

We Lead

and have led the Canadian schools for years in thorough work. This is no mere boast, but is the experience of honest opponents. The



educates for business.

J. W. WESTERVELT, Principal.

"From Labelle's"

That means a great deal to ladies and gentlemen. It's a guarantee of tailoring perfection—the highest perfection in tailoring that everybody of taste now seeks. Patrons of this store can rest assured of perfection of fit, finish, style and workmanship.

O. LABELLE, ODDFELLOWS' BLOCK CORNER.

Let Me Tell You



If you want a thoroughly reliable, well-made, easy-running bicycle, you cannot do better than buy one of

BROCK'S DIEMES.

REPAIRING A SPECIALTY.

BROCK'S GUNSTORE

192 DUNDAS ST., LONDON.

\$2.00 SHOES

FOR WORKMEN.

Good buff uppers, solid soles, well made, with zinc nails.

Also other good lines of shoes.

Wm. Paxman, 347 Clarence Street, Between King and York Sts.

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

—FOR YOUR—

Furnace Work, Gas Stoves, Ranges, —CALL ON—

H. J. BOYD, DUNDAS ST.

600 Pupils

and over attended the Conservatory last year. Reports sent to parents if desired. You need not know a note of music to study with any teacher. Diplomas and certificates granted.

W. C. BARRON, Principal.

W. J. SMITH & SONS, Undertakers and Embalmers, 113 Dundas St. Phone 586. Open day and night. Residence on premises.

AEINA BAKING POWDER.

None purer. At MARSHALL BROS. & CO., 67 Dundas street.

D. A. STEWART, Successor to J. T. STEPHENSON.

THE LEADING UNDERTAKER.

Director of funerals and embalmer. Importer and dealer in all classes of caskets. Sole agent for the Detroit Metallic Casket Company. Calls promptly attended to day or night. Residence on the premises. GEORGE E. LOKAN, Assistant Manager.

101 Dundas St. Phone 459.

EMPERORS AND KINGS

Are not a whit better than their subjects, but when medical aid is required they can summon the best in the land. That is why

the Cerebral number among their patrons King Edward of England and the Emperor of Germany.

Each of them having recently ordered the purchase of one of their own specially designed machines for electrotherapeutic uses.

However, it is as makers of Cereal Foods that they claim special excellence. To this branch of their work they have given over 20 years of almost constant thought with the result that they have placed on the market the most wholesome Cereal Food that care and experience can prepare. It is put up in packages weighing about one pound, is placed in the hands of all retail grocers, and sold at low under the name of

LIFE CHIPS.

OWN A KODAK

and enjoy life. We sell Kodaks.

W. A. MCKENZIE, PHOTOGRAPHER, Opposite City Hall.

100 Second-Hand Bicycles Wanted

In exchange on new wheels. Bring along your old wheel and we will take it in part payment on a new one.

We sell no cheap inferior Bicycles—only the best, at moderate prices. HASTINGS BICYCLES.....\$25 to \$40 BRANTFORD BICYCLES.....\$40 to \$55 NEW BICYCLES, as low as.....\$25

GURD'S Sign of the Big Gun. 185 Dundas Street.

Thos. Wilson

Merchant Tailor,

213 Dundas Street.

DUFFIELD BLOCK. PHONE 596.

The Latest Novelty! OUR DONKEY CARD

MAGAZINES FOR MAY

Just received.

JOHN MILLS

BOOKSTORE, 399 Richmond St.

Phone 1663.

Just as Good

If you can get a "just-as-good" watch as ours at a lower price—better take it. But BE SURE it is.

Our reputation is behind the reliability of our \$12.00 Gold-Filled Watches for ladies or gentlemen.

THOS. GILLEAN,

402 Richmond St.

WE CAN FILL ALL ORDERS FOR CHESTNUT, STOVE AND EGG COAL PROMPTLY.

JOHN MANN & SONS,

401 Clarence Street,

425 York Street, Phone 470.

Bread for all Tables.

Johnston Bros.' XXX Bread, "Jersey Cream" and genuine home-made "Loaf Cabin" loaves, are two great favorites. Rich in flavor and pure in ingredients. You will like them. Try one, and then the other. Ask our drivers or any dealer, or phone 318.

LONDON AND DISTRICT

—Mrs. Moir, of Brantford, is visiting in this city.

—Mrs. M. J. Foster has returned home after a three months visit in Colorado.

—Mr. Fred Thompson, of this city, is visiting his aunt, Mrs. Hurd, of Marine City, Mich.

—Miss Minnie Coe, assistant court stenographer of this city, is attending the horse show at Toronto.

—The Mount Forest Manufacturing Company, of Mount Forest, manufacturers of buildings, have assigned to J. P. Noonan.

—The friends of the Shamrock Baseball Club will be interested to know that they intend giving a concert and assembly in the city hall on Friday evening.

—The Bishop of Huron will hold confirmation in St. George's Church, Thordale, on Sunday next at 11 a.m., and at Grace Church, West Nissouri, at 3 p.m.

—The manual training school teachers in the Normal School, Toronto, and at Hamilton, London and Ottawa, have been reappointed for another year, and were so notified by the principal Secretary's department Tuesday.

—Rev. Mr. Eshor, a graduate of Knox College, Toronto, and a missionary in Persia, gave an interesting talk on his work in that country, in St. Andrew's Church last evening. The audience was small.

—A lecture on Milton is to be given tomorrow (Friday) evening, by Rev. Hector Mackay, of St. George's Church, London Junction, under the auspices of the Ladies' Aid Society of the church. A programme of choice music is also in hand.

—Mr. George Beattie, 513 Grosvenor street, is confined to his room, as a result of an accident which befell him while working on a building with his employer and another workman. Mr. Beattie is on the mend, but his condition is yet serious.

—His Honor Judge Wm. Elliot will be asked to sit for an oil portrait to be hung in the court room. The request will be made Friday afternoon, when the members and ex-members of the Middlesex bar will present an illuminated address referring to his retirement from the bench.

—Mr. A. Hill, who for many years has been coachman for Mr. George C. Gibbons, K.C., left this morning for St. Louis, where he has been engaged to give an exhibition tally-ho during the fair. This is a tribute to Hill's ability as a driver. He is known everywhere as a splendid whip, and his fame spread even to St. Louis.

—Vincent Latimer, the burglar now in jail at Toronto, who served a three-year term for cracking a safe at Deper's store on the Hamilton road, is also known to the Hamilton police. He is a native of the Ambleside City, and the evening before he operated at Deper's store he made an attempt to rob a Hamilton grocery store. He boarded a freight train and got away before the police could get on his trail.

THE PURE ARTICLE

Just what Nature might wish to feed your system.

HAMILTON'S ALE AND PORTER.

You'll like its quality—you'll like its taste. Ask any dealer.

KENT BREWERY

JOS. HAMILTON, Prop.

DIAMOND RINGS.

We have Solid Gold Rings set with Diamonds to sell as low as \$5. Others, according to size of stone, \$20, \$25, \$30, \$35 and up to \$250. What could be more appropriate, pleasing or beautiful for a gentleman than a Diamond Ring?

WARD, The Jeweler, 374 Richmond St.

Your money grows fast when invested in

4% Canadian Debentures,

4% Payable Half-Yearly.

4% The Canadian S. & L. Co.

420-422 RICHMOND STREET. M. H. Rowland, Manager.

NEW APPOINTMENTS.

The following appointments have been made by the Ontario Government: Norbert Joseph Amyot, of Rochester, Belle River postoffice, to be an associate coroner for the county of Essex, in the room of Joseph O. O'Leary, resigned; Aaron Sprague, of Warton, to be bailiff in the eighth division court of the county of Bruce, in room of M. S. Johnson, resigned.

PRESENTATION TO FIREMAN.

Last evening Fireman "Jack" Mitchell, who has been transferred to the central fire station from No. 2 station, was presented with a pipe and complimentary address by his comrades of No. 2, by whom he is held in high regard. Fireman Howard read the address, and Fireman Nicholson made the presentation. The recipient made a neat speech in which he thanked one and all for their kindness.

MRS. NEWELL'S FUNERAL.

The funeral of Mrs. George Newell took place yesterday at Aylmer and was very largely attended. Rev. Mr. McLeod, of Aylmer, officiated. The principal mourners were her daughters, Mrs. A. Wright, of Port Burwell, and Miss May, and her sons, Orton, of Port Burwell, and George, of Port Burwell. Mrs. Newell died on Monday at the family residence in Aylmer after a short illness. She was in the 60th year of her age.

SUCCESSFUL WESTERNERS.

The following Western Ontario men were among the successful students in the recent examinations at McGill University: Third year—Civil engineering—Harold Isidori (St. Thomas). Mechanical engineering—F. I. Leonard (London). Harvey W. Cockburn (Brantford). Second year—Civil engineering—George E. Bell (St. Thomas). Electrical engineering—Howard B. Higgins (London). Mining engineering—Albert McMeekin (Brighton). First year—Pass—James E. Woodruff (Brantford), Lawrence G. Maxwell (St. Marys).

THEIR LAST MUSICALS.

The Woman's Music Club will hold their annual business meeting next Thursday at 4 o'clock p.m. Last night the final concert of the season was held, at which the following programme was given:

First Symphony.....Beethoven

Misses Luscombe, Briggler, H. Fitzgerald and M. Raymond.

A Bedtime Song.....Nevin

Last Night.....Kjerulf

The Promise of Love.....Frederick Cowen

Miss Baldwin.

Chorus and Orchestra.

Robbie Adair.....Arranged by Bartlett

Chorus.

(a) Reverie.....Fancouler

(b) Minuet.....Boecher

(c) Mazurka, B. Minor.....Chopin

(d) Waltz, B. Minor.....Chopin

Carmena Waltz.....Wilson

Chorus and Orchestra.

STALLARD-WRIGHT

Wedding of Two Well-Known Young East Londoners.

In the beautifully-decorated drawing-room of the bride's parents, Miss Eliza Wright, daughter of Mr. R. P. Wright, of 846 Dundas street, was last evening wedded to Mr. William Stallard of the postoffice department. The ceremony was performed by Rev. Dyson Hague, rector of the Memorial Church, in the presence of a large number of relatives and friends of the young couple. The bride was attended by her sister, Miss Mabel Wright. She was attired in a handsome costume of mauve voile, trimmed with lace, and carried a bouquet of pink roses, the bridesmaid wearing a pretty costume of organdie, trimmed with matelasse lace. As the bride entered the room (which was tastefully adorned with palms, ferns and cut flowers) leaning on her father's arm, the wedding chorus from Lohengrin and Mendelssohn's wedding march were played. After the ceremony a dainty spread was partaken of, and the bride and groom were the recipients of the most sincere congratulations. Mr. and Mrs. Stallard have taken up their residence at 43 Oxford street, which is a wedding gift from the bride's father and aunt. The groom's gift to the bride was a handsome solitaire diamond.

Bright, Entertaining and Instructive.

THE FOUR-TRUCK NEWS for May. Only 5 cents at nearest newsdealer's.

Our \$5.50 Mantel-Clocks

Black wood, marbled trimmings, with high-grade works. The gongs on these clocks are of rich tone and fine musical quality. If you contemplate buying a clock it will pay you to see them.

WILLMOT,

217 1/2 Dundas St.

Housecleaning Is Now On

Where are you buying bread?

Why not have the best that's made?

Order "Parnell's Bread" to be delivered with your groceries.

A new message each day—watch for it.

WHERE, OH, WHERE—

has my laundry work gone? Those FORBES PROCESS people have it! Then it's all right! Sure to be well done and delivered promptly.

"Phone 128, postal card will bring one of our white wagons."

FOREST CITY LAUNDRY, "The Careful Laundry," 72-74 King Street.

During 1903 the Canada Life paid about \$1,775,000 to policyholders and their beneficiaries. Same day it will be your own family's turn to need the proceeds of insurance. How have you provided for this?

Tickets Now on Sale to the Great \$50,000,000 Exposition.

The Canadian Press Association are going to St. Louis, Mo., via the Grand Trunk and Illinois Central Railways, in special train of Pullman cars, and will be without doubt the most representative body of newspapermen that ever left Canada. They go early to see the fair, exhibits and buildings while everything is fresh and at their best. May and June will be good months to make your visit. Reduced rate tickets are now on sale at Single Fare, good for 15 days; fare and one-third, good 30 days, and 80 per cent of double one-way fare, good for season, and stop-over will be allowed at any intermediate Canadian station. Tickets and further information apply to agents or to J. D. McDonald, district passenger agent, Toronto.

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