

Be a Specialist

In some particular line. Stenographers and bookkeepers are always in good demand. Best salaries are paid to those who graduate from this College. Thorough teaching is the plan of this College.

FOREST CITY BUSINESS COLLEGE,
Y. M. C. A. Building, London, Ont.
J. W. Westervelt, Principal.

TALKING OF SPRING.

We have made a collection of spring fabrics we are proud to have you see. It's absolutely perfect.

There's more reason than ever why you should become acquainted with this fallowing establishment. The system that develops such perfect garments is something for every man to know—from actual experience.

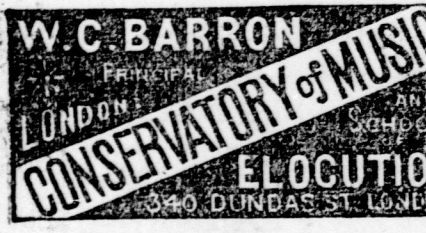
O. LABELLE
372 Richmond St.



Bicycle Repairing.

Now is the time to have necessary repairs done to your bicycle. We do our own enameling and nickel-plating, and can give you better work for less money than you can get elsewhere.

BROCK'S GUN STORE,
192 Dundas St., London, Ont.



Ask your grocer for
HUNT'S DIAMOND FLOUR.

W. S. LOCKHART.
Painting, Decorating, Paperhanging, etc. Estimates given. 32 Wortley Road.

P. McPHILLIPS, Barrister
Etc.
New Office—110 Masonic Temple Bldg.
Office Phone 234. House Phone 824

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

H. C. McBRIDE
Architect and Surveyor. 213 Dundas St.

JOHN T. STEPHENSON,
The Leading Undertaker,
104 Dundas St. Phone 459.

FAIRBAIN,
THE TAILOR,
Richmond Street, Opposite City Hall

SMITH & SON,
Undertakers and Embalmers.
Calls promptly attended to day or night. Residence on the premises.
113 Dundas St. Phone 536

CALL AND SEE US AT OUR
New Factory and Showrooms
32 to 40 Dundas Street.

The Electrical Construction Co. of London, Limited,
Dynamotors, Motors, Electric Light Fixtures and Wiring Supplies.
Phone 1103.

The 22 shipyards of Germany employ 60,000 men.

DO NOT DELAY.—When, through debilitated digestive organs, poison finds its way into the blood, the prime consideration is to get the poison out as rapidly and as thoroughly as possible. Delay means disaster. Parmenter's Vegetable Pills will be found a most valuable and effective remedy to assist the intruder with. They never fail. They go at once to the seat of the trouble and work a permanent cure.

Gentlemen

The Coronation Tie

Is a Great Seller.

We have a new lot of them opened yesterday in very choice colors and patterns.

GRAHAM BROS

IT'S IN THE AIR.

Bicycling is due for a distinct revival. It will not be a "craze" or a "boom," and people will not ride simply because their neighbors ride, but because it is a delightful recreation, a charming means of obtaining health-giving outdoor exercise.

Never before was it possible to obtain such splendid values in bicycles for so little money.

Forty-five dollars will now buy a better Columbia than \$100 would purchase a few years ago.

And we have cheaper wheels for those who want them.

GURD'S, 185 Dundas St.

"A Word to the Wise is Sufficient."

Provide for old age a competency, and establish a nucleus for a fortune by starting an account with the

YORK COUNTY LOAN AND SAVINGS CO.
Collectors call weekly for deposits of 5 cts or more. Interest paid, 4 per cent.
ROOM 8, DUFFIELD BLOCK.

The Supremacy of Style
With the additions of the finest fabrics enable us to do many of the business men of the city.

Southcott's, 361 Richmond St.

METEOROLOGICAL

Toronto, March 19—8 p.m.—An important disturbance, which since last night has moved into the New England coast, has caused continued wet and stormy weather in the Maritime Provinces, and rain or snow as far west as Montreal. The weather has been generally fair from the Rockies to Ontario, and quite mild in the Territories and Manitoba.

Minimum and maximum temperatures: Dawson City, 8 below-zero; Victoria, 35-45; Kamloops, 30-48; Calgary, 16-42; Qu'Appelle, 6-39; Winnipeg, 6-39; Port Arthur, 16-32; Parry Sound, 20-32; Toronto, 12-33; Ottawa, 6-30; Montreal, 16-26; Quebec, 18-34; Halifax, 40-44.

Local temperatures Wednesday—Highest, 20 above; lowest, 10 above.

Today (Thursday) the sun rose at 6:22 a.m., and set at 6:29 p.m. The moon rises at 3:05 p.m. and sets at 4:15 a.m.

FAMOUS LOG CABIN XXX BREAD.

The acme of perfection is reached in this brand of XXX BREAD. Doctors praise it for its great substance and wholesome ness. Phone 818 for it.

Johnston Bros.

Thos. Wilson

Merchant Tailor,
213 Dundas St. Phone 596.

NEW SPRING STOCK COMPLETE.

London Advertiser.

A LOCAL BUDGET.

—The London Brass Works Company have taken out a building permit for a brick addition to their foundry on Carling street.

The Chatham Banner says of a London musician, who sang at St. Patrick's concert in that city: Mr. Leitch, of London, sang, his fine baritone voice appeared to the best advantage. He has established an enviable reputation among Chathamites.

—The Manitoulin (Mich.) Pioneer Tribune says that Prof. Chisholm, of Seney township, has two scholarly works on grammar ready for the press. The books are highly endorsed by Prof. Pattengill, state superintendent of public instruction (minister of education). Prof. Chisholm formerly resided in Glencoe.

—Guelph Mercury: As an accompanist, St. Patrick's Society were especially fortunate in securing the services of Mr. W. H. Hewlett, of London. No better criticism can be given than that bestowed by the artists of the evening, who were more than delighted with his efforts, and the assistance he gave them was most valuable.

HAMILTON MAN'S SUCCESS.
Mr. B. C. Bastedo, an old Hamilton boy, and at one time well known in London, was in the city last night. He has been in Dakota for some time, where, through his push and energy, he has succeeded in obtaining a very fair share of the world's goods.

DEATH OF MRS. JEROME.
Mrs. Clara Jerome, daughter of the late Col. Bullen, of Delaware, and this city, died some time ago at Sea Breeze,

Headaches and the Eyes.

Many head pains and head aches are the result of eye troubles. Young as well as old people could save themselves much misery by consulting an optician, who is skilled in the matter of eye treatment. Perhaps all you need to do is to read a pair of properly adjusted glasses. He will tell you.

WARD, The Jeweller, 374 Richmond Street.

A DEPOSITORY FOR SAVINGS

Executors and trustees are legally authorized to invest TRUST FUNDS in the DEPOSITS and DEBENTURES of the

Ontario Loan and Debenture Company

Paid Up Capital - \$1,200,000.
Reserve Fund - \$550,000.

3 1/2% on Deposits
4% on Debentures

Office, Cor. Dundas and Market Lane.
WILLIAM F. BULLEN, Manager.

Florida, where she had been seeking health, being troubled with pneumonia. Her husband died suddenly while at mineral springs in Germany. The remains will be interred at Chicago.

ANGLERS TO SECURE ROOMS.

It was decided to secure permanent quarters at last night's meeting of the Thames River Angling Association. Messrs. H. B. Elliot (president), J. O. Weldon (secretary), W. Smith, W. Brock, and W. H. Chittick were appointed a committee to negotiate with desirable parties in regard to renting rooms. As a committee to inspect the district dams, Messrs. Elliot, Crowe, Smith and Jury were appointed, and will report. Rules were adopted and ordered to be printed. A number of clauses of the fisheries act are included in the bylaws. Farmers residing along or near the Thames River will be requested to use their efforts for the enforcement of the act, conviction for infringement of which will be rewarded with the sum of \$30. A hearty vote of thanks was tendered Mr. John P. Evans for allowing the use of his hotel for the association's meetings.

THOSE GYPSIES.

Provincial Government Inspector Perse, who was sent out to visit the camp of alleged Servians at East Toronto, has identified the wanderers as the same band he followed into London a week or two ago. They have been heralded as Brazilians, Servians, Russians and Oklahomites, and have caused the colonization department trouble since they crossed from Michigan at Windsor, over a month ago. Now they claim to be Servians, and say they want to hold their present location until joined by about 60 more of their nationality from Belgrade, when they intend to go north and take up land. The director of the colonization bureau doubts their story, and thinks they are ordinary everyday gypsies. Their policy seems to be to beg as long as they can get anything, and when begging fails they buy. When up west they claimed to have about \$5,000 altogether, some of which they displayed. The colonization department has given them up as a bad job.

FIFTEEN FISHERMEN MAROONED
Menominee, Mich., March 20.—Two Menominee fishermen, who were marooned on Chamber's Island, have arrived home, making the trip, a distance of nearly one hundred miles, on skates, around the southern point of the Bay, on the ice, which still clings along the shore. They say there are still fifteen men on the island, who took refuge there when the ice went out. The tug Gagnon will go to their rescue today.

BRONCHITIS

A SERIOUS DISEASE

Becomes Chronic and Returns Year by Year, or Develops into Bronchial Pneumonia, Consumption, Asthma or Consumption.

The real dangers of Bronchitis are sometimes overlooked. It is too serious a disease to trifle with, and for that reason everybody should be familiar with the symptoms.

Children are most likely to contract bronchitis, and, if neglected, it becomes chronic, and returns year after year, until it wears the patient out, and leads into some deadly lung disease.

The approach of bronchitis is marked by chills and fever, nasal and throat catarrh, quick pulse, loss of appetite, and feelings of fatigue and languor.

Bronchitis is also known by pain in the upper part of the chest, which is aggravated by deep breathing or coughing, until it seems to burn and tear the delicate linings of the bronchial tubes.

The cough is dry and harsh, and is accompanied by expectoration of a frothy nature, which gradually increases, is very stringy, and tenacious, and is frequently streaked with blood.

There is pain, not unlike rheumatism, in limbs, joints and body, constipation and extreme depression and weakness. In some people the exhaustion amounts almost to nervous collapse, delirium follows, and in young children convulsions may follow.

Dr. Chase's Syrup of Linseed and Turpentine is, we believe, the most effective treatment for bronchitis that money will buy. This fact has been proven time and time again in many thousands of cases.

It is the most effective remedy for bronchitis, because it is far-reaching in its effects on the whole system, not merely relieving the cough, but actually and thoroughly curing the disease. It loosens the cough, breaks the chest of tightness and pain, aids expectoration and permanently cures.

There are other preparations of turpentine and linseed put up in imitation of Dr. Chase's Syrup of Linseed and Turpentine. To be sure you are getting the genuine, see the portrait and signature of Dr. A. W. Chase on the box you buy. 25 cents a bottle; family size, three times as much. 60 cents. All dealers, or Edman, Bates & Co., Toronto.

The Parnell Loaf

stands as a monument in London of what Bread should be. No pains are spared to make it what it is. Compared with other Breads, and you will find it away ahead of them all. The quality of four used and other ingredients, together with first-class bakers, is the great secret of success.

The Parnell-Dean Co., Limited,
75 and 77 Bruce St., City.

MUSIC AND DRAMA.

Alberto Jonas, the Pianist, Delights Large Audience.

The engagement of Alberto Jonas, the Detroit pianist, at the Auditorium last night, proved a distinct treat for the music-loving and cultured audience in attendance. Jonas proved himself possessed of a rare technique and power of execution, together with an individuality which added a new charm to his playing. Few pianists have visited the city who have left their audience so profoundly satisfied as did Jonas last night. Mrs. Alice Calder Stock, of this city, was the assisting artist. Her beautiful soprano voice was heard to advantage in four numbers, two of them in response to enthusiastic recalls. Mr. A. D. Soran, the new organist of the First Methodist Church, acted as accompanist to Mrs. Stock. The concert was under the auspices of the London Conservatory of Music and the Woman's Morning Music Club. Of the large audience present, about 100 came over by special train from St. Thomas. The programme was:

Symphonic Etudes (in form of variations).....Robert Buchanan
"Thine".....Robert Buchanan
Etude in E major, Op. 10, No. 3.....Schubert
Scherzo in C sharp minor.....F. Chopin
Polonaise in A flat major.....Chopin
Sonata in A major.....Liszt
(Arranged by Leschetitzky.)
Barcarolle.....Anton Rubinstein
Capriccio.....Fagundes-Liszt
"To Sevilla".....Dessauer
Alice Calder Stock
Toccata.....Alberto Jonas
Berceuse.....Adele Aus der Ohe
Rhapsodie, No. 8.....Franz Liszt

Recital of the Woman's Morning Music Club.

At yesterday's recital of the Woman's Morning Music Club, the following programme was rendered:

Unfinished Symphony—First movement.....Schubert
Miss Fitzgerald and Mr. G. C. Phelps, Miss Yates and Miss Hodge.
(a) "Invocation".....Widor
"Consolation".....Liszt
Miss Fox
Tannhauser Overture (by request).....Wagner
Miss Raymond and G. C. Phelps, Mr. D. Wright and Miss Boomer.

"MONTE CRISTO" TOMORROW.

James O'Neill and "Monte Cristo" are names that have become associated in the minds of playgoers everywhere. The great romantic actor and play will be seen at the New Grand Theatre tonight in a revival of the great play by Liebler & Co., who also control Mrs. Patrick Campbell, the great English actress, Viola Allen, Kylie Bellew, Eleonora D'amore, and "The Christian," Mrs. Sarah Cowell LeMayne, "Sag Harbor," and a number of other attractions. It is said that they have never made such an elaborate production as this one of "Monte Cristo."

EUGENE COWLES.

The New Grand will present to its patrons an operatic and concert company, headed by Mr. Eugene Cowles, which comprises some of the best musical talent on tour today. Mr. Edmund Stanley, the tenor, has sung with such important attractions as "The Chateaux of the Highways," in which Signora Gina Caparelli, the soprano, is a graduate of the conservatories of Rome and Milan, and appeared in all the large cities of Europe. Mr. Cowles, the bass, will be readily remembered as having for ten years been with the Bostonians and for the past three seasons with the Alice Neilson Opera Company, from which company he resigned. This attraction should appeal to all lovers of classical music. The sale of seats opened this morning.

"FOXY QUILLER."

The Toronto World of Tuesday last, says, in the course of a long comment on "Foxy Quiller," which comes to the New Grand next Monday evening: "Music that enters the memory and wants to stay there, fun that is effervescent and jingles with the music, costumes and scenery that make the eye glad it is an eye, and an entertaining story to please the mind for the time being are the chief ingredients of DeKoven & Smith's comic opera, 'Foxy Quiller,' which is paying its first night to Toronto. The whole mixture is easy to take, and it does you good. At the opening performance last night the audience expressed its appreciation very liberally. The soloists were all in good voice, and the chorus was perhaps the most thoroughly trained of any seen in comic opera here for some time. The comedy work of Mr. Sykes, the diminutive comedian Adolph Zink and the 'neglected genius' Harry Macdonough, comes in exactly where it is needed. The staging is most elaborate, and the costumes are all in a par with the rest of the production."

AT THE LONDON TONIGHT.

The press of Toronto, Buffalo and Hamilton have joined in praising Watson's Orientals, the company which is playing at the London Opera House tonight only. The following from the Hamilton Herald of Tuesday is a sample notice: "Watson's Orientals is probably the best business organization that has ever visited Hamilton. The opening and closing burlesques serve to introduce a large number of great shapely and well-trained young women, and a small, but well assorted lot of comedians. The olio was especially strong. West and Williams, clever characterists, carried off the honors. Belle Gordon, a female bag-puncher, made a pronounced hit. The others were: The Sisters Navette, eccentric dancers; Brothers Lassard, in feats of evolution; Hawthorne and Allen, singers and dancers; Ella Shields, vocalist, and Weber and Lamb, in a show edit. The indications are that the London will be crowded tonight."

The new flying machine of M. Henri Villard, of Paris, is a magnified gyroscope—the revolving toy popular some years ago. The wheel is 22 feet in diameter and the power is from a gasoline motor.

MAY BUY THE OLD DISTILLERY SITE.

Property Favored for Proposed Sugar Beet Works.

A meeting of the manufacturers' committee of the city council was held yesterday afternoon to consider the newest proposition of the London Sugar Refinery Company. The company, after being told on Monday that no cash bonus would be given, modified their proposition, and asked a free 25-acre site on the water front, preferably near the railways in the east end, and with tax exemption for 20 years.

At yesterday's meeting the property favored was the site of the old Moore distillery, south of the Hamilton road, comprising 22 acres, and it was stated that the land could be obtained for \$3,500. The property, however, is outside the city limits. The purchase of it by the city, to be handed over to the company, would have to be approved by the vote of the people, and this was a delay to which Mr. Moody said the company could not be subjected. Mr. Moody was favorably impressed with the site, and he finally stated that if the company was guaranteed exemption in the event of land being taken into the city, it would buy the property.

A motion was passed to recommend that the council pass a bylaw guaranteeing the company that the Moore land would not be taken into the city in the course of 20 years, or exempting the plant if it should be; the council to secure the right of way for a spur from the G. T. R. to the factory.

The mayor and Ald. Douglass were appointed to obtain the solicitor's opinion as to the legality of the proposed action, and also to ascertain if the city has power to lease the land at the foot of Railway street for a long term of years. Six acres of the property is desired by an industry which proposes to locate in London, and which now pays \$10,000 a year in wages in its American works.

The three special Diamond Dye blacks—Diamond Dye Fast Black for Wool, Diamond Dye Fast Black for Silk and Feathers, and Diamond Fast Black for Cotton, and Mixed Goods—give rich, full and unfading blacks that are admired by all.

These Diamond Dye Fast Blacks are all new and scientific discoveries, and are superior to all other dyes as the electric light is to tallow candles. Use them once and you can never be induced to take anything else. Do not allow any dealer to sell you a substitute for the Diamond Dyes.

Send your address to The Wells & Richardson Company, Limited, 200 Mountain street, Montreal, P. Q., so that you may be sent free of cost sheets of designs for pretty mats and rugs that so many ladies are now working up.

THE NEVER-FADING JET BLACKS
Produced by the Diamond Dyes Are Admired by All.

CANADIAN CHEESE.

Ottawa, March 20.—A remarkable tribute has just been paid to the character of Canadian cheese by Major Henry E. Alvord, chief of the United States dairy division. In a departmental report to his government on the subject of dairy products at the recent Paris exposition, Major Alvord, who occupied a high position in the United States commission at Paris, says: "There were admirable displays of Canadian cheese in the permanent exhibit and also at the September show. At the latter the yearlings shown, both white and colored, could not be excelled, but the Canadian commission preferred to have these exhibits judged by the experts, consequently the cheeses were not scored singly, but only a few samples were examined, and the collection awarded the grand prix, the same as the collective exhibit by the United States."

Inward and Outward.

The inward effects of humors are worse than the outward. They weaken all the organs, inflame the mucous membrane, cause catarrhal troubles, and endanger the whole system.

Hood's Sarsaparilla eradicates all humors and cures all their effects. It's the great alterative and tonic medicine whose merit has been everywhere established.

A fool's modesty is never allowed to overshadow his inability.

PREVENT DISORDER.—At the first symptoms of internal disorder Parmenter's Peppermint Pills should be resorted to immediately. Two or three of these salutary pellets, taken before going to bed, followed by doses of one or two pills for two or three nights in succession, will serve as a preventive of attacks of dyspepsia and all the discomforts which follow in the train of that fell disorder. The means are simple when the cause is known.

The 34 biggest estates in Britain average 183,000 acres apiece.

HOW TO CURE ALL SKIN DISEASES.

Simply apply Swayne's Ointment. No internal medicine required. Cures itching, eczema, itch, all eruptions on the face, hands, nose, etc., leaving the skin clear, white and healthy. Its great healing and curative powers are possessed by no other remedy. Ask your druggist for Swayne's Ointment.

The first volume has appeared of the "Corpus Mammorum Italorum," issued by King Victor Emmanuel. It contains descriptions of four thousand coins.

Dundee is to send a second heavy consignment of Scotch potatoes to New York.

WHY will you allow a cough to lacerate your throat or lungs and run the risk of filling a consumptive's grave, when, by the timely use of Bickel's Anti-Consumptive Syrup the pain can be allayed and the danger avoided. This will be pleasant to the taste and unsurpassed for relieving, healing and curing all affections of the throat and lungs, coughs, colds, bronchitis, etc., etc.

Smith Bros. & Co.
Established 1858.
E. Holland, B. Noble, T. Rich.
We are still in the old stand,
265 Dundas Street,
and have on hand a full line of up-to-date Plumbing and Heating Goods. There are no jobs too large or small for us. Let us quote you prices.

Phone 538.

J. H. CHAPMAN

THE BUSY STORE

Our Millinery Opening Will be Next Week

March 25, 26, 27.

The ladies of London may anticipate an unusually brilliant display. Before the opening date the very newest ideas not yet out will have arrived from New York.

Exhibition of New Dress Goods.

Plain, open mesh material, black and colors, **75c Yard.**

Newest material, black and colors, **75c Yard.**

Light weight, new black materials, **65c, 75c, 88c Yard.**

Suiting and Costume Material, black, **\$1.00 Yard.**

Heavy Cloth Suiting and Costume Material, black and colors, **\$1.00 Yard.**

Heavy Suiting and Costume Cloths, for tailor making, **75c, 88c Yard.**

The New Linings are particularly worthy of mention. Moire Antique Lining, Satina, Percale and Linenette Linings, in black and new and standard colors. The handsome Dress Materials demand out-of-the-ordinary Linings, and our stock can supply most any want.

Exhibition of Ladies' Spring Suits.

Two lines particularly chosen for tomorrow from a well-assorted stock.

\$12.50 Suits, Worth \$16.00.

Ladies' Tailor-Made Suits, made of English Venetian cloth; Eton coat, lined with best quality satina, bell sleeves; flare cut skirt, percale lined, velvet bound, silk stitched; value \$16.00, special.....\$12.50

\$18.00 Suits, Worth \$22.00.

Ladies' Tailor-Made Suits, made of black and dark gray frieze, tight-fitting coat, flare-cut skirt, coat and skirt trimmed with black silk moire; actual value \$22.00, special.....\$18.00

Japan Silk Waists, \$4.00

Ladies' New Spring Waists, made of elegant quality Japan silk elaborate hemstitching and tucking; colors—pink, blue, cardinal and black; special.....\$4.00

Easter Kid Gloves.

FOWNES' LADIES' KID GLOVES (ANDREY)—Fine French Kid Gloves, gusset fingers, 2 metal clasps, blacks, browns, fawns.....\$1.00

FOWNES' LADIES' KID GLOVES (UNDRESSED), fine French kid, black, fawn and gray.....\$1.00

FOWNES' LADIES' KID GLOVES (ROCQUAINE)—2 metal clasps, black and modes; also Fownes' Undressed Kid Gloves, in black, gray and two shades of fawn.....\$1.25

FOWNES' LADIES' KID GLOVES (PHYLLIS and GAUT)—Fine French Kid—The former comes in black and modes, 2 pearl clasps; the latter is the new cut and perfected style of Glove, comes with 3 clasps and in shades of fawn, also black; price.....\$1.50

FOWNES' FINE UNDRESSED LADIES' KID GLOVES—Black, with 2 pearl clasps.....\$1.50

Ladies' Easter Neckwear.

Stock of unsurpassing beauty. Choice of 50 varieties, **50c**

New Belts and Chatelaines.

Full List of Friday Bargains in This Week's Echo.

J. H. CHAPMAN

THE BUSY STORE</