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London Plating Co.
278 Dundas Street.
GRAY & CO.
EQUITABLE LIFE ASSURANCE SOCIETY
Assets.....\$201,000,387 94
Income.....44,296,442 89
Surplus.....40,334,011 78
See the Equitable's new contract.
J. A. NEILES, Agent, 422 Richmond St.
You May Want
Some plumbing work done soon. Let us give you an estimate. We guarantee our work, and will do it very reasonable, too.
EGGETT & BICKLEY,
274 Dundas Street. Phone 1,085

Light Mirror Reflectors
Increase the light of each lamp about 12 times.
FOR SALE AND INSTALLED BY

Rogers Electric Co.
425 Richmond Street.

The Balm Spring
Will reveal the need of new wall paper coverings in many a home. Let us suggest something out of the ordinary this time. With our matchless facilities we can give unique results in style, quality and prices of wall paper.

R. LEWIS
434 Richmond St.
Fine Merchant Tailoring.

W. Fairbairn
Over Priddis Bros. Entrance through store
128 Dundas Street.

Lace Curtains Relaundered
To look like new by the
Parisian Steam Laundry Company
of Ontario, Limited. Telephone No. 559.
Work called for and delivered to any part of the city.
J. K. SPRY, Manager.

Ladies Can Be Insured
On same terms as men in the

Confederation Life
OFFICE—MARKET LANE
(Ground Floor).
FRED. H. HEATH, GEO. PRITCHARD,
General Agent. Local Agent.
Telephone 757.
We sell annuities, and are selling them.

Stark's Powders
ENTIRELY NEW TREATMENT.
Each box contains a box of powder for the immediate relief of Sick and Nervous Headache, and Sick Stomach, indigestion, flatulence, heartburn, and all Nervous Pains; also capsules, containing a powerful treatment for Biliousness, Colic, Pains, Diarrhea, Dyspepsia, Torpid Liver, Pain in Back and Side, Lumbago, Constipation, Tired Feeling, Nervousness, Headache, Blotches on Skin, Impure Blood. They are also a certain preventive of Biliousness and Typhoid Fever. No like the old-fashioned slow-acting pills, mixtures, lozenges, etc., but they act at once.
Only 25 cts. Five Boxes for \$1.00; at all Drug Stores, and at Country Stores at places where there are no Drug Stores.
Prepared by R. Stark, M.D., C.P., Chemist.

"Never Turn a Wheel" without using
PEERLESS CYLINDER OIL
Buy the best—have comfort.
SAMUEL ROGERS & CO.
Sole Proprietors, Toronto.

THE FIRE RECORD.
Duluth, Minn., April 25.—The Northern Steamship Company's passenger boat Northland was damaged \$25,000 to \$30,000 by fire last night. The most expensive portion of the boat was damaged. The boat is valued at \$500,000, and is insured for \$400,000.
Stouffville, Ont., April 25.—A disastrous fire occurred yesterday in Balintree, a village about four miles from here on the Sutton branch of the Midland division of the Grand Trunk Railway. The fire started in D. A. Sypher's hotel, and spread to Thomas Hill's dwelling, Robert Hill's store, and the G. N. W. telegraph office. Mr. Sypher's hotel totally destroyed. Loss \$1,500. Thomas Hill's dwelling is a total loss; no insurance. Robert Hill's loss is a shop and stock, valued at \$3,500.

Pure Baking Powder, only 20c pound, at Anderson & Nelles' drug store, ywt

Tisdale's Toronto Iron Stable Fittings
Healthful, durable attractive and cheaper than other fittings. Send for our new catalogue—The Tisdale Iron Stable Fittings Co., Ltd., No. 6 Adelaide Street East, Toronto.

The James F. Hunt & Sons' hair mattresses and feather bed cleaning factory. Manufacturers of new mattresses and fancy feather pillows; a good variety on hand. Bedroom sets, spring beds, fancy rockers, tables, chairs, stoves and general house furnishing. 534 to 540 Richmond Street. Telephone 957.

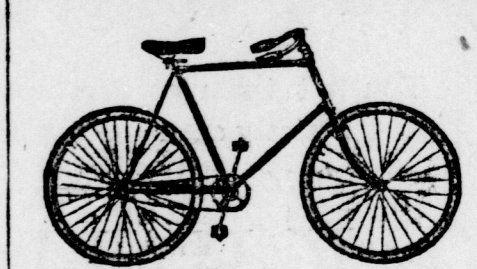
A rustic youngster being asked out to take tea with a friend, was asked to praise the eatables. Presently the butter was passed to him, when he remarked—"Very nice butter, what there is of it," and observing a smile, he added, "and plenty of it, such as it is."
Ask for Mignard's and take no others.

BOOMING
Carpets and
House Furnishings.

Our trade in these departments is away ahead of past seasons. A sure sign that our prices and assortments meet the approval of the public. We are daily receiving shipments of Carpets and Floor Oil Cloths. You will save money by buying from

Priddis Bros.
158 DUNDAS STREET,
157 CARLING STREET.
Telephone 324.

FINE TAILORING
LATEST PATTERNS IN
SPRING TWEEDS
JOS. DAMBRA,
262½ Dundas Street.



Perfect - - \$90.00
Garden City - 80.00
Hartford - - 70.00
Dominion - - 60.00

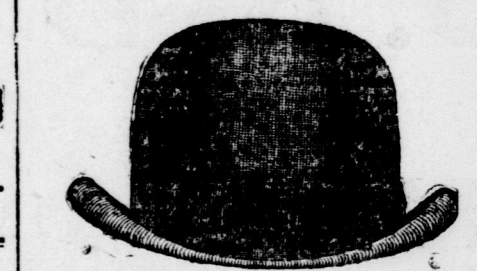
All guaranteed for twelve months. Get catalogue from

Wm. Gurd & Co.
185 Dundas St., London, Ont.

Southcott's
FINE TAILORS
361 Richmond St.

FAIR AND WARMER.
Toronto, Ont., April 24-11 p.m.—The depression which was over Manitoba last night has become almost completely dispersed, and pressure has increased considerably over Eastern Canada. Light showers have occurred in the Lake region. Elsewhere the weather has been fine.
Minimum and maximum temperatures: Calgary, 28-34; Qu'Appelle, 30-50; Fort Arthur, 34-50; Pelly Sound, 28-52; Toronto, 43-52; Ottawa, 34-54; Montreal, 34-54; Quebec, 32-42; Halifax, 38-54.
Probabilities: Lower Lakes—Toronto, April 25, 1 a.m.—Fair; higher temperature in most places.
LOCAL TEMPERATURES.
The highest and lowest readings of the thermometer at the Observatory on Friday, April 24, 1896, were: Highest, 57; lowest, 45.

Beltz - The Hatter



Correct Style.
DISCUSSING Hats is profitless unless you have articles before you to compare. A great plan to ascertain what is the best among a multitude of first-class varieties is our stock of

Nobbiest, Neatest, Newest

E. BELTZ
In Business 40 Years.

BREAD
In all parts of the city retail at

50—PER LOAF—50
Johnston Bros., Phone 818

Get the Most

You can for your money. Do as others do, buy your Wall Paper at BOYLES, 652 Dundas Street.

WHAT THEY ARE SAYING.
Miss Frostique—I would never get married on leap year because everybody would say that I had done the proposing.
Miss Caustique—Don't let that deter you. They will say that any way.

NOTICE.
Remodeling of Furs
We have special facilities for storing furs during the summer months. Repairing and alterations should be done now, as labor is much cheaper than in the busy fall and winter season. Our patrons will find it to their interest to have their furs renovated now. We guarantee all our work to give entire satisfaction and at lowest rates.

MILNE, SPITAL & CO.
146 Dundas St. Phone 301.

London Advertiser.
Call Us Up! Telephone Numbers:
197 Business Office
124 Editorial Rooms
178 Job Department

STREET-CAR-TICKETS
ARE ON SALE AT

T. R. PARKER'S,
G. P. R. Ticket Office
Southwest corner Dundas and Richmond Streets.

London and Environs

—Mr. D. Collins, Iceman, lost a \$100 horse by sunstroke recently. It was its second day in the ice business, and it died with its harness on.

—The board of directors have handed out the results of the annual examinations of the Royal College of Dental Surgeons of Ontario, which were held at the University of Toronto. The following Londoners passed: Messrs. Claude Brown (with Dr. George C. Davis), and Bert Winnett (with J. E. Holmes), first year; and Messrs. Fred Baxter (with S. Woolverton), H. Silk (with Dr. Ziegler), and E. Reynolds (with Dr. Swann), second year.

—Among the very large number of friends of the deceased Aid. Marshall, who attended the funeral yesterday, were President Bowman, of the Ontario Mutual Life (Waterloo), and a delegation of directors of that company. Mr. Marshall was for years a co-director. The St. Andrew's Society also was well represented, among those attending being four ex-presidents—ex-Mayor Campbell, ex-Ald. J. W. Jones, Collector of Customs Reid, and J. D. Clarke.

—At the First Division Court yesterday Freeman Perkins, liveryman, brought an action against the Street Railway Company and the city to recover \$80, the value of a horse and carriage, which he had been driven to the recent legislation which says that all actions for damages against municipal corporations for non-repairs of streets must be brought or proceeded without a jury. The present action was brought joining the company and the city as defendants, and the question of the validity of the new legislation of the statute. After much hesitation Judge Mackenzie allowed the action against the city to be withdrawn without prejudice or proceeding against the corporation in the future, and the action against the company to proceed, subject to a reserve case as to whether the city could be withdrawn in the above manner. The action entailed a difficulty in applying the law when two cases were made by co-defendants in a case where the judge has to try the action against one without a jury and the other with a jury. The case was decided in the morning sitting, and no verdict was reached at adjournment.

CHRISTIAN WORKERS' CONFERENCE.
The meeting of the Christian Workers continued in St. Andrew's church. Yesterday afternoon, Rev. H. B. Gibb, continued his Christian Workers' training class, and also dealt with "The Backslider." Rev. H. W. Pope spoke of "The Institutional Church in Smaller Cities," and at the close of the paper an opportunity was given for questions and answers. A number of pertinent questions were asked and answered, and after Mr. H. J. Gillette, of Hartford, spoke on "The Conversion of Children," the meeting was brought to a close. In the evening Mr. Gibb conducted a Christian worker's training class, and Rev. W. H. Pope delivered a very earnest address on the "Baptism of the Holy Ghost." A feature of this morning's session was Miss McDonald's exposition of drawing-room meetings, and other special forms of Christian work.

A MARVELOUS VOICE.
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653 Eagle Street, Buffalo, N.Y.
Dec. 24, 1894.
Y. C. Briggs & Sons, Wholesale Drugists, Hamilton.
Dear Sirs,—About three years ago, you may remember I handled some of your medicines at Queenston, Ont. I am not positive, but I think that the "Bark-Well's Sure Corn Cure" that we had was got from your house. Will you kindly reply to this note, telling me if you do handle Bark-Well's, and if so, would it be possible to send by mail? If I am mistaken, can you tell me what firms do handle it? I WANT NO OTHER except Bark-Well's Sure Corn Cure. It is put up in bottles retailed at 25c. Hoping to hear from you soon, and wishing you compliments of the season, believe me, yours truly,
HARRY H. YOUNG.

Let Us Tell You
Of Something New

Heinz's Baked Beans in Tomato Sauce. These beans differ from the ordinary baked beans, in that they are actually baked, not stewed. The dressing of Heinz's Extra Fine Tomato Sauce adds a delightful flavor to them. Nice for cold lunches. A delicious appetizer. Try them. We have them in 1-lb and 3-lb tins.

T. A. Rowat & Co.
228 Dundas Street.
Phone 317.

I Want You
To see Shuff's beautiful Wall Papers at corner Dundas and William streets.

ist). The event will undoubtedly prove a most enjoyable one, and deserves the hearty support of our music-loving people.

MASONIC.
A well attended meeting of the London Past Masters' Association was held at the library of the Temple the other evening, there being present Bros. J. S. Dewar (president, in the chair), J. D. Clarke, A. B. Munson, O. J. Bridle, Ed. Paul, E. B. Smith, George C. Davis, Dr. Weeks, A. C. Stewart, W. H. Morgan, A. E. Cooper, A. G. McWhinney, A. B. Greer, W. J. Element, T. R. Parker (secretary), C. A. Kingston, R. A. George, H. J. Morris, Dr. J. H. Gardiner and others. The meeting considered the notices of motion to come before the next communication of Grand Lodge, and gave expression to their views on each one, seriatim. The main discussion was on the change in the mode of electing officers to be introduced by V. Bro. Walter Barwick, of Toronto, who desires to prevent a wholesale slumping in votes as is done by certain brethren at the Grand Lodge from year to year. The motive and the principle advocated by Bro. Barwick were commended, but it was felt that his scheme would require considerable pruning before Grand Lodge would adopt it. Amendments thereto were made and the P. M.s urged to place them before Grand Lodge. Several new members were elected and the association adjourned until October next.

At the last convocation of St. John's Royal Arch Chapter, No. 3, Ex. Comp. J. D. Balfour presiding, the immediate past Z., Ex. Comp. Harry Stratford was made the recipient of an exceedingly handsome jewel, emblematic of the rank he has attained in caputular Masonry. At the request of the presiding officer, R. Ex. Comp. J. S. Dewar, J. D. B. made the presentation, and Comp. Stratford replied in feeling terms.

Arrangements are progressing in local Knights Templar circles for the reception of the Great Priory of Canada on the occasion of its annual gathering here in September next. An active committee, with Mr. E. Sir Knight Spry, as chairman, and Sir Knight A. A. Campbell as secretary, has been appointed to manage the affair.

A course of Hood's Sarsaparilla this spring may be the means of keeping you well and hearty all summer.

Common Sense Temperance.
Perhaps one of the most engrossing subjects under public consideration is that of temperance. It is a subject which touched all classes alike, from the highest to the lowest. There are few homes which have not this skeleton temperance, either hidden away in the closet or openly parading itself to their humiliation and disgrace. How to deal with it is an all-absorbing topic. Ministers of the gospel and temperance advocates exhaust their ingenuity in trying to grapple with it, and frequently, by the very temperance of their language, defeat their own cause. Some of them, unfortunately, are too bigoted to look at the matter from a common sense standpoint. The victim of intemperance turns a deaf ear to their exhortations, and to the pleading and advice of parents, wife or friends, and why? Because, in many cases, he is a helpless victim of a disease from which, by his unassisted efforts, he cannot free himself. One might as well tell him not to suffer from toothache or rheumatism, as not to crave for stimulant. Fortunately modern science, among other wonderful discoveries, has found a remedy by which this drink disease may be permanently cured. The most successful curative agency known is the Double Chloride System of treatment as administered at Lakehurst Institute, Oakville. For interesting facts bearing on the drink disease and its cure, address the Manager, Oakville, Ont.

NOTICE—If you want good and proper work done to your watches and clocks, without pretense, take them to T. C. Thornhill's, 402 Taibot street, who has had over forty years' experience. All work guaranteed satisfactory, be it chronometers, striking repeaters, levers, Swiss, English or American.

ENGLISH AS SHE IS SPOKE.
The elder lady: "Why, Jennie, where are you going, all dressed up?"
The other: "Going up to the fall to see a gentleman friend of mine. He's up for stabbing a lady."

R.K. Cowan
Barriester, etc., over Bank of Commerce London.

The T. E. MARA CO.,
LONDON'S BUSINESS CENTER.
Special for
Monday, Bargain Day
April 27.

Syrup Pitchers, 15c each. Tumblers, flint glass, 37 1-2c a dozen.

10 pieces
Painted Toilet Sets,
worth \$2 25,
for Monday only,
\$1 50.

Red, White and Blue Peaked Caps, 10c each.

Gents' and Boys' English Cambric Shirts, in neat patterns, 50c.

Men's
Balbriggan Shirts
and Drawers,
French make,
worth 50c,
Monday 25c.

Gents' Extra Heavy Cotton Socks, 3 pairs for 25c.

Ladies' Fine White Underwaists, 12 1-2c each.

Bought in bond,
79 Ladies' Spring
Capes, new styles,
worth from
\$3 50 to \$8;
as long as they last
\$2 49.

Ladies' Nighdresses, tucked yoke and embroidery trimmed, 65c.

Nos. 8 and 9 Granite Teakettles, Monday 65c.

Nos. 8 and 9 in
Tin Plates,
worth 5c,
Monday
for 2c each.

Large Size Milk Pans, 8c each.

Ladies' Fine White Skirts, tucked with wide embroidery frill, for \$1.

Boys'
Blue Serge Pants,
in small sizes,
only 19c pair.

Boys' Tweed Suits, \$1 25.

Black and Colored Lustres, 25c yard.

3 pieces extra
heavy
Silk and Wool
Crepons,
worth \$1 50,
for
\$1 25 per yard.

Colored Sicilians, all the latest spring shades, 40c.

New - Orleans - Perfection - Candy
10c 1 POUND NET.

Mail Order Department
Samples sent to any address free for the asking. Write for catalogue.

Standard Patterns—May Fashion Sheet Now In

The T. E. Mara Co.
(LIMITED.)

153 Dundas Street,
155 Dundas Street,
And Market Square

London.