

THE BUSY STORES **Whiskard's** 228-230 DUNDAS STREET.

Short Prices on Long Values

Saturday

From 8 in the Morning Till 10 at Night.

Ten lines greatly reduced for Saturday selling. The prices are low but the qualities high. Bargains worthy of investigation, if you believe in saving when possible.

Battensburg Table Covers, in two patterns. Regular \$3.50 lines. To clear, your choice,

\$1.50 Each.

Pillow Shams, hemstitched and embroidered. Worth 60c and 75c. For only

39c and 49c.

Swiss Pillow Shams, fine pattern. Regular 45c. Saturday Sale only

25c Each.

Fringed Five O'Clock Tea Covers. Regular 35c. Saturday Sale only

15c Each.

One lot of ribbons, silk and satin. Worth from 5c to 15c yard. To clear at

2c Yard.

One line Children's Fine Black Wool Hose, sizes 5 1/2 to 8 1/2. Regular 25c. Saturday Sale only

15c Pair.

Ladies' Flannelette Gowns (striped patterns). Worth 50c. For

29c Each.

Misses' Combination Suits. Worth 75c. Saturday Sale for

35c Suit.

Table Linen, wide width. Regular 30c lines. Saturday Sale only

20c Yard.

Dark Flannelettes, striped patterns, wide width. Worth 8c. Saturday Sale,

22 Yds for \$1.

ARTICLES FOR SALE

LADIES' NEW SPRING SKIRTS IN stock and to order. Waists \$2.50 and up. Direct from the manufacturer. N. Southcott, 12 Market Lane, upstairs.

BEAUTIFUL BEYOND COMPARE are our Opaline Miniatures. Send photo and 3c and we will make you a sample in gold-plated brooch (gold-filled 60 cents). Money refunded if dissatisfied. Elliott, 601

ALL SIZES GAS AND GASOLINE engines at lowest prices. Manufactured by D. McKenzie & Co., 285 Richmond.

ROLL-TOP WALNUT DESK—GOOD order, cheap. A. A. Campbell, No. 428 Richmond street.

DISEASED HAIR AND BALDNESS positively cured. Send several fallen hairs, 4 cents postage, and receive microscopic diagnosis, with booklet on care of hair and scalp. The Western Medicine Company, P. O. Box 383, Cincinnati, Ohio.

LADIES' SPRING SUITS \$8.85

made to measure and all materials furnished. Money payable when suit is done and satisfactory. Easter is six weeks away. ORDER YOUR SPRING SUIT NOW. We can have it done any time you want it. It will be ready for you before Easter. You do not get it until you get it. Many young ladies are ordering now, and are making small weekly payments. By Easter they will own their suit and not miss the money. We have an excellent lot of high grade suitings in light gray mixture goods, fine Venetian, and all shades and Broadcloths. Separate skirts or coats made at half suit price. Ladies' own materials 15c to 25c made up. Suits \$3.75.

N. SOUTHSCOTT, 12 Market Lane, Upstairs.

BASEBURNERS, RANGES AND ALL kinds of cook stoves and second-hand furniture, at Keene's, 141 King street.

FOR SALE—TEN SHARES OF CARLING Brewin, Ltd., 100 King Street, Stock Broker, Phone 693, London, Ont.

FOR SALE—ONE BEAUTIFUL ROSEWOOD case piano, 7-13 octaves, first-class condition, guaranteed five years, for \$100, payable \$25 per month. Heintzman & Co., 217 Dundas, corner Clarence street.

D. H. GILLIES & CO., LEADING coal and wood yard. Office and yard, corner Adelaide and Bathurst streets. Phone 1312.

FOUR ROGER'S TYPEGRAPH MACHINES. All in splendid working order, and will be sold at half price. Address LONDON ADVERTISER, London, Ont.

LARGEST VARIETY BIRD CAGES IN city; German canaries, goldfinches, parakeets, Java sparrows, Morgan's Poultry and Pet Stock Supply House, 294 Dundas.

SPRINGS, MATTRESSES AND IRON beds—Special low prices this week at Keene Bros., 125 and 127 King street.

SOUTHSCOTT & KETTEL—THE NEW York and York, corner Maitland and G. T. R. Phone 224.

FOR SALE—WASHINGTON HALL PRESS; cheap for cash. Address Box 38, this office.

SITUATIONS VACANT.

YOUNG MEN WANTED to learn Telegraphy for positions on C. P. R. and Canadian Northern Railway. Apply

CANADIAN SCHOOL OF TELEGRAPHY. Corner Queen and Yonge Streets, Toronto. PROSPECTUS MAILED FREE.

STREET WATERING. Citizens who are desirous of having any streets that were not watered last year watered during the coming summer, are requested to sign a petition for the undersigned to March 1 next, and to be signed by the street proposed to be watered, and a majority of the frontage of both sides of the street.

JAS. S. BELL, Secretary and Chairman, 314-1/2-1/2

IN THE SUGAR CO. COURT OF THE COUNTY OF MIDDLESEX.

Re the guardianship of Kathleen Charlton, infant child of Frank Charlton, deceased. Notice is hereby given that after twenty days from the date hereof, application will be made to the Court of the County of Middlesex for a grant of Letters of Guardianship of the said child to Alice P. Bell, of the City of London, in Ontario, the mother of the said infant. BUCHNER & GUNN, solicitors for the applicant. Dated Feb. 6, 1904.

NOTICE IS HEREBY GIVEN that the annual meeting of the shareholders and members of The London Mutual Fire Insurance Company, Ltd., will be held at the office of the company, No. 41 King street east, Toronto, on Monday, the 22nd day of February, A. D. 1904, at the hour of 11 o'clock in the forenoon, for the transaction of all such other general business as may be brought before the shareholders and members at said meeting. H. WADDINGTON, secretary. Dated this second day of February, 1904.

NOTICE TO CREDITORS—CREDITORS and others having claims against the estate of Jesse Drinkwater, late of the Township of Lobo, County of Middlesex, deceased, who died on the 20th day of February, 1896, are, on or before the 7th day of March, 1904, to send in their claims to T. W. Scandrett, administrator, who will proceed to distribute the assets among persons entitled thereto, having regard only to the claims of which he shall then have notice, and will not be responsible to any person whose claim he shall not then have notice of. T. W. SCANDRETT, administrator.

CHIROPY. CORNERS CALLOUS BUNIONS, ETC., removed without pain. Sampson, Chiropodist, 22 Dundas street.

SLATE ROOFING. SLATE ROOFING, ASPHALT CEMENT, paint for iron roofs. Walter Scott, 504 York street, London.

WANTED

WANTED TO PURCHASE—MODERN family phaeton, with hood to seat four; must be nearly new and in good order. Box 35, this office.

MAN AND WIFE, WITHOUT FAMILY, desire situation on farm; wife as help or housekeeper. Apply Box 31, this office.

WANTED—\$300 CORDS SOFT WOOD for brickyard purposes; state quality and price. Address Alex. Johnston, 114 Masonic Temple, London.

WANTED—SEWING BY THE DAY OR week, by experienced dressmaker. Apply, 501 1/2 Richmond street.

WANTED—GENTLEMEN OR LADIES to employ agents; \$800 per year and expenses; permanent position; experience unnecessary. Address M. A. O'Keefe, District Manager, 157 Bay street, Toronto.

BUSINESS CARDS. STRATFOLD & BAWDEN, CONTRACTING Plasterers. Telephone 1400. Henry Stratford, 550 Hamilton road; George Bawden, 191 Grey street.

ELECTRO-VAPOR BATHS. ELECTRO-VAPOR BATHS PREVENT and cure colds, influenza and catarrh. Experienced male attendant. 320 Dundas street.

MISCELLANEOUS. MILLER'S HAIR STORE, 223 DUNDAS street—Our Cutlery is unexcelled for chapped hands and dried bites. See our new line of shell retainers and back combs. Comings wanted.

LOUIS BYRNES, LICENSED GENERAL auctioneer, real-estate and stock salesman, will buy and sell for you anything under the sun. Sales conducted in town or country. Terms reasonable. 402 Clarence street. Telephone 1,701.

ARCHITECTS. H. C. McBRIDE, ARCHITECT—SIXTH floor, Bank of Toronto Chambers.

MOORE & HENRY—ARCHITECTS, LAND SURVEYORS, CIVIL ENGINEERS. John M. Moore, Frederick Henry.

MATTHEWS & MURRAY, ARCHITECTS. Duffield block. Telephone 966. Herbert Matthews, William Murray.

G. CRADDOCK, ARCHITECT—ALBION building, London.

STORAGE AND MOVING VANS. CITY DRAY DEPOT—PHONE 1,702. All kinds of work. R. Warren, York street.

IMPROVED VANS, BEST STORAGE, private rooms. Furniture for storage, carted free. H. Porter & Co., 97 Carling. Phone 1,162 and 1,167.

MARRIAGE LICENSES. MARRIAGE LICENSES ISSUED BY W. H. Bartram, 99 Dundas street.

LICENSES ISSUED BY THOMAS GILLEAN, JEWELER. 402 Richmond street.

ISSUED BY C. D. JOHNSTON, 198 Dundas street. Private office.

INSURANCE. Queen Insurance Co.

Funds available for security of Queen policyholders, \$64,000,000. J. A. NEILLES, Agent, 425 Richmond street.

E. J. MacROBERT, Insurance Agent, representing stock and mutual companies, fire, life and accident. Office, Room 107, Masonic Temple, Phone 418, London, Ont.

LIVERPOOL & LONDON & GLOBE Fire and Life Insurance Company. Capital and Assets exceed \$20,000,000.

E. Towe & Co., Agents, City Bank, corner Dundas and Richmond streets. Funds loaned on real estate security. Phone 690 or 1,007.

EDUCATIONAL. J. A. YOUNG PREPARES PUPILS FOR instruction in all branches of education, with special reference to the service commencing. 348 Princess.

THE LONDON STUDIO OF ELOCUTION, Vocal and Physical Culture. Miss Myra I. Lent, 288 Princess avenue.

OSTEOPATHY. H. V. CATON, OSTEOPATHIC PHYSICIAN, 307 Oxford street, near Waterloo.

..1903.. The Most Successful Year in the History of

The NORTHERN LIFE ASSURANCE CO.

Insurance Written, \$1,092,750.00

Insurance in Force, \$3,607,346.00

Cash Income, \$131,526.90

An Increase of, \$21,504.35

Total Assets, \$407,219.23

An Increase of, \$75,174.52

Government Reserve, \$241,639.32

An Increase of, \$64,347.63

Death Claims, \$10,385.00

A Decrease of, \$2,315.00

Expenses, \$48,477.45

A Decrease of, \$6,105.02

You will make no mistake if you take out a policy in the Northern Life.

Head Office, LONDON, ONT. JOHN MILNE, Managing Director.

The Northern Life has some good districts open for live, energetic agents.



THE WEATHER TODAY—Fair and moderately cold.

THIS STORE'S POLICY IS TO SATISFY. MONEY cheerfully refunded. We close at 6 o'clock every night to give our salespeople a needed rest. Shop early.

Stylish Spring Dresses.

Winsome ways help to sell goods, but the true and most lasting method of making customers is by giving the right goods at the right season at right prices. This is our policy. We never deviate from it. Our buyers go early to the men who make the goods most sought for by wholesalers and retailers, and personally pick the materials they know you'll most appreciate. When we price them we price them within your reach. Many of the new things are showing and the time to make your selection is now.

TWO-TONED VOILES—One of the newest fabrics and very serviceable, all the seasonable colors to choose from. Per yard only..... 75c

SCOTCH TWEED SPRING SUITINGS—In seasonable shades, extra wide. Very special value at, per yard only..... 95c

BEAUTIFUL VENETIAN CLOTH—In self colors, almost endless variety of shades to choose from. Unequaled value at, per yard only..... 65c

SCOTCH TWEED SUITINGS—The very latest for spring wear. Most beautiful goods in seasonable shades. Per yard only..... \$1.00

Large White Wool Blankets \$2.50. We have just opened the last case of those Special White Wool Blankets. When they're gone your chance to secure a pair is also gone. They're large size and easily worth a dollar more. Size 66 x 86—Very fine twill weave, pink or blue borders. Our special price, per pair only..... \$2.20

Swell Gloves For Swell Functions. There'll be many occasions which will demand the wearing of Evening Gloves. You should be prepared. Our swell stock will greatly please. They're in the most becoming shades and the very latest styles.

Ladies' 20-Button Mousquetaire French Suede Gloves, in white, cream and black. Per pair only..... \$2.00

Ladies' 20-Button Mousquetaire French Glace Kid Gloves, in white, black, tuscany and green. Per pair only..... \$2.50

Ladies' 12-Button Mousquetaire French Suede Gloves, in black, white and cream. Per pair only..... \$1.50

Ladies' 12-Button Mousquetaire French Glace Kid Gloves, in white and black. Per pair only..... \$1.50

A few pairs of 12-Button Mousquetaire French Kid Gloves, in sizes 5 1/2, 5 3/4 and 6. Sold regularly at \$1.50 pair. Now..... 75c

Some of the latest specialties in Pure Silk Gloves and Mitts, in all the newest styles, 12 and 20-button lengths, in cream, white, black, etc. Per pair from..... 75c to \$2.50

Gentlemen's Fine 2-Clasp White Kid Gloves, in all sizes, at only..... 75c

SMALLMAN & INGRAM, 149, 151 AND 153 DUNDAS STREET.

MUSICAL INSTRUCTION. BERTHA KING-BELL, BOSTON—Graduate Fletcher Music Method. Studio, 174 Maple.

ELIZABETH WALKER—VOICE CULTURE, piano and harmony, vocal instruction. Prepares for all examinations, 316 King.

MR. A. D. JORDAN, ORGANIST OF First Methodist Church—Teacher of piano and organ. London Conservatory of Music. Apply for terms, etc.

ST. JOHN HYTTENRAUCH—PUPILS received for piano, harmony, sight singing, history, residence, 781 Richmond, or homes of pupils.

JAMES CRESSWELL, TEACHER OF violin. Conductor Grand Opera House Orchestra. Pupils received. 523 King street.

ROSSELL POOCKE, ORGANIST AND choirmaster. King Street Presbyterian Church. Teacher of voice, violin and piano. 379 King street.

W. A. BLUTHNER, TEACHER OF piano and harmony. Studio, Nordheim's.

CYRIL DWIGHT-EDWARDS, BARI- TONE, to London, England—Instruction in art of absolute voice production, breathing and singing. Concert and other engagements. 64 Dundas.

CHARLES E. WHEELER, ORGANIST St. Andrew's Church. Subjects: Organ, piano, harmony, singing. Studio, 640 Wellington. Phone 1,627.

MARGARET B. MCCOY, SOPRANO soloist, Dundas Church—Church and concert. Subjects: Organ, piano, harmony, singing. Studio, 640 Wellington. Phone 1,627.

J. W. FETHERTON WILL RESUME teaching on and after Jan. 9, 1904.

G. D. ATKINSON, ORGANIST DUNDAS Center Church—Teacher piano and organ playing. Studio, 425 Dundas.

GEORGE C. PHELPS, ORGANIST ST. James' Episcopal Church—Accompanist and teacher of piano, organ, harmony, piano, harmony, singing. Studio, 423 King street. Telephone 926.

PALMISTRY. MADAME ROWAN, CELEBRATED palmist, will be at the Bernard House, Room 31, until further notice.

MADAME DUMOND, PALMIST and clairvoyant, is now prepared to read for you from cradle to grave. Call and be convinced. 320 Dundas street.

DRESS CUTTING SCHOOL. SHIRT WAIST CLASSES—MRS. FRANKS will devote two evenings each week to shirt waists exclusively. Easy terms. Newest methods. Hours, 7:30 to 9:30 p.m. The London Cutting School, 223 Dundas street.

HOUSES, ETC., TO LET. TO RENT—MODERN HOUSE, IN GOOD order. Splendid locality. Apply S. Glass, Hiseox building.

ONE, TWO OR THREE FLATS, FOR clear or light manufacturing. Apply on premises, 100 King street.

TWO OFFICES, WITH VAULTS, AL- BION building. Apply T. H. Carling, at the Brewery.

TO LET—UNION FURNITURE VAN. Furniture carefully handled. John Biggs, Cathcart and Bruce, South London, late of London Furniture Company. Phone 316.

FOREST CITY MOVING VANS, 327 Talbot street. Residence, 554 Waterloo. Telephone 1,444. Broughton-McKinn.

PEOPLE'S MOVING VAN—LARGEST in city. A. Henderson, corner Colborne and Chesapeake. Phone 1,724.

MASSEUSE. MRS. HARRIETTA CAUL—MASSEUSE and scalp specialist. Massage a cure for wrinkles, facial blemishes, rheumatism, sciatica and nervousness. 151 Maple street.

HONEST INVESTMENTS—INTEREST and principal secured; paying 10 per cent per annum. Particulars cheerfully given. Apply 215 Princess avenue, London. Phone 1,658.

THE "BUFFALO DIVISION" DEMISE OF MRS. NEEDHAM

Change of Name for the Lake Erie and D. R. R. Company.

General Manager Carpenter, of the Pere Marquette, has issued a circular announcing that on and after March 1 the business heretofore conducted in the name of the Lake Erie and Detroit River Railway Company will be conducted in the name of the Pere Marquette Railroad Company (except as to the line between London and Port Stanley), pursuant to a trackage contract between the Lake Erie and Detroit River Railway Company, and the Pere Marquette Railroad Company, which has been approved by the Dominion Government. The lines to be thus operated by the Pere Marquette Company will be known and designated as the Buffalo division.

REINFORCED COD LIVER OIL

Analysis shows that Cod Liver Oil contains traces of Iron and Phosphorus, but not in sufficient quantity to be of any practical value. In

FERROL the Oil is reinforced by the addition of sufficient Iron and a phosphorus. The result is a well balanced medicinal food absolutely unequalled for the treatment and cure of all Lung Troubles, Bronchitis, Nervous Prostration, Anemia, Scrofula, General Debility and wasting diseases generally. The Ferrol Company, Limited, Toronto, Ont. At all Druggists. Sample free.

W. C. T. U. WEEK OF PRAYER

Four Public Meetings to Be Held in Somerset Hall.

In accordance with the request made at the provincial convention, held in St. Thomas, the local union of the W. C. T. U. will observe next week as a week of prayer. Nineteen of the city churches have agreed to widen the circle of prayer by co-operating with the union.

Public meetings are to be held in Somerset Hall, 240 Dundas street, on Tuesday, Wednesday and Friday afternoons, commencing at 2:30 o'clock, the programmes arranged being as follows:

Tuesday—Topic, "The Liquor Traffic in Our City." 2:30, in charge of Mrs. (Rev.) Boyd; 3, in charge of Rev. D. S. Hamilton; 3:30, in charge of Rev. C. T. Scott; ten-minute address by Rev. Geo. Bishop.

Wednesday—Topic, "The Liquor Traffic in Our City." 2:30, in charge of Mrs. (Rev.) Boyd; 3, in charge of Rev. D. S. Hamilton; 3:30, in charge of Rev. C. T. Scott; ten-minute address by Mrs. (Rev.) T. Harrison.

Thursday—Topic, "A Mother's Meeting." 2:30, in charge of Mrs. (Rev.) C. T. Scott; 3, in charge of Mrs. (Rev.) Baker; 3:30, in charge of Mrs. Frank White and others.

Friday—Topic, "Woman's Work." 2:30, in charge of Mrs. (Rev.) Rollins; 3, in charge of Mrs. (Rev.) Ross; 3:30, in charge of Mrs. Gordon Wright; 4:30, reception by the local W. C. T. U. to new members.

Eruptions

Dry, moist, scaly, itchy, all forms of eczema or salt rheum, pimples and other cutaneous eruptions proceed from humors, either inherited, or acquired through defective digestion and assimilation.

To treat these eruptions with drying medicines is dangerous.

The thing to do is to take

Hood's Sarsaparilla and Pills

Which thoroughly cleanse the blood, expelling all humors and building up the whole system. They cure.

"I was greatly troubled with small boils, caused by working among the oil at the refinery. Hood's Sarsaparilla was recommended to me as the best blood medicine obtainable. I began taking it, and though many other remedies had failed to benefit me, three bottles of Hood's fully and permanently cured me." ANNE FUSNA, Emerit St., Sarnia, Ont.

Hood's Sarsaparilla promises to cure and keep the premises.

CHIROPY. CORNERS CALLOUS BUNIONS, ETC., removed without pain. Sampson, Chiropodist, 22 Dundas street.

SLATE ROOFING. SLATE ROOFING, ASPHALT CEMENT, paint for iron roofs. Walter Scott, 504 York street, London.