

WINDOW SHADES MADE TO ORDER

Holland, white, cream and green shade cloth of the best quality. We guarantee every shade to be perfectly satisfactory, or we will make it so.

O. B. Graves, Ltd.,
222 DUNDAS STREET.

Spring Term Commences
1st April at

THE WESTERN BUSINESS COLLEGE

110 Dundas Street

You will increase your earning power by taking a course with us.

WM. C. COO, C. S. R.
President.

Paints, Oils, Varnishes, Brushes

Paint your house with Excellent Paint. Will make it look like new. Sold only by

KILPATRICK BROS.

New Hardware, East London.
802 DUNDAS ST. PHONE 2525

Electric Light In Your House

Before housecleaning make arrangements to have your home lighted with Electric Light. It makes housekeeping easier.

No Smoke. No Dust.
No Danger of Fire.

You can run an Electric Fan. Do your ironing with an Electric Iron. Or curl your hair with an Electric Curling Iron. If you have our Electric Lighting system in your house, we will give you estimate of the cost of installing Electric Light in your home upon application by telephone or otherwise.

London Electric Co., Ltd.
Telephone 958. 359 RICHMOND ST.

Highest Grades of BURNING OIL, LUBRICATING OIL PETROLEUM PRODUCTS, AND ALL OTHER

THE QUEEN CITY OIL CO.

LIMITED.
Head Office—Toronto.
London Branch, York St., East.

R. K. COWAN

BARRISTER, SOLICITOR, ETC.
County Bldg., next Court House, London.

SHOES

Style, quality and comfort combined.
WM. PAXMAN, 290 DUNDAS.

WALL PAPER

We are showing some beautiful Crown Treatment's for bedrooms.

COLERICK BROS.
212 DUNDAS STREET.



VERY TEMPTING are the products of our bakery. Our special line of FRUIT CAKE AT 12c PER POUND, is the best value we have ever offered. Ask to see it.

Fawkes

3 Stores. Phones, 1015 and 1063

Can You Beat This?

Large, clean Pea Coal for the morning range, per ton \$5
Nut, Stove and Egg, 96 ton.
Our coal is clean, dry and free from foreign matter, which assures you the very best satisfaction.

CONNELL ANTHRACITE MINING CO., LIMITED
133-141 York Street, London.

\$9 to New York and Return.
Erle Railway, April 5, tickets good ten days, returning. For Pullman accommodations, write J. R. Cathcart, 909 Main street, Buffalo 96m

Small children may believe in witches, but not in switches.

The Canada Trust Co.

If You Wish Your Estate To Be Ad-

ministered economically and so as to yield the best returns to the heirs, appoint a strong, experienced trust company executor.

This company is engaged in no other business, and is always on hand when needed.

G. A. SOMERVILLE
MANAGING-DIRECTOR
HURON AND ERIE BUILDING
LONDON, ONT.

D. L. & W. Scranton Coal

Why not buy the best, as all Hard Coal costs the same, 87 per ton? You will be surprised at the difference and the saving you can make by using HEAMAN'S COAL. We guarantee our Coal to be fresh mined and well screened, and free from slate or dirt.

HEAMAN & SON

Office & Yard, G. T. R. and Burwell St.
Sewer Pipe and Cement. Phone 312.

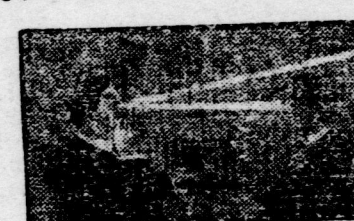
QUALITY STORE

Superior drinking qualities in Kanahan's pure teas and coffees.

HARRY KANAHAN

Phone 1024. 515 RICHMOND ST.

OPTICAL EDUCATION.



A new way of diagnosing errors of sight has been discovered. I want the public to know that this is one reason why I am anxious that every eyesight sufferer in all this city should come to my store NOW. Come and see for yourself the difference between the new way and the old. Free clinic each day. East End store by appointment. W. G. Young, 214 & 674 Dundas.

LONDON AND DISTRICT

—Miss Agnes Bates is visiting friends in Port Burwell.

—Mrs. David Cowan will not receive during the month of April.

—Miss Etta Foster, of this city, is visiting friends at Southwold.

—Miss Annie Kent, Forest, is visiting Miss Dudley, Grand avenue.

—Mrs. P. Robinson, Woodstock, is the guest of Mrs. Thos. Marshall, York street.

—Mrs. Mabel Wilkins and family, of this city, are visiting Mrs. G. H. Clark, Ingersoll.

—Mr. Thos. Marshall, York street, is spending a few days with friends in Woodstock.

—H. C. Zoeger has returned home, after visiting with Mr. and Mrs. F. L. Litter, 4 York street.

—Miss Alma C. Price and her niece, Mildred McCracken, returned to London yesterday from Port Stanley.

—Mrs. Fred Lees and two sons, of Thorndale, are visiting Mrs. Lees' mother, Mrs. Drummond, King street.

—Mrs. A. C. Morley, and her daughter, Clara, of this city, spent Easter with Mr. and Mrs. Harold Morley, Yarmouth.

—Mrs. H. J. Minor and three sons of Regina, are the guests of Mrs. Minor's parents, Mr. and Mrs. Robert Allan, William street.

—Miss May Chivers, of Walkerville, who has been visiting her cousin, Miss Mabel Bernard, for the past week, returned home yesterday.

—Mr. and Mrs. Allister Allan and son Kenneth, of Chatham, are spending the holidays with Mr. and Mrs. Robert Allan, William street.

—Mrs. Charles Mason and Mr. H. H. Mason, of Simcoe, and Mrs. Cross, of Kingston, are visiting with Mr. and Mrs. Owen Marshall, Dundas street.

—Mr. Robert Reid, transcontinental railway commissioner, who, with his wife and daughter, spent Easter in London, has returned to Ottawa.

—Mr. James McClure, who for 52 years has been a cabinetmaker in the local G. T. R. shops, has decided to retire. Mr. McClure, who resides at 639 Lorne avenue, was in the famous Desjardins Canal wreck half a century ago.

—This (Wednesday) evening there is to be an Easter rally at Broughdale Church, to which an invitation to all, young or old, is extended. St. Luke's Society and its branches will meet. There will be a short devotional exercise on "Newness of Life," a talk on confirmation, reports presented, and some social intercourse.

—Hamilton Herald: The death occurred at the city hospital this morning of Miss Hester Fitchett, formerly of Napanee, but latterly of London, who came here for treatment. She was 48 years of age. The remains were taken to J. H. Robinson's, and after being prepared for burial were sent to Napanee for interment.

RENNIE-BRODERICK.

A pleasant event occurred on March 23, when Miss L. Mae Broderick, of this city, was united in marriage to Mr. Wm. A. Rennie, of Zurich. The ceremony was performed by Rev. J. J. Ross. Mr. and Mrs. Rennie intend residing near Blake, Ont.

WAS A CRIMEAN VETERAN.

John Rourke, a veteran of the Crimean war, and at one time a resident of this city, died in St. Thomas yesterday in the 71st year of his age. Mr. Rourke was a native of Dublin, and

WE HAVE Cheese, Butter, Eggs and Maple Products

That are equal by best and excellent by none. Few goods, fair prices, fair and square dealing. Try us.

J. & G. BLOOMFIELD
Lawson's Old Stand

Go To Beltz'

For Men's Spring Hats. Boys' latest style of Caps. Children's New Felt Sailors.

Hats That R Hats

for 1907.

A Splendid Dressing.

Oriental Rum and Quinine Hair Tonic is a splendid dressing for the hair. Keeps the hair soft and glossy, and prevents splitting at the ends. It gives new life and imparts to the hair a look of vigorous, luxuriant health. In 50-cent bottles.

Cairncross & Lawrence

Chemists and Druggists.
216 Dundas Street, London, Ont.

as a member of the Sixty-third Regiment, served through the Crimean campaign. At the close of the war he came to Halifax and thence to this city, where he lived for 23 years, and then moved to St. Thomas, where he became an employee of the M. C. R., retiring two years ago on account of ill health. Mr. Rourke was survived by his wife and three children: George, M. C. R. dispatcher; Mrs. H. McCaffrey, and Miss Nellie, at home, all of St. Thomas.

THE JEWISH PASSOVER.

The first day of the Jewish Passover was celebrated on Friday at the synagogues here, on Richmond and Colborne streets. The Feast of Peace, or the feast of the unleavened bread, began in the evening, and continued for eight days. The first two days and the last two days of the time are known as holy days, and during the intervening period the Hebrews can follow their ordinary business avocations. The Passover is a feast to celebrate the deliverance of the children of Israel from their four hundred years of bondage in the land of Egypt. Moses, their great lawgiver, led the hosts into the wilderness, whence they came to the Jordan, and thence to the land of Canaan. On Friday night the orthodox Jews gathered together in family circles and read and recited the Hagadah, the story of the Egyptian deliverance.

KAIN-CAVEN.

A happy event was celebrated on the evening of March 27, at the residence of Mr. Charles Caven, first concession, of Mrs. Charles Caven, when his daughter, Miss Maude Caven, was married to Mr. John E. Kain, of Christina. The ceremony was performed by Rev. Mr. Clark, of Melbourne. The bride was assisted by her sister, Miss Mabel Brydges. After the ceremony a large number of guests sat down to a delicious wedding repast. The bride and groom were accompanied by the good wishes of all. Many valuable presents were received by the popular young couple.

CANADIAN CLUB'S FIRST BANQUET

(Continued from page six.)

between political parties. It would remove any ill-feeling that might have existed on religious lines. The Conservatives would now think that the Liberals had not stolen everything, while the Liberals would have the same opinion of their political opponents.

A Heart-to-Heart Talk.

Mr. Martindale came to the Canadian Club dinner, he said, to have a heart-to-heart talk with the gathering. Just as sure as the sun rises, will a great empire rise in Canada that will astonish the wide world, and unity of purpose and the extension of transportation facilities will be two important factors in its growth. Home buying was what Mr. Martindale desired to speak on particularly. He instanced the case of a Western Pennsylvania town which was cursed by an insane notion on the part of men and women that they were not in the swim unless they bought goods outside of the municipality. They even went away for their lawyers. In London, he was told, a great portion of the trade that should stay in the city goes to neighboring places. It should not be so. London is big enough to supply everything a person should buy.

No Doubt About This.

The young man going to get married will live just as long and just as happily if he gets his suit of clothes in London as he will if he goes to New York for it. So with the bride and her trousseau. The merchants here are big enough and fair enough and honest enough to get and to be entitled to your undivided support. Mr. Martindale thought it almost a criminal duty thought it almost a criminal duty to let the contract for the work to a builder in another city. London-

ers should support themselves. Buy at home and look down upon any person who wants to go outside to do purchasing.

City Should Advertise.

Mr. Martindale spoke briefly along the line of advertising the city. "Municipalities should indulge in advertising," he declared. "I do not think the people in business here advertise enough. They do not support the papers well enough. A municipality should advertise just as much as a business house."

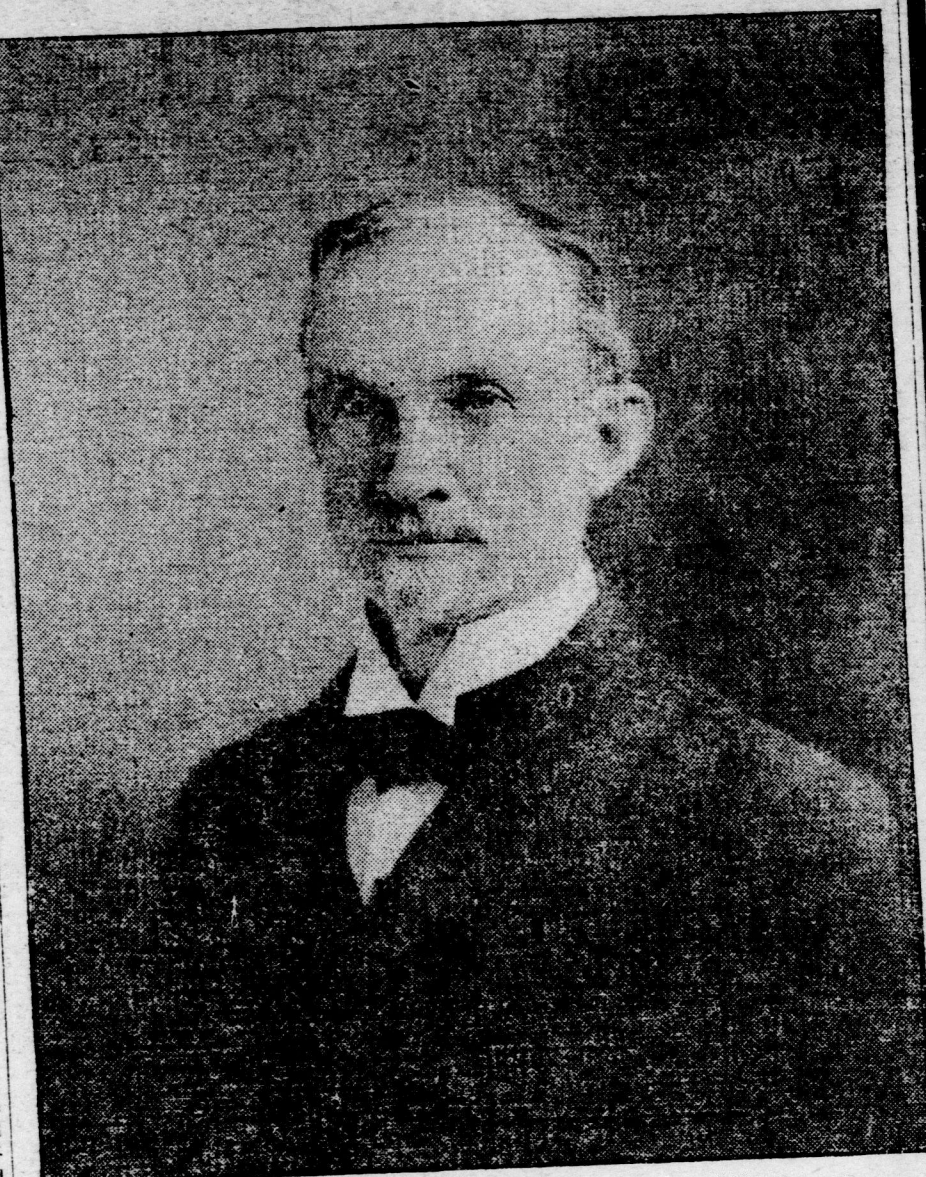
The speaker told of what had been done by a number of places in the way of municipal advertising, and added that he knew of no city in Canada or the United States that would be more benefited by consistent and persistent advertising than London, with its fine churches, splendid stores, splendid water, and its well enforced law and order. One suggestion he threw out to

Do You Enjoy a Cup of Good Tea?

If you are tired of the kind you have been using, come to us. We can suit you. In buying our Teas we pay particular attention to strength and flavor, the two essential things to be considered. As with Coffee, we have customers in every part of the city for our teas, because they have proved that we can give them the best value. Our prices for Teas, a pound ... 25c, 40c, 50c, 60c and 75c. COFFEE, a pound 40c

T. A. Rowat & Co

234 DUNDAS ST.
Telephones 1868 and 317.



MR. THOMAS MARTINDALE.

Philadelphia Merchant Who Urged Londoners to Patronize London Merchants.

advertiser the city was to send out circulars in every case of fruit shipped from London.

"The City Beautiful."

Of "The City Beautiful," Mr. Martindale had something to say. He had taken a drive around London during the day, and found a great many things to commend and also a great many to condemn. He found the city had missed a great many opportunities to have parks to beautify the place. Among the properties being allowed to slip out of reach being the Thistle Club grounds, the old fair grounds on Oxford street west, and the Parke estate, while there was room for improvement by tearing down old shacks on Fall Mill street, and the purchase of the gorge on Richmond street, facing Victoria Park. He drew the attention of the city fathers to the appearance of the city for all sorts of ashes and refuse, and he said it would be an immense improvement if it were soiled and made into an ornamental walk or driveway. Mr. Martindale said that at all of the approaches to South London were to be seen ashes and dump heaps of all sorts of refuse. Especially was this the case at the London Rowing Club's beautiful grounds, where the view was not a very aesthetic one. At the approaches to the city bridge the best of the City Company were the only persons who had tried to make any improvement. Crossing Clark's bridge, going north, he saw the beautiful grounds and buildings of Victoria Hospital, the view being defaced by the omnipresent view of the city. Mr. Martindale suggested a scheme whereby a lake could be formed in the rear of the hospital. The plan included the erection of a dam across the river the sides could and for very little cost the sides could be terraced and beautified, and the improvement of property would pay the cost of the work. Mr. Martindale was astonished at the lack of a garbage system in London, and in touching on the elevation of the Grand Trunk, he advised the city not to let the Grand Trunk carry on the work unless it agreed to something better than an earth embankment.

In conclusion, Mr. Martindale told the gathering that he had lived in the United States for 23 years, and in all that time had never heard a business man utter anything but the best of wishes for Canada. We are glad to see Canada progress. We are glad to see Canada stand out for Canada for Canadians.

Sister Canadian Societies.

Messrs. C. R. McCullough, of Hamilton, and Mr. George Lyman, of Montreal, replied to the toast, "Sister Canadian Societies."

Mr. McCullough spoke first, and after conveying a message of good-will and best wishes from the Canadian Club of Hamilton, he went on to tell of the foundation of that club, which took place some 15 years ago. Through the Hamilton Club the great national spirit movement had been set on foot, and Canadians clubs were soon inaugurated in most of the leading cities of the continent. The Canadian Club idea, he said, had taken root and was sure to grow in strength. He then spoke of two very successful reunions held by the Hamilton Club. Speaking of the aim of the Canadian Clubs to create a national spirit, he said that such a movement was more needed in Canada than in almost any other country, because Canada had many different

NEW CARPETS AND RUGS

Our Carpet Department this season shows the most complete and varied assortment of Fine Rugs and Carpets that we have ever shown. A special purchasing trip to the European markets has resulted in our securing a wide range of all the newest and most important floor covering fabrics. These goods have been arriving for the past week and are now on display in our showrooms.

We specially invite inspection and will be pleased to show anyone through our department, whether an intending purchaser or not.

Special Values in Axminster Carpets

Regular Prices, \$1.85 to \$2, for \$1.65 Made and Laid Axminster Carpets, in standard qualities, in fine drawing-room and library designs. The regular values of these goods range from \$1.85 to \$2 a yard. Our special price is \$1.65, made and laid.

Axminster Rugs, 9ft x12ft \$27.00

Parquet Carpets, in designs and colorings suitable for parlor, dining-room or library, 9x12 feet. Special value at \$27.00 each.

A. S. CREATON & CO

Exclusive Housefurnishers.



Men's Furnisher,
229 Dundas St.
London.

GOOD SHIRTS

COAT SHIRTS—EASY ON—EASY OFF
\$1.00 \$1.25 \$1.50 and Higher.

NEXT DOOR TO BENNETT'S THEATER.

The T. E. MARA CO.

134 Dundas St., Through to Carling.
Opposite Market Lane. Phone 1684.

Forced to Sell Our READY-MADE CLOTHING

(MEN'S, BOYS', AND CHILDREN'S)

MUST HAVE ROOM FOR OTHER DEPARTMENTS

Must Be Cleared In Sixty Days

Boys' Tweed Knicker Pants. Wear like leather. Per pair..... 45c

Painters', Plasterers' and Bricklayers' White Overalls and Smocks. Special, pair..... 39c

Extra heavy weight Overalls and Smocks. GOLD BACK. Bib or plain. Regular \$1.00 for, pair..... 79c

Men's Raincoats at price of a duster, plain and fancy shades. Long length. Regular \$5.00 and \$6.50, for..... \$2.50

Boy's Brownie Overalls. All sizes. Pair..... 25c

Boys' 3-piece Suits, all wool material. Double seats and double knees. Regular \$4.00 and \$4.50, for..... \$2.95

\$18.00 and \$15.00 Men's Fine Tweed and Beaver Coats. Best of linings. Loose fitting. A good investment to carry over. Yours for..... \$5.00

See our range of Tweed Pants for..... \$1.00

MARA'S FORCED CLOTHING SALE, OPPOSITE MARKET LANE.

If all the larvae of the common fly came to maturity and nothing happened to cut down the maximum natural rate of increase, one pair of the insects might multiply to 100,000,000, according to eminent scientific authorities, in a single half-year of warm weather. The world's smallest inhabited island is that on which Eddystone lighthouse.

in the English Channel, stands, for a low water it is only 30 feet in diameter. At high water, the base of the lighthouse, which has a diameter of only little over 23 feet, is completely covered by water.

Smartest turnouts for spring we dings. Hueston's Liveries.

The Satisfactory Hardware

We are handling the finest

Horse Clipper

on the market at

\$10 Each

Everybody can clip their own horse. We solicit your inspection.

The Purdom-Gillespie Hardware Company.