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All the regular 10-cent cigars sell for 5 cents, every day in the week, at any one of Taylor's 4 Cut-Rate Drug Stores.

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You can always get the newest and best in OPTICAL GOODS

At very moderate prices.

John S. Barnard
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We mine our own coal and sell direct to you.

LARGE PE
COLL. \$5.95
A TON.

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

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DENTIST.

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

Evenings by appointment. ywt



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.

Established 1846.

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The oldest established drug store in London.

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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.

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

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ABOUT YOUR EYES

Consult **C. H. TREBILCOCK**

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Formerly with Tait Optical Company. ywt

COAL

Genuine Plymouth Anthracite, from individual mines. Prompt delivery. Prices on application.

JAS. H. HERRICK, AGENT. ywt

TWO THOUSAND MEXICANS STORM NATIONAL PALACE TO RELIEVE 250 PRIESTS

LOS ANGELES, Cal., March 12.—Two thousand Mexicans stormed the national palace in Mexico City yesterday in an effort to release 250 Catholic priests imprisoned there, according to advices received here today. A riot followed.

Quartermaster, chief of police of the capital, was stabbed, two Mexican assassins who attacked him were killed, and a large number of persons injured.

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 rate of 1 1/2 per cent per annum, to shareholders of record on the 10th inst., and is payable on the 15th day of April, 1915.

Your Choice of Any Article in Our North Window

C. H. Ward & Co.

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



Jet Jewelry

GENUINE EUROPEAN STYLES, MANUFACTURED IN ENGLAND.

Most extravagant showing of Jet Jewelry ever placed before you.

NECKLACES, COLLARS, BRACELETS, CROSSES, EARRINGS, BROOCHES, BEAD STRINGS.

YOUNG'S

"A Good Place to Buy." London and East London.

YOU CAN ALWAYS RELY ON THE PURITY AND QUALITY OF

JOHNSTON BROS.

XXX BREAD

5c Wrapped and All Other Kinds.

Johnston Bros. Phone 944

CONFERENCE NEXT WEEK

Private Companies and Commission to Get Together on Underground Wires.

It is expected the long-talked-of, long-mooted, long-expected conference between the public utility commissioners and the local private power and light, telephone and telegraph companies to consider the burying of all wires in the downtown area, will materialize next week. All the companies have now agreed to the conference.

There is a possibility that the commission may advance a proposal to the Bell Telephone Company to buy the latter's conductors in order that the entire conduit system may be under one management and control.

FIFTY PER CENT DISCOUNT

Big Sacrifice Sale of Player-Piano Rolls at Heintzman Hall.

If you want to lay in a stock of rolls for your player-piano, at half-price, go to Ye Olde Firme of Heintzman & Co., 742 Dundas Street, London, Ont. They have a big assortment they are selling at 50 per cent discount.

YOUNG PEOPLE'S UNION

ACTIVE AT HYDE PARK

HYDE PARK, March 12.—The Young People's Union held another successful meeting in the Presbyterian school-room Thursday evening, and the president was more than pleased to note the attendance had doubled itself since the first meeting.

The program, which was "St. Patrick," all through the evening, consisted of several guessing contests, singing and general violin and organ duets by Mr. G. H. Gray and son Gordon, and a beautiful luncheon was served.

The next meeting will be missionary night. The program will be prepared under the able leadership of Mr. Paul Elson.

Mr. Hugh Sloan has recently purchased a 100-acre farm in Bothwell, and with his family, will remove there the last of March.

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.

BROMIDE ENLARGEMENTS

make ideal home pictures. Prices on application.

J. H. BACK & CO.

210 DUNDAS STREET. ywt

Points About Our Delivery Service ..

PROMPT, ACCURATE, ALWAYS READY, RAPID, COURTEOUS.

Order all your drug store goods from

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.

Recommends Site

Be Purchased for Livestock Yards

Special Committee Approves Collier Property—Price Named at \$1,500.

The special stockyards committee of the city council last night decided to recommend the purchase of a site for a civic stockyards the Collier property, immediately to the east of and adjoining the McLeod property, upon which the council originally decided, but the title to which is at present clouded by litigation.

The site now recommended is smaller than the previous one, being only three acres as compared with the other's five and it is rather more expensive, the purchase price being \$500 an acre, but it includes a right-of-way extending between the G. T. R. tracks and the McLeod property out to First street. This, the committee thought, made it much more satisfactory than the other as it would simplify side arrangements with the G. T. R. and the proposed belt line of the L. & P. S. road.

Alderman Hancy, the chairman, stated that the litigation over the title to the McLeod property certainly would prevent its acquisition by the city for some time to come, and might prevent it altogether. In any case, he declared, this property would not have been suitable for the purpose for which it was intended, and the city would have been involved in very serious difficulties. He suggested that the courts rule that the title was clear, the city could buy it as well as the Collier property in which case they would have a very valuable site.

WEDDING BELLS

SUTHERLAND-MALLETT.

A quiet wedding was celebrated last Wednesday afternoon at 2:30 o'clock at St. Andrew's Presbyterian Church, when Miss Georgina Mallett, of this city, was united in marriage to Roy Sutherland, of Komoka, Ont. D. C. Macgregor performed the ceremony.

The bride entered the church with George Preston, who gave her away. She looked exceedingly wise in her wedding robe of cream-colored marvellous satin with nipped drapery and bugle and gold trimmings, and wore the customary veil of orange blossoms, and carried a bouquet of white carnations.

The only ornament she wore was a pearl crescent brooch, the gift of the groom.

The bride was attended by Miss Mamie Preston, who was most becomingly groomed in white satin with apricot trimming and white picture hat, and carried a bouquet of pink carnations.

The groom was assisted by his brother, Paul Sutherland. The groom's gift to the bridesmaid was a gold picture of gold chain, and to the best man a pair of gold cuff links.

After the ceremony the bride and groom proceeded to the home of Miss Preston, 18 Hope street, and after congratulations had been extended to the young couple a dainty luncheon was served.

The house was prettily decorated with pink and white tulips. The bride received many presents.

The bride's travelling costume was a navy blue cloth, and blue hat with white plumes.

After a short honeymoon, Mr. and Mrs. Sutherland will reside at Komoka, and will be at home to their friends after April 15.

LINDSAY-RICHARDSON.

Edmonton, March 11.—On Wednesday, March 10, the home of J. B. Lindsay, Ivan, was the scene of a happy event, when his eldest daughter became the bride of George W. Richardson, of Moose Jaw, Sask.

The ceremony was performed by Rev. Mr. McCullough, of Ivan, before the immediate friends and relatives of the contracting parties.

The bride, who was given away by her father, looked charming in a dress of white silk, with lace tunic, and trimmings of pearl and brocade satin.

The groom's bride was a handsome necklace of amethysts and pearls.

After congratulations, the company proceeded to the dining-room, where a sumptuous dinner was served.

The numerous beautiful present testified to the popularity of the happy couple.

The bride and groom left for southern points, the bride travelling in a suit of new sand cloth, with white satin hat and plumes.

On their return, Mr. and Mrs. Richardson will visit their friends before leaving for their home in Moose Jaw, where they will be at home to their friends after April 1.

CARD OF THANKS.

Mr. George Sampson and Mrs. Mary Fleming desire to express their gratitude to all the friends who have shown them such great kindness in their recent bereavement.

LOW FARES TO THE CALIFORNIA EXPOSITIONS, VIA CHICAGO AND NORTHWESTERN RAILWAY.

Four splendid daily trains from San Francisco, Los Angeles and San Diego. Wide choice of scenic and direct routes. Double track. Automatic electric safety signals all the way. Let us plan your trip, and furnish folders and full particulars.

B. H. Bennett, G. H. Bennett, 46 George street, Toronto, Ont. March 12/15

GREY HAIR

Dr. Tremaine's Natural Hair Restorative, used as directed, is guaranteed to restore grey hair to natural color, money refunded. Positively not a dye, and non-injurious. On sale at Anderson & Nettie's drug store, 288 Dundas street, London. Price \$1.00 (postpaid). Write to Tremaine Supply Company, Dept. 151-152-153, Toronto.

DANCE HALL LINKED TO WHITE SLAVERY

Evangelist Gordon States That New Dances Are a Distinct Shock.

CONDEMNNS CARD GAMES

"Pasteboards" Are Instruments of the Gambler, Speaker Asserts.

Is it wrong to dance? Is it wrong to play cards? Is it wrong to go to the theatre? Is it wrong to smoke? Dr. J. L. Gordon answered these three questions last night in the First Methodist Church, giving his ideas of the principles underlying the discussion of the four amusements. In addition, Dr. Gordon answered the question: "What is wrong with the church?"

Canada's Dangers.

"The two greatest dangers threatening the church today are pleasure and covetousness. On the outside the church is in danger from innumerable amusements, and on the inside from a questionable character. The church is threatened on the inside by a spirit of covetousness, and this is the far greater danger of the two."

Orthodox greed is a good deal more of a problem than the matter of securing an orthodox creed," Dr. Gordon said. "The great sin of the church in the present generation is covetousness. The eyes of the average saint are filled with gold dust. The trouble with the church is that it is the hellishness of selfishness. The church is not suffering in advance of the world to provide bad men with a good example."

The expenditure of the "average saint" is outlined by Dr. Gordon as follows: \$5,000 per annum for home expenses; \$1,500 for automobile repairs; \$500 for vacation trips during the summer season; \$500 more for club privileges and social functions.

"Then remember that when it comes down to the church and charity, the usual appropriation is a paltry \$100, and yet these folks are the pillars of the church," he said.

Dr. Gordon propheticly takes off his hat, Dr. Gordon explained.

"I affirm that the church problem of the present is covetousness, and not questionable amusements. The questions of wrongfulness in dancing, smoking, theatre-going and card-playing are little questions, usually asked by the young person under 30 years of age. They are called questions, because they are right or wrong, and wrong for others. Give a man a rule, and he becomes a Pharisee; give him a principle, and he becomes a Christian."

Is it wrong to play cards? The Card Game.

"Your boy asks you: 'What possible harm is there in matching two cards? When you answer this question, this is the solution: Don't command your son dogmatically not to play cards. Reason with him. There are two points to be considered. First, Dr. Gordon stated: "The first is the question of time. Card-playing is exceedingly fascinating, and time is the only thing you put into the first of life, you put into the whole life. It is a very vital matter what you do with your time before you are 20 years of age."

"The second point: Cards are the gambler's instrument. The hardest motto to teach a boy is that of the professional gambler. Not one in one thousand is ever converted. On the battlefields of Europe, before a soldier begins to fight, he throws away his pack of cards, and tries to make sure of the fact that he has on his person a New Testament, a photo of his loved one, and something that links him with the splendid ideals of the human heart."

"It is wrong to dance?"

"I answer, dancing is wrong, because it sets on fire the animal instincts in the body of the young man just at the time when he should seek to develop self-control."

"A young man answered the question thus: 'It is wrong for me. Master, I am not a Christian, and I have cut it off; or if my right eye offend thee, pluck it out.'"

New Dances a Disgrace.

"Be right with God," the speaker urged, "no matter what the sacrifice. Dancing is a question of social intercourse. The dance-hall of our modern city and the white slave trade are more closely linked than most people imagine. There are new dances every day and anon which are a shock to the imagination and a disgrace to our Christian civilization."

"Is it wrong for a Christian to go to the theatre?"

"My answer to this question is the least satisfactory of all," Dr. Gordon declared. "I believe that the church's neglect of the amusement of the people is absolutely criminal. It is about time that the church, both Protestant and Catholic, demanded and supported a clean, respectable, and Christian theatrical."

FRANCE TO CALL OUT 1916 CLASS OF RECRUITS

Will Not Be Sent to the Front Until Older Men Are Utilized.

PARIS, March 12.—The Chamber of Deputies today passed a bill calling out the 1916 class of recruits. These recruits will not be sent to the front, however, until after the men of the older classes are utilized.

A dispatch from Paris, March 4, said the instruction of the class of 1916 recruits had progressed sufficiently for them to go into the active army, and that M. Millerand, minister of war, had introduced a bill in the Chamber of Deputies, which would give him the authorization to send them to the battle line at his discretion. This bill, it was stated, also requested the government to call into training the class which was due to join the colors in October, 1916.

RUSSIAN VIOLINIST IS RELEASED BY AUSTRIA

VENICE (via London), March 12.—9:17 p.m.—Through the efforts of Frederic C. Penfield, the American ambassador to Austria, the Austrian government has released Dr. Adolph Brodsky, an eminent violinist, who had been interned in Hungary for several months. Dr. Brodsky is a Russian, and has been with appeals from the United States, Great Britain and Italy to obtain the release of the violinist.

Fruit-growers will find John Sharman, representative of E. D. Smith, nursery stock, etc., at Darby & Huntley Seed Company, Market entrance, Thursdays and Saturdays. ywt

SMASH DEFENDERS' RANKS LONDON FEARING CAPTURE

Base Company, Its Desperate Night Struggle, Pierces the Battalion's Lines.

And the sentry at once challenged. The farmer stopped his team and was asked what he had in the wagon.

"Going to market with a load of pork," he said.

Held Up Farm Wagon.

The outposts men insisted upon searching the wagon, and concealed in the bottom they found ten men from the Base company, who were trying to break through. They were at once surrounded by a corps with fixed bayonets, disarmed and marched to the guardhouse.

By a clever ruse, Maj. Milligan's men obtained the courtiers, and began to make steady progress from the direct line of the Asylum sidewalk. In mud and water up to their knees, they waded through the swamp, and a fierce battle took place. The defending party soon found out that this was a danger point, and from the signalling station on the top of Wolsley Barracks, Lieut. Elliott and his staff of signallers kept flashing. "The enemy is breaking through on the left."

Fought Past Outposts.

It was too late, however. Maj. Milligan's men had got a start, and not only held their ground against a heavy fire, but gradually made their way through the lines and forced the outposts back. When the action was over, Lieut. Col. Wigle made a brief address to the men, in which he warmly complimented them upon the excellent work they had done.

Grant Is Approved For Bands to Lead Eighteenth March

Patriotic Aldermen Will See Motion Through—Plan Rousing Reception.

Through the efforts of Walter Smith, of Byron, an old soldier, who believes that the flowers of applause should not be all given after the battle, a number of aldermen will support a motion in the city council for a grant to both local bands of the 18th Battalion, and a Battalion through the streets, for which Lieut.-Col. E. S. Wigle has granted permission.

Aldermen Favor Move.

Aldermen Tancock, Hancy and Wilson are heartily in favor of granting whatever sum may be necessary for the bands. They believe that no one would object if it were to be deducted from the annual band concert appropriation.

Many citizens, while feeling that the soldiers do not believe the mass of people are indignant, believe that there should be a rousing reception to the men of the 18th.

Cheer, While They're Here.

"I'll all very well to say we'll cheer them when they come back," said Mr. Smith, "but many of them will not come back."

This old soldier single-handed organized a squad of cheerers on the last parade. He is today working hours daily to show his respect and admiration for the men who have given up much that the world may be kept from the hands of the Hun.

MARTYR TO LEPROSY TRYING TO FIND CURE

LONDON, March 13.—4:30 a.m.—The death at Colyton, Devon, of Sir George Turner is announced. Death was caused by leprosy, contracted during research work to discover a cure for the disease.

HEAVY FINE IMPOSED ON PEOPLE OF LILLE

BERLIN (via London), March 12.—5:45 p.m.—Because the inhabitants of Lille, today that he had been without sleep or rest for 26 hours.

Absolute secrecy is being maintained, but interesting developments are expected.

KINCARDINE NOTES

KINCARDINE, March 12.—The Odd-fellows had a very sociable dance and basket social last evening. It passed off very satisfactorily.

John Johnson is home from Ottawa for a rest. It is hoped by his many friends that he will soon recuperate.

Just the thing for the damp weather that is coming. A pair of rubber-soled and heated Astoria at 36. They will give perfect comfort and keep your feet dry and warm. Come in and see them.

J.P. COOK CO

THE STORE THAT SERVES YOU BEST

WE ARE RECEIVING

Nice Scranton Coal

Daily, and can save you money by burning our coal.

Heaman & Son

YORK AND BURWELL STS. Phone 312.

1 Pound of BEEF 580 Food Units.

1 Pound of EGGS 720 Food Units.

1 Pound of POTATOES 385 Food Units.

1 Pound of MILK 330 Food Units.

1 Pound of SIRLOIN STEAK 415 Food Units.

Even If You Only Got One Pound of Bread When You Buy a Loaf Think of the Food Value You Obtain

One pound of ordinary bread, according to Government statistics, is worth more in food value to the human body than a pound of beef, at 23 cents a pound, a pound of eggs—eight medium-sized—at 20 cents, a pound of potatoes, a pound of milk, a pound of sirloin steak at 30 cents, a pound of fish at 15 cents a pound, a pound of mutton leg at 22 cents a pound, a pound of cooked beans at 10 cents a pound, or a pound of peas at about the same price. After considering these facts, compiled from Government figures, stop and consider the food value you get from a loaf of

Made Clean Parnell's Bread Delivered Clean

Parnell's Breads—made in twenty-one varieties—are made of the best Purify Flour, Fleischmann's Yeast, Granulated Sugar, pure salt, a little tonic malt, a little special flavoring, and London's pure water filtered.

CONSIDER