Many lines clearing at half

0.B. GRAVES

203 DUNDAS STREET.

DUSTOUT

WHAT DUSTOUT WILL DO It will clean all kinds of floors beautifully.

It will brighten carpets and rugs

It will clean tile and oilcloth to per-

It will disinfect carpets and rugs, and prevent sickness. It will destroy germs and microbes. It saves scrubbing, mopping and It is healthy, saves labor, time and

Try a Five Lb. Tin at 25c

.E. Young's Hardware

111 DUNDAS ST. Two doors from Talbot.

Diprose Saturday **Specials**

Acadia Boneless Codfish In 2-lb. boxes, regular price 25c. Special Trice Saturday only, per box 21c

Maple Leaf Salmon

Regular price 20c, special price Saturday only, per tin 170 Our 30c Line of Teas

Black, green, mixed or Japan.

Splendid value at 30c. Special price Saturday only, per lb. 26c Let Us Fill Your Saturday Order

We aim to sell as low as we

Aylmer or Quaker Brands. All New Goods Tomatoes 3 for 25c

..... 3 for 25 Peas, each 100

Select Raisins

"Sunkist" Oranges and Lemons

select fruit, rer dozen. .24c, 29c, 33c, 38c and 47c We expect to have a fine lot of Dairy Butter for Saturday at interesting price. Come and

JOHN DIPROSE

Three Popular Stores. Dundas-Ridout Sts. Phone 386 Dundas-Wellington Sts. Phone 2262 Richmond-Hyman Sts., Phone 1291

BROWETT. LINDLEY & CO

MANCHESTER, ENG.,

Manufacturers of High-**Speed Engines for Trac**tion, Street Railway Service and Electric Lighting Plants.

LEONARD & SONS

EXCLUSIVE AGENTS FOR CANADA

Jackson's Meat Markets

You Want More Meat

Now while the weather is cold, and at the present prices, you should be interested in knowing

Where You Can Get the Best

We believe this is the place; we be-lieve we can prove it if you'll let us have a trial order.

Specials for Saturday:

Shoulder Roasts Beef, pound.....10c Rump Roasts Beef, pound......121/2c Fresh Shoulders Pork, pound.....121/20 Fresh Legs Pork, pound......16c Fresh Tripe (Our Own), pound...10c

Extra Special, Saturday Only

Minemeat, 2 pounds for..........15c

1 and 2 Market House. 87 Wellington Street.

STALLS: Phone 2859 Phone 1057

Closed, heated carriages for all

WALL PAPER SALE D., L. & W. Pea Coal \$6.00 Per Ton

Have you tried it? NICE and LARGE, for ranges and small

HEAMAN & SON BURWELL AND YORK ST.

THE

and quality.

FRANK C. HOOPER Next The Advertiser

We are offering specials at much reduced prices. Every article is fresh and the best quality that can be bought for the money. You can save a great deal by taking advantage of these specials as it is the custom of this store to go through our stock at this season. and in doing so we find we are a little overstocked in a few linesyour gain. Note the prices:

Bar Le Duc

White Currants, per jar. 20c. Red Currants, per jar. 20c. Gooseberries, per dozen, \$2 30.

Roquefort Cheese

(Societe Brand.)

Gorgonzola Cheese

Per pound 30c Tomatoes, three tins for Corn. three tins for 25c Beans, three tins for Pumpkin, three ting for Beets (cut), three tins for 25c

Cerebos Table Salt

Per package 12c

Durkee's Salad Dressing

Regular price 35c; our price 30c

Ranahan's No. 2 Blend Ceylon Tea

40c per pound; five pounds \$1 75 We pride ourselves on the quality of this T. You may pay 50c or 60c for your T to equal. Why pay more for something not as good?

Corn Starch Three packages for 25c

English Malt Vinegar

(Sutton's.)

10 Mushroom Catsup (Sutton's)

Per bottle 150 11

French Peas Petit Paris, can 15c, doz. \$1 70 Petit Paris, can 20c, doz. \$2 20

12 Franco-American Soups Strictly High Grade.

Quart tins 40c and 45c Pint tins 25c 13 Choice Creamery or **Dairy Butter**

California Navel Oranges

Per dozen, 30c, 40c, and 50c. Choice Grape-Fruit, three for 25c

Choice Grape-Fruit, two for .. 25c For genuine Coffee satisfaction Ranahan's Coffee has no equal. It has the largest sale of any cof fee in the city. Per pound, 40c. Why not use the best?

Space will not permit us to mention many more specials. Visit our store.

'Phone 1024 your order.

515 RICHMOND STREET.

ACADIAN BONELESS CODFISH shredded, per lb, 10c; 1-lb brick, 10c; 2-lb

Boneless Herrings, per lb, 20c. Finnan Haddies, per lb, 10c. Solid Meat Oysters, per quart, 60c.

HOME-MADE

in London there is only one bread to be bought, which has that sweet and homelike flavor of your own. Ask for

Phone 2173 Tecumseh Ave.

For St. Valentine's

There's not a more pleasing gift than

Neilson's **Chocolates**

25¢ to \$1.00 Cairncross & Lawrence

In dainty packages,

Chemist and Druggists, 216 Dundas St. LONDON, ONT.

BELTZ'S SPECIAL REDUCTIONS IN FURS THIS WEEK

PRACTICAL FURRIER.

Mrs. A. J. Morgan and daughter McClelland, Chicago.

We Make a Specialty of Bitter Oranges, Seedless **Lemons and Navel Oranges** for Marmalade.

The fruit is at its best, and now is the time to make your marma-lade.

We have a splendid recipe, and we loan our customers a fruit cut

CHOICE BITTER ORANGES

Clear-Skinned, Heavy Fruit. California Seedless Lemons. The best grown.

JAMAICA GRAPE FRUIT

Extra fine quality, heavy and juicy, 2, 3 and 4 for 25c

30c Dozen

THIS IS THE SEASON TO **ENJOY PURE MAPLE SYRUP** This syrup is made in the sugar bush, not in a factory, and we bottle it ourselves. A bottle ... 30c
Aunt Jemima's Pancake Flour, a

package 15c SEALSHIPT SELECT

OYSTERS These are the largest and choicest oysters that come to the city. Send us a trial order and prove this fact, A quart

PURE BONELESS CODFISH

In packing Halifax and Acadia Codfish only the very cholcest parts of the cod are used. Put up in neat wooden boxes, and absolutely boneless. Three sizes, a box Telephone orders sent to our

stores are given the same careful attention as if personally given. THREE PHONES: Dundas Street, 3051 and 3052.

South London 969.

CO RRESONPDENCE.

The Question of Failures. To the Editor of The Advertiser:

On Page 8 of your issue for this late appears a report of address to the members of the hardware convention by Mr. Milton Bergey, of the Sheldon School of Salesmanship, in which an assertion is made that "95 per cent of the retail merchants in a country fail each year, meaning by this that but 5 per cent made good in a big way." That assertion is so entirely incorrect that it may be fairly termed a "bad break." coming from epresentative of scientific principles

commerce. Mr. Bergey, or anyone interested, will take the trouble to look up the file of Dun's Review for April 9, 1904, he will find this question dealt with in reply to the specific inquiry, as fol-

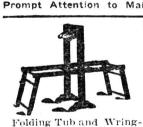
Bread Mixers-Guaran-

teed to mix bread thor-oughly in three minutes. Made in two sizes:

4-loaf size, each....\$2.00 8-loaf size, each....\$2.50

"To the Editor: It has been stated that of the total number of people go-Gertrude, 1000 Wellington street, are ing into business, 95 per cent fail. Can visiting Mrs. Morgan's sister, Mrs. A. accuracy of this statement?"—Subscriber. Dun's reply covers the state-

Saturday Savings At Purdom's Hardware



Thermo Washing Ma hines - Easy running

eavy frame, geared fly

guaranteed. Price \$6.75

ALL STATES

Children's Hand Sleighs.

all wood. To clear Sat-urday, each19c

'Ever Ready"

Razors—Complete set with 12 blades. A low-priced, reliable safety razor, Saturday, each\$1.00

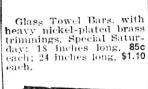
Cocoa Door Mats — We have a full line. Saturday44c to \$1.23

r Stands—Heavy frame and metal braces. Special or Saturday\$1.38











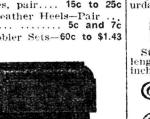














Weather Strips - We One dozen pairs heavy

and Floor Finishes. Ask for color cards. Headquarters for machinists' tools, builders' hardware, glass, brass and copper goods, cutlery, woodenware

We carry a full line of Sherwin-Williams' Paints, Johnson's Wood Dyes,

event. We guarantee everything sold at half-price, or 20 per cent off, just the same as if you bought at regular prices. We positively refuse to sell the jewelry trade at advertised prices. California Navel Oranges. Choice, Juicy Fruit.

Diamonds at Half Price We do not advertise all Diamonds at halfprice, but here's a list on which we will refund full purchase price for the asking, at any time. Can anything be fairer than this?

1 only Tiffany, 3-stone. Regular \$65, for\$32.50 1 only Tiffany, 3-stone. Regular \$58, for \$29.00 1 only Ladies', Tiffany. Regular \$27.00, for \$13.50 1 only Ladies', Tiffany. Regular \$30, for \$15.00 1 only Ladies', modified Tiffany. Regular \$35, for \$17.50 1 only Gent's, Flat Belcher, Regular \$42.00, for \$21.00 One only Ladies' Emerald and Diamond Ring. Regular \$25, for.........\$12.50 One only Ladies' Emerald and 2 Diamonds. Regular \$32, for.....\$16.00 One only Ladies' 5-Stone Ring, 3 Opals and 2 Diamonds. Regular \$25, for.....\$12.50

Pearl Handle Knives and Forks at Half Price

1 only Fish Carvers. Regular \$12, for \$6.00 2 Cases of Pearl-Handled Fruit Knives. Regular \$6.00, for \$3.00 Case of Pearl-Handle Fruit Knives. Regular \$7.50, for \$3.75 1 Case of Silver-Handle Fruit Knives, Regular \$6.00, for \$3.00 2 Carving Sets, with bone handle. Regular \$1.50, for 75c

Ilmbrollag at Half Drica

	umbre	elias a	il m	all	FIIC	e
1	Umbrella.	Regular	\$6.50,	for	\$	3.25
1	Umbrella.	Regular	\$6.00,	for	\$	3.00
1	Umbrella.	Regular	\$5.00,	for	\$	2.50
1	Umbrella.	sterling si	lver. K	Regula	ir \$6, fo	r \$3
1	Umbrella,	silver inla	id. Re	gular	\$14, fo	r \$7
1	Umbrella.	Regular	\$17.00	for.	\$	8.50
1	Umbrella.	Regular	\$5.00,	ior	\$	2.50
1	Umbrella.	Regular	\$14.00	, for.		7.00
1	Umbrella.	Regular	\$12.00	, for.		6.00
1	Umbrella.	Regular	\$7.00,	for		3.50
1	Umbrella.	Regular	\$5.50,	ior		82.75
1	Umbrella.	Regular	\$12.00	, for.		6.00
1	Umbrella.	Regular	\$5.00,	ior.		\$2.50
	Manager of the Control					

Silver Deposit Ware at Half Price

1 Vasc. Regular \$2.50, for......\$1.25 1 Vase. Regular \$4.50, for.....\$2.25 1 Perfume Bottle, \$6.50, for............\$3.25 Perfume Bottle, \$2.00, for.....\$1.00 Vase, \$3.50, for......\$1.75 1 Chococlate Pot. \$25, for......\$12.50

See Our North Window For Half-Price Goods

\$5,000 WORTH OF GOODS MUST BE SOLD AT THE BIG ANNUAL

FEBRUARY

JEWELRY SALE

There is no better way in which you can save money than by buying at this great annual

There's not a Watch in this list but what is sold below actual cost price, and remember, they carry the same guarantee as you get at regular prices. Come and see for yourselves.

7 only Gent's, 16 size, gold-filled Fortune case, American works. Regular \$10, for \$5 2 only Gent's, 16 size, hunting case, goldalled Fortune, American works. Regular \$18.00, for \$9.00 1 only Chronograph, in solid gold, 14-k. case,

Regular \$150, for\$75.00 1 only Stop Watch, in gold-filled case. Regular \$30, for\$15.00 1 only Ladies' Gold-Filled Watch, with sweep second hand, suitable for a nurse. Regular \$34, for\$17.00 1 only Ladies' Silver Watch, with sweep secand hand, suitable for nurse. Regular \$15,

1 only Ladies' Gunmetal, open face, sweep second hand, suitable for nurse. Regular Pickard Hand-Painted

China at Half Price 1 Jardiniere. Regular \$14.75, for \$7.38 1 Vase. Regular \$11.50, for......\$5.75 1 Pitcher. Regular \$14.50, for......\$7.25 1 Wine Decanter, \$13.50, for......\$6.75 1 Water Jug, \$16.00, for......\$8.00 1 Vase. Regular \$10.50, for........\$5.25 2 Hatpin Holders, \$2.75, for...........\$1.38 2 pairs Salt and Peppers, \$3.75, for..... \$1.90 1 pair Salt and Peppers, \$2.25, for.....\$1.15 1 Fruit Dish. Regular \$9, for.....\$4.50

1 Punch Bowl. Regular \$40, for.....\$20.00 Cut Glass at Half Price

1 Pitcher. Regular \$15.00, for..... \$7.50

1 Water Pitcher, \$11.50, for......\$5.75

1 Vase, \$12.00, for\$6.00

1 Bowl, Regular \$12.50, for..... \$ 6.00 1 Bowl. Regular \$7.00, for......\$3.50 1 Pickle Dish. Regular \$8.50, for..... \$4.25 1 Fruit Dish. Regular \$6.75, for......\$3.40 1 Celery Dish. Regular \$12.00, for \$6.00 1 Spoon Tray. Regular \$4.50, for. \$2.25 1 Vinegar Bottle. Regular \$3.50, for. \$1.75 1 Mayonnaise Dish. Regular \$8.50, for \$4.25 1 Nut Bowl. Regular \$14.50, for.....\$7.25 1 Whipped Cream Bowl. Regular \$9, for \$4.50 1 Perfume Bottle. Regular \$1.00, for.....50c Bowl. Regular \$8.50, for \$4.25 1 Butter Dish. Regular \$5.00, for \$2.50 1 Bowl. Regular \$8.50, for..... \$4.25 1 Bowl. Regular \$5.00, for.....\$2.50

1 Claret Jug. Regular \$15.00, for......\$7.50

ALARM CLOCKS AT HALF PRICE

ONLY FOUR LEFT. Regular 75c Clock for 371/2c. All Clocks are Guaranteed. What 20 per cent off our regular prices on Mantel Clocks Means-We sell a genuine Oak Mantel Clock, which strikes the gong at the hour and the bell at the half-hour; regular price \$3.75, reduced price \$3.00. Also Mantel Clocks, regular price \$5, reduced price \$4. Also regular price \$6.50, reduced price \$5.20.

Remember, we are giving 20 per cent discount on everything in the store. Mail orders will receive careful and prompt attention.

C. H. WARD & 374 RICHMOND ST.

Enforced.

usiness only 1 failed." Again in Success Magazine for April, not been in robust health, and he physician advised a change to a more 1905, this identical assertion is refuted genial atmosphere. in an article dealing specially with that error by Mr. Frank Greene, man-MUZZLING AT BLENHEIM aging editor of Bradstreet's. In the course of a study that in-volved consideration of this same as-The New Dog Bylaw Is Being Strictly

nent that "from 1866 to 1903 inclus- | Sir Charles

Bargain Matinee Saturday.

The many readers of Mary J. Holmer amous novel, "Tempest and Sunshine.

famous novel, "Tempest and Sunshine." will be pleased to learn that on Saturday afternoon and evening a dramatization of that well-known book will be the attraction at the Grand at popular prices. Bargain matinee for ladies and children at 2:30.

Why She Edd Nott AAppear.
The New York Clipper of this week says that Mary Moore, dedding woman for

sertion, the writer some five years ago took up the matter direct with the head offices of both Bradstreet's and Blenheim, Feb. 11. - Wednesday Dun's at New York. If Mr. Bergev is afternoon a dog belonging to John interested I will be pleased to let him Morrow bit a man named Gales. read the "official" correspondence I A surgeon attended the young man and dressed the wound. Dr. W. B. have on file from the managers both concerns. Yours truly, Rowe, V. S., examined the dog and HENRY B. ASHPLANT. placed him in quarantine, pending de-London, Feb. 9. velopments. It is not thought that any

symptoms of rabies will develop. The law here is being well lived up to, and nearly all dogs are muzzled. Pianos to Rent. Pianos to rent from \$2 per nonth upwards, six months' rent allowed in case of purchase. Williams

> Logan & Ball Funeral Directors

Piano Company, Limi'ed, 261 Dundas

418 RICHMOND ST. PHONE 1968.

Residence on Premises.

nent that "from 1866 to 1865 in leads" in sailed from New York on Wednesday, forcing the bylaw.

1. Feb. 2. for the Mediterranean. She has

BIG SALE OF Regular \$1, for

Regular \$1 25, for \$1 10 Regular \$1 50, for \$1 35 point in favor of our Food Choppers is that the Cutters are made of steel and cannot break. There are four cutters with each machine; for coarse, medium, and fine chopping and pulverizing. They chop uniformly and do no

Westman's

mash or tear the various sub-

Phone orders promptly attended

stances.

Hardware 121 DUNDAS STREET MARKET ENTRANCE.

R. K. COWAN BARRISTER, SOLICITOR, ETC.,

casions. Hueston's Livery.