

Taylor's 4 Cut-Rate Drug Stores

sell at lower prices than smaller concerns can buy.

In Our Optical Department—

You can always get the newest and best in

OPTICAL GOODS

At very moderate prices.

John S. Barnard

Optician, 194 Dundas Street.



Table Mirrors

VALUES FROM

\$1.25 to \$5.50

The best value we ever offered.

W. J. WRAY & CO.

London's Largest Jewelry Store

234 DUNDAS STREET

We mine our own Coal and sell direct to you.

LARGE PE COAL, \$5.00 A TON.

We guarantee this coal to have the value of nut in the range and heater; save you \$1.50 per ton.

B. A. MITCHELL'S

DRUG STORE for

Straw Hat Dyes

IN ALL SHADES.

114 DUNDAS STREET.

WEGNER CLOTHING CO.

Wholesale and Retail Dealers in

Overalls, Sweater Coats, Gloves, Mittens and Raincoats.

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

Exclusive Manufacturers' Agents for the Best Canadian and American Makers of Overalls.

371 TALBOT ST., OPP. MARKET.

Open Evenings—Phone 1849.

The best ad. is a satisfied customer. One ton will convince you

OUR COAL IS THE BEST

Heaman & Son

YORK AND BURWELL STS.

Phone 312.

NOTICE

Eggett & Co.

Plumbers, Hotwater and Steam Heating.

NEW ADDRESS:

336 Ridout St.

MATTRESSES AND FEATHERS

Renovated and remade by the latest improved methods. Goods called for and returned same day. Prices on application.

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

116 Dundas Street.

Formerly with Tail Optical Company.

DR. S. R. MOORE

DENTIST.

Removed to Suite 12-14 and 15, London Loan Building, corner Dundas and Front Avenue.

PROPOSED INCREASES SUSPENDED

WASHINGTON, March 22.—Proposed increases in lake and rail freight rates both east and west-bound, were suspended today by the Interstate Commerce Commission for investigation of their reasonableness.

We make a feature of \$5 and \$5.50 Astoria Shoes for men, and we do sell a pair of them—more each month. But there are lots of men in London who have never tried Astoria, and to them we say: Wake up, come in and see what we can do for you.

UPCOCK CO.

"The Store that Serves You Best"

167 DUNDAS ST. (corner 28th Richmond St.)

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 21, 1915, on the stock of the company, together with a bonus at the rate of 1 1/2 per cent per annum, to shareholders of record, on the 15th inst., and is payable on the 1st 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 1094.

Been Thinking About Ordering a Trial Loaf of

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 Guarantee On Diamonds

Covers the two most-talked-of points, namely, quality and price.

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. Young

Watch Inspectors for C. P. R.

and G. T. R.

JOHNSTON BROS.

XXX BREAD

Tune up your appetite by

eating our Malt Extract

Bread. It is a general favor-

ite, and comes to you wrapped

in waxed paper.

Price 5c

Phone 944

A GALLANT DEFENCE

(Canadian Press.)

Vienna, via London, March 22.—Field

Marshal Archduke Frederick, command-

er-in-chief of the Austrian army, has

issued an army order announcing the

fall of Przemyśl after all the works,

bridges, arms, ammunition and war

material had been destroyed.

"Greetings and thanks to the uncon-

quered heroes of Przemyśl, your com-

rades in arms." The field marshal's or-

der continues: "The powers of nature,

but not of the enemy, have conquered

their duty to the extreme limit of human

strength. The defence of Przemyśl will

remain forever a bright page in the book

of honor of our army."

TRUSSES

We make a specialty of Trusses.

When possible, we prefer to fit our

customers in our fitting room. A

most complete range to choose from.

All prices, CUTCHES, SUPPORT-

ERS, KNEE CAPS, ELASTIC

HOSIERY, TRUSSES, ETC.

Dispensing

FRESH DRUGS and Chemicals.

Graduates who know their work.

The best-equipped dispensary in

Western Ontario.

Bring your prescriptions here.

Safety First

STRONG'S

DRUGSTORE

"THE HOUSE OF QUALITY."

184 Dundas St. London, Can.

BROMIDE ENLARGEMENTS

make ideal home pictures. Prices

on application.

J. H. BACK & CO.

210 DUNDAS STREET.

"ORIENTAL"

RUM and QUININE

Is a hair tonic you can

fully depend on.

Cleans the scalp, destroys dan-

druff and promotes a healthy

condition of the hair.

50 CENTS

GET IT AT

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.

Sir Adam's Action

On Stockyards Well

Scored by Council

Condemnation Comes From His Staunch

Supporters—Opposition Is "Unfair."

Condemnation of Sir Adam Beck's

action in knocking out the stockyards

clauses 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

alone, nor from any who could in the

remotest degree be called opponents of

Beck's hydro policies, but from men

who declared themselves unwaveringly

and unflinchingly in favor and committed

to all hydro and hydro radical schemes.

No words were mumbled by these Beck

bolters in their declarations that no

matter how much they approved of his

other schemes, they were opposed to

his attitude in dictating to the city

council, in should and should not do in

other respects, and in endeavoring to

make the wishes of the council sub-

servient to his own in this respect.

Pursuant to the action of the private

bills committee of the Legislature in

throwing out the clause, the council

passed a motion to submit a yellow to

the people for the authorization of the

expenditure of \$7,000.

In the original motion, as drafted

and presented by Ald. G. H. Haney,

chairman of the special stockyards

committee, the council agreed to

submit the yellow to the people, and

subject to the vote of the people, and

to have this vote some time before the

end of May. Opposition developed

such an early election, and also to in-

cluding the rate, in the proposal to go

to the people, and it was therefore de-

clined to eliminate these two phases of

the question.

Ald. Haney, who was present when

Sir Adam Beck reviewed the circum-

stances surrounding the "obituary"

performance.

"This scheme had the unanimous sup-

port of the council and the unani-

mous support of the board of control,

and yet Beck, a minute after the coun-

cil had passed the \$60,000 request for

the electrification of the London and

Port Stanley, without a vote of a

people, opposed this little \$7,000 request

of ours, and had it killed."

"I maintain that his opposition was

WHAT WILL REAL

HELL BE LIKE?

Dr. Gordon Addresses Large

Gathering in St. Andrew's

Church.

NO PHYSICAL SUFFERING

Only Lasting Soul Will Suffer

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 de-

clined to discuss this topic because so

many questions had been sent in con-

cerning it. Some of these he answered

before passing to the address proper.

The following are samples of ques-

tions and answers:

Q.—Where is hell?

A.—In the lower regions of the

spiritual universe, if there is such a

distinction as higher and lower spiritual

worlds.

Q.—Will there be physical suffering in

hell?

A.—No; because the physical cannot

be broken in the spiritual.

Q.—How long will hell endure?

A.—As long as the soul remains un-

reconciled to God.

Q.—Will there be another chance

beyond the grave for the soul to be

reconciled?

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 ig-

norance of the truth and sinned because

they loved to sin.

Q.—How can a mother be happy in

Heaven while she has a son or daughter

in hell?

A.—This is one of God's secrets and