

**Satisfactory Education...**

There is no other knowledge that may be acquired in school in so short a time that yields the possessor so much benefit and satisfaction as familiarity with the commercial branches.

Information regarding our work sent free. Mr. L. Howes has secured the position of book-keeper with The John Davis Co., Chicago.

Forest City Business and Shortland College, London, Ont.

J. W. WESTERVELT,  
Principal.

**No Question About Quality.**

Are you ready for your spring suit of overcoat?

We are prepared to show you the finest and largest stock in the city.

O. Labelle, 372  
MERCHANT TAILOR.

**MR. ST. JOHN HYTTENRAUCH**

Teacher of Piano, Harmony and Sight Singing. Receives pupils at the Conservatory of Music.

**R. K. COWAN,**  
BARRISTER, SOLICITOR, ETC.  
County Bldg., next Court House, London.

**FAIRBAIRN**  
.. THE TAILOR ..

Richmond Street, Opposite City Hall.

**Every Building Erected.....**

Should be fitted up for electricity. It will save you expenses later on, give us specifications and our rates will be furnished immediately. Phone 1103.

**The Electrical Construction Co.**  
of London (Limited).

Although the price of

**Sweet Home Soap**

has been reduced to

**6 CAKES FOR 25c.**

we still offer a great variety of valuable premiums for SWEET HOME SOAP wrappers.

**THE LONDON SOAP CO.**

**SPECIAL NOTICES.**

Feather and Down Cushions 50 Cents Each.

Large stock of Pillows and Mattresses, Iron and Brass Bedsteads, Pillows and Cushions filled with feathers on the shortest notice. Large assortment of Stoves at Hunt & Sons' Bed and Mattress Cleaning Factory, 532 Richmond street, Telephone 597.

**Children Cry for CASTORIA.**

**CASTORIA**

For Infants and Children.

Children Cry for CASTORIA.

Children Cry for CASTORIA.

**HASTINGS BICYCLES.**

The most graceful and artistic designs—superb finish—finest material and workmanship—made especially to our order in the most complete bicycle factory in America.

Every wheel bears our name and guarantee.

Prices \$35 and \$40.

You can buy on easy payments by starting now.

**GURD'S GOOD GUNS,**  
125 Dundas Street.

**RIGHT IN STYLE.**

When you order your clothing you expect to receive the best of attention. Suits at all prices, selected from the best and latest manufacturers.

**Southcott's,** 361  
W. A. PIPER, D.D.S.,  
Specialty, Gold and Porcelain work.  
Hours—9 to 5 p.m.

**Drs. D. H. & W. A. Piper**  
D. H. PIPER, M. D.,  
Ear, Nose, Throat and Lungs.  
Hours—9 to 5, 7 to 8 p.m.  
Phone 98, 222 Dundas Street, Waterloo.

**Meteorological.**

Toronto, March 6-8 p.m.—The cold weather continues to moderate over the western portion of the continent, and milder conditions may now be expected in Ontario extending to Quebec on Friday.

Minimum and maximum temperatures: Victoria, 42-48; Kamloops, 36-40; Calgary, 14-28; Qu'Appelle, zero-28; Winnipeg, 29 below-14; Port Arthur, 8 below-10; Parry Sound, zero-12; Toronto, zero-14; Ottawa, 4 below-14; Montreal, 2-12; Quebec, 4 below-8; Halifax, 18-36.

Local temperatures—Highest, 13 above; lowest, 5.5 below.

Today (Thursday) the sun rose at 6:45 a.m. and sets at 6:14 p.m. The moon rises at 8:53 p.m. and sets at 7:24 a.m.

**Your Good Health**

demands that you eat food that is nourishing and strengthening.

Whole Wheat Bread contains all the nutriment of the wheat kernel. A perfect health food for all.

**JOHNSTON BROS**  
The Best Bread Bakers.

**CHOICE, NEW AND SEASONABLE GOODS.**

**THOS. WILSON,**  
Merchant Tailor,  
Phone 596, 213 DUNDAS ST.

**London Advertiser.**

**UNION LABEL**

**A LOCAL BUDGET.**

—Dr. W. H. Smith, of Montreal, was in the city yesterday.

—Mr. A. J. Malins, of London, England, is at the Tecumseh.

—Mr. James Carrie has returned from a month's trip in Florida.

—Mr. J. M. McEvoy, barrister, left here yesterday to attend the Woodstock assizes.

—The city of London bill comes up in the Ontario Legislature tomorrow (Friday).

—Mr. and Mrs. J. H. Thomas, of Ingersoll, are guests at the Tecumseh House today.

—Rev. A. R. Park and wife, Baptist minister, of Denfield, are visiting Mrs. C. B. Latta, Oxford street.

—At the city council meeting on Monday night the proposed amendments to the municipal act come up for consideration.

—Miss Jessie L. Hamby, of this city, is announced to give a recital in the congregational church at St. Catharines tonight.

—Rev. Principal Maggs, of Montreal Theological College, will occupy the pulpit of Dundas Center Methodist Church, on Sunday morning.

—Mrs. Mary Samson, widow of the late Samuel Samson, died at the family residence, High street. Deceased was 74 years of age. One son, Mr. Samson, market gardener, survives.

—Mr. Adam Beck has received from Mr. Michael Hook, \$25, contributed to the fund for the purchase of surgical instruments for Victoria Hospital. The fund now amounts to \$300.

—Hamilton Times: London school board estimates for the year amount to \$197,949.73, which is \$17,000 less than last year. Population considered, they are higher than Hamilton board's estimates.

—Cuts of Capt. Carpenter and Sergt. Price, of this city, who are in charge of the provisional school of instruction at Montreal, appear in the Montreal Witness, with complimentary notices of those officers.

—Hamilton Spectator: Sharp Butterfield, the London fowling expert, has brought five Barred Plymouth Rocks from J. K. Millard, of Dundas, paying him \$50 for them. They are for a Massachusetts dealer.

**Wood's Phosphodine.**

The Great English Remedy. Sold and recommended by all druggists in Canada. Only reliable medicine discovered. Six packages guaranteed to cure all forms of Sexual Weakness, all effects of abuse of excess, Mental Worry, Excessive use of Tobacco, Delusion, Stomachic. Mailed on receipt of price, one package \$1, six, \$5. One sold wholesale only. Samples free to any address. The Wood Company, Windsor, Ont.

Wood's Phosphodine is sold in London by all druggists.

**We Want Your Trade**

If we haven't got it, and will guarantee to keep it, for our qualities are your kind of qualities, if you're particular; and our prices are your kind of prices, if you're economical.

**ROSS'**  
196 Dundas Street.  
PHONE 1319.

**Spring Weddings**

Wedding gifts are more appreciated when beauty is combined with usefulness. In selecting from our stock—no matter what your gift—the quality, workmanship and design of the goods will be of the best. You will only find the wares of the best manufacturers concentrated in our store.

**WARD, The Jeweler,**  
374 Richmond Street.

**The Ontario Loan and Debenture Co**

PAID-UP CAPITAL, \$1,200,000.  
RESERVE FUND, 555,000.

**Deposits Received.**  
Interest 3½ per cent per annum, half-yearly.

**Debentures Issued**  
for one year and upwards. Coupons attached for interest half-yearly.

**WILLIAM F. BULLEN,**  
Manager.  
Offices—Cor. Dundas Street and Market Lane, London, Ont.

**Assumes New Duties April 1—Already Commanded These Ten Years.**

Word was received yesterday afternoon by Lieut.-Col. Holmes, commanding officer of No. 1 military district, from the military authorities at Ottawa, that he was to assume command on April 1 next of the British Columbia district. The information was contained in a letter from the adjutant-general, which read in part: "The military district to that of No. 11 military district, the same to take effect from April 1."

The change has been mooted for some time, and is no surprise to either the D. O. C. or his friends. Though he likes London as a place of residence, Col. Holmes is naturally rather pleased with the new order. He lived in Victoria for ten years, his sons are now there, and as he intends to retire at the western home, it was very desirable that he should live there for some time previous. Col. Holmes has been here less than three years, but in that time he has made many friends in military and civil life, who will keenly regret his removal.

**ENLARGED THE "SMALL" CIRCUIT.**

Mr. Ambrose J. Smith, Booking Agent, Secures Control of the Russell Opera House, Ottawa, in Addition to the London, Toronto and Other Theaters.

**WHY SO MANY FAIL.**

The Reason So Many Catarrh Remedies Are Unsuccessful.

There are few troubles for which there are so many remedies and so-called "cures" as for catarrh, and it may be said that there are few diseases so difficult to really and permanently cure.

Inhalers, sprays, powders and douches are all applied locally and give temporary relief, often for only a few hours, and it is doubtful if anything like a real cure of catarrh was ever accomplished by the use of local applications.

Catarrh is a constitutional disease; it is in the blood like rheumatism, and to cure it requires an internal medicine to act upon the blood, to drive out the catarrhal poison from the system entirely, and anyone can readily see that a saline or powder inhaler which simply clears off the mucous membrane of the nose and throat can have no effect on the real cause of catarrhal disease.

The remarkable success of the new catarrh remedy, Stuart's Catarrh Tablets, is because it drives out of the system the catarrhal poison, the germs of grip, bronchitis and consumption, and causes the hawking, spitting and gagging which attend the excessive secretion is no longer supplied when the blood is made healthy from the regular use of Stuart's Catarrh Tablets.

Stuart's Catarrh Tablets have been on the market scarcely one year, yet they have met with such popularity and success that druggists everywhere in the United States and Canada now have them in stock, and report constantly increasing demand for them.

**CARNATION EXHIBITION.**

Gammage & Sons, the well-known local florists, have a fine display of their floral productions at the carnation exhibition in the pavilion, Toronto, this week. The exhibition is an annual one, under the auspices of the Toronto Gardeners' and Florists' Club, and draws exhibits from all the leading florists in Canada and the United States. In such good company the superior excellence of Gammage's carnations is emphasized, and the local firm have an enviable reputation among the trade. Their display at Montreal last week was also very highly spoken of in the trade papers.

**LONDON OLD BOYS AT GALT.**

Galt Reporter says: "About two dozen London Old Boys, resident in Galt, have recently been putting their heads together and asking one another, 'Why not form a Galt branch of

**BREAD...**

made from the best hard wheat Manitoba flour that can be bought. A regular health food; try a loaf. Delivered from our wagons, or call Phone 929.

**THE PARNELL-DEAN STEAM BAKING CO., Limited,**  
75 Bruce Street, London, Ont.

the London Old Boys' Association? The annual reunion is to take place at the old home this summer, and this score and four Cockneys would like to know why they should not be collective factors in it. There are in Galt over half a hundred persons who would be eligible members, which number added to those in Preston and Hespeler would make a very creditable showing. Mr. Evans, of Evans & Co., or Mr. Charlton, of the Reporter office, would be pleased to have expressions of opinion on the subject from any old Londoners in any of the three sister towns."

**THE W. M. MUSIC CLUB.**

The following programme was rendered at the concert given by the Woman's Morning Music Club at Cronyn Hall yesterday:

Wagner.....Overture to "Tannhauser"  
Misses Taylor, Armstrong, Cameron and Saunders  
Schumann.....(a) "Warum" (b) "Abendlied"  
Miss Lamonte  
Wagner.....(a) "Swan Song" (Lohegrin) (b) "My Happiness"  
Carl Bohm.  
Wagner....."Isolde's Liebestod"  
Misses Raymond and Morphy  
Paper....."Wagner's Motive"  
Mr. George Phelps.  
Mendelssohn.....Andante and Capriccio  
Miss Wells  
Schumann....."The Rose Tree"  
Believe It  
Song 3. "I Cannot, Dare Not"  
Miss E. Walker.  
Mendelssohn.....Andante and Finale from G Minor Concerto.  
Misses Regan and Raymond.

**D. O. C. AT VICTORIA**

Appointment Received by Lieut.-Col. Holmes.

Assumes New Duties April 1—Already Commanded These Ten Years.

The first Canadian to win the Victoria Cross was Sergt. Arthur Herbert Lindsay Richardson, of Stratford, Ontario. The winning of the cross is one of the most thrilling escapades in the war. The story of the gallant deed is just coming to light.

At Walversley, near Sanderton, on the 5th of July last, 53 members of Stratford's Corps were pursuing some Boers. Before proceeding very far they found themselves in an ambush, with 200 of the enemy on two sides of them at convenient close quarters of 200 yards. Hopelessly outnumbered there was nothing for the small party to do but fly back to camp and shelter. They wheeled round and were off, but Corp. McArthur, wounded, was left behind. Sergt. Richardson noticed this and rode back alone to aid his comrade. He dismounted and lifted the wounded man to his horse. The Boers were quite close and felt sure of capturing him. "Throw up your hands!" they said. For answer Sergt. Richardson jumped on his horse and galloped off.

A very long whistle blast past him as he did so, and the Boers came out of their hiding and pursued the flying man.

Richardson rode straight for camp, but a barbed wire fence crossed his path, and it was impossible for the horse, with its double load, to jump it. Turning his horse sharply, Richardson rode by the side of the fence with the object of finding a gap. The Boers were now gaining rapidly and the foremost of the party was only 100 yards away. Others came up, and a continuous fire was directed at Richardson. After racing for 300 or 400 yards the sergeant came to a gap in the fence. The two upper strands of wire were broken, but the bottom line about a foot from the ground, remained intact. Richardson turned his horse towards the opening, and spurred it for a final effort.

The animal, tired by the pace, and the weight he bore, refused. Nothing daunted, the sergeant turned his horse for another attempt. He would have failed again but for a Boer bullet, more accurate than the rest, which missed the rider, but hit the horse. The animal gave a sudden plunge and galloped away. The Boers gave up the chase, and Richardson and his comrade reached the camp in safety, but the horse paid the penalty of their rescue, for it dropped dead an hour later. He was a popular man in the corps before but the rescue of McArthur made him a hero.

**FOR TECHNICAL EDUCATION.**

Ottawa, March 6.—A deputation representing both of trade and labor councils, waited on the government yesterday and presented a memorial asking for the establishment of a national system of technical education.

The patrons of cheese factories got the best of last year's and most of the cheese bought up at 1½ cents a pound, has since been held, and is now only worth 10 cents a pound.

from present indications these will be contracted for before the season opens. The transfer also adds to the Canadian end of the circuit another property at a center which will facilitate movements of large combinations.

Mr. Small's acquisition of the Russell Theater is of peculiar interest to London theater-goers, promising, as it does, that after the contemplated improvements to the London Opera House have been completed, Mr. Small will be in a position to furnish London with the story of the most attractive and demanded and received by the attraction-lovers of Toronto, Montreal and other large centers in Canada.

**MAYOR HOWLAND'S PARTY**

Officials Came Dressed for a Social Time and Got Dressed Down on Salary Question.

Toronto, Ont., March 6.—Mayor Howland's eccentricities are becoming the feature of municipal life. For some time past there has been an agitation in the department of salaries for an all-round increase of salary. The mayor heard of it and issued invitations to the staff, the city clerk and city solicitor to meet him at his rooming last night. The guests attended, dressed for a social function, the mayor having quite a reputation as an entertainer. What the municipal management when, instead of refreshments and music, they were treated to a speech by the mayor, announcing that there would be no salary increases and that they had better stop their agitation. The party did not last long.

**A LOVING HUSBAND**

Heartbroken Over His Dear Wife's Pain and Illness, He Was Correspondingly Delighted at Her Recovery—His Story Is an Interesting One.

"My wife has been so relieved by the use of Dodd's Dyspepsia Tablets that I feel in duty bound to write and tell you, in the hope that our experience may point some other poor sufferer the way to health and strength."

So writes Mr. Wm. Lane, of Greenock, Ont., a well-known and highly respected gentleman, and one whose solicitude for the health and comfort of those dear to him, is very beautiful to those who are near enough to him to observe it.

"She hardly knew what comfort was for two or three years. She had a constant pain in the stomach and bowels, bloating after eating, wind on the stomach and acute pain on one side. We tried several doctors, but could get no relief for her. She was growing gradually worse and we were beginning to despair of securing a remedy. However, one day, I was speaking of our trouble in Mr. Cryderman's drug store in Walkerton, and Mr. Cryderman suggested trying Dodd's Dyspepsia Tablets. He said that they had proved to be of great merit in other similar cases, and so concluded to buy and try them. From the first Mrs. Lane began to improve. She only used two boxes and she is completely cured. This is some time ago, and she has not had the slightest symptom of a return of the trouble."

What Dodd's Dyspepsia Tablets have done for Mrs. Lane and so many others, she will do for anyone suffering in like manner.

Dodd's Dyspepsia Tablets are not a cure all, but a specific for diseases of the Stomach and Digestive Organs—an honest remedy heartily recommended by many honest men and women.

**A THRILLING STORY**

How Sergt. Richardson, of the Stratfords, Saved a Brother Officer and Won the Victoria Cross.

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**WEST ELGIN ENUMERATORS**

List of Those Who Will Take the Census—To Begin on April 1.

The census enumerators for West Elgin, who will begin their house-to-house visitation on the 1st of April, are as follows:

Southwold—No. 1, D. Campbell; No. 2, Roger Kerr; No. 3, Neil McLaughlin; No. 4, R. N. Stafford; No. 5, G. A. Hill; No. 6, Elias Dunn; No. 7, Robert Ferguson.

Dutton—Alex. McWilliam.

Dunwich—No. 1, E. J. Clark; No. 2, A. F. McMillan; No. 3, D. J. McMillan; Aldborough—No. 1, A. McIntyre; No. 2, T. C. Campbell; No. 3, M. McNicol; No. 4, C. Gray; No. 5, A. J. Gillies; No. 6,

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**Imitation Is The Sincerest Flattery**

The Fit-Reform is the only original brand which has stood the test for the past three years. Many have tried to imitate us, yet our volume of business is steadily on the increase.

Testimonials which we receive from the Atlantic to the Pacific verify the fact that we supply the wants of the gentleman who has been the lifelong supporter of the tailor.

Always on the alert, we keep abreast of the times and note changes in styles and designs in clothes. Our motto is "up-to-date."

**Fit-Reform Wardrobe.**  
ROBERT M. BURNS,  
180 Dundas Street, - - London, Ont.

**J. H. CHAPMAN & CO., 126 and 128 DUNDAS ST.**

**Dress Goods, Dress Goods, Dress Goods.**

Many of the new cloths and dress fabrics are already on our counters. There is scarcely a day passes that does not bring something new to add to the attractiveness of our mammoth stock of Dress Goods. Those contemplating the purchase of a black dress will be interested in the following lines:

**Black Amazon Cloth**  
A very fine All-Wool Venetian Finished Cloth, that positively will not shrink or spot, the regular \$1 cloth, for  
**85c yard**

**Black Broadcloth**  
"NOT A HEAVYWEIGHT," but just the "EXACT WEIGHT" that makes the neatest street costume, and being made from the finest lamb's wool, it is a very special snap at  
**\$1 35 per yard**

**Special Suiting Serge**  
Black, medium weight, made from the best stock money can buy, and is full 58 inches wide. "A LEADER" for tailor-made gowns, our price  
**\$1 50 per yard**

**Lawrus Suitings**  
"BLACK," in three numbers every yard stamped by the maker and "FULLY GUARANTEED," a favorite cloth this season, will brush as clean as any worsted, the prices are 85c, 90c and  
**\$1 per yard**

**THREE SPECIALS IN COLORED SUITINGS**

1—Taffeta Cloths, in mid-gray, blue-gray, fawn and brown, all wool, stamped "RIPLEY'S PIRLE FINISH," at per yard..... **75c**

2—Covert Cloths, in all leading shades, 52 inches wide, made from pure wool and sponged, at per yard.... **\$1 00**

3—Amazon Cloths, in navy, marine blue, mid-brown, pearl gray, castor and seal, all wool and 48 inches wide, at per yard..... **85c**

**J. H. Chapman & Co**  
126 and 128 Dundas Street, London, Ont.

**"Straight Front."**

Low bust, long waist, cut away hips—that is fashion's latest corset decree.

The "N.C. TAILOR-KUT" corset with the straight front is a genuine straight front corset.

It gives a graceful curve to the back and hips; it supports, but does not press the abdomen. Correct in every line. See that it is branded: **N.C. TAILOR-KUT**

Two qualities, \$1.00, \$1.25.  
National Corset Mfg. Co., Quebec and Toronto.

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**Good News for You.**

The Battle Creek Sanitarium Health Foods—Granose Biscuits, Granose Flakes, Granola and Caramel Cereal Coffees—are now being demonstrated at Chapman's big store, Dundas street. Come and see how they are prepared, and get samples free.