

New Goods!

CARPETS

—AND—

CURTAINS

—AT—

Priddis Bros.

158 Dundas Street.

The Unconditional Endowment Policy of the CONFEDERATION LIFE OFFER. Offers to the insured the greatest number of benefits and advantages ever embodied in any one contract. It is absolutely free from all restrictions. It has but one condition, namely: the payment of the premium. It offers six modes of settlement at the end of the Dividend period. It is absolutely and automatically non-forfeitable after two years, the insured being entitled to (a) Extended Insurance for the full amount of the policy for the further period of time definitely set forth in the policy, or on surrender to (b) Paid-up Policy, the amount of which is written in the policy, or after five years to (c) Cash Value, as guaranteed in the policy. FRED H. HEATH, general agent, 650, PRINCE STREET, agent, Office 425 Richmond Street.

METALLIC CEILING!

If you have a building which requires new ceilings, let us show you samples and prices for a metallic ceiling. They are ornamental, durable, and inexpensive, and will last a life

Wm. Stevely & Son.

MANUFACTURERS, RICHMOND STREET.

FAIR, COLD, SNOW FLURRIES.

TORONTO, March 25.—11 p.m.—An extensive anti-cyclone now covers the whole Western States and Northwest Territories, accompanied by decidedly cold weather. It is spreading eastward and is causing much colder weather in the lake district east of this. The pressure is low, with moderate temperatures.

Minimum and maximum temperatures: Calgary, 12°-34°; Edmonton, 8°-30°; Battleford, 22° below-6°; Prince Albert, 30° below-12°; Qu'Appelle, 18° below-10°; Winnipeg, 20° below-4°; Port Arthur, 8° below-14°; Parry Sound, 8°-16°; Toronto, 28°-38°; Kingston, 28°-34°; Montreal, 18°-30°; Quebec, 20°-38°; Halifax, 14°-38°.

TODAY'S PROBABILITIES.

TORONTO, March 26.—1 a.m.—Probabilities for the next 24 hours for the lower lakes region (covering the peninsula and as far east as Belleville) are: North to west winds; fair and decidedly cold, with local snow flurries.

BUTTERCUPS!

We have twenty varieties of these delectable confections, and a full line of choice candies and taffies. Our Family Confectionery needs but a trial to prove its superior quality. Prompt and polite attention to all orders.

G. W. KENT, Phone 993. 203 Dundas St.

SMOKE Clam Bake

CIGARS

J. Gammage & Sons

GROW THE BEST

CUT FLOWERS

IN LONDON. SEE THE DISPLAY IN THEIR WINDOW. 213 DUNDAS ST. E.

Died by Her Husband's Coffin. Reading, Pa., March 25.—While looking on the face of her dead husband, Mrs. Henry M. Hoffman fell beside the coffin and expired instantly.

Nothing impure or injurious contaminates the popular antidote to pain, throat and lung remedy and general corrective, Dr. Thomas' Electric Oil. It may be used without the slightest apprehension of any other than salutary consequences. Coughs, rheumatism, earache, bruises, cuts and sores succumb to its action.

London Advertiser.

Telephone Numbers.
107.....BUSINESS OFFICE
134.....EDITORIAL ROOMS
175.....JOB DEPARTMENT

LONDON AND ENVIRONS.

—Mr. and Mrs. Eli Griffith have been visiting in Gloucester.

—“Green Christmas, white Easter,” says an old German proverb.

—The weather has taken the bloom off the flowers on Easter hats.

—Miss Helen Kerr, St. Thomas, is visiting her cousin, Miss Burke, of this city.

—The mercury has been celebrating Easter by taking a drop too much again.

—Miss Muriel Smith, daughter of Rev. Ira Smith, is visiting in Watford.

—Wm. Ford and Alf. Curtis, of the Casket works, were in Ridgeway on Friday.

—Miss Minnie Dixon, of this city, spent the Easter holidays with her parents in Gloucester.

—Miss Emily M. Gunn, of Queen's avenue, is visiting her uncle, Mr. D. A. Gunn, at Wallaceton.

—Thirty car loads of logs pass over the Lake Erie and Detroit River Railway daily. This is the road with which the L. and P. S. R. is to connect.

—Joe Weber, of London, well known in Hamilton ten years ago as a baseball player, was in town to-day hunting up old acquaintances. —[Hamilton Spectator.]

—The prisoners in the county jail have had their time occupied all day in whitewashing the cells and corridors. The work was done very satisfactorily.

—No. 5 ward Liberals meet to-night in East London town hall, to select delegates for the coming convention in the city. A full attendance is expected.

—Messrs. C. S. Hyman, M.P., and Geo. C. Gibbons, Q.C., of this city, are announced to address the Sarnia Young Liberals on Monday evening, April 3.

—The Liberals of No. 4 ward had a well-attended meeting in the Oddfellows' hall on Saturday night. Delegates were elected to represent the ward at the coming convention.

—The Liberals of No. 6 ward meet to-morrow night in Trebilcock's hall, South London, to appoint delegates to the forthcoming city convention. There will doubtless be a large attendance.

—Mrs. Keltie, of Hamilton, formerly of London, leaves to-day for a much needed holiday. Her throat lately has not been in condition for singing, and the doctor has ordered rest and change of scene.

—Mr. J. A. Bland, of Dunn & Co.'s mercantile agency, is home on a brief visit. He is on his way to Winnipeg, to which branch he has been promoted from Toronto.

—“Jack's” London friends congratulate him on his success.

—A horse belonging to Mr. Hadden, of London West, was standing in front of Jones' store the other day when the electric car came along. The animal became frightened and bolted, breaking a wheel off the rig and doing other damage.

—By order of Judge Edward Elliott, Chas. E. Wright has been released from jail. Wright was arrested for non-appearance at the last session of the first division court. He will appear for examination at the next sitting of the court on March 30.

—Rev. Dr. Flannery, treasurer for the Diocese of London, acknowledges having received for transmission to Hon. Edward Blake, Parish of Bridgford, per Rev. John Connolly, \$50; Logan and Kinross, per Rev. John O'Neill, \$92; St. Thomas Branch, A. O. H., \$11; total, \$153.

—The St. Thomas Journal says that ex-Mayor McCully was in this city on Friday in reference to the petition presented to the Port Stanley Railway Board asking that trains on the L. and P. S. R. stop at con. 12, Yarmouth, instead of the 11th. It further says that no change will be made.

—The following gentlemen from London have been successful in passing their final examinations with honors from the Ontario Veterinary College at Toronto, and are now doctors of veterinary medicine and surgery: Walter N. Armstrong, Walter E. Heighway, John A. Smith and John McGuffin.

—Mr. Jas. Bowman, assisted by members of the Microscopical Society, will give an illustrated talk on “Microscopy” in the “Y” rooms, Tuesday evening. There will be ten or twelve microscopes, two of which will illustrate pond life, one micro-photographs, one illuminated objects and one the eyes of insects. A most interesting evening is assured.

—One hundred acres of valuable farm land adjoining the village of Kemoka, in the township of Lebo, and upon which are a good two-story residence, barn and building, were offered for sale by Mr. J. W. Jones on Saturday. The clerk of the Chancery Court placed the property at an upset price of \$4,500, but as none of the bids reached that figure the sale was withdrawn.

—Mr. William Fraser, of Port Stanley, who filled the position of conductor on the L. and P. S. R. for several years, has, it is understood, been re-appointed to his old position and will resume his duties when the D. L. E. and W. R. take possession of the road. The traveling public will be pleased to hear that Mr. Fraser has consented to resume his former position. —[St. Thomas.]

—The funeral of the late Mrs. Bentley, whose death resulted from a severe attack of hemorrhage of the lungs, took place from the family residence, No. 284 South street, yesterday afternoon. Lodge Princess Louise, Daughters of England, of which the deceased was a highly respected member, attended in a body and accompanied the remains to the grave. The pall-bearers were Mrs. R. Cripps, Mrs. F. Dealey, Mrs. Mosley, Mrs. J. Wheatcroft, Mrs. E. Patton and Mrs. J. Leah. Interment took place at Mount Pleasant, the services being conducted by Rev. Charles B. Guillemont, St. James street.

—While Mrs. Frank Plant, of Elias street, East London, was sitting in a carriage on the north side of Dundas street between Clarence and Richmond streets, on Saturday night, a drunken man, apparently a stranger, drove along. His horse was going at a furious rate, and collided with the standing rig, throwing Mrs. Plant out on the block pavement. She was unconscious when picked up and carried into a drug store near by. Medical aid was at once summoned, and it was learned that no bones were broken, though serious injuries were sustained about the face and shoulders. Mrs. Plant soon regained consciousness and was removed to her home. After the collision the stranger continued his lively gallop and soon got beyond the reach of the police.

—Mrs. John Johnston, of Southwell, after

We are quoting very low prices for Lily White Oil, Aurora Light, Water White benzene, gasoline, machine and cylinder oils. Send for quotations. Phone No. 307. EMPIRE OIL COMPANY.

a long illness, passed peacefully away on Thursday last. She had been tenderly cared for by her daughter, Mrs. James Orchard, of Shelden, with whom she was residing, and Mrs. Fowler. Her eldest son, Rev. Dr. Hugh Johnston, pastor of the Metropolitan Methodist Church, Washington, started at once for St. Thomas, and reached there Friday evening. Mr. Jonathan Johnston is also expected from Chicago. Of the other members of the family Jacob is in the far west, while Mahlon and Mrs. George Williams, another daughter, are in Assiniboia, and cannot possibly reach the place in time for the last sacred rites. Mrs. Johnston belonged to a large and respected family, and was the sister of Mrs. John King and Mrs. William Teetzel, of St. Thomas. She was greatly loved and revered.

Mayor Eesery, Ald. F. J. Fitzgerald, Ald. Cox, Ald. Garratt and Ald. Thos. Jones leave for Toronto, per C. P. R., to-night, to oppose certain clauses in the London and Springbank Electric Railway Bill when it comes before the House to-morrow. Of the original committee Ald. Judd, Ald. J. W. Jones and Ald. Scarrow were unable to go.

“Mickey” Jones Dead.

“Mickey” Jones, of Hamilton, died from consumption Saturday in that city. He was known by nearly everybody in London as the ex-pitcher of the Tecumseh Baseball Club. He was last seen on the diamond here in 1893, when he pitched against the Alerts.

SHORT TALKS ON ADVERTISING.

No. 4.

[Copyright 1894 by Charles Austin Bates.]

John Vanamaker has said: “To discount an advertisement is like taking down your sign.”

That is just the idea. You have a sign above your door to let people know who you are and where you are and what you are doing. That's what your ad. does. Space in newspapers merely multiplies your sign. It lets thousands of people know what you have to sell. The way to think of advertising is to consider first the goods you have, to see if they are really desirable. Then figure on the number of people likely to see your announcement in the paper, the proportion of possible customers among that number, and what you can afford to pay for each dollar's worth of new business. Then we give you the size of the ad. you ought to use. Then make your ad. clear, logical, convincing. Don't try to be funny unless you are naturally so, and even then don't do it too often. What people want in an ad. is exact, definite information. It ought to be given to them in a smooth, more or less argumentative way, and as strongly as possible, for “the other fellow” is after these same people.

The amount to be spent for advertising must be determined by the percentage of profits and the percentage of possible customers. It doesn't pay to buy advertising blindly, no matter how good it is. If you are selling \$1,000 a week at a gross profit of 25 per cent, and can increase the sales to \$1,250 at a cost of \$50 for advertising, you are a clear \$125.00 ahead. Rent and clerk hire, light and heat and interest all go on just the same, whether you sell \$1,000 or \$1,250. It is advertising that brings in the money to pay all the other expenses. Advertising is business insurance.

Advertising what you haven't got, or what you don't do is worse than not advertising at all. You can't well be too careful about this. Make your ads. strictly true in letter and in spirit. I believe that the majority of business men do this now, but as it is the most important thing about advertising, it will bear repeating and reiterating.

When merchants and laymen come to consider advertising in its legitimate character of “business news,” it will pay better — pay the advertiser better and the advertisee too.

Prendergast Objects to Delay.

Chicago, March 25.—By an agreement of the interested attorneys, the hearing of the insanity plea of Prendergast, the assassin of Mayor Harrison, was postponed until next Tuesday. During the arguments regarding the fixing of a date for the trial, the remarks of the court were frequently interrupted by outbursts from the prisoner. “We want no delay. We want the case to go to trial at once, he cried. The judges were unable to quiet him and he continued his interruptions until taken back to the jail.

Striving to Please.

“I don't know whether I like these pictures or not,” said the young woman. “They seem rather indistinct.”

“But you must remember, madam,” said the wily photographer, “that your face is not plain at all.”

A Logical Conclusion.

Teacher—Who can tell me what useful article we get from the whale? Johnny?

Scholar—Whalebone.

Teacher—Right. Now, what little boy or girl knows what we get from the seal?

Tommy?

Scholar—Sealing-wax.

The pay of sailors in the British navy is inferior to that of men in the merchant service.

An official report of the instantly available battle ships of the six great powers shows that of first-class vessels England has 15, France 9, Russia 3, and the Triple Alliance 10, of which 9 are Italian and 1 German. All the English vessels steam 16 knots or upward, 2 being 18 knots; none of the French is over 16 knots; while 2 of the 3 Russians are under 16, the third reaching 17.3. In second-class ships England leads with 12, France has 9, Russia 4 and the Triple Alliance 11, of which Germany owns 7 and Austria 4. Here there is no such superiority of speed on the English side, three being under 13 knots while no French vessel goes so low as that figure and all the Russians steam 14 knots and over.

Prof. Smith's Three Keys will positively cure rheumatism in three days, neuralgia instantly. Sold at all drug stores.

Ten Dollars to Washington, D. C.

The Lehigh Valley Railroad will run a spring excursion to Washington, D. C., on Wednesday, March 28. Fare for the round trip from Buffalo, \$10. Tickets purchased on March 28 are good to return to and including April 6. The service will be first-class, and consist of Pullman sleeping cars and day coaches through to Washington without change. The train will leave Buffalo at 6 p.m. on Wednesday, the 28th, and arrive in Washington next morning. The L. V. R. is one of the finest railroads in America, and this is the annual spring excursion. For tickets and information apply to the nearest ticket agent. 36c

P. J. EDMUNDS, Solicitor of Patents,

MECHANICAL AND PATENT LAW EXPERT.

209-61 Richmond, corner King, London, Ont.

Telephone 601 B.

THE GRIPPE EPIDEMIC.

Medical Science Powerless to Prevent Its Spread—It Has Again Swept Over Canada With Great Severity—How Its Evil Effects Can Best Be Counteracted—Only Prompt Measures Can Insure Safety.

It is stated on high medical authority that an epidemic of la grippe is more to be feared than an outbreak of cholera.

Mr. Wm. Smith, of London township, died yesterday from la grippe.

Mr. Geo. Heabin died at St. Thomas Friday from la grippe.

Mr. Henry Smith, of Wroxeter, died on Friday of la grippe.

La grippe, or its after effects, has proved fatal in a great number of cases of late, scarcely a day passes but we have to chronicle some new victim from this epidemic, now more dreaded than the smallpox. It was from the after effects of this dreadful disease that Mr. John Weir, of London township, was pronounced dying and beyond hope by four prominent physicians of London, Lucan, Grant and Clandeboye (the former charged him \$10 to tell him he must die), but Mr. Weir was induced by a kind friend to get Williams' Royal Crown Remedy, with the result that to-day he is as well as any of the doctors who pronounced his case fatal, and it certainly would have been had he not got this “Nature's Liquid.” If our readers hear of any friends suffering from this disease they may save their life by telling them how Williams' Royal Crown Remedy saved John Weir's life.

Removing the after effects of la grippe, or fortifying the system to withstand its shock, no remedy has met with as great success. Price \$1, Pills 25c, or five bottles of Remedy and five boxes of Pills for \$1, at Drugists; or Isaac Williams Company, London, Ont., will send it by express if druggists do not keep it. Get the genuine. 35c v2

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Bargain Day!

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ALL THIS WEEK



A Sweeping Sale

DRYGOODS, MADE-UP CLOTHING, BOOTS and SHOES, CARPETS and CURTAINS, HATS and CAPS, GENTS' FURNISHINGS, And SMALLWARES

Is now going on at MARRA'S. This is a windy time of year, so that a sail quibbles business. We've struck a breeze too. Goods must and will be sold on account of our

Monster Building Sale.

We are making such quick sales that the thing has become a sweep. Don't wait till the wind has gone down, the goods are all sold and there's nothing left but the dust caused by the tearing down of walls.

Peruse the Following

Only for our Bargain Days:

Double-fold Henriettas, 10c yard.

36 inch Sheetings, 4c yard.

Yard wide Flannelette, 30 pieces only, 8c yard.

Best Cook Book and one pound Baking Powder, 25c.

Belding Paul & Co.'s best Spools Silk, colors and blacks, all numbers, 2c.

A 50c Carpet, yard wide, reversible, for 25c.

Steel Tailor's Scissors, all sizes, 19c pair.

200 Ladies' Tweed Rubber Circulars, all one price; first come first served, \$1

Ladies' Hygiene Vests, long sleeves, only 18c.

Ladies' Hygiene Vests, half sleeves, for 12c.

4-buttoned Constance Kid Gloves, \$1 goods for 50c.

Ladies' Blouses, fast colors, 45c.

French Sateens for ladies, Spring Suits and Waists, 19c.

Strike the excitement at its height, and come now and see the biggest Throw Away Sale ever held in London.

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