

English Rheumatism Cap ues
Are guaranteed to relieve the worst
rheumatic pains inside of eight hours,
and to cure permanently. If used faith-
fully. Any one of the Four Taylor Drug
Stores will cheerfully refund your
money if they fail.

**Your Choice
of Any
Article
in Our
North W.ndow**

C. H. Ward & Co.

Diamond Merchants and Jewelers,
285 RICHMOND ST. PHONE 1094.

We mine
our own
Coal and
sell direct
to you.



LARGE PE
COAL, \$5.50
A TON.
We guaran-
tee this coal
to have the
value of put in the range and heater;
saves you \$1.25 per ton.



**Cut Glass Floral
Tumblers, \$5 Doz.**

These are exceptionally
low-priced and the quality
and design will please.

Be Sure and See Them.

Ask prices on other designs

W. J. Wray & Co.

London's Largest Jewelry
Store.

234 DUNDAS ST.

WEGNER CLOTHING CO.

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., COR. MARK ET.
Open Evenings—Phone 1849.

B. A. Mitchell's

Drug Store

111 DUNDAS STREET.

Phone 623.

**MOTH
BAGS**

Get one and protect your
Furs and Winter Suits
against destruction. Prices
75c to \$1.25.

111 DUNDAS STREET.

Phone 623.

MATTRESSES AND FEATHERS

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

The Keystone Bedding Co.

Phone 2623.

NOTICE

Eggett & Co.

Plumbers, Hotwater and
Steam Heating.

NEW ADDRESS:

336 Ridout St.

DR. S. R. MOORE

DENTIST.

Removed to Suite 13-14 and 1, London
Loan Building, corner Dundas and Park
avenue. Phone 2584.

ABOUT YOUR EYES

Consult

C. H. TREBILCOCK

Formerly with Tait Optical Company.

COAL

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

Phone 2584.

JAS. H. HERRICK, AGENT.

**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 15th inst.,
and is payable on the 1st day of April,
1915.

**PARNELL'S
BREAD
IS FAMOUS**

in London, because, for 30
years, it has been getting a
little better each year. To-
day, over 5,000 housewives
in London know it. Are you
one of them?

If Not, Phone 929
or 1390 for a
Trial Loaf.

**Easter
Offerings**

Of a Better Quality
From a Better Store
At a Better Price

ROSE BEADS, any color
\$1.00 to \$3.50

ROSE BEADS, any color
\$1.00 to \$3.50

GOLD PENDANTS
\$1.00 to \$5.00

LADIES' WRIST WATCHES
\$10.00 to \$20.00

GENTS' WRIST WATCHES
\$10.00 to \$20.00

GOLD NECKLACES
\$5.00 to \$25.00

Young's

DIAMOND MERCHANTS.

Two Stores:

LONDON — LONDON EAST

JOHNSTON
BROS.

XXX BREAD

4c

TWENTY-FIVE TICKETS FOR
ONE DOLLAR.

Delivered anywhere in city or
at your grocer's.

INFANT DRINKS

CARBOLIC ACID

Walter McCallum, aged 2 years, son
of Mr. and Mrs. W. A. McCallum, 581
Bathurst street, poured a two-ounce
bottle of carbolic down his throat,
shortly after 4 o'clock yesterday after-
noon, while his mother was in front of
the house, purchasing a loaf of bread
from a passing baker, and four hours
later died in Victoria Hospital.

According to Mr. McCallum's wife
some days ago purchased the carbolic
acid for a toothache. After using some
of the poison, she placed the bottle on
a top shelf in the pantry, from which,
in some accountable way, the parents
believe it must have fallen, and was
picked up by the little boy, when the
mother was out of the house.

Succumb in Agony.

The screaming of the child brought
the mother running back to the room,
where she found her boy suffering ter-
ribly, and with the emphysema poison
bottle lying close by. A nurse in the
neighborhood was called in, and after
administering first aid, sent for Dr.
N. H. Ford, who had the boy rushed to
the hospital.

It is unlikely that an inquest will be
held.

CARD OF THANKS.

The sons and daughters of the late
Mrs. H. J. Boyd, 242 Richmond street,
wish to express their thanks to friends
and relatives for their expressions of
sympathy, and for kindness shown, also
for floral tributes during their recent
and sad bereavement.

KODAKS

Films left with
us before
11 a.m.
developed
and printed
by 6 p.m.

VEST POCKET KODAK

See our new edition, with
autographic attachment.

ENLARGING

We have recently pur-
chased the best enlarging
outfit money will buy, and
are now in a position to give
you the very best results in
this line.

**STRONG'S
DRUG STORE**

184 DUNDAS STREET,
LONDON, CAN.

BY FLASHLIGHT

An interesting booklet. It's free.
Ask for it.

J. H. BACK & CO.,

210 DUNDAS STREET.

"QUALITY IS ECONOMY."
**Let Our
Experts Finish
Your Holiday
Films**

We can develop, print or en-
large your films or plates
promptly and assure

'PERFECT PICTURES'

We have the largest plant in
Western Ontario.

We use only Standard De-
velopers in Time Tanks.

We finish on CYKO—the
prizewinning paper.

We guarantee every print
we produce.

We make no extra charge
for postage on mail orders.

You get

'PERFECT PICTURES'

at

CAIRNCROSS'

Dependable Druggists.

216 DUNDAS. 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.

**MILITARY ORDERS
FOR 1ST DIVISION**

Division orders issued by the officer
commanding the first division
headquarters, First Division, London,
Ont., March 31, 1915:

ADMINISTRATIVE STAFF.

No. 72—Appointments, Promotions and
Retirements.

The following extracts from general
order No. 27, dated Feb. 25, 1915, are
published for general information:

1st Infantry Brigade—The term of
tenure of appointment of Lieut.-Col. J.
S. Black as brigade major is extended
to Feb. 15, 1915.

Artillery.

1st (Howitzer) Brigade, C. F. A.—
11th Battery—Lieut. (superannuated)
M. Brown and W. A. Townsley are
absorbed into the establishment.

16th Battery—To be provisional lieuten-
ant (superannuated), William Paul
Gamble, gentleman, Feb. 15, 1915.

Infantry.

21st Essex Regiment (Essex Fusili-
ers)—To be provisional lieutenant
(superannuated), Gordon Thayer Bart-
let, gentleman, Feb. 15, 1915.

22nd Regiment (Oxford Rifles)—To be
provisional lieutenant (superannuated),
George William Walrod, gentle-
man, Feb. 15, 1915.

25th Regiment (Middlesex Light In-
fantry)—To be provisional lieutenant
(superannuated), John Charles
Reid, gentleman, Feb. 15, 1915.

26th Regiment (Essex Rifles)—To be
provisional lieutenant (superannuated),
Harold Joseph Lawson, gentle-
man, Feb. 15, 1915; Charles Percy Guy
Morton, gentleman, Feb. 15, 1915; Leon-
ard Claude Macdonald, gentleman,
Feb. 15, 1915.

Corps Reserve—Capt. C. S. McVicar
is seconded for duty with the Univer-
sity of Toronto contingent (Canadian
Officers' Training Corps, Nov. 15, 1914.

27th Lancers (Essex Rifles)—To be
provisional lieutenant (superannuated),
Louis Elgin Jones, gentle-
man, Nov. 6, 1915; Pennel Croft Smyth,
gentleman, Feb. 15, 1915. To be pro-
visional lieutenant (superannuated),
Geoffrey Griffin Garvey, Dudley Aron
Gordon Parsons, gentlemen, Feb. 15,
1915.

28th Waterloo Regiment—To be pro-
visional lieutenant (superannuated),
Sergeant James Rutherford, Jan. 23, 1915.

30th Regiment (Wellington Rifles)—
To be provisional lieutenant (superannuated),
James Sill McLachlan, gentle-
man, Jan. 16, 1915; Clarence Landon
Arnold, gentleman, Feb. 15, 1915.

33rd Huron Regiment—To be pro-
visional lieutenant (superannuated),
Herbert Campbell, gentleman, Sept. 2,
1914.

Memoranda.

The following officer is granted local
rank of major, whilst seconded for duty
with the University of Toronto contin-
gent, Canadian Officers' Training Corps
—Capt. C. S. McVicar, Corps Reserve,
25th Regiment (Middlesex Light In-
fantry), (Signed), W. A. McCrimmon, lieuten-
ant-colonel for A. A. G., first division.

FOUND VICTIMS IN MONTREAL.

MONTREAL, March 31.—William O.
Wallace, with several aliases to his
record, whose death in jail in Boston
this morning, from cyanide of potas-
sium, self-administered, is reported,
was in Montreal last Sunday. He is
thought to have procured over \$4,000
in the last three months, some of it
from over-confiding Montreal citizens,
by fraudulent means.

**SARNIA RESERVIST
GETS SECOND WOUND**

(Special to The Advertiser.)

SARNIA, March 31.—Dudley
Gulston, a former policeman of
this city, who rejoined his regi-
ment, the Camberlands, at the
outbreak of the war, has received
a second wound, and is again in
a hospital, according to a letter
received here by Mayor Dagan.
His family resides here. He was
a reservist.

ROWAT'S COFFEE

Pleases people who are particular.
50 Cents Per Pound.

T. A. ROWAT & CO.,

250 DUNDAS ST. Phone 3551-3552.

SOPHOMORE MEDS.

HOLD A BANQUET

**John G. Seaton Elected Class
President For the
Year.**

The sophomore medical class (18) of
Western University at a dinner held in
the grill room of the Tecumseh House
last evening inaugurated the following
officers for the third year: Honorary
president, Dr. P. S. McKibben; presi-
dent, John G. Seaton; vice-president, E.
W. McNeice; secretary-treasurer, M. C.
Morrison; representative to Athletic So-
ciety, L. M. Freese; representative to
Medical Society, H. C. Ferguson; repre-
sentative to Gazette, J. P. Weir.

President Colling, of this year's class,
presided, and acted as toastmaster. Mr.
Seaton proposed the toast to "The
King," the class replying by singing
"God Save the King." The toast to
"Canada" was proposed by Mr. Mc-
Neice, and responded to by Mr. Weir.
Mr. Morrison then proposed a toast to
"The Profession." Mr. H. I. Wiley mak-
ing a suitable reply.

The surprise of the evening came
when Mr. Ferguson proposed a toast to
"The Faculty." Mr. Hoggarth replied,
and could the professors have been pre-
sent they would certainly have first
the class honors in his spring exams. Mr.
Freese made hold by the proposal of a
toast to the faculty, then proposed a
toast to "The Class." Mr. Armstrong
responded, telling different members of
the class things about themselves they
never knew before, quoting "Babbie"
Burns' famous poem on this subject.

Last but by no means least came
the toast to "The Ladies," proposed by
Mr. Penneott. Mr. Seaton carried the
reply, giving the more experienced mem-
bers of the class pointers which they
would do well to remember. In his
reply Mr. Seaton carried the reply, giv-
ing the more experienced members of
the class pointers which they would do
well to remember. In his reply Mr. Seaton
carried the reply, giving the more expe-
rienced members of the class pointers
which they would do well to remember.

E. L. Armstrong, president of the
class, added a word on behalf of the
class with an appropriate sentiment.

J. F. G. Colling, retiring president,
made the speech of the evening, review-
ing the splendid work of the class for
the season of 1914-15. He prophesied
a glorious future for each member,
pointing out that this was the smallest
step that was taken through Western
University, each member thus having an un-
paralleled opportunity for clinical observa-
tion. Mr. Colling was also presented
with a handsome memento by the class.

Mr. Seaton's inaugural speech was a
masterpiece of eloquence. He reiterated
the views of Messrs. Armstrong and
Colling, adding that the new practical
courses now being given, together with
the increased clinical advantages, were
on a par with if not superior to those
of the largest universities in America.

The success of the banquet was most
largely due to the untiring efforts of
"Doc" Wiley.

After going all this off their minds,
the "Sophs" are now ready for the May
(final) exams.

MUST SELL OUT RIGHT AWAY

As An Active Officer in the 33rd, Capt.
Haygarth Must Sell His Semi-ready
Store on Dundas Street.

The vice-president of the Semi-ready
Company was in the city yesterday to
confer with Capt. Tom Haygarth, act-
ing quartermaster of Col. Wilson's 33rd
Regiment—which unit is presently be-
called to the great European war.

Mr. Wood said that their company
regretted the business exigency created
by Officer Haygarth's decision, but they
could only congratulate him upon his
decision to become an active empire de-
fender. They would not care to discuss
the future representation of Semi-ready
tailoring in London, but he said: "Some
merchant will want to have that which
stands highest in the modern tailoring.
You can depend on Semi-ready clothes
which will always be sold in London."

"For those who need clothes and
haberdashery," said Joe Gould, "this
sale comes at an opportune time. The
Easter season marks the opening of
spring trade, when everybody wants to
freshen up a bit."

"All our linen collars are now marked
down to 5 cents each."

"All our overcoats and ulsters are
marked at half the label price, while
even the new spring top coats are be-
ing sold at cost, together with the fine
English worsted and serge suits—ex-
pensive fabrics worth \$20, \$25 and \$30—
these are all marked down; for in dead
season, Capt. Haygarth is off to the war."

Offers for the stock and lease of the
store at 182 Dundas street will be con-
sidered together or separately. A five-
year lease is offered and the fixtures
will be sold at 25 per cent off inventory
prices.

Fruit-growers will find John Shar-
man, representative of E. D. Smith,
nursery, 200 Dundas street, a most in-
teresting and helpful man. He is open
Thursday and Saturday.

**WESTERN PRESIDENT
GUEST AT GODERICH**

Spoke Before Canadian Club
Members In That Town
Yesterday.

Dr. E. E. Braithwaite, president of the
Western University, was the guest of
honour at the meeting of the Canadian
Club held in Goderich yesterday. His
speech upon some of the most important
problems which Canada is facing at the
present time, emphasizing the high po-
sition the Dominion might attain in its
political, commercial and social develop-
ment if a broad, statesmanlike, non-
partisan attitude could be maintained by
its leading men.

The speaker also asserted that a large
place would be taken in the solution
of these problems by our educational in-
stitutions, from the public school to the
university, and claimed that the Western
University was rapidly coming to its
own, and would soon be an institution
which all the people in Western Ontario
would have reason to be proud of.

**DR. A. W. CHASE'S
CATARRH POWDER 25c.**

Is sent direct to the diseased parts by the
improved blow, clears the air passages, stops dropp-
ings in the throat and permits free
cure of Catarrh and Hay Fever.
25c. a box; blowers free. Accept no
substitutes. All dealers in Remedies,
Bates & Co., Limited, Toronto.

**WIRE COMPANIES
SEE "BIG EXPENSE"
IN CONDUIT PROJECT**

Show Little Enthusiasm When
Plan Is Discussed At
City Hall.

ADMIT WIRES UNSIGHTLY

But Fire Danger Is Based on
Imagination, Electric Co.'s
Man Says.

Representatives of the London Elec-
tric Company, the London Street Rail-
way Company, the Bell Telephone
Company and the two telegraph com-
panies operating in the city met in the
city hall yesterday afternoon for the
officials of the utilities commission at
the latter's invitation, to talk over the
question of placing all electric wires
in the downtown section of the city
underground.

Chairman Philip Pocock, of the com-
mission, acted as chairman, and out-
lined to the visitors the board's pro-
posal, which in effect, is that the
conduits already laid with a view to
placing the hydro lines under the sur-
face as well as the projected exten-
sions, which take Armstrong street as
far as St. James' street and Dun-
das east to Egerton, should be used by
the public-owned and private lines, the
latter paying a proportionate amount
of the actual cost of the ducts used
either in the form of a yearly rental
or in a lump sum.

The representatives of the various
representatives were very non-committal,
and declared that the best they
could and what they would do was
to wait until the meeting of the com-
mission's proposal. Plans showing the
area it is proposed to cover were dis-
tributed among the visitors, who prom-
ised to return them marked in such
a way as to indicate their requirements
in case they agree or are compelled to
fall in with the "all wires underground"
proposition.

Mean Considerable Expense.

W. J. Duckworth, of Toronto, super-
intendent of the G. N. W. Company,
while admitting the need of the under-
ground system was the more desirable, argued
that it would mean considerable ex-
pense to the companies, since they
would have to scrap their existing
plant and purchase new cable.

To this Mr. Pocock replied that, in
his opinion, this cost would be offset
by the lower cost of maintenance and
repairs. The commission, he said,
wanted to be perfectly fair to the com-
panies and, while no doubt it could
get an order from the railway board
compelling the companies to go under-
ground with their wires, it was loath
to use compulsion and hoped to come
to an amicable arrangement which
would be mutually satisfactory and
beneficial.

He pointed out that in Hamilton the
companies had been ordered to place
their wires underground and that the
utilities board in that city was charg-
ing the companies a proportionate part
of the cost of the conduits exactly as
it was proposed to do here.

Mr. Duckworth then stated that
Hamilton's schedule of charge to the
companies had not yet been ratified by
the railway board. Also, he said, the
board was considering the question of
directing that the companies be re-
compensated for the cost of the exist-
ing overhead wires. He thought
that the London commission should be
prepared to