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Is acknowledged to be Easier to learn, Easier to write, and Easier to read after it is written, than any other system of Shorthand.

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Y. M. C. A., LONDON, ONT.
Teaches it, and Touch Typewriting.
Free catalogue explains.
J. W. WESTERVELT, Principal

The NATTY DRESSER
on the man of reserved and quiet taste in his attire, often finds it hard to make a choice in fabrics, simply because his tailor "has not got the goods." His range of clothes is confined to a few domestic wools. At this store things are different, and we would be pleased to show you a range of imported goods second to none.

O. Labelle
Merchant Tailor,
220 DUNDAS STREET.

J. C. ELLIOTT
FUNERAL DIRECTOR & EMBALMER
Open day and night. Residence on premises. Phone 397.

SMITH, SON & OLARKE
UNDERTAKERS AND EMBALMERS
Lady assistant. Night calls personally attended.
Rubber-lined Funeral Cars.
115 DUNDAS ST. PHONE 688
629 DUNDAS ST. PHONE 679
Residence on Premises.

D. A. STEWART
(Successor to John T. Stephenson.)
FUNERAL DIRECTOR & EMBALMER
Reasonable charges. Best equipment.
Open day and night. Residence on premises.
104 DUNDAS ST. PHONE 493.
GEO. B. LOGAN, Assistant Mgr.

FERGUSON & SONS
Funeral Directors
174 TO 180 KING STREET
ESTABLISHED 50 YEARS.
Phones 573 and 643.

Cooking Judgment Makes Perfect Food
Our meals are prepared under the direction of a man who knows how. The result is good meals—meals you like to eat.
Our menus are excellent and always please ladies and gentlemen.

Olympia Restaurant and Quick Lunch
175½ DUNDAS STREET.

Special Prices
For two weeks only. Suits from \$12 to \$17. Former prices were \$18, \$20, and \$22, with the union label on every garment. Remember at
KLEIN'S, the Tailor
206 DUNDAS STREET

Rebuilt Typewriters
Remingtons, Smith Premiers, Monarchs, L. C. Smiths and all other makes, to be cleared out. No reasonable offer refused.

United Typewriter Co.
441 RICHMOND STREET.

DR. JARVIS
Dentist
213 Dundas, Cor. Clarence

Recent rains have made the grass grow. Your lawn should be cut frequently to make it nice. If you need a new

Lawn Mower
Get the BEST. We have them.
\$2.75 to \$12.00
Don't let the grass get ahead of you.

WESTMAN'S HARDWARE
121 Dundas St. and Market Square

Money to Lend
Easy Terms of Payment
Large or Small Sums

London Loan and Savings Company
441 Richmond St., London, Ontario

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

Order Hamilton's

THORO
NEXT TO BENNETT'S.

Hat Sale
\$1.20, reduced from \$2.00
\$1.65, reduced from \$2.50
\$2.20, reduced from \$3.00

All this season's most correct styles. Sale lasts ten days only.

THOS. WILSON
Merchant Tailor,
212 Dundas Street
Higgins Block. Telephone 683.

SCRANTON COAL
Ours is genuine, and the price is now \$7.00 per ton.
We have a nice stock of this fresh-mined coal, and can give you the best service.
All our coal is SCREENED before we deliver it.
Webster & Kernohan
PHONE 1383.

Our Mixed Blocks
at \$2.00 per load and
SLABS at \$1.50 are the
"Veribest" for summer use. Try them and be convinced.
GILLIES & SON
Phone 1312, 288 Adelaide St.

Odd Things Not Found Elsewhere
FINE CUT GLASS WEDDING GIFTS
Our novelties in cut glass will appeal to every discriminating person for taste, grade and excellence. This week we are showing cut glass in the most fashionable styles, all suitable for gifts. Prices most reasonable.

THOS. GILLEAN
402 RICHMOND STREET.

City and District

—Mr. C. W. Burch, general agent of the Great Western Railway of England, called on F. B. Clarke, steamship agent Saturday.

Will Take Course.
Sergt. Johnston of the Seventh Regiment will take a short course at Wolseley Barracks commencing next week.

Represents Lord Elgin Chapter.
Mrs. R. M. Graham left yesterday for Toronto to attend the national meeting of the Imperial Order of the Daughters of the Empire. Mrs. Graham will represent the Lord Elgin Chapter of London.

Major Shannon in Berlin.
Major Shannon, of Wolseley Barracks, was in Berlin recently transferring the stores of F. Company of that city from Captain Rickert to Captain Mansfield. Captain Rickert has gone to Brush, Colorado.

Badly Scalded.
While washing out the boiler of a C. P. R. engine in the roundhouse on Sunday evening, Bernard Akermann, of Princess avenue, was badly scalded about the legs by hot water from the boiler. Akermann had connected the nozzle of the steam hose to the boiler, but in some manner it slipped, and before he could jump back the water splashed out on him. He will be laid up for some time.

Haven't You Bought That Clock Yet?

About time. We are the leaders in the Clock line, both in quality and moderate prices.

SUMNER
The Jeweler.
380 RICHMOND STREET.

ASTORIA SHOES
FOR MEN AND WOMEN.



Built on graceful lines, and of the finest textured leathers. Wide range of shapes, and designs that are suitable for every function. Superior fit, style, wear.
Sizes for men 4 to 11, widths AA to E.
Sizes for women, 1 to 8, widths AA to E.

\$4, \$4.50, \$5 a Pair
SOLD EXCLUSIVELY BY
J. P. Cook Co. LIMITED.
167 Dundas Street, Annex 388a
Richmond Street.

GENUINE CROSS-CREEK LEHIGH COAL
CHESTNUT, STOVE AND EGG
\$7.00 Per Ton.
P.E.A., \$8.00 Per Ton.
For immediate delivery.
Commencing May 1.
JOHN MANN & SONS
401 CLARENCE ST.
425 YORK ST. PHONE 470

Three-Fourths of a Second Variation in One Month

That's the record of one of our "Webb C. Ball Watches" sold this year. You can have one like it at from \$35.00 to \$100.00. Depends on the case. Get one now from

C. H. WARD & CO.
374 Richmond Street

Evoke the Aid of "Purity" Baking Powder
In your Baking. It will help you to make Cakes and Biscuits that will do justice to your skill. 20c Pound.

Cairncross & Lawrence
Chemists and Druggists
216 Dundas St., LONDON

STORED THE GOODS IN RAILROAD BOX-CARS

Safe Here of Goods Saved From North Bay Store of A. Screaton & Co.

A bad fire at North Bay a few days ago destroyed a number of business houses, entailing in a number of cases severe loss on stock and premises. Among the firms who suffered were A. Screaton & Co., of this city, who recently opened a branch store at North Bay. The premises were stocked with an immense amount of goods. A majority of the merchandise was saved. After the fire it was found that no premises could be rented to store the saved merchandise, so a number of box cars were rented from the railroads and the goods stored in them. Quite a novel way of caring for salvage. Mr. Fred Screaton hurriedly left for North Bay, and adjusted affairs with the insurance people. It was decided to bring the goods to London and put on an immense sale at sacrificial prices. A half page announcement in this issue shows what they intend doing. The prices, no doubt, will be very attractive at this time of the year when householders are re-equipping so many new things for the home.

Wedding orders given special attention. Hueston's Two Big Liveries.

Londoners Hit To Tune of \$10,000
By Failure of Cincinnati Brokers

Fifty Cents On the Dollar Paid
By Local Representatives.

The failure of the George H. Stapley Company, stock brokers, of Cincinnati, Ohio, interests certain Londoners to the tune of \$10,000. This is the firm to which reference was made in The Advertiser some days ago. This firm is well known to Londoners, as many have done business with the firm through its London agent, Mr. C. N. Spencer.

At the time of the failure there was the sum of \$20,000 of London money invested with the firm. A guarantee fund of \$10,000 was held by Mr. Spencer, and that has applied to the debt, making 50 per cent of the original amount of investment.

A Satisfactory Firm.
"The Stapley Company was a very satisfactory company to deal with," said Mr. C. N. Spencer. "The firm had direct connection with Wall Street and were in close touch with stock movements."

"It paid up regularly until Tuesday for three days nothing came, although several deals had been made. I became suspicious, and put in the wire of the Moorhead Company, another Cincinnati firm, with a direct Wall Street connection."

A New Company.
Yesterday Mr. Spencer received a wire from Mr. George Stapley as follows: "We are planning a new company to take over our business. Wherever 50 cents on the dollar."

"More Unfortunate Than Sinful"
Minister's Opinion of Murderer Moir

Much Sympathy for the Man Who Slew Color-Sergeant Lloyd.

"I am getting up this subscription for Moir's defense because I believe that he is a poor young fellow who has been more unfortunate than sinful." So said Rev. Mr. Richardson, of St. Andrew's Presbyterian Church, of Arthur, when interviewed by The Advertiser reporter in Arthur yesterday. Mr. Richardson stated that he had been informed that Moir had heretofore borne a good reputation and that drink was wholly responsible for his downfall.

Sorry for Murderer.
Another gentleman who had donated to the fund, said that he gave the money because he felt sorry to see such a decent appearing young fellow succumb to such serious trouble. He did not expect that at least \$300 will be raised in a short time.

How Moir's Capture Was Effected
Chief Farrell Tells Interesting Story

Didn't Let His Wife Know the Errand That He Was Going On.

Chief of Police P. J. Farrell, who with Constable Stephen Coughlin, of Arthur, brought about the capture of Moir, is a sturdy, square-jawed man of thirty.

His is a determined face, but withal a kindly one. Mr. Farrell has been chief of police at Arthur for the past four years, and during that time he has transformed the little town from a popular center for barroom fights into a quiet, respectable place.

Everybody in Arthur speaks well of Mr. Farrell, or "Paddy," as he is affectionately known, and a more popular official could not be found anywhere.

"He is one of the most straightforward men I have ever met," was the way one citizen put it, "and what is more he stands for law and order at all times. When he goes out after a criminal, he gets him, and generally without force."

The fact that no effort was made to injure Moir, when he was captured shows that Chief Farrell does not believe in club law if it is avoidable.

The Clue.
In describing the manner in which Moir was captured, Chief Farrell said: "About two weeks ago a farmer named John Kaiser, of Goldstone, some four miles from Arthur, informed me that he thought he had seen Moir passing through that place. At that time I paid no attention to the report, as there were so many other rumors flying about."

"A few days later Mr. E. Draper, the Ferguson-Arthur stage driver, tipped me off that a man with a mutilated ear was working on Robb Bros' farm ten miles from Arthur."

believe creditors will suffer no loss if patience is exercised, and the new company is encouraged." (Signed) Geo. H. Stapley.

Mr. Spencer immediately wired that his London clients be ranked among the creditors for \$10,000, the amount due them.

"The amount of money invested with the company would not be over \$20,000," said Mr. Spencer. "They have already been paid \$10,000 out of the guarantee fund that I held out from the company."

"I refused to do business with the firm until I had a guarantee of \$10,000. This was given me, and we did a lot of business with each other. When the payments ceased to come, I thought something was wrong, and paid out the \$10,000 to my clients. That is just enough to pay 50 cents on the dollar. Had I waited until the failure was announced, this money would have been held as an asset."

"The guarantee is not usual with brokers. I was overcautious perhaps, but the fact that I had \$10,000 to protect my clients was a very fortunate stroke of business. No other broker has that in Canada."

Are Going Up.
"The stocks in which we were interested had gained several points lately, and if I could have closed out with the firm on Saturday we would have had \$50,000."

"Mr. Stapley himself is a wealthy man, worth probably three and a half millions of dollars. There is no doubt he can settle up all right if he so desires."

So far as can be learned Mr. Spencer's clients are quite well satisfied at receiving 50 cents on the dollar.

It was late in Arthur yesterday that the young Scotchman who visited Moir on Sunday would subscribe liberally to the fund when the proper time came.

When Moir was visited by his fellow-countryman he broke down and wept, and it was afterward stated that Moir and his visitor had fought together in the Boer war.

Many residents of Arthur have also announced their intention, it is said, of contributing to the fund later on.

It is known there that Moir cannot be tried for several months, and many of the people feel that the proper time to subscribe is at that time. It is expected that at least \$300 will be raised in a short time.

onto paper, and read of a reward of \$100 being offered for Moir's arrest. At once the thought flashed through my mind that there was a chance to make some money.

"Accordingly, somewhere about 5 o'clock Saturday afternoon, I told my wife that I was going to Drayton, some four miles west of Arthur, and in the opposite direction from Elora. Had she known that I was going out to capture Moir she would have worried herself sick before I returned."

"I hunted around Arthur for a man to go with me to the Robb farm, and eventually found County Constable Coughlin in the barber shop."

"How would you like to go for a drive?" I asked.

"Oh, all right, I guess," Coughlin replied, little dreaming that he was going out after a man reputed to be the most dangerous and desperate of criminals.

After the Murderer.
"About two miles out of Arthur I told Coughlin where we were going and what for. He laughed, and replied, 'I guess you are on a wild goose chase.'"

"Maybe I am," I said, "but I won't be the only one who has been fooled in hunting up this fellow Moir." "On the way to the Robb farm we planned to appear as horse buyers, and to not do anything which would excite the suspicion of Moir, if the man there should prove to be he."

"Inside the stable on the Robb farm we saw a man unloading a team of horses from a stoneboat. I peered closely and saw that his right ear was partly gone. Then I nudged Coughlin."

Captured Moir.
"Standing near Moir was David Robb, a brother of the farmer for whom Moir was working. After a few casual remarks about the fine grade of horses in the stable, and an intention that we might decide to buy some of them, we closed in on Moir, and captured him in the manner described. Moir put up a pretty stiff fight, but eventually was forced to succumb. When we had him securely taken me so easily had I known what you were after. The rest is known."

Chief Farrell stated that Moir was kept handcuffed from Saturday night until Monday morning.

The Reward.
"I was told to see that he did not escape, and I did so."

Chief Farrell was asked about the reward, and smiled.

"Well, it is just like this with me,"

The Very Best Shoes at the Very Lowest Prices.

Are You Wearing Oxfords?

These are the days when Men, Women and Children are supposed to wear Oxfords. They are cooler, lighter and are more comfortable than high shoes. Made in tans, patents and kids. All sizes and widths.

MEN'S CHILDREN'S WOMEN'S
\$4.00 to \$6.00 \$1.00 to \$3.00 \$2.00 to \$4.50

CASSELMAN & ROS.
SLATER SHOE STORE

He replied, "Coughlin and I arrested the man, and should receive the reward. However, I suppose it will be equally divided between Draper, Coughlin and myself."

"A certain party suggested to me that I give Coughlin \$25 and divide the rest between Draper and myself, but I vetoed the suggestion. The man should have known better than to approach me with such a proposition."

Is Very Modest.
Chief Farrell takes the praise that is being bestowed upon him in a very modest manner, and laughingly says, "Oh, that was nothing" when it is suggested that he performed a brave deed in tackling Moir as he did.

"How was it that the Guelph police were notified of Moir's presence near Elora the same day that you brought about his capture?" was asked.

A Coincidence.
"Merely a coincidence," was the reply. "I did not know that they were after Moir until late Saturday night, when Chief Randall phoned me, and stated that his men had arrived on the scene too late for action."

Chief Farrell stated that he did not think the Guelph officers would have taken Moir as easily as he had, for the reason that they were known to Moir, while he and Coughlin were not.

MOIR TAKES ARREST COOLLY
LAWYER TO PUT UP STIFF FIGHT

To Save His Client From the Gallows—Interesting Story of Doings Monday in the Town of Arthur—Moir Speaks of His Travels.

For a man charged with murder, Moir takes his arrest most coolly, and although he exhibited nervousness when being brought home last night, he was one of the coolest men in Arthur yesterday.

When The Advertiser reporter first entered the Arthur lock-up to interview the prisoner, he saw standing near a little stove just inside the lock-up door, a young man, coolly smoking a good cigar. The man was in his shirt-sleeves, was dressed in a tweed suit, and wore a neat gray tie, and a standing-turn-down collar.

Inside the lock-up are two small cells. Both were open and the reporter peered into the darker of the two, seeking Moir.

"Mr. Moir."

It was the attendant who spoke. The Advertiser man turned around, and beheld the young man in the tweed suit, smiling, and holding out his hand.

For a moment the news-seeker was nonplussed. Surely this boyish-looking, neatly-dressed young man was not Moir! Moir, the man who was looked upon by the general public as a hardened criminal, ready to shoot a fellow-being down at the slightest provocation!

Murderer's Inquiry.
"How are things in London?" asked Moir. "Are they very much down on me?"

"Which way did you travel after leaving Stratford?" was asked by way of evading a reply.

Then Moir told his story. He remembered going down-town on the night of April 17. What took place upon his return to the barracks he following morning, and found himself lying on a haystack adjoining a barn some six miles from London. He was cold, and suffered from a feeling of depression, which he could not understand. Then he saw his rifle lying by his side, and realized that he had committed some awful outrage but what it was he could not tell.

To Get Away.
His first impulse was to get as far away from London as he could, so he made his way over the Grand Trunk Railway and headed for Stratford. On the way there he discarded his rifle and forty rounds of ammunition. Moir said that he had a few dollars in his pocket when he started out, and this lasted him for some time, as he was given most of his meals by farmers free of charge. Moir did not remember where he stopped on Saturday, but it is understood that he put up near the Gore.

On Sunday night Moir arrived at Stratford and put up at Richardson's hotel. The next morning he heard the newsboys shouting their sales on the street and determined to buy a paper. The first line which struck his eye was, "Sergt. Lloyd murdered by Pete Moir."

Lost His Bearings.
Moir then decided to make for the United States, but not knowing the country, he became confused in his bearings, and cut across country to Elora, where he spent some time at the horse show. This was on the 21st. Moir said that he felt quite safe in the big crowd present at the exhibition.

Going east on the Elora road, Moir eventually arrived at the Robb home, where he hired out as a farm-hand at \$22 a month, with a promise of an increase if he made good.

Chief Farrell is in London today and will be here possibly tomorrow. He wishes it understood that he is merely here on a visit, and to get away from Arthur for the time being and is not seeking publicity.

Constable Coughlin.
County Constable Stephen Coughlin, who assisted Chief Farrell in the capture of Moir, is a man of 60, with gray hair, and mustache of the same color.

He has been a constable in Wellington County for upwards of seventeen years, and is a laborer by occupation. Mr. Coughlin is even more modest than Chief Farrell—if that is possible. "I did what I could to help the chief," he said, when interviewed by The Advertiser yesterday at Arthur. And then with a twinkle in his honest eyes, he added: "I think it was really about the biggest capture I ever took part in. The money will come in handy, too."

Mr. Coughlin is well liked in Arthur, and has done much to preserve peace and order in that vicinity. He is known as a fearless officer, who will stop at nothing in the way of danger to get a criminal he is after. Law-breakers in the region surrounding Arthur have a healthy respect for his prowess.

Mr. Robb stated afterward that Moir takes his arrest most coolly, and although he exhibited nervousness when being brought home last night, he was one of the coolest men in Arthur yesterday.

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