

## The Prejudice

that folks once had against dyed goods is dead today. Well-to-do people patronize the cleaner and dryer as freely as they do the tailor or dressmaker, and when they patronize Parker's, why not?

**R. PARKER & CO.'S,**  
Dyers and Cleaners,  
217 Dundas Street, London, Ontario.  
Telephone 614.

## NEW SPRING WALL PAPER GRAVES

222 Dundas St.

## BIRTHS, MARRIAGES AND DEATHS

**MARRIED.**  
CARRELL-SANTO—At Park Avenue Presbyterian Church, London, on Wednesday, March 27, by Rev. W. J. Clark, Mr. Donald C. Carrell, to Lily M., daughter of the late John Santo.



This Brand of Flour  
Always makes the  
BEST BREAD  
OR PASTRY.  
USE NO OTHER.  
**J. D. SAUNBY**  
227 York Street,  
TELEPHONE 113.

**R.K. Cowan**  
Barrister, etc., over Bank of Commerce  
London.

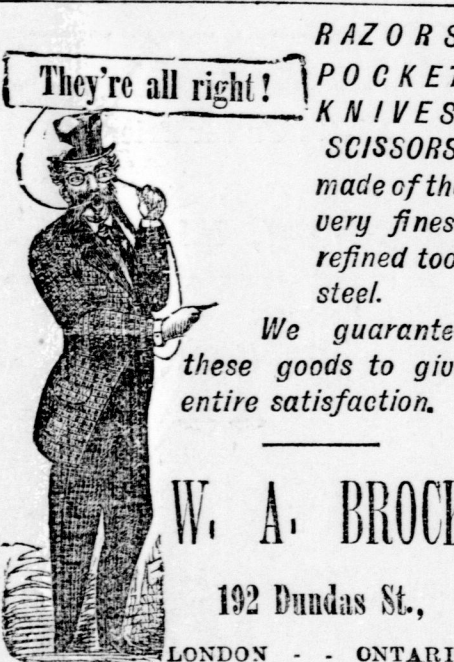
## The CONFEDERATION LIFE'S

Unconditional  
Accumulative  
Endowment Policy  
Is the best Policy contract issued in Canada  
today. Full information as to rates, etc.,  
furnished on application to  
**FRED. H. HEATH, General Agent,**  
**GEO. PRITCHARD, Local Agent.**  
Office, - - 436 Richmond Street.  
L2X

## BEATON'S

—STOCK OF—  
**Hats for Spring**  
Is now complete. See the leading  
English and American shapes.  
Balance of Fur stock at Whole-  
sale cost.

138 Dundas Street.



Have You Seen Them?

## Up to Date NEW SEASON SHOES!

When we mention Shoes, let quality  
and quantity be an understood fact.  
Our new stock provides for every-  
body.

AT SUCH PRICES AS THESE:

- \$3 Shoes for Men in all the  
best styles, equal \$5.
- \$1 Boys' Trustworthy School  
Shoes, high laced.
- 75c Workingmen's Shoes.
- \$1 Workingmen's Solid  
Leather Shoes.
- \$1 40 Men's Shoes, laced  
and gaiters, in all the  
swell styles.

Remember our new spring stock  
of footwear for Ladies, Misses  
and Children, eclipse anything  
in the city.

You'll be surprised when you  
see how very good these values  
are.

**Pocock Bros.**

## Embroideries

We are showing 20,000  
yards of Embroideries 20  
per cent less than the regu-  
lar price. These designs are  
all choice. We have them  
at 2½c, 4c, 5c, 8½c, 10c,  
12½c.

## Priddis Bros.

158 Dundas Street.  
Telephone 324.

Clothes Wringers,  
Washing Machines,  
Carpet Sweepers,  
Enameled Ware,  
AT LOWEST CASH PRICES.

Jobbing Work Promptly  
Done

## STEVELY'S

Phone 452. Richmond St.

FAIR TO CLOUDY, SLEET OR  
RAIN, THEN Milder.

TORONTO, March 28.—The distur-  
bance which was in the lake region last  
night is now situated over the Nova  
Scotian coast as a severe storm, and  
the Northwest disturbance has also be-  
come more important. Strong winds  
and gales have been very general in all  
portions of Canada, attended in the  
Maritime Provinces by rain and snow.  
Minimum and maximum tempera-  
tures: Calgary, 28—56 degrees; Qu-  
treau, 24—36; Quebec, 22—36; Halifax,  
Appelle, 26—38; Winnipeg, 2—34; Parry  
Sound, 18—34; Toronto, 26—35; Mon-  
26—36.

**TODAY'S PROBABILITIES.**  
TORONTO, March 29—1 a.m.—Prob-  
abilities for the next 24 hours for the  
lower lakes region (covering the penin-  
sula and as far east as Belleville) are:  
Fresh to strong winds, shifting to east;  
fresh to strong winds, shifting to east;  
sleet or rain in some localities at night;  
rising temperatures.

## Trusts Corporation

OF ONTARIO,  
Safe Deposit Vaults.

Bank of Commerce Building, King  
Street, Toronto.

Capital - - - \$1,000,000  
Hon. J. C. Aikins, P. C. President  
Hon. Sir R. J. Cartwright }  
K. C. M. G. } Vice Presidents  
Hon. S. C. Wood }

This Company acts as ADMINISTRATOR in  
case of intestacy or with will annexed. EXEC-  
UTOR, TRUSTEE, RECEIVER, COMMITTEE OF  
LUNACY, GUARDIAN, LIQUIDATOR, ASSIGNEE,  
etc., etc.; also as agent for the above offices.  
All manner of trusts accepted, monies in-  
vested, estates managed, rents, incomes, etc.,  
deposited, bonds, debentures, etc., issued and  
counter-signed.  
Deposit safes to rent, all sizes. Parcels re-  
ceived for safe custody.  
Solicitors placing business with the  
Corporation are retained in the profes-  
sional care of same.

**A. E. PLUMMER,**  
Manager.  
227

## Roses, Carnations, Violets.

Funeral Designs.

**J. GAMMAGE & SONS,**  
Phone 98. 213 Dundas Street. 227

## AN OIL FAMINE.

Pennsylvania Wells Will Be Pumped  
Dry in a Few Months.

New Fields Must Be Developed—Prices  
Will Go Up.

PITTSBURGH, Pa., March 28.—The  
price of oil is daily becoming more in-  
teresting to the producer and con-  
sumer. Pennsylvania oil at the agencies  
of the Standard Oil Company is now  
\$1.10 a barrel. At the present rate of  
consumption and the supply that is  
being produced, the visible supply of  
Pennsylvania oil will be exhausted in  
five or six months. Unless new pro-  
ducing oil territory is developed, it  
looks as though oil will in the future  
sell at a high figure over the present  
price. While the Lima field is produc-  
ing as much oil as usual, the quality  
cannot be compared with the Pennsylv-  
ania article, and it cannot be used for  
illuminating purposes unless it is mixed  
with the Pennsylvania product. This  
great shortage in the Pennsylvania pro-  
duction has caused quite a boom in the  
fields that are practically abandoned.  
Oil wells are being cleaned out and re-  
drilled in the hopes of getting "ever oil"  
left to sell at the present or  
higher figures. It is said several large  
refineries have already shut down on  
account of the shortage of the crude  
product.

Among the pains and aches cured  
with marvelous rapidity with Dr.  
Thomas' Eclectic Oil is eczema. The  
young are especially subject to it, and  
the desirability of this Oil as a family  
remedy is enhanced by the fact that it  
is admirably adapted not only to the  
above ailment, but also to the burns,  
disorders of the bowels, and affections  
of the throat, to which the young are  
especially subject.

Tonka—An East India smoking mixture  
high grade tobacco; very cool. 10c. package.  
Pleasant, Fragrant, Indispensable, and  
preserves the health. 10c. box. 10c. box.  
Patent Powder. Sold by all druggists. Price  
15c. can. 227

## We Never Forget

the little ones, nor  
the ladies, bless  
'em.

Shoes for the  
wee tots for school  
use that will stand  
the wear.

Slippers and Ox-  
fords for mother  
and grown-up  
sisters.

Prices lower  
than ever before.  
If Cook says it's  
so, it's so.

**J. P. COOK,**

173 DUNDAS STREET,  
Your Money Back if You Want It.

## London Advertiser.

Telephone Numbers.  
107.....Business Office  
134.....Editorial Rooms  
175.....Job Department

## London and Environs

GIVE US A TRIAL WITH A SHARE  
OF YOUR JOB PRINTING. QUICK,  
ACCURATE, AND AT MODERATE  
FIGURES.

Half the world is laughing  
While the other half is in tears;  
But at the least we sneeze together  
When the jocular spring appears.  
—Over 50 churches have been burned  
in Canada this winter. The loss will be  
\$300,000.  
—Don't forget box social in Oddfel-  
lows' Hall tonight, Thursday, March  
28. Good programme.  
—Court Brighton, A. O. F., South  
London, will give an "At Home" in  
their hall this evening.  
—Miss Rose and Mr. Rose, of Woodstock,  
have been taking the Electro-Thermo baths  
at the Sanatorium and returned home.  
—Photographs of old time baseball  
and football players are on exhibition in Hugh  
Loveless' window, Dundas street.  
—James Watson, an old subscriber,  
now living at Quincey, North Dakota,  
in renewing his subscription, says: "I  
have taken the 'Weekly Advertiser' for  
24 years, and could not do without it."

—Rev. Wm. Burns, of Toronto, is in  
the city in connection with arrange-  
ments for the General Assembly of the  
Presbyterian Church of Canada. This  
Dominion gathering, one of the most  
important of the year, meets in London  
in June.  
—In the obituary notice of John J. Lar-  
kin, in the "Advertiser" of March 18,  
it was stated that Miss B. Larkin, his sister,  
whose demise occurred some time ago, had  
died of consumption. This is not the case.  
She died of typhoid fever.

—The bulls that have been advertised to  
take place in the City Hall during April  
will not be interfered with. It has been  
arranged that certain walls which were to  
have been removed and pillars placed in  
position instead will not be taken out until  
after the events.

—A meeting of the city doctors was  
called for last night at the university to con-  
sider the Medical Bill introduced in the  
Legislature by Mr. Haycock, leader of the  
Patrons. As the bill was defeated by a  
majority of 56 no meeting was deemed  
necessary.

—The city engineer has prepared a plan  
of the proposed addition to No. 1 fire  
station rendered necessary by the purchase  
of an aerial truck. By it the hall is in-  
creased in size just one-third. In architec-  
ture the new portion will be even with the  
old and will be uniform with the old and  
will be three stories high, with a total  
length of 88 feet. Thirty-eight feet of  
rear will be only two stories high. The  
addition will cost \$4,000.

—The result of the election for the  
executive of the second section of the  
G. T. R. Provident Society, compris-  
ing the whole of the southern division,  
names coming in rotation to number of  
ballots cast for each: J. T. Marks, Lon-  
don; J. W. Fuller, Brantford; H. A.  
Neil, Niagara Falls; W. G. Smith, Lon-  
don; E. L. Laidley, Hamilton; J. Wal-  
lace, Hamilton; W. White, London.

—The congregation of St. Mark's Presby-  
terian Church last evening presented their  
pastor, Rev. J. G. Stuart, B.A., with an  
easy chair, desk, easel, and illuminated ad-  
dress. Mr. Stuart is about to leave  
his present pastorate to take charge  
of the South London Presbyterian  
Church. Since he entered the church,  
Mr. Stuart has had an uphill task,  
but, like most earnest men, with his un-  
tiring efforts, succeeded in every under-  
taking, and thus made himself very popular  
among the members of his flock. His de-  
parture will be keenly felt by the congrega-  
tion. (Toronto Mail-Emper)

—Zera Semon comes to the Grand for the  
week beginning April 1, with a company  
better and stronger than ever. It is a num-  
ber of years since Zera Semon first ap-  
peared in London, and he has remained a favorite  
from that period. He is a most expert  
sleight-of-hand performer, and if we did not  
know that it is pure trickery we could  
easily imagine him to be in league with the  
evil one. But he frankly confesses that his  
extraordinary results are susceptible of ex-  
planation on natural grounds—when you  
understand them. He is also a skillful  
ventriloquist, and in this introduces many  
witty allusions that never fail to set the  
audience in a roar.

—A warm reception was tendered to  
R. ex-Comp. W. W. Rutherford, of Aylmer,  
the grand superintendent of Royal  
Arch Masonry for London district by  
the companions of St. John's Chapter,  
No. 3, Wednesday. Ex-Comp. H. Strat-  
ford, presided, and a number of past  
principals of St. George's and St. John's  
Chapters were in attendance. Three  
companions were exalted, and the work  
was exemplified in a praiseworthy man-  
ner. Refreshments were afterwards

We are quoting very low prices for  
Lily White Oil, Aurora Light, Water  
White Benzine, gasoline, machine and  
cylinder oils. Send for quotations.  
Phone No. 307. EMPIRE OIL COM-  
PANY.

## In Every House

In this city, there were distributed this  
week samples of Williams' Royal Crown  
Pills, and we would direct our readers'  
attention to the merits of these mar-  
velous little pills, which have proved of  
so great value to so many sufferers from  
constipation, bilious or sick headache and  
liver complaint; in such cases two pills should  
be taken at night, and continue taking one or  
two pills each night until relieved and the  
bowels are regular in their operation. As a  
dinner pill, one Royal Crown Pill should be  
taken immediately after a hearty meal and it  
will be found an excellent means of assisting  
digestion and preventing dyspepsia. Purify  
the system by taking a treatment of Williams'  
Royal Crown Remedy, the best and most  
economical medicine manufactured to-day.

**W. S. Bryers Barkwell,**  
Wholesale Agent for London and  
Vicinity.

## Sifton & Co.

### NEW GOODS JUST IN.

Baby Carriages, Express Wagons,  
Velocipedes.  
Large Variety to Choose From.  
Methodist Hymn Books, Bibles,  
Prayer Books,  
Hymnal Companions.

168 DUNDAS ST.  
Two Doors from Richmond.

## Fine Tailoring

Just received, our spring stock  
of Overcoats and Suits, in-  
cluding the latest styles and pat-  
terns. Prices right. Best work-  
manship and finest trimmings.

**JOS. DAMBRA,**  
262½ Dundas Street.

served, and responses to various toasts  
were made by R. ex-Comps. Rutherford,  
Munson, Barkwell, Cooper, Dewar and  
Carrothers, ex-Comp. J. E. Richards,  
and Comps. R. D. McDonald, S. Baker  
and W. C. Harris.

### AN IMPORTANT BILL.

An important bill, which practically  
wipes out mechanics' institutes by con-  
solidating them into public libraries,  
was given a separate reading in the On-  
tario Legislature on Wednesday. It  
is a lengthy act. It provides that the  
board of management shall consist of  
the mayor, three persons appointed by  
the council, three by the public school  
board and two by the separate school  
board, no member of any appointing  
body being eligible. The board must  
meet at least once a month, and as  
often as they like. The board may es-  
tablish branch libraries, and may open  
"evening classes for artisans, mechan-  
ics and workmen, in such subjects  
as may promote a knowledge of the me-  
chanical and manufacturing arts." All  
libraries, reading-rooms and museums  
established under this act shall be open  
to the public free of charge. A provision  
that will be of interest to London West  
provides that contiguous municipalities  
may "enter into an agreement with the  
board of management for the use of  
such library, and for such representa-  
tion on the board as may be deemed  
expedient." Teachers' institutes may  
become entitled to one representative  
on the board by transferring their books  
to the library, and the members of the  
institute shall in that case have equal  
rights with the residents of the munici-  
pality in the use of the library. The  
Government grant will be one dollar for  
each dollar spent by the board of man-  
agement in the purchase of books and  
papers, the limit being \$200 for books in  
cities and \$50 for papers and maga-  
zines. The janitor is to be a special  
judge. These are the essential features  
of the bill.

**TISDALE'S TORONTO IRON STA-  
BLE FITTINGS,** healthful, durable, at-  
tractive and cheaper than other fit-  
tings. Send for our new catalogue. The  
Tisdale Iron Stable Fittings Co. (LTD.),  
No. 6 Adelaide St. E., Toronto.

### From Ottawa to Windsor.

From one end to the other of Ontario one  
universal opinion exists, viz., that FOUR  
T'S is the most reliable, easiest taken, and  
quickest acting cough and cold medicine  
made. Cures a cough in one day, and in  
two days cold in the lungs or head is en-  
tirely eradicated. Strong, the drugist, has a  
25 cent bottle wrapped up ready waiting for  
you. McGregor & Merrill, manufacturers,  
Brantford.

## Johnston's New Spring Footwear

- Ladies' Dongola Button Boots...\$1 25
- Ladies' Button Boots, razor toe... 2 00
- Ladies' Black Kid Oxfords... 1 25
- Ladies' Tan Lace Boots, needle toe... 2 50
- Gents' Razor-toe Bals... 2 00
- Gents' Square Toe Patent Tip Boots... 2 00
- Boys' Strong School Boots... 1 00
- Children's Every Day Boots... 75

## Trunks & Valises

Our new styles are in and we can  
show the largest selections to be seen  
in the city at reduced prices.

A few more of these Purse left at  
10c.

**Johnston's**  
198 Dundas St.

## Mara's Saturday Night Sale

From 7 to 10 O'Clock.

## SPECIAL!

For the benefit of the ladies who did not see our  
announcement of last Saturday night, we beg to announce  
again that we have been appointed by the Standard  
Fashion Co., of New York, their sole agent for London  
and vicinity. We will make the Standard Patterns a  
special department of our business. We will always  
carry in stock a full assortment of all sizes, and will  
receive the new patterns each month as soon as pub-  
lished. We will always have for sale:

The Standard Delineator, price 10c per copy, or \$1  
per year post paid.

The Standard Monthly Magazine, price 5c per copy,  
or 50c per year post paid.

APRIL NUMBERS NOW READY.

We will take pleasure in presenting you each month  
with a new "Fashion Sheet" free if you will kindly call  
at our stores for them.

As many ladies were unable to visit us last Saturday  
evening we will once more PRESENT EVERY LADY  
WHO VISITS OUR STORES this Saturday night with  
a HANDY CATALOGUE OF STANDARD PATTERNS  
AND PUBLICATIONS, FREE.

## The Standard Patterns and Publications ARE BETTER THAN The Best in the World.

- 1st—Special purchase—A German manufacturer's sample Capes, no two  
alike, all the latest and most fashionable goods, all colors and styles,  
and at any price to suit your pocket, from 90c to \$8, worth double.
  - 2nd—Ladies' and Misses' Cloth Capes, in tawn, brown, black, slate,  
cardinal, blue, myrtle and red, worth \$2, on Saturday night 95c.
  - 3rd—Best Pins, 1c per paper.
  - 4th—Best Needles, 2 packages for 5c.
  - 5th—Ladies' White Hemstitched Silk Handkerchiefs, large size, worth 60c,  
on Saturday night 35c.
  - 6th—Ladies' Fine White Lawn Handkerchiefs, on Saturday night 5c each,  
or 6 for 25c.
  - 7th—No. 16 Heavy Reversible Satin Ribbon, on Saturday night 9c per yd.
  - 8th—Something new in Linen Laces, with colored edges, for chambrays  
and prints, at 4c and 8c per yard.
  - 9th—Heavy Cream Guipure Washing Laces, wide, on Saturday night 10c  
per yard.
  - 10th—Honiton Pattern Laces, on Saturday night at 10c, 12½c and 18c  
per yard.
  - 11th—The new Heavy Double Thread Laces, beautiful patterns, on Sat-  
urday night at 10c, 12½c, 20c, 25c and 37½c per yard.
  - 12th—Heavy Point Lace Collars, worth 75c, on Saturday night 50c.
  - 13th—Ladies' Fine Black Cashmere Hose, double heel and toe, on Sat-  
urday night 23c per pair.
  - 14th—Children's Fine Black Cashmere Hose, ribbed, on Saturday night  
10c per pair.
  - 15th—The "Josephine Kid Gloves in black and colors, worth \$1 25, on  
Saturday night 98c.
  - 16th—Ladies' Fine Black Cashmere Gloves, on Saturday night 23c per pair.
  - 17th—Children's Fine Black Cashmere Gloves, on Saturday night 15c per pair.
  - 18th—Mara's Special Corset, worth 50c, on Saturday night 25c.
  - 19th—The Watch Spring Special Corsets, worth \$1 50, on Saturday night  
\$1 05.
  - 20th—Special line of Serpentine Braids, wide widths and in all colors, on  
Saturday night 5c per yard.
  - 21st—Silk Spools, in all colors, on Saturday night 10c per spool.
  - 22nd—A beautiful lot of Black Jet Trimmings, on Saturday night 5c.
  - 23rd—Just opened—A beautiful lot of Shanghai Silks, the richest and  
newest goods, worth 75c, on Saturday night 39c per yard.
  - 24th—2 pieces only, Black and Gray Striped Silk, worth 60c, on Saturday  
night 40c per yard.
  - 25th—42-Inch Crepons, in cream, pink, pale blue, Nile, pumpkin, fawn,  
navy, yellow and black, worth 60c, on Saturday night 40c per yard.
  - 26th—Very special—44-Inch Crepons, special large heavy crinkle, in cream,  
pale pink, pale blue, Nile, yellow, cardinal and black, worth 75c, on  
Saturday night 50c per yard.
- ### Gents' Furnishings
- 27th—Gents' Silk Ties, four-in-hand, knots and bows, all new goods and all  
patterns and colors, worth 25c, 35c and 50c, on Saturday 2 for 25c.
  - 28th—The Sensible Stand-Up Collar, best English 4-ply, on Saturday  
night 10c.
  - 29th—The New Shape Stand-Up Collar, the Cheapside, wrth 25c, our  
price on Saturday night 12½c.
  - 30th—The Brant Roll Collar, best English 4-ply, worth 20c, our price on  
Saturday night 10c.
  - 31st—The Clifton Stand-Up Collar, all heights with turn points, regular  
price 25c.
  - 32nd—Very fine Laundered White Shirts, linen fronts and bands, worth \$1,  
our price on Saturday night 70c.
  - 33rd—Neglige and Oxford Shirts, in all colors, worth 75c, our price on  
Saturday night only 48c.
  - 34th—Fine Black Cashmere Socks, ribbed tops, worth 35c, on Saturday  
night 23c.
  - 35th—Children's Fine Blue Serge Sailor Suits, worth \$2, on Saturday  
night \$1 25.
  - 36th—Boys' Knicker Tweed Pants, on Saturday night 25c per pair.

## The T. E. Mara Co. LIMITED.

153 Dundas Street,  
155 Dundas Street, } London.  
And Market Square

PHONE 1043.

Mail order announcement—We will forward anything advertised in  
these columns to any address on receipt of the amount. We will  
pay all charges on orders amounting to \$5.