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Look ahead a mile. If your eyes require a strong light to see small objects distinctly, if they tire quickly, ache or smart, you should have properly-fitted glasses, and remember, delays are dangerous. We are continuing our reduced prices for another week.
Solid Gold Frames, \$2.40; Gold Filled Frames, 10k, \$1.50; Best Lenses in Nickel Frame, 80c; Plain Frame, 25c and 60c.
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**HUNT'S
DIAMOND
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NEW OFFICES—110 Masonic Temple Bldg.
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UNDERTAKERS
180 King St.
Reasonable Charges; Personal Attention; First-Class Equipment; Open All the Year Around.
JOHN FERGUSON, Manager.

A Wide Range
of all kinds of Wall Papers are now to be selected from our spring stock. You don't have to have the work done at once. We will put it aside for you.
H. & C. COLERICK,
443 Richmond Street.

France is asking for and receiving more St. Louis exposition literature than any other foreign country.
LOSS OF PLUSH. Cough and pain on the chest may not mean consumption, but are bad signs. Allen's Lung Balm loosens the cough and soothes inflamed passages. Not a grain of opium in it.
The Russian mercantile marine has 745 steamers and 2,233 sailing vessels.
STOPS THE COUGH.
AND WORKS OFF THE COLD.
Laxative Bromo-Quinine Tablets cure a cold in one day. No Cure, no Pay. Price 25 cents.
Cocoonut is much used in Germany instead of cod liver oil for consumption.
FOR CLEARING THE VOICE
Brown's Bronchial Troches are highly esteemed by clergymen. "Preeminently the best."—Rev. Henry Ward Beecher. "I recommend their use to public speakers."—Rev. E. H. Chapin. "An invaluable service in subduing hoarseness."—Rev. Daniel Wise, New York. "An invaluable medicine."—Rev. C. S. Vedder, Charleston, S. C.
They surpass all other preparations in removing hoarseness and allaying irritation of the throat. Sold only in boxes. Price 25 cents.

He Learnt Something Good from His Wife.

A substantial business man of London told the writer that he had learnt something of interest to me and of real benefit to himself. Said he: "Women are generally curious about new things, especially when they have been in poor health for years. My wife had been looking around and trying many new things and came across Caramel Cereal Coffee, prepared it for the table and placed it there, thinking that I would unite with her in adopting the new drink as a substitute for what we had been using, namely, tea and coffee. We were both very nervous at the time, and I had not very much patience with the so-called substitute. So she had to try the

Caramel Cereal

alone, while I stuck to my old friends, tea and coffee. I soon noticed that my wife was less excitable, and had more patience, and was gradually getting her natural color and freshness back again, so I gently hinted that I would save her the trouble of preparing two kinds of drinks and would try her stuff for a while, and I am now very glad and thankful to say that I am very much better than I have been for years and will most gladly recommend the Caramel Cereal."

The name of this individual will be given upon application to the Health Food Company.
This Caramel Cereal is used in the largest sanitariums in the world. Try it. Be sure to boil for twenty minutes.

For Easter

Our Flowers will exceed all previous Easter in quality and loveliness.
Gammage & Sons.

COAL

for Furnaces Ranges and Baseburners.
Best Lyken's Anthracite Coal, egg, stove and chestnut, per ton..... \$6
2,000 lbs to the ton, weighed on city scales, free of charge, if desired.

GEO. McNEILL, Richmond St.

Scranton Coal.

Is the best coal mother earth produces—Burns to a clear ash and will not clinker.

Petroleum Coke for Furnaces, per ton \$6

HEAMAN,
York and Maitland Sts. Phone 312.

METEOROLOGICAL

Toronto, March 18-8 p.m.—The weather continues fair and cold in Ontario and Quebec, and mild and rainy in the Atlantic Provinces. In the Northwest, however, it has turned decidedly milder, and milder conditions are almost immediately indicated for the lake region.
Minimum and maximum temperatures: Dawson City, 26 below—6; Victoria, 40—50; Kamloops, 34—48; Calgary, 20—34; Qu'Appelle, 0—24; Winnipeg, 6 below—28; Port Arthur, 12 below—20; Parry Sound, 2—20; Toronto, 15—22; Ottawa, 16—23; Montreal, 20—30; Quebec, 20—36; Halifax, 40—44.
Local temperatures—Tuesday: Highest, 13 above; lowest, 9.5 above.
Today (Wednesday) the sun rose at 6:22 a.m. and sets at 6:28 p.m. The moon rose at 2:02 p.m., and sets at 3:27 a.m.

TRUST FUNDS LOANED

On REAL ESTATE at low rates of interest.

THE CANADA TRUST COMPANY,
V. CRONIN, President,
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London Advertiser.
UNION LABEL
Dry Roasted Coffee 40c lb.
Ranahan's "Dry Roasted" Java and Mocha Coffee is selected in the raw bean and ground daily on the premises in order to preserve its superior strength and delicious aroma. Price, 40c pound.
HARRY RANAHAN,
Phone 1024. 515 Richmond Street.

A LOCAL BUDGET.

—Messrs. Charles Sager and Will James, of Scotland, have been appointed to the London Fire Engine Company here.
—Mr. and Mrs. Dixon have returned to Indian Head, N. W. T., after spending three months with friends in London, Toronto, Hamilton, Brantford, St. Catharines and Delaware.
—Mr. Fred Quinn, formerly of the C. P. R. telegraph office of the Algoma Central Railway at Sault Ste. Marie, has been on a brief visit to his parents, Mr. and Mrs. P. J. Quinn, Grosvenor street, and returns today to the Soo.
—R. E. Sir Knight, A. Campbell, Provincial Prior Knight Templar, will read a paper on "The Order," under the auspices of the Past Masters' Association, in the Blue Room, Masonic Temple, this evening.
—Among the Canadians who registered their names at the Canadian Government office, 17 Victoria street, London, S.W., during the week ending March 4 were: Frank E. and Mrs. Walker, Hamilton; S. Munro, London; J. H. Herring, Hamilton; T. McCallum, Chatham; H. E. Sherk, Hamilton.
—The funeral of the late D. P. Aylesworth, of Dorchester, occurred on Tuesday, March 18, from the family residence to the Union Cemetery, Dorchester. The obsequies were conducted by E. Wilson, C. S. B., of Hamilton. The casket was borne by Messrs. R. P. Aylesworth, Henry and William Aylesworth, sons of deceased; James Shambouleau, John Mclewis and T. Howitt, sons-in-law.
—The following programme was given by the young people of the Memorial Church recently for the inmates of the Home for Incurables: Piano solo, Mr. Wright; vocal duet, Misses Robinson and Beaumont; reading, Miss McEltheran; violin duet, Misses Armstrong and Lingstrom; solo, Miss Robinson; violin solo, Miss Lingstrom; song, Miss Beaumont; reading, Miss Griffin; piano solo, Mr. Wright; vocal duet, Misses Robinson and Beaumont; violin solo, Miss Lingstrom.

Worth Having Every Day

Because it does you good. Drink the celebrated **LONDON PORTER** and you will regain your wonted strength and vitality
Kent Brewery,
London, Ont.

Special Snap For Saturday

Fernside Superfine Cream-laid Note Paper (English):
Per quire..... 5 cents
Envelopes to match..... 5 cents
5-quire package..... 20 cents
5 packages envelopes..... 20 cents
This is a really good paper, and at the price a great bargain.
EASTER CARDS—Great variety. Dainty designs, from 2 cents each up to 35 cents.

Jas. I. Anderson & Co
THE BOOKSTORE,
183 DUNDAS STREET.

—Miss Wilson, corresponding secretary of the National Council of Women, will be in London during Thursday and Friday, and will address the Local Council of Women at the annual meetings to be held during the afternoon and evening of Thursday, as advertised. This is a farewell visit to London, before Miss Wilson returns to the old country after her three years' term of office, which expires in September next.

CHANGE IN WORKING HOURS.
The employees at the Grand Trunk car shops will in future have Saturday for recreation. They formerly worked from 8 a.m. till 5 p.m., but they will now work from 7 a.m. till 5 p.m., for which extra hours they will be allowed Saturday afternoon off.

A SAD ERRAND.

Rev. J. B. Watson, wife and son, passed through from Cleveland, Ohio, yesterday, with the remains of their son, Waldo, to St. Mary's, for burial. Rev. Mr. Watson, as well as Mrs. Watson, are very well known in this city and throughout the surrounding country. Their son, who was 20 years of age, and an electrician by occupation, was accidentally killed a few days ago in Cleveland. He was crossing the railway track to avoid an approaching engine, and unknowingly stepped in front of another coming from an opposite direction. Rev. Mr. Watson, who is a member of the Presbyterian denomination, left this city for Cleveland some ten years ago, and has charge of a church in that city.

WON THE GOLD MEDAL.

The gold medal offered by the Royal Templars of Temperance for a contest in elocution was won last night by Miss Gwendoline Anthistle. The recital was held in the lecture room of St. Andrew's Church, which was crowded. As each of the five contestants had already won a silver medal, the interest ran high. The judges, Miss M. E. McDermott, Messrs. Dickson, R. A. Little, had no easy task in deciding upon the merits of the five contestants—Misses Anthistle, Burke, Rowland and Mr. Robert Ingram. The programme included an instrumental duet, Misses McLeod; solos, Miss Edith Beers and Miss Pauline Mowat. After other series of elocutionary contests will begin next month.

RECIPROCAL SWITCHING.

A special meeting of the board of trade was held yesterday afternoon to consider the appeal of local merchants and manufacturers for a system of reciprocal switching. The Grand Trunk, which has the bulk of the factories on its line, was considered to be the main obstacle in the way of reciprocal switching. The management having refused some years ago to enter into any arrangement, but members of the board stated that they had it on good authority that if the road still declined to interchange with the other lines the Privy Council could compel it to do so and also fix the charges for handling the cars. A committee, composed of himself, together with the mayor or an alderman to be named by the city council, was appointed to wait on the railway companies with a view to opening negotiations. Among those present were Messrs. C. B. Hunt, president, in the chair, the mayor, C. W. Leonard, John R. Minihick, D. H. Gillies, John Paul, city agent of the M. C. R.; city agent of C. P. R., R. H. Smallman, Ald. Beattie, H. C. Green, Arthur White, Col. Garthshore, Ald. Douglass, J. A. A. Hunt, Fred D. Macle, George Mann, C. C. Young, local agent of the L. E. and D. R. R., A. Cottam, Ald. Gordon, W. J. Reid, A. M. Smith, J. Staveland, local freight agent of the Grand Trunk; A. B. Greer, John White, J. A. Carrick, R. McLeod, Thompson and W. C. Allen.

THE RETURN OF JESSIE MACLACHLAN

Grand Scottish Concert To Be Given at the New Grand Opera House on April 1.

Much enthusiasm has been caused by the announcement that the queen of Scottish song, Miss Jessie MacLachlan, has consented to appear in London again, on the evening of Tuesday, April 1, at the New Grand Opera House. On this occasion she will be supported by

"JUST AS GOOD"

Has no glimmer of truth in it when it means a substitute for Dr. Agnew's Ointment.

There are cases on record where men and women too have suffered unspeakable torture from piles; where all kinds of remedies have been applied; where the surgeon's knife has been resorted to as the only hope; where electricity has tried its good offices, but without any permanent cure; and Dr. Agnew's Ointment, as the last resort, has proved its magic—no application has given relief. There is no other "just as good." Don't take chances.

For sale by C. McCallum & Co.

WE SELL.. PURE MAPLE SUGAR.

It's the most healthy candy you can eat. Every cake is stamped, and you have our guarantee that it is the genuine article. We are the only store in the city that are selling Pure Maple Sugar. It's a broad assertion, but we mean it. If you want some, get it soon, as the quantity is limited.
5c cake, 6 for 25c.
Leave your orders for Maple Syrup for canning.
T. A. Rowat & Co.
234 Dundas St. Phone 317.

Brown Brothers' Boot Shop,

182 DUNDAS STREET.

Adjoining Strong's Drug Store.

All the LATEST STYLES in

Ladies' and Gents' Fine Footwear.

You cannot make any mistake in purchasing your footwear at LONDON'S MOST PROGRESSIVE

Boot and Shoe establishment.

John S. Brown. Frank A. Brown.

Phone 860.

Mr. Harold Jarvis, Mr. Ruthven McDonald, and Miss Madetta La De, the latter an effective delineator of Scotch characteristics. It is learned that numerous visitors will come in from many of the adjoining towns in Western Ontario, with many little parties from all the neighboring countryside. The proceeds will go partly to the benevolent fund of St. Andrew's Society, and partly for the benefit of Victoria Hospital. An interesting feature will be a presentation to Miss Jessie MacLachlan, between the first and second parts of the programme, in which Mrs. Beck, wife of his worship the mayor, has kindly consented to assist. The concert as a whole is expected to be the best that has ever been given in London. Miss Jessie MacLachlan is the most gifted and powerful dramatic Scottish singer of the day—the very Jenny Lind of Scottish song—and those who journey even 50 miles to hear her will make no mistake in so doing.

Riding Women in Springtime Need the Strengthening and Nourishing Virtues of PAINE'S CELERY COMPOUND

A Case Where the Great Medicine Bestowed Vigor and Health After Months of Weakness and Suffering.

Observing and intelligent women who have used Paine's Celery Compound have noted well the fact that as a spring medicine it quickly regulates the bowels, clears the whites of the eyes that common jaundiced look and gives a bloom of health to the face that it never possessed before. Another powerful and invigorating power of Paine's Celery Compound, is its effect on the pulse, which becomes full, firm and regular. Weak, exhausted, nervous, irritable and worried women find that Paine's Celery Compound counteracts the exhausting strain of work and worry by its strong inducement to the delicate tissues to take more nourishment; it induces the nervous brain to feed itself and the nerves liberally, and it enriches the blood and regulates its flow. Mrs. A. R. Parsons, Sutton, P. Q., writes thus: "Some time ago I had gripple which left me so lame and weak that for six months I could not get up without help. I told my husband that nothing else but Paine's Celery Compound could help me, after other medicines and the doctors had failed. After taking several bottles of Paine's Celery Compound I feel that I am cured; I can now walk and go up and down stairs with ease, and do all my householdwork. Under the blessing of Paine's Celery Compound I feel as if I am now well."

LONDON'S EARLY DAYS AND PEOPLE.

Interesting Address by Judge Hughes, of St. Thomas.

"London in the Forties," the address delivered by Judge Hughes, of St. Thomas, before the London and Middlesex Historical Society, last night, proved one of the most interesting programmes yet provided by the society. The public library hall was well filled, but as Dr. Cl. T. Campbell, president of the society, expressed it, had the public and more particularly the members of the society known what a genuine treat was in store for them the hall would have been too small to hold the attendance. Judge Hughes sketched the early settlement of London and its progress from hamlet to city. He depicted the aspersions which have been cast upon the reputation of Col. Talbot and Col. Burwell. Speaking of the old court house and jail, he described the filth and darkness in which prisoners were kept for long periods, and detailed incidents of what would be called inhumane treatment in these days. Debtors were suspended outside the walls in cages. Judge Hughes spoke of the pioneers in different businesses and professions in London. A vote of thanks was tendered Judge Hughes.

MUSIC AND DRAMA.

INTERESTING READING.
Many of the details of staging a big scenic production are illustrated in a handsome little booklet issued by Messrs. Liebler & Co., the big New York producers whose "Monte Cristo" will be seen at the New Grand on Friday evening. A copy of this booklet may be had gratis by any of the patrons of the New Grand on calling at the box-office.

EUGENE COWLES.

Eugene Cowles, who heads the Eugene Cowles Opera and Concert Company, which appears at the New Grand on Saturday evening next, has up to the past two seasons been identified with the Bostonians and the Alice Nelson Company. After leaving them he studied under the most noted teachers of Italy and has now decided to devote his talents to the opera. The company that has been selected to appear with Mr. Cowles are Mr. Edmund Stanley, tenor; Signor Gina Caparelli, soprano; Miss Gertrude Finlay, contralto, and Signor Gaetano Merola, musical director. The sale of seats opens Thursday morning.

"FOXY QUILLER."

The company which is to present "Foxy Quiller" at the New Grand on Monday evening next, with Jerome Sykes as the famous detective, is reported to be the largest musical combination in the country at the present time. This cast includes, besides Jerome Sykes, such well-known people as: Harry M. McDonough, Adolph Zink, Arthur T. Earnest, Eleanor Kent, Grace Cameron, Lillian Seville, Marion Bent, Almira Forrest, Marie Christie, and many other high-class artists. The sale of seats will open Friday morning at 9 o'clock.

WATSON'S ORIENTALS.

Watson's Orientals have been secured to appear at the London Opera House tomorrow. This company is said to be the strongest aggregation of its class now on tour. It is a large and capable one, comprising 35 members, including 25 lady artists, who present some new and clever acts in the line of vaudeville, and four comedians, who will keep the audience in a laughing mood. The company carry their own special scenery and dress the two burlesques, "In Lady Smith" and "The Lady Macbeths," with beautiful costumes and effects. Those who appreciate high-class singing and vaudeville should not miss this attraction. The Toronto, Buffalo and Hamilton papers speak highly of the performance. The seats are selling rapidly.

Piles

To prove to you that Dr. Chase's Ointment is a certain and absolute cure for each and every form of itching, bleeding and protruding piles, he manufactures have guaranteed it. See testimonials in the daily press and ask your neighbors what they think of it. You can use it and get your money back if not cured. 50c a box, at all dealers or EDMANSON, BATES & Co., Toronto.

Dr. Chase's Ointment

Some chemists affirm that the ideal ink consists almost exclusively of gallic acid of iron, and that the nearer the liquid approaches this substance the more perfect the ink.
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. Paine's Vegetable Pills will be found a most valuable and effective medicine to assuage the sufferer with. They never fail. They go at once to the seat of the trouble and work a permanent cure.
If you take a Laxa-Liver Pill at night, it will work while you sleep without a gripe or pain, curing biliousness, constipation, dyspepsia and sick headache.
The vine will not grow at a greater height than 2,300 feet above the sea, nor the oak above 3,300 feet. The fir, however, flourishes up to nearly 7,000 feet.
Ready Lunch Beef
Prepared from choice selected beef. Nutritious and wholesome. Made only by Wm. Clark, Montreal 23u-x
The Greeks, after exercising, always anointed their bodies with perfumed oil, sometimes performing this anointing three or four times a day.

Gold Soap.

The makers of GOLD SOAP are putting 14,000 coins ranging from 10c to \$5 right into their bars of soap this year. You buy a bar of GOLD SOAP for 5c. You save the money in it, but it's worth 5c anyway. You may find 10c, 25c, 50c or even a \$5 gold-piece in it. We sell it. CASH BARGAIN GROCERY, 133 King street. Phone 998.

The material used in the great wall of China would build 160 such structures as the pyramid of Cheops. Some Japanese young girls, when they desire to look extremely captivating, gild their lips.

ABSOLUTE SECURITY.

Genuine

Carter's Little Liver Pills.

Must Bear Signature of

Wm. Wood

See Fac-Simile Wrapper Below.

Very small and as easy to take as sugar.

CARTER'S LITTLE LIVER PILLS.

FOR HEADACHE, FOR DIZZINESS, FOR BILIOUSNESS, FOR TORPID LIVER, FOR CONSTIPATION, FOR SALLOW SKIN, FOR THE COMPLEXION.

Price 10c. Purely Vegetable. No Opium.

CURE SICK HEADACHE.

J. H. CHAPMAN & CO.
"THE BUSY STORE"

Manufacturers' Remnants of Fine Bleached Tablings,

Also Piece Tablings. The manufacturer has to call them seconds, but the imperfections are very slight and are hardly distinguishable. The quality is very fine double damask; value \$1.30, \$1.40 yard. This is a lot our buyer picked up recently in the old country, and we can sell the usual \$1.30 and \$1.40 grades for 90c and 95c yard.

Seconds In Table Napkins.

Hotelkeepers are especially advised about these Napkins.

Manufacturers' seconds—An odd lot, containing some excellent values for the early customers:

Value.....\$2.25, \$3.25, \$4.00 dozen.

Towel Snaps.

Half-Bleached Huck Towels, plain white linen, worth 12½c..... 10c

Half-Bleached Huck Towels, plain white and colored borders, worth 15c..... 12½c

Very Fine Huck Towels..... 25c, 30c, 35c, 50c

Roller and Crash Toweling.

Better values are not in existence at 5c, 6½c, 7½c, 8½c, 10c, 12½c

Fancy Check Linens for fancy work and sofa

cushions, 20-inch, blue, pink, red, yellow and olive stripes; special, yard..... 12½c

Irish Dimities.

Dress and Waist Material—Real fine, superior quality, Irish Dimity; black, white, blue, cardinal, light green, yard..... 20c

Scotch Lawns.

For children's dresses, ladies' dresses and blouse waists, colors guaranteed fast, yard..... 6½c

Corsets.

It is the time when new Corsets are sought after. Perfect-fitting Corsets are required for the new gowns. The Erect Form E. T. Corset insures correct style of figure and accurately fitting gowns. Carefully patterned to give perfect lines to a good figure and to improve an imperfect figure. Made of White Undressed French Coutil, very flexible, easy and graceful.

Price \$1.25.

La Grace French Girdle, made of French Brocaded Novelty

Satin, colors cream, pink and blue. Price..... \$1.25

ERECT FORM, E. T. and CROMPTON'S, and French Girdle and Long Waist Corsets, new perfect-fitting Corsets, modeled from the latest models. Price..... \$1.00

GIRDLE, BATISTE and LONG WAIST CORSETS—To suit all figures of age and youth. Price..... 75c

STRAIGHT FRONT CORSETS—New drop bust, bias cut, numerous gores and seams, made of gray and white English jean. Price..... 50c

LADIES' HEALTH WAISTS..... \$1.00

MISSSES' HEALTH WAISTS..... 75c

CHILDREN'S HEALTH WAISTS, 50c and..... 25c

Ladies' Spring Jackets.

Stylish Spring Jackets, tight and semi-fitting, made of black beaver cloth, \$4.50 and..... \$5.00

Ladies' Spring Suits, \$8.50.

Made to your measure in any style. Material chosen from Homespun, in black, gray and navy, lined coat and skirt, make and finish equal to tailor make. Limited number of Suits will be made at this price. Orders taken at once for prompt service.

Mantle Department First Floor.

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"THE BUSY STORE"

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