

New Goods!

CARPETS

—AND—

CURTAINS

—AT—

Pridd's Bros.

158 Dundas Street.

CONFEDERATION LIFE

Purely a Canadian Company, with investments in Canada.

We require 100 shares on same basis as men, \$7.50 of business written on lives of ladies since New Year, in London.

Security absolute, rates low.

FRED. H. HEATH, GENERAL AGENT.

GEO. PRITCHARD, CITY AGENT.

Office, 436 Richmond Street.

Telephone, 777.

ENAMELED WARE

In White, Gray and Brown.

CARPET SWEEPERS,

CLOTHES WRINGERS,

WASHING MACHINES.

SPECIAL LOW PRICES FOR CASH.

STEVELY'S,

RICHMOND STREET.

PHONE 452.

FINE WEATHER—LITTLE CHANGE IN TEMPERATURE.

TORONTO, March 11—11 a.m.—A depression from the Western States has passed rapidly eastward across the lake and has caused high winds throughout Ontario and Quebec. It is now central near the Lake St. John district and is causing high southerly winds in the Maritime Provinces, where cautionary signals have been displayed since this morning.

Minimum and maximum temperatures: Montreal, 24°—44°; Calgary, 32°—43°; Battleford, 6°—26°; Qu'Appelle, 18°—30°; Winnipeg, zero—24°; Port Arthur, 28°—38°; Toronto, 34°—51°; Kingston, 36°—49°; Montreal, 26°—48°; Quebec, 28°—30°; Halifax, 26°—40°.

TO-DAY'S PROBABILITIES.

TORONTO, March 12—1 a.m.—Probabilities for the next 24 hours for the lower lakes region (covering the peninsula and as far east as Belleville) are: Winds mostly westerly; fine; not much change in temperature.

Col. E. J. Meagher, the ex-partner of Col. J. R. Wheat in the German Remedy Institute, was before Judge Wm. Elliot on Saturday.

Meagher was on trial for the alleged defrauding of Dr. James E. Gray, of this city, out of \$150 through false promises.

The complaint was the only witness examined, and he was kept on the stand from 10 o'clock in the morning until 3:30 p.m. The evidence was simply a repetition of that already published, and at the conclusion Judge Elliot stated that he could see no evidence of fraud on the part of the defendant, and accordingly dismissed the case.

Col. Meagher was seen after his discharge, and he was quite jubilant over the result of the trial. He was sure, he said, that nothing could be proven against him, as it was at the institute, Col. Meagher is now very anxious that Wheat should be brought back to London and punished on account of his (Wheat) having skipped the country, leaving him to fight it out. Col. Meagher also says that he will not let the matter drop, as it was at present not the matter of two weeks in jail for offenses committed by other parties.

"The Algerian" To-Morrow Night.

One of the most brilliant and most artistic of engagements to be seen in this city during the present season will no doubt be that of the new comedy-opera, "The Algerian," which comes to the Grand Opera House to-morrow night.

"The Algerian" is in three acts and is the latest work of Reginald de Koven and Glen McDougall, and it is proved to be one of the most brilliant of operatic successes presented in New York city in recent years. This delightful opera has just closed a very lengthy run in that city, the time being divided between the Garden and Daly's theaters.

Naturally, in offering such a production, the management must need a perfect and capable company, and the leading roles in the hands of such true and accomplished artists as Adele Ritchie, who will be seen in the role of Celeste, and Mr. Hubert Wilke, the foremost baritone on the American stage, has in the role of Col. Le Grange, one deftly suited to his method of work. The supporting company comprises such well known artists as Dorothy Morton, Bertha Bayless, Marian Bender, Enka Winton, Frank David, Joseph Herbert, Ben Lodge, James Maffitt, etc. The chorus is large and composed of girls of exceeding comeliness. The same special attention to detail and finish as characterized the recent production in New York City will be as closely attended to here.

Prof. Smith's Three Keys will positively cure rheumatism in three days, neuralgia instantly. Sold at all drug stores.

We are clearing out balance of fancy rockers regardless of cost, and are giving a life-size India ink portrait free to all cash purchasers of \$10. Come and get one at KNEZ BROS., 127 King Street, opposite Market House.

We are quoting very low prices for Lily White Oil, Aurora Light, Water White benzine, gasoline, machine and cylinder oil. Send for quotations. Phone No. 307. EMPIRE OIL COMPANY.

London Advertiser.

Telephone Numbers.

107.....BUSINESS OFFICE

134.....EDITORIAL ROOMS

175.....JOB DEPARTMENT

LONDON AND ENVIRONS.

Alas! for the season erratic

When birds know not how their sing;

Too warm for the jingle of sleigh bells,

Too cold for the poem on spring.

—Harry Lenox, of this city, will sing at a church concert in St. Marys on Thursday.

—Mr. Wm. Yates has gone to New York to attend to the new pumps for the water-works here.

—Mickey Jones, the ex-Tecumseh ball pitcher, is improving in health at Hamilton and may recover.

—The members of the various lodges of the I. O. O. F. will hold their annual church service on April 22.

—Lottie and Mary Lally, remanded to jail for a week on a charge of being drunk, were released from custody on Saturday.

—Sheriff's Officer Graham is now serving summonses to jurors for the Middlesex Spring Assizes, which open on March 27 before Justice Meredith.

—The course of lectures for the current term were concluded at the London Medical School on Saturday. The examinations will commence on Thursday and will continue for a week.

—Joseph Coulson and Henry Barclay, of London West, were charged with having worried a cow and calf belonging to A. R. Murdoch. The case was adjourned.

—A Grand Epworth League missionary meeting will be held to-night in the Queen's Avenue Methodist Church, at which the celebrated Bishop Nind, of the Methodist Episcopal Church, and Dr. Sutherland, of Toronto, will speak. There will doubtless be a big rally.

—Richard Fitzgerald, of Buffalo, son of Gerald Fitzgerald, of 295 Adelaide street, died in Buffalo yesterday, and the remains will be brought home for burial on Tuesday. Deceased was a former London boy.

Thomas, of this city, and John, of Stratford, are brothers, and there are three sisters in London, and one in Red Deer, N. W. T.

The Harry Lindley Company played "The Gold Ring" at the Grand on Saturday night to fair and good success.

The company was very well received, and gave scope for much love-making, shooting, etc., and Harry Lindley, as Dan McGinty, was the life of the show. Adelaide Flint and Willie Campbell acted well, and were favorites.

To-night the engagement of Mr. Lindley's own production, "The Man from Calgary," Mr. Lindley's many admirers should not miss this chance to see him in one of his best characters.

Death of the G. T. R. Paymaster.

Paymaster Champ, of the G. T. R., died suddenly yesterday morning at his residence in Hamilton. Deceased has not been very well recently, but his death taking-off will be a great shock to a wide circle of friends.

He was at his duties in the pay car at Hamilton on Saturday forenoon, but he came to Canada while still young.

He began his business career in the Hamilton Banner office—the predecessor of the Times—and in 1855, shortly after the inception of the G. W. R., he joined that service, and has ever since been a faithful member of the staff, succeeding Paymaster Bible on his retirement a dozen years ago.

Mr. Champ was a quiet, genial, kind-hearted man, and a favorite with his fellow-employees. He leaves a widow and family.

A Free Man.

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CONCISE CULLINGS.

A late dispatch says Louis Kossuth is losing strength.

Viscount Oxenbridge, master of horse, has resigned his office.

The condition of Mme. Carrot, wife of the French President, is improving.

At Cedar Rapids, Ia., the J. R. Moran Company, dealers in eggs and owners of six creameries, have failed. Liabilities may run up to \$200,000.

Morse, Smith & Co., produce merchants, who have done business in Boston for twenty years, assigned Saturday with liabilities of \$200,000.

Morse & Smith, produce commission merchants, Boston, assigned Saturday afternoon. The liabilities are about \$150,000; nominal assets, \$250,000.

William Dillon has assumed editorial charge of the New World, the Catholic organ in Chicago.

A dynamite hoard was exploded near the church in Funderbello, district of Spain, on Friday. The mayor of the village and the sexton of the church were killed.

The much-talked-of Populist convention advertised to be held in La Porte, Ind., Saturday, was but little removed from a fizzle. The attendance was limited to the unlucky number of thirteen.

Bids for the purchase and removal of the World's Fair building were opened in Chicago Saturday, twelve bids being recorded, the most favorable of which was \$15,160 for the ten largest structures.

Ishah's State building at the World's Fair has been sold to a resident of New York, who will move it to that State, and use it as a summer residence. The structure originally cost \$25,000, and was sold for \$4,000.

At Minneapolis, Minn., Frank and Louis Floyd were found guilty on Saturday night of complicity in the steal of \$123,000 made by Philip N. Scheig from the Bank of Minneapolis last September. Their mother, who was present when the jury rendered the verdict, fainted, and it is feared she will lose her reason.

IN LABOR'S FIELD.

Three Thousand Operatives at Arlington, Mass., To Be Locked Out.

LAWRENCE, Mass., March 11.—After the operatives had left the Arlington mills yesterday a notice was posted on the gate to the effect that the weaving and spinning departments would not open up Monday. This is a step on the part of the officials in connection with the pending strike in the dyeing and finishing departments, and is looked on as expressing defiance of the new operatives.

NOTES.

Louisville Typographical Union warns printers to keep away from that city, as there is trouble expected with the employers.

The London cabmen have recently held a number of meetings to discuss their grievances. They accuse their employers of breaking their agreement in compelling them to work more than twelve hours a day and threaten to strike if the agreement is not kept.

Some 2,000 strikers met in mass meeting at Monmouth, W. Va., Saturday night and adopted a resolution condemning the press for sensational and false reports. The Governor was also scored for sending troops where there was no need.

SHORT TALKS ON ADVERTISING.

NO. 2.

(Copyright, 1904, by Charles Austin Bates.)

It is continuous effort that pays in advertising as in everything else. A business doesn't keep his store open one day in the week, or one week in the month, or three months in the year. If he advertises that way that is the impression people will get. It is continuousness that has made each letter in the word "Royal" before Baking Powder worth over \$2,000,000. The owner of the Royal Baking Powder recently refused \$2,000,000 for his business—a business built up and fostered by persistent advertising.

People are very forgetful. They have to think pretty hard to remember the vice-presidential candidate two campaigns back, and yet he was pretty well advertised at the time. It has been truly said that the time to advertise is all the time. In business there is no such thing as standing still. A business man must go forward or he will fall back. Even if you do just as much business this year as you did last, some other fellow is doing more business and he is getting ahead of you.

Each year's effort should be to exceed last year's sales. The only sure way to do it is to advertise. Advertisers in busy times, because the iron must be struck while it is hot, and advertise in dull times to heat the iron. It can be done.

It is a safe rule to take advertising as you would medicine—when you need it. Advertising is the only medicine for sick business, but it must be of good quality, just as medicine must be good to do good.

It is poor policy to purchase a misleading ad. The planner and more truthful it is the better. Business men are coming to understand this more and more every day. The time has passed when "people like to be humbugged." Barnum is dead.

When you have decided what to say and how to say it, pick out the best paper you can find and use it. Remember that the best paper is the cheapest, and the place to put your advertising is in the place that people look for their news. Make the ads. newsy, and they will pay.

There is nothing mysterious about advertising. It is an exact science. You are simply telling people where they can get certain needed things. That's all there is to it. If you can tell them about something they want, or ought to want—if you have a good thing to offer—advertising will sell it. Most any kind of advertising is useful, but newspaper advertising is not only the best but it costs less than any other kind—service considered. You can get more circulation—reach to more people—for less money in a newspaper than in any other way. Figure it out and see.

Noah's ark was larger than the Great Eastern.

THEY ALL FOLLOW, BUT NONE EQUAL.

THE HUMBER BICYCLE.

The Humber is the pattern for all modern built wheels. It is the perfection of wheel design, a star in the distance whose guidance is followed by its altitude never reached. Its design may be imitated. Wheels may be built on "Humber lines," but for speed, stiffness, life and strength it is unequalled.

W. A. BROCK, 192 Dundas St.

AGENT FOR

The Humber, Rudge, New Howe and Scorcher Cycles. List on application.

\$150 WORSE THAN THROWN

AWAY ON FIVE DOCTORS.

Mr. Frederick Ziegler, of Seaforth, the Loser—Fourteen Years of Expensive and Suffering Experiences—How Others May Avoid It.

(From Huron Expositor.)

Mr. Frederick Ziegler is well known in and around Seaforth, where he has lived for many years. His prolonged and terrible suffering from rheumatism and La Grippe is also well known to most of the physicians of that town, having been treated by them for years without obtaining any relief. Mr. Ziegler writes for the benefit of the readers of the Huron Expositor: "Fourteen years ago I was seized with rheumatism. I have suffered terribly with it, the pains at times being almost unbearable. I tried several of the best doctors, but to no avail. About four years ago I was taken with La Grippe. I then suffered with five of the best doctors for five months with little or no relief. I paid over \$100 in doctors' bills and medicines of various kinds. At last I procured three bottles of Williams' Royal Crown Remedy and Pills and by the time I had used one bottle I began to feel better, and when I had taken two and a half bottles I was completely cured and have remained in perfect health ever since. I believe it to be the best medicine ever introduced in or about these parts, for there are a great many others in this town who have been cured by the Royal Crown Remedy. There is no person who thinks more of this Remedy than Mrs. J. McLean, of this town, who so highly recommended it to me. My wife was also very badly troubled with salt rheum, so badly that she had used but a small quantity of the remedy when she was greatly benefited, and, indeed, that her finger nails all fell off. Williams' Royal Crown Remedy and Pills is a wonderful blood purifier and system builder, and should be continued until the cure is complete, and always kept in every house, as it is the most economical medicine manufactured. Only \$1 for pint bottle and 25c for pills lasts a month, or five bottles of Remedy and 5 boxes Pills for \$5. Sent by express by Isaac Williams Company, London, Ont., or by druggists. Take nothing else, beware of substitutes. xx

BOYS' HATS.

In all styles and colors.

Rivard

LONDON'S FASHIONABLE HATTER.

400 Richmond Street.

Clearing Out.

SPECTACLES

—AT—

HALF PRICE.

McDermid's Drug Store

174 DUNDAS STREET.

THE ONTARIO

Loan & Debenture

COMPANY.

Subscribed Capital.....\$2,000,000

Paid-Up Capital.....1,200,000

Reserve Fund.....400,000

MONEY TO LOAN

On mortgages on real estate AT LOW RATES OF INTEREST. For best terms make personal application at the office of the company.

WILLIAM F. BULLEN, MANAGER.

Office—Corner Dundas street and Market Lane, London.

PATENTS

P. J. EDMUNDS, Solicitor of Patents.

MECHANICAL AND PATENT LAW EXPERT.

200-21 Richmond, corner King, London, Ont.

Telephone 801 B.

Removal Sale

Special prices for the next two weeks, to save trouble moving them.

Spring Hats

We have received all our Spring Hats, latest styles and shapes.

BEATON'S

DUNDAS STREET.

WOOD

Reduced Prices.

WOOD

BOWMAN & CO.

246 Bathurst Street.

Agents: F. S. CLARKE, 416 Richmond St.

H. G. ABBOTT, 314 Dundas St.

R.K. Cowan

Ferrister, etc., over Bank of Commerce London.

MARA'S

MARA'S

MARA'S

Monster Building

Sale!

Bargains every day now until the worry necessitated by the workmen, who are even now at work on our two stores, is ended.

Mara's Monstrous Monopoly

To keep your good feeling during the dust and dirt which will be here, we propose cutting some goods down to

Ridiculously Low Figures!

Our Mr. Mara, has just returned from Montreal, having gone there on receipt of a telegram from the hard up wholesalers who wanted our cash.

Monday Bargains

530 yards union reversible Carpet, yard wide, 28c yard.

100 pieces gray Sheetting, 36 inches wide, 5c yard.

A 65c Sensation Corset, sizes 18 to 30, only 35c.

Gents' 4-ply Linen Collars, all shapes, 10c each.

Lace Curtains, 3 yards wide, taped and bound, 65c pair. Our low line on Monday 20c.

Best black and white Spools, all numbers, 1c each.

New Embroideries for Monday, 4c yard.

Men's Flannelette Shirts, 30c each.

5, 5½, 6, 6½, 7, 8, 9 inch Steel Scissors, 15c each.

New veilings, New Braid Trimmings, New Buttons, New Silk Spools.

Clothing

Will be sold at half what it is marked.

Our Shoes

Will not bear a very great reduction, but we will do what we can for you.

Small Wares

We still lead in style, price and quality.

Cottons and Shirts.

We have just what you want. Call on us.

—THE—

T. E. Mara Co.

LIMITED.

155 Dundas Street and Market Square.

LONDON.

Orders must in every instance be accompanied by the coupons corresponding with the number of Portfolio desired. To avoid errors give number of Portfolio in your letter 249.

BACK NUMBERS, without coupons, 15 Cents.

Mail orders will be filled in about one week after receipt.

ART STORE

We shall be glad to show you our new goods for the holiday trade, especially our

ETCHINGS, ENGRAVINGS

PHOTOGRAPHS, ART PRINTS

EASLS AND MIRRORS,

ONIX TABLES.

Our stock of Picture Frame Mouldings is larger and finer than ever.

O. B. GRAVES,

222 Dundas Street.

MARRIAGE LICENSES.

LICENSES ISSUED BY WM. H. WESTON

grocer, Stanley street. No bond required.

MARRIAGE LICENSES AT SHUFF'S

drug store, 69 Dundas street east. Residence, Dundas street, corner William. Take Dundas street car. No witnesses required.

MARRIAGE LICENSES ISSUED AT

CLAS, F. COLWELL'S Popular Home House, 139 Dundas street, and 239 Princess avenue.

LICENSES ISSUED BY THOS. GILLEAN,

Jeweler, 422 Richmond street.

Births, Marriages and Deaths

DIED.

CREIGHTON—On Sunday morning, March 11, at the residence, Hillside Farm, North Dorchester, James Creighton, aged 71 years and 11 months.

Funeral on Tuesday, March 12, services at the house at 10 o'clock. Friends and acquaintances will please accept this intimation.

FITZGERALD—In Buffalo, on March 11, Richard, the youngest son of Gerald and Katherine Fitzgerald, aged 31 years and 3 months.

Funeral will leave his father's residence, 295 Adelaide street, at 8:30 a.m., on Tuesday, for St. Peter's Cathedral.

GREEN—In this city, on March 11, Thomas Green, aged 67 years, father of Mrs. M. Haystead, of this city.