

WINDSOR SUFFERS \$40,000 FIRE LOSS

Big Blaze Destroys Whole Block in Border City Yesterday.

Special to The Advertiser.
Windsor, April 20.—Fire of undetermined origin did damage estimated at \$40,000 to the Dinsmore Block at Perry and Chatham streets this afternoon. Fumes threatened several times to compel firemen to abandon the fight, but after two hours' hard work, the flames were brought under control.

The building is owned by Frank M. Foster, and is insured for \$55,000. Half a dozen concerns had quarters in the building, among them the S. E. Dinsmore Company, general contractors; Canadian Sales and Garage Company; Cody & Co., surveyors; Essex County Conservative Club; Kerr Letter Company, and an engraving firm. No estimate of damage to these firms has yet been made.

CHANGE IN TRAIN SERVICE CANADIAN NATIONAL RAILWAYS, SUNDAY, APRIL 27, 1924.

New train will leave Chicago, 12:45 p.m., arrive London 12:30 a.m., arrive New York 5:45 p.m.
New train will leave 6 p.m. daily, Hamilton, Toronto, Montreal, Coaches, standard sleeper, compartment club car, parlor and dining car service.
New train will leave 5 a.m. daily, arrive Chicago 2:50 p.m.
Train now leaving London 11:40 a.m. for Windsor and Detroit, will leave at 11:12 a.m.
Train now leaving London 11:50 a.m. for Sarnia, Port Huron and Chicago will leave at 11:20 a.m.—A 21,23.

Rowat's Teas

Our Special Blends Please People Who Are Particular. 70c, 80c, 90c, \$1.00, \$1.10 and \$2.00 a Pound.

T.A. Rowat & Co.

260 Dundas St. W. Phone 3051-3052.

COAL

Egg, Stove, Nut and Pea coal, the best obtainable.

Prompt delivery to all parts of the city.

Orchard's

45 York St. Phone 384

DICKS FLOWER SHOP

Toy Boats, Shovels, Pails, Rubber Balls

Red Star News Co.

10 MARKET LANE.

London Horticultural Society Premiums

First instalment of premiums are now ready, and will be delivered Monday, April 21, from secretary's office, H. J. Childs, 293 Dundas St., opposite city hall.

FIVE FINE IRIS

If you are now a member show your card and get this premium; if you have not yet in your membership fee, pay it when getting this premium.

There will also be a DAHLIA Premium early in May.

Dr. J. W. Hutchison

OPTOMETRIST. EXPERT EYE EXAMINATION. Office in Johnston Bros. Jewelry Store, Next to Allen Theatre. 8-11

Coal, Coke and Wood

CHANTLER BROS. PHONE 247. 263 BATHURST.

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Neglect of the eyes is one of the most harmful as well as inexcusable traits of the average person. Why go on suffering from headache and eyestrain when the specialists of the BROWN OPTICAL COMPANY will examine your eyes and make you a pair of Glasses to relieve the strain.

London's oldest and most reliable Optical House.

Care for the eyes that care for you.

Formal functions demand Rimless Glasses.

Quality Beyond Question.

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223 DUNDAS STREET. PHONE 1877. Branches: Hamilton, Montreal and Windsor. 2XV

RESURRECTION DAY SEES LOCAL CHURCHES FILLED

Notes of Joy Heard in Special Services For Easter Sunday.

ORATORIO IMPRESSIVE

Rev. Bruce Hunter Urges Congregation To Study Life of Soul.

The message of Easter morn with its resurgent promise of faith justified and hope fulfilled was given to Londoners from the city churches yesterday in special services held with song, fragrant with spring flowers, and pregnant with the vitality of a new life.

At the evening services special musical programs had been arranged, and these together with the fine evening brought out large congregations. Even in the morning, when the snow was still falling, there were few empty pews in the churches. Probably the program carried out at the Askin Street Methodist Church under the leadership of the organist, Dr. James H. Smith, "In An Easter Garden," which was in reality an oratorio, was the most pretentious of the evening services.

The life of Christ was divided into nine episodes, each represented by an appropriate Scripture reading, followed by some piece of music or solo in keeping with the phase of His life, referred to in the reading. This service, which lasted from 7 o'clock to 8:30 was wonderfully rendered and proved an impressive and graphic form of presenting the story of Christ.

Youthful Note Added.

At the beginning of the program the lights were turned off and the church remained in darkness with the overflowing congregation standing, while the soft silver notes of a cell solo slowly thrice, representing the thirty-three years of Christ's life on earth. Immediately after this several small girls dressed in white, and holding blue lanterns sang the refrain from "Whither Pilgrims," and the girl's voices added a new fresh youthful note to the Easter music.

Through the carefully-selected program of music, the church soloists, Joseph Campbell, Frances Cullis, J. E. Mapletto and A. G. McCullough, contributed richly to the charm of the tone story and lent the beauty of their art to the natural beauty of the theme. The efforts of the choir were blended with a skill and perfection that bespoke long and patient training.

Program Appealing.

In the First Methodist Church both the morning and evening services were devoted more to the music of the day than the mere telling of the story of Easter or any elaboration of the Easter message. At the evening service which contained a program of great appeal and exquisite charm, the choir was aided by Dr. Leo Smith, cellist, of Toronto; Douglas Ferguson, the violinist, and Hilda McMillan, led by George Carrie, and under the guidance of K. N. Ireland, the organist, the choir presented a program of Easter music that evidently enraptured the very large congregation.

Dundas Street Center Methodist held a musical service, Mrs. Schofield, Miss M. Gibson, Miss Sinclair and Lloyd Bullen being the soloists. Rev. John Garbutt, the pastor, preached, and Handel's Hallelujah chorus was a feature of the evening service.

Presents Cantata.

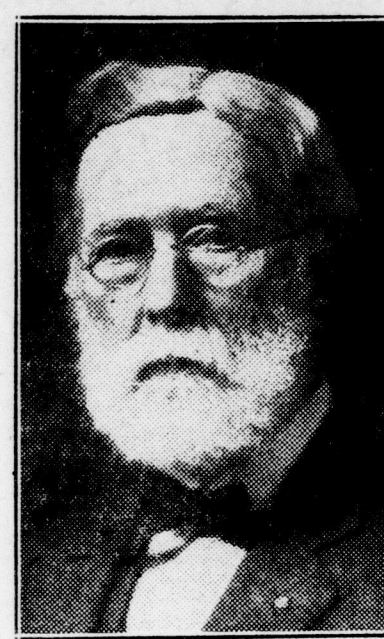
St. Andrew's Presbyterian Church devoted its evening service to a cantata "Our Risen Lord" by the choir, the soloists being Miss Uah Kennedy, A. L. Christian, and E. A. Webster. Miss Marjorie Allen played a violin solo. Dr. D. C. MacGregor, the minister, preached at both services.

At the First Presbyterian church, where Dr. William Beattie, the minister, preached both morning and evening, there was a fine choral service. In the evening, which included a quartet, "The Day Which the Lord Hath Made," by Miss E. Crocker, Miss B. St. Clair, H. G. Bell and E. S. Crawford.

At St. Paul's Cathedral, which was filled, the Bishop of Huron, preached in the morning and Rev. Gilbert O. Lightbourn in the evening. Cronyn Memorial and St. James', both Anglican Churches, joined in the Easter hymn that resounded through the city, the rectors of both churches preaching in their respective pulpits.

Rev. Bruce Hunter, preaching at the morning service in the First Methodist Church to a large congregation on "The Resurrection Life," emphasized the preservation of the identity of a soul, in spite of the death of the body and notwithstanding any change in form that might take place after death. He illustrated his theory with examples from natural history showing that identity of the vital life element might be retained through several form changes.

He declared that the two essential facts of the Resurrection—the life of the body and the life of the soul—the second was the vital question and a fact for humanity to understand and study. He asked whether it was so incredible a thing that the Creator, who was the author of so many and so great wonders in natural history, who brought the butterfly from the larva, the dragonfly from the little



DR. D. A. MAXWELL,

prominent Kingsville man, who yesterday told the Askin Street Brotherhood that the relief of Jerusalem in 1917 was prophesied in the Bible, and that the rise of aeroplanes was a fulfillment of prophecy.

grub at the bottom of a pool and the sturdy oak tree from the acorn, should be able to raise the dead.

"Identity never dies," said Dr. Hunter. "The essential vital part of our souls and bodies, that is, our life and personality, never dies or is lost. That is the great, supreme satisfaction of the Resurrection. There is no need for us to worry about this form of our present day life existence."

"There is no other fact in the life of our Lord so well authenticated and so well established as the fact of the Resurrection. It is, I think, accepted by everyone, and in reading of this wonder we have in the history of St. Paul the most reliable account of all. The logical matter of fact mind of the writer serves us faithfully in this story, and in all his narrative. We see the risen Christ appearing first to Mary Magdalene, then to Cephas, then to the Eleven, and finally to Paul himself.

"On this new Easter morn, when the flowers, without which it would not be Easter, bring a message of new hopes and renewed faith, when the face of our country is waking from her long sleep refreshed from the winter death, when the songs of the birds welcome the warmth of summer and herald the opening buds on the trees, let us respond without calculation or restraint to the call of nature, which is but the reflector of the mind of the Creator. Let us join in the festival of rejoicing in the love of Christ in whose life the fact of the resurrection and of life after death was demonstrated and given to us to keep strong and steady our faith in His love. Let us date a new life and purpose from today the anniversary of the wonder of the stone rolled back from the tomb."

ADELAIDE STREET BAPTIST.

The longing for Christ and the search of His people for their blessed redeemer was expressed with eloquent simplicity by the Rev. F. T. Holland at Adelaide Street Baptist Church last night.

The minister drew attention to the fact that down through the centuries the peoples of all creeds and countries earnestly sought the Saviour that they might prostrate themselves before Him. The efforts of those who desired salvation took different forms of worship; worship that meant to them a seeking for "Him that is to take away the sin of the world."

Sounds Warning.

"Today, nearly twenty centuries after Calvary," continued the speaker, "there is still the intense longing in the hearts of men; the longing that is satisfied by the knowledge that Christ Jesus, revelation of God, died for the sins of the world."

The minister then pleaded that people place themselves before the Christ of the past. That He is the mediator by whom men can have a true and certain approach to God, and being the divine son of a divine God, He is the only one that who, by shedding his blood, could save the people of the world individually and collectively.

Rev. Bruce Hunter, preaching at the morning service in the First Methodist Church to a large congregation on "The Resurrection Life," emphasized the preservation of the identity of a soul, in spite of the death of the body and notwithstanding any change in form that might take place after death. He illustrated his theory with examples from natural history showing that identity of the vital life element might be retained through several form changes.

He declared that the two essential facts of the Resurrection—the life of the body and the life of the soul—the second was the vital question and a fact for humanity to understand and study. He asked whether it was so incredible a thing that the Creator, who was the author of so many and so great wonders in natural history, who brought the butterfly from the larva, the dragonfly from the little

Must Not Ignore Issue.

In conclusion, the minister charged that for all people, that He is the mediator by whom men can have a true and certain approach to God, and being the divine son of a divine God, He is the only one that who, by shedding his blood, could save the people of the world individually and collectively.

ST. ANDREW'S CHURCH.

"There is no season of the year that fills the true Christian heart with so much joy and rejoicing as Easter," declared Rev. D. C. MacGregor, speaking to a large congregation in St. Andrew's Presbyterian Church Sunday morning. "Easter means resurrection, and resurrection means life," continued the pastor. "We all have loved ones beyond the divide. We speculate about them and wonder about the existence that awaits us. In a quiet moment, alone with ourselves, how frequently we try to penetrate to the experience that awaits us on the other side. Even the most careless stop, think and wonder."

"How are the dead raised up?" asked the minister. "Does the experience of Jesus throw any light as to what will happen to us when we pass over to the other side?"

afterwards as before his Resurrection. He could never bear to see anyone suffering and we find Him in the same spirit after the Resurrection. He sees Mary sobbing her heart out by the tomb. His heart goes out to her. He is the same Jesus. He came to seek the saved and the lost. Was He different after His Resurrection?"

Few Essential Differences.

"Jesus Christ is the same yesterday, today and forever. His character and personality abide through death. He is not the guide for us in the minister pointed out that there were some few essential differences in Christ after the Resurrection. His disciples did not at first recognize Him. Mary took Him to be the gardener. He also appeared in another form. It was not until Jesus showed His followers the nail-prints in His hands and feet that they recognized the Lord."

"Death does not change personality," asserted the pastor. "Essentially we shall be the same people. Life is continuous. He that believeth hath everlasting life. Jesus had the same love and affection before and after and so shall we."

"Paul says there is a natural and a spiritual body. The soul needs a body through which to live itself. The body we shall have in the next world will in some respects be different. By our thoughts and words and motives we are today determining on the spiritual body we will be beyond. Every thought, word and deed is fashioning for us the life to come."

Choir in Special Song.

"We shall recognize each other there," declared Dr. MacGregor. "It is one of the deepest longings of the human heart. Father, mother, sister, brother and child, how we all long for the reunion that awaits us on the other side. Let us thank God for a resurrected Christ," concluded the minister.

St. Andrew's choir, noted for years as one of the best in the city, excelled at both morning and evening services under the direction of Charles E. Wheeler, F. C. C. O.

ST. PETER'S CATHEDRAL.

The ecstasy of joy and thanksgiving that enfolded the Galilean's little band of followers on that Easter morn, two thousand years ago when the glad tidings, "He is risen," spread through the countryside was re-kindled yesterday morning in the Roman Catholic churches of the city as the supreme feast of the year was celebrated with all the traditional ceremony of ages past.

Augmented choirs chanted the beautiful story of the risen Christ, while the profound significance of the resurrection bore on the salvation of mankind was the keynote of every sermon. It's added portent, in the fact that it was a guarantee of the divinity of the Catholic faith, was also stressed by the various speakers. The words of St. Paul, "If Christ is not risen, our faith is in vain. But He is risen," being quoted in this regard.

At St. Peter's Cathedral, solemn high mass was celebrated at 10:30 by Rt. Rev. Monseigneur McKeown, with Rev. Fr. Ambrose O'Donnell acting as deacon and Louis Quinlan of the diocesan seminary as sub-deacon. An elaborate musical program given under the direction of Louis Balogh, choirleader, lent to the service the touch that marked it as the most joyous of the season.

Exceptionally large congregations attended the masses at all churches while the numbers that received Holy Communion, spoke of the unusual fervor that has attended the 1924 Lenten season.

Monseigneur McKeown preached the Easter sermon at the cathedral in the absence of Rt. Rev. M. F. Fallon, bishop of London, who was indisposed and unable to attend. In extending the compliments of the season to the congregation on behalf of the clergy, Monseigneur McKeown took advantage of the occasion to express his gratification at the conscientious manner in which the people had responded to the wishes of the pastors that Lent be observed in a manner befitting the memory of the passion of Jesus Christ. The regular communicants had greatly increased in number this year, he said, and the results were more than gratifying.

Expounding the epistle of the day, in which St. Paul admonishes all to purge out the old leaven, he urged the faithful to give more serious thought to their souls at Eastertide and if they in their hearts, the blemish that is hiding the beauty of their souls by frequent recourse to the sacraments and so win back the love of Jesus Christ.

"A man who loves sin has leaven within him," the speaker declared, "and he must break away from the hold of evil if he is to be a follower of Christ. You may be asked to suffer in this life, and only you may be pain and sorrow and disappointment, God will reward you in the hereafter if you believe in Him and keep His commandments."

ST. MARY'S CHURCH.

The high mass for Easter Sunday at St. Mary's Church was celebrated by Monseigneur Brad, the pastor. A pleasing feature of the service was the first appearance of a new class of twenty altar boys. Rev. Fr. D. Forster officiated at St. Martin's Church; Rev. Fr. E. L. Tierney at St. Michael's Church; and Rev. Fr. Joseph Fallon at St. Patrick's Church.

ST. PAUL'S CATHEDRAL.

Impressive and largely attended Easter Sunday services were conducted at St. Paul's Cathedral yesterday when Rt. Rev. David Williams, Bishop of Huron, and Dean Tucker spoke at the morning and evening services respectively.

In the morning service the bishop's sermon dealt with the resurrection. Three outstanding developments arising from this great incident were apparent, he said. One was a vindication of faith, another a vindication of justice and the third a vindication of belief in the future life.

His lordship referred to the words of St. Paul to the Romans and emphasized the meaning of Easter throughout his remarks, stating that it marked one of the greatest events in all history.

IN SICKNESS OR ACCIDENT IT IS DANGEROUS TO WASTE TIME.

Call 586. We have two ambulances at your service any time, anywhere, night or day. A. L. O. Motor Vehicle Ambulance Service, Phone 586.—Adv.

AWARDED CONTRACT

Associated Press Despatch.
North Bay, April 20.—Grant Bros., of Ottawa, have been awarded the contract for New South Lorain branch of T. N. O., and work starts Monday.

Fine, Full, Completely Assorted Stock of SPRING APPAREL For Those Ready To Select Today

Easter Sunday marks the height of the spring season. It is the deadline which no winter apparel may pass. Now that the Easter frock is out of the way, one may give attention to the other apparel and accessories that the new season demands. Just as this store provided abundantly the correct fashions for pre-Easter shoppers, so it is ready with every interesting adjunct of the wardrobe for the post-Easter season which begins today.



A Special Purchase of the Season's Newest Silks—Ready Tomorrow

These silks will be shown tomorrow for the first—and we make this announcement today to give all an opportunity to share in this event. The lines which are listed below are the result of a clearance of the balance of stock lines from a jobber at worth-while reductions, as the prices quoted here will bear out. This opportunity comes opportunely, after the Easter pageant, when women will again be interested in completing their early summer wardrobes. Come early tomorrow, as these prices should bring a spontaneous response.



WHITE BROADCLOTH SILK, \$1.25 YARD
Clear white color, a pure silk Swiss make for ladies' and men's wear; 31 inches wide; just 250 yards in the lot \$1.25 yard

FULL YARD-WIDE WHITE BROADCLOTH SILK, \$1.69 YARD
Many are waiting for the yard-wide Broadcloth Silk, but did not expect it at so low a price. 250 yards selected quality Japanese pure silk Broadcloth, rich finish and clear white color \$1.69 yard

CANDY STRIPES IN BROADCLOTH SILKS, \$1.48 YARD
Paris and New York are enjoying a wonderful sale for similar styles. Candy stripes have taken right hold of fashion for the new overblouse and shirt style waists; also many wonderful stripes in the lot for men's shirts. There are some twelve kinds to select from. All are about 30 inches wide and all pure silk \$1.48 yard

PURE SILK BROCADED CREPE DE CHINES FOR \$3.50 YARD
An unusually low price for Crepe de Chine Brocades. There's a big demand for them, particularly such attractive patterns as these, which are especially right for the dress and overblouse. Quantities are rather limited in some colors. Your choice of navy, black, sand, cocoa, zinc gray, apricot, Bermuda rose and ivory white; about 40 inches wide. \$3.50 yard

BLACK ARMURE DRESS SILK, \$1.25 YARD
From one of Switzerland's best silk makers; all silk; 35 inches wide. Special \$1.25 yard

NEW THINGS IN STAPLE SECTION

\$1 each—MERITAS LINENETTE COVERS—\$1.35 each
Something entirely new for lunch cloths. They are made by the makers of Sanitas and have all the satisfactory qualities of that famous goods. A fine choice of patterns, closely resembling damask patterns; white backgrounds with pretty floral and conventional blue patterns. Save your good damask cloths and cut down laundry bills. See display, Main Floor, Market Entrance. Two sizes..... 1 1/4 yards square, \$1.00 each; 1 1/2 yards square, \$1.35

NEW STOCK OF TABLE OILCLOTHS
for the spring brightening up of pantry and kitchen tables; white, white with file patterns; lots of colored designs; 1 1/4 and 1 1/2 yards wide.
Also Shelf Oilcloth, all white or white with colored border, scalloped edge 15c yard

FINE ENGLISH SATEENS
of a highly mercerized finish, that remains with lustrous finish after washing. The quality is good and has built a name for itself with our customers. You have a very large range of colors to choose from; new shades, dainty colors, too, for fancy work, lining curtains, also ideal for slips, bloomers or children's rompers and dresses. Of course, all the staple blues, browns, grays, drabs, fawns, greens, etc. Special value 50c yard

GRADUATION CARDS
Every occasion creates a demand for Greeting Cards—All kinds here—At Stationery Counter.



GARDEN SEEDS
D. M. Ferry's Guaranteed Seeds. Phone Your Order. Basement.

UNKNOWN SUICIDES USING MIRROR FOR AIM

Shoots Self Through Head After Testing Gun On Table.

Canadian Press Despatch.
Montreal, April 20.—After firing a testing shot at a nearby table, and then looking into the mirror to make

certain of his aim, a man, who so far has not been identified, and who appeared to be about 50 years of age, shot himself through the head while seated at a table in an uptown cafe here early this morning. He was removed to Montreal General Hospital, where he died shortly before noon without recovering consciousness.

ICE-BREAKER TO START WORK ON LACHINE CANAL

Canadian Press Despatch.
Montreal, April 20.—With the St. Lawrence River open for navigation the government ice-breaker Lady Grey will proceed up the Lachine Canal Tuesday morning to break the ice-jam at the foot of the Soulanges Canal and clear the way for lake steamers downstream.

FRANCE HAS GOOD TRADE
Associated Press Despatch.
Paris, April 20.—France's foreign trade during the first quarter of 1924 figured on the franc at the lower

LONDON OPTICAL

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rate of exchange, showed a balance in her favor of 748,482,000 francs, according to the official statistics of the minister of finance.