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**THE BROWN OPTICAL CO.**

Eyeglass Specialists and Manufacturers of high-grade Ophthalmic Glasses. Eyes examined 9 to 6 daily. Evening by special appointment.

**237 Dundas Street**  
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CHESTNUT, STOVE AND EGG, \$7.00 — ton.

LARGE SIZE PEA COAL, \$6.75 per ton.

We recommend our Pea Coal for the range and heater. It has the value of chestnut in these burners and saves you the difference in price, which is \$1.25 per ton.

Offices:  
Dundas and Richmond Sts. Phone 770.  
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**Palace Livery**

ROSS & BOSS.

Carriages for funerals and all other occasions. Automobile service.

**619 DUNDAS STREET. PHONE 838.**

**KRYPTOK**

Two Pairs of Glasses in One

**G. R. GRICE**

OPTICAL SPECIALIST.  
180 Dundas Street, Upstairs.

**London Conservatory of Music and School of Elocution, Ltd.**

"GODOWSKY SYSTEM"

Ask for: year book and curriculum. Phone 1101.

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CHOICEST CUT FLOWERS AND PLANTS.

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**Standard Drug, Ltd., Leads**

—Others Try to Follow

**In Homes Where Ruddy's "Hol-Sum"**

Wrapped Loaf is used, each face wears a satisfied look at meal-time. IT'S THE GOODNESS IN THE BREAD.

You ought to try a loaf. The full moon of March 11 will be seen to rise a very little to the north of the east point of the horizon at 4.43 p.m. It will mount continually higher in the sky and reach the meridian at midnight, but some hours before it has reached this highest position, a slight darkening will be discernible.

The eclipse will be seen at 9.42 p.m., when the bright shadow of the earth will begin to cover the upper left-hand portion of the moon's disc. By 11:13, ninety-two-one-hundredths of the moon will be hidden. Only a narrow strip will be bright, its shape being that of a flat-end crescent, whose horns point upwards from the south horizon. It is probable that the rest of the moon's surface may be seen, but it will be very faint and probably of a greenish or coppery color.

**Bake Shop 2 Carlton Ave.**

**WOOD! WOOD!**

WHEN YOU REQUIRE ANY

**PHONE 1312.**

**D. H. GILLIES & SON**

Adelaide and Bathurst Streets.

**ECLIPSE OF MOON WILL BE VISIBLE ON MAR. 11**

**Will Be Almost Total and Can Be Seen From All Parts of the Country.**

An almost total eclipse of the moon and the only one of the entire year that can be seen from the greater part of the country, will occur on the evening of March 11. A second eclipse of the moon will occur on September 4, but this will only be visible from the Western States and provinces.

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**DIED AT STAFFORDVILLE.**  
Aylmer, March 8. — Zedea Leach, aged 19 years, died at Staffordville Friday. The funeral was held from her father's house today.

**Watch Our Window**

**ANY ARTICLE**

In Our North Window

**One Dollar**

**C. H. Ward & Co.**  
Diamond Merchants & Jewelers,  
374 RICHMOND STREET.

**Ladies' Tailored Hats**

**Beltz & Co.**

**NEWS**

**Joint Skating Party.**—The students of Western University, Huron College and the medical school are planning for a joint skating party at the Simcoe street rink on Tuesday evening.

**Travel Talk.**—This evening Rev. H. H. Bingham will give at travel talk in the First Congregational Church, the subject being a trip across Canada, illustrated by 100 views secured especially for the lecture by Mr. Bingham himself.

**Conservatory Recital.**—The recital at Conservatory Hall, Saturday afternoon, was given by the following pupils: Helen Boughner, Isabel Blake, Norma Dickson, Gertrude Sharpe, Jean Ferguson, Barbara Daly, Edna Parsons, Kitty Fowler, Agnes Aikenhead, Gladys Redding, Frieda Daly, Louise Duffield, Alice Andrews, Beth Pennington and Irene Brown.

**Gets Fifteen Days.**—Fifteen days in the Central Prison was the sentence Magistrate Denison, of Toronto, meted out to George Oxtoby, the vagrant, who confessed to Magistrate J. C. Judd and Chief of Police W. T. Williams, of this city, that he had stolen a diamond ring and scarf-pin from a rooming house in the Queen City. The ring and pin have been returned to their owners. Oxtoby, after being sentenced by the magistrate, declared that when he came out he would tread the straight and narrow path.

**Pleased With Change.**—London users of the parcels post are pleased with the changes in the regulations which went into effect Friday, increasing the weight limit from six to eleven pounds and cancelling the extra five-cent delivery charge required in parcels sent free of delivery. Postmaster Dr. P. Macdonald said Saturday that it was too early after the change in regulations to notice any marked increase in the number of parcels post packages, but it is anticipated that the use of the parcels post system will be much greater in the city as a result of these changes.

**AYLMER TO GUARANTEE ELECTRIC LINE BONDS**

[Special to The Advertiser.]

Aylmer, March 8.—At a special meeting of the council on Friday, it was decided that a bylaw should be prepared to guarantee bonds for \$35,000 for construction of an electric road from St. Thomas to Aylmer.

**"THE DIFFERENT" PLAYER.**

All lovers of music will be interested in the special features of the new model Player-Piano made by Ye Olde Firme Heintzman & Co., Ltd., 242 Dundas street, London. There is something very distinctive about this instrument, and readers are invited to examine it and witness demonstration of its excellence in every way.

M 9, 10, 17, 24, 31

Closed, heated carriages for every occasion. Phone Hueston's Livery.

**Ice Cream is no longer a luxury.** It is a palatable, nourishing food, cooling to the throat and palate, but nevertheless filled with heat-producing fats, with sugar—one of the best of foods and readily takes the place of elaborate and expensive desserts.

**Peters Frozen Dainties**

Are made in a clean, sanitary factory, and the smooth, creamy taste, the exquisite flavor, is due to the fact that it is made from pure cream, sugar and fruit.


Maple Walnut, Frozen Pudding, Nesselrode, Maple Mousse, Chocolate Parfait and any combination of Fruits and Nuts.

Packed in ice and delivered in perfect condition.

**--Peters**

**Little Churches of London**

No 7.



—Photo by Hines.

**ST. MARK'S ANGLICAN, DUNDAS STREET EAST.**

St. Mark's Anglican Church, London Junction, was founded in March, 1908, as a mission of St. Matthew's Church under the rectorship of Rev. William Lowe, and W. R. Haines, of Huron College, in a building belonging to the Barnes House, on Dundas street, and adjoining the drug store on the corner of Hild street. Sunday school as well as church services was held and the mission soon outgrew the small building belonging to the hotel. A building site was proposed on the asylum property, the Synod of Huron and the Ladies' Guild, each contributing half of the \$200 paid to the Government for the site.

**Dedicated in 1910.**

In July, 1909, H. C. Light was appointed student in charge of the mission under the direction of Rev. Mr. Lowe, of St. Matthew's Church. On April 27, 1910, the cornerstone of the church was laid by Rev. Bishop David Williams, of Huron. On July 10, 1910, it was dedicated by Bishop Williams, who preached morning and afternoon. Rev. Charles Craig, then of Petrolia, now of St. John the Evangelist church, preached in the evening. The anniversary of the church is held annually on or about St. Mark's day, April 25. This year it will be April 26. Rev. E. Appleyard succeeded as rector when Rev. Mr. Lowe was appointed to Lucan.

**Made Separate Charge.**

Mr. Light's farewell to the congregation, which he was largely instrumental in building up, was in June, 1913. Other students conducted services until September, 1913, when Rev. A. L. Beverley, of Tilsonburg, who was appointed rector of St. Mark's, henceforth to be a separate parish, entered upon his ministry. Under Rev. Mr. Beverley the church has continued to prosper and is rapidly increasing its membership. A site for a rectory has recently been purchased on the Calmross property, Hyburn Park.

The church wardens of St. Mark's are W. E. Dunston, rector's warden, and A. Hodgins, people's warden. The president of the Ladies' Guild is Miss C. Langford. Eldon Garratt is president of the Anglican Young People's Association. Rev. Mr. Beverley is superintendent of a flourishing Sunday school, which includes a senior Bible class taught by Mark Garratt and a young men's Bible class taught by George Garratt.

**Sunday Morning Service.**

Sunday morning Rev. Mr. Beverley preached on "The Living Rock," from the texts, Exodus xvii, 6, and 1, Corinthians x, 4. Reference was also made to the rock smitten in Kadesh, as

only from the standpoint of a Christian. Different Standard Now.

The question to be settled by the average man was whether indulgence in liquor was a sin in mind, body or soul. Many men who had been moderate drinkers all their lives had lived to a ripe old age and been apparently none the worse for it, he said. But what was true of their generation was not true of the present day, because of the much higher standard of efficiency which modern life demanded. The use of liquor even in a moderate degree destroyed physical efficiency, he stated. Sir Frederick Treves, the noted English surgeon, who accompanied the relieving column that marched to relieve Ladysmith, had found that those who fell out during that arduous march were, to a man, users of liquor.

**PREACHER SCORES CITY'S "BOWERY"**

In Sunday Morning Sermon

**Rev. W. J. Knox Declares King St. Hotels Disgrace.**

**WOULD REDUCE LICENSES**

**Claims That Barroom Is Stifling the Spiritual Growth of the Race.**

"The report of the survey shows that more than \$700,000 a year is expended in the city of London, for liquor, as against \$193,000 for public school education. Taking into consideration the amount spent on high school education, the total is brought to about \$242,000, and allowing for all other sums spent in education the total is brought up to probably \$300,000. More than twice as much spent on liquor as on education! The people spend more than double the amount of the boys of the city in the education of the young. It is a withering indictment against our city. Not that the city council or any other body have voted this large sum of money, but the people have said that it is more than twice as important to drink liquor as to educate our children."

**After License Reduction.**

In the above terms Rev. W. J. Knox analyzed London's liquor problem, as revealed in the recent social survey report, in a strong sermon at the First Presbyterian Church Sunday evening. He advocated concentration on license reduction as one of the practical issues of the survey, which the citizens could take up effectively in fighting the liquor traffic.

He directed strong condemnation against a number of the hotels of the city, particularly those on what he called "Whisky Row." "These so-called hotels do not serve the public or the farmers for meals, or even stabling for their horses," he said. "Their only service is to debauch the citizens and farmers who visit the locality. Their influence is for evil. In the course of my duties, I have had occasion to visit these places, and I have seen few places that make more strongly for the degradation of humanity than these few hotels. License reduction is one thing that the citizens should concentrate upon and affect in the near future. It is one practical way in which to combat this evil."

In his opening remarks Mr. Knox made clear the present-day attitude toward temperance, first from the standpoint of the average man as a man, and secondly from the standpoint of a Christian.

Rowat's Grocery Store will close Saturday night at 7 o'clock. Please shop early.

**Drink Rowat's Tea**

Sold in bulk at all the value may be put in the tea—40c, 60c, 80c and \$1.00 a pound.

**T. A. Rowat & Co.**  
250 Dundas Street — Phones 3051 and 3052.

**NEED KNOWLEDGE OF PRACTICAL WORK**

**Rev. Mr. Harper Repudiates Charge "Ministers Shouldn't Meddle."**

**PRACTICAL SOCIAL WORK**

**Churches Are Taking Part in It — Knowledge of Human Nature Necessary.**

"With knowledge and the force of manpower behind it, this city will strike a revolution in what is right," declared Rev. F. C. Harper in Chalmers Presbyterian Church last night. The subject of Mr. Harper's sermon was "Knowledge," as applied in the second book of the second chapter of St. Peter.

"Knowledge is of vital importance to those who work for Christ," the speaker said. "Churches are beginning now, not only to preach, but to take part in the practical social uplift work in the city. Many persons say 'It is not for the preachers to meddle,' and the only way for them to be delivered from this charge," Mr. Harper continued, "is to have a practical knowledge of the work they undertake. Henry Ward Beecher said, 'It is the most hideous thing outside of hell that a church should say: 'It is not my business to meddle.'"

**Understand Human Nature.**

"The social workers must work according to principle and not by instinct, and above all, they must have a wide knowledge of human nature. You can take the knowledge you learn in daily life and it is a fund of information, and the foundation on which many Godly men have worked out their human existence. The merchant must have it in his trading and the lawyer and the politician in his daily work. The servant of God must have it in his work. All the facts and figures out of books are of little use without a knowledge of human nature."

**Some Lack Knowledge.**

"The trouble with many of those who take up religious work, like those in other occupations, is that they have not the knowledge to make their way the wisest way. Many of them do their cause harm because they do not know enough about it. According to knowledge is a good saying to work upon," the speaker asserted, "and the worker should possess the required knowledge."

The speaker advised, in conclusion, that if faith be added to virtue and to the knowledge of Christ, then the worker for Christ was armed in the proper way to do the most good in the right way.

**STRONG SPEAKERS PRESENT GOSPEL**

**Methodist Churches Open Evangelistic Campaign on Sunday.**

**POWERFUL DIVINES HERE**

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Many of the preachers who are conducting the services are well-known to Londoners, having either had charges here at one time or exchanged pulpits with city pastors. Rev. Charles A. Sykes, E. D., pastor of St. Paul's Methodist Church, Toronto, is to be associated with Rev. Dr. C. R. Flanagan in the First Methodist Church in the simultaneous evangelistic service. He is a Canadian by birth and a graduate of the Wesleyan Theological College, Montreal, in connection with which he made a fine record as a student. Since leaving college, he has specialized along the line of spiritual truth and is looked upon as one of the best Bible students of the church. As a preacher he ranks high and has filled many of the leading pulpits of the Dominion. In person he is pleasant and magnetic with the earnestness of sincere conviction, and eloquence of expression, his message is always attractive and telling. There is no doubt that he will be heard in London with profit and delight.

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**Stirring Addresses on Evils of Today by Rev. John E. Brown at the Auditorium.**

"Lions of Today," was the subject of a talk by John E. Brown, New York evangelist, in the Auditorium yesterday afternoon. The evangelist read from the sixth chapter of Daniel, the story of the lions' den, as a preface to his sermon. "I have met lions a thousand times more dangerous than the lions that Daniel had to contend with. They are far more hideous than the four-legged lions of Daniel's time," he said.

"The lions of today, when they get through with a man or woman, have ruined them for this world and for the next too. The victims of these lions are parted forever from God. I am glad to say that I have come through life without a scratch, and I thank God for it," said the speaker.

"The most terrible lion of today is the lion they put up in bottles," Mr. Brown declared. "It not only disfigures the body, but it damns the soul; and you haven't got a chance with these lions, unless you are led by God."

The speaker told of an incident which had made a deep impression on him. In Kamloops prison, at a Sunday service, he met a prisoner sentenced to be hanged the next Thursday, for the murder of two men in the lumber camps. "The lion had reached out and grasped him," the speaker said. "He had killed his companions when he was intoxicated. The Lord said he had committed murder, and the Canadian Government said he must hang; and when I looked at this man, weak man, the thought came to me: I wonder what God thinks about the men who torture their wives and children and spend their earnings on these lions, that kill their own souls, and send their mothers and dear ones to the grave."

"I pray that we will be looking out for something more dangerous than Daniel's lions," said the speaker in concluding his talk, "and that we get better acquainted with the God who saved him. The world changes, but God never changes," he declared. "And the God who ages ago took care of Daniel, can take care of the Daniels of today."

During the afternoon the speaker made quartette song selections, and Miss Brown, daughter of the speaker, sang a prayer at the conclusion of the meeting.

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**WRAY'S - 234 Dundas St.**

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**Made Him What He Was, Says Rev. H. McFarlane—Final Expression in Crucifixion.**

**WHAT SIN-BEARING MEANS**

**Savior Presented as Man of Sorrows Bringing Joy to Others.**

"The Cross of Christ" was the subject on which the Rev. Hugh McFarlane preached at the morning service in St. Andrew's Presbyterian Church, taking his text from 1. Corinthians ii, 17. "For Christ sent me to baptize, but to preach the gospel; not with wisdom of words, lest the cross of Christ should be made of none effect."

"The cross of Christ is a hallowed expression," declared the minister, "so much so that we are apt to pass it off without pausing to think what the real meaning of it is. But it is not a mere term and not applicable here, or we might say that it is the death of Christ; but it does not mean just the death of Christ, it means more—Christ and him crucified."

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byterian Church will hold their annual banquet Tuesday evening at 8 o'clock.

Rev. R. W. Norwood, rector of Memorial Church, will address the A. Y. P. A. of St. Luke's Church tonight at 8 o'clock.

The B. Y. P. U. of Egerton Street Church will hold their regular weekly meeting in the church tonight at 8 o'clock.

"The King's Highway, or the Road to Heaven" was the subject. Evangelist Belcher spoke on at the York Street Mission Sunday night. Mrs. William Legate was the soloist.

**Bible Study Meetings.**

Dr. Marcus Scott, of Berlin, will hold meetings for Bible study in the school-room of the First Presbyterian Church Thursday, March 12, at 3 o'clock in the afternoon, and on Friday morning at 10 o'clock.

**St. Andrew's Meetings.**

The regular monthly meeting of the board of managers of St. Andrew's Church will be held tonight at 8 o'clock. The new committee will meet in the church from 7:30 to 8 o'clock. The Y. P. S. will have a social evening in St. Andrew's Hall at 8 o'clock, all the young people of the congregation being invited.

**Rev. Geo. Dewey.**

Rev. George W. Dewey, of Blenheim, who is assisting Rev. A. E. Lloyd in Ridout Street Methodist Church, is a former pastor of Empress Avenue Methodist Church here. Previous to coming to London, Mr. Dewey was pastor of Agnes Street Methodist Church, Toronto. During his ministering, he has been evangelistic in his preaching, and has done good work wherever he has been located.

**An Able Speaker.**

Rev. G. Francis Morris, who is conducting evangelistic services in the Centennial Methodist Church, is a resident of Hamilton and one of the ablest ministers of the Hamilton Conference. Mr. Morris possesses the musical ability, being an entertaining singer as well as an effective preacher. He is now stationed at Caledonia, one of the strong circuits of the Hamilton Conference.

**Woodstock Pastor Here.**

Rev. H. W. Crews, M. A., who is assisting Rev. A. J. Johnston, B. A., of Dundas Centre Methodist Church, is well known in London. His father, who was also a Methodist minister, was at one time stationed in this city and Mr. Crews regards London as his home city. He has occupied some of the best churches of the London and Hamilton Conference. At present, he is pastor of the Central Methodist Church in Woodstock.

**Women's Missionary Society.**

The annual meeting of the Women's Home Missionary Society of the Presbyterian Church will be held on Wednesday and Thursday of this week in New St. James' Presbyterian Church, Dr. A. P. Grant, of Toronto, will preside at the evening meetings. The opening session will be held Wednesday afternoon at 2:30. Dr. Marcus Scott, of Berlin, will give the Bible reading at each session. Rev. Canon Tucker will address the Wednesday night meeting.

**Men's Union.**

The Men's Union of St. Andrew's Church will hold their first evening meeting next Saturday immediately after the regular service. It is the purpose of the Union to take up the various phases of social work outlined in the report of the Men's Federation. Sheriff Cameron will lead the discussion next Sunday evening on "Recreation and Delinquency."

**Rev. John E. Brown.**

John E. Brown, of Brooklyn, N. Y., who is assisting Wellington Street Methodist Church, was a police officer a number of years in that city during the days of Tammany rule. He is of many appearance and great personal magnetism and possesses a simple, yet effective way of telling his story. His life story, up to the time of his conversion, was full of sin, sorrow and pathetic incidents. He is said to be one of the most virile speakers to men on the continent. His daughter, Miss Mabel Brown, is with him acting as accompanist.

**Rev. Walter Millson.**

Rev. Walter E. Millson, who is assisting Rev. T. Wesley Cosens, pastor of Empress Avenue Methodist Church, was ordained at the meeting of the London Conference held in St. Mary's in June, 1900. The greater part of his pastoral life has been spent in the Windsor district. At present he is pastor of Trinity Church, Stratford, and is chairman of the Stratford district. Mr. Millson is a strong evangelical preacher and singer and for several years has been the musical director at the annual sessions of the London Methodist Conference. Together with Rev. Mr. Cosens, he was at one time stationed on the Westminster circuit as assistant superintendent. Since his ordination, Mr. Millson has had marked success in conducting revival services, in his own charge and also assisting other pastors.

**DELAY CALL; LET MAN DIE**

Montreal, March 8.—After waiting over an hour for an ambulance called from a hospital to attend Alex. Rochon, aged 27, who had been drinking wood alcohol, Police from the central station were informed that the ambulance had not been sent because the person who was called to attend the case was not the matter with the doctor. The officer was advised to call a doctor. By that time, however, Rochon was dead.

**SECOND DEATH IN A WEEK.**

[Special to The Advertiser.]

Glencoe, March 8.—Mrs. A. Carruthers, whose husband died a week ago, passed away Friday afternoon. Deceased has been an invalid for several years.

**BUTCHERS WILL CLOSE.**

The butchers east of Adelaide street have decided to close their shops every Wednesday afternoon.