

You Are Invited

To correspond with us if you are thinking of taking a **BUSINESS or SHORTHAND** Course. Mr. W. Marshall has been placed as stenographer with G. Marshall & Co., Tea Merchants, London. Forest City Business and Shorthand College, London, Ont.

J. W. WESTERVELT, R.P., Principal.

The Merit of the Designs

found in our Wall Paper is appreciated by the buying public. Buy a sample roll of our paper and find how much better it really is than anything you have bought for the same price.

H. & C. Colerick
413 Richmond Street.

New Spring Overcoats

The very newest patterns and colors in Cheviot, Covert, Herring bone and Whipped. See them in our window.

O. LABELLE, Merchant Tailor,
372 Richmond St. Phone 1027.

FITZGERALD and FITZGERALD, DIABETIC

Patients, remember that for the future my hours for consultation will be limited to Wednesday. A. R. Pingel, Office, Opp. Public Library.

FAIRBAIN MERCHANT TAILOR

Opp. City Hall, Upstairs

Tecumseh and Forest Queen

brands of flour always maintain a high standard. Best results in baking are always assured if you use them.

J. D. SAUNBY, Proprietor.
PHONE 132.

CANNOT BE DONE AT HOME FOR THE MONEY.

Table Covers, Napkins, Sheets, Pillow Slips, Towels and Rollers, 50 of the above pieces laundered for 50 cents by the well-known

Parisian Steam Laundry.

Work called for and delivered to any part of the city free.

73 and 75 Dundas street, Telephone 659. J. K. Spry, Manager.

W. B. LAIDLAW, Barrister, solicitor, etc.

Money to loan at low rates. Bank of Commerce Bldg.

SPECIAL NOTICES.

Feather and Down Cushions, 50 cents each—the best value in London. Goose feather pillows a specialty. Bedroom Suits, Fancy Rockers, Tables, Spring Beds, Stoves of every kind, at the Bed and Mattress Factory, 523 Richmond street north. JAMES F. HUNT & SONS, Telephone 997.

Our new couches are just in. All styles at lowest prices. Come and see our Hoochoo couch, spring edge, velvet cover, or our adjustable head couch, tapestry cover. Trafalgar's, 95 to 97 King street.

STOP THAT TOOTHACHE! You can neither eat nor sleep while it lasts. Andrews' Plugs give you ease at once. 10c a bottle.

W. F. BROCKENSHIRE, East End Gallery, is still making those beautiful cabinet photographs at \$2 per dozen. 66½ Dundas street. J.W.T.

A church in Selditz, in Bohemia, contains a chandelier of human bones.

Children Cry for CASTORIA.

CASTORIA

For Infants and Children.

Signature of *Dr. J. C. H. H. H.* is on every wrapper.

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HATS

New Styles for Spring '99.

Spittal, Sabine & Co.

146 Dundas Street.

The Wheels Of Success

are those which give good satisfaction to their rider—those that stand all kinds of weather, hard riding, etc., and are not continually turning towards the repair shops. Such are

Columbia BICYCLES

Many new improvements have been added this season—nothing experimental—every new feature has been practically tested by months of hard riding.

Wm. Gurd & Co.
155 Dundas Street. Phone 800.

FINE TAILORING SOUTHCOOT'S

361 RICHMOND ST.

METEOROLOGICAL.

Toronto, March 10—8 p.m.—The southwestern depression is now central over Kansas, and is moving direct to the lakes. High pressure continues at present over the Northwest and from the lakes eastward to the Atlantic.

Minimum and maximum temperatures: Victoria, 32-44; Kamloops, 32-33; Calgary, 10 below-12; Battleford, 2 below-12; Qu'Appelle, 6-10; Winnipeg, 8-15; Port Arthur, 4-26; Parry Sound, 14-33; Toronto, 30-36; Ottawa, 8-30; Montreal, 10-26; Quebec, 2-26; Halifax, 32-38.

Local temperatures.—The highest and lowest readings of the thermometer at the observatory here on Friday, March 10, were: Highest, 38; lowest, 31.5.

Sun rises today at 6:38; sets at 6:19. Moon rises at 6:07 a.m.; sets at 6:34 p.m.

The Food You Eat

Plays a most important part in your general health. Impure flour means unwholesome bread—means indigestion and dyspepsia. We use the very best flour in our XXX Bread.

JOHNSTON BROS. Phone 818.

London Advertiser.

TELEPHONE NUMBERS:

107.....Business Offices
134.....Editorial Room
178.....Job Department

A LOCAL BUDGET

—Miss Nellie Welburn is visiting her aunt, Mrs. Palmer, near Fingal.

—Mrs. Porte, of Lucan, who is in the hospital here, is reported to be improving.

—Ailsa Craig Banner: Will we get an electric railway from London to Fernhill this year?

—A mammoth calendar has been issued by the M. C. R., advertising the Niagara Falls route.

—Principal Eckert, of Lorne avenue school, who has been ill for several weeks, was able to be out yesterday.

—Miss Scott, late with Hodgins Bros., Clinton, has taken a position with the Runians, Gray, Carrie Company.

—Judge Greene, for many years a summer guest at Fraser's Hotel, Port Stanley, died at his home, Springfield, Ill., on Feb. 26.

—Messrs. Wm. Gurd & Co., 155 Dundas street, have been appointed sole agents for A. G. Spalding & Bros.' sporting goods.

—Mr. John C. Curry, after spending a few weeks at the bedside of his sick brother, left for his home this morning. St. Cloud, Minn.

—Dr. Eccles will shortly begin the erection of a handsome brick residence at the corner of Queen's avenue and Wellington street.

—Sadler Bros., general store, Wiaraton, have assigned to C. E. Armstrong, of this city, and a meeting of creditors has been called for the 15th.

—Miss Tye, principal nurse at the general hospital, who has been in California for the past few months, will resume her duties on April 1.

—The summer term of Harding Hall Girls' School commences April 19. The classes for physical culture and elocution have already commenced.

—The many friends of Rev. J. J. Durkin, of Somerset, Ont., formerly of this city, will be pleased to know that he is visiting his parents on Hill street.

—Before the master-in-chambers at Osgoode Hall, P. Mulken, London, in the case of McDonald vs. London and Western Fruit Company, moved, for defendants, to dismiss the action for

All Who Want

Style and good value in Hats want to see our

Hats.

BOUGHNER.

want of prosecution. No cause was shown for the plaintiff, and an order was made dismissing the action with costs.

—Mr. W. H. Weeks, of the C. P. R. at McAdam, N. B., who has been visiting his brother, George Weeks, at Woodstock, has secured a situation on the G. T. R. here.

—The funeral of Walter J. Dodd, who died in Chicago, will take place tomorrow (Sunday) from the residence of M. J. O. Dodd, 47 Queen's avenue, this city, at 2:30 p.m.

—Petrolia Advertiser: Mr. A. D. Armstrong, of Bridgeton, was in town last week on his way to London, where he is commencing his military course for the commission of Lieutenant.

—Hon. David Mills, minister of justice, will deliver an address on England and Egypt under the auspices of the Waterloo County School Teachers' Association at their convention at Berlin on May 25.

—St. George's Day this year falls on Sunday, April 23, and St. George's Society has appointed a committee to arrange for divine service on that day.

On Monday, April 24, a banquet and "at home" will be given by the order.

—Sheriff Cameron presided at the regular monthly meeting of the Children's Aid Society, held on Thursday afternoon, when there was a large attendance. Secretary Sanders submitted an interesting report, and read some pleasing letters from wards of the society.

—At the St. Patrick's concert, which, it is promised, will be exceptionally good, Mr. Thomas Alexander and Miss Edith Hyman have kindly consented to recite. There will also be mixed choruses of 40 voices, sextets, quartets and Irish songs.

—Have our young people's societies been productive of good or evil in the church? Are they dying? Will be Rev. Thomas Wilson's subject in King Street Presbyterian Church tomorrow evening. A special invitation is given to members of young people's societies.

—Tomorrow Adelaide Street Baptist Church and congregation commemorate the anniversary of the opening of their present place of worship. Special services will mark the occasion. Rev. Chancellor Wallace, of McMaster University, preaching both morning and evening. Collections go toward the building fund.

—Mrs. Groves, an employee of the Tecumseh House, while crossing Dundas street at the corner of Maitland street, was knocked down by a trolley car, but was uninjured. She exonerated the driver from all blame, as she was lost in a reverie regarding her mother's recent death, and did not hear the car approaching.

—In order to give the early closing movement a favorable start, Messrs. Smallman & Ingram have decided to pay their large staff of employees on Thursday morning of each week, instead of Saturday evening, as has been the custom. The change took effect last Thursday, March 9. Early closing promoters will doubtless read this item with pleasure, and the firm's numerous employees will have another reason to feel grateful to their thoughtful employers.

—The Ariel Ladies' Quartet will appear at the Auditorium on Thursday evening next. It is the last of the course of concerts. The following is from the Lawrence (Mass.) American, of a recent concert given there: "The Ariel Concert Company is probably the strongest company which has visited the city during the season. They are known and admired throughout the United States, and are always heartily welcomed in Lawrence. On the stage they present a charming picture. For sweetness and harmony they cannot be surpassed."

—The Ramblers' Pleasure Club gave an enjoyable concert last evening in the East End Hall, which was well-filled. The programme included selections by Miss Lighthouse, songs by Master Sid Chamberlain, negro sketch by Taylor brothers. The entertainment closed with a farce entitled, "The Ducky Wood Dealer," by Corbin brothers and Williamson, and a duet by Taylor brothers.

—The following list of patents recently granted to inventors residing in Canada is reported for The Advertiser by P. J. Edmunds, international patent solicitor, London: Canada patents—John Hayden, Brantford, method of securing bicycle cranks to axles; Thos. L. Wilson, St. Catharines, process of manufacturing metallic carbides; G. D. Pearson, Montreal, acetylene gas lamp; N. McDougald, et al., Allenford, cattle feed heater; Dadds Medicine Company, Toronto, medicine (trade mark); O. Smith, Montreal, "The Accountant's Indicator" (copyright).

United States patents—Wm. V. Chisholm, Montreal, wrench; J. A. Dion, Point St. Charles, cooking utensil; R. C. Goff, Charlottetown, ice-cream; J. Powley, Galt, invalid bed.

—The invited guests at the party given by Mr. and Mrs. S. Munro, of

Choicest Canadian canned FRUITS

Whole Raspberries } In Glass.
Quartered Peaches }
Green Gages }
Red Cherries }
Strawberries } In Tina.
Choicest Peaches }
Pineapples }
Peach, Plum, Strawberry, Raspberry and Black Currant Jams in Glass Pots.
FINEST BITTER ORANGES.

T. A. Rowat & Co.
234 Dundas Street. Phone 317.

"Oh! That's Bakers' Bread."

This was an old and common expression years ago, but now you hear, "Is that not Eureka Bread?"

Times have altered things. With our modern appliances our brands of bread equal any home-made bread—in fact, we consider them better. Fresh daily at your door.

THE PARNELL-DEAN STEAM BAKING COMPANY,
75 Bruce Street. Telephone 929.

street south (already referred to in The Advertiser) were: Misses Gair, M. Macfie, A. Payne, A. Somerville, D. Cowan, Love, I. Love, E. Miller, K. Ferguson, M. Campbell, M. McLeay, Nelles, P. Nelles, Ellison (Marquette, Mich.), A. Templeton, B. Jackson (Arva), M. Thompson, I. Jackson; Messrs. W. Little, A. Magee, C. Cowan, F. Macfie, W. Somerville, E. Fields, J. Carson, M. Miller, E. Goforth, W. Payne, F. Ware, J. Ferguson, H. Walker, A. Gunn, J. Stone, R. Yates, D. McLeay, F. Miller, B. Kippen, F. McCormick, G. Sutherland. The rooms and tables were tastefully decorated in pink and white, while the young people were prettily attired for the occasion.

UNRIVALED ROSENTHAL.

Such dash and precision, such perfection of execution, and such an exhibition of skill, pure and simple, have never been witnessed before in New York. Rosenthal is entitled to the distinction of being an innovator in this line of effort. Not even the delicately-adjusted might and swiftness of Paderewski, nor the nimble and exquisite finger work of Josef, can compete with the new conqueror of the keyboard achieved at his recitals. He stands unrivaled in his field. Rosenthal will appear here next Wednesday, which will be his only appearance here this season.

TAXATION OF THE SPRINGBANK RAILWAY.

At a minority meeting of the legislation and reception committee, held last night, a communication was received from City Solicitor Meredith, inclosing the bill which the street railway company are seeking to have passed by the legislature. Col. Leys had forwarded the bill to Mr. Meredith. It is to confirm a Westminster bylaw, which limits the taxation of the company's Springbank line for 28 years at \$75 a year. Mr. Meredith suggested that a clause be inserted in the bill providing that in case the territory is annexed to the city the act will be annulled. The committee were in accord with the suggestion, and Col. Leys will likely be asked to attend to the matter. The mayor of Port Arthur wrote asking that a public meeting be called for the purpose of advertising Northern Ontario. Maps and specimens of the natural resources of the country will be shown. The letter will be replied to, asking for a date. A resident of Laporte, Ind., wants to hold a street fair here, and the secretary will write for further information. Ald. McPhlips presided, and Ald. Jolly and Plant were present.

Y. W. C. A.

The monthly report of the Y. W. C. A., presented at their recent meeting, shows that the total attendance at the rooms for February was 1,243, of which number 882 called during the day; 482 were present at the lunch hour, and 361 attended the evening meetings. The classes in physical culture and sewing were held regularly on Thursday evenings. A Health Talk was given one Friday evening by Miss Short. Two literary evenings were held. At one "Grey's Elegy" was discussed, and an account read of the poet's life, and the last and mystery which he immortalized. At the other, "The Tale of Two Knights," from the Canterbury Tales, was read and discussed. A social evening was held early in the month, when an excellent literary and musical programme was provided. Refreshments were served, and the evening was thoroughly enjoyed by all present. Another reception took the form of a Five Sense Party, where each one was tested in regard to her sense of smell, taste, sight, feeling and hearing. Miss Wm. McDonald, of Toronto, commenced a series of talks to young women, the last Saturday evening of the month, by a Bible reading on "Personal Work." The following Sunday afternoon a meeting was held in Wesley Hall, when Miss McDonald spoke on "Two Types of Young Women—Esther and Herodias' daughter." Monday and Tuesday evenings Miss McDonald continued her talks in the rooms, discussing on "The Touch of Christ," "The Queen of Sheba's Visit," "King Solomon." Friday afternoon Miss McDonald gave an earnest address on the World's Y. W. C. A. conference, dwelling especially on the spiritual work of the associations represented at the world's conference. Several families were helped during the extreme cold weather by the Circle of "King's Daughters." The Sunday afternoon services have been held as usual, also the Tuesday evening class for Bible study, when the Sunday school lesson is studied.

JOHN BULL.

Rev. J. W. Pedley lectured last night to a fair-sized audience in the Southern Congregational Church. The lecture was historical and descriptive, dashed with humor. He began by saying that John Bull was a large character, and well known. He proposed to study him and the place he lives in—"the house that Jack built." John lives well. He has a fine head and a good conscience, but the stomach is the seat of power. His kitchen is well-furnished. He is the soul of hospitality once you win his confidence. John is the result of a fusion of races, which helps to explain his superiority. The lecturer gave a description of Windsor and "the castle." He also described Oxford, with its 21 colleges and 3,000 students. The west of England teemed with associations. Bristol and Chester were visited—

Kingsmill's The Reliable Store.

Extra Preparations

When visitors are expected extra preparations are usually made.

We Expect

a great many visitors to our stores this week, and have made extra preparations for their especial benefit. You will notice this in every department. We wish to speak of one particularly.

Cottons

Only the best makes are allowed to enter our doors, consequently we have only the best makes to show you. We have Cottons as low as 3c per yard, and as high as 17c; but we have one very special line from the celebrated New York Mills that we feel confident is unmatched. It is a full yard wide, nice round, even thread and soft-finished Bleached Cotton, in short lengths, from 5 to 18 yards, and well worth 13c, but we will offer them until sold at 10c. If you want truly extraordinary values, come here for your Cottons.

Kingsmill's The Store for Cottons.

Bristol great for its commerce, and Chester for its old wall and historic associations. But Liverpool was the modern business stand of John Bull. There he does business with all the world. Liverpool has really grown in this century, thanks to steam, the building of railways, improvements in machinery, and steam connection with America. Nor is it all built of bricks, music, literature are well patronized, and the public buildings are imposing and beautiful. The lecturer spoke very highly of the railroads, though criticizing some things. Their speed and regularity were commendable. The canal system is important. Manchester Canal was described—a white elephant for Manchester so far, but a wonderful piece of engineering. A sketch of the "Black Country," made familiar by Dickens' "Old Curiosity Shop," was given. A large portion of the lecture was devoted to London. The city, as big as 24 other largest towns and cities combined. Reference was made to its births and deaths, its enormous traffic.

The Tower and Westminster Abbey and the House of Commons were fully described. The lecturer closed by expressing his belief that England was still in her prime, and expressed the hope that she would long endure to march in the van of the highest civilization and exhibit to the world the finest national life.

AMUSEMENTS

A Big List of Attractions for the Coming Week at the Grand-Field's Minstrels on Monday—Roland Reed on Tuesday and Rosenthal on Wednesday—Last Night's Performance.

HOW ROSENTHAL PLAYS.

At a recent performance in New York, Rosenthal, who has been described throughout Europe as "the greatest living pianist," played to an audience of five thousand people, and he was pronounced "at his best" on this occasion, but it is impossible to say what such an artist's "best" is. All which caused wonderment at his previous performances was duplicated, and to them was added an intelligence raised to that degree of spirituality which places a bar to the commonplace activities of criticism. There would be room for discussion if this side of this artist's gifts and achievements had been displayed exclusively in those parts of the programme devoted to music frankly designed to bring forward his technical abilities; but it was not. He was greatest in his opening number, which was Beethoven's last. Ending, a thing transcendent and transfigured composition which convention compels the world to describe by its opus or key, as opus III., or C minor, but which deserves a descriptive title as much as the "Heroic Symphony." If titles can give distinction, Mr. Rosenthal's performance of this work was not only perfect on its technical side, it was wonderful in its penetration into the composer's high imagination and uplifting in its embodiment of the composer's spiritual exaltation. He played the "Carnival" of Schumann with marvellous ability, and infused all its portions with a delightful sanity. He brought out the picturesque for which we are invited to look by Schumann's titles. But Rosenthal is inclined to be a bit philosophical, as he confessed by analytical notes which he has designed for his compositions.

FIELD'S MINSTRELS MONDAY NIGHT.

Minstrel singers are fascinating. They have a charm about them which is only equaled by the sweetness of their compositions. With the Field Greater Minstrels the vocal choir is virtually perfect in every detail. Directed by Charles Skelcher, with such noted singers as Reese Prosser, Harry Sheldon, John C. Dickens, Paul LaLonde, A. Fred Aikens, George Reeves, Frank Todman, Willie Fanning and Samuel D. Norton. It is a singing contingent which has seldom, if ever, been equaled by any minstrel organization. The ballads are all new and from the pens of the most noted authors, the blending of the voices producing a perfect effect. Some idea of their concerted work may be gleaned from the fact that they finish the first part with a magnificent rendering of the

sixtet from Donizetti's masterpiece, "Lucia de Lammermoor," a work that has never been attempted before in a minstrel performance.

ROLAND REED.



The advent of Roland Reed is always one of the pleasing events of the theatrical season. Mr. Reed has a host of admirers and many friends in this city, who look forward to his annual appearance with a great deal of pleasure. Mr. Reed's tour this season has been one of the most successful he has ever had. This year he will present an entirely new comedy by Sydney Rosenfeld, called "His Father's Boy," which gives Mr. Reed splendid opportunities in one of those peculiar roles that are admirably adapted to his quaint style and method. The play is uproariously funny, and its scenes and incidents provoke no end of laughter. The amount of humor to be extracted from the play can well be imagined when it is known that the character portrayed by Mr. Reed is that of the man who has married a wealthy man, and who is inclined to keep him upon a short allowance, and the basis of the play is the schemes that he devises to add to his allowance.

The Federal Life.

At the seventeenth annual meeting of the Federal Life Assurance Company of Canada, held in Hamilton this week, the directors were able to present a very gratifying report to the shareholders. The Federal Life enjoyed its share of the general prosperity last year. The new insurance accepted amounted to \$2,114,232, representing 1,381 applications. Annuity premiums to the amount of \$12,731.50 were also received. The income was \$410,831.73—a very substantial increase—while the expenditure decreased by 6.66 per cent. The assets increased by 19.90 per cent, the surplus by 37.92 per cent, and the reserve fund, 21.41 per cent during the year, the capital and assets having now reached \$1,475,283.41. The liability for reserves and all outstanding claims are \$757,399.20, showing a surplus of \$717,884.21. The investments of the company have been carefully looked after. In this connection Vice-President Kerns pointed out that the rate earned by the Federal in 1897—the last year in which the average can be obtained from the report of the superintendent of insurance—was 5.64 per cent, and the average rate earned by all the Canadian companies 4.48 per cent.

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