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Has been before the London public for TWENTY-THREE YEARS, and its methods should be well understood.

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Every Style and Weave of Cloth for a Nobby Spring Suit.

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Merchant Tailor.

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Our meals are prepared under the direction of a man who knows how.

The result is good meals—meals you like to eat.

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All branches taught—Piano, Violin, Harmony, Voice, Organ, Fletcher Music Method, Sight Singing, etc.

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The pleasure, comfort and convenience one gets out of a well-installed hot-water heating system amply repays him for his expenditure.

It adds to the joy of living, and we quite agree with Capt. Jack Crawford when he says:

What are you and I,
But a stew and a fry,
A broil and a siss
And a scramble for bis—
And six feet of earth
When we die.

We know what pleasure is, for we have done good work.

NOBLE & RICH
237 QUEEN'S AVENUE
Plumbers and Steamfitters.

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174 TO 180 KING STREET
ESTABLISHED 50 YEARS.
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OUR CELLULOID PLATES SURPASS ALL OTHERS FOR STRENGTH, APPEARANCE AND COMFORT.

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Hamilton's Porter is fully aged. It is the best. Ask for Hamilton's when you are buying.

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Our Mixed Blocks

at $2.00 per load and SLABS at $1.50 are the

"Veribest" for summer use. Try them and be convinced.

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Gifts for May Brides

Everything new and charming—the gift buyers will have little trouble in making selections here. Inspection invited.

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IN CAR LOTS OR RETAIL.

We can supply high-grade Portland Cement in any quantity and at right prices.

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Johnston Bros. XXX Bread

is favorite. Made from highest grade materials, thoroughly baked, every loaf as good as the other one. ASK FOR IT AT GROCERS.

Johnston Bros., Phone 944

City and District

—Mr. Thomas Cootes, of this city, is visiting friends in Point Edward.

—It is understood that 60 per cent of the members of the London Field Battery will be taken to Quebec.

—Miss Eva Howse, of South London, left yesterday for St. Thomas, where she will reside in the future.

—Miss Bamford, of Listowel, is a bright visitor in the home of Mr. and Mrs. Alex Burness, Piccadilly rstreet.

—Mr. and Mrs. Robert E. Berry, of 45 Beaconsfield avenue, wish to thank their many friends for their kindness during their recent bereavement.

—Mr. William Stock, a well-known young Londoner, who was formerly with Mr. John S. Barnard, jeweler, of this city, and who for some time was with Ryrie Bros. in Toronto, has started in business in Toronto with Mr. H. L. Bickle, formerly of Winnipeg. The firm will be known as Stock & Bickle and their place of business is at 131 Young street. Mr. Stock's many friends in this city will wish him every success.

Left for Alberta.

Mr. Gordon Parsons, of Littlewood, left this morning for Alberta, where he will spend some time with his brother, Mr. Thomas Parsons.

Transferred to Woodstock.

Mr. William Graham, of the Bank of Nova Scotia, St. Catherines, has been transferred to the Woodstock branch and commenced his duties there yesterday.

Officers Elected.

Kensington Methodist Sunday school has elected officers as follows: Superintendent, R. H. Wade; assistant superintendent, E. Littlejohn; secretary, N. Wade; treasurer, R. Johnson; organist, G. A. Brewe; assistant organists, Misses Wade and Newton; teachers, Mrs. Newton, Mrs. Johnson, Miss Watson, Miss Wade, Miss Clark, Mrs. Rice, Miss Clugston, Mrs. Stephens, G. A. Brewe, F. A. Talbot, C. H. Joyce, W. Smale, E. Littlejohn, E. L. Carliss, Miss Dove and R. H. Wade.

Ah! He Was Caught Napping

He let his watch run in dirt till it was ruined. Had he brought it to us and had it cleaned sooner it would have been good today.

Motto—Don't wait too long.

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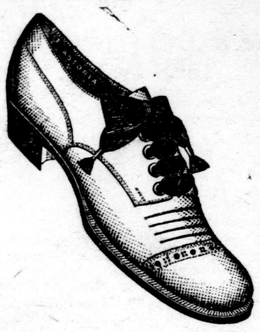
The Jeweler.
380 RICHMOND STREET.

ASTORIA
The Young Man's Shoe



The young man wants dash, go and ginger in his shoes. He wants all the style "kinks" on the bill. "Astorias" are designed to meet the young man's wants. They are as smart and as swell as his heart can desire.

High and low cut. Choice leathers. Artistic shoemaking. Styles that are vastly different. All sizes and widths. Prices $4 00, $4 50 and $5 00.

We want every young man in town to make it his business to see the present season's handsome Astoria Shoes.

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Good Shoes for All the Family.
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A dainty and truly remarkable preparation, which will keep indefinitely without change. It has all the qualities most sought by women as an innocent unguent of rare effectiveness for soothing, healing and beautifying the skin.

25c and 40c Jars.

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Chemists and Druggists
216 Dundas St., LONDON

WEEKLY PARADE OF SEVENTH REGIMENT

Big Turnout Last Night—A Church Parade Next Sunday.

There was a good turnout of the Seventh Regiment last night at the Armouries.

The men were put through an hour's drill. A very good showing was made.

The band, under the direction of Bandmaster Slatter, played several selections in good style.

On Sunday morning there will be a church parade. The Seventh will attend divine worship in St. Andrew's Presbyterian Church.

Finest rubber-tired cabs and coupes, Open day and night. Hueston's Livery.

If teachers would learn how to shoot some of the young ideas, perhaps it would be more to the purpose.

Some people are so verdant that they make a fresh green June landscape look musty and faded.

Occasionally a man appears to stand fire bravely because he is so badly scared that he can't move a finger to tell how terrified he is.

Bible Class Services Next Sunday

The report that a deputation of Toronto preachers, consisting of Rev. Beverly Smith, Rev. Nathaniel Smith, Rev. D. H. Spence, George Cuttlewell and Thomas Gibson are to speak in local pulpits Sunday next, in connection with prohibition and local option issues, is denied by Secretary McDermid, who stated to The Advertiser today that next Sunday will be devoted in many of the churches to the work of establishing Bible classes.

In connection with these special Bible Class services, Mr. Matthew Parkingson, of Toronto, Provincial chairman of the new Bible class movement, and Mr. J. A. Jackson, chairman of the Sunday School Association, will give addresses.

Mr. Parkinson will speak at Talbot Street Baptist Church on Sunday morning, and in the First Presbyterian Church in the evening. Mr. Jackson will speak in Wellington Street Methodist Church in the morning, and in King Street Presbyterian Church in the evening. In the afternoon there will be a men's meeting in the Auditorium, at which both speakers will be present.

On Monday afternoon and evening a general conference of those interested in the Bible class movement will be held in the Sunday school room of St. Andrew's Church. There are at present seven adult Bible classes organized and it is expected that many more will result from the conference.

Plumbing Prices and Good Work

Some plumber living in Hamilton has written a letter to a plumber's trade journal, called the Steamfitter and Plumber, talking about the cheap and botched work being done in Hamilton, and the need for a plumbing inspector there. The cases specified in the letter are cases where the price is so ridiculously low, according to the plumbers, that only a botched job would be made of it.

The letter says that the writer was asked to put in two closets, setting the bowls in the quarter bends, something which is not good practice. There was to be no vent to the roof, and the houses were new. In other cases galvanized iron pipe was run from the closet to the roof. The writer of the letter says:

"We figured on two houses a few weeks ago, which were to have five-foot cast iron enameled bath tubs, with fuller bath cocks. N. P. waste and overflow, lown down closet, cast iron enamel, a lavatory with 8-inch backs x 30-inch cast iron enameled roll rim one piece sinks and backs, N. P. cocks; 30-gallon galvanized iron range boiler with stand and stops; lawn supply with stop and waste cocks; 40 feet of 4-inch soil pipe for each house; water supply to be run ½-inch galvanized iron pipe; boiler to be connected to the furnace; all work to be done in a thorough, workmanlike manner. We put in a price for the work and the owner nearly took a fit; the contract was let for $95, with lead work under the floors.

"Another case was as follows: Five-foot, cast iron enameled bath with N. P. waste and overflow, fuller bath cocks; a good-sized lavatory with fuller cocks, low down closet; 30-gallon galvanized iron range boiler with stand and stop cocks, lawn supply with stop and waste cock; 35-feet 4-inch soil pipe and necessary brass thimbles; ½-inch galvanized pipe for water supply, brass stops in cellar; pipe house for gas—16 outlets—connect to the meter, connect to range and gas stove and mantle.

"We did not get the job, as we were too high. The owner did not take a fit, but claimed we wanted to ruin him. The contract was let for $126.

"Now the above is true, and do you think that there is a city in this Canada of ours that stands in need of sanitary inspection more than Hamilton, and how can good work be done at such prices?"

Annual Anglican Missionary Campaign

The annual missionary campaign in connection with the Church of England missionary work commences next month, and next Sunday there will be a general exchange of pulpits in the counties of Middlesex and Lambton.

The following speakers will occupy the various pulpits in this vicinity:

St. Paul's Cathedral—Ven. Archdeacon Forneret, M.A., of Hamilton, at 11 a.m.

Cronyn Memorial Church — Rev. Canon Tucker, D.C.L., of Toronto, at 7 p.m.

St. James' Church — Ven Archdeacon Forneret, M.A., of Hamilton, at 7 p.m.

St. George's Church—Rev. Canon Tucker, 11 a.m., and Rev. G. F. Davidson at 7 p.m.

St. John's Church—Rev. Canon Craig, B.D., of Petrolea, at 11 a.m.

Christ Church—Rev. Rural Dean Wright, 11 a.m., and Rev. F. G. Newton at 7 p.m.

St. Matthew's Church—Rev. F. G. Newton at 11 a.m., and Rev. Rural Dean Wright at 7 p.m.

All Saints' Church—Rev. G. F. Davidson, 11 a.m., and Rev. Canon Craig at 7 p.m.

St. Luke's, Broughdale—Rev. H. W. Snell, of Thorndale, at 7 p.m.

The clergy of this city taking part elsewhere on Sunday next are:

The Right Rev. Bishop Williams, Clinton and Seaforth.

Ven. Archdeacon Richardson, Goderich and Clinton.

Rev. G. B. Sage, Wingham.

Rev. W. Lowe, Hyde Park and Byron.

Rev. R. S. W. Howard, Parkhill and Greenway.

Rev. J. G. Perdue, Thorndale and Nissouri.

Rev. G. A. Andrew, London Township and Ilderton.

Rev. H. H. Tancock, Belmont and Dorchester.

Rev. Principal Waller, Parkhill and Greenway.

PORT STANLEY IS BOOMING

(Continued From Page One.)

property prices, Mr. William Bell sold his ice cream plant the other day to London parties for close on to $4,500. A few years ago the same property was bought for considerably less than $1,000.

A few days ago a prominent Londoner offered $1,000 for a piece of property in the village. The offer was refused. Two years ago the owner offered the same property for $350.

The Plow Works Company has purchased 11 acres of property near the spot where the old turntable on the Pere Marquette used to stand.

The land has been leveled, and the erection of the building will be commenced as soon as possible.

This industry is well backed, and will be a decided acquisition to the place. It was thought at one time that it would locate in London, but Port Stanley was chosen as a more suitable location.

Tenders for the erection of the building will be opened today. It is expected that 35 men will be employed at the commencement.

Want Waterworks System.

Port Stanley citizens are agitating for a waterworks system. Already the council have taken the matter into consideration, and a bylaw will be submitted to the people in the near future, probably within a month or so.

The plant will cost $15,000, and will be located in the western section of the town, possibly on the Fraser Heights.

It is expected the bylaw will carry without difficulty.

Work on Breakwater.

The work on the new breakwater will be pushed forward vigorously. Already one crib 60 feet long is ready to be taken out into the lake and sunk. Large cement blocks of twenty tons weight are used to sink these cribs. Three more are in process of construction, and will be towed out to the lake when completed.

The breakwater will not be completed until late this fall, probably not until next spring.

Unfortunately, it is causing not a little havoc to Orchard Beach. The bank is being washed away gradually, and in a very short time will be completely destroyed unless something is done to prevent it.

At present little or nothing has been done to prevent the encroachment of the water, and in a very short time practically the whole of Orchard Beach will be wiped out.

Steps have been taken to prevent part of Port Stanley property from being washed away, as since the breakwater has been partially constructed the seas had washed the end of the main street away and had threatened several houses.

Within a short time, the water had worked to within a few yards of the end of the east dock, and would have in all probability worked through to the channel of the river, the result of which would have been to have choked the harbor completely.

However, the wearing of Orchard Beach continues. Conditions are considerably worse than they were last fall, owing to the many severe southwest blows this spring.

Piers will have to be built out into the lake at regular intervals of fifty feet or else a long breakwater will have to be constructed if this property is to be saved.

"This spring has been the best I have known in 18 years,' said Mr. John Ferguson. "Business has been better and prices for property higher. The Plow Works will make a considerable difference to the place, and is a permanent good. Cottages are being built in large numbers, and the property in the village is very valuable. A large number of buildings will be erected this summer, and altogether the outlook is very good. The Amusement Company are preparing to begin work on the beach, and I expect good progress will be made in this matter before the excursion season starts."

"Business never was better," said all the merchants who were interviewed. "We all show increases in business, and the outlook is very good indeed."

All the hotels and cottage owners report a very large number of inquiries for cottages and rooms, and nearly all rooms are taken until well along in the season.

The city property on Fraser Heights does not show any signs of improvement, and it looks as if nothing will be done by the Pere Marquette this season.

The majority of the citizens of Port think that the city should take the property over from the company and fix it up.

The company's lease has only a few years to run and, naturally, they will not make permanent improvements to the heights.

The dance hall is in bad condition, the foundations having completely rotted. There are few or no swings, and the rest of the ground is not in good shape.

A correspondence is being carried on by the Amusement Company and the owners of a line of vessel owners in Cleveland to run to the Port this summer. It is not known what will come out of this, but it is expected that the boats will run.

London's port is booming and the prospects for a great summer are exceedingtly bright.

In the French senate they have been discussing the recent explosion on board the Iena. It was declared that the so-called B powders caused it, and the necessity was urged of stricter surveillance over the manufacture of powder in France, as well as the use of freezing apparatus to keep the temperature of powder in magazines under 77 degrees Fahrenheit.

The more clothes a woman has the less is she apt to have a thing fit to wear when a time for making a display comes.

An unofficial estimate places at about 8,000,000 the number of telephones now in use in the world.

CASSELMAN BROS., 171 DUNDAS STREET

QUALITY
The Best Economy

No man or woman can afford to practice the false economy of wearing poorly made common shoes.

QUALITY is the purest economy from every standpoint.

STYLE---COMFORT---WEAR

There is economy in SLATER OXFORDS.

MENS $4 to $6—"None so good"—WOMENS $2.50 to $5

CASSELMAN BROS. SLATER SHOE STORE

PLACE OF CHURCH IN MODERN LIFE

Interesting Lecture By Professor Cauldwell in First Presbyterian Church.

"The Place of the Church in Modern Life" was the theme of a profound discourse by Professor Cauldwill, of McGill University, before a large audience in the lecture-room of the First Presbyterian Church last night. Professor Cauldwill dealt first with the history of the church, showing how it had always been an organization for the good of man.

Many, he said, who condemn the church today, forget that if it were destroyed, other organizations, and perhaps not such good ones, would instantly take its place.

The church rests naturally upon the religious tendencies of mankind, and should aim not only to meet the needs of our life now, but to prepare us for the hereafter.

The best way to get man to live well in the next world is to get him to live well in this world.

The man who has not realized that he is immortal has not begun to live.

In the early days of the present century the church had to combat the opinions of scientists who expressed all sorts of beliefs, which tended to give people an indefinite and unsatisfactory outlook on life.

Religion and Man.

Religion is as necessary to a man as his muscles or his mind, and thanks to its having been made a science and studied from that basis, all the uncertainty has been dispelled.

The church is, however, to be blamed for its insistence on many minor details, which tend to confuse people, while the world in general is to be blamed for the lack of seriousness it displays in looking at the most serious problems.

Some think they can return to an imaginary simple life that was lived hundreds of years ago.

Instead of returning to any simplicity it should be everyone's aim to forge ahead and reach out for better and greater ideas.

One of the most serious charges brought against the modern church is that it is out of touch with modern conditions, and is not close enough to the needs of the people.

If modern life is really so materialistic, it is so much the worse for modern life.

The human heart is, however, just as open to good impressions today as it ever was, and many modern millionaires are not so far away from the ideas of Plato and other ancient philosophers as some people think they are.

They are simply viewed under modern conditions.

There are thousands in this country, and there will be thousands in the great west, whom the church will never reach.

Sources of Learning.

Men do not believe it and it is not true that a simple parish church is the sole source of religious learning.

Modern literature and science dispelled that theory long ago.

At no other period in the world's history was the general mass of the people so well supplied with books and other means of obtaining religious knowledge.

In Western Canada the schools should be of one denomination.

One of the greatest civilizing agencies would be a non-sectarian spirit in our universities.

The day of the denominational university is past.

No more denominational universities should be allowed as no denomination by itself is large enough or wealthy enough to meet the problems that confront universities today.

The Men and the Church.

It is becoming increasingly difficult for the church to keep the services of the best men.

This was not so only a few years ago.

Now the remuneration of the clergyman is so unattractive that the greatest trouble is experienced in getting the class of men that are needed in the church.

Another great drawback is the way in which preachers are tied down by rules.

No clergyman can express many of his real views on things, as he is bound to observe the doctrines and articles of his church.

We should aim to keep our universities so that the students of one may mingle with the students of another, and get into closer contact with the beliefs and ideas of one another.

In this way all will have a broader conception of things, and that is what is needed in these days when the Christian religion is in conflict with other religions all over the world.

Many preachers now, on account of their training, are pastors and not theologians.

It is surely right for the church and her representatives to keep in touch with all reforms and new movements of a progressive nature, and it would be most beneficial if the churches would get men associated with them who could tell them the truth about many of the problems of today.

There are men, for instance, who have made a close study of labor problems and could tell the church where to commence in its work, and men who have studied various other questions and could advise the church as to the best way of meeting them.

The immense waste of time, money and energy that is now taking place in the efforts to bring about reform would then be eliminated.

A very hearty vote of thanks to Professor Cauldwill was moved by Dr. Merchant, and seconded by Rev. J. G. Stuart.

LONDON FREIGHT IN A COLLISION

On the C. P. R. at Streetsville Junction.

A rear-end collision between freight No. 54, running from this city to Toronto and a freight running from Teeswater to Toronto, occurred at Streetsville Junction on the C. P. R. on Saturday evening.

No official information has been given out, but it has been learned that the London freight, in charge of Conductor Cook, passed the branch at Streetsville and stopped.

The train from Teeswater was switched onto the main line, and was traveling too fast to be able to stop. It crashed into the rear end of the London train, completely wrecking the caboose and five freight cars.

No one was in the caboose at the time. The firemen and engineer of the Teeswater train jumped, and escaped injury.

Considerable damage was done to the roadbed and the line was blocked for some time.

The auxiliary from this city was called, and aided by the crew from Toronto, repaired the damage.

An investigation into the affair was held in Toronto last night, but nothing has been given out.

WILL GIVE ALL-RED SERVICE

C. P. R., Says Shaughnessy, Are Ready to Put on Boats.

London, April 27. — Sir Thomas Shaughnessy in an interview declared that the C. P. R. was ready, if the Government offered sufficient inducement, to provide an all-red route which would really be an improvement on what the company has been carrying on for twenty years. The Canadian Pacific's new liners had not been commenced because the directors had not wished to anticipate any action regarding the all-red line.

The administrators of Lady Strathcona's gift of £9,450 for assisting the unemployed as emigrants to the Canadian Northwest state that many emigrants have repaid the advances, consequently of the gift a great part is available for further cases. Many emigrants have been pioneers for friends and relatives.

In a report from Paris to the British Chamber of Commerce the most important subject dealt with is the Franco-Canadian treaty, which, it is anticipated, will give an enormous impetus to Canadian trade with France.

A prospectus of Montreal 4 per cent loan is issued at a price of 99.

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