGERSOLL, March 16.—The funeral was held this afternoon from the residence of his son, Thames street, of William G. Noe, whose death occurred on Sunday. The services was conducted by Rev. R. J. M. Perkins and a number of relatives and friends attended.

TURKS PRESSED BACK.

PETROGRAD, via London, March 16, —10:35 p.m.—An official report from the headquarters of the army of the Caucasus says:

"On March 14, engagements took place between guards of the two armies, and our troops pressed back the Turks successfully."

Sure Way to Regain Robust Bloom of Youth

A smooth, velvety-soft skin, with a delicate peach-like bloom, is one of the Creator's most exquisite works. When the first blush of youth is over, this beautiful tint and satiny lustre are rarely seen. How to preserve them—that's the question. Famous beauty experts abroad long have known that ordinary mercolized wax works wonders in this direction. It actually gives a new surface to the skin, restoring that marvelous girlish color and softness in a remarkable manner. An ounce of this wax, procurable at any drug store, will convert a faded, freckled, worn-out or discolored complexion into one of captivating loveliness in less than two weeks. No special skill is necessary in applying the wax, it being smeared on at night like cold cream and washed off in the morning.

To remove wrinkles, or delay their formation, a face bath made by dissolving 1 oz. powdered saxolite in ½ pt. witch hazel will be found wonderfully efficacious. This tones up relaxed skin, causing it to remain firm and smooth.

Your Choice of Any Article in Our North Window $1

C. H. Ward & Co.

Diamond Merchants and Jewelers,
386 RICHMOND ST. PHONE 1084.

QUALITY STORE

Ready-Maid Concentrated Soup

Prepared by the Franco-American Food Company.

Two Tins for 25c. Per dozen, $1.40

Harry Ranahan
Phones 1024 and 3323. zxv

LIBERAL CLUB DANCE HYMAN HALL TONIGHT

Another delightful evening of cards, and dancing to the music of a special orchestra, will be held this evening by the Liberal Club in Hyman Hall. It will be "ladies' night," the fourth of the season.

The club will follow the custom of staging a euchre contest from 8 to 10 p.m., and follow this with a dance until midnight. So far, the Liberal Club holds the record for large attendance for any club or similar association in the city. Nearly 300 persons were present at the last affair held several weeks ago.

The dance is perhaps the attracting feature about the "ladies' night" affairs, but scores take great interest in the euchre games, for which the winners are given prizes by the club. The event this evening, it is expected, will eclipse all previous affairs, as several weeks have intervened since the last, and it has been looked forward to with interest. The usual weekly euchre parties, without dancing, have been held since early in the season, each week bringing a larger attendance. The club membership is also increasing as the interest in these gatherings becomes wider.

AN INVITATION TO LONDON BOYS

Mr. Holmes, of Toronto, Ontario representative of the Curtis publications—the Saturday Evening Post, the Ladies' Home Journal and the Country Gentleman—will be in the city today. He would like to meet every boy in London at his room, City Hotel, between 4 and 6 o'clock this afternoon, or after 7. Mr. Holmes has an excellent proposition for boys to earn spending money and win prizes. All parents desirous of advancing the interests of their boys and making keen young businessmen of them, should send the boys to see Mr. Holmes, or call upon him personally. b

SHAMROCK FOR OFFICIALS

Mayor's Decorations Give City Hall Staff Real St. Patrick's Look.

Mayor H. A. Stevenson today presented all the city employees with sprigs of shamrock as St. Patrick's Day buttonhole bouquets. The result was a very Irish-looking city hall staff, even "Hoots Mon" McCallum, the license inspector, wearing the sprig of green.

SENDS CONGRATULATIONS

Toronto Mayor Wires Best Wishes on St. Patrick's Day to Forest City Mayor.

Thomas Church, mayor of Toronto, today wired Mayor Stevenson a St. Patrick's Day message of congratulation. The chief magistrate of the Queen's City expressed the wish for prosperity to the citizens of London, and success to the administration of Dr. Stevenson.

CANDIDATES NOMINATED.

[Canadian Press.]

Vancouver, March 17.—Attorney-General Bowser stated last night he had no information as to when the provincial elections would be held. W. J. Baird was chosen Conservative candidate for Richmond riding. Charles A. Gaskell has been chosen Liberal candidate in Fort George. John Keen, of Kaslo, has been nominated Liberal candidate for Kaslo constituency.

ARMED GUARDS WATCH BODY.

TARRYTOWN, N. Y., March 16. — Two armed guards kept watch today over the body of Mrs. John D. Rockefeller, Sen., in the mausoleum of John D. Archbold, in the Sleepy Hollow Cemetery here. It was stated that the guards would be kept on duty until arrangements for the permanent burial had been completed.

AMERICAN BARK ASHORE.

AMSTERDAM (via London), March 16.—11:48 p.m.—The American bark Pass of Balmaha is ashore near Sylt, one of the North Frisian islands, according to a message from Bremen.

The Pass of Balmaha, New York for Bremen, with a cargo of cotton, was recently detained by the British authorities at Kirkwall for inspection. She was allowed to proceed on her voyage.

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 —to— 30c PER POUND.

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

STRONGS' Drug Store

184 DUNDAS ST., LONDON, ONT. zt

"ORIENTAL" RUM and QUININE

Is a hair tonic you can fully depend on.

Cleans the scalp, destroys dandruff and promotes a healthy condition of the hair.

50 CENTS
—GET IT AT—
CAIRNCROSS'
Dependable Druggists.
216 Dundas St. Phone 880

CALL OF THE WILD, STRUGGLE FOR RIGHT

Dr. M. P. Fikes, of Detroit, Addresses Big Audience in Talbot Street Baptist.

"The Call of the Wild" was the subject of a heart-searching talk last night in Talbot Street Baptist Church by Dr. M. P. Fikes, of Detroit. Dr. Fikes portrayed in vivid, living colors the terrible struggle that rages on the battlefield of human consciousness in every life.

It was an address based on Paul's picture in Rom. vii, 23, "For I delight in the law of God after the inward man; But I see another law in my members warring against the law of my mind, and bringing me into captivity to the law of sin which is in my members."

"Jack London has given us a striking commentary on the seventh of Romans," said Dr. Fikes, "in his story popularly known as 'The Call of the Wild.' It is the tale of a great dog, 'Buck,' who, although domesticated and an aristocrat among his species, felt constantly the call of the wolf-pack, and was prevented from springing away into the forests and to the kindred of his ancestors by the superior power of love for a man, Jack Thornton, his master.

"Stevenson has thrilled the world with his remarkable allegory, 'Dr. Jekyll and Mr. Hyde,' which is but another way of putting the thought first expounded by Paul in Romans, vii., and by Jack London in his 'Call of the Wild.' Edgar Allan Poe hits a similar trail through the possible quality of men, in his delineation of William Wilson, who met, constantly, his double, with the same name, but of a distinctly different character.

Struggle Never Ceases.

"Science has succeeded in grafting two insects into one monstrosity of life, possessing absolutely antagonistic tendencies, thus perpetuating a life-long struggle for supremacy between the opposing characteristics. And so both literature and science illustrate what Paul dramatically portrays as the moral struggle that never ceases in the depths of each intelligent soul. It is the tragic war between light and darkness, health and disease, joy and sorrow, smiles and tears, pain and pleasure, right and wrong, the highest and the lowest, the best and the worst, aspiration and degeneration, the call of the hearthstone and the call of the wild.

"It is no subtle theological imagination, but the most matter-of-fact, down-to-the-minute, practical problem that meets one at the threshold of every day life. It is a war to the finish. Either Dr. Jekyll or Mr. Hyde will dominate; either William Wilson or his double will win out; either the natural man or the spiritual man must be vanquished; either the call of Christ or the call of the wild will prevail. Millions of men want to do right, yearn to be true, but 'another law warring in their members' makes it increasingly difficult for them to achieve

Victims of Their Double.

Men of breeding and culture, men of education and training are seen to turn from every high and noble aim, sinking lower and lower in the mire of uncleanness, debauchery and degradation, until at last they have no self-control, no manhood, no reason, no hope. They have heard and heeded the call of the wild. Dr. Jekyll had tasted the poisoned drug that transformed him into Mr. Hyde. William Wilson died by a thrust through his vitals at the hands of his double. The spiritual man of the heart was murdered by the natural man of the passions. The dog went back to the wild. Wilson died at the hands of his double, Hyde triumphs over Jekyll.

"But let us not overlook the important and hopeful point of it all. It was within the province of the will to decide and determine which to become. The call of the wild need not overcome the love that holds us to all that is sweet and pure, true and noble. It is the 'Love that will not let me go' that becomes our hope in this awful struggle. Religion is will. We determine who shall take the throne of our destiny. Let it be Jesus Christ."

SCORES INSTANT HIT

18th Battalion Band Makes Successful Initial Appearance.

Instruments for the 18th Battalion band, which has recently been organized, arrived yesterday, and were immediately distributed among the twenty-two bandsmen. The musicians lined up at the barracks yesterday and played well-known Canadian, English and Irish tunes and "Tipperary" which quickened the pulses of the soldiers on parade. The band was warmly complimented by Lieut.-Col. E. S. Wigle, commanding officer of the battalion.

The band is in charge of Bandmaster Featherstone, and has already scored an instant hit with the soldiers. It is not quite complete, as it still lacks players for four B-flat clarionets, two B-flat cornets and one euphonium. Any local musicians wishing to join the organization should apply to Capt. G. W. Nelson, adjutant 18th Battalion, C.E.F., Wolseley Barracks.

The band will play on Friday at the citizens' reception.

"MIDDLESEX PIONEERS"

Peter McArthur Lectures to Historical Society on That Topic.

Peter McArthur, the Ekfrid writer and lecturer addressed the London and Middlesex Historical Society last night in the Public Library, speaking on the subject "Pioneers of Middlesex." Interspersing with the dry facts of the hardships and struggles of the early settlers of this county, many humorous touches, for humorous touches there were aplenty, according to the speaker, he kept the audience in smiling interest.

Dozens of anecdotes with the quality of real human interest the speaker narrated, which he had heard and which he had heard and which had come under his own observation as results of the lives of those who opened up this part of the country to civilization.

The story dealt with the southwestern part of Middlesex chiefly, a district with which he is quite familiar. The residents of Longwoods roads in the early eighties furnished most of the material for the lecture.

Mr. McArthur was the guest last night of Rev. R. W. Norwood, rector of the Cronyn Memorial Church.

CRUEL RELATIVES HOME BREAKERS

Dr. Gordon Calls Them Traitors of Society In Last Night's Address.

WILL OPEN NEW CAMPAIGN

Winnipeg Evangelist To Start Services at St. Andrew's Tonight.

Dr. J. L. Gordon concluded his campaign for Christian citizens at the First Methodist Church last night, and will commence a week's campaign in St. Andrew's Presbyterian Church tomorrow evening with an address on "Spiritualism—Is There Anything in Spiritualism? Ghosts, Real and Unreal—Do the Dead Return to the Earth?"

The subject of last night's address was "Cruel Relatives, or the Traitor in the Home." Dr. Gordon spoke of eight kinds of individuals who could be classed under this heading, folks who always discouraged people in the home where they lived.

"In heaven's name," he said, "if there is one place where a person has the right to expect encouragement, it is in his own home, but there are homes in which you find nothing but discord.

Believe in Self.

"The trinity of faith is faith in God, faith in man, and faith in yourself. It is more important for you to believe in yourself than for anybody else to believe in you; and the main thing to believe is that, since you are in the world, there is something in the world for you to do. God has a man for every emergency, and an emergency for every man.

"They conquer who think they can. The worst kind of cant is not religious cant, but the persistent influence and effect of individuals who are forever asserting and reiterating that you "can't" achieve anything magnificent or splendid.

"The first kind of individual, therefore, against whom I utter a rebuke, is the kind that forever insists that you can't succeed, that you can't win, that you can't prosper, that you can't progress."

The second class of cruel relative referred to was the man who never says thank you in his home; the man, who, in spite of blessings and comforts, never thinks it worth while to recognize what he has received by uttering words of appreciation.

"The man has never been born," said the speaker, "who does not appreciate a compliment, and it is mighty little to ask that people who have received courtesy, kindness, attention, and consideration should have the grace, the chivalry and the dignity to say 'thank you.'"

In the third class was placed the daughter who is indifferent of her father's dream. The happiest man in the world was the man who had a daughter old enough and sensible enough to enter into his dream of life and desires of achievement.

Next came the daughter who was indifferent to her mother's love. There were thousands of prodigal girls who had never left home. Their prodigality took the form of an innate selfishness. The speaker said he knew a girl whose mother simply lived for her, and yet who never lifts a finger to help that mother.

Thoughtless as Beautiful.

There were scores of beautiful young women in the homes of the country who were just as selfish and just as thoughtless as they were beautiful.

The speaker next referred to the home in which the "old people" do not feel at home. He said he once was in the home of a wealthy man—a home made beautiful by the kindness and lovingness of the head of the house, and yet when the old man asked his daughter to sing one of the old songs, such as "Scots Wha Hae," or "Way Down Upon the Swanee River," or "Rule Brittania," or "My Maryland," she refused curtly, saying: "They don't sing those old songs in these days."

"My friends," he went on, "the 'old folks' will not be with us very long, and by and by in our turn we shall become the 'old folks.' And it might be well to practice tenderness towards those in the household who are wearing the silver crown of old age."

The sixth category was that in which was found the man who crucified his wife on the altar of meanness. Dr. Gordon said he had heard of white slavery and black slavery, and he had a profound contempt for both, but in almost worse case than any slave, was the woman who was expected to preside over a Christian household, and yet who never had her own personal purse or any financial allowance of which she was the absolute mistress.

Seventh, was the man who was weaving a fearful memory for himself, such as the man described by the speaker, who, while his wife was suffering the agony of child-birth, was under the influence of liquor in the haunt of a fallen queen in the red light district.

Last came the boy, who by his degeneracy, broke his father's heart. There was nothing which took the soul out of a man like a degenerate son. That would spoil a man's age, even though he possessed millions.

DEATH CLAIMS THIRD ERAMOSA TP. REEVE

Wm. Parkinson Expires on His Doorstep—Had Never Met Council.

[Special to The Advertiser.]

GUELPH, March 16.—Wm. Parkinson, a prosperous farmer and reeve of Eramosa, died suddenly at his home this afternoon. He had been in Guelph on business in the forenoon, and during the afternoon had assisted in killing some hogs. When he had finished and was about to enter the house collapsed on the doorstep, and before assistance could reach him, expired.

It is remarkable, this being the third reeve of the township of Eramosa to die inside of a few months. Reeve Chas. McNabb died last fall after a short illness, and James Black was elected to fill the vacancy. He was re-elected in January, sat at the county session, and died at St. Joseph's Hospital following an operation early in February.

An election was held March 1, and Wm. Parkinson was elected reeve by a majority of seven. He had never even sat in a township council meeting.

Dame Fashion says: "Cloth-top shoes for women." Are you ready to obey her orders. We are showing all the latest styles in grey tops, plain toes, with high heel, at $3.50. Then there is the more exclusive lines in sand, grey and fawn tops, in all the latest lasts, at from $5 to $5.50. Drop in and see them any time.

J.P.COOK CO
LIMITED
THE STORE THAT SERVES YOU BEST

London Irishmen Send Greetings To King George

Irish Benevolent Society Cables Assurance of Loyalty to Sovereign.

"His Majesty King George V., London, England:

"Irish Benevolent Society of London on St. Patrick's Day assure you of undivided loyalty, and express pride in a united Ireland in forefront of empire defence.

"MAJOR A. V. BECHER, President.
"ARTHUR C. CARTY, Secretary."

This message from London, Ontario, Irishmen will be read by his majesty today. It was cabled from this city last night. Each St. Patrick's Day the Irish Benevolent Society of this city sends a greeting to the King. This year it is an especially significant message, bearing the goodwill of Irishmen, who take pride in the knowledge that Ireland is solid for the empire and their king at the present crisis.

A POPULAR CANDIDATE

Mr. B. C. Brooks, ex-councillor of St. George's ward, is one of the candidates for election to the reeveship of London Township next Monday.

Mr. Brooks is the only candidate from St. George's ward, and should poll a heavy vote. He has had considerable experience in county council matters, and is popular with hundreds of people in the township. b

BRANTFORD MAN KILLED BY TRAIN

[Special to The Advertiser.]

BRANTFORD, March 16.—A fatal accident occurred at 6:30 tonight at the Grey street crossing of the G.T.R., when Andrew Muir, of 118 Elgin street, aged 53, was instantly killed by a freight train which came down a siding. He was walking along the track when he was overtaken, and his body was terribly mutilated. A wife and five children survive.

I. O. D. E. STARTING KITCHEN FUND

Offers To Subscribe Third of Sum Required For Travelling Soup Cooker.

ASK CITIZENS TO HELP

Subscriptions To Be Received to Furnish Much Needed Equipment for 18th.

The Daughters of the Empire of London have taken steps to secure a traveling kitchen for the men of the 18th. The cost will be $1,500, and they have agreed to contribute $500, if the people of the city will subscribe the balance.

This move is in line with the suggestion of The Advertiser, that the city should make an effort to furnish necessities which the Government is not providing, and it is believed that the response will be prompt and generous. The Advertiser will be glad to receive subscriptions to help the good work along. Subscriptions may also be sent to Mrs. Hodgins, 291 Central avenue, or Mrs. Campbell, 327 Queen's avenue.

Sold By All Grocers GRAND MOGUL TEA Is PURE TEA 30c, 40c, 50c.

LET US GIVE YOU AN ESTIMATE

ON THE COST OF DECORATING YOUR ROOMS WITH SOME OF OUR

NEW WALL PAPERS

The busy days are near at hand. Make an early choice, and arrange for the date to have the work done.

We feel sure we can please you, and we cordially invite you to inspect our Stock.

A. E. JOLLY & CO.
190 DUNDAS STREET.

ANTICIPATED RAIN

Two Raincoats Will Keep This Chap Dry for Whole Month, However.

Frederick (Moses) Lyons, arrested by the detective department last night, pleaded guilty in police court today to a charge of stealing two raincoats, and was sentenced to serve one month in the county jail.

"It is the first time in my life I ever stole anything, and I was drunk, or I would not have done it," said the prisoner.

Lyons took the coats out of a wagon owned by C. H. Barclay while it was standing on the Market Square.

Rowat's Special Tea

Its strength, its flavor, its purity, its superior quality, combine to make it "the best tea value obtainable at the price."

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

T. A. ROWAT & CO.
250 Dundas St.—Phones 3051-3052. zxv

The Canada Trust Company

Make your will now.

If you put it off till too late, your Estate will not be divided just as you would like to have it done.

This Company is the best Executor, either individual or corporate, that could be selected.

Call and discuss your will fully. We're here to serve you. Will forms and consultations free.

The Canada Trust Co.

Main Office and Safety Deposit Vaults,
446 RICHMOND STREET, LONDON.

(Managed in Connection With the Huron and Erie Loan and Savings Company.)

T. G. MEREDITH, K. C., President. HUME CRONYN, General Manager.

Your Vision

The most important thing on earth. More precious than all the wealth of the world is your eyesight to you. Any optical service but the best obtainable would be a mighty poor buy for you.

At the most reasonable prices we place at your command an experience covering many years of eye examination and fitting of glasses—not only experience, but years of scientific study of the subject and every modern aid for proper fitting.

The Brown Optical Co.

Physical Eye Specialists.
HIGH-GRADE LENS MAKERS.
223 DUNDAS STREET. PHONE 1877
Four Doors East of Clarence Street.