

The Royal Road

It is said there is no royal road to fortune, but a very near approach to such a road is the good business education we impart to our students. It constitutes a sort of mileage honorarium, all business thoroughfare. It makes you at home in the business office. Catalogue free.

Forest City Business and Shorthand College, London, Ont.

J. W. WESTERVELT, Principal.

Fall and Winter Suits and Coats...

We have a splendid assortment of patterns in a quality of goods both serviceable and very stylish. It's a good time to order now.

O. Labelle, Richmond.

W.C. Barron

Accepts Elementary and Advanced Pupils for Graduation.

GEO. TAYLOR & SON

HARDWARE,

239 DUNDAS STREET.

Wringers.....\$1.50 to \$4.00
Carpet Sweepers.....\$2.00 to \$3.50
Carvers.....\$1.00 to \$5.00
Meat Choppers.....\$1.35
Rubber Door Mats.....\$1.25
Wringing Rolls.....\$1.00

The Difference..

Sweet Home Soap—
6 bars for 25 cents.
Other kinds—5 bars for 25 cents.
1 Bar.

YOU WANT THIS BAR.

Telephone 1103.

We do all kinds of electrical work, from the smallest to the largest job. Give us an opportunity to estimate on your contract.

The Electrical Construction Co.

of London (Limited).

FAIRBAIN

MERCHANT TAILOR.

Opp. City Hall Upstairs.

IT PAYS TO

The Bath

—THE—
CANADA BUSINESS COLLEGE,
Chatham, Ont.

Stands unrivaled among Canadian business schools. Our course of instruction is unequalled in Canada for excellence in teaching, thoroughness, while our facilities for placing pupils are unsurpassed.

We have recently secured good positions in 40 days; 72 secured good positions during July and August; 73 secured good positions during the last month previous to July 1. 20 of the last placed will appear in Saturday's issue of this paper, showing where they are placed. Watch for it and write for catalogue of either our shorthand or business department.

B. McLELLAN & CO., Chatham, Ont.

SPECIAL NOTICES.

James P. Hunt & Sons'
Bed and Mattress Cleaning Factory.
We have New Mattresses, Feather Pillows, Cushions, Brass and Iron Bedsteads. Feathered with the pound. Ticks filled with feathers. Upholstering and repairing. Stoves bought and sold. 225 Richmond street north. Telephone 527.

London to New York.
The best line from London to New York is via Grand Trunk and Lehigh Valley. Trains leave London at 3:45 and 10:55 a.m.; 2:10, 4:35 and 5:20 p.m. Passengers landed in New York, New York, near all first-class hotels, or downtown, near all European steamship docks, saving passengers for Europe a long and expensive transfer. Secure your tickets and Pullman at Grand Trunk City or station ticket office.

Electric Turkish Baths.
Turkish Baths and Massage for Ladies, Tuesday, Thursday and Saturday. Their effects are: Clear the head, make light the feet, and cause the hair to grow. Miss Ella Weiner, of Mount Clemens, Mich., was taking the baths last week at 230 Dundas street.

\$10.50

Double breech-loading gun, good steel barrels, re-bounding locks. A strong shooter; with loading tools and 25 cartridges.

Others at \$13, \$15, \$18, etc.

Pleased to Show Them.

GUNS

GOOD

185 Dundas Street.

Cooler Weather.

It's a sign that your Fall Over coat or Suit should be selected. Place on order with us; we have a large range of new goods.

Southcott's, Richmond St.

W. A. PIPER, D.D.S.,
Specialist in Root Canal 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 7 p.m.

METEOROLOGICAL

Toronto, Oct. 31—8 p.m.—Rain has fallen today near Lake Superior and in British Columbia, elsewhere in the Dominion the weather has been fair. It continues decidedly mild in Ontario, but in the other provinces it has been somewhat cooler. Minimum and maximum temperatures: Victoria, 45-50; Kamloops, 35-55; Calgary, 25-45; Qu'Appelle, 22-45; Port Arthur, 42-52; Fanny Sound, 44-53; Toronto, 46-52; Ottawa, 35-45; Montreal, 36-40; Quebec, 25-44; Halifax, 35-55.

Local temperatures Wednesday—Highest 71, lowest 43.

Today (Thursday) the sun rose at 6:52 a.m., and sets at 5:09 p.m. The moon rose at 1:50 p.m., and sets at 9:19 a.m.

THOS. WILSON,

Merchant Tailor,

213 Dundas Street,

DUFFIELD BLOCK, LONDON, ONT.

WHEN A MAN IS HUNGRY

It's a good idea to give him good food to eat. Johnstone's Bread, more wholesome or sweeter than

JOHNSTONE'S BREAD

But none other. You can always get Johnstone's, which is delivered all over the city.

RINGS

TO WEAR. Call and see our large assortment of Ladies' Gem Rings—single stone, cluster, gypsy settings, etc. Note some prices:

Ruby and Pearl Rings.....\$1.00
Single Stone Birthday Rings.....\$2.00
Three-Stone Opals.....\$4.00
Single-Stone Diamond.....\$5.00

Thos. Gillean,

402 RICHMOND STREET.

Phone 391.

Issuer of Marriage Licenses.

London Advertiser.

UNION LABEL

Furs

made to order

if we have not what

you wish in stock. We

have some very choice

skins to select, and you

may have them cut to

your pattern.

Beltz, Leading

Furrier.

TYPHOID AT THE S.O.

Toronto, Oct. 31.—An abnormally large number of cases of typhoid fever is reported from South Ontario to the provincial board of health. The outbreak is due to the limited sewage and waterworks system of the place, which have not kept pace with the very rapid growth in population during the last year. The authorities are extending the waterworks system as rapidly as possible.

Woodstock ratepayers will vote on Nov. 27 on a bylaw to spend \$50,000 on purchase and renewal of electric light plant.

LUNCHES, DAY AND NIGHT

Served on European plan in comfortable parlors where the service is up-to-date. Cooking will suit the most fastidious. Open on Sunday.

PALACE CAFE, OPPOSITE CITY HALL

Y.W.C.A.

A Good Investment

Diamonds are something more than ornaments—they are investments whose value never changes. Buying a good diamond at the right price is putting money away for a rainy day. Buying diamonds and other gems from us means absolute safety. You know exactly what you have bought and that its worth every cent you paid for it.

The Jeweler

374 Richmond Street.

A LOCAL BUDGET

—Miss Maud Pitt left this week for Buffalo.

—Miss Clara Hooper, of Toronto, is a guest of her aunt, Mrs. Donald Ross, of 522 Horton street.

—Mrs. Coles and Miss Coles, of Sparta, are the guests of Mrs. John Taylor, 31 Wharncliffe road, South London.

—Louis Whitehead, found guilty by Judge Edward Elliot of stealing a wagon from George Chittick, of Nilestown, was sentenced to the central prison for three months.

—Mrs. (Dr.) D. McLeay, and daughter, Miss Mabel, left yesterday to reside permanently in Indianapolis, with Mrs. McLeay's son.

—Mrs. Ballantyne and daughter, of Edinburgh, are visiting Mrs. Ballantyne's mother, Mrs. Donald Ross, of 522 Craig street, South London.

—Mr. S. Hey, of Bradford, England, formerly postmaster at Alisa Craig, after an absence of six years, is rejoining acquaintances in London and vicinity.

—No. 3 committee last night accepted the resignation of Wesley O'Brien, fireman. The appointment of his successor is expected to leave in the hands of Chief Roe.

—Mrs. W. T. Orchard will receive friends Wednesday and Thursday afternoons, 7th and 8th, and Nov. 14 and 15, at her residence, No. 19 Orchard street, South London.

—Gordon Whyte has written his parents from South Africa that he got on board the Idito to return home, but when he learned that the Whyte boys were not coming he disembarked.

—Mr. J. Roche, of Stratford, has brought his racing stallion, Paddy R., to London, and will keep him at the Barnes' stable until tomorrow, when he will race against a Parkhill horse called Guineet.

—The first of a series of noes was given in the Palace Dancing Academy, under the auspices of the Y.W.C.A., at the first ball last night. More than 100 guests were present, and a most enjoyable time was spent.

—Mr. P. W. Caldwell, business manager of "The Man from Alton," was in the city yesterday arranging for the company's appearance here next week. The play is by the author of "My Friend from India," and is said to be even brighter and funnier than the first.

—Rev. Ebenezer B. Lancelotti, of the Sydney Street Methodist Church, Kingston, has received a unanimous invitation from the Port Hope Methodist Church to become the guest of honor for the coming conference year. Mr. Lancelotti was four years pastor in Dundas City Church.

—Vogel & Dunning's minstrelsy played to a large audience at the London Opera House last night. The show is decidedly pleasing throughout. The jokes and specialties are new and very amusing. The program of songs and crowd of musical students was not the least pleasurable part of the show.

—A motorman on the last line ran his car full speed upon the curve at the corner of Elmwood avenue and Richmond street Tuesday night. It left the rails, crossed the street, jumped a three-foot ditch and went over the sidewalk against the fence. No one was hurt, and the car was only slightly damaged.

—Pte. Kenneth Johnston, of Sarnia, writing from Ernest Fabricken, South Africa, on Sept. 25, says: "Yesterday the first batch left for home, and B. and C. Companies are remaining to take part in the ceremonies of formal annexation of the country, and then proceed to England on the ship 'Hutchinson'." The first batch of the volunteers is to be viewed by her majesty.

—An Ottawa telegram says: The director-general of medical services proceeds on a tour of inspection of hospitals and medical inspections of garrisons as follows: Toronto, Oct. 31; London and Woodstock, Nov. 1; Hamilton, Nov. 2; Toronto, Nov. 3; Tete-du-Pont, Barre, and Montreal, Nov. 4; Kingston, Nov. 5.

—Guelph Herald: Mr. Jeff. McInchey was married in London on Tuesday to Miss Annie Gay, a former resident of Guelph. Mr. S. E. Conard acted as groomsmen. Mr. and Mrs. Mahoney will visit Indianapolis, Chicago and other western cities. The young couple will have the honeymoon at the latter place, and will return to Guelph with their friends in Guelph.

—The Christian Workers met at their church, on King street, Tuesday night, and completed arrangements for the week. The committee will be wiped out in five years. A hearty invitation was extended to their pastor, Rev. McKenzie to remain for that length of time. The governing gentleman replied that in all probability he would accede to their request.

—R. Ex. Comp. J. D. Balfour, of this city, grand superintendent of Royal Arch Masonry, London district, visited St. John's, N. S., on Tuesday. He was introduced by Companions Drs. Weekes and Hutchinson, and witnessed the consecration of the three degrees at the hands of Ex. Comp. Wm. O'Brien and staff of officers. At the close of the meeting an adjournment was made to Mr. Bradford's restaurant, where refreshments were served.

—The concert given at the new Methodist Church, Lambeth, on Monday evening by Miss Myra Pickard, of First Methodist Church, Misses Hutchinson and Templeton and Messrs. Barter and Spence, of the First Presbyterian Church, was very successful. Miss Sarah, St. Thomas, enjoyed much to the enjoyment of the occasion. A tea meeting was given in the basement to the singers. The church was crowded.

—One of the most interesting of the course of talks under the auspices of the St. James' Sabbath School Literary Society, was that given by Mr. J. W. Westervelt on Monday evening last. He dealt with the subject of "Writing" in a very masterly way, not only expounding the principles of the art, but giving the members practical instruction. It is expected that Mr.

Westervelt will follow up this talk on the further advanced study of the art of penmanship.

The speaker deservedly received a hearty vote of thanks from those present.

—Toronto Mail: A pleasant surprise awaited Mr. Richard Southam, the general manager of the Mail Job Printing Company, at the close of business Tuesday night. Mr. Southam is to be married this afternoon to Miss Edna Zimmerman, a well-known Toronto young lady, and the employees took advantage of the opportunity to present him with a handsome tea service of six pieces as an evidence of the high esteem in which they hold him. Mr. Wm. Harrison, in a neat speech, made the presentation, expressing hearty good wishes for a long and happy married life. Mr. Southam replied, thanking the employees for the regard shown him. Mr. Southam was born in London, and is the son of Mr. William Southam, of Hamilton, formerly of this city.

—The first day of the sale of rugs held at J. W. Jones' auction rooms yesterday was remarkably successful, and today, which is the last day of the sale, will probably result in the disposal of the largest number of rugs ever sold at a sale of this nature in this city. The rooms have been crowded by persons desirous of securing the wonderful display, which is certainly a very attractive one. Prices were satisfactory at yesterday's sales, some of the large rugs running as high as \$120, and as low as \$45. The smaller rugs, suitable for hearth purposes, ran from \$7 to \$30. The following were among the purchases: Mr. Macfie, Mrs. Macfie, Mr. Reid, T. B. Scott, Gordon McIntosh, Edmund Weld, Edmund Paul, James Shaw, Mrs. Cladell, Mrs. P. Macbeth, Thos. Althouse, Dr. Althouse, Dr. Westland, Mrs. Frank Butler, Moses Masurel. The sale will be continued this afternoon and evening without reserve.

—Yesterday, at the joint convention of the London District Methodist Sabbath Schools and Epworth Leagues, held in the Centennial Church, reports were received from the various schools and district delegates. "The Forward Movement for Missions" was discussed by Dr. Stevenson, of Toronto, who exhibited a large number of maps, showing the advance of mission work in different fields. Mr. Pratt, of London, presented a paper on "The Junior League," and Rev. A. K. Birks, B.A., considered "The Record of the League as a Social-Saving Institution."

"How to Develop Talent" was the subject of an excellent paper by Miss Panny Miller. Mr. Atkins was president, Mr. Herbert Matthews, secretary, and Mr. Reid, T. B. Scott, Gordon McIntosh, Edmund Weld, Edmund Paul, James Shaw, Mrs. Cladell, Mrs. P. Macbeth, Thos. Althouse, Dr. Althouse, Dr. Westland, Mrs. Frank Butler, Moses Masurel. The sale will be continued this afternoon and evening without reserve.

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IN SOUTH LONDON

Enthusiastic Meeting in the Interests of Mr. McGowan—Short Addresses by P. P. Betts and the Candidate.

A successful and enthusiastic meeting in the interests of Mr. McGowan, the Liberal candidate for South Middlesex, was held last evening in Tradebrook's Hall, South London.

Mr. Alex. Stuart, Q.C., occupied the chair. Hon. David Mills was unable to attend, owing to an important engagement elsewhere.

Mr. P. P. Betts, barrister, of this city, delivered a convincing and stirring address, being frequently interrupted by applause. He expressed his own regret and that of the whole meeting, that Hon. David Mills, minister of justice, was unable to be present.

He stated that the prosperity of this country dated from 1896. He believed that the people of Canada would honestly and respectfully those who had broken their pledges, but this could not be proven. They had not broken one single pledge, but they had broken many. He stated that the prosperity of this country dated from 1896. He believed that the people of Canada would honestly and respectfully those who had broken their pledges, but this could not be proven. They had not broken one single pledge, but they had broken many.

Continuing, Mr. Betts referred to the gathering in this city on Tuesday night in honor of Sir Charles Tupper, and proceeded to criticize the Liberal government, and pointed out the "nest of traitors," and pointed out that if the electors of the Dominion were to vote for the Liberal government, they would be voting for a "nest of traitors."

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Corn Bread

Made from the finest Corn Meal that can be procured. Doctors indorse it. The greatest food article made for invalids. Try a sample loaf.

THE PARNELL-DEAN STEAM BAKING COMPANY.

Drop us a card or Phone 229. LONDON, OFFICE—75 BRUCE STREET, LONDON, CANADA.

not trespass at any great length on their time, as it was half-past 10 o'clock. He had already addressed two meetings that day, which might be a light task for a lawyer, but it was rather hard on a farmer. (Laughter.)

In his brief address, he showed the great strides the Liberal party had made in the postoffice department alone under the unrivaled management of Hon. Mr. Mulock. "The Intercolonial Railway was a prehistoric colossus," said the speaker, which was also a grand achievement for the Liberal party, whose reign of four short years was one unparalleled for prosperity in the history of Canada. (Applause.)

Mr. McGowan spoke for but five minutes, and was heartily applauded. "Votes of thanks were tendered Chairman Stuart and to Mr. Betts, the meeting closing with cheers for the Queen, Sir Wilfrid Laurier and the candidate."

TELLING SPEECH BY MR. GILSON

At the Nomination Meeting for East Middlesex.

Refutes the Charges Against the Laurier Administration

And Shows the Dominion Has Prospered in the Past Four Years—Mr. Gilson's Charges Against the Government Exploded.

After the nominations were concluded in Collins' Hall, West London, yesterday, Mr. E. Ironside, of Ilderton, was called to the chair, and the small body of electors present, numbering about 50, were addressed by the candidates, Mr. John Gilson and Mr. James Gilmour.

JOHN GILSON.

Mr. Gilson, in opening, said that he took the small attendance as an indication that the people were satisfied with the Laurier administration. He paid high tribute to Mr. Gilmour as a man, and said he respected his convictions. Prior to 1896 the Conservative cabinet thought that they were born to rule, but in 1896 Conservatives and Reformers alike changed their view, because of dissatisfaction about the way the affairs of this country were being carried on. The Conservative party charged that the Liberal government had broken their pledges, but this could not be proven. They had not broken one single pledge, but they had broken many.

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From Sea to Sea

London, Victoria, Vancouver, Guelph, St. Thomas, Brockville, Kingston, Ottawa, Montreal, Fredericton, St. John's, Woodstock, St. Stephen, New Glasgow, Halifax, Charlottetown.

THE Fit-Reform name stands at the top of the Canadian Clothing business, not because we were the first to introduce the new system of making and selling (though we were—1897), but because we were not satisfied when giving you better clothing—it must be best—and by long odds best. It is this continual striving after something better that has made Fit-Reform what it is today.