

We mine our own Coal and sell direct to you.

LARGE PE COAL. \$5.85 A TON.

We guarantee this coal to have the value of not in the range and heater, saving you \$1.50 per ton.

The Study Strain

Caused by steady application to school books causes the development of a great many defects of vision. Latent eye-trouble develops under a strain of this kind into something serious as you are a student. Have the eyes of your boys and girls examined at the beginning of every school term to make sure that they are right. Our change for making the correct test is always immediate, 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 1877.—Four Doors West of Majestic Theatre.



LONDON'S LARGEST JEWELRY STORE

Just received a shipment of **Eight-Day Auto Clocks** with the sweep second hands on. These clocks we can guarantee to give satisfaction.

OUR PRICE. \$9.00.

W. J. WRAY & CO.

234 Dundas Street.

Rough Weather

Is apt to be rough on the hands and face. If you need something to diminish the weather effect come in and see our line of

Toilet Creams and Lotions

B. A. MITCHELL'S

Drug Store

114 Dundas Street.

REMOVAL NOTICE.

BROWN OPTICAL CO.

Are now established in their new premises at 223 Dundas street—four doors west of Majestic Theatre.

ABOUT YOUR EYES

Consult

C. H. TREBILCOCK

116 Dundas Street.

Formerly with Tait Optical Company.

MODERN PLUMBING

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

Eggett & Co.

Phone 210. 392 Clarence St.

N. DORCHESTER COUNCIL

IS CONSIDERING HYDRO

[Special to The Advertiser.]

DORCHESTER, March 10.—Council of the N. D. C. has been appointed to represent the council of North Dorchester on Hydro-Electric proposals.

Clark W. B. Lane is to interview the council regarding a proposed by-law which is to be submitted at the next meeting of the council.

Wm. Burre is sanitary inspector for 1915.

Dr. Thanghart is in care for indigent patients.

Each councillor is to appoint collectors in his own ward for the Patriotic Fund.

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 declared for the current quarter year, ending March 31, 1915, on the stock of the company, together with a bonus of one cent, is payable on the 15th inst., to the holders of record on the 1st day of April, 1915.

The Kaiser

IS EATING WAR BREAD, BUT YOU DON'T HAVE TO.

Parnell's

TWENTY-ONE VARIETIES OF FINE WHOLE-SOME QUALITY BREAD IS ALWAYS AT YOUR DISPOSAL.

Phone 929 or 1390

For Convenience as Well as Beauty

The Ever-Popular Wrist Watch.

Our exhibition of Ladies' or Gentlemen's Wrist Watches is the talk of London. We quote the prices here. See them tomorrow in our windows.

\$120.00 Diamond-set and 18k gold case.
\$100.00 Diamond and sapphire-set case.
\$85.00 Gold-plated case, 14k gold case.
\$60.00 Gold and Enamel case.
\$50.00 English guinea gold case.
\$20.00 Reliable movement, 9k case.

The Stores, Stock, and Prices.

YOUNG'S

LONDON, EAST LONDON.

JOHNSTON BROS. XXX BREAD

Our bread is absolutely unmatchable from a quality standpoint. The thousands of users that favor our bread all go to prove that the people of London want QUALITY.

Price 5c at Grocers, or delivered anywhere in city.

DEATH OF MRS. EZRA DAY.

[Special to The Advertiser.]

INGERSOLL, March 10.—The death of Mrs. Dolena Day, widow of the late Ezra Day, occurred at her home, King street east, after a brief illness. She was in her 75th year, and had been a resident of Ingersoll for 50 years. She leaves two sons, Charles A. of Indianapolis, and Kay, of Hamilton, and two daughters, Mrs. J. H. Waterhouse, Stratford, and Mrs. George Petrie, York. Interment will be made in the Ingersoll Rural Cemetery on Friday afternoon.

DR. GORDON'S SERMON ON "THE PRODIGAL DAUGHTER" HAS BEEN PRINTED AND WILL BE GIVEN OUT FREE, TONIGHT, AT THE FIRST METHODIST CHURCH.

LET CHURCHMEN CORRESPOND.

Geneva, March 10.—Via Paris.—The International Red Cross committee will open a special intelligence bureau at Zurich for the exchange of correspondence between French and German ecclesiastics, provided the project is approved by the Red Cross organizations in the countries concerned.

YOUR FILM

HAVE IT DEVELOPED AT

STRONG'S

Bring it to us before 11 a.m. and we will have it developed and printed for you by 6 p.m. We guarantee our work.

TO AMATEUR PHOTOGRAPHERS NOT LIVING IN LONDON. Mail your films to us. We will mail the finished work to you inside of 24 hours of receiving it. No charge for postage on KODAK WORKS.

Premo Cameras

Brownie Cameras

Kodaks

Amateur Supplies of All Kinds.

STRONG'S

184 DUNDAS ST., LONDON, ONT.

Portrait Attachments

and Flash Sheets for indoor photography.

J. H. BACK & CO.

210 DUNDAS STREET.

Throat Sore?

Then use those quick-acting

Penslar

Throat Dragees

They are the best protective and healing remedy you can use for Hoarseness, Huskiness, and all manner of painful Throat Affections.

25c

CAIRNCROSS'

Dependable Druggists.

216 Dundas St. Phone 880

Your Choice of Any Article in Our North Window

C. H. Ward & Co.

Diamond Merchants and Jewelers.

286 RICHMOND ST. PHONE 1084.

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 sold. It's a favorite drink with many, and will suit you if you try it.

WOMAN'S MUSIC CLUB

HOLDS PLEASING RECITAL

Russian Composers and Russian Music Are Features.

The program of the ninth recital of the Woman's Music Club, held yesterday afternoon in the Normal School. Particularly interesting and instructive was the paper on "Russian Music," by Miss Isabel C. Armstrong, who has spared no effort to present a most charming and excellent resume of the works of the best known composers of the "White North." Much regret was felt at the illness of Miss Brock which prevented her appearing, and the club executive feel most grateful to Thomas Mitchell for kindly supplying a very short notice. Mr. Mitchell played three delightful numbers, etc. of which was his own composition, entitled "The Wild Rose." The club program was most interesting and well arranged. Mrs. Harris Elliott was in charge. In addition to Mrs. Mitchell's numbers, the list of selections were: (a) Romance, (b) Waltz, from Russian Suite, for two pianos (Arensky), Miss Steele and Miss Geraldine Binkard; Paper Russian Suite, Miss Armstrong; "Wherefore" (Tschalkowsky), Miss Hollinghead; "Melody" (Rachmaninoff), Miss Hill; "Little Fish" (Rachmaninoff), "The Little Fish's Song" (Arensky), Mrs. Victor Blackwell.

SOLDIER'S WORST ENEMY DRINK, SAYS EVANGELIST

Dr. Fikes Preaches Stirring Sermon on "The Man Behind the Gun" in Tabbot Street Church.

Placing the liquor question before an audience in the Tabbot Street Baptist Church last night, largely composed of soldiers, Dr. Fikes said the worst enemy of the soldier is the drink.

"Your worst enemy is the man who takes your soldier's dollar across the bar for liquor. You are fools and automobiles, and then go out to the front and die while he stays at home and enjoys life as your money has enabled him to do."

Dr. Fikes preached last night on "The Man Behind the Gun." The ideal manhood for the man in khaki, he said, is the man who has the triangle marked with strength of body, intelligence of mind, and these two beautified by the spirit.

"Think. Use your mentality for what you want your body to be. Mix with physical strength, the mentality which makes your body stronger. The man behind the gun, who has seen action on the field of battle means more than brute strength. Above all, out of the booze," the speaker advised.

Dr. Fikes was travelling in Europe when the war broke out, and he was in Liege when it was under fire from the German guns. He escaped after a hazardous trip, mostly on foot, to the coast, wearing the uniform of a Belgian soldier. He crossed the Channel in a twenty-six foot boat and at last secured passage to America.

Concluding, he said: "For every man behind the gun on your side, there will be others behind the gun, which means that you will be under fire. The greatest battles, however, are moral. You won't run at the splutter of rifle-fire. Moral issues take the greatest courage, and before you go to the front, I want to wash my hands of your blood and see you accept Christ. Come back strong, clean, white, decent men, and in the kind Canada needs and will honor."

THEODORE LADY DIES SUDDENLY.

[Special to The Advertiser.]

THEODORE, March 10.—The funeral of Mrs. John Minihnick took place on Tuesday, Mrs. Minihnick was active in the Presbyterian Church and attended the Ladies' Aid meeting on Wednesday last. On Thursday she was out calling on friends. She took sick Friday morning and died Sunday morning of pneumonia. She leaves her husband and four sisters.

There are ladies in this city who claim they are able to tell Cook's Astoria shoes on the feet of people they meet on the street in the same way they tell the hats that come from the sweat millinery shops.

They are made for men and women, in all styles, at from \$4 to \$6.

UPCOCK

"The Store that Serves the Community"

187 DUNDAS ST. AND RICHMOND ST.

KEEP CHURCH OPEN SAME AS THEATRES

Dr. Gordon's Solution of the Girl Problem Is Safe and Wise.

PERIL OF FINE CLOTHES

Too Many Sell Souls for Dress and Pleasure, Says Evangelist.

"Girls, above all things, don't lower your standards, don't permit familiarity of any kind, don't take a glass of wine for the sake of being sociable, especially if you are out with men. Don't be too confiding, particularly with men you don't know very well. Don't walk down the street with a man who is smoking either a cigar, cigarette or pipe. There is a place to smoke and it is not on the street with a lady. Remember, there are all kinds of things men won't do if you don't permit it, and they will be better men, Don't let anyone come to you, whatever you do, to cheapen yourself. There is nothing a girl can do to cheapen herself quicker than to lose her reputation and become a byword for every gang of men who she passes along."

Dr. Gordon spoke as above to a splendid crowd in the First Methodist Church last evening on "Penitents of the Young Country Club in City Life."

He pointed out that many a girl in the country complains of the restraint which she is under at home, and comes to the city absolutely free, and with nothing to check her and no one to guide her, in many instances goes astray.

Keep Churches Open.

"The reports of the white slave investigators," he said, "show that endless girls who have fallen, testify that their mothers have been in the city, believe they are working in stores or attending schools. In almost every instance they testified only on condition that their mothers be not told of what had really happened."

"Too many of our churches are closed every night except Sunday and Wednesday for where I suppose and better believe they are working in stores or attending schools. In almost every instance they testified only on condition that their mothers be not told of what had really happened."

There are too many girls who are willing to pay the price of selling their souls for dress or pleasure. I want to warn all against these temptations, as they claim victims in thousands.

"Too many girls, especially girls from the country, are too trusting. This is a great mistake, and many do not realize it until it is too late."

Dr. Gordon roundly scolded women for their attitude toward girls who have fallen. Such unfortunate girls, he said, find sympathy and help from men rather than from women, the majority of whom treat them with unmerciful and uncalled-for severity.

Dr. Gordon's question box created a good deal of amusement and no small interest.

"If Christ were on earth, would He approve of comfort, ease and life for the present war?" he asked.

"If I know my Master's spirit correctly," he said, "I am satisfied that if He lived on this earth, He would not approve of the comfort, ease and life for the present war."

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7TH C.M.R. MEN DEVELOPING FAST

Majority as Fine a Number of Horsemen as One Would See Anywhere.

Rowat's Coffee

Placates people who are particular.

50 Cents Per Pound.

T. A. ROWAT & CO.

250 Dundas St. Phone 3081-3082.

LONDON GRADUATE KILLED IN ACTION

Capt. Dineen Attended Military School Here—Served in South Africa.

WINNIPEG, Man., March 10.—Capt. C. H. Dineen, King's Liverpool Regiment, killed in action, was a brother-in-law of J. J. Dineen, Winnipeg, graduate of the military school at London, Ont., and was for some time attached to the Canadian regular force at Toronto. He served with the Canadians in South Africa.

LONDON ORANGEMEN HONORED AT NORTH BAY

Jos. Murray Elected Deputy-Lecturer

NORTH BAY, March 10.—The public meeting held under the auspices of the Grand Orange Lodge tonight in the Griffin Opera House was packed to the doors long before 8 o'clock. The chairman of the meeting was Dr. J. J. Williams, of Woodstock. The speaking was of a patriotic character, and excellent addresses were delivered by Major-General Hughes; H. A. Morphy, M.P., of Listowel; J. A. Doyes, M.P., of South Simcoe; Richard Blain, M.P., of Peel; H. Scamman, M.P., of Northumberland; J. A. Arthur, M.P., of Parry Sound; J. H. Best, M.P., of Toronto; Rev. A. H. Fish, Owen Sound; G. Hocken, ex-mayor, Toronto; ex-mayor E. T. Essery, London, and others.

Several songs were rendered, and the citizens' band played suitable music. A collection of \$100 was taken up for the Red Cross Society of North Bay. The following new officers of the Black Knights of Ireland were elected: Rev. Canon Walsh, of Brantford, grand master of the Grand Black Chapter of Ontario West; deputy grand master, William Weir, Windsor; associate grand master, H. S. Miller, grand chaplain, Rev. W. D. Knowles, St. Thomas; grand recorder, Edward Fennel, Toronto; deputy registrar, Wm. B. Clark, Hamilton; treasurer, William Cook, Meaford; deputy treasurer, W. B. Walker; grand lecturer, H. N. Ellis, Toronto; deputy lecturer, Joseph Murray, London; standard-bearer, Nelson Scott, Walkerton; George H. Hunt, Grand Valley; pursuivants, A. W. Johnston, Ayrmer West, and W. Erskine, St. Catharines.

Mostly "Green" Animals.

Most of the horses which are being used by the regiment are yet "green" animals, that is, they never have been used to the saddle, and even experienced riders now have some difficulty in retaining their seats. A mount may be jogging along behind his leader quite quietly and without a sign of restiveness, when suddenly up will come the rider, and his horse will be together—and the rider, taken unawares, is likely to find himself in an undignified position on the ground.

Then, too, only the greatest agility will save a rider from being badly crushed when a horse, rearing, falls completely over his back. This happens not infrequently, and many a man has had a close shave from broken bones or more serious injury by sliding to one side in the effort of time to escape the falling body.

Several of the men of the rifles at present are in the hospital at the fair grounds suffering from various forms of sickness. There are cases of mumps, tonsillitis, rheumatism and influenza among others, but most of the patients are now well on the road to recovery and, with the coming of fine weather, it is expected that the hospital will soon be vacated entirely.

TELLS OF ATROCITIES AMONG PERU INDIANS

Lecturer Declares Nearly Forty Thousand Have Lost Their Lives in Rubber District.

There was a good-sized attendance in the Sunday School room of New St. James' Presbyterian Church, Wednesday night, to attend the illustrated talk given by George Smith, secretary of the Evangelical Union of South America, on that continent. The talk was held instead of the usual Wednesday night prayer meeting, and lasted for an hour, during which time Mr. Smith showed over 100 different views of North America's sister continent.

There is a difference of more than 100 miles between the two continents, and the difference in the lives of the natives of Peru, the audience was made to understand that there was a vast difference between the two Americas.

Views from Brazil to Argentine were shown, most of the pictures showing the rubber districts and the lives of the natives in Peru, a great number of their deplorable life and scenes surrounding the Indian missions in that country. There are over sixty missions in Peru, and all are doing a great amount of good to the country.

"These missions are doing a great work in evangelizing the country," said Mr. Smith, "there is a great field for missionary activity there at the present time. The people are receptive, and glad to have the missionaries."

Mr. Smith declared that in the last four years between thirty and forty thousand Indians have lost their lives in the rubber district, stating that conditions were as bad today as they were before the American and British Governments made their investigations.

CASUALTY LIST OF THE BRITISH FORCES

LONDON, Eng., March 10.—Tonight's casualty list contains the following:

Killed—Beck, Gordon, Engineers Territorials; Aked, Lieutenant, Leicestershire Territorials; Bennett-Dampier, Lieutenant, Cheshire.

Died of wounds—White, Lieutenant, Engineers Territorials; Roberts, Lieutenant, Suffolks; Wayson, captain, King's Liverpool.

Previously missing, now unofficially reported killed—Beaman, captain, York and Lancaster; Kennedy, captain, Argyll and Sutherland Highlanders; 15th Hussars; Dawson, captain, Lincolnshires.

Previously reported wounded, now killed—York, Lieutenant, Royal Lancashires.

Wounded—Gwynn, reverend chaplain, Royal Guards; Hossack, Lieutenant, Horse Artillery; Mumford, Lieutenant, Wilts; Thornley, Lieutenant, Northamptonshires; Ward, captain, Honourable Artillery; Ambrose, Lieutenant, Irish Dragoons; Curtis, Lieutenant, King's Rifles; Drury, Lieutenant, Honourable Artillery; Gordon, Lieutenant, London Territorials; Halliday, captain, Northamptonshires; Hill, Lieutenant, King's Rifles; Jackson, captain, and Laid, Lieutenant, Buffs; Miller, Lieutenant, Engineers; Percival, Lieutenant, Duke Cornwall's Infantry; Shaw, Lieutenant, Shropshires; Talbot, reverend chaplain; Wacey, captain, Warwickshires; Winch, Lieutenant, Rifle Brigade.

GARIBOLDIAN REGIMENT WILL RETURN TO ITALY

PARIS, March 10.—11:30 p.m.—The following official statement was issued tonight:

"As the Italian Government has recalled certain categories of its reservists, the French Government has given liberty to the fourth regiment of the foreign legion, to which the Garibaldians belong."

ROWAT'S COFFEE

Placates people who are particular.

50 Cents Per Pound.

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250 Dundas St. Phone 3081-3082.

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