

Seal Brand Coffee

(1 lb. and 2 lb. cans.)

is selected from the very highest grades grown. It is HIGH GRADE PURITY—its fragrance proclaims its excellence.

ALL GOOD GROCERS.

CHASE & SANBORN,
MONTREAL AND BOSTON.

SEVENTH REGIMENT ENJOYS COL. LITTLE'S HOSPITALITY

The Popular Commanding Officer Entertains His Men.

End of Drill Season Marked in a Pleasant Manner.



AST night, after the regular drill, the last of the season, Col. Little, of the Seventh Regiment, treated the regiment to a most enjoyable supper, in the drill shed. The management of the affair was placed in the hands of the sergeants of the regiment, and the result was a most successful evening in which the whole regiment passed off, reflected great credit upon all concerned. Under the gallery at the east end, where the tables were laid, the hall was hung with Union Jacks and long strings of flags, and otherwise prettily decorated. Following a short drill the men were marched in, company by company, and seated, and the supper was served.

After the cigars had been passed around, the toast, "The King," was proposed by Col. Little and drunk to by all in the hall. The enthusiastic manner, the company singing "God Save the King."

In responding to the next toast, "The Canadian Militia," Major Cronyn said that he felt very like a certain young clergyman who had been asked by an older pastor, wherein lay the success of his sermons. The younger man replied: "I'll tell you. When you prepare your sermons, you write them out and the devil standing at your elbow sees it all and steals the hearts of your hearers. Now, when I preach, the devil himself doesn't know what I am going to say." Major Cronyn said that he felt in a similar position, and he felt proud, he said, to have been a member of the contingent that did not crown the King. He thought that the Canadians were probably the best regiment at the coronation, though they were unfortunate in the diversity of their uniforms. Above everything, he would like to see the Seventh become the crack shots of the Dominion. He was certain, however, that the regiment would hold up its end as a Canadian regiment.

A GOOD SAMARITAN

Being Helped Himself Wishes to Help Others.

The papers were never so filled with advertisements of remedies that will cure every known disease, as they are today; these are invariably accompanied by testimonials from people testifying in the strongest terms to the virtue and merit of the particular preparation advertised; but because so much is claimed for the medicine, it has come to the point where most readers regard such testimony as pure "fake" and made up out of whole cloth.

We are glad, however, to vouch for the reliability of the following from Mr. William Lichtenwalter, proprietor of the largest printing house in Canton, Ohio, regarding the Pyramid Pile Cure, for which nothing is claimed, except that it will cure any and every form of piles.

"For several months past I have received so many inquiries from sufferers asking if my testimonial is authentic, that I am inclined to send in a bill to you for postage and stationery. It is now two years since I was last troubled, and my return is as clear and clean as any man who never had piles, although I suffered with protruding, bleeding and internal piles for twenty-seven years. I will not attempt to detail the agony I suffered, being too happy to say I believe I am cured, after two years of evidence."

"What will cure one man will sometimes cure another; whether it was the Pyramid Pile Cure that cured me, I cannot say; but I have been free from piles for two years after using your treatment. I leave sufferers to draw their own conclusions."

"I will answer any communication that a sufferer may ask, and will refer to any business house, bank or manufacturer of Canton, Ohio, concerning my identity, among whom I have lived for forty-eight years."

Pyramid Pile Cure is sold by druggists for fifty cents a package, and will be mailed to any address by Pyramid Drug Co., Marshall, Mich., upon receipt of price.

Drop this card asking for their little book describing the cause and cure of piles.

been that Col. Peters should propose the toast "The Canadian Militia," but that he had thought it too much for him, and, wanting something smaller, had chosen the name of Lieut.-Col. Little. Col. Little felt proud of being the commander of so excellent a regiment as the Seventh is. It was something he had never anticipated when he had first joined, but his enthusiasm had carried him on. The regiment had the best non-commissioned officers in the Dominion. He complimented the non-commissioned officers on their zeal and their care of their men. And the men, said he, had the reputation of behaving in the most creditable manner always—not only as soldiers but also as gentlemen. He liked to see a man when he went into anything, no into it thoroughly. One thing he would say in conclusion, the Seventh Regiment, either as a regiment or individually, could always count on him to give any assistance that was needed. (Applause.)

The toast "Our Regiment," proposed by Major Cronyn, was responded to in short, bright speeches by Major Hayes for Company 1, Lieut. Beecher for Company 2, Capt. Graham for Company 3, Lieut. Ingram for Company 4, Capt. Campbell for Company 5, and Lieut. Little for Company 6.

Sergeant Major Milligan and Col. Serjt. Slippi replied to the toast "The Non-Commissioned Officers of the Regiment." Serjt. Major Milligan said that he felt bound to have acted as color-sergeant in the Canadian contingent that went to the coronation, and the result was a most successful evening in which the whole regiment passed off, reflected great credit upon all concerned.

but that in that contingent he had felt not as Serjt. Major Milligan, but as the representative of the Seventh Regiment of London.

The toast to "The Ladies" was replied to by Lieut. Bentley, who, though not expecting the honor, acquitted himself in a manner that would have put none of the fair ones to the blush had any of them been there to hear.

In closing, Col. Little made a few remarks, in the course of which he said that they were going to try more to cultivate the social element in the regiment as soon as the new drill shed was built. Mr. Hyman had told him on Saturday night that the contract for the new shed was signed. In the new building they were to have everything they had asked for: lecture rooms, bowling alleys, shooting galleries, and a bar; it would be one of the most complete buildings of its kind in the Dominion. He would like to see a full support given to the new athletic association that was forming. Though tonight the regular battalion drill was ceasing, any company that liked to drill would be given credit, and he would suggest that each company would use the winter months to recruit. Each company ought to be fully 50 strong. There would be three prizes offered to those who would bring in the most recruits, and he would also suggest company prizes. He did not see, however, that it ought to be necessary to beg people to join. To belong to a regiment that had distinguished itself as the Seventh had in the Fenian raids, the Northwest rebellions and in South Africa, to be considered an honor. Above all, he wanted to see the organization kept up during the winter months.

The evening broke up with the singing of "God Save the King."

The programme was varied from time to time during the evening by songs from the Kenwick Male Quartet, and one or two solos from Mr. W. N. Seneca. A cornet solo by Bandsman Ward was favorably received.

The Farmers' Institutes.

Toronto, Nov. 18.—A supplement section of the Farmers' Institutes report, bringing the records down to June 30 last, shows the membership on that date to have been 22,948, compared with 20,387 the previous year. The attendance at last season's meeting totaled 147,642, compared with 151,623 the previous year. There were 791 meetings held, which will be increased to beyond 800 this season. Hutton County has the banner institute with 840 members and an attendance of 5,560. The programme of this year's meeting is published together with the list of subjects which each delegate is prepared to speak upon, covering every phase of agriculture.

Toronto, Nov. 18.—Charles H. Cornell, of 260 Robert street, committed suicide in the Rosedale ravine, near Park road yesterday morning. He had been suffering from a recent slump in stocks. Mr. Cornell had been dealing largely on the market of late, and had lost heavily during the last week. These losses preyed upon his mind, and he had been despondent.

FIRST WITNESS IS PRESIDENT DAVIS

Royal Commission Begins Its Inquiry Into Tobacco Case.

BUSINESS SHOWS AN INCREASE

Head of American and Empire Companies Tells of Organization of Concerns and Acquiring of Plants.

Montreal, Nov. 12.—Only one witness was examined yesterday, when the royal commission appointed to inquire into the alleged combine on the part of the American Tobacco Company of Canada and the Empire Tobacco Company, which commission has been sitting in Ontario and New Brunswick, resumed its sessions in the courthouse here, Mr. Justice McTavish, of Ottawa, presiding. Mr. Mortimer B. Davis, Montreal, president of each of the companies named, was in the witness box all day, and his testimony was not concluded when the court adjourned until this morning. He told of the organization of the American Tobacco Company of Canada and of the Empire Tobacco Company, and of their acquiring certain cigarette factories. He also testified as to the coming into force of consignment agreements, under which those handling the companies' cigarettes and tobacco for the retail trade were given varying commissions. These agreements were originated for the purpose of giving a uniform rate to the retail trade, and a system of prizes that was introduced was for the purpose of increasing consumption.

Senator Landurand, K. C., Mr. Max Goldstein and Mr. O. E. Fleming, of Windsor, Ont., appeared for the Canadian manufacturers, at whose instance the commission was appointed, and Senator Beique, K. C., and Mr. C. S. Campbell, K. C., were for the tobacco companies.

Examined by Mr. Goldstein, Mr. Davis said that the offices of the American Tobacco Company in Canada and of the Empire Tobacco Company were in Montreal. There were offices at Granby, but the affairs of the companies were directed from Montreal, where witnesses for the tobacco companies were under his immediate direction. He was a member of the firm of D. Ritchie & Co., which carried on a business in the manufacture of tobacco in Canada. At that time they were all foreign leaf tobacco. At that time there was also an American cigarette company, which was a manufacturer of tobacco in Canada. It manufactured under license from Kinney Bros., an American concern, which had since been merged into another company in the United States. The business of Ritchie & Co. was acquired by the American Tobacco Company of Canada in 1885, through Mr. Butler, the American Tobacco Company, of the United States. The Canadian company got a federal charter before starting operations.

APPROVE THE AGREEMENT.—The minute book of the directors' meetings showed that at a meeting held Dec. 18, 1885, the directors approved a copy of the consignment agreement, by which the consignees were paid those handling the company's cigarettes for the retail trade. It was in consequence of the agreement for protection that the consignment agreements were originated, their object being to do away with the middleman. The American directors did not come to Montreal for the meetings, although they were more heavily interested than the Canadian ones. He was not aware of the existence of those consignment agreements, somewhat similar in terms to that of the consignment agreement, and so far as he knew the latter was not based on use in the United States.

THE AMERICAN TOBACCO COMPANY OF CANADA.—The American Tobacco Company of Canada manufactured cigarettes and cut tobacco. The American Tobacco Company of Canada controlled the Empire Tobacco Company, although there were other tobacco companies in the Dominion. The factory of the Empire Company was at Granby, and Mr. Archibald was the proprietor when it was purchased by the present owner. It manufactured plug tobacco, made out of Canadian combination leaf, and it was the competition in foreign leaf tobacco that led to the manufacture of Canadian plug.

ACQUIRES JOLIETTE PLANT.—The American Tobacco Company of Canada acquired the Joliette factory about three years ago, but it was closed last spring. This was because the plant was not profitable. It was thought that it would be more convenient to have the factory where the leaf was. When that factory was running it manufactured plug, chewing and plug smoking from Canadian leaf. The business of L. Larue was acquired in 1896. It was a Canadian cut tobacco factory. The same factory was still used, and Mr. Larue was manager.

The court then adjourned for lunch, and on reassembling Mr. Davis confirmed his evidence. The American Tobacco Company of Canada manufactured the same cigarettes in Canada as the American Tobacco Company of the United States made. The former company manufactured under license from the latter. It was in 1890 that the "exclusive" tobacco contract was started. It was not the company that started it, but the Grocers' Guild asked for it, and it started in London, Ontario, and extended over the Province of Ontario.

It was afterward started in the Province of Quebec, but it had not yet gone to any of the other provinces. He would not be surprised, however, if the jobbers in the lower Provinces asked to have the agreement put in force, as there was a benefit to be got out of it.

CONTRACT IS VERBAL ONE.—The contract relating to the handling of cut tobacco was a verbal one only. Those who handled the company's cigarettes and cut tobacco got 12 per cent on the sales; those who handled cut tobacco as well, only got 5 per cent. The wholesale grocers in the west did not want the optional clause in the contract, which gave the tobacco wholesaler the right to buy the tobacco "exclusive." He did not consider that the number of selling agents had anything to do with the demand from the consumer, and he did not want the Empire Company's tobacco. The consumer got 60 per cent more plug, chewing and smoking, tobacco, for his money, when the tobacco was manufactured from Canadian leaf, than when it was made from foreign leaf; the wholesaler made double the profit, and the retailer made 10 per cent more.

Asked if the company had a system of spies to report on the whole, he said that he had no spies, but he was carrying out their contracts or not, he said that it had not; the consignees were so satisfied with the price that they had no need to report on the company's cigarette business had greatly increased, and it now amounted to about 75 per cent of the whole. The proportion of the sales of the American Tobacco Company in Canada and of the Empire Tobacco Company were far in excess of all the others, and it was for these companies took hold of the trade when in a crude condition, and had spent a lot of money in developing it. The companies had about 60 per cent of the cut tobacco business.

EMPIRE FACTORIES' PURCHASE.—Examined by Mr. Fleming, witness said that before he went into the business of the Empire Tobacco Company, the Ontario farmers did not know how to cure their tobacco, and it went bad of their hands. When the Empire factory was purchased, it was in a wretched condition, witness considered that it was only a nucleus of a tobacco business, and it had since been developed. He said that he had been in the business of the growing and curing of Canadian leaf tobacco. The natural channel for distributing goods was to the retail trade direct, and not through middlemen.

He did not fear competition in the Canadian tobacco trade, and the "exclusive" clause was not introduced in the contract on that account; it was put in because the company wanted to know that their selling agents were selling the goods in the best way. Witness declined to say how much and whether or not anything was paid to the American Tobacco Company in the United States for the license granted the Canadian company; and in this he was upheld by his lordship, who thought that the fact that the Canadian company had a license was sufficient. The object of having the contracts, witness said, was to have a uniform price to the retailer.

HAS SYSTEM OF COUPONS.—There was a system of coupons and tags in connection with prizes, which were given in order to increase the consumption, for the cheaper you trade your goods to the consumer, the greater would be the consumption, and that was the point of the business. The main aim was to create consumption, and that was why the two companies he represented had developed so much. Mr. Fleming—Why do you offer these prizes in one line and not in another? The witness—The same answer; to increase consumption. Mr. Fleming—Is not a fact you offer a prize for the largest number of cigarettes sold in Hamilton. The witness—For every five packages a man buys he gets a package free. Mr. Fleming—Does that apply all over the country? The witness—No; in Montreal and Hamilton. Mr. Fleming—Why? The witness—To increase the consumption. Mr. Fleming—Why in these particular localities? The witness—Because we want the consumption increased in these particular localities. Mr. Fleming—Is it not a fact that that is where the opposition have their factories? The witness—We do it to increase our consumption. Mr. Fleming—Is it not a fact that you have been asked to introduce the coupons into other towns and cities besides Montreal and Hamilton? The witness—I don't know that it is.

Mr. Fleming—Who would know? The witness—The secretary might know, perhaps. Mr. Fleming—You also offer premiums to the salesmen? The witness—Yes. Mr. Fleming—In view of the fact that your goods are so much superior to those of the opposition companies, why is it necessary for you to do this? The witness—As I said before, we do this to increase consumption of the domestic leaf, to get the consumer from the foreign leaf on to the domestic leaf.

Replying to further questions by Mr. Fleming, the witness said that they had had a new brand of chewing tobacco on the market, known as "Stag," which they sold at about 25 cents a pound. He declined to say what the company got any profit out of it at the time, but he would not rule that he must answer the question.

The court then adjourned until this morning at 10:30 o'clock.

HOW THE BODY BREATHES.

There is a homely old saying that nobody ever dies except for want of breath. There is more truth in this than most people know. Breathing means more than is generally imagined.

The lungs are not the only organs with which we breathe. The whole body breathes. This is not a figure of speech. It is an actual fact.

What the lungs do when they breathe is to take in oxygen and give out carbon dioxide, and the same process goes on all over the body all the time in the little cells that make up the nerve-centers, tissues and blood. This is called internal respiration. It is the chief process in the work of tearing down used-up tissue and allowing new material to be built in its place.

If we could understand this process entirely we would understand life, but we can only study it through its effects. We know that Scott's Emulsion helps this process of cell and tissue-repairing to go on very rapidly. We know it very speedily produces good blood and healthy flesh, but we can only partly explain why.

The emulsion contains elements which are very sensitive to oxygen, and the inmost life cells are always hungry for oxygen. Perhaps the emulsion helps them to get it. That is how a great chemist accounts for it.

Scott's Emulsion is rich in carbon, and carbon is particularly needed in sustaining the energy which shows itself in heat and various forms of both mental and muscular activity. It contains an abundance of other properties which we know are specially demanded by the system in conditions of poor health. But no theory will entirely account for the beneficial effects of Scott's Emulsion, just as no theory will quite explain the curative effects of sunshine.

This emulsion combines the full strength of the whole cod liver oil, perfectly emulsified with the highly medicinal properties of hypophosphites of lime and soda. This combination not only makes the oil easy to take and easy to digest, but greatly increases its natural value. Scott's Emulsion is beyond doubt richer than any other known food or preparation in the nourishing properties needed when the blood is poor or the system run down.

Each package of Scott's Emulsion bears the trade mark label of a man carrying a big fish on his back.

We'll send you a sample free upon request.

SCOTT & BOWNE,
55 Front St., W., Toronto.

THIS ADVERTISEMENT CHANGES EVERY DAY
176-178 Dundas Street, London,
Tuesday, Nov. 18, 1902.



Children's Dresses, 39c

Children's Wrapperette Flannel Dresses, in cardinal and black, dresden patterns and fancy stripes, with short yoke and bishop sleeves; full skirt, with hem on bottom; a nice-looking, comfortable and serviceable little garment; our regular 50c line, in sizes 1, 2 and 3, for, each.....39c

2 Specials in Underwear.

About 2 dozen only, Men's Pile Lined Undershirts (only slightly soiled with dust), regular 50c and 65c, Wednesday, for, each.....35c
1 dozen only Ladies' Light-Weight Pile Lined Vests, with long sleeves, closed front, special, Wednesday, 15c, or 2 for.....25c

See the display of our beautiful new Calendars, at Stationery Department.

A Bargain in Nickel Tea Kettles.

About 4 dozen Nickel Teakettles, Nos. 8 and 9, regular price \$1.25 each, Wednesday, our price, each.....79c

CHINA SPECIALS FOR WEDNESDAY.

New China Syrup Jugs, fancy decorations, regular 25c, Wednesday, offered at 15c each.....15c
3 dozen only, China Celery Trays, in pink, blue and gold, fancy design, regular 75c, Wednesday, each.....50c
4 dozen China Porridge Sets, pink and white, gold handle, regular 35c, Wednesday set.....25c

5c CROCKERY SPECIALS.

20 dozen white ironstone Individual Vegetable Dishes, Wednesday, each.....5c
2 dozen only White Bowls, at each.....5c
2 dozen 7-inch Platters, Wednesday, each.....5c

This is a good time to buy a Parlor Lamp Globe. We are showing handsome china ones, up from.....75c

VISIT OUR BIG TOY DEPARTMENT. **WOOD'S FAIR**

UNIVERSAL FOOD CHOPPERS

\$1.25, \$1.50, \$2.00.

Suitable for raw and cooked meat, vegetables, fruit, and for pulverizing bread, almonds, etc.

Axes, Hatchets, Buck Saws, Crosscut Saws, Cold Blast Lanterns, Ash Sifters, Weather Strips, Stove Pipe Varnish, Coal Scoops.

SEE THE AUTOMATIC IDEAL ASH SIFTER, Ashes and cinders are separated while passing through without dust or labor. FOR SALE AT

REID'S HARDWARE, 118 North Side Dundas Street.

COAL AND WOOD

produce heat.

E. B. Eddy's Matches
Create Fire.

The latter is indispensable to the former. No fire can be started with so little trouble as with an

DON'T experiment with other and inferior brands. **Use EDDY'S.**
OUR BRANDS: "King Edward," 1000s. "Headlight," 500s. "Eagle," 500s and 100s. "Little Comet," 1000s.

For sale everywhere. DONALD MCLEAN, Agent, 436 Richmond Street, London.

WESTERN ONTARIO.

Dr. King, who resided with his daughter, Mrs. Alex. Cowan, died at Kingsville on Friday.

Mrs. Etienne, of Mitchell, will attain her 50th birthday on Dec. 21.

Mrs. James M. Watson, son of Mr. John Watson, clerk of Mornington Township, was elected Republican member of the State Legislature of North Dakota for Butternut County.

Mr. J. C. Boulton, of the Molsons Bank, Woodstock, has been removed to Waterloo. Previous to leaving he was the recipient of a solid gold locket from customers of the bank and business men generally.

Col. Otter will recommend Major E. D. Cameron for the colonelcy of the Deffen Rifes, Brantford. Mr. Cameron will accept.

George J. Duffy, M. C. R. foreman, St. Thomas, was painfully injured on Saturday. Mr. Duffy was assisting in placing a steel tire on the drive wheel of an engine, when the two fell upon him. He was bruised about the arms and his back badly hurt. He is now improving.

While out hunting on Saturday afternoon, the opposition companies, son of W. Sanderson, St. Thomas, was accidentally shot in the left foot. He was carrying a gun with the muzzle toward the ground, when in some unaccountable manner the weapon was discharged and the shot entered the ball of his foot, splintering the bone.

Catarrah Sufferers.
The mucous membrane lines all passages and cavities communicating with the exterior. Catarrh is an excessive secretion, accompanied with chronic inflammation, from the mucous membrane. Hood's Sarsaparilla acts on the mucous membrane through the blood, reduces inflammation, establishes healthy action, and radically cures all cases of catarrh.

Illinois history will be represented at the World's Fair, St. Louis, by a series of great paintings specially made portraying the great historical events of the state.

ITS POWER GROWS WITH AGE.—How many medicines loudly blazoned as panaceas for all human ills have come and gone since Dr. Thomas' Electric Oil was first put upon the market? Yet it remains, doing more good to humanity than many a preparation more highly touted, and extending its virtues wider and wider and in a larger circle every year. It is the medicine of the masses.

Wood's Phosphorine

The Great English Remedy for all ailments connected with the blood and system. It is an old, well established and reliable preparation. Has been prescribed and used over 40 years. All druggists in the Dominion of Canada sell and recommend as being the only medicine of its kind that cures all ailments and gives universal satisfaction.

It promptly and permanently cures all forms of Nervous Weakness, Headache, Rheumatism, Impurity, and all effects of Abuse or Excesses, the Excessive use of Tobacco, Opium and Stimulants. Mental and Physical Worry, all of which lead to Infertility, Insanity, Consumption and an early grave. One bottle, or six for \$5. One will please; six will cure. Mailed promptly on receipt of price. Send for pamphlet—free to any address.

The Wood Company, Windsor, Ont., Canada.

Wood's Phosphorine sold in London by C. McCallum & Co., and Anderson & Nelus, druggists.



NO MORE GUESSING

On the dial of the thermometer is marked the proper degrees of heat necessary for baking bread, cakes, pies, etc.

The "FAMOUS ACTIVE" has every range virtue and no range fault. We make it so.

McClary's
London, Toronto, Montreal, Winnipeg, Vancouver, St. John, N.B.

at the oven-heat, if you have a "FAMOUS ACTIVE" range with a thermometer.

No other thermometer registers the heat so accurately as the "FAMOUS", which is put in the oven-door of every

"Famous Active" Range

The "Famous Active" is a Famous Fuel Saver