

WALL PAPER SALE

Many lines clearing at half price.

O.B. GRAVES

LIMITED
203 DUNDAS STREET.

DUSTOUT**WHAT DUSTOUT WILL DO**

It will clean all kinds of floors beautifully.
It will brighten carpets and rugs splendidly.
It will clean tile and oilcloth to perfection.
It will disinfect carpets and rugs, and prevent sickness.
It will destroy germs and microbes.
It saves scrubbing, mopping and dusting.
It is healthy, saves labor, time and money.

Try a Five Lb. Tin at 25c

J. E. Young's Hardware

111 DUNDAS ST.
Two doors from Talbot.

D., L. & W. Pea Coal

\$6.00 Per Ton

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

HEAMAN & SON

BURWELL AND YORK ST.
PHONE 312.

Fresh Whitefish

We receive regularly a supply of this fine fish, always fresh and wholesome. **ACADIAN BONELESS CODFISH**, shredded, per lb. 10c; 1-lb. brick, 10c; 2-lb. box, 25c.
Boneless Herrings, per lb. 30c.
Finnan Haddies, per lb. 10c.
Solid Meat Oysters, per quart, 60c.

J. W. Eedy

Phone 1206. 879 Waterloo Street.

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 marmalade.
We have a splendid recipe, and we loan our customers a fruit cutter.

CHOICE BITTER ORANGES

Clear-Skinned, Heavy Fruit, California Seedless Lemons.

The best grown, California Navel Oranges. Choice, Juicy Fruit.
30c Dozen

JAMAICA GRAPE FRUIT

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

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, 2 package 15c.
Self-Rising Buckwheat 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 38c.
Pint 38c.

PURE BONELESS CODFISH

In packing Halifax and Acadia Codfish only the very choicest parts of the cod are used. Put up in neat wooden boxes, and absolutely boneless. Three sizes, a box 17c, 25c and 50c.
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.

T.A. ROWAT & CO**CO RESONFENCE.****The Question of Failures.**

To the Editor of The Advertiser:

On Page 8 of your issue for this date 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 a representative of scientific principles in commerce.

If 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 follows:

"To the Editor: It has been stated that of the total number of people going into business, 95 per cent fail. Can you give me any information as to the accuracy of this statement?" Subscriber, Dun's reply covers the state-

\$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 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.

See Our North Window For Half-Price Goods**Diamonds at Half Price**

We do not advertise all Diamonds at half-price, 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
- 1 Case of Pearl-Handled Fruit Knives. Regular \$7.50, for \$3.75
- 1 Case of Silver-Handled Fruit Knives. Regular \$6.00, for \$3.00
- 2 Carving Sets, with bone handle. Regular \$1.50, for 75c

Umbrellas at Half Price

- 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 silver. Regular \$6, for \$3
- 1 Umbrella, silver inlaid. Regular \$14, for \$7
- 1 Umbrella. Regular \$17.00, for \$8.50
- 1 Umbrella. Regular \$5.00, for \$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, for \$2.75
- 1 Umbrella. Regular \$12.00, for \$6.00
- 1 Umbrella. Regular \$5.00, for \$2.50

Silver Deposit Ware at Half Price

- 1 Vase. Regular \$2.50, for \$1.25
- 1 Vase. Regular \$4.50, for \$2.25
- 1 Perfume Bottle. Regular \$3.50, for \$1.75
- 1 Perfume Bottle. Regular \$2.00, for \$1.00
- 1 Vase. Regular \$3.50, for \$1.75
- 1 Chocolate Pot. Regular \$2.50, for \$1.25

ALARM CLOCKS AT HALF PRICE

ONLY FOUR LEFT. Regular 75c Clock for 37½c. 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 & CO.

374 RICHMOND ST. PHONE 1084

ment that "from 1866 to 1903 inclusive, each year, for each 100 firms in business only 1 failed."

Again in Success Magazine for April, 1905, this identical assertion is refuted in an article dealing specifically with that error by Mr. Frank Greene, managing editor of Bradstreet's.

In the course of a study that involved consideration of this same assertion, the writer some five years ago took up the matter direct with the head offices of both Bradstreet's and Dun's at New York. If Mr. Bergey is interested I will be pleased to let him read the "official" correspondence I have on file from the managers of both concerns. Yours truly,

HENRY B. ASHLANT.

London, Feb. 9.

MUZZLING AT BLENHEIM

The New Dog Bylaw is Being Strictly Enforced.

Blenheim, Feb. 11. — Wednesday afternoon a dog belonging to John Morrow bit a man named Gales.

A surgeon attended the young man and dressed the wound. Dr. W. B. Rowe, V. S., examined the dog and placed him in quarantine, pending developments. 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.

Plano to rent from \$2 per month upwards, six months' rent allowed in case of purchase. Williams' Piano Company, Limited, 261 Dundas St. West.

Plano to rent from \$2 per month upwards, six months' rent allowed in case of purchase. Williams' Piano Company, Limited, 261 Dundas St. West.

Plano to rent from \$2 per month upwards, six months' rent allowed in case of purchase. Williams' Piano Company, Limited, 261 Dundas St. West.

Plano to rent from \$2 per month upwards, six months' rent allowed in case of purchase. Williams' Piano Company, Limited, 261 Dundas St. West.

Plano to rent from \$2 per month upwards, six months' rent allowed in case of purchase. Williams' Piano Company, Limited, 261 Dundas St. West.

Plano to rent from \$2 per month upwards, six months' rent allowed in case of purchase. Williams' Piano Company, Limited, 261 Dundas St. West.

Plano to rent from \$2 per month upwards, six months' rent allowed in case of purchase. Williams' Piano Company, Limited, 261 Dundas St. West.

Plano to rent from \$2 per month upwards, six months' rent allowed in case of purchase. Williams' Piano Company, Limited, 261 Dundas St. West.

Plano to rent from \$2 per month upwards, six months' rent allowed in case of purchase. Williams' Piano Company, Limited, 261 Dundas St. West.

Plano to rent from \$2 per month upwards, six months' rent allowed in case of purchase. Williams' Piano Company, Limited, 261 Dundas St. West.

Plano to rent from \$2 per month upwards, six months' rent allowed in case of purchase. Williams' Piano Company, Limited, 261 Dundas St. West.

Plano to rent from \$2 per month upwards, six months' rent allowed in case of purchase. Williams' Piano Company, Limited, 261 Dundas St. West.

Plano to rent from \$2 per month upwards, six months' rent allowed in case of purchase. Williams' Piano Company, Limited, 261 Dundas St. West.

Plano to rent from \$2 per month upwards, six months' rent allowed in case of purchase. Williams' Piano Company, Limited, 261 Dundas St. West.

Plano to rent from \$2 per month upwards, six months' rent allowed in case of purchase. Williams' Piano Company, Limited, 261 Dundas St. West.

THE**THORO****\$2.50 HAT**

Has the reputation for style, fit and quality.

FRANK C. HOOPER

Next The Advertiser

QUALITY STORE

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 lines—your gain. Note the prices:

1**Bar Le Duc**

White Currants, per jar, 20c.
Red Currants, per jar, 20c.
Gooseberries, per dozen, \$2.30.

2**Roquefort Cheese**

(Societe Brand.)
Per pound 35c
Whole Cheese, per pound 32c

3**Gorgonzola Cheese**

Per pound 30c

4

Tomatoes, three tins for 25c
Corn, three tins for 25c
Beans, three tins for 25c
Pumpkin, three tins for 25c
Beets (cut), three tins for 25c

5**Cerebos Table Salt**

Per package 12c

6**Durkee's Salad Dressing**

Regular price 35c; our price 30c

7**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?

8**Corn Starch**

Three packages for 25c

9**English Malt Vinegar**

(Sutton's.)
Per bottle 18c

10**Mushroom Catsup**

(Sutton's.)
Per bottle 15c

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**

Per pound 27c

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 coffee 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.

HARRY RANAHAN

515 RICHMOND STREET.
PHONE 1024.

For**St. Valentine's**

There's not a more pleasing gift than

Neilson's Chocolates

In dainty packages, 25c to \$1.00

Cairncross & Lawrence

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

BELTZ'S**SPECIAL****REDUCTIONS****IN FURS****THIS WEEK****PRACTICAL FURRIER.**

Mrs. A. J. Morgan and daughter Gertrude, 1006 Wellington street, are visiting Mrs. Morgan's sister, Mrs. A. McClelland, Chicago.

Saturday Savings**At Purdom's Hardware**

Prompt Attention to Mail and Phone Orders. Open Saturday Till 10 p.m.

Folding Tub and Wringing Machine—Heavy frame and metal braces. Special for Saturday \$1.39

Dog Muzzles, Chains and Collars. We carry a large assortment of all sizes, and our prices are the lowest.

Bread Mixer—Guaranteed to mix bread thoroughly in three minutes. Made in two sizes: 4-lb. size, each \$2.00; 8-lb. size, each \$2.50

Glass Towel Bars, with heavy nickel-plated brass trimmings. Special Saturday: 18 inches long, \$1.10 each; 24 inches long, \$1.40 each.

Thermo Washing Machines—Easy running, heavy frame, geared fly-wheel; each machine guaranteed. Price \$6.75 each.

Hand Sleighs—2 dozen Children's Hand Sleighs, all wood. To clear Saturday, each \$1.39

Kitchen Friend—Nine useful kitchen utensils on steel racks; all utensils made of best grade of steel. Saturday, set \$1.48

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

Leather Sales—Assorted sizes, pair 15c to 25c
Leather Heels—Pair, each 5c and 7c
Cobbler Sets—60c to \$1.43

Weather Strips—We carry a full line for doors and windows, from 1/2c to 5c foot.

Steel Sidewalk Scrapers—Two dozen to clear Saturday, each \$1.25

Cocoa Door Mats—We have a full line. Saturday, each \$1.23

We carry a full line of Sherwin-Williams' Paints, Johnson's Wood Dyes, and Floor Finishes. Ask for color cards. Headquarters for machinists' tools, builders' hardware, glass, brass and copper goods, cutlery, woodenware, etc.

The Purdom Hardware Co.

Entrances: 124 Dundas, 123 Carling Street. PHONES 2800, 2801.

Diprose**Saturday****Specials****Acadia Boneless Codfish**

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

Maple Leaf Salmon

Regular price 20c, special price Saturday only, per tin 17c

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 can, not as high as we can.

Aylmer or Quaker Brands.

All New Goods

Tomatoes 3 for 25c
Corn 3 for 25c
Peas, each 10c

Select Raisins

4 pounds for 25c
Best Currants, 3 lbs. for 25c

"Sunkist" Oranges and Lemons

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

JOHN DIPROSE

Three Popular Stores.
Dundas-Ridout Sts. Phone 386
Dundas-Wellington Sts. Phone 2282
Richmond-Hyman Sts. Phone 1291

BROWETT, LINDLEY & CO

MANCHESTER, ENG.

Manufacturers of High-Speed Engines for Traction, Street Railway Service and Electric Lighting Plants.**E. LEONARD & SONS**

EXCLUSIVE AGENTS FOR CANADA
London, Ont.

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 believe we can prove it if you'll let us have a trial order.

Specials for Saturday:

Bolling Beef, pound, 6c to 8c
Shoulder Roasts Beef, pound, 10c
Rump Roasts Beef, pound, 12c
Fresh Shoulders Pork, pound, 12c
Fresh Legs Pork, pound, 16c
Fresh Tripe (Our Own), pound, 10c

Extra Special, Saturday Only

Minemeat, 2 pounds for 15c

STALLS:
1 and 2 Market House. Phone 2859
87 Wellington Street. Phone 1057

Closed, heated carriages for all occasions. Hueston's Livery.

Closed, heated carriages for all occasions. Hueston's Livery.