

Schools and Schools

The uninitiated need to be wise in the selection of a school.

F. H. College

Y. M. C. A., London, Ont., needs no introduction to Canadian people.

Catalogue free.

J. W. WESTERVELT, Jr.,
Chartered Accountant, Vice-Prin.

Men's Ordered Suits and Overcoats

Made to Your Measure

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Merchant Tailor,
220 DUNDAS STREET.

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

London Conservatory of Music and School of Elocution

Examinations January 30, 31 and February 1.

Application should be made at once.

Olympia Restaurant and Quick Lunch

For Ladies and Gentlemen

We are serving meals in just the way you like them best.

Come in and order from our bill of fare; you'll find only the freshest and best delicacies and substantial, and they are all prepared and served in the best manner.

75% Dundas Street

Bargains in Furniture

BIG SNAPS

Joseph F. Grumney
565 Richmond, Corner Albert Street.

FERGUSON & SONS

Funeral Directors
174 TO 180 KING STREET
ESTABLISHED 60 YEARS.
Phone 270 and 563.

J. C. ELLIOTT
52-53 Dundas Street.
FUNERAL DIRECTOR and EMBALMER
Open day and night. Residence on premises. Phone 487.

SMITH, SON & OLARKE
UNDERTAKERS and EMBALMERS
Lady assistant. Night calls personally attended.
Rubber-tired Funeral Cars.
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Residence on Premises.

D. A. STEWART
(Successor to John T. Stephenson.)
FUNERAL DIRECTOR and EMBALMER
Reasonable charges. Best equipment.
Open day and night. Residence on premises.
104 DUNDAS ST. PHONE 469.
GEO. E. LOGAN, Assistant Mgr.

By opening an account it means \$6 to \$8 out of your pocket. In buying for cash proves you will save the above amount at

KLEIN'S, The Tailor
206 DUNDAS STREET

COAL YES I'LL TRY IT

A TRIAL ORDER

Is all we want to convince you we sell the best coal on the market. We can deliver promptly.

High-Grade Coal

From our yards to your cellar. Coal that burns to a clean ash without clinkers. Give us a trial order and be convinced.

HUNT BROS., Ltd
OFFICE: 363 RICHMOND ST.
Telephone: 123 or 412.

Money to Lend

Easy Terms of Payment

Large or Small Sums

London Loan and Savings Company
64 RICHMOND ST., London, Ontario

CUT GLASS

Many are the complimentary remarks that we receive about the excellence of our Cut Glass. There's a reason. It's the best to be had.

SUMNER

The Jeweler,
380 RICHMOND STREET.

Order Hamilton's

Hamilton's Porter is fully aged. It is the best. Ask for Hamilton's when you are buying.

Order Hamilton's

THOS. WILSON

Merchant Tailor,
212 Dundas Street
Higgins Block. Telephone 593.

"D & H"

Lackawanna Coal

Bright, well screened and the hottest on the market.

TRY IT.

D. H. GILLIES & SON
Corner Adelaide and Bathurst streets
London. Phone 1312.

Why experiment when our

GOAL

is sure to give good results, and costs the same?

Webster & Kernohan
PHONE 1383.

Odd things not found elsewhere.

THOS. GILLEAN

FINE SILVERWARE

For Elegantly Appointed Tables.

A stock embracing the newest and richest patterns in complete services, and separate pieces for every table use.

In demand among the particular

Johnston Bros.

XXX BUTTER BREAD

The users of Johnston Bros. XXX Butter Bread are the particular people who want the best and know the importance of having pure and wholesome bread. It is suitable for all occasions.

Johnston Bros.
Phone 944

City and District

—Miss Eva Casselman, of Morrisburg, will spend the winter months with her brothers, 365 Princess avenue.

—The many friends of Mrs. Pope, 171% Albert street, will be glad to hear that Mrs. Pope and her daughter Edna are getting better after a severe illness.

—Ernest Umney, the young Englishman who was reported to be missing in the lumber woods near Poplar Hill.

—The funeral of the late Mrs. Christie was held from the family residence, con. 8, Glanworth, on Wednesday afternoon, to the English Church Cemetery, Glanworth, and was largely attended. The services were conducted by Rev. Dr. McCrae.

Late Mrs. McInnes.

An old and respected resident of this city passed away last night at her home, 1036 William street, in the person of Mrs. Jeanette McInnes. Mrs. McInnes, who was in her 81st year, was a native of Scotland, but came to this country when a little girl. She had lived in this city for many years. She is survived by one son, Mr. Peter McInnes, of this city. The funeral will be held on Friday afternoon to the Scotch Cemetery, services being conducted by Rev. Mr. Carew.

La Bonne Club.

A very pleasant evening was spent at the residence of Mr. Albert E. Hall, 40 York street, on Feb. 4, under the auspices of the La Bonne Club, just newly organized. The fifteen couples who were present busied themselves playing lively games for the greater part of the evening. An excellent luncheon was served by the members of the club in an up-to-date manner.

USE Hazel-Rose for all Irritations of the Skin

Instantly Soothing and Delightful to Use

25c Per Bottle

Cairncross & Lawrence
Chemists and Druggists,
216 Dundas St. London, Ont.

BEST ANNUAL REPORT OF NORTHERN LIFE

Statement Shows Company Now Occupies a Leading Place.

The annual report of the Northern Life Assurance Company has been issued, and it is the most encouraging report yet given the directors and shareholders. During the past year the company made great strides, and is now considered among the strongest and best assurance companies in Canada.

Women's \$2 Shoes

We are offering a thoroughly good line of Shoes at this price. They are made from splendid leathers, over stylish lasts, in a careful manner, by careful workmen.

They are serviceable and they are durable.

Nothing slighted because the price is moderate.

We want every woman who wears \$2 00 Shoes to come here, and be fitted.

J. P. Cook Co LIMITED
Good Shoes for All the Family.
167 Dundas St. 398a Richmond St.

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We are offering a thoroughly good line of Shoes at this price. They are made from splendid leathers, over stylish lasts, in a careful manner, by careful workmen.

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We Cater To THE PARTICULAR COAL TRADE. We Know That We Can Please TRY U S.

John Mann & Sons
401 Clarence Street.
425 York Street.
Phone 470.

BIG JEWELRY SALE

ALL THE MONTH OF FEBRUARY

Everything in our north window at half-price. All the rest of our goods at 20 per cent off.

China Special

We are the only dealers in the city handling Pickard's Hand-painted China. Our stock is large and well assorted. Your choice of any piece at 20 per cent off regular prices.

Royal Crown Derby China at Half Price

Cup and Saucer, regular \$2 50, for \$1 25

Vase, regular \$6 50, for \$3 25

Vase, regular \$5 50, for \$2 75

Plates, regular \$1 25, for 65c

Plates, regular \$3 50, for \$1 75

Silver Deposit Ware

Three-piece Tea Set, regular \$32 50, for \$16 25

C. H. WARD & Co
374 Richmond St

Distictive Quality Bread

is the Takoma Loaf. When we say that our Bread has quality we know what we are talking about. The standard of excellence is as high as it is possible to get it. Not some time, but all the time, you find the Takoma Loaf beyond comparison.

We point with pride to the discriminating housewives who favor us with their continued patronage. At home and in surrounding places it is the standard Bread of all. Phone 229 or 1290, or order from driver.

PARNELL, THE BREAD MAN.

LIBERAL CLUB WHIST

The results of the weekly whist at the Liberal Club last night were as follows:

Compass.

Sanders and Rider, plus 8.

McMurphy and Benson, plus 4.

Evans and White, plus 2.

Smith and Goodwin, plus 1.

Parks and Richards, average.

Progressive.

N. H. Wood, plus 30.

The prize for the latter play was donated by Mr. Harry Ranahan.

E. MIDDLESEX ORANGEMEN

Semi-Annual Meeting Held Last Night and Officers Elected.

The semi-annual meeting of the East Middlesex Orangemen was held in the lodge rooms in Sherwood Hall last night, with a large attendance of members. Reports which were received indicate that the lodge is in the most flourishing condition, the membership increasing rapidly, and a number of branches being established. A new lodge will be opened at Muncey, shortly. The question of where the next Orangemen's Day celebration will be held was not settled, although it will likely be Sarnia. In 1909 an attempt will be made to have the general celebration held in this city, with a large gathering of the lodges. County Master W. Neely presided, and conducted the election of officers, which resulted as follows: Worshipful county master, W. Walker, London; deputy master, J. Loney, London; secretary, D. H. Wood, treasurer, S. Murray; financial secretary, T. Lutz, chaplain, Rev. T. G. Lowe; director of ceremonies, J. E. Showler; lecturer, J. Cleive; deputy lecturers, C. Mullett and S. McCoy.

WESTERN DRAMA AT THE GRAND

The Burgess Stock Company Make Another Hit With "On the Frontier."

"On the Frontier" was the offering of the Burgess Stock Company at the Grand last evening. The audience was as large as the merits of the show deserved, owing to the heavy storm prevailing. The different roles in the play were enacted cleverly, and the drama pleased, while the vaudeville acts were highly appreciated and made a hit. The play is a strong western play, with a heart interest in the story.

Tonight the offering will be "Ruined Lives." It will be well worth seeing. Manager Bowers reports that there is a very large entry list for Friday night's amateur performance. It promises to be one of the best affairs of the kind yet held.

THE BIBLE SOCIETY

Annual Meeting and Illustrated Lecture For Next Tuesday.

The annual meeting of the Western Ontario Bible Society will be held on Tuesday next in the Crown Hall, when an illustrated lecture will be delivered by the Rev. Jesse Gibson, of Toronto, on "Bible Society Work in Different Regions." Mr. Gibson has given his lecture in different towns and cities in Ontario, where it has been much appreciated. The Rev. R. J. Bowen, who was for many years in the Yukon, will also speak on work in the Northwest.

In view of the intense interest recently aroused in missionary effort, through the laymen's missionary movement, it should not be forgotten how intimately associated all missionary societies are with the Bible Society. It is from it alone that they can draw their supplies of Bibles in every different language; the object of the Bible Society being to place the Scriptures in the hands of every person in the world, in his native tongue, and the society never refuses to print and publish at its own expense any properly authorized version of the Bible into a new language, and to make grants of such translations to all missionary societies applying for them.

Already the Bible is demanded in 60 different languages in the Northwest, and this demand the Bible Society alone can supply, and without its aid missionary effort would be to a large extent ineffective, so that in supporting the Bible Society one is really aiding missions in every part of the world. The expansion of the one means increased demands on the other, which only liberal support can enable it to supply.

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Six White (Inn) Fox Ruffs, 36 inches long, with Empire Muff to match, only \$4.00

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Watches.

Boys' Nickel, stem wind and set. Regular \$3 00, for \$1 50

Boys' American works. Regular \$4 50, for \$2 25

Boys' Nickel, Regular \$1 50, for \$1 00

Gentlemen's Solid Silver Case. Ward's special works. Regular \$8 00, for \$4 00

Gentlemen's Gunmetal Case; lever works. Regular \$5 00, for \$2 50

Gentlemen's Gunmetal Open-Face, Waltham or Elgin works. Regular \$12 00, for \$6 00

Gentlemen's Gold-Filled, Gunmetal, Open-Face American works. Regular \$10 00, for \$5 00

Gentlemen's 25-Year Gold-Filled, Center Gunmetal lid; American Waltham works. Regular \$18 00, for \$9 00

General Stop Watch, gold-filled, 25-year case; open-face. Regular \$30 00, for \$15 00

Ladies' Open-Face Nickel, American works. Regular \$8 00, for \$4 00

Ladies' Open-Face, Gunmetal, fancy dial. Regular \$9 50, for \$4 75

Ladies' Silver Hunting Case, high-grade works. Regular \$10 00, for \$5 00

Ladies' Hunting Case, fancy gunmetal, American works. Regular \$15 00, for \$7 50

Ladies' Solid Gold 14k Case, Waltham or Elgin works. Regular \$30 00, for \$15 00

Ladies' Solid Gold 14k Waltham, high-grade works. Regular \$35 00, for \$17 50

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A TRIP TO LONDON TOWN

OLD BOY NOTES IMPROVEMENT

Mr. Martindale's Race Narrative of His Last Visit To the City.

Ten months ago I was a visitor to the "Town on the Forks of the Thames" and attended a notable banquet of the Canadian Club in the Tecumseh House. This banquet, to my mind, was an augury of better things in the future for London. It presaged co-operation of all business interests in various channels for a bigger and more widespread London, and therefore, I looked with interest in the future to the old town to see what good had resulted from the new awakening, so well fostered by the London Canadian Club.

I easily noted a marked improvement in the stores on Dundas and Richmond streets, which by the way, showed no evidences of the financial depression which is at an acute stage in many parts of the United States. New buildings are going up in almost every portion of the city, while Smallman & Ingram's building, now in course of construction, will give the city a department store in keeping with its increasing population and importance. Niagara power is at last to be brought to the city, and many will be the forms in which this puissant agent will be displayed. In economical lighting and heating its influence will soon be apparent, and in running light machinery, as well as heavy loads, it will cheapen manufacturing in many branches, while it will lessen hard labor in hundreds of different forms, some of them at present not dreamed of by future users of the electric power. In my own place of business in Philadelphia we have at times a score of electric motors working and running, and yet one would not know by any visual or aural sign that the power was at work, and so will it be in the future with many business men in London, as soon as they appreciate the wonderful possibilities of the mysterious current. Then you are to have a water supply, sufficient to care for the wants of the people for many years to come. You are to have a "sunken" garden, which will gladden the senses of the community that it will anticipate greater things along the same line in the future, "things that will lead up to "The City Beautiful." In time will come an extension of the sewerage system, and the inauguration of high pressure water mains for protection against fires, and which will enormously decrease the cost of fire insurance.

Best of all, I noted a hopeful spirit among your businessmen, a spirit of unity, of pulling together, of the burying out of sight of religious sectarian bitterness, of political animosities, the two forces which have always held London back in the times that are gone. Now men seem to realize that politics and religious rancor should not enter into business life, and the conservative finds that his Liberal neighbor is not such a bad fellow after all, and the Liberal wonders why he always held the Conservative in such bad estimation. The Methodist is even willing to believe that the Presbyterian is actuated by the same impulses as he is, and that the Catholic, whom, perhaps, he once looked at askance, is as good as he is, and it may be better, while the man who has all his lifetime been led to believe that the Methodist

STREET RAILWAY REPORTS, ELECTS

Annual Statement of Company Proves Highly Satisfactory To Shareholders.

The annual meeting of the shareholders of the London street railway was held yesterday afternoon at the company's offices, with a good attendance of those interested in the road. All the directors were present, with the exception of Mr. H. S. Holt, Montreal, and Mr. C. W. Watson, Cleveland. The annual election of officers resulted in the present staff being re-elected, as follows:

President—H. A. Everett, Cleveland.

Vice-President—Mr. T. H. Smallman, London.

Secretary-Treasurer—Mr. T. H. Benton.

Manager—C. B. King.

The financial statement, as published in the Advertiser some days ago, was read, and was highly pleasing to the shareholders.

The company had endeavored to keep abreast with the times, and had spent a great deal of money in improving the roadbed, stringing new wire, renovating the cars, buying five new cars, at a cost of \$37,862 \$3. The total earnings of the year amounted to \$222,375 \$9, an increase of \$28,464 \$1. The total number of cars carried was \$7,361,556, an increase of nearly a million over last year. The total expense was \$168,024 \$8, an increase of \$3,556 \$4 over the previous year. Thus the net earnings were \$64,351 \$1, an increase of \$20,868 \$2 over 1906. The interest on bonds and overdrafts deducted from this leaves the net income \$37,123 \$7, an increase of \$19,565 \$2 over 1906.

President Everett, in his annual address, referred to the different questions to be settled between the company and the city, especially the north end extension, and the purchase of the company by the city. No opinion was expressed by the president on these matters. The same aggressive policy that has characterized the company during the past year will be continued, and there will be extensions and improvements.

The condition of the company was highly satisfactory to the shareholders.

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

There are different grades of oil stones, hard and soft. The best oil to use on an oil stone is paraffin; water is better on a hard stone.

Kindling Wood.

Delivered, \$1.00 Per Load

LONDON BOX CO., 369 BATHURST

DR. JARVIS

Dentist

213 Dundas, Corner C

ROSS' FURS Manufacturer and Retailer

BUY FURS NOW

The first thing to consider when buying Furs is quality. Our reputation for making and selling nothing but High-Class Furs, at moderate prices, is well-known. Below we quote a few specials for Saturday:

Six Natural Alaska Sable Ruffs, trimmed with eight large Sable tails, only \$7.50

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BIG JEWELRY SALE

ALL THIS MONTH

ALL GOODS IN NORTH WINDOW AT HALF PRICE

WATCHES.

Boys' Nickel, stem wind and set. Regular \$3 00, for \$1 50

Boys' American works. Regular \$4 50, for \$2 25

Boys' Nickel, Regular \$1 50, for \$1 00

Gentlemen's Solid Silver Case. Ward's special works. Regular \$8 00, for \$4 00

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CLOCKS.

A large number of best makers, 30-hour and 8-hour Mantel and Fancy Clocks, ranging in price from \$3 00 to \$21 50; all going at HALF the regular PRICE.

OPERA GLASSES.

Your choice of twenty pairs at HALF regular PRICE.

ELECTRIC AND BRONZE FIGURES AT HALF PRICE.

STERLING SILVER.

Sugar and Creams. Regular \$17 00 to \$23 00, at HALF PRICE.

UMBRELLAS.

Two dozen, ranging from \$4 50 to \$12 00, at HALF regular PRICE.

KNIVES AND FORKS.

One dozen Pearl-Handled Knives and Forks (fish set), in oak case. Regular \$25 00, for \$12 50

One dozen Pearl-Handled Knives and Forks, in oak case; make a nice wedding gift. Regular \$21 50, for \$10 75

DIAMONDS.

Largest stock in Western Ontario. Your choice of any stone, loose or mounted, at 20 per cent off regular prices.

ALL GOODS MARKED IN PLAIN FIGURES.

C. H. WARD & CO. 374 RICHMOND STREET

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Dark Shore Mink Empire Muff and Throw Scarf to match, only \$10.00

Sable Wallaby Empire Muff (trimmed with head and tails) and large Sable Neckpiece to match, only \$9.00

Six White (Inn) Fox Ruffs, 36 inches long, with Empire Muff to match, only \$4.00

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Two Oriental Mink Tab Muffs, trimmed with four heads and tails, only \$12.00

Two Oriental Mink Throw Scarfs to match Muffs, only \$6.00

Dark Shore Mink Tab Muff (trimmed with four heads and tails), only \$16.00

Dark Shore Mink Empire Muff and Throw Scarf to match, only \$10.00

Sable Wallaby Empire Muff (trimmed with head and tails) and large Sable Neckpiece to match, only \$9.00

Six White (Inn) Fox Ruffs, 36 inches long, with Empire Muff to match, only \$4.00

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