ONE WEEK COMMENCING MONDAY MARCH 14, MAT. SATURDAY

MR. PHIL MAHER

AND AN EXCELLENT COMPANY IN A REPERTOIRE OF

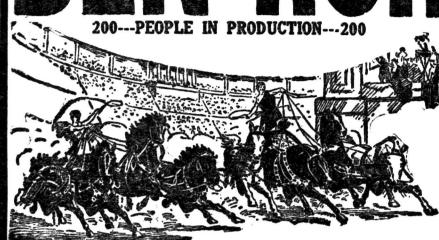
POPULAR PLAYS POPULAR PRICES.

Monday Evening THORNS AND ORANGE BLOSSOMS

Change of PLAYS and VAUDEVILLE every performance. GET A LADIES' TICKET FOR OPENING PERFORMANCE. PRICES-10c, 20c, 30c
Make entries now. Amateur Nights-Wednesday and Friday.

ENGAGEMENT EXTRAORDINARY

klaw & erlanger's New & Greater



Eight Horses in the Thrilling Chariot Race SEAT SALE, MARCH 17. AT 9 A.M. SCALE OF PRICES

FIRST TWO ROWS BALCONY
NEXT THREE ROWS BALCONY
REMAINDER BALCONY

No one seated during the opening prelude, no seats laid aside, no telephone orders taken. Performances commence: Evenings, 8; matinee, 2, SHARP. Children under 5 not admitted. Mail orders received now must be accompanied by marked check, or express money-order

Come to the Cement Convention and Exhibition

MARCH 29, 30, 31, APRIL 1, 1910.

REDUCED RAILWAY RATES.

See the newest and best concrete-making machinery. the many uses of concrete, the modern building material. from house construction to a hitching post. This exhibition is as much for the layman as for cement makers or deal-It will open your eyes to the possibility of cement, and the trip will pay you well. If you handle anything used in building, you can get

profit out of space at this exhibition. Write me for prices and full particulars.

A. M. HUNT, Manager, London, Ontario. Ask your local ticket agent for a reduced rate certifi-

Rebekah

SKIN STREET METHODIST CHURCH Tuesday, March 15, 1910. The choir, Mrs. E. Wyatt (soprano), Mr. E. N. Harding (baritone).

REDFERNE HOLLINSHEAD

CANADA'S PREMIER TENOR. Admission, 25c; 5 tickets for \$1 00.

C. P. R. MOVING PICTURES. Auditorium, Friday, Saturday, Monday and Wednesday, afternoon and evening. Reserved seats at Maliagh's Bookshop, 15 cents. General admission, 10 cents.

REV. DR. LIVINGSTONE WILL LEC-TURE at the German Church, corner Wellington and Grey, Monday, March 14, 8 p.m. Tickets, 25c. 24u

Anniversary Concert Court Middlesex, No. 118, C. O. F.

AUDITORIUM, FRIDAY EVENING, March 18.

POLMATIER SISTERS In Musical Concert.

Admission—25c, 35c, 50c, Reserved eats at Mallagh's Bookstore, 25k-tzxv MRS. ALICE HENDERSON, TEACHER of Scotch and fancy dancing. 571 Ade-laide street. Concert talent furnished.

MUSIC FURNISHED FOR PARTIES.

TONY CORTESE, ORIGINAL LONDON Harpers. Music furnished for all occa-cions. 161 Maple. Phone 1570.

Italian Harpers, 122 Queen's evenue. LEARN TO DANCE-R. B. MILLARD. 345 Princess avenue. Special attention to waitz and two-step. Rapid teaching.

Low rates. Lessons any hour. 21tf W. THOMAS MELDRUM, CONCERT comedian. For terms, dates, etc., address 431 Waterloo street, London. 1n-t

St. Patrick's Concert St. Mary's Hall, Thursday, March 17 'When a Man Is Single'

comedy presented by St. Mary's Dramattc Club, assisted by Miss Edna Calhoun, London, soprano; Mr. R. Pingree, Detroit, tenor; Master Kain, Detroit's boy soprano. Tony Vita's Orenestra. Tickets, 50c, 35c and 25c. Plan at McPhillips' music store, Tuesday, March 15.

The London Teachers' Association Present

ERNEST THOMPSON SETON

the Auditorium, Thursday, March 17. Matinee, 4:15, "Wild Animals I Have Known." Prices, 25c and 35c. Evening, 8. "Personality of Wild Animals." Price, Proceeds to help establish a museum. Plan opens at Mallagh's Book Store, Sat-urday, March 12.

JACK PATTERSON, COMEDIAN, LON-DON'S Harry Lauder, has a few open dates left. Tuesday at Hyde Park; Friday at Auditorium; Wednesday, 9th, Masonic Hall. For terms apply 92 Rec

The Auditorium ATURDAY, MARCH 19, AT 8:15 P.M. Popular Concert

(Auspices London Sanatorium). Volunary services by Miss Edith McBride, so-prano; Mr. W. A. Bleuthner, accompanist; Mr. John Patterson (London's Harry auder), and local minstrels, in conjunc tion with the Victor Auxetophone and Shadowgraphy. Tickets, 15c and 25c, may be had from members of "Made-incommittee or Nordheimer, Lim-

AN ILLUSTRATED LECTURE, "TRIP Through the Orkneys," by the Rev. Mr. Inkster, St. Andrew's Hall, Monday, March 14, 8 o'clock. Admission not less than 10 cents.

HAMROCK HOP-PALACE DANCING Academy, Thursday evening, March 17. (Invited guests only). Private dancing lessons any hour. Classes as usual. Phone. Dayton & McCormick.

EWELL DWIGHT HILLIS LECTURES in Knox Church, St. Thomas, March 14, at 8 p.m. Get your tickets at Mallagh's Bookshop.

To see the world is the ambition of every person. One of our pleasure travel specialties is trip No. 9, reading as fol-lows: London to New York; thence specialties is trip No. 3, reading as Iotlows: London to New York; thence Naples, via Gibraltar; then Liverpool, via Rome, Florence, Pisa, Genoa, San Remo, Mentone, Nice, Cannes, Marseilles, Lyons, Dijon, Paris, Calais, Dover, London, England, thence to London, Ont., via Montreal. Going via Cunard, Anchor or White Star Lines, returning via Allan, C. P. R., White Star or Dominion Lines.

Tickets, 416 Richmond St., next Bank of Commerce

AMUSEMENTS, LECTURES

AUDITORIUM—Tuesday Evening MARCH 15, AT 8:15.

The Concert of the Season

JEANNETTE DURNO DWIGHT EDWARDS

Plan at Mallagh's Book Store Tuesday, March 8. Tickets \$1.50, \$1.00, 75c, 50c. 19k-txty

ing, 10 and 15 cents. Reserved seats at Mallagh's Bookshop.

Births, Marriages, Deaths.

in Memoriam, the late Catherine McLean, of Ilderton who departed this life on March 12, 1909. We miss her from our home, We miss her from her place;

We miss her from her place,
A shadow o'er our lives is cast,
We miss the sunshine of her face,
We miss the kind and willing hands, fond and earnest care. we miss her everywhere.

BLACK-In this city, on March 10, 1910, Jane, beloved wife of John Black. Funeral from the family residence, 142 Maitland street, on Sunday, March 13, at 3 p.m.; service at 2:30 p.m. Friends and acquaintances please accept this in-timation. Interment at Woodland

TEVENSON-At her late residence, 234 Piccadilly street, on March 12, 1910, Eliza, widow of the late Robert Steven-

on. Funeral notice later. Ingersoll and Woodstock papers please BRINSDEN—In Detroit, on Thursday, March 10, 1910, Charles Brinsden, hus-band of Theresa Brinsden, and formerly Funeral from his late residence, 214
Antietam street, on Monday, at 2 p.m.
24u

IEX—Suddenly, at her home, Ridout street south, on March 11, 1910, Mary Jane, beloved wife of William Jex, in her 70th year. Funeral on Monday, March 14; service at 2:30. Friends please accept this in-timation

LOW-In London Township, on Friday, March 11, 1919, Catherine, dearly-belov-ed wife of Francis J. Low, aged 74 years and 14 days.

Funeral will leave her late residence,
No. 1 Victoria avenue, on Monday,
March 14, at 3 o'clock; service at 2:30
p.m. Funeral private. Interment in
Mount Pleasant Cemetery.

Parkhill papers please.

Parkhill papers please copy MALE HELP WANTED.

ACTIVE MAN WITH A YEAR OR two's experience on woodworking machinery; steady employment for the right man. Apply Hourd & Co., Limited, furniture factory, Quebec street.

TREMEN AND BRAKEMEN FOR positions on nearby railroads; experience unnecessary; good vision; age, 230; \$75 to \$100 monthly; no strike; permanent employment, promotion; 300 men a month being sent to positions; state age, weight, height; send stamp. Railway Association, care Advertiser.

19a-ty FIREMEN AND BRAKEMEN FOR

SPRING TERM COMMENCES APRIL 3 STRING TERM COMMENCES APRIL 3

—Six graduates placed in good positions during past month. Every student gets personal attention, and an immediate position assured if you graduate from this college. We have railroad trains, wires and forms, and if you want a \$60 position we will guarantee it. Particulars free. College of Telegraphy London

BOOKKEEPER WANTED BY MANU FACTURING company. Must be energetic, competent man. State age and experience. Correspondence confidential. Apply Box 100, Advertiser. 25c

WANTED-YOUNG MEN TO LEARN automobile business by mail and pre-prepare for positions as chauffeurs and repair men. We make you expert in ten weeks; assist you to secure positions; pay big, work pleasant, demand for men great; reasonable; write for particulars and sample lesson. Empire Automobile Institute, Rochester, N. Y. WANTED-MAN TO WORK ON FARM

(experienced); also woman as house-keeper, one who can milk preferred. Apply Box 96, Advertiser. WANTED-BELLBOYS, ALSO MAN TO

windows. Apply OPENING FOR DISTRICT AGENTS

ceptional advantages in policies and rates. The Policyholders' Mutual Life Insurance Company, Temple building, Toronto. A. M. Featherston, general manager. 23n

OFFICE ASSISTANT WANTED-ONE familiar with ledger work. Apply Box 92, this office. 23c

BAKER FOR HAND-MADE GOODS.
Apply D. S. Perrin & Co., Limited.

GOOD JOB PRINTER WANTED AT Apply London Advertiser FEMALE HELP WANTED

WANTED - GIRL FOR GENERAL housework in family of three; no laundry work; good wages. Apply 24

WANTED - MAID FOR GENERAL housework. Mrs. John Purdom. King street. WANTED-HOUSEMAID. APPLY TO

WANTED — FIRST-CLASS DRESS-MAKER, Give references, state wages. Apply P. O. Box 200, Melbourne, Ont. LADY CLERK WANTED-CAPABLE OF reading and writing French. Alfred Tyler, 355 Clarence street.

VANTED-LADY TO MAKE ALTERA-Apply Ready-to-Wear Dept., J. & D

GIRLS WANTED FOR PACKING ROOM

MILLINERY SALESLADIES WANTED-Two experienced millinery salesladies. Apply stating age, experience and salary wanted. R. J. Young & Co., London. OOD BUNCHBREAKER AND ROLLER

ANTED-AN EXPERIENCED MAID,

WANTED-YOUNG GIRL TO LOOK after child and help with light housework. Apply Mrs. Bayly, 204 John

WANTED—SKIRT AND WAIST MAK-ERS. Apply to A. M. Yealland, 546 William street. 23c VANTED-COMPETENT MAID; SMALL family: references required. Apply 25 Central avenue. 23n

WANTED AT ONCE - LAUNDRESS and housemaid. Apply Stewardess, Victoria Hospital.

EXPERIENCED GENERAL MAID wanted: small family; no laundry work. Apply Mrs. W. C. Allen, 88 Ridout street south.

FURNISHED HOUSE — HIGH, DRY situation, hot water heating. Apply Miss Nelles, morning or evening, 55 Ridout street, South London.

SMALLMAN & INGRAM, LIMITED.

FAIR AND COLD.

SMALLMAN & INGRAM, LIMITED



Prancing swiftly toward us comes glad springtime, demanding that we buy bright attire to welcome her arrival. Our establishment is ready for spring. Ready with countless new fabrics and ready-tailored

garments. Right now at the very beginning of the spring season is the time to buy. because you can use and enjoy your clothes the whole season through.

First Showing of Misses' and New Colored Silk Poplins, 48 Children's Spring Coats

Attractive styles that win you at first sight. Our new Ready-to-Wear Department fills a long-felt need. We have never before had room to devote the space necessary to display the range of Misses' and Children's Garments, which we consider a complete stock. In children's, even more so than in ladies, is variety appreciated. Our spring range is large and our styles are attractive in the medium and lowpriced as well as in the higher-priced coats.

Girls' Reefers \$6.75 and \$7.50

Military Red Broadcloth Reefers, with black or myrtle green velvet collars, double-breasted box style, lined, shield 12 to 14 years \$7.50

Girls' Reefers \$5.50 and \$6.00

In Navy and Scarle: Serge, double-breasted box coats, collar and cuffs trimmed with gilt braid, brass buttons; sizes 4 to 6 years \$5.50

Girls' Shepherd Check Coats \$6.75

Double-Breasted Reefers, in black and white checks, box coats, velvet collar, lined, for ages 10 to 14 years. Price •••••• \$6.75

Children's Navy Blue Serge Reefers, in sizes 4 to 10 READY-TO-WEAR DEPARTMENT-SECOND FLOOR.

Have You Seen Our Wall Papers?

Do you know that this is our first spring season in Homefurnishings? That we have almost two floors devoted to FURNITURE, CARPETS, DRAPERIES, WALL PAPERS and FLOOR CLOTHS? That we have our own staff of upholsterers, paper hangers and decorators, and are prepared for any kind of work or any sized contract, and that our entire stock is new?

If you have any kind of decorating to do this spring we would like to talk it over with you and show you the latest designs, ideas and colorings for beautifying the home. We carry a stock of Wall Hangings, from the cheapest to the most expensive. Come and see.

Inch, \$1.50 Yard

A beautiful soft draping dress fabric, good weight and very firm weave; will not draw nor slip i the seam; has just enough wool to give it that soft, clinging effect and to prevent it from crushing, making it as well one of the most handsome dress goods, the most serviceable silk-and-wool fabric; 17 exquisite colorings (also in black). Of this wide width six yards should be sufficient for a dress, making your dress length \$9.00 a very reasonable price for a silk poplin dress. See these early; only two dresses in each color; 48

MAIN FLOOR-CENTRE AISLE.

New Spring Shades Heavy Cord Bengaline Silks

Light and dark navy, light and dark brown, sage green, old rose, tuscan, gold, biscuit, myrtle, light and dark olive. pearl and mid gray, taupe, mauve, pink, wine, cream and black. Better quality it is scarcely possible to procure at this price, and few silks equal them for satisfactory wear; 21

Black Silks for Coats

We are showing a new stock of Coat Silks in the wide width, such as Bengalines, Peau de Soie, Satin-Face Cords, Heavy Messalines, etc., all in 32-inch widths. Prices, per yard**\$1.50** up to **\$2.50**

Black Ottoman Silks

This Silk is in great demand for collars, facings and trimmings of all kinds, and we have just received a very handsome large cord, 201/2 inches wide, beautiful, satin-

Black Moire Silks

Also a popular Silk for trimmings, etc.; a beautiful, rich, A range of colors in same quality.

Shadow Stripe Pailette Silks

A Self-Colored Novelty Striped Silk, for summer wear, a reliable silk for waists and dresses, in navy, wistaria, dead

SMALLMANE RERAM "NORWOOD" Drop-head Sewing Machine, \$23.75

Club Now Being Organized.

TEACHERS WANTED.

EACHER-MALE PRINCIPAL FOR S S. No. 5, Westminster; duties mence April 4; must be able continuation class; all applications to b

in by March 21. Address William Bole secretary-treasurer, Byron P. O. 23c REAL ESTATE FOR SALE VETERAN SCRIPT, ALBERTA AND

Saskatchewan lands, all for sale. Phor John A. Moody, 179 Dundas, London. FOR SALE OR RENT-35 ACRES GAR DEN land, near city; good frame hous and barn, orchard. Apply George Haw

FOR SALE OR RENT-LARGE MOD OR SALE-BUILDING LOT, ON CEN-TRAL avenue, near Ontario street; 50 feet frontage; price, \$250. Apply 10

NINETY ACRES, OWNED BY MR. Lewis Mitchell, lot 4, con. 5, London Township, will be sold by public auction, also his farm stock, implements, etc. This farm consists of 90 acres, more or less, and being composed of the north half of lot 4, con. 4. London Township. The soil is a clay, sandy loam, land slightly rolling, all self-drained, watered by two wells and spring creek, half-acre of winter fruit, 1½-story brick house, frame kitchen spring creek, half-acre of winter fruit, 1½-story brick house, frame kitchen, good cellar, bank barn in first-class repair (two years old), 30x50, on cement block wall, all fitted for stabling, new silo, two hay barns 21x30 and 24x40, pigpen 18x30, driveshed 22x24; 1½ miles to school and three churches, 7 miles to school and three churches. London. As Mr. Mitchell is going into other business, everything must be sold. Be sure and see the auction sale bills

TWO-STORY BRICK HOUSE, 8679 Waterloo street. Apply next door north. 571f-xtv

TWO-STORY RED PRESSED BRICK

house, all modern conveniences. Appl 553 Adelaide street.

WANTED - FAMILY WASHING TO SUITABLE FOR PARTY

COMPETENT BOOKKEEPER WANT-

ED. Apply between 6 and 6:30; Saturday, between 5 and 6. Commercial Trunk WANTED TO RENT-COTTAGE, TWO bedrooms, central, good locality; tenant without children. Box 90, Advertiser.

WANTED - LIGHT HOUSEKEEPING rooms, furnished, in good location; state price and description, or no notice; must have all conveniences. Box 97, Adver-

ONTARIO LAND GRANTS, LOCATED d unlocated, purchased for cash. D. Robertson, Canada Life building,

WANTED-ALL KINDS OF RAGS, iron, rubbers, etc. London Rag and Metal Company, 728 Simcoe street. Phone 1247. VANTED-TWO OR THREE FURNISH-EO rooms for light housekeeping: family of four (two well-bred children); state location, price and full particulars; conveniences necessary; in haste.

offers services attending cattle. Ewene Box 208, Aylmer, Ont. MODERN BRICK HOUSE WANTED, seven or eight rooms, south of Horton street, Wellington preferred; state situation and lowest cash price. Box 65, Ad-

YOUNG MAN GOING TO NORTHWEST

WANTED-A RELIABLE PONY CART and harness. Address J. H. Trestain Clachan. W. LEFF & CO., 555 BATHURST, BUY iron, rags, rubbers, metals, bottles, paper. Phone 2792.

MISCELLANEOUS.

FOR ADOPTION, A FINE BABY BOY and girl, aged 9 months and 12 months respectively. Apply Secretary Children's Aid Society, City, Hall, London.

roomers—Central house, 15 rooms, 2 bathrooms, large cellars, combination heating, good barn. Apply 359 Dundas

TWO-STORY BRICK, MODERN, THREE bedrooms, gas, cellar; \$12 and wate rates. 86 Kent street COTTAGE TO LET-133 BATHURST

street, 6 rooms, bath and closet. Apply 119 Bathurst street. 25c-tyw TO LET-NEW RED PRESSED BRICK

BEAUTIFUL GROUND FLOOR FRONT rooms, light housekeeping: verandah, electric light, use of phone, gas plate, bathroom; rent reasonable MODERN 9-ROOMED BRICK HOUSE

TO LET-TWO FRONT ROOMS, WITH EIGHT - ROOMED MODERN BRICK Central avenue. Appl 21c-ywt O LET-CONVENIENTLY LOCATED

brick house with 7 bedrooms. 46 bot street. Possession April 1. phone 2139. Alex, Harvey TO RENT-GOOD FARM, 75 ACRES. house and barns. Apply Elias Fullot 2, con. A, London Township,

TO LET-SMALL HOUSE, \$8; GAS, sink, cellar; on Hyman, near Richmond immediate possession. Apply 76 Cart-TO LET-12 BYRON AVENUE: BRICK

use, six rooms, new paper. Apply dont street. 23c TO LET-ALL MODERN COTTAGE beautiful lawn and garden; rent reason able. Apply 727 York street. 23c

NINE - ROOM BRICK HOUSE, ALL modern conveniences; rent, \$20 per month. 125 Elmwood avenue. Apply H. Thomson. 120 York street. 18a

HOUSES, ROOMS TO LET., HOUSES, ROOMS TO LET room in all-modern house, near the C. P. R. station. Apply for fuller particulars to Box 37, this office.

4tf

> ALEN, HENDERSON'S MOVING VANS and pictures-Separate rooms, clean and Rates reasonable. John J. Biggs.

ON MOVING DAY REMEMBER "DAY the Mover." H. F. Day, Ideal Moving Van, 867 Wellington. Phone 2887.

TO LET-PHOTOGRAPH GALLERY ON Dundas street, East London. Apply 66 Dundas street. 78tf FOREST CITY UNION MOVING VANS -Largest improved vans in city. Fur-niture and pianos carefully moved, W. A. Broughton (successor to John Biggs: Storage, 97 Carling street, Phones: 1162; residence, 1414.

BUSINESS CHANCES.

SPLENDID SMALL GROCERY AND confectionery for sale; cheap if taker quickly; good location. Box 101, Ad ONFECTIONERY STOCK FOR SALE good stand; stock \$3,000. Box 105

SMALL CORNER GROCERY STORE

EASTER CARDS

Are now on display, and we never offered such a dainty assortment The early buyer always gets the pick-be wise

Next Boomer's.