

Hundreds

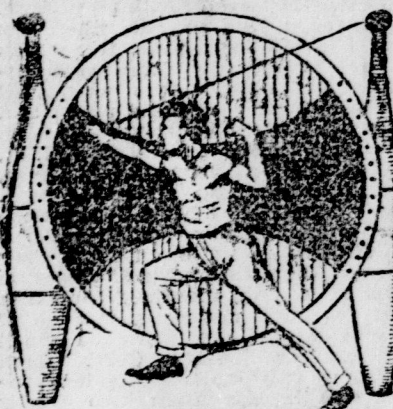
Of young men and women who are now occupying remunerative positions owe their success to their ability to do stenographic work, the duties of the position having placed them where they were able to become familiar with the inside workings of the business. Let us tell you of our courses if you are interested. Miss Hannah has been placed as stenographer with the Veterinary Science Company, London.

Forest City Business and Shorthand College,
LONDON, ONT.
J. W. WESTERVELT, Principal.

Nobby Spring Suits And Top Coats

Considering quality, style, workmanship and price, you cannot do better than order your clothes from us. The suitings embrace the latest fabrics.

O. LABELLE, 372 Richmond, MERCHANT TAILOR.



GETTING IN SHAPE

There is nothing like exercise to keep you in good health.

EXERCISERS

We have a complete line at prices to suit all parties, from 75c upwards.

BROCK'S GUN STORE,
192 Dundas Street, London, Ont.



MR. ST. JOHN HYTTENRAUCH
Teacher of Piano, Harmony and Sight Singing, receives pupils at the Conservatory of Music.

Every Building Erected

Should be fitted up for electricity. It will save you expense later on. Give us specifications and our rates will be furnished immediately. Phone 1103.

The Electrical Construction Co.
of London (Limited).

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

The House Should Look Its Best

It is our ambition to have a tastefully decorated and furnished house. We can plan out such a house for you and carry out every detail of it. The Wall Papering, Decorating. Our unrivaled success is our recommendation.

H. & C. COLERICK,
443 Richmond Street.

Sweet Home Soap

has been reduced to

6 CAKES FOR 25c.

we still offer a great variety of valuable premiums for SWEET HOME SOAP wrappers.

THE LONDON SOAP CO.



ONE SHAPE

GRAHAM BROS.

Put Money In Your Pocket

when you buy a **Hastings Bicycle.** We contracted for the manufacture of this wheel in one of the largest and best equipped bicycle factories in America. Result—the **Hastings Grade Bicycle** at a moderate price. You get a wheel at \$35 and \$40 that will cost dollars more elsewhere. Our name plate on it guarantees the quality. Let us explain the good points.

GURD'S,
185 DUNDAS STREET.

Dress Economy.

We're good counsellors on the subject of Made-to-Order Clothes, and will give you fashion, fit, superior tailoring—in fact, everything except high prices.

Southcott's, 361 Richmond St.
W. A. PIPEL, D.D.S.,
Specialty Gold and Porcelain work.
Hours—9 to 5 p.m.

Drs. D. H. & W. A. Piper
D. H. PIPER, M.D.,
Ear, Nose, Throat and Lungs.
Hours—10 to 2, 7 to 8 p.m.
Phone 304, 332 Dundas St. (cor. Waterloo).

Meteorological.

Toronto, March 23, 8 p.m.—The weather has cleared up today in the Maritime Provinces, and elsewhere in Canada it has been generally fair. A moderately important depression now covers Southern Ontario and Nebraska, and another depression is situated in Alberta.

Minimum and maximum temperatures: Victoria, 40—45; Edmonton, 30—42; Qu'Appelle, 20—34; Winnipeg, 6—34; Port Arthur, zero—40; Parry Sound, 18—32; Toronto, 24—32; Ottawa, 22—34; Montreal, 26—32; Quebec, 24—34; Halifax, 36—50.

Local temperature—The highest and lowest readings of the thermometer at the observatory on Friday March 22, were 35 and 22 above.

Today (Saturday) the sun rose at 6:16 a.m. and sets at 6:53 p.m. The moon rose at 7:56 a.m. and sets at 10:54 p.m.

A Woman In Love

With her husband and family will not buy inferior bread when she can have our Jersey Cream or XXX brands. Just try them if you are a stranger to us.

For sale by all grocers, or by our own delivery. Phone 818.

Johnston Bros.,

"The Best Bread Bakers."

Spring Top Coats.

If you would enjoy the pleasure of wearing a stylishly-tailored Spring Top Coat or suit let us make one to your measure.

THOS. WILSON,
Merchant Tailor,
Phone 596, 213 DUNDAS ST.

FAIRBAIN, THE TAILOR,

Richmond Street, Opposite City Hall.

London Advertiser.



A LOCAL BUDGET.

—Mrs. Sharpe and daughter have left for Winnipeg, Man.

—Mr. and Mrs. J. White, of St. Marys, were here yesterday.

—Mr. A. E. Forbes, of this city, has been visiting Seaford friends.

—Miss H. Hyttenrauch, of this city, has been visiting friends in Exeter.

—Miss Helen Fitzgerald, of this city, is visiting Mrs. H. McDougall, Toronto.

—Mrs. Lizzie Garrison, formerly of Tilsonburg, is visiting Mrs. Alex. Crawford here.

—J. W. Broderick, of this city, has purchased the bankrupt stock of W. Watson, Sarnia.

—Mr. James McGraw, Kincardine, has taken a position here as fireman on the G. T. R.

Wood's Phosphorine.
The Great English Remedy.
Sold and recommended by all druggists in Canada. Only reliable medicine discovered. Six packages guaranteed to cure all forms of Sexual Weakness, all effects of abuse or excess, Mental Worry, Excessive use of Tobacco, Optism or Stimulants. Mailed on receipt of price, one package \$1. Six, \$5. One will please, six will cure. Pamphlets free to any address.
The Wood Company, Windsor, Ont.

Wood's Phosphorine is sold in London by C. McCallum & Co. and Anderson & Nelles, druggists.

One Shape of Our Swell NEW YORK

STIFF HATS

Just Opened at

\$2, \$2.50 and \$3

GRAHAM BROS.

Fine Toggery for Men.

GOING AT \$1 38

Gentlemen, it's no use talking. We must have a room. An extra large shipment of goods forces us to sell hats at this price. Hats ranging as high as \$5 must go out at \$1 38 commencing Saturday, March 23. See our west window.

ROSS'

196 Dundas Street.
PHONE 1319.

FULL OF FIRE

Is the chief characteristic of the Diamonds we sell. Every gem is selected with a view to its color and brilliancy, and is so mounted that its full beauty is shown. Our Diamond Exhibit is one of the finest ever shown in this city. Buying Diamonds from us means absolute surety and lowest possible prices.

WARD, 374 Richmond Street.

The Ontario Loan and Debenture Co

PAID-UP CAPITAL, \$1,200,000.
RESERVE FUND, 555,000.

Deposits Received.

Interest 3½ per cent per annum, half-yearly.

Debentures Issued

for one year and upwards. Coupons attached for interest half-yearly.

WILLIAM F. BULLEN, Manager.
Offices—Cor. Dundas Street and Market Lane, London. W2

—Mr. Clem. Nichols, of Blenheim, has taken for his situation in the Gurd machine shops here.

—Mr. Thomas Powers, street railway conductor, will go to Alberta to engage in ranching.

—Mr. Robert Buchanan has left for British Columbia to take a position as an electrical engineer.

—Mrs. Joseph Rattenbury and Miss Dorothy, of Clinton, are visiting Mrs. H. Clucas, of this city.

—Mrs. Wm. McCutcheon, No. 752 Waterloo street, leaves on Tuesday for the Northwest on a visit.

—Mr. W. Clark, tobacconist, is being congratulated on his resuming business after his long illness.

—Mr. Wm. Collett, of the township of Nissouri, is visiting Mr. John H. Logan, of Oxford street, city.

—Miss Bell, of Tilsonburg, left a sum of money for the work of the Children's Aid Society of this city.

—Prof. Burgess, of Huron College, will preach in St. John's Church, Sarnia, tomorrow morning and evening.

—Two of the splendid new cars that are being constructed for the Spring-bank railway are expected here the coming week.

—The snow blockade in the north has been lifted, although the L. H. and B. train yesterday morning came from Wingham only.

—Mrs. Ash, of Rodney, is soon to leave for her new home at the "Soo." She will visit her London friends before making the change.

—Mrs. T. S. Bell, of Blenheim, has returned from London, accompanied by her daughter, Mrs. Craig, and the latter's step-daughter, Mabel.

—Old Suburban Melbourne. Recruiting for the South African Constabulary is now completed. The force sails for South Africa next Tuesday.

—Mr. H. Higgins, who has been in this city for some time, is about to start a factory in Tilsonburg to manufacture all kinds of carriage and cutter woodwork.

—Last night Court Pride of the Dominion whist team again defeated the South London Liberal team by ten points, in a return match at the latter's rooms.

—Mr. Andrew Denholm, editor and proprietor of the Blenheim News, was in the city today. Mr. Denholm attended the Press Association meeting in Toronto.

—Irene, the little daughter of Mr. and Mrs. John Sare, of Toronto, formerly of this city, died on Thursday after a few days' illness. The remains were buried at Toronto yesterday.

—Miss Merrett, of this city, is spending a few weeks with her aunt, Mrs. R. R. Dickey, of Forest. She has taken a position as stenographer and typewriter for a firm in Toronto.

—Mr. W. H. Hewlett, of this city, with Miss Beatrice McDonald, and Mr. Harold Jarvis, gave an organ recital on Thursday evening. Dr. Sowerby presided at the piano.

—A social evening was spent last night at the Palace Dancing Academy, when a large number of guests were entertained until midnight, and a most enjoyable evening was spent.

—Mr. James McRae, of Dutton, has been brought to this city for the purpose of being subjected to the X-rays to locate a bullet which has rendered him almost helpless for fourteen years.

—The first anniversary service in connection with St. James' Presbyterian Church will take place tomorrow.

—Rev. A. Gaudier, B. D., of St. James' Square Presbyterian Church, Toronto, will preach upon both occasions. On Monday evening Rev. Dr. Sowerby will give his entertaining lecture.

CREAM,

Whipping, Table, Devonshire.

DAIRY BUTTER,

Very choice, 22c per pound.

EGGS,

Now laid, 15c per dozen.

PHONE 1065.

THE J. E. GREELY DAIRY CO.,

LIMITED.

247 DUNDAS STREET.

Always Perfect.

Absolutely The Finest That's Baked

Science has perfected bread making and its highest development is represented in any of our makes. We develop every particle of nutrition in the flour used.

THE PARNELL-DEAN STEAM BAKING CO., Limited,
Phone 929, 75 Bruce Street, London, Ont.

The TRY ME is a WELL-MADE STYLISH, UP-TO-DATE SPECIALTY at a POPULAR PRICE.



BROWN BROTHERS' BOOT SHOP,
182 Dundas St. Phone, 860

—Goderich correspondent, Clinton News-Record: Miss Coral Vivian, who had to return to her home here from Victoria Hospital, London, in consequence of her hand being poisoned, and a narrow escape from the poison reaching every part of her system. Her finger has not yet healed, having been lanced, but she expects to return in a week or two for her hospital duties.

—The remains of the late Mrs. Geo. M. Gunn were interred at Mt. Pleasant Cemetery. The funeral ceremonies, which were attended by many friends, were conducted by Rev. Dr. Johnston, and were quiet and impressive. The pall-bearers were Messrs. C. McCallum, Wm. McDonough, J. W. Hyman, F. J. Hammond, J. I. A. Hunt, F. E. Leonard, Dr. George Wilson and Thos. G. Meredith.

ANNUAL TEA MEETING.
The members of Knox Church, South London, held their annual tea meeting last night. Tea was served from 7 to 8 o'clock, and afterwards the following programme was introduced by Rev. J. G. Stuart, who presided: Piano solo, Miss Wilder; reading, Mr. Kilgour; song, Col. Gartsch; cornet solo, Mr. Robinson; song, Miss Myra Piccard; reading, Mr. Alexander; song, Mr. Somers.

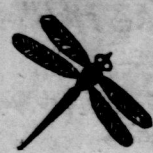
GIRLS' TENNIS CLUB.
The Girls' Tennis Club of the Collegiate Institute was organized yesterday and the following officers elected: Honorary president, Mrs. S. J. Radcliffe; patrons, Dr. English, Mr. E. J. MacRobert and Thomas Gillen; president, Mr. John McLeod, B.A.; secretary-treasurer, Miss Gertrude Hodges; executive committee, Miss Josephine Spencer, Miss Lillian Abbott and Miss Irene Love.

WOMAN'S ART CLUB.
The Woman's Art Club purpose holding an exhibition of art needlework and handicraft in their studio in the Free Library, beginning Wednesday, March 27. The exhibition will comprise needlework in all its branches, art industries and crafts, such as carving, leather basket weaving, bookbinding, etc. By the ever increasing use of machine-made goods, there is a danger of many arts being forgotten. The association hopes that by means of these exhibitions throughout the country (one having been held recently in Montreal and one in Toronto), that interest may be aroused in retaining, reviving and developing the art industries and crafts, and open a field of work so well adapted to women out of and in their own homes. During the exhibition two ladies will give practical demonstrations, one in different branches of needlework and one in the old original art of lacemaking on pillow.

FREIGHT RATES.
The Canadian Passenger Association met in Toronto Thursday, and some changes in the Canadian excursion agreement were decided upon. No alterations were made in the rates, but the time limit on excursions will be extended, and the territory from which excursions may be run was changed. It has been impossible in the past to run excursions within a limit of 50 miles, but under the new arrangement, excursions may be run within 50-mile territory, tickets good for one day; from 51 to 150 miles, tickets good for two days, and from 151 to 200 miles, tickets good for three days. This is an extension on tickets for practically a day, and the railroad companies hope by this method to encourage excursion business. In future, a party going, say a distance of 100 miles, may have the train stop at half a dozen stations on the way. Pan-American rates were considered by the association. It is expected that clubs and societies will more than ever decide upon Niagara Falls for excursions, from which place a short run on the trolley can be taken to Buffalo. In view, however, of the cheap rates that the lines purpose to put into effect, they are likely to cut off all excursions to the Falls and refuse to grant the usual rates.

KINDERGARTEN UNION.
Miss Jean Laidlaw and Miss Pope, of this city, will attend the International Kindergarten Union, which holds its eighth annual convention at Chicago on April 10, 11 and 12. The union is a federated organization representing 70 clubs, kindergarten clubs and kindergarten associations in all parts of this country and the United States. It is the largest kindergarten organization in the world. Miss Caroline T. Haven, of the New York city ethical schools, is the president, and will conduct the three days' sessions during the Easter holidays. The Chicago Kindergarten Club, with a membership of over 200 (which is eighteen years old, is to be the hostess to the international guests. No less than one

POSITIVE PROOF



The increased demand for Fit-Reform Garments is a sufficient proof that the people of today "know a good thing when they see it."

Our spring novelties in Overcoats, Suits and Trousers receive the highest praise from even the most critical.

This accounts for the fact "that we are rushed" at the

FIT-REFORM WARDROBE

Robert M. Burns,
180 DUNDAS STREET, LONDON.

SPRING SEASON, 1901.

Chapman's Grand Millinery Opening

Wednesday, Thursday, Friday, March 27, 28 and 29.

Grand Display of Ladies' Costumes and Tailor-Made Suits.

On the above dates you will find our Showrooms a most interesting and profitable place to visit and our Grand Millinery Opening the grandest and the most imposing in years. Representative styles and ideas from

London, Paris and New York,
will be shown in all their grandeur.

"A thing of beauty and a joy forever" are the pretty and dainty styles shown this season. Our stock of

Ladies' Costumes & Tailor-Made Suits

you will find very complete. All the latest styles are here represented. Millinery and Mantle Departments on first floor.

We cordially invite you to attend our Grand Millinery opening on Wednesday, Thursday and Friday.

J. H. CHAPMAN & CO

126 and 128 DUNDAS STREET.

thousand delegates and visitors are expected. The officers and executive board of this club constitute the local committee in charge of the entertainment of the International Union. Mrs. Alice H. Putnam being president and Mrs. Mary B. Page, vice-president. Most of the meetings will be held in the Fine Arts Building, on Michigan Boulevard. The handsome rooms of the Chicago Women's Club on the

E. M. C. A. CONCERT.
The London Opera House was well filled last night on the occasion of the concert under the auspices of the East Middlesex Conservative Association. The King Street Opera Company, some 30 children, who have been trained under the direction of Dr. Fred Wood and Mr. Ed. Flock, presented "A Trip to Europe," the clever work of the children being highly appreciated and heartily applauded. A number of solos and choruses were rendered by the children, and several specialties were introduced, including Scotch dances by little Addie and Dick Wood and Miss Frieda Paul, and a cakewalk by the company. The evening's programme also comprised solos by Miss Marion Hutchinson, Miss Inez Ethelyn Smith, Capt. Robson, M.P.P., and Dr. Fred Wood. Short addresses were delivered by Messrs. R. Shaw-Wood, Adam Beck, Wm. Gray and P. H. Bartlett. The ladies of the Maple Leaf League assisted the association in entertaining their guests, refreshments being served in the Conservative club rooms.

BRITISH STEAMER ASHORE.
Key West, Fla., March 22.—Captain Bravo, of the steamer Key West, arriving here today, reports a large English steamer ashore on French Reef. Wrecking tugs and crews from here have gone to her assistance.

DERAILED BY OPEN SWITCH.
Halifax, N. S., March 22.—The Sydney express was derailed at New Glasgow this afternoon by the main switch being left open at the Bridge street crossing. The engineer saw the open switch, but was unable to stop the train in time. The engine and baggage car plunged from the track, but no person was injured.

"BUNCOMBE."
When a newspaper writer and proof reader that works nights can feed himself out of dyspepsia, which most all that class suffer with, it is worth while to know the kind of food used.

This man is on one of the Rockford, Ill., papers, and says, "Being a newspaper writer and proofreader, also a graduate in medicine as well, though not practicing, makes a combination that would produce a skeptic on the subject if anything would."

Day after day I read the proof on the Grape-Nuts at the restaurant and with the feeling that they were all "buncombe." All this time I was suffering from dyspepsia from the improper food I was eating at the restaurant. One day I saw a package of Grape-Nuts at the restaurant and tried it with good, rich cream. The dish took my fancy at once. After a few lunches at midnight I noted an improvement in my feelings, and was able to work with less fatigue.

I have used Grape-Nuts as a regular diet since then, and have improved greatly. The old dyspepsia and bad feelings that I thought were necessary adjuncts to night work all disappeared, and I am able to do much more with less effort than ever before.

I was nearly ready to give up night work and seek health in some other walk in life, but thanks to my change in diet I am now all right.

Please do not use my name in public. Name can be given by Postum Cereal Co., Limited, Battle Creek, Mich.