

All the Arguments

Are in favor of having your clothes made by us. In quality of materials, in style, in fit, in finish, in every essential detail of fine tailoring, we are in the lead.

O. LABELLE & CO.
346 RICHMOND STREET.

SMITH, SON & CLARKE
UNDERTAKERS
115 DUNDAS ST. PHONE 586
629 DUNDAS ST. PHONE 678
Residence on Premises.
Private Ambulance Service.

GRIFFITH BROS.
LEADING FUNERAL DIRECTORS AND EMBALMERS
Private Ambulance in Connection
104 DUNDAS ST. PHONE 459.
CARL MILLER, Asst. Manager.

Logan & Ball
Funeral Directors
418 RICHMOND ST. PHONE 1568.
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FERGUSON & SONS
Funeral Directors
180 KING STREET.
PHONES 643, 373, 2056.
OPEN DAY AND NIGHT.

KINDLING WOOD \$1

Per Load, or 2 Loads for \$1 50.
Delivered to All Parts of the City.
LONDON BOX CO.
309 BATHURST ST. Phone 528.

Want a Short Winter?

Use Hunt's Coal. You Don't Have to Go South

The coal we're selling will give you comfort. Same price as everybody else charges. Send us your order. We do the rest.

OFFICE: 363 RICHMOND ST. Phone 123.
YARD: WATERLOO-M. C. R. Phone 412.

YOUR FIGURE.

may be slumped—it can be improved. May not be sharp—it can be made so. Corsets for health and comfort, style and fit, are made to your individual measure by Woodhouse, Corsetry, Toronto. Represented by

MISS L. QUINN, 21 DUNDAS STREET.

PHONE 1591.
"Hello, John! Be sure to order that ton of coal from McGuffin's Coal Yard, 625 William Street." "ROSIE," WY

R. K. COWAN
BARRISTER, SOLICITOR, ETC.,
County Bldgs., near Court House, London

Green & Co.
495 YORK STREET

Sell MURRAY MINE ANTHRACITE CHESTNUT COAL. No smoke, no cinders, hard bright, best burning coal in the city, and only \$6 50 per ton.
GOOD DRY SLATS \$1 50 F. R. LOAD.
PHONE 1391

TO LET

Premises centrally situated, suitable for light manufacturing or storage. Rent cheap.
LONDON LOAN AND SAVINGS CO'Y

RACING DEAD AT SANTA ANITA.
Oakland, Cal., Jan. 4.—Thomas H. Williams, president of the new California Jockey Club, last night set at rest speculation as to whether a race meet would be attempted at Santa Anita Park this season with a telegram saying: "I do not think there is any chance for racing at Santa Anita this winter or spring."

DAMBRA & WALSH.
Tailors, have taken over the store occupied by Slater Bros., at 223 Dundas street, and will move into it at the first of the year.

Pianos to Rent.
Pianos to rent from \$2 per month upwards, six months' rent allowed in case of purchase. Williams' Piano Company, Ltd., 261 Dundas street.

Closed, heated carriages for all occasions. Hueston's Livery.

Order Hamilton's

Hamilton's Porter is fully aged. It is the best. Ask for Hamilton's when you are buying.

Order Hamilton's

THOS. WILSON
Merchant Tailor
212 DUNDAS STREET
HIGGINS' BLOCK. Telephone 606

RELIABLE COAL MEN
RELIABLE COAL
RELIABLE DELIVERY
MAY BROS.
685 YORK STREET.
PHONE 1224.



Several Pointers on Our Coal
It is free from slate and stones—burns clear and bright, and gives out more heat to the ton than any other coal. Orders filled for any size coal, and delivered promptly.

D. H. GILLIES & SON
PHONE 1312

COAL
WE RAISED THE COAL STANDARD without raising the price. We did this by great care in selecting our coal and extraordinary care in handling and screening.

PARTICULAR PEOPLE RALEY TO OUR STANDARD

Webster & Kernohan
PHONE 1383.

The Home Table Should Never Lack

Johnston Bros' XXX Bread

Eat it daily throughout the coming year, and you will be benefited in health by it.

Johnston Bros. Phone 944

LONDON AND DISTRICT

The Kindergarten Vote.
The supporters of single sessions in the kindergarten, and the sympathizers with the teachers, claim to have good ground for satisfaction in the election results. They point out that a total of 5,392 votes were polled for the four candidates whom they indorsed—Messrs. Balfour, Teasdale, Macgregor and Wilson—against a total of 7,338 for the four who were on the opposite ticket.

A Sleighing Party.
A Grove Christmas sleighing and surprise party, accompanied by musicians, was held last week at the residence of George Hammond, concession 3, London Township. Guests numbered

BEGIN THE YEAR RIGHT
Buy a watch that you can depend on the year round. See our \$19 special 17-jewel, 20-year, gold-filled case.

The best for the money in London.

SUMNER
The Quality Jeweler,
380 RICHMOND STREET.

X CREEK
LEHIGH COAL IS
HARDEST, HEAVIEST,
HOTTEST COAL MINED.
TRY IT—IT
WILL PLEASE YOU.
John Mann & Sons

Parnell The Bread Man

Desires your esteemed patronage during this year of 1910, which has just started.

Let us have one of our drivers call at your home today with a trial loaf.

Phones 929 and 1390

BEAUTY

A good natural complexion and a fair, soft skin, are necessary essentials of beauty.

DERMALINE SNOW

Is the most perfect beautifying agent known. Reins pure in every particle, and possessing these special and unique qualities, it renders the skin pure, clear, and of exquisite softness.

In 25c and 40c Jars

CAIRNCROSS
Chemist and Druggist,
216 DUNDAS STREET.

A Masterly Effort.

Rev. A. G. White, of Omaha, Nebraska, who has been visiting in the city, spoke yesterday in St. James' Anglican Church on "God's Care of His Vineyard," choosing as his text Luke x. 4: "What could have been done more to thy vineyard, that I have not done in it? Wherefore, when I looked that it should bring forth grapes, brought forth thorns and briers. Mr. White is a speaker of great power, and very unusual ability, and the congregation were delighted with the masterly treatment of his theme.

Eby—Schabacker.
A very pleasant event took place at the residence of Mr. and Mrs. A. Schabacker, 231 Ottawa street, on New Year's Day, when their youngest daughter, Margaret, was united in marriage to Mr. A. M. Eby, organist at King Street Presbyterian Church. The ceremony was performed by the Rev. Mr. Graham, pastor of the Wellington Street Methodist Church. After partaking of a dainty luncheon, Mr. and Mrs. Eby left on an evening train for Southampton, where they will spend a few days visiting Mr. Eby's friends.

Club Banquet.
The members of the Forest City Club held their annual banquet on New Year's Eve. Fifty-three members were present. The boys sat down to a sumptuous dinner. The following was the toast list: Chairman's address, Mr. C. Wheatcroft; "Canadian Mr. N. Trebilcock; "The Club," Mr. L. Rosenthal; stump speech, Mr. A. L. Klein; "Hockey Team," Mr. K. Murray; Lay and W. Langford; "Junior Members," Mr. E. Pinch and J. Mitchell; "Absent Members," Mr. P. Strong. During the evening two presentations were made—a gold locket with a crescent of diamonds was presented to Mr. W. Walker for securing the largest number of members in December, and a silver watch to Mr. J. Frederick for the heroic way in which he saved W. Lombard from a watery grave in the River Thames. The committee responsible for the success of the entertainment were: R. Jamison, C. Murray, E. Pinch, J. Fisher and C. Wheatcroft (chairman).

They Keep the Brakes Set
AND SO CAN NEVER DO THEIR BEST.

Many men, and more women, go through life like a train with the engine tugging, but the brakes hard on. They never get anywhere near top speed, because they are never really well.

Probably they do not even know to themselves that they are sick, but they scarcely know what it is really "feel good." Always there is headache, or that "dragged out feeling" which makes good work, either mental or physical, utterly impossible.

The most common trouble with all these people is that they have Constipation. Their systems are poisoned with the waste matter, which stays in the blood, instead of being promptly removed by the bowels. Harsh purgatives are worse than no treatment at all, because they weaken and irritate the bowels, instead of curing the trouble.

The natural and permanent cure for Constipation, is "Fruit-a-tives."

"Fruit-a-tives" combines the well-known laxative principles of apples, oranges, figs and prunes. So perfect is the combination that "Fruit-a-tives" acts like the fresh fruit, by stimulating the sluggish liver to supply the proper amount of bile to move the bowels regularly.

The most stubborn cases of Constipation promptly yield to the curative and corrective effects of "Fruit-a-tives." 50c a box, 4 for \$2.50, or trial box, 25c at dealers, or from Fruit-a-tives, Limited, Ottawa.



Who Had a Close Call, But Won Out at the Last Moment.

GLADYS McCONNELL IS PRETTY BUT BAD

Stole Room-Mate's Clothes and Tried to Lie Out of it.

Gladys McConnell, the pretty little Irish girl, who was up before Magistrate Love a few days ago for being drunk, was gathered in on a more serious charge on Saturday afternoon by Detective Nickle, that of stealing clothes from a young girl in a Ridout street boarding-house. In the witness box this morning, Miss McConnell pleaded not guilty, and suggested that the young girl in question had deliberately placed the stolen articles in the McConnell grip out of spite, so that she would be arrested.

Thoroughly Bad.
The girl confessed that you are a thoroughly bad young woman," the court told Miss McConnell. "Your conduct since coming before me has been far from good, and upon inquiry I find that you are not living as you should. I believe the girl's story that you took the things, and I find you guilty, and remand you for a week for sentence."

The girl asked to be sent to the Salvation Army Home, but the chief said they wouldn't have her there, and she was taken back to the cells.

Personal Mention

Dr. J. M. Piper, formerly of this city, is reported seriously ill with heart trouble at his home in Toronto. Miss Ethel Starling has returned to the Deaconess' Home in Toronto after spending the holidays with her friend, May Norris, of 47 Byron avenue.

Miss May Millar, of Detroit, is spending a few days in London, and is visiting Mr. Wm. Walker, 352 Wellington street, over New Year.

Mr. Lorne Trolley, of Alvinston, is visiting Mr. Wm. Walker, 352 Wellington street.

Mrs. Wesley Tennant, of Ottawa, and her sister, Miss Carrie Daniels, of Toronto, formerly of London, spent New Year's with their aunt, Mrs. Geo. Houghton, 123 Grey street.

Mr. and Mrs. J. T. Douglas, formerly of this city and now of Jersey City, N.J., passed through London Saturday, returning to their home after a long tour.

Miss Maud Baxter, who has been spending the Christmas holidays with her mother and other relatives in the city, returned to her home in Detroit today.

Mr. Chas. and Miss Ethel Carlin, of Brantford, spent New Year's with friends, returned home to Toronto last evening.

Mr. Ernest G. Jackson, of Cincinnati, spent the holiday with his sister, Mrs. A. J. Morgan.

CORRESPONDENCE

The Kindergarten.

To the Editor of The Advertiser:
Would you, through the columns of your paper, kindly thank the ratemakers of the city of London for their sympathy in carrying the slate in favor of the single session of the kindergarten. After analyzing the vote, I find the slate in favor of single session has carried by a large majority.

MRS. A. T. EDWARDS.
London, Jan. 2.

They Keep the Brakes Set

AND SO CAN NEVER DO THEIR BEST.

Many men, and more women, go through life like a train with the engine tugging, but the brakes hard on. They never get anywhere near top speed, because they are never really well.

Probably they do not even know to themselves that they are sick, but they scarcely know what it is really "feel good." Always there is headache, or that "dragged out feeling" which makes good work, either mental or physical, utterly impossible.

The most common trouble with all these people is that they have Constipation. Their systems are poisoned with the waste matter, which stays in the blood, instead of being promptly removed by the bowels. Harsh purgatives are worse than no treatment at all, because they weaken and irritate the bowels, instead of curing the trouble.

REFUSES MILLION TO QUIT OPERA

Oscar Hammerstein Turns Down Big Offer of Opposing Organization.

New York, Jan. 4.—One million dollars is the price Oscar Hammerstein is said to have refused to retire from the opera business.

A few days ago, the rumor goes, the head of the Manhattan organization was approached on the question of leaving the operatic field clear to his adversary providing he was properly reimbursed. The feeler was conveyed unofficially, and in a roundabout manner, Hammerstein said that no amount of money would induce him to withdraw from his present business.

"The public is my partner," he returned, looking seriously at his clerk, "and so long as the public continues to give me the support it always has I shall give opera. When it does not, well—and the impresario walked slowly to the window of his office on the top floor of the Manhattan Opera House and looked out.

At the Metropolitan it was vigorously denied that any offer, either directly or indirectly, had been or would be made to Hammerstein to give up his operatic enterprises. Nevertheless it was conceded that a crisis in operatic affairs has been reached, and that the public of New York cannot support the many performances offered each week, and that important changes of policy must soon be made by the Metropolitan directors. If the present season's apparent deficit of half a million dollars is not to be exceeded.

THE IMPERIAL LIFE

AN EXCELLENT YEAR'S RECORD.

Toronto, Jan. 4.—The outstanding features which have characterized the recent annual statements of our important financial institutions are the satisfactory profits they have earned and the substantial increase in their resources—sure indications of their enjoyment of public confidence, and of the steady improvement in affairs generally throughout the Dominion. The preliminary statement for the year ending Dec. 31, 1909, of the Imperial Life, which has been prepared with commendable promptness, evidences a year's record of unusual attainments.

The new life insurance effected and policies received were larger than in any previous year, and reached \$2,165,567. The aggregate of all policies in force was \$26,567,691. The assets, 79 per cent of which are composed of first mortgages, debentures and Government securities, amounted to \$2,593,236, an increase in the year of \$749,392. The reserve for policyholders was increased by \$357,494, and stood at the close of the year at \$4,655,549. Notwithstanding the large increase in insurance in force, the death losses for the year were less than those of the previous year, and amounted to only \$125,841. The cash received from interest on investments amounted to \$270,533, and from profit on sale of securities, etc., to \$12,018, or an all-time record of \$282,551, which was \$47,727 greater than that received in 1908, and \$157,655 more than the total death losses of the year. The surplus earned in the year was \$2,394, being \$7,352 greater than in 1908. The accumulated surplus over and above all liabilities and reserve for policyholders was \$627,519, on account of the favorable rate received on western mortgages, the average rate of interest earned on the company's funds was 6.29 per cent, being an increase of 1/4 in the rate per cent over that of 1908. These excellent results were accomplished at a slightly reduced expense rate.

The high standard of efficiency which marks the conduct of the Imperial Life business, and which permeates its entire organization, is again reflected in the results disclosed by the year's operations.

Mr. Israel Taylor, the company's able manager for this district, who has associated with him his brother, Mr. S. L. Taylor, informs us that the business at his agency during the past year was most satisfactory, being largely in excess of any previous year, and that prospects point to a still larger volume of business in 1910.

INGERSOLL ELECTIONS MADE HOT CONTEST

The Bylaw for Independent Falls Power Plant Was Defeated.

[Special to The Advertiser.]
Ingersoll, Ont., Jan. 3.—The municipal elections took place here today and was very hotly contested. The bylaw for the erection of an independent plant to distribute Niagara power was defeated by a majority of sixty-eight, which means that the dispute between the owners of the present plant and the town over the purchase of the plan now in operation will have to be submitted to arbitration. The polling by divisions follows:

Mayor.		Reeve.	
Division.	Hayes.	Division.	Buchanan.
1	54	1	112
2	35	2	95
3	52	3	55
4	104	4	104
5	118	5	112
6	64	6	52
Total	465	Total	502
Majority for Hayes	37	Majority for Buchanan	37

Deputy Reeve.	
Division.	Hayes.
1	62
2	53
3	54
4	74
5	135
6	53
Total	441
Majority for Hayes	5

Aldermen.	
Ward.	Div.
Ward No. 1	Div. 1
Ward No. 2	Div. 2
Ward No. 3	Div. 3
Ward No. 4	Div. 4
Ward No. 5	Div. 5
Ward No. 6	Div. 6

School Trustees.	
Ward.	Div.
Ward No. 1	Div. 1
Ward No. 2	Div. 2
Ward No. 3	Div. 3
Ward No. 4	Div. 4
Ward No. 5	Div. 5
Ward No. 6	Div. 6

Bylaw.	
For.	Against.
For	270
Against	338

Big Extension SALE!

Starts Thursday Morning Next at 9 o'clock in Our Big Richmond Street Addition in Rear of Our Store

\$10,000 Worth of Surplus Stock to be Cleared Out in 12 Days to make room for the workmen, who, in two weeks, begin to tear down the Richmond Street store and build it to match our present premises.

BIG BARGAINS IN EVERY DEPARTMENT
Shirts, Underwear, Socks, Clothing, Overcoats, Hats and Caps

Remember, Sale Starts Thursday Morning at Nine o'clock.

GRAHAM BROS.

No Less \$15 No Less

ONE PRICE TO ALL

\$18 to \$20 Suits made to your measure for \$15, one price.

This lot is composed of a number of beautiful fancy worsteds, chevots and tweeds, all of which are imported by us direct.

Andrews' Toggery

WINDSOR ALDERMAN DROPS DEAD ON STREET

Andrew Dalziel Expires on Day Chosen by Fellow-Citizens for the Council.

Windsor, Jan. 4.—The municipal elections yesterday were marred by the sudden death of Andrew H. Dalziel, 65 years old, 45 Church street, while riding on an Elm avenue car at the corner of Gadette avenue and Sandwich street, at 7:15 o'clock, within five minutes of the time he left his home he fell from the seat and died immediately.

Dr. Simpson was called, but life was already extinct. The body was carried on a stretcher to Chynoweth's undertaking rooms on Pitt street west, corner J. S. Labelle, after viewing the remains, and learning the particulars, decided that death was due to heart failure.

Dalziel had spent the day at the election polls. Early in the evening he went home to supper and was on his way back to the polling headquarters, when death intervened. Shortly after he died word was given that he had been elected as an alderman with a good majority.

He had been a resident of Windsor for a number of years. Twelve years ago he established the Windsor branch of Grinnell Bros., acting in the capacity of manager for about a year. He then accepted a position with the Northern Piano and Music Company, which he held at the time of his death. During the year 1908 he was an alderman of the city from the fourth ward.

Surviving him are the widow and four children: Mrs. James Doherty, Boston, Mass.; A. H. Dalziel, Jun.; Fred

Dalziel and Miss Blanche Dalziel, who resides at home.

J. J. Lorne has obtained the next highest number of votes and was declared elected.

MACMARTIN—PARDY

A Very Pretty Wedding in West Nisouri.

A very pretty wedding was celebrated at the home of Mr. Humphrey Pardy, concession 4, West Nisouri, when his daughter, Jessie Eleanor, was united in marriage to Mr. Edwin John MacMartin, by the Rev. Mr. Barnett, of Dorchester.

The bride was groomed in white silk tulle, with bridal veil, and carried a beautiful bouquet of orange blossoms, and made a very pretty picture. Miss Jessie Wood made a very charming little flower girl.

After the ceremony, the guests adjourned to the dining-room, where a very sumptuous repast was served, and many speeches of congratulation greeted the happy couple.

The bride's presents were very numerous and beautiful, and a happy testimony to the popularity of the young couple.

Owing to the recent death of the groom's father, only immediate relatives were present on the happy occasion.

Mr. and Mrs. MacMartin left on their honeymoon for Niagara Falls and points east, and on their return will take up their residence in Evelyn, where they will be at home to their friends after Jan. 15.

Westminster Rink.
"A Happy New Year" framed in large letters, that reached from side to side of the building, was the unique manner in which Manager Whit Lancaster, of the Westminster Rink, extended the compliments of the season to his patrons on New Year's night. The ice was in splendid condition, and the skating was thoroughly enjoyed by a large crowd.