In Our Optical

OPTICAL GOODS C. H. Ward & Co.



### Table Mirrors

VALUES FROM \$1.25 to \$5.50 The best value we ever offered.

W. J. WRAY -& CO.-

Store 234 DUNDAS STREET

London's Largest Jewelry

We mine our own Coal and sell direct to you. LARGE PE COAL. \$5.85



to have the

#### B. A. M!TCHELL'S Straw Hat Dyes IN ALL SHADES.

114 DUNDAS STREET.

## WEGNER CLOTHING CO.

London's Largest High-Class Workingmen's Outfitters.

Exclusive Manufacturers' Agents for the Best Canadian and American Makes of Overalls. TALBOT ST OOD MARKET Open Evenings-Phone 1849.

The best ad. is a satisfied customer. Cne ton will con-

# OUR COAL IS THE BEST

Heaman & Son YORK AND BURWELL STS. Phone 312.

#### NOTICE

Eggett & Co. Plumbers, Hotwater and

Steam Heating. 336 Ridout St.

MATTRESSES AND FEATHERS

ed methods. Goods called for and der continues. "The powers of nature, The Keystone Bedding Co. Phone 2623.

#### COAL

Genuine Plymouth Anthracite, from individual mines. Prompt delivery, Prices on application, Phone 2694. JAS. H. HERRICK, AGENT.

# ABOUT YOUR EYES

C. H. TREBILCOCK

DR. S. R. MOORE DENTIST.

Removed to Suite 15-16 and 1, London an Building, corner Dundas and Park ywt PROPOSED INCREASES SUSPENDED WASHINGTON, March 22 .- Proposes oth east and west-bound, were suspended today by the interstate comnerce commission for investigation of heir reasonableness.

Astoria Shoes for men, and we do sell a raft of them-more each month. But

al beconges

### The London Loan and Savings Company of Canada

Dividend No. 84

Notice is hereby given that a dividend is declared for the current quarter year, ending March 31, 1915, on the stock of he company, together with a bonus at

# of Any Article

Been Thinking About

Ordering a Trial

PARNELL'S

BREAD?

But you are still in doubt-

hate to make a change, and

keep putting it off. Well, for

the sake of your health and

pocketbook, phone or write

today for that first loaf.

You'll Never

: Be Sorry :

PHONES 929, 1390.

Our Guarantes

On Diamonds

Covers the two most-talked-of points, namely, quality

At the present time our display of beautiful gems is well worth inspecting, even though your motive is but curiosity; but if you intend purchasing a ring, you must not fail to see us.

We have a few specially-priced Rings at \$50.00, \$75.00 and \$100.00.

W. G. Yourg

Watch Inspectors for C. P. R

*JOHNSTON* 

BROS.

XXX BREAD

eating our Malt Extract

Bread. It is a general favor-

ite, and comes to you wrap-

Price 50

Phone 944

A GALLANT DEFENCE

remain forever a bright page in the book

ped in waxed paper.

**RUM and QUININE** Is a hair tonic you can fully depend on. in Our Cleans the scalp, destroys dan-- Department - North Window druff and promotes a healthy condition of the hair. 50 CENTS

386 RICHMOND ST. PHONE 1084

CAIRNCROSS' Dependable Druggists. 216 Dundas St. Phone 880

GET IT AT-

"ORIENTAL"



# Hamilton's Ale and Porter

Cannot be excelled. It's a favorite drink with many, and will suit you if you try

#### Sir Adam's Action On Stockyards Well Scored by Council

Supporters-Opposition is "Unfair." cil, nor from any who could in the remotest degree be called opponents of Beck's hydro policies, but from men declared themselves unswervingly and unfailingly in favor and committed to all hydro and hydro radial schemes.

and yet Beck, a minute after the com-nittee had passed his \$60,000 request rival at the port of Quebec, he found

Vienna, via London, March 23 .- Field of ours, and had it killed. that business to London.

"He told us of the fate of the Toronto Stephen A. Douglas, the great Ameri stockyards, but he kindly omitted to can statesman, who was an opponent explain that Toronto asked the Harris Abraham Lincoln, had many mo loyal duty to the extreme limit of human strength. The defence of Przemysl will remain forever a bright year. company moved out and built its own the wrong side of the question of slav

The Difference.

Sir Adam seems to believe the verything must be subservient to his ydro-electric policy, and to deny to ther citizens the right to think." milar expressions were given by Paimer, Merryfield, Tancock and

stockyards had to go. tion as "small." "I won't go where he likes, and I won't hang on to his coat-tails and follow them, like some will," said Ald.

Moore Champions Beck, Beck's sole champion was Controller P. Moore, whose law partner is asciated with Sir Adam on the London and Port Stanley Railway commission declared that Beck had as much ch Ald. Haney echoed, "Hear, hear," then went on to criticise the site and to predict that stockyards

ould be a failure. Mayor H. A. Stevenson and Ald. Haney referred to the fact that the representatives of one of the largest packing houses in the country had visthat this would attract more farmers

C. P. R. EXCURSIONS.

#### WHAT WILL REAL 60 Cents Per Pound. T. A. ROWAT & CO.,

Dr. Gordon Addresses Large Gathering in St. Andrew's Church.

NO PHYSICAL SUFFERING

in After Life, Declares Speaker.

"The Real Hell" was the subject of Dr. Gordon's address in St. Andrew's Presbyterian Church last night, and the speaker explained that he had decided to discuss this topic because so many questions had been sent in con- vice, the city will provide one for the erning it. Some of these he answered before passing to the address proper. The following are samples of questions and answers:

A .- In the lower regions of the distinction as higher and lower spiritual

A.—As long as the soul remains un-conciled to God. Q .- Will there be another chance

eyond the grave for the soul to be A .- No such chance is revealed in scripture. Q.—Who shall be finally consigned to the regions of the lost? A .- Those who have persisted in igoring the truth and sinned because Q .- How can a mother be happy in

Heaven while she has a son or daughter A -This is one of God's secrets and that I have no answer.

Another aspect was the soul's con- where Canadian ideals are ther schemes, they were opposed to dis attitude in dictating to the city what it should and should not do in the city of the children to the c respects, and in endeavoring to presence of God in one's own conscious-

respects, and in endeavoring to the wishes of the council sub- ness. Those were among the most trained for the purpose. It is necessary to his own in this respect. Pursuant to the action of the private concerning Saul: "And when Saul instrongest possible foundation as we la committee of the Legislature in quired of the Lord, the Lord answered our elementary schools. In a short arowing out the clause, the council him not, neither by dreams, nor by the none should be stronger than assed a motion to submit a bylaw to prophets." A third phase of hell was the soul's cation. The saddest classification of

committee, the council agreed to purlesson to be learned from what we now at a point five and a half miles chase the Collyer site, in the East End, called the chain gang. bject to the vote of the people, and have this vote some time before the people and have this vote some time before the people and The soul's consciousness of guilt was have this vote some time before the people and The soul's consciousness of guilt was have the vote of the people and the soul's consciousness of guilt was have the vote of the people and the soul's consciousness of guilt was have the vote of the people and the soul's consciousness of guilt was have the vote of the people and the soul's consciousness of guilt was have the vote of the people and of May. Opposition developed to telt the weight of guilt when she said such an early election, and also to inthat all the perfumes of Araby could

ided to eliminate these two phases of a very real thing and was something with which every detective and student | be distributed free. Consciousness of Shame. he had met in Winnipeg an ex-convic

for the electrification of the London and Port Stanley, without a vote of a 50,000 people who had come prepared sixth conception of hell was the

opportunity of life, the principle prize ery and advocated its continuance is stead of its abolition.

Douglas, dying at the age of 48, aft the conflict was all over, uttered "I have missed it." He ha words: life. Destiny found him on the wrong Hell's final aspect was the soul' consciousness of regret. prisoner on the island of St. Helena, regretted three things: first, that his eastern campaign had not proven a

#### success: second, that he had not died **GREY HAIR**

Dr. Tremain's Natural Hair Restora-tive, used as directed, is guaranteed to tive, used as directed, is guaranteed to restore grey hair to natural color, or money refunded. Positively not a dye, and non-injurious. On sale at Anderson & Nelles' drug store, 268 Dundas street, London. Price \$1.00 (postpaid). Write Tremain Supply Company, Dept. T., Toronto.

#### COCOANUT OIL MAKES A SPLENDID SHAMPOO

If you want to keep your hair in good condition, the less soap use the better. Most soaps and prepared shampoos contain too much alkali. This dries the scalp, makes the hair brittle, and is very harmful. Just plain mulsified cocoanut oil (which is pure and entirely greaseless), is much better than soap or anything else you can use for shampooing, as this can't pos-

sibly injure the hair. Simply moisten your hair with water and rub it in. One or two teaspoonfuls will make an abundance of rich, creamy lather, and cleanses the hair and scalp thoroughly. The lather rinses out easily, and removes every particle of dust, dirt, dandruff and excessive oil. The hair dries quickly and evenly, and it leaves it fine and silky, bright, fluffy and easy to manage.

You can get mulsified cocoanut oil at most any drug store. It is very cheap, and a few ounces is enough to last everyone in the family for months.

#### ROWAT'S COFFEE Pleases people who are particular.

250 Dundas St. Phones 3051-3052

at the height of his military fame; and third, that he had lost the battle of Waterloo. Many a soul had been crushed by regret. That was a searching question which the attorney gen-eral in London had asked of the director and shipowher who had survived the wreck of the Titanic: "Did no thought ever enter your mind that you ought to go back and try to save Only Lasting Soul Will Suffer Broken Engagement of Florence Night-

#### GIVE SOUP KITCHEN IF IT IS NEEDED

This Decided Upon at Meeting of Council

use of the unit. At a meeting of the council last night, the matter was brought up for discussion with a substitute of the council last night, the matter was brought up for discussion with a substitute of the city. If the 18th Battalion requires a soup sult that the aldermen were unanimous-

Q.—Will there be physical suffering in A.—No; because the physical cannot be projected into the spiritual.

Q.—How ling will hell endure?

A.—As long as the soul are a state of the Canadian expeditionary forces, and that any utilized while in training here would be left, when the troops leave for active service. The council will seven subways, it would be only \$105,000.

"Subways are our only salvation. It is an assured of that. Track elevation." and on his answer will depend the action of the council, regarding the pur-would cost the city alone at least

#### W. U. PRESIDENT SPEAKS IN SARNIA

C. I. Pupils Hear Him in Afternoon-Canadian Club at Night,

Two addresses were given in Sarnia yesterday by Dr. E. E. Braithwaite, president of Western University. pupils of the Collegiate Institute were gathered into the assembly-room and report had been prepared by the spec

ing Canada into a prominent

of its favorable location

meeting ice over two feet thick.

booklet, "A Plain Talk, to Girls," will

STILL ADVANCING

Nothing definite can be ascertained with regard to a probable advance in package teas in Canada. But it seems en can't go on importing at high out making some changes in their sell-ing schedule to cover. There is noth-ing to do but follow Mr. Asquith's ad-vice and "wait and see," meanwhile note of the handwriting on th

Fruit-growers will find John Shar-nan, representative of E. D. Smith, ursery stock, etc., at Darch & Hun-ger Seed Company Market entrance,

# FRIDAY, March 26

WE WANT YOU To come with the big deputation to the Parliament Buildings, Toronto

FRIDAY, MARCH 26 1:30 P.M. To ask the Provincial Government for a subsidy of \$2,500 a mile to help build radial roads. Every man who believes i Hydro-Radials for Western Ontari

Single fare, plus 25 cents, for the round trip, good going March 25 and 26, return limit March 27. See local ticket agents. HYDRO-ELECTRIC RAILWAY

ASSOCIATION

# SIFTONS

# SALE

Cut Glass, China, etc.

Everything must be sold. Be sure and attend; wonderful bargains each day.

: AFTER SATURDAY ::

#### COUNCIL TAKES FIRST STEPS TO SOLVE CROSSING MENACE The selection of the special committee and the countries. The selection of the special committee was only arrived at after special

Special Committee To Report fore any definite plan was prepared for A. Wilson made the motion On Scheme For Eliminating Death Traps.

First steps for the solution of the question and prepare for the council an Ald. H. B. Ashplant suggested the rossing menace were taken by the tion of the saheme and the suggested the saheme and the sa crossing menace were taken by the control, supplemented by city council last night, when a special land dayneger that and the question of chairman of the four standing cor y council last night, when a special land damages that might arise in contees: Ald. Wilson, Donnelly, Tancock of the finance committee and Alds. Cooper, Summers, Donnelly, Lerner and Wilson, was appointed to deal with the Some of the people on that vessel?"

Dr. Gordon announced that his subquestion and report back to the count
question and question and report back to the count
question and quest ject for tonight, the last night of his campaign in London, would be "The Broken Engagement of Florence Night-ingale" or What Shall We Do With ingale: or What Shall We Do With one, crossings being one of the most important questions in the schedule City Solicitor T. G. Meredith was pres ent and suggested that the council firs determine the system it proposed t

ask the railway commissioners to adop either gates, subways or some oth Ald. W. A. Wilson opened the meet ng by reading the official report from

"Even supposing that we outline plan for seven subways," said A y in favor of supplying the needs of the Wilson, "and that each subway con us \$60,000 apiece. We can assume that It has been stated on several occasions, however, that portable kitchens will be provided for the different units of the Caradian contributed by the Caradian contributed

> \$400,000 and then be only a partial solu tion of the problem. City Solicitor T. G. Meredith ou ined the report made last year by the ommission, which placed a ro estimate of \$16,000 for crossing gate at Waterloo, Colborne, Maitland, Bu vell, William, Adelaide, Rectory an

Egerton streets. Says Keep Away From Board. An effort was made to have question of selecting the method, sen In the afternoon all the teachers and onto the board of control. Ald. Wilso objected. He declared that last year The city solicitor and others referred

would result from the construction of subways. Mr. Meredith also presente the reply of the Grand Trunk re the proposed Ridout street subway, which the company declared that the present was an inopportune time to

# Hydro-400 SEMI-READY SUITS. Radial Deputation

SERGE SUITS the fine Navy Blue Serge, imported from England besubstantial premium, will be included in this sale, though another Semi-ready Store offers to take every suit at the price advertised, \$18.00 Navy Blue and Black English Serges, for \$15.00

COLLARS. R. J. Tooke and Barker Brand Linen Collars, regular 20c, at,

DRESS SUITS, FROCK COATS AND VESTS. Dress Suits for 20 Frock Coats and Vests. \$15 55 Frock Coats and Vests, silk-faced

nd silk-lined, will be included in is sale at above reductions COAT SWEATERS.

re Wool Monarch - Kni Sweater Coats, Norfolk style olors grey, brown and tan worth \$6, for .......\$3 95 I-Wool Heavy Knit Sweater Coats, worth \$5 and \$6, for \$3 95 -Wool \$3.50 and \$5 Coat

HANDKERCHIEFS. Linen Handkerchiefs, reguar \$3.00 per dozen for \$2.25 per dozen, or 19c each

\$3.00 per dozen, or 29c each Khaki Handkerchiefs ... 3 for 25c STREET FANCY VESTS.

> Store to Rent Balance of Ten-Year Lease. FIXTURES FOR SALE. Showcases, Cash Regis-

ter, Safe, Etc.

and \$6, for .....\$2 95

nection with subways or any other and Merryfield.

lbte and reasonable by the members of

Every Semi-ready Suit you see is in good form-and you will admire the style as well as the attraction of fine tail-

submission to the Dominion commis-sion and a ruling asked from that body, Ald. Manness, seconded by Ald. Tan-

that the city employ a competent rail-way engineer to go into the whole council constitute the committee, while

Not a garment is held in reserve at this Quitting Business Sale. I am ready now to sell fixtures, lease-everything in the shop not nailed down!

Not cheap stuff, this-but the best that money can buywith plain prices to show the every-day values.

SPRING OVERCOATS. SILK MUFFLERS, HALF Knitted wool, silk and wool and

Spring Overcoats, latest plain silk, both full dress and for street wear: \$7.00 for ..... \$3.50 \$5.00 for ..... \$2.50 \$4.00 for .....\$2.00 \$2.00 for .....\$1.00 5.00 Labels for

ot an imaginary price marked or

sale purposes.

A SALE

REASON

CLOTH CAPS. All our stock is "Eastern Caps," WINTER OVERCOATS.

and include a few knit bands, which will be sold at half-price. Spring Caps, worth \$2.00, for \$1.25 Spring Caps, worth \$1.50, for \$1.00 \$20.00 Winter Overcoats \$10.00 \$18.00 Winter Overcoats \$ 9.00 The \$25.00 Overcoats I will sell at \$16.50 Special Spring Caps, worth \$1.00 and 75c, for ..... 45c

HATS. All our stock of Men's Street Hats, regular \$2.50, \$3.00, and including chinchillas and velours, worth \$5.00, for ..... \$1.75

9 Semi-ready Suits \$13.55 Semi-ready Suits \$15.55 Semi-ready Suits \$16.55 Semi-ready Suits \$19.55 Semi-ready Suits SILK NECKWEAR. All our High-Class \$1.50 Neckand best quality fancy silks,

75c Ties for ..... All 50c Ties for 35c, 3 for A special lot of odds and ends

terns, at 29c. or 4 for .....\$1 00 UNDERWEAR. Truknit combinations, tailor made,

Silk and Wool, light TWO-PIECE UNDERWEAR. Natural Wool Garments, worth atural Wool Garments, worth \$1. for garment \$1.50, for garment ......\$1 13 Penman's Cashmere, pure wool,

worth \$2, for ...........\$1 45 Wolsey Pure English Wool,

very fine, worth \$3 garment,

for ......\$2 25 Egyptian Balbriggan, for gar-

PYJAMAS. Fine Soisette Pyjamas, colors tan, blue, grey, white, plain and fancy patterns, worth \$2.50, grey patterns, worth \$1.50.

101 .... \$1.19

FINE SHIRTS. \$1.50 Shirts for ..... \$1.19 \$2.00 Shirts for ...... \$1.50 \$2.50 Shirts for ...... \$1.73 e Silk and Wool "Murella Flannel" Shirts, worth \$3.50, Fine, Pure Silk Shirts, plain and fancy patterns, worth \$1.00,

for ..... ... 52.75 MEN'S HOSIERY.

Fine Lisle Socks, in black and tan, worth 35c, at ...... 27c pair Fine Silk and Lisle Socks, black and fancy, worth 50c, at Pure Silk Socks, colors grey, black, blue, green, tan and white, worth 75c pair, at .....

#### The Semi-ready Store Tom L. Haygarth 182 Dundas St.

Eye Strain

Not only causes headaches, but causes such a drain upon the vitality as to result in keeping nerves on edge and general

Often you are too nervous to read-perhaps your vision is blurred or dimmed. We are well prepared through years and years of experi-

you in those cases. If you need treatment different from that our optical service covers, our cheerful advice will aid you. Let US examine your eyes.

ence, scientific knowledge and modern equipment to advise

# The Brown Optical Co.

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

then possible, we prefer to fit our ustomers in our fitting room. nost complete range to choose from All prices, CRUTCHES, SUPPORT. ERS. KNEE CAPS, ELASTIC

Dispensing

HOSIERY, TRUSSES, ETC.

Graduates who know their work The best-equipped dispensary i

STRONG'S

Safety First

DRUGSTORE THE HOUSE OF QUALITY." 184 Dundas St. London, Can.

BROMIDE ENLARGEMENTS make ideal home pictures Prices on application. shareholders of record, on the lath inst., and is payable on the lat day of April, 219 DUNDAS STREET. JWt London.

Condemnation Comes From His Staunch Condemnation of Sir Adam Beck's last.

followers in their declarations that no natter how much they approved of his

Opposition to Move. In the original motion, as drafted the human race today was to be found and presented by Ald. G. H. Harey, in the red light district and within chairman of the special stockyards prison walls. There was a great moral Government ice breaking steamers are

Ald. Haney, who was present when of psychology had to deal. Adam effectively killed the stockards clause, reviewed the circum-tances surrounding the "obituary" sciousness of shame. The speaker said "This scheme had the unanimous in- who had said to him, "Everybody seems orsation of the council and the unan-nous support of the board of control. That was one of the saddest days in

people, opposed this little \$7,000 request to gaze upon him "I maintain that his opposition was soul's consciousness of a fixed limita-Marshal Archduke Frederick, command-er-in-chief of the Austrian army, has issued an army order announcing the members who opposed us was Robert Bible believed that an hour came when Crawford, head of the commission that character became fixed and destiny sethas charge of the Toronto stockyards. tled for ever.

Naturally, he would be expected to Another aspect was the soul's conoppose anything that might bring some sciousness of having missed the ma

'After the meeting was over, Beck me to me and said: 'Why didn't you London and Port Stanley line.' As missed the greatest opportunity of me to me? You should have this on pave said before, I am ready to fol-v Sir Adam Beck to Timbuctoo on Holls are a great moral question. nydro scheme, but I deny his right interfere with the other rights o

Ald. Merryfield declared that and as much right to go to the people with his \$60,000 request as the \$7,000 Wilson characterized Beck's

ted the site this week and had delared that it was ideal. Both, too, ade the declaration that the purchase f the old Dominion Abattoir property by a new concern would mean a greater onsumption of beef than ever, and to the local market and would increase the trade of the city yards that much.

Cheap rates on sale daily at any Canadian Pacific ticket office. Vanouver, Victoria, or Portland, and rern, \$79.80. San Francisco and return, including Los Angeles and San Diego, \$79.80. Call for routes and full particilars regarding Panama-Pacific Exposi-

ding the site, in the proposal to go not destroy the smell of blood on her Florence Nightingale." Mr. Greenlaw o the people, and it was therefore de- hands. A consciousness of guilt was will sing "The Crucifixion" song. The THE TEA MARKET

wall.-Canadian Grocer, March 19.

arket entrance, dustrial Commissioner's ( ys. ywt Hall, London. Phone 912. sdays and Saturdays.

GREAT RETIRING

Books, Toys, Games,

This Sale Positively Ends SATURDAY, 10 p.m.

WE VACATE THE STORE

listened to the president as he told of committee in June, but had not bee Dr. Gordon prefaced his address with the "forward movement" now in pro- sent on to the Dominion commi gress at the Western University, and the plans formulated for further advance killed at the Egerton street crossing the statement that the main fact on which the doctrine of future retribuforever; lasting as long as God should last. It never died. Death, as we It never died. Death, as we universities in the no very distant fu- to the question of land damages that action in knocking out the stockyards clause of the City of London bill in the Legislature was a feature of the special meeting of the city council last night. This condemnation came not from the Liberal members of the council that the council understood it, meant a full realization One aspect of hell was the soul's among the nations of the world, and af consciousness of loneliness. Dr. Gor- fording unprecedented opportunities don quoted the scriptural passage: the contributions that Canada w "Wandering stars for whom is reserved able to make towards the world the blackness of darkness forever." vancement, especially along No words were mineed by these Beck in others, would consider a social and economic lines. in eternity would experience a terrible will be a great factor in the solu