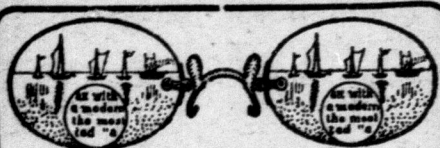


Every 25c bottle of TAYLOR'S THROAT AND LUNG BALM is sold on our printed guarantee to cure the worst cough, cold or bronchial irritation. It gives instant relief and will not affect the stomach. TAYLOR DRUG COMPANY, 399 TALBOT STREET, OPP. MARKET. ywt



Our Double-Vision Glasses

Are ground out of one solid piece of glass, AND HAVE NO LINES IN THE LENSES.

The Brown Optical Co.

Eyeglass Specialists,
237 DUNDAS ST. Phone 1877.

Use Connell's Coal

CHESTNUT, STOVE AND EGG,
\$7.00 per ton.
LARGE SIZE PEACOCK COAL,
\$5.75 per ton.

We recommend our Pea Coal for the range and heater. It has the value of chestnut in these burners and saves you the difference in price, which is \$1.25 per ton.

Offices:
Dundas and Richmond Sts. Phone 770.
Colborne St. and C. P. R. Phone 1096.



LONDON'S LARGEST JEWELLERY.

Wholesale, Retail and Manufacturing.

Our Motto: "One Price the Year Round."

234 Dundas Street.

The Manor Tea Room

MOLSON'S BANK BUILDING.

Businessmen's Luncheon.

Luncheon, 12 a.m. to 2 p.m.
Tea, 4 to 7 p.m.

Private rooms reserved for special occasions. ywt

W. H. Winnett

D. L. & W.

Scranton Coal

Gives perfect satisfaction. Try it and be satisfied also. All sizes; well screened, and prompt delivery. Phone 481. Office, Horton and William streets. ywt

Mitchell's Cough Syrup

GUARANTEED TO CURE.

Only 25 cents a Bottle.

B. A. Mitchell

DRUG STORE,
114 DUNDAS STREET. ywt

FILL YOUR BIN WITH OUR COAL.

THE BEST COAL MINED

Heaman & Son

York and Burwell Streets. Phone 312. ywt

Wallpaper Sale

At the end of this week we will commence alterations and additions to our premises. Our sale will, therefore, only continue one week longer. This is your opportunity to get paper at remarkably low prices. Many selling at less than half.

Bring size of your rooms.

COLERICK BROS

212 DUNDAS ST.

The London Loan and Savings Company

Invest Your Money With "The Double Safety Company"

Closed, heated carriages for every occasion. Phone Hueston's Livery.

HAMILTON'S Ale and Porter

Cannot be excelled. It's a favorite drink with many, and will suit you if you try it.

"PARNELL'S Home Made Bread" it's sweet and good to eat, says "John Dough."

When buying bread from your grocer, insist on getting

"Parnell's Bread"

as there is no other bread "just as good."

Buy Parnell's Bread, and you get a sure guarantee of purity.

PHONES
929-1390

DIAMONDS WATCHES AND JEWELRY

At extra special prices before moving. We are offering not exaggerated values, but genuine reductions on many lines, to which we invite your attention.

Ladies' Tiffany Diamond Rings—Regular \$50, for \$40; regular \$25 for \$20, and regular \$15 for \$12.

Gents' Thin Model Watches—Best quality, guaranteed 15-jewel movements, for \$10.

Gents' Thin Model Watch—17-jewel movement, extra value, \$12.

Ladies' Waltham Movements, in gold-filled case. Special, \$10.

Many Specials in Brooches, Locketts, Cuff-Links, Earrings, Necklets, etc.

W. G. YOUNG

Diamond Hall,
214 AND 674 DUNDAS STREET. ywt

"We Sell for Less"

BEECHAM'S PILLS

15 Cents

Spend 50 Cents

on Your Hair

Oriental Rum and Quinine is a most excellent HAIR TONIC.

HAIR GROWER, and DANDRUFF CURE.

50 CENTS.

Cairncross & Lawrence

Chemists and Druggists.

216 Dundas Street, London, Ont.

Rye Bread for health.

Log Cabin Home-made Bread, like mother used to make.

"Jumb-O" Loaf for sandwiches.

ASK FOR THE LOAF YOU WANT.

JOHNSTON BROS.

XXX BREAD

At your grocer's, or call a wagon. Johnston Bros., Phone 944.

BOYS and GIRLS can enjoy a Brownie Camera right from the start. Popular with grown-ups too. Price \$1.00 to \$12.00. Prompt developing and finishing of films.

J. H. Back & Co.

210 DUNDAS STREET. ywt

Cute little baskets, suitable for favors, in many shapes and colors, at three cents to fifteen cents each, at Peters, Dundas street. ywt

Phone 470.
For Best COAL
John Mann & Sons
425 York St.

CHWARD & CO.
DIAMOND MERCHANTS
SATISFACTION GUARANTEED
374 RICHMOND ST. PHONE 1084. ywt

ADVISES LONDON TO HAVE PRISON FARM

Dr. Bruce-Smith Tells of Uplift of Outdoor Life.

NO LONGER EXPERIMENT

In Some Instances Prisoners Are Loath to Leave Because They Are Free From Temptation.

Dr. W. R. Bruce-Smith, provincial inspector of prisons, is in the city today, and will pay a visit of inspection to the London Hospital for the Insane, in conversation with The Advertiser. Dr. Bruce-Smith stated that there was no particular object in his visit, it being merely routine inspection. He evinced much satisfaction when informed that the proposal to establish a prison farm in Middlesex was arousing interest locally.

An undeveloped tract. "The thing has gone beyond the experimental stage," he said. "It has proved a big success in other places, and I think it should in Middlesex. The thing is to get a large tract of land which will require development, such as clearing and draining, the object being to provide plenty of useful outdoor labor for the prisoners. At present the prisoners in our country jails waste a good deal of time in idleness. Of course, care must be taken to see that the land is there—that is, that it is fitted for agricultural purposes, so that the labor of the prisoners will not be in vain."

Asked as to the effect commitment to the prison farms had upon the prisoners, Dr. Bruce-Smith stated that it had been found to be productive of good.

Want to Stay There. "The law now permits a sentence of two years to a prisoner in the case of chronic drunkards," he said. "It is pathetic sometimes to see men who have completed their term of two years in a prison, and are released, only to find themselves in the same predicament. They seem to realize that there they are safe from temptation."

Dr. Bruce-Smith expressed the belief that owing to the large number of commitments to London jail, a prison farm established in the country would help greatly in relieving congestion.

NEWS

Mr. Tunc III.—(Nip) Tunc is seriously ill in Victoria Hospital with pneumonia. Committee Chosen—New committees for the year were appointed at the board meeting of St. Andrew's Presbyterian Church last night.

Two Months for Assault.—John Keyser, of the township of Adelaide was brought to the county jail yesterday afternoon by Chief Wilson, of Strathroy, to serve a term of two months at hard labor for an assault upon a woman, and the mate of the House of Refuge. He pleaded guilty before Magistrate James Noble.

Gets Past Constables' Jewel.—D. G. Murray, past councillor of Canadian Order of Chosen Friends, Council No. 75, was last night presented with a past councillor's jewel. Past Councillor Coyne of Council No. 203 made the presentation.

Character the Thing.—The debate "Resolved that character has more influence on the world than money" was argued by St. James' Church last night. The St. James' Club took the negative side, and after lengthy consideration by the judges, were decided the winners.

Goes to Vineland, N. J.—Rev. R. W. Norwood, rector of Cronyn Memorial Church, left Monday night for Vineland, N. J., upon receipt of a telegram announcing the death in that place of his step-grandfather, John Glantz. The funeral is to be held Wednesday afternoon, and Mr. Norwood expects to return to this city Friday.

JUMPED FOR THEIR LIVES

Many Seriously Burned in Fire Which Gutted Montreal Cafe.

[Canadian Press.] Montreal, Feb. 10.—Several persons sustained burns and injuries and narrowly escaped death by suffocation in a fire which last night gutted the Europa Cafe, kept at 307 St. James' street, by Thomas Gaines. The blaze originated from the spilling of a quantity of coal oil, and the place was ablaze so quickly that the escape of roomers on upper floors was cut off.

Some jumped out of windows, while others were taken down ladders by firemen. Constable Clarkin rushed into the burning house and rescued Fred Salama, who was nearly unconscious from suffocation, and who had been severely burned on the head and arms.

Miss Lilliar—Miss Maud Hodder, of Dutton, is visiting friends in this city.

Card of Thanks.

Mr. Thos. J. Wilson and family wish to thank their many friends for the kindness shown them in their sad bereavement; also for the continuous donation of flowers from Watford, Warwick, Arkona, Forest, Theford, Bosanquet, West Williams and London.

Cute little baskets, suitable for favors, in many shapes and colors, at three cents to fifteen cents each, at Peters, Dundas street. ywt

Plagues people who are particular.
ROWAT'S COFFEE 45c per pound.
T. A. ROWAT & CO.
230 Dundas St., also South London.
PHONES: 3081, 3082, 969. ywt

CUT GLASS
Special Price.
Eight-Inch Berry Bowls at \$3.00 Each.
GEORGE H. ZWICKER, Phone 1742.
650 Dundas Street East. ywt

IF YOUR RING DOES NOT FIT YOU, WE CAN SIZE IT WHILE YOU WAIT.

S. K. MILROY & CO.
Manufacturing Jewelers. 260 Dundas St., near Wellington.

Special Cut On All

FANCY BOX CHOCOLATES

Twenty per cent off on all boxes from \$1.50 to \$5.00; 15 per cent off on all boxes of candy from 75c to \$1.00; 10 per cent off on all boxes of candy from 50c to 75c. Regular 10c, 3 for 25c; also special cut on Taffies, Kisses and Caramels.

J. M. CHIVAS, 117 Dundas St. ywt

The O O Duplex

Oxypathor

Formerly sold by Mr. George Beach, is now sold by the Forest City Oxypathor Company, Room

215 Dominion Savings Building

With an Oxypathor in the house, ready for instant use, day or night, sickness and disease can be checked in the first stages and a cure promptly effected.

Call or write for explanation of treatment.

Phone 1546. Agents Wanted

COAL

GENUINE PLYMOUTH ANTHRACITE.

Get together with your neighbors and order a car.

Jas. H. Herrick, Agent

Prices on Application.—Phone 2894. ywt

LONDON BRICKS ARE

SENT THROUGH MAILS

Several Hundred Consigned by Parcel Post.

ARE MADE - IN - LONDON

Products of Local Industry Are Distributed in Novel Manner.

Distribution of bricks by parcels post to a large number of people in London and out of town points, including Mayor C. M. R. Graham, members of the board of control, City Engineer W. N. Ashplant, Hon. Robert Rogers, Canadian minister of public works, Ottawa; Hon. Dr. Reame, head of the provincial department at Toronto, and a large number of others was a novel scheme carried out by the London Pressed Brick and Tile Company, Limited, of this city, at the inauguration of the new postal system at 8 o'clock this morning.

Mr. C. S. Parker, managing director of the company, undertook the scheme yesterday, and prepared for the delivery of a thousand bricks from the new plant recently established on Brick street, south of the city limit.

The bricks which are for delivery in various zones throughout the country, all bear the "Car-Bex-Made-in-London" imprint.

In addition to those mentioned bricks were mailed at the postoffice to a large number of people who are contemplating the erection of churches, schools, and other public buildings and private residences.

ENGLISH LANGUAGE NEEDS

"SIMPLIFIED SPELLING"

Prof. Bowman Declares for Spelling Reform Saying Scholars Lose Years of Training by Present System.

Professor James Bowman addressed the Dundas Centre Epworth League on the subject of "Simplified Spelling" last evening. The speaker advocated what is known as the simpler spelling, saying that

the present system was inadequate. He declared that children lose several years of valuable training, because it is necessary for them to spend that time on work that is not essential.

"The English language will without doubt be universal in time," said Professor Bowman. "It is for that reason that we should attempt to make our methods of spelling easier. For a language to become universal, it is necessary that it be comprehensible and easily understood."

The speaker thought that the English language contained too many "isms." These are confusing to a foreigner, and even to a Canadian, from the fact that many sayings have the appearance of meaning one thing and sounding like another.

A WONDERFUL DISCOVERY

An eminent scientist, the other day, gave his opinion that the most wonderful discovery of recent years was the discovery of Zam-Buk. Just think! As soon as a single thin layer of Zam-Buk is applied to a wound or a sore, such injury is insured against blood poison! Not one species of microbe has been found that Zam-Buk does not kill!

Then again, As soon as Zam-Buk is applied to a sore, or a cut, or to skin disease, it stops the smarting. That is why children are such friends of Zam-Buk. They care nothing for the science of the thing. All they know is that Zam-Buk stops their pain. Mothers should never forget this.

Again, As soon as Zam-Buk is applied to a wound or to a diseased part, the cells beneath the skin's surface are so stimulated that new healthy tissue is quickly formed. This forming of fresh healthy tissue from below is Zam-Buk's secret of healing. The tissue thus formed is worked up to the surface and literally casts off the diseased tissue above it. This is why Zam-Buk cures are permanent.

Only the other day, Mr. Marsh, of 101 Dolorimier Ave., Montreal, called upon the Zam-Buk Co. and told them that for over twenty-five years he had been a martyr to eczema. His hands were at one time so covered with sores that he had to sleep in gloves. Four years ago Zam-Buk was introduced to him, and in a few months it cured him. Today—over three years after his cure of a disease he had for twenty-five years—he is still cured, and has had no trace of any return of the eczema!

All druggists sell Zam-Buk at 50c. box, or we will send free trial box if you send this advertisement and a 1c. stamp (to pay return postage). Address Zam-Buk Co., Toronto.

THE OLD WAY



Price, 50 cents a bottle. If your druggist does not carry it, send direct to SULPHUR PRODUCTS, LIMITED, 158 Bay Street, Toronto, and send us his name.

SULPHUR PRODUCTS

LIMITED

Fancy Silks in **R. J. YOUNG & CO.** Lace Collars Which Speak the Last Word.

Moreen Underskirts

Just a few dozen left of these, splendidly made and suitable for present style of skirt. Regular \$1.50, special **98c**

WRAPPERETTE KIMONOS—We have them in gray, navy, cardinal and pink. Special price **\$1.49**

Natural Habutai Silk

This silk is without doubt the ideal material for odd waists. It will wash well, and give every satisfaction in wear. Full 38 inches wide. Special value **75c**

FANCY SILK CREPE SPECIAL—The newest thing in dress material. Will make a lovely, fancy dress at moderate cost. Call in and see it. Price, yard **75c**

Ladies' Whitewear Department Corset Covers

A very special line of Corset Covers, nicely trimmed, lace and embroidery, all sizes in stock. Price **39c**

Flannelette Gowns

Very special value, made of fine, even cloth, nicely trimmed and well finished, all sizes in stock. Price **69c**

SPECIAL IN COLORED RAW SILK, full 36 inches wide; colors are, navy, copen, tan and black. Splendid value **75c**

Special Purchase Gray Cotton

36 inches wide, even thread, splendid finish. Per yard **10c**

50 pieces Cotton Crepe, in plain white, sky, pink, helio. Also stripe and floral effects; dainty patterns and shades. Per yard **12 1/2c**

White Cotton Voile

A lovely, fine cloth, full 40 inches wide; will wash and wear well. Prices, **25c, 40c, 50c.**

D. & A. Corsets

This well-known and justly renowned corset we carry in all sizes and shapes in up-to-the-minute styles. Ladies will do well to select one of these before having their new suit tried on. Prices from **\$1.00** up.

Shadow Laces

We have a large stock of the newest and most artistic designs, in both all-over and flouncings, and you will find our prices are extremely moderate.

New Delineator **R. J. YOUNG & CO.** Now In. Newest In Butternut Patterns.

NOTICE TO FRUIT GROWERS.

When you want anything in the nursery line, see Sharrman & Baker, King and Talbot streets. It will pay. ywt

PRASE FOR "HAMLET"

Walter Gordon Craig Says He Was Magnetic and Not Weak. 6

Walter Gordon Craig, Shakespearean reader, of Toronto, gave an entertaining lecture-recital of "Hamlet" in St. Andrew's Hall last evening.

"Hamlet," he said, was one of the most fascinating of Shakespeare's characters. He was by no means a weak character, his nature was marked by a winning sweetness, and his personality was magnetic and attractive. Horatio was a high-minded gentleman, Gertrude, the queen, was a weak character, and King Claudius was all that was mean and contemptible.

Mr. Craig was introduced by G. L. MacDonald, teacher of English literature at the Collegiate Institute.

STEAMSHIP ARRIVALS.

New York, Feb. 9.—Arrived: Camerona.

Naples, Feb. 9.—Arrived: Steamer Celta.

When through old age the bodily functions become sluggish,

Na-Dru-Co Laxatives give gentle, timely and effective aid, without discomfort or distress.

25c. a box at your Druggist's.

173 National Drug and Chemical Co. of Canada, Limited.

The Difference Between Speculation & Investment

Speculation promises large returns, but too often results in loss—

Investment insures regularity of income and safety of principal—

More and more the man with a few hundred or a few thousand dollars in the bank is turning from the wild-cat schemes of real estate and mining promoters to the less alluring but infinitely safer opportunities offered by

The Huron and Erie Loan and Savings Company

or **THE CANADA TRUST COMPANY**

Come in and talk it over at either of our city offices:

442-444 Richmond Street. 4-5 Market Square

T. G. MEREDITH, K.C., **HUME CRONYN,**

President, General Manager.

Grandmother Says:

"The war na limping bodies or brashle skins in oor familie, neither afore me or ahint me. Ma mither and her mither afore her an' a' ma childer ust SULPHUR and TREACLE. Aye! na doot prevention in oor case was better than cure."

LIQUID SULPHUR
(IT IS NOT A PATENT MEDICINE.)

brings within reach of everyone NATURE'S OWN REMEDY for

Rheumatism, Eczema
and kindred troubles.

The regular use of LIQUID SULPHUR before meals, and in your bath will give you all the benefits of a visit to a

Hot Sulphur Spring

Have you sore and tired feet? Do your limbs ache? Do not suffer another day. Get a bottle of LIQUID SULPHUR from your druggist, and prove its wonderful curative properties for yourself. Price, 50 cents. Directions with every bottle.

Smith Bros.
now genuine without this signature

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