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If the windows need fixing up let us make new shades for them. We guarantee every window shade we make. Let us give you an estimate.

O. B. Graves Ltd.
203 DUNDAS STREET.

HIGHEST GRADES OF BURNING OIL, LUBRICATING OIL

AND ALL OTHER
PETROLEUM PRODUCTS
The Queen City Oil Co
Limited,
HEAD OFFICE, TORONTO,
London Branch, York St. East.

FRESH FISH!

Handled in the most up-to-date style in the city. Quick Service.

J. A. WILSON
Phone 1120. Market Lane and Square

C. D. S. Bromi Lax-line

(Chocolated)

Prevents and cures Colds and Grippe while you sleep. Take one every half-hour and two at bedtime, with hot lemonade. "HED-EESE WAFERS" cure splitting headaches.

R. K. COWAN

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

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. 6414

Great Clearing Sale of Wall Paper

All This Month
COLERICK BROS.
112 DUNDAS STREET.

INDIVIDUAL INSTRUCTION

We give our pupils a thorough and practical training in all branches of commercial work, our specialty is

Shorthand

It will pay you to take a course at

Coo's College

110 Dundas Street.

Big Removal Sale of Food Cutters

Don't fail to attend.
Five days only.
No. 20 Choppers, 5 blades 98c
No. 22 Choppers, 5 blades, \$1.25
This is a big reduction of 20 per cent.
We solicit your inspection.

THE Purdum-Gillespie Hardware Co.

SCRANTON COAL

Why experiment when we can give entire satisfaction, as our coal comes in box-cars and is clear, bright and free from clinkers?

HEAMAN & SON

Office and Yard, Burwell and G. T. R.
Phone 312.

C. P. C. MEATS



Always choice and reliable. Cut from Government inspected animals.

The Canadian Packing Co.

Bus-ride parties supplied. Reasonable rates. Hueston's Livery.

Here Is Your Chance To Get a Good Piano at a Very Low Price, \$100 and Up.

When we have several big snaps in Pianos and Organs, we don't make it a rule to make a great deal of noise about it. We consider ourselves, conservative, advertising more by word of mouth than by the use of our solidly and high standing. This time, however, we can scarcely restrain ourselves from using rather sensational terms, in telling you about the greatness of these bargains, but we will just say THE VALUES ARE REALLY IMMENSE. Those who are familiar with the methods of this house will know that this opportunity is indeed an exceptional one.

Two Rosewood Pianos, 7 1-3 octaves. Note how very low the price is \$100

One Steinway & Sons' Rosewood Square Piano, Guaranteed same as new. The person who requires an excellent piano and has room for this instrument will find this a rare bargain, indeed, at \$150

One Ebonized Upright Piano, 7 octaves, in first-class order \$150

One Rosewood Upright Piano, 7 1-3 octaves, guaranteed \$175

One Haines Bros' Upright Rosewood Piano, fully warranted \$225

One Martin-Orme Upright Mahogany Piano, Practically like new \$245

One Nordheimer Mahogany Upright Piano, Only in use two years \$275

One Nordheimer Mahogany Upright Piano, Slightly shop-worn. Used for concerts, etc. \$300

AN ORGAN SNAP, \$78

One Sherlock - Manning Gold Medal Organ, piano case, nearly new \$78

Nordheimer's
J. J. Callaghan, Manager

216 DUNDAS ST., LONDON, ONT.

REMOVAL
Our Last Week

\$4.00 FELT HATS \$2.00

\$3.00 FELT HATS \$1.50

\$2.00 FELT HATS \$1.00

\$1.50 FELT HATS \$1.00

BELTZ
We Are Moving to
Boughner's Old Store

with the idea that there is something mysterious about advertising, and that one must necessarily be endowed with an occult faculty of some sort to be able to prepare and promote effective publicity. This delusion prevents much of one type from trying to write ads, and so developing whatever talent they may possess in this line, and they either refrain from advertising or else pay others for doing the work they themselves could do as well or better.

It causes men of another type to search the dictionaries for long words to take the place of short ones, to cudgel their brains for cleverly-turned phrases to take the place of simple statements of fact.

It does not require any great amount of special talent to prepare good, strong advertising matter, for, after all, it is plain commonsense talk, human talk, that accomplishes the greatest results. When the idea of mystery is done away with, then the silly notion that fanciful words are hypnotic is abandoned, when the phrasing is regarded as non-essential, the preparation of effective ad copy is less difficult than the finding of a good excuse for letting a poor ad appear in print.

**LONDON MAN IS
AN APPLICANT**

For the Position of City Engineer of Guelph.

The Guelph Mercury says: Many applications have been received for the position of city engineer, which is to be vacated by the present engineer, Mr. Lindsay. Among those who are in the city presumably to get the position, is Mr. George T. Clarke, of a prominent civil engineering firm in Toronto, and Mr. J. Lewis Thomas, C.E., M.I.A.C., of London and St. Thomas.

**WIFE SUFFERS
THROUGH HUSBAND**

Mrs. Hopper Had No Knowledge of John Hopper's Actions.

Mrs. Hopper, wife of John Hopper, who was arrested in connection with the chicken theft cases, feels her position very keenly. The police recognize the fact that she is totally unaware of the fact that her husband was procuring the fowls by dishonest means, and she was deeply sensitive in regard to her position when her husband was placed under arrest.

She blames whisky for her husband's actions, stating that when sober he was honest and upright.

She also desires to correct the statement that certain pieces of stolen harness were found in her house. Instead they were found in the barn, and she had no means of knowing how her husband obtained them.

Mrs. Winglew's Soothing Syrup.

has been used for over THIRTY YEARS by MILLIONS OF MOTHERS for their CHILDREN'S WHOSE TEETHING, WITH PERFECT SUCCESS, IT SOOTHES THE CHILD, SOFTENS THE GUMS, ALLAYS ALL PAIN, CURES WIND COLIC, and is the best remedy for diarrhoea. Sold by druggists in every part of the world. Be sure and ask for "Mrs. Winglew's."

No Mystery to Advertising.

Many non-advertisers are more than a few advertisers are possessed

Children's Shoes

Our reputation as the best store for Children's Shoes grows and grows.

There's a reason for it.

In the first place, we have the right sort of shoes. All our Children's Shoes are made by experts in making children's shoes. Then we have the full knowledge of fitting, and we take pains to fit the little feet correctly.

Bring your children in. You will find exactly the shoe you want, at the price you desire to pay.

J. P. Cook Co

167 Dundas St. 392a Richmond St.

Good Shoes for All the Family.

English Violets

The Highest Grade of Violet

Essence Made—A Universal Favorite.

The bit of lace and linen sprinkled with this extract becomes invested with an atmosphere of exquisite refinement. Placed in the chiffonier or bureau drawer, it is a veritable bed of violets, so nearly akin in perfume to the natural blossom as to establish a charming rivalry.

The fastidious ones find that it charms but never offends, and so it is adopted for the purpose of cultivating a fragrant personality.

New Toilet Powders.

New Sachets.

New Powder Puffs.

New Toilet Chamais.

New Nail Powders.

Cairncross & Lawrence

Chemists and Druggists,
216 Dundas St., LONDON, ONT.

WEDDED FIFTY YEARS

The fiftieth anniversary of the wedding of Mr. and Mrs. Quinney, of Melrose, was celebrated at the residence of their daughter, Mrs. Alexander Graham, Lobo, on Saturday last.

There were about forty-five members of the family present.

In the evening, Mr. and Mrs. Quinney were invited to take a seat in the circle provided for them, when Mrs. Graham, on behalf of the family, read a address of welcome.

Then Mr. Alfred Quinney, a son, presented them with a purse of gold.

Congratulatory speeches were made by a number of those present.

A fine musical programme followed, and a pleasant evening was enjoyed.

Among the best numbers on the programme was a recitation by little

Doris Drake, of London, the only great-grand-daughter present.

Mr. and Mrs. Quinney were born in Oxfordshire, England, 70 years ago, coming to this country in 1874.

They took up a farm at Melrose, and have resided there ever since.

A family of twelve children was reared, ten of whom are living—Mrs. John E. Miller, London, Mrs. Alex. Graham, London; Charlotte, at home; George, in England; Frank, of Dunce, Alfred, of Gilmour; Daniel, Mark, Robert and Ernest of Melrose.

Two daughters, Mrs. McIntyre and Mrs. Graham, are deceased.

There are 34 grandchildren, of whom seventeen were present at the celebration, and five great-grandchildren.

The aged couple are in remarkably good health.

Emptied School in Three Minutes

"I cannot see how they can say that the Askin Street Sunday schoolroom is so unsafe," said Mr. A. M. Hunt, superintendent of the school, in reply to a local daily regarding the unsafe condition of the school. "The school is not ready, and if they will be patient we will get it fixed up all right. There are four exits into the church through a fire-proof wall. There are two large double entrances to the outside, besides a very large entrance through the basement in."

Fred Roach in the Hamilton Court

Fred Roach, who was arrested in London, Ont., last month on two charges of theft, was committed for trial at the police court in Hamilton yesterday on a charge of theft. He was charged with stealing Miss Francis Gillies' satchel, gold watch and \$20 on Jackson street, between Caroline and Bay streets, last August. M. J. O'Reilly, acting for the prisoner, pleaded not guilty, and declined to elect.

Purse Stolen

The complainant swore that on the night in question she was walking along Jackson street when she noticed two men across the street. One crossed the road and, making a sudden rush at her, snatched her satchel from her hand. The purse-snatcher fled, while the other man walked over and asked her what the trouble was. She told him, and he said he would catch the thief, after which he ran in the direction the purse-snatcher had taken. The crown attorney produced the watch, which was in the satchel, and Miss Gillies identified it. She could not positively identify Roach, saying the man who snatched her purse was short and rather stout. The prisoner is tall.

Arrested in London.

Detective Egleton, of the London police force, swore that Roach was arrested in London last month, and that Miss Gillies' satchel was found on him. The detective swore that Roach told him he did not do the purse-snatching, but that he was with the man who did. He said his share of the proceeds was the watch and 50 cents.

Detective Rider also of the London force, interviewed Roach in the Lon-

FRANCIS WILSON AT THE GRAND

Appeared in "When Knights Were Bold" Before Large Audience.

Francis Wilson, a regular theatrical visitor to this city paid another visit last night, the vehicle in which he appeared being an English farce comedy called "When Knights Were Bold".

Mr. Wilson seemed to please the large audience immensely, being forced to respond to repeated encores with a speech. It was a neat speech, expressly written for such purposes.

This is the first time Francis Wilson has been seen here outside of musical comedy, and the result was not altogether pleasing. For, to be candid, while nature endowed Mr. Wilson with many gifts, it overlooked beauty, and as a result Mr. Wilson appears at his best with any amount of make-up at his disposal. The more the merrier in this case. Last night he was supposed to portray the character of Sir Guy De Vere, a baronet of modern England. Mr. Wilson looked and acted as much like a scion of a noble house as a Welsh rabbit looks like the moral law. That was the first laugh.

There is not a slight criticism or two that might be made. Dickens, in one of his books, declares that the beautiful and inspiring habit of expectorating on the carpets on sundry and all occasions is an American habit. Mr. Wilson did not know, for Mr. Wilson last evening showed that it was a very old institution in England, row nicely modernized. Of course, the truthfulness of Mr. Wilson's portrayal is borne out by the fact that Mr. Wilson always does it in every play.

But in justice to Mr. Wilson one must say that the old waiter looked more the gentleman than the noble baronet. And lastly, Mr. Wilson should forget that he was or had been a barber, for at least one play. If he could "cut it out" for just one show it would be forgotten, and would naturally be a neatly shaved head the next time out. The custom of using a young lady's arm for a razor strap is the incident referred to above.

Play Is Funny.

Outside these few minor criticisms the play was very funny. It was built for laughing purposes and got the audience all right. Everybody laughed every occasion, the cold in Mr. Wilson's head bringing forth a laugh with every sneeze.

Of course the theme of the play should not be forgotten. Sir Guy De Vere has just come into his title and estates. On this occasion he is surrounded by a large house party, among whom is a designing Jew who wishes

to marry his daughter to Sir Guy. He is assisted in the villainies by an Irish baronet, poor, but handsome and villainous. In the meantime the scion of the noble house is in love with his cousin, Lady Rowena.

This aforesaid young lady revealed in the past, and was at the age when she expected her lover to cut up a regiment, or do something equally valiant as did knights of old, in order to win her affections. But Guy figured out that this was too much like work, and tried peaceable means.

He did not make much hay.

Well, everybody on the stage begins to talk about the good old days, and ancestors, and all this, Guy was overcome with ennui and liquor and falls to sleep, when, by the change of a dream, he is switched back 700 years, and is among the ancient knights. He, of course, is a modern among the knights. He unfolds some up-to-date Americanisms, etc., and has considerable fun. He wakes up in the last act, catches the Jew and the Irish knight cheating at cards, and marries the girl of his choice. They live more or less happy all the days following.

As was mentioned above Mr. Wilson portrays Sir Guy De Vere. He was funny all right. When everybody gazed on him and imagined he was a knight, of course, everybody laughed. Still, Mr. Wilson is a comedian, but he did not seem so well situated as he might be. All his musical comedy maneuvers were always on parade.

The supporting company was excellent. Miss Mary Dolan, a Detroit lady, by the way, who appeared as Lady Rowena, is a beautiful looking girl, and an actress of promise. She had rather an exacting role, and played it with distinction. Miss Edna Burns as Miss Isaacson, the Jewish girl, was good. The male members of the company had little to do, and did it.

Still, as was mentioned above, the play pleased the large audience immensely, and consequently the show must be said to have been a success.

Mr. Wilson was last seen in London in Ermine.

**WERE THE PARTIES
BEHIND PLOT?**

Indications Are That Politicians Caused the Assassination of King Carlos.

Lisbon, Feb. 26.—The mystery behind the murder of King Carlos and Prince Luiz is not likely ever to be completely lifted. The new Portuguese Government prefers that the crime should be regarded both at home and abroad as the deed of individuals carried away by the political passions of the moment, and inasmuch as the Republicans are also anxious to clear their skirts of responsibility for the regicide, both sides are glad to see an investigation which would probe the affair to the bottom, smothered. Yet, there is undoubtedly much that could be cleared up. It is a matter of common knowledge that there were intrigues in high places as well as low before the tragedy occurred, and the rage of the leaders and lieutenants of the two "rotative" parties against which Premier Franco and King Carlos were warring, exceeded all bounds.

There is no suggestion that there was a repetition of the Belgrade plot aimed at the King's person, but that some of the desperate political leaders were involved in the series of abortive plots against Franco's life which preceded the murder is believed here in well-informed circles. Franco himself told a friend the day before he left Lisbon (virtually upon the order of the Government) that it was impossible to reveal to the world what he had learned of the intrigues of enemies of the King and himself an dit was therefore better for him to retire forever from the political arena.

The connection between the Republicans and the regicides is equally difficult to establish. The disclaimers of leaders like Bernardino Machado must

be accepted so far as the "peaceful wing" is concerned, but this cannot be said of the advanced or radical wing as there is plenty of evidence that they have planned a rising on the night of the crime. Signals to the ships in the harbor and the barracks on the slope of St. George's Hill were shown toward midnight from the roof of the national library, and bands of men went to the barracks of an artillery and infantry regiment which were to join in the proclamation of a republic. The signals brought no responses and the doors of the barracks were found locked.

The entire conspiracy fell through. It is related, because of the treason of a young lieutenant, who, after the assassination of the King, confessed to his fatherly officer, the role he was to play. The young man claimed that he had been deceived; that he did not know regicide was contemplated, having been led to suppose that only his life of the dictator was to be taken. This advance warning enabled the military authorities to take the necessary precautions and thus frustrate the military support which was counted upon to give success to the plot. Notwithstanding the betrayal of some of the advanced Republicans, assert that if the active leaders confined in the Baxia fortress had been free that night in Lisbon history would have told a different tale.

**SLIPS UNDER CAR
LOSES AN ARM**

[Special to The Advertiser.]

Woodstock, Feb. 26.—James West, a married man 40 years old, a laborer, met with a terrible accident last night. He was employed by the Woodstock and Ingersoll Street Railway Company as a snow-shoveler. About 8 o'clock, while helping the car through the snow on Parke Rowe, in the city, he attempted to get on the car after it had started. By reason of his wet and slippery mitts, he failed to secure a good grip of the hand rail, and a big snow-bank threw his feet from under him. He was thrown under the rear trucks and his right arm was so terribly mangled that at the hospital it was amputated above the elbow.

**W. HARRISON
FUNERAL DIRECTOR & EMBALMER**

First-class Equipment. 671 Dundas.
Phone 1155. Residence on premises.

King's Hats

See the New Shapes in Our Window Today

Only \$2.00 Each

Better Style, Better Quality and Better Wear Than Any Other Hat at That Price.

GRAHAM BROS

Agents for the King Hats for London.

DEATH OF MRS. ROBERT AULD

Esteemed Lady of Warwick Passed Away.

Mrs. Robert Auld, one of the pioneers of Warwick Township, died in Watford on Saturday last, the funeral taking place yesterday.

Mrs. Auld was born in Warwick 68 years ago, and lived there until a year ago when she and her husband moved into Watford.

She had been in delicate health for some time.

She is survived by a husband and a