

INSURES THE PUPIL.

Our course of study insures the pupil just the right qualifications to render his success in competing for a place in business as certain as it can be made. Mr. H. Mitchell has been placed as bookkeeper with R. Webster, coal dealer, London.

J. W. WESTERVELT,
Principal.

No Question About Quality.

Are you ready for your spring suit or overcoat? We are prepared to show you the finest and largest stock in the city.

O. Labelle, 372
MERCHAND TAILOR.



BROKE IT LAST FALL

Well, it is time to get it repaired now. It is sure to be done promptly and well if you let us do it. Have men who know all about it. Experts in their line. Costs no more to have the work well done.

BROCK'S GUN STORE.

192 Dundas Street, London, Ont.
R. K. COWAN,
BARRISTER, SOLICITOR, ETC.,
County Ridge, next Court House, London.



MR. ST. JOHN
HYTTENRAUCH
Teacher of Piano
Harmony and Sight
Singing, receives
pupils at the
Conservatory
of Music

The House Should Look Its Best

It is our ambition to have a tastefully decorated and furnished house. We can plan out such a house for you and carry out every detail of it. The Wall Papering—the Decorating. Our unrivaled success is our recommendation.

H. & C. COLERICK,
443 Richmond Street.

Every Building Erected

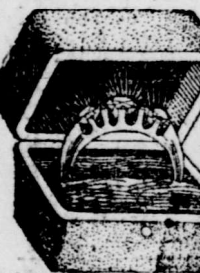
Should be fitted up for electricity. It will save you expense later on. Give us specifications and our rates will be furnished immediately. Phone 1103.

The Electrical Construction Co.

of London (Limited).

FAIRBAIN,

THE TAILOR,
Richmond Street, Opposite City Hall



THE HOME ART CO., Box 1061 Toronto.

A GOOD OFFER.

The committee appointed to investigate the possibilities of the beet sugar industry will take under consideration an especially favorable offer which has been made by an association of Toronto capitalists, including some of the best-known citizens of the Queen City. They are all Canadians, who have become interested in the project. Their offer is understood to be to provide \$400,000 of the necessary \$500,000. The balance of the capital, it is believed, would be easily obtainable here, provided the report of the investigating committee proves favorable.

Stand The Test.

Columbia
BICYCLES

In these wheels, material and workmanship, perfect mechanical construction and intelligent inspection, serve to make them strong, easy going and lasting—they are made right—24 years of experience in building the best bicycles makes them so.

Gurd's Good Guns,
185 Dundas Street.

RIGHT IN STYLE.

When you order your clothing from us you receive the best of attention. Suits at all prices, selected from the best and latest manufacturers.

Southcott's, Richmond St.,
361

W. A. PIPER, D.D.S.,
Specialty Gold and Porcelain 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 2, 7 to 8 p.m.
Phone 504, 332 Dundas St. (cor. Waterloo).

Meteorological.

Toronto, March 15, 8 p.m.—The weather has cleared from the lower lake region to the Maritime Provinces. In Manitoba it has become milder, and the general outlook is for fair weather, becoming gradually milder, with no change to cold conditions in sight.

Minimum and maximum temperatures: Victoria, 40—56; Kamloops, 38—58; Calgary, 30—54; Qu'Appelle, 16—38; Winnipeg, 4 below—32; Port Arthur, 6—24; Parry Sound, 16—32; Toronto, 25—32; Ottawa, 22—32; Montreal, 18—28; Quebec, 16—20; Halifax, 24—32. Local temperature—The highest and lowest readings of the thermometer at the observatory on Friday March 15, were 32.5 and 22.5 above.

Today (Saturday) the sun rose at 6:29 a.m. and sets at 6:24 p.m. The moon rose at 3:49 a.m. and sets at 2:10 p.m.

Your Good Health

demands that you eat food that is nourishing and strengthening. Whole Wheat Bread contains all the nutrients of the wheat kernel. A perfect health food. Try a loaf of our bread. Phone 818.

JOHNSTON BROS.
The Best Bread Bakers.

CHOICE, NEW AND SEASONABLE GOODS.

THOS. WILSON,
Merchant Tailor,
Phone 596, 213 DUNDAS ST.

London Advertiser.



A LOCAL BUDGET.

—Dr. Piper was in Tilbury this week.

—Miss Pope, of this city, has recovered from the grip.

—Miss Allie Doupe, of Blyth, is visiting friends in this city.

—Mr. A. M. Smart, of this city, has been on a visit to his father at Port Hope.

—Mrs. A. Cotton, of Grand Valley, is the guest of Mrs. Ferrier, Regina street.

—Miss Lily Hunt, of Clinton, is the guest of Miss MacMordie, Piccadilly street.

—The Misses McHugh, of Hensall, are visiting friends here and at other points.

—Mrs. E. Locke, of Waterloo street south, has gone to Ingersoll on a visit to friends.

—After being on the sick list for two weeks, Conductor Parker, G. T. R., is about again.

—Mr. Frank J. Gruber has secured a six months' engagement as pianist at Sault Ste. Marie.

—Misses Ada and Cora Douglass, of this city, are visiting their aunt, Mrs. Dan McLarty, at Kilmartin.

—Mrs. Adair has returned home after attending the wedding of her sister, Miss Chisholm, of St. Thomas.

—Ald. Winnett and Mr. C. H. Bayley have been visiting at Mrs. E. Beatty's, Grange avenue, Toronto.

—Miss Aggie Buchanan, of Hensall,

Fine Toggery for Men.

Have You Seen

the Spring Styles in Hats yet? We have some of the most becoming felt hats that have ever been introduced to the public. Prices ranging from \$1.50 to \$2.75.

ROSS'

196 Dundas Street.
PHONE 1319.

Engagement Rings.

This is one of the many seasons for them. In the spring engagements are made. Then there's the ring. In the selection of our assortment no effort was spared to make it one of the handsomest displays in Canada. As to price, it's simply a question of what you wish to pay.

Phone 1,084.

WARD, 374 The Jeweller,
Richmond Street.

The Ontario Loan and Debenture Co.

PAID-UP CAPITAL, \$1,200,000.
RESERVE FUND, \$55,000.

Deposits Received.

Interest 3½ per cent per annum, half-yearly.

Debentures Issued

for one year and upwards. Coupons attached for interest half-yearly.

WILLIAM F. BULLEN,
Manager.

Offices—Cor. Dundas Street and Market Lane, London. w.f.b.

has been in the hospital here for some days suffering from blood poisoning.

—Miss Mabel Harris, of Lucknow, has returned home after spending some time visiting friends in this city.

—Miss Daisy Hurlburt, of Mitchell, is spending a week in South London, visiting her friend, Miss Clara Holmes.

—The Board of Works have definitely decided that they will not assist this year in the opening up of Queen's avenue east.

—Rev. C. C. Owen, of the Memorial Church, will deliver an address in Holy Trinity Church, Lucan, on Monday evening next.

—Miss Denison, who has been the guest of Mrs. Delamer, Toronto, is visiting here with Major and Mrs. Septimus Denison.

—Pte. McGush, who served through the South African campaign as servant to Col Otter, is now a member of the Wolsley Barracks force.

—P. W. Brodick, banker, A. B. Greer & Co., carriage works, and A. Greenleaf, barrister, have given donations to the Western University.

—Mr. W. H. Weston, of Stanley street, has been elected financial secretary of Court London City, C. O. F., vice Bro. C. R. Sumner, resigned.

—Thamesville Herald: Mrs. Giffies, London, sang very acceptably in the Methodist Church on Sunday morning and in St. Stephen's in the evening.

—The earnings of the London Street Railway Company for the week ending March 9, 1901, were \$2,115, an increase of \$293 over the same period of last year.

—Mr. George A. Somerville, of this city, has been re-elected a director of the Mutual Life Company of Canada, formerly the Ontario Mutual Life, for a term of three years.

—Dr. Trenholme, of the Western University, lectured last night in Harding Hall, on "The Madonna in Art." The lecture was illustrated by portraits of the Madonna of the artists of the Renaissance and modern periods.

—The McDonald Quartet, including Messrs. McDonald, Gardener, Lockhart and Large, gave a very enjoyable concert at Clinton the other evening before a crowded house. They have asked for a position on the Lyceum Bureau of New York, Cincinnati and Toronto.

—Dr. Sowerby had a full house last Sunday evening, although the weather was so stormy. His practical sermons to young people are creating a widespread interest. Tomorrow evening he will preach on "Walking Into the Trap." This is the first of three on the Prodigal Son.

—Inspector Sanders has been informed that parties are soliciting for the relief of a South London family without being authorized to do so. The family in question has been assisted at times, but are now in excellent circumstances. Citizens should be aware of this attempt to impose upon them.

—C. W. Channer, who was leader of the 26th (Essex) Band, has resigned to accept a similar position with the 2nd Regiment Band at Detroit. Mr. Channer, who is an ex-Londoner, served with the 7th in the Northwest rebellion. He was also at one time leader of the Sons of England Band here.

—The anniversary tea of the First Congregational Sunday school will be held next Tuesday evening, following which the sacred cantata, "The Building of the Temple," will be given by the combined Sunday school and choir.

CREAM.

Whipping, Table, Devonshire.

DAIRY BUTTER.

Very choice, 22c per pound.

EGGS.

New laid, 15c per dozen.

PHONE 1085.

THE J. E. CREAMY DAIRY CO.,
LIMITED.

247 DUNDAS STREET.

What Shall We Eat?

Every day three times that question has to be faced. It is quite a problem for the woman of the house to make a wise selection. Try our Delicious Home-Made Bread and you will eat no other.

THE PARNELL-DEANSTEAM BAKING CO., Limited,
Phone 229, 75 Bruce Street, London, Ont.

The TRY ME is a WELL-MADE, STYLISH, UP-TO-DATE SPECIALTY at a POPULAR PRICE.

Try Me Shoe

PRICE \$2.50

Manufactured in Lynn, Mass., U. S. A.

BROWN BROTHERS' BOOT SHOP,
182 Dundas St. Phone, 860.

Much practice has been put on the cantata and a large attendance is hoped for.

—The promoters of the scheme to bring the Ronald Fire Engine Works here expect to close the deal very shortly. Only \$1,500 worth of the necessary stock remains to be secured.

—Corp. Hugh Horner, who has served four years in the Highlanders in Scotland, and seventeen years in the Canadian forces, has applied to the government for the long service medal. Corp. Horner was a member of the Canadian Mounted Rifles, being with the corps during its entire service in South Africa.

NO STAR CHAMBER MEETINGS.

At the meeting of the Toronto Trades and Labor Council the municipal committee condemned Mayor Howland's efforts to hold secret sessions, and upheld the press in keeping the doings of the various boards of the city council before the people.

DANGEROUS PRACTICE.

Attention has been called to the fact that small boys are allowed to ride on the steps of the street cars and some times turn the switches at the loop in the exhibition grounds. The boys generally get on the cars at Ontario street and ride to the loop, when the one nearest the front of the car will jump off and turn the switch while the cars are still in motion. This practice must eventually end by some boy having his limbs taken off.

CHANGE OF OWNERSHIP.

The Albion Hotel has changed ownership, Mr. R. E. Lloyd disposing of the premises to Jacob Obernesser, of Toronto. The latter gentleman is well able to continue the excellent management of the hotel, having had several years of experience. It is the intention of Mr. Obernesser to make several alterations, which will still further add to the reputation of the Albion as being one of London's best appointed \$1.50 per day hotel.

TERM EXPIRES.

The term of service for the following members of No. 1 Company, R. C. R. I., expires next Monday: Drill Sergt. Blake-Foster; Sergt. Cockburn, Sergt. Beales, Corp. Evans, Lance-Corp. Hare, Pte. Farnon, Pte. Clark, Corp. Walsh, Lance-Corp. Taylor, Lance-Corp. Freeland, Pte. McIntyre and Pte. Philpot. All but the latter are expected to reenlist. They were members of the Yukon force.

SLOW BUT SURE.

The foreign secretary of the Presbyterian W. F. M. S. yesterday received a letter which bore evidence of the disturbed state of affairs in China. It is dated at Chantefu, Honan, May 30, and was written by Mrs. Goforth, who is well known here, and who, it will be remembered, had to flee with the other missionaries for their lives. The envelope is covered with Chinese postmarks, and seems to have only reached the coast on the 22nd of January, as it bears the Tien Tsin postmark of that date. Other postmarks are Yokohama, Feb. 13; Victoria, B. C., March 3; Toronto, March 12. Mrs. Goforth, the writer, has been in Canada for several months.

CONGREGATIONAL CLUB.

There was a large attendance at the first meeting of the Congregational Club Thursday night, and much enthusiasm manifested. After the business had been disposed of the president, Mr. C. B. Chapman, introduced the following programme: Piano duet, Misses Campbell and Anthistie; solo, Miss N. Burnip; reading, Miss L. J. Wright; solo, Mr. C. Moulle; banjo and guitar selections, Messrs. Marshall, Kipp and Mountjoy, Miss Mountjoy and Mrs. Wallace; solo, Miss Mabel Brown. A debate followed on the resolution "That the methods of Mrs. Nation were justifiable." Affirmative, Mr. John Langridge and Miss Coral McNaughton; negative, Mr. Bert Moulle and Miss Knowles. On a ballot being taken the club decided for the affirmative by the majority of one, in about sixty ballots cast. At the close of the debate light refreshments were served and the balance of the evening spent informally. The pronounced success of the inaugural meeting argues well for the future of the club. The officers are: President, C. B. Chapman; vice-president, Frank Oakley; secretary, Miss Knowles; treasurer, Fred Taylor.

THE OLD BOYS.

Hamilton Times: London Old Boys' Association is seeking a grant to entertain its visitors, and the reception committee of the council will recommend that \$1,000 be voted. That sort of a thing has a tendency to make Hamilton aldermen jealous. London isn't dead broke yet.

Toronto News: It is now beyond

We Have Rivals, But No Equals

FIT-REFORM from the hour of its origin assured the public of its success by the offer of MONEY REFUNDED IF SATISFACTION NOT GIVEN.

Like everything in the world worth having, results were not obtained in a moment.

TIME, MONEY and SKILLED LABOR were unhesitatingly employed in developing this MASTERPIECE of TAILOR'S ART with a result that FIT-REFORM was PERFECTED in every detail ere it was presented to its patrons.

These facts fully demonstrated at the

Fit-Reform Wardrobe,

ROBERT M. BURNS,

180 Dundas Street, - - London, Ont.

CHAPMAN'S

In The Springtime

Everything has a tendency to burst its boundaries and seek for larger life and better conditions. As in nature so in store life—environment must yield to vitality and development, and so down goes another boundary wall, enlarging our selling space by more than a third. Pending alterations prices will be very interesting.

NEW PRINTS.

Two cases, neat patterns, medium and light shades, at 5c per yard.

One case Printed Foulards, double fold, fast colors, cardinals, navies and blacks, worth 12½c, selling for 10c.

One case only 32-inch Heavy Print, very strong and serviceable, warranted fast colors, in navy, light blue, pink and crimson, stripes, spots and figures, worth 13c, for 10c per yard.

CARPETS.

A side line with us. Just a few job things that came our way. They are finding a very quick sale.

Three lines only Union Carpet. 1 yard wide, very effective designs, no such value for the prices quoted, 25c, 40c and 50c.

One line Extra Heavy 34-inch Hemp Carpet, good colors, worth 20c, selling for 15c per yard.

FURNITURE COVERINGS.

A splendid range of Jute Tapestry and Mercerised Coverings, double fold, at 30c, 35c, 38c, 45c, 50c, 75c, 85c. See these seasonable goods.

CHAPMAN'S

a question of doubt that the banquet of the London Old Boys, to be held at the Temple Cafe, on Monday, March 25th, will be one of the great functions of the season. In addition to Hon. George W. Ross, Sir William Meredith, Dr. Oronhyatekha, Mayor Howland, Col. Leys, M.P.P., C. S. Hyman, M.P., T. S. Hobbs and James Ross, who has just been received that Mayor Rumball and council of the city of London, and some 40 members of the Old Boys' Association have signified their intention of being present. They will arrive in the city at 8 p.m., by special train. A meeting to complete arrangements will be held at the Temple on Saturday evening.

GOOD ENTERTAINERS.

The boys of the St. John's Athletic Club are putting on a big minstrel show about the end of April. As entertainers they have won an enviable reputation during the past season. The club has in its ranks talent of no ordinary ability, which, on this occasion, will be brought forth. Work commenced two weeks ago, and as this is to be the only amateur performance in London this year, they intend making it a "bumper."

BACK TO OLD ENGLAND.

After an exceedingly pleasant and enjoyable visit of six months to relatives and friends in London, Goderich, Toronto, Chicago, East Tawas, Buffalo and Boston, Mr. Henry A. Rendell and daughter left last evening, via M. C. R., for New York, when they sail, per steamer Teutonic, for Liverpool, on Wednesday, April 3, and then for their beautiful home in the beautiful town of Weymouth, on the south coast of England. Mr. Rendell, who is a brother of Mr. Geo. Rendell and Mrs. Jabez Harwood, of this city, says that if he were a younger man he would, without doubt, make his residence in Canada, being much pleased with those parts of the country which he

has seen. Mr. and Mrs. Harwood will accompany their friends across the Atlantic for a visit to their native home in Dorsetshire, after an absence of 46 years. Miss Harwood, of Dundas street, goes to New York with her uncle and cousin to see them that far on their journey, as well as making the trip east her annual spring visit to the fashion centers. Miss Harwood will return in the course of a week or ten days, and Mr. and Mrs. Harwood will leave London on April 2.

THE "HUGGER" SCARE.

The detective department say that they have not as yet received any information as to the operations of "Jack the Hugger," which would justify an arrest. They have the names of two men, one of whom may be the individual who has caused such a scare among the feminine portion of the residents of the northern and central part of the city. The detectives say that most of the stories have been greatly exaggerated, some of them having little or no foundation in fact.

SOUTH AMERICAN RHEUMATIC CURE CURES RHEUMATISM. — It is safe, harmless and acts quick—gives almost instant relief and an absolute cure in from one to three days—works wonders in most acute forms of rheumatism. One man's testimony: "I spent six weeks in bed before commencing its use—4 bottles cured me. For sale by C. McCallum & Co.—66.

Before fifty the most healthful occupation is that of the clergyman. The doctors and the lawyers are close together. After fifty years, according to the figures, it is more healthful to practice medicine or law than it is to preach.

—Goodness—knows, every druggist is glad to sell Hutch. For it really and truly cures sour stomach, indigestion and dyspepsia. Everybody knows there are plenty of things sold that don't do any good.

For Today Only!

Latest New York
Soft Hats,
Regular \$2 and \$2.50 lines for

\$1.60

SEE THEM IN OUR WINDOW.

GRAHAM BROS.