

THE GREAT ESSENTIAL.
 Old Julius Caesar was a shrewd
 And calculating statesman.
 He wanted his career reviewed
 So wrote it up almost
 "True coverage ought to make a hit."
 He said in accents wise,
 "If you want the benefit
 You've got to advertise."
 The merchant, the philanthropist,
 The statesman and the sage
 Take care their names are never misused
 From fame's wreath hurriedly page.
 The truly simple simple life
 Will never win a prize.
 To be a hero in the strife,
 You've got to advertise. —Exchange.

TEA TABLE GOSSIP.
 —Mrs. Sanford will not receive on Tuesday, February 4th.
 —Mrs. C. Gardner, 19 Grant avenue, will not receive this month.
 —Miss Agnes Hobson, Hamilton, is with Miss Mary's mother, Huron street.
 —Mr. and Mrs. Wm. Marshall leave to-morrow for a Mediterranean trip.
 —Mrs. Himman has gone to New York for her new styles and will return on 17th Feb.
 —The 91st Pipe Band will wear overcoats instead of plaids for the funeral of the Sgt-Major.

—Mr. Wm. Mulveney left last night for New York and will sail on Thursday on the Celtic for Liverpool.
 —The Canadian Writer Press Company of this city has been incorporated, capital \$30,000; head office, Hamilton.
 —Mrs. Merton has returned from a delightful trip to Calgary, Vancouver and other western points, and is now with Mrs. Carey.

—St. Andrew's Society of Burlington will celebrate Burns' anniversary to-morrow evening. Mr. W. M. McClelland, of this city, will address the meeting.
 —Mrs. R. M. Alworth will receive in her new home on the mountain on Thursday next, and afterwards on the first three Thursdays in the month.
 —Mr. Jos. Jardine, County Clerk, whose absence caused an adjournment of the County Council this morning, was in his place this afternoon.

—Miss Woodess, of this city, was one of the guests at Saturday tea given by Mrs. W. D. McPherson for her daughter's friends at Toronto on Saturday.
 —The officers, non-coms and men of the Twelfth Ambulance Corps, A. M. C., will give a theatre party and supper on Tuesday evening, February 11th.
 —Earle McKenzie, daughter of Mr. and Mrs. L. McKenzie, 388 Victoria avenue north, underwent a critical operation at the City Hospital on Saturday afternoon.

—Charles Ronney, who was injured in the fracas at 13 Mulberry street Saturday night, is reported to be on the mend at St. Joseph's Hospital this afternoon.
 —Official notice has been received of the appointment of Mr. William Armstrong as the License Commissioner to fill the position left vacant by the death of Mr. E. A. Dalley.

—Blachford and Son have received word from Cass City, Michigan, to the effect that Washington Ritter is alive and well, and this being the case the body in the morgue is still unidentified.
 —The annual festival in aid of the Orphans of St. Joseph will this year be a three-day affair. It will take place in the Grand Opera House on Monday, Tuesday and Wednesday, Feb. 17, 18 and 19.

—Mr. J. E. P. Aldous, B. A., will give the first of a series of lectures this evening in the Conservatory of Music Hall at 8 o'clock. His subject will be "The History and Development of Musical Instruments."
 —Circulars were distributed in the Church of the Ascension yesterday giving a list of the preachers during the pastor's absence. The Bishop will take the first evening service, next Sunday. Rev. F. E. Hewitt will give a Lenten lecture every Friday evening.
 —A week's revival services have been begun in the St. Paul's A. M. E. Church, under the direction of Rev. Mr. Henderson.

—To-night Rev. Mr. Livingston, of the Barton Street Methodist Church, will preach, and to-morrow evening the principal speaker will be Adjutant Sims, of the Salvation Army.
 —William Headford, 35 years of age, a carriage trimmer who worked at the Baynes carriage factory here for a short time, committed suicide in Pontiac, Mich. He went to the Hotel Hodges, secured an ice pitcher, which he broke, and then cut his throat with a jagged piece of the glass. Deceased belonged to London, Ont.

—At the services at St. Patrick's Church yesterday Rev. Father Coy announced that the recent Christmas donations were the largest in the history of the church. During last year the sum of \$10,000 was raised. He thanked the worshippers there for what they had done, and made special mention of the Ladies' Aid Society.
 —John Berlinghoff and W. J. Palmer, the day and night caretakers of the Terminal Station, were sworn in as special constables on Saturday afternoon. The company is very desirous of keeping the waiting rooms free from drunks and persons who act in a disorderly manner at times, and the caretakers now have power to arrest offenders who refuse to leave the premises.

White shirts 30c, regular \$1.25 and \$1.50.
 colored shirts 20c, regular \$1.00 and \$1.25.
 cashmere and wool half hose, 2 prs. 25c.
 muffers 50c, regular price 75c.
 waugh's post office opposite.

Last Saturday Was
 The biggest day's business at Fralick & Co's. for the time of year in the history of the store. Overcoats were the big attraction, and to make this Saturday's business as great we are offering special inducements in many lines; \$60 fur-lined overcoats reduced to \$47.50; overcoats worth \$15 for \$9.95; men's \$15 suits for \$9.98.—Fralick & Co., 13 and 15 James street north.

MONTREAL ELECTIONS.
 Montreal, Feb. 3.—This city and surrounding country are slowly extricating themselves from the effects of the great storm and blizzard, which raged all Saturday and Sunday. Polling the municipal elections is progressing today, and in many sections of the country a heavy vote is being polled. Both candidates for mayoralty, Ald. Hayette and Hon. H. H. Roy, are confident of success, and a close vote is expected in some quarters.

Never put salt into soup when cooking until it is skimmed, as salt prevents the scum from rising.

THE DOMINION BANK
 HAMILTON, ONT.
 39 MacNab Street,
 Two Doors North of York St.
 We solicit the accounts of manufacturers, business men and individuals, and shall be pleased to meet or correspond with those who contemplate making changes or opening new accounts.
 W. K. PEARCE, Manager.

THE WEATHER.
FORECASTS—Fresh west to north-west winds; light local snow falls or flurries, but mostly fine and decidedly cold. Tuesday, fine and decidedly cold. WEATHER NOTES.
 The great storm which swept over Canada from the lake region to the Maritime Provinces on Saturday has now passed out to the Atlantic Ocean, and there is no immediate indication of a return to stormy conditions. Cold weather is general in all districts, with very low temperature locally.
 Washington, Feb. 3.—Forecasts: Eastern States and Northern New York: Local snow to-night, except fair in extreme south portion. Tuesday, fair; fresh west winds.
 THIS DATE LAST YEAR.
 Northwesterly gales, and very cold.

A GREAT SUCCESS.
Hundreds of People Buying Beds and Bedding at the Right House.
 The Right House presented a lively scene of eager buying in the bedding department this morning, showing conclusively that Right House sales are looked forward to, and that they have the entire confidence of the people. A great variety of fine beds and metal beds, all kinds of bedding and kindred lines, were on display, tagged with prices that represent only a fraction of their real worth.
 And the appreciation of the public in this money-saving chance. The sale continues to-morrow and all the week. For price details read the Thomas C. Watkins advertisement in this paper.

KILLED HIS MOTHER.
 Syracuse, N. Y., Feb. 3.—Early to-day the police telephone rang and a man who said that he was William H. Gray, jun., called: "Please come to 441 Burnett avenue. I have killed my mother." Upon reaching the house the officers found Mrs. Clara Gray, 46 years old, dead from strangulation.

TWO FIREMEN KILLED.
 Buffalo, Feb. 3.—The explosion of a gas engine in the Merchants' & Shippers' warehouse at Perry and Peabody streets this morning started a fire which up to 11 o'clock had done about \$200,000 damage and caused the death of two firemen.

The Herold Officialis or Lceeh.
 Is being used to draw off poisons from the system, and it is being used to a great extent in pneumonia cases. We are importing these leeches and always Foster stock on hand. They are sold at 25c each, or \$2.50 per dozen.—Parke & Parke, druggists.

SIX MEN KILLED.
 Harrisburg, Pa., Feb. 3.—Six men were killed to-day in an explosion at Northumberland, Pa.

Markets and Finance.
 Toronto, noon, Feb. 3.
 Received by A. E. Carpenter:
 Sellers. Buyers.
 Buffalo Central 2 50 1 50
 Cobalt Central 25 1/2 10
 Coniages 4 15 3 75
 Kerr Lake 65 64
 Nipissing 3 75 3 00
 Nova Scotia 07 1/2 00 1/2
 Red Rock 14 10
 Silver Leaf 25 22 1/2
 Silver Queen 85 79
 Temiscaming, old stock 80 71
 Tretbewey 56 54
 University 1 50 1 00
 Watts 20

COBALT STOCK BOUGHT AND SOLD
 Private wire to Toronto.
 A. E. CARPENTER & CO.
 102 King Street East, HAMILTON

Steamship Arrivals.
 February 2.
 Lusitania—At New York, from Liverpool.
 Canada—At Portland, from Liverpool.
 New York—At Southampton, from New York.
 Baltic—At Liverpool, from New York.
 Bostonian—At Southampton, from Boston.
 Philadelphia—At New York, from Southampton.
 Devotion—At Liverpool, from Boston.
 La Bretagne—At Havre, from New York.

"Made in Hamilton"
 Our displays this week of goods made in Hamilton include
DUFF'S HORSESHOE BRAND HAMS AND BREAKFAST BACON
 The quality touches the highest pinnacle of excellence. Try them.
THE DUFF STORES CO., Limited
 Phone 72. 216 & 218 YORK STREET

A Word to the Public
 Miss Jeannette Lewis wishes it understood that her arrangements with Bennett's are that she benefits only on those tickets sold by her. This means that if you buy your tickets at the box office of Bennett's Theatre the

Children's Hospital Fund Will Not Be Helped at All
 Thousands bought their tickets at the box office last week under the WRONG impression that they were contributing to the fund.
 Buy your tickets DIRECT from Miss Lewis or from any of the stores where she has them on sale.
 You may buy tickets at the following stores:
 John Mack's Drug Store, 1 James street north.
 John Hennessey's Drug Stores, 268 King street west, 7 King street east, 248 James street north.
 Stanley Mills & Co's.
 Thomas Johnston's music store, 117 King street east.
 J. Faskin McDonald's music store, 54 James street north.
 Terminal Check Room, at the southwest corner King and Catharine streets.

TRADERS
BANK OF CANADA
 Capital Paid Up - \$ 4,352,310
 Rest Account - - \$ 2,000,000
 Total Assets - - \$33,000,000

HOCKEY AT GRIMSBY
Fans in the Peach Belt Are Much Excited.
 Grimsby, Feb. 3.—(Special)—Grimsby intermediates play their return game at Beamsville on Tuesday night. From the whispers that are wafted between the two towns, the spectators may expect to see the scalps of several of the players dangling from the visitors' belts. The hatchet seems to have been dug up again in real earnest, and it will not take much shoving to see both towns' players and fans in a wild turmoil before Tuesday night's game is well under way.

Handy File 25c Each
 A convenient, simple method, useful in every office and home.
Cloke & Son
 16 King Street West

Big Boys' and Little Boys' Clothes on Tuesday at \$5.00
 Your choice of over 250 suits—long and short pant styles—and 100 overcoats, all sizes up to fit young men of 17 years. Regular prices of the best half of these garments are \$7.50, \$8.50, \$9.50, \$10 and \$12.
 The price will drop 50 cents each day until the 13th, when it will have reached \$1 for what are left.
 See samples in our north window.
OAK HALL
 10 AND 12 JAMES N.
BANK OF HAMILTON
 Notice is hereby given that a Dividend on the capital stock of the bank of two-and-a-half per cent. for the quarter ending 29th February, (ten per cent. per annum), has been declared, and that the same will be payable at the Bank and its branches on 2nd March.
 The Transfer Books will be closed from Nova Scotia to 29th February, both inclusive.
 By order of the Board,
 J. TURNBULL, General Manager.
 Hamilton, 29th Jan. 1908.

NEW CURATE.
 Ottawa, Ont., Feb. 3.—Rev. H. R. H. Warren, M. A. of Pakenham, has accepted the senior curacy, under Canon E. A. Welch, at St. James' Cathedral, Toronto.

TWO SUDDEN ENDS.
 Petrolia, Feb. 3.—Wm. M. Brown suffered a paralytic stroke one day last week, and died this morning at ten o'clock.
 Another sudden death took place this morning, being that of Mrs. Charles Farr, sen., at the east end.

EXHIBITION AND AUCTION SALE OF High Grade Oriental Rugs
 Persian and Turkish camel's hair, palace rugs, Bokhara, Daghestan, Kazak Shiraz, Afghan rugs in all sizes; also, Oriental draperies, portieres, antique Damascus brassware, carved tabourets, etc.
 Thursday, Friday and Saturday of this week, at our Salerooms, 92 King street west. Sale at 3 and 8 p.m. each day.
 The above collection being a special consignment from Messrs. Courian, Babayan & Co., the well-known rug importers of Constantinople and Toronto, containing some of the finest pieces of Oriental rugs, the like of which has never been brought before to Hamilton.
 We are instructed that the entire collection, now on exhibit at our rooms, be cleared out regardless of value, cost or price.
 Charles Chaput, R. HILLS, George H. Russell, R. SECRETARY.
 Toronto, January 30th, 1908.

Canada Life Assurance Co.
 The Annual General Meeting of the shareholders and policyholders of the company, for the election of directors and the transaction of other business, will be held at the head offices of the company, in the city of Toronto, on Wednesday, the 26th day of February, 1908, at noon.
 The following policyholders' directors, neither of whom is a shareholder, retire this year and are eligible for re-election:
 Charles Chaput, R. HILLS, George H. Russell, R. SECRETARY.
 Toronto, January 30th, 1908.

You have been Waiting for This
OUR REDUCED RATES
 For Electric Lighting take effect Dec. 1st, 1907. As these new rates apply only to those with whom new contracts have been made,
SAVE MONEY
 By dropping us a card and we will have our agent call on you.
The Hamilton Electric Light and Power Co., Limited
 Terminal Building
 phones 2055-2056

DEATHS
 HILLS—At his residence, No. 1 Spadina Ontario, Toronto, on Saturday, Feb. 1, 1908, Holland Hill, secretary of the Canada Life Assurance Company, in his 64th year. Funeral on Tuesday, the 4th, at 3 o'clock. Interment at Mount Pleasant Cemetery.
 MANN—in this city on Sunday, Feb. 2nd, 1908, Bridget Sutton, aged 78 years, widow of late Henry Mann. Funeral from her son-in-law's residence, 45 Pearl Street North, on Wednesday at 11 a. m. to St. Mary's Cathedral, thence to Holy Sepulchre Cemetery. Friends will please accept this intimation.
 CONNELL—in this city on Saturday, February 1st, 1908, Annie McIntosh, beloved wife of David Connell, aged 96 years. Funeral from her late residence, 128 Hunter Street East, on Tuesday at 2.30 p. m. Interment at Hamilton Cemetery. Friends please accept this intimation.
 HENDERSHOT—At her late residence, Stoney Creek, on Saturday, February 1st, 1908, Catharine, widow of Philip Henderhot, aged 76 years. Funeral services at above address on Tuesday, February 4th, at 12.30 p. m. Service at Trinity Church, Front Line, Glanford, at 2.30 p. m. Friends please accept this intimation. Kindly omit flowers.

BENNETT'S
 ADJOINING TERMINAL STATION
SICK CHILDREN'S HOSPITAL BENEFIT
 FUTURE WINNER BIG ACTS APDALES' ANIMALS
 Usual Prizes Phone 2028

THISTLE RINK
 ROBINSON STREET
Splendid Skating
 BAND Tuesday, Thursday and Saturday Evgs.
Grand Carnival
 THURSDAY, FEB. 6th
 4 prizes, 2 to the best dressed lady and gentleman, 2 to best in comic characters. Lady and gentleman skaters in costumes must submit to the ticket seller on entering, their names and the characters they represent.
 Single admission 25c, ticket holders 15c.

WATCH
TREBLE'S WINDOWS
FEBRUARY SHIRT SALE
 Starts To-morrow
 NEW SPRING GOODS
 STARTLING BARGAINS
TREBLE'S
 TWO STORES LIMITED
 N. E. Cor. King and James
 N. E. Cor. King and Joba

3 1/2% YOUR SAVINGS
 Ought to earn three and one half per cent.
 They will earn that much if deposited here, and you can withdraw them at any time.
 In addition to that, absolute safety is guaranteed.
LANDED BANKING & LOAN CO.
 Canada Life Building.

Parke's Glyceroid
 on your hands it dries in so quickly that you can put your gloves on immediately after applying. Glyceroid will cure chapped skin and relieve that roughened and red condition.
 Sold at 15c and 25c.
PARKE & PARKE DRUGGISTS
 17, 18, 19 and 20 Market Squares

VERY LATEST
 Cream Cheese.
 Bar le Duc.
 Cambridge Wafers.
 Marmalade Oranges.
 Wiesbaden Strawberries.
 We recommend our Scotch Whiskey for la grippe.
James Osborne & Son
 12 and 14 James Street South
CORNS! CORNS!!
CASE'S CORN CURE
 A safe, sure and reliable remedy for all kinds of HARD AND SOFT CORNS, WARTS, ETC., removing them without pain or annoyance, and attended with the most satisfactory results. Price 20 cents.
 PREPARED ONLY BY
H. SPENCER CASE
 CHEMIST AND DRUGGIST
 80 King Street West

Once Every 160 Hours
 That's how often we have to make a batch of our Emulsion with hypophosphites and wild cherry. Therein lies the secret of the large sale we have for it, being FRESH and PALATABLE. Of course the public always demands Hawkins' Emulsion. Large bottles 25c.
HAWKINS, Limited
 No. 1 Market Square and All Branches

Have Your Skates Hollow Ground
 AT
E. TAYLOR'S
 11 MacNab Street North

THE BRUNSWICK
 14 King William Street
GERMAN LAGER ON DRAFT
 Best Wines and Spirits. Case Goods a Specialty

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 Best Wines and Spirits. Case Goods a Specialty

AMUSEMENTS
SAVOY
 Hamilton's Home of Vaudeville
C. O. F. WEEK
 The Popular Star.
HENRY E. DIXEY
 Presenting
DAVID GARRICK
Friday Night Amateur Night
 \$10.00 in prizes. Send your name in to the Box Office at once. Only a limited number allowed to compete.

TO-NIGHT
A MESSAGE FROM MARS
 SPECIAL PRICES
 75c, 50c, 25c

THE ELGAR CHOIR
 (B. A. Carey, Conductor.)
Grand Opera House
 February 25, 1908
 Assisted by
MRS. RIDER KELSEY, Soprano
MR. JOHN CHESHIRE, Harpist
 Patronesses, Mesdames Barker, Henderson, Leggat, Lucas, Southern, Turnbull.
 Reserved seats \$1.50 and \$1.00. Subscribers lists at music stores.

BASKET BALL
 Buffalo, N. Y., vs. Hamilton
Alexandra Rink,
 To-Night, 9.15
 Skating 7.30 to 9 o'clock.
 Admission 25c; skating or reserved seat 15c extra.

THE ALEXANDRA
 Finest roller rink in Canada.
 SKATING TO-NIGHT 7.30 TO 9.
 Admission to floor 25c.
 Basketball game at 9.15.
 Balcony admission 25c.
 Finals couples' race to-morrow.

BRITANNIA MAMMOTH ROLLER RINK
 The largest rink in Ontario.
 Running 2 seasons daily. Band Wednesday and Saturday afternoons and every evening.
 Admission 25c to all afternoons. Evening, ladies 25c, gents 30c.
 Wednesday evening leap year session.
 Commutation tickets now on sale.

Adventures in Central Africa
 In picture and story by CHAS. R. ROBERTSON, celebrated hunter and explorer. Association Hall, Y. M. C. A., Tuesday evening, Feb. 4th. Tickets 10c, 20c and 30c at Nordheimer's music store, Hennessey's drug store or Y. M. C. A. office.

KNOX CHURCH ORGAN RECITAL
 (Under the auspices of the Ladies' Bible Class.)
 Tuesday, February 4th, at 8.15
 Mr. Harold Jarvis, Tenor of Detroit, Mich. Harry J. Allen, Organist.
 Admission 15c.

ATLANTIC CITY, N. J.
CHALFONTE
 THE LEEDS COMPANY

SEASIDE HOUSE
 Atlantic City, N. J.
 On the ocean front; every comfort, including sea water baths, elevators, golf, etc.
 P. P. COOK & SON.

WHY SIGN
 A Contract for Electric Light? Our New Lamp
 gives a much better light for less than half the money.
 Interesting demonstrations of its superiority are being made at our show room all day and evenings, 7 to 8.30.
 You are respectfully invited to see it.
HAMILTON GAS LIGHT CO.
 Phone 88 141 Park North

Funeral Designs
 of every description made on shortest notice.
Common FLORIST
 61 King street west. Phone 87.

Blank Account Books
 Made in Our Own Bindery to your order. Any ruling or printed heading you may desire.
A. C. TURNBULL
 BOOKBINDER AND OFFICE SUPPLIES,
 King St. East, Hamilton.