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Merchant Tailor,
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Business Announcement

For a number of years we have been doing a plumbing and heating business on Dundas street, under the name of **SMITH BROS. & CO.**
We wish to announce that in future we will be known as

NOBLE & RICH

We also take pleasure in informing the citizens that we have removed to new premises, 236-237 Queen's avenue.
Our aim will always be to give the best value for the least possible outlay of money on your part.
Thanking the public for their liberal patronage in the past, we hope to be favored with a continuance of their future orders.

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Funeral Directors
174 TO 180 KING STREET
ESTABLISHED 50 YEARS.
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Rebuilt Typewriters

Remingtons, Smith Premiers, Monarchs, L. C. Smiths and all other makes, to be cleaned out. No reasonable offer refused.

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County Bldg., next Court House, London.

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Prevents and cures Colds and Grippe while you sleep. Take one every half-hour and two at bedtime, with hot lemonade. "HED-EE" WAFERS cure splitting headaches.

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GOOD COOKING. PROMPT SERVICE. NEATNESS AND COURTESY.

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The Only Strictly UNION TAILOR

In the City. Every garment bears the Union Label. Remember at

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And a chilly home if you wait till your bin is empty. Order our

Coal of Quality

We have it in all sizes, freshly mined, well screened, and can deliver promptly.

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Easy Terms of Payment
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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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Lackawanna Coal
Bright, well screened and the hottest on the market.

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Johnston Bros' XXX Bread

Contains the body, nerve and brain building elements necessary to health. It's energizing and easily digested food. The quality never varies—it's always the best.

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City and District

—H. W. Fry, of this city, has purchased the business of McCrae & Co., at Sarnia.

—Miss Allison Dickson, of this city, is in Woodstock, visiting Mrs. B. Cochran.

—Lieut. Bert Jennings, of the Twenty-fifth Regiment, St. Thomas, intends coming here shortly in order to qualify for a captain's commission.

—Mrs. Minnie E. Cooke, widow of the late Mr. J. H. Cooke, of Denver, Col., desiring to express her sincere thanks to sympathizing friends, especially the members of the Masonic order, for their kindness during her recent bereavement.

—The pastor and people of Adelaide Street Church are arranging to hold an Evangelistic mission for two weeks beginning March 22. T. R. Shields will preach each evening, and D. B. Towner, Mus. Doc., one of the most noted chorus masters in America, will conduct the singing, in which it is expected that a choir of 100 voices will take part.

Mr. Ross Here.

Mr. Duncan C. Ross, M. L. H., West Middlesex, was in London yesterday.

Horse Fall.

A horse attached to F. W. Paul's grocery wagon fell on Dundas street, while crossing the railway tracks, just east of The Advertiser building, and traffic was blocked for some minutes, this morning.

On Full Time Again.

The Globe-Wernicke factory at Stratford, which has been working only eight hours a day for some weeks resumed a ten-hour schedule on Monday.

Late Mrs. Blackwell.

The funeral of Mrs. Wm. Blackwell was held this afternoon from the family residence, 510 York street, to Mount Pleasant Cemetery, and was very largely attended. The services were conducted at the house by Rev. Dyson Hague, of Memorial Church, of which deceased was a member. The seven sons of Mrs. Blackwell were her pall-bearers. Among the floral offerings were some very beautiful tributes from friends throughout the city. Banqueted the Champions.

The Waterloos, winners of the City Hockey League championship, and the

Watch Repairs

In this department we have every facility for doing the very best work, and it's done right here, too. Let us prove this to you.

SUMNER

The Jeweler,
380 RICHMOND ST.

Spring Shoes

These first days of spring find us ready for the new season's business.

We invite everybody to come and see the new footwear. We never entered upon a season better prepared to meet everybody's ideas and suit everybody's purse, with shoes.

The conservative man can find shoes here in comfortable, durable, good looking styles, just to his liking—\$2.00, \$2.25, \$2.50, \$2.75, \$3.00, \$3.50.

For the smart young man who desires something real swell, we have "Astoria's" at \$4.50, \$5.00.

The chic, stylish young lady may have her choice of "Kippys" at \$2.75, the "Blue" Shoe at \$3.00, "Varsity" at \$3.75. A special line of our own at \$4.00, or "Astoria's" at \$4.50 and \$5.00.

Then we have shoes for boys, misses, children and infants, in the best of styles.

J. P. Cook Co

LIMITED
167 Dundas St. 398a Richmond St.

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trade in Brantford,
Twenty-two years in London,
Eight years in Toronto.

John Mann & Sons

401 Clarence Street,
Phone 470.

Combs!

Your choice of any Comb in the store at special price of

25c.

C. H. WARD & CO.

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The "Cream"

OF ALL THE BREADS IS THE

PARNELL'S

Takoma Loaf

5 CENTS

Dandruff Destroys Hair

"Oriental" Rum and Quinine Hair Tonic cures dandruff. The most successful preparation ever known for the hair.

It prevents the hair from coming out—gives it new life—makes the hair soft, silky and luxuriant.

This tonic is especially useful when the hair has become thin and weak from illness or poor health. Price, 50 cents.

Cairncross & Lawrence

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

A NEW COMPOSITION

Published by Mr. J. Lamont Galbraith, the Well-Known Local Vocalist.

Mr. J. Lamont Galbraith, L. R. A. M., of this city, has published a new composition of his own to the words of "Lead Kindly Light." It was successfully introduced to London by his pupil, Miss Isabel Wilkie, and afterwards sung with acceptance by Mrs. A. S. Cochran (Miss Jean Robb), of Colborne Street Methodist Church. This new composition, set to Newman's famous words, has been recently published by Messrs. Whaley, Royce & Co., Toronto, and is now on the market. In his setting, Mr. Galbraith has caught the true spirit of the words and has produced a song at once simple and musically, entitling him to a place in the forefront of our Canadian composers. "Lead Kindly Light" is also being introduced in Boston by one of the leading contralto singers in that city. It is interesting to note that Mr. Galbraith has had songs published in the old country by houses of such fame as Ricordi and Chappell, London, England.

A WHEAT SOCIAL

HYATT AVE. CHURCH

Very Pleasant Time Was Spent Last Night by Large Crowd.

Five hundred people were present at the shredded wheat social given in the Hyatt Avenue Methodist Church last night, under the auspices of the Ladies' Aid of the church.

The entire programme and refreshments were furnished by the Canada Shredded Wheat Company, of Toronto. The programme consisted of eighteen numbers, instrumental and vocal, and proved very popular. During the evening addresses were given by Mr. J. M. Gunn, Rev. E. B. Lancelotti, and Rev. W. McAllister, Rev. D. E. Martin, pastor of the church, presided.

Bus-ride parties supplied. Reasonable rates. Hueston's Livery.

The appreciation of the public is the final test of merit. This is the reason "Salada" Tea has the enormous sale of over eighteen million packets annually. If you do not use it, The "Salada" Tea Company, Toronto, will send you a sample. State whether you use Black, Mixed or Green, and the price you usually pay per pound.

Private sale of new household furniture, on Friday, the 13th inst., from 2 till 5 p.m., and from 7 till 9 p.m., at 859 Maitland street, Rev. Dr. Hanon's residence.

Old Boys' Name Their Committees

Organization for Reunion Begun

Meeting of the Executive Was Held Last Night in the City Hall.

Committees were named and considerable other business was transacted at a meeting of the executive of the Old Boys' Association, at the city hall. The meeting was very largely attended and was most enthusiastic.

One of the most important matters that came up for discussion was the question of membership tickets.

Last reunion the sale of tickets practically meant a subscription.

At the suggestion of the secretary, Mr. B. C. McCann, it was decided to give to every subscriber a reserved seat in the grandstand at Queen's Park.

This would greatly improve the sale of tickets and consequently enlarge the membership.

The suggestion was regarded as a timely one, and was adopted without opposition.

Ex-Ald. Gillean Is Treasurer.

Mr. McCann asked to be relieved of the work of treasurer. He pointed out that the transfer of membership tickets for reserved seats would mean considerable work, and his office was not centrally located for that purpose.

The request was granted by the committee, and Mr. Thomas Gillean was chosen as treasurer.

It was thought that the sale of membership tickets will be larger than ever. This will make it very convenient for those who will attend the reunion programme in the park, as seats can be secured a considerable time ahead.

Twenty Thousand Stickers.

The committee decided to purchase 20,000 stickers.

A large number of commercial travellers had offered to distribute these stickers when on the road, to advertise the reunion.

This was thought to be a splendid suggestion, and was adopted.

Lawson & Jones offered to print the stickers for \$20 and the contract was awarded to that firm.

These stickers will also be sent to Old Boys by the secretary.

Exclusive Privilege.

The London Printing and Lithographing Company asked for the exclusive right to print the official envelopes for the Old Boys. The firm offered to give the executive 10 per cent of the gross proceeds for this exclusive privilege.

This offer was accepted.

The executive committee and the chairman of other committees will form an attraction committee, and will be convened shortly for the purpose of selecting attractions.

Present at the meeting were: Geo. C. Ross, Jas. McCormick, S. H. Craig, R. W. Glover, Ald. Stevenson, W. C. Coe, R. K. Cowan, R. A. Little, John Whitehead, Squire Chittick, Dr. Becher, E. R. C. Struthers, The Gillean, Ald. Ferguson, W. C. Fitzgerald, Wm. J. H. Ward, W. C. Bell, Walter Blackburn, Ald. Saunders, C. W. McGuire, H. R. Abbott, J. Timmann, Col. Frank Reid, Capt. McManis, S. J. Douglas, Fire Chief Clark, Dr. J. D. Wilson, Wm. McFarlane, Ald. Moorehead, Dr. Claude Steward, Ald. Rose, Arthur Keene, W. R. Meredith, R. A. Carrothers, Capt. Little, John Townsend, Major A. A. Campbell, E. J. Leonard, C. R. M. Graham, J. Innes Carling, G. C. Hunt, C. W. Miller, F. B. Ware, Harry Rana-han, H. C. Becher, Dr. Bentley, Jerry

THOS. GILLEAN

TIME TO BUY

Jewelry, Watches, Diamonds, Cut Glass, Brass Goods, Silverware, Statuary, Leather Goods, Umbrellas, Combs and Novelties of every Description.

No one can come to Gillean's now without being tempted by the beautiful wares that can be bought this month at

1/4-Off Regular Prices

Not a few articles only, but everything goes at the straight reduction of 25 per cent off the regular marked prices.

A magnificent collection. Nothing kept in reserve.

Rogers Bros' A1 Silverware included in the 25 per cent discount.

Thos. Gillean | 402 Richmond St. | Thos. Gillean

TOOTHACHE WEATHER

Is now here. Our painless extraction will give you easy relief.

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S.W. CORNER RICHMOND AND DUNDAS ST.

The Very Best Shoes at the Very Lowest Prices.

Popular Priced Shoes for Women

Something more than price makes the women's shoes we sell desirable. They have the COMFORT and STYLE all women are looking for. Made in all the popular leathers, Patent Colt, Kid, Tan and Gun Metal. All sizes. Widths, A to E.

\$2.50 to \$5.00

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Military Committee.

Col. Frank Reid, Col. Little, Mayor Stevely, Col. Gartsshore, Major Hayes, Major Abbott, Major Hobbs, Col. Sir John Carling, Capt. W. J. Reid, Major Mills, Major Beattie, Capt. Robson, Capt. McCrimmon, Capt. T. J. Murphy, Ald. J. Innes Carling, Capt. Little, Ald. Beattie, Ald. R. Parsons, C. M. R. Graham, F. G. Rumball, Dr. John H. Wilson, R. F. Strong, R. A. Carrothers, Capt. W. S. Westland, Col. Peters, Major Shannon, Col. MacDougall, Major Campbell, Lieut. Leonard, Dr. Becher, Dr. Hugh A. Stevenson, Col. A. M. Smith.

Bargains in Furniture

BIG SNAPS

Joseph F. Cummey
555 Richmond, Corner Albert Street.

MALLORY'S

New York Hats!

Opened TODAY in his Latest Colors and Shapes for Spring wear

\$2.50 and \$3.00 Each

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