

CREATED AND OVER-REACHED

Recall the people you know, who on account of their lack of knowledge of the law and the ways of business, have become the prey of designing men, and who, what better argument could we present to the wisdom of pursuing a course in a business college where business paper is fully discussed. The Forest City Business and Shorthand College, London, Ont., is the very best place in which to secure a business or shorthand education. Mr. Foster, of Ingersoll, has secured the position of bookkeeper with the Phoenix Stone Company, Chicago.

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

EXTRA TROUSERS.

Nine out of every ten gentlemen buying a new pair of trousers, will find an extra pair of trousers. We have made provision for this when putting in our stock this spring. A call solicited.

O. LABELLE,
Merchant Tailor, 372 Richmond Street.

IF...

your watch is not keeping good time

It requires the attention of a watchmaker. Bring it to us—our expert will put it right—he is particularly good on high-grade watches. Charges are moderate.

When in the store ask to see our new line of watches.

H. Davis & Son,
Jewelers,
170 Dundas Street.

Walking Canes....

All the new fads and mountings in CONGO OAK with natural handles. Largest variety in the city. Low prices.

J. Goldner, Tobacconist.

202 1/2 DUNDAS STREET.
SAM STEWART'S OLD STAND.

DR. S. J. CAMPBELL,
DENTIST, 439 PARK AVENUE,
Between Dundas and Queen's Ave. Phone 992.

MONEY TO LOAN—\$100,000
At 5 per cent.
James E. Kerrigan, Barrister,
422 Richmond Street. Telephone 1,283.

R. K. COWAN,
BARRISTER, ETC.,
County Buildings, Court House Square

FITZGERALD
and **FITZGERALD,**
Barristers, 171 Dundas Street,
Fitzgerald Block.

Turn Me Loose,
I AM GOING TO
J. A. JOHNSTON

To buy the Latest Bath Tub, and for less money than you paid for yours. He furnishes the best workmanship in this city. None but experienced union labor employed. Jobbing given personal attention. Phone 1,254, 286 Dundas St.

The Best Investment.
During the past year the

Manufacturers' Life Insurance Co.

Paid to Policy-holders for Matured Endowments and Profits over
\$82,000.00.

DON'T INSURE until you see the rates and plans of this prosperous company. Call or write to **VIVIAN REEVE, District Manager,** London.

LIME

If you are in need of any we can supply you.

Geo. McNeil,
C. P. R. Coal and Wood
Track and Richmond
Street, Phone 383.

FAIRBAIN

MERCHANT TAILOR.
Opp. City Hall, Upstairs

Congressman Jerry Simpson, of Kansas, served with the Illinois volunteers during the war, and, since February, 1896, has drawn a pension of \$12 a month.

Ruby Lips and a Clear Skin.
are guaranteed by any woman who takes Merrill's System Tonic. This marvelous medicine is especially adapted for women, because it supplies iron for the blood, cures constipation, strengthens the nerves, and by its blood-purifying and muscle-toning properties, quickly cures all female ills; 50 per cent. ant-take doses, 50 cents. Sold at W. T. Strong's drug store.

The German playwright, Gerhart Hauptmann, has joined the ranks of inventors by devising a bicycle which can be immediately transformed into a tricycle.

Piles! Piles! Itching Piles!
Symptoms: Moisture, intense itching and stinging, mostly at night; worse by scratching. If allowed to continue, tumors form, which often bleed and ulcerate, becoming very sore. Swayne's Ointment stops the itching and bleeding, heals ulceration, and in most cases removes the tumors. All druggists, or by mail, 50 cents. Dr. Swayne & Son, Philadelphia. Lyman Sons & Co., Montreal, Wholesale agents.

Pearl and Fawn FEDORAS

For Fine Wear.
Spittal, Sabine & Co., 146 Dundas.

Yours For \$50.

A Dominion Bicycle for \$50, or a Model B for \$40—prices within the reach of every one. A bicycle with a reputation and a guarantee backed by a responsible firm. There is no economy in buying a poor bicycle—there's likely to be extravagance.

WM. GURD & CO.,
186 Dundas Street.

FINE TAILORING SOUTHCOOT'S

361 RICHMOND ST.

FINE AND WARMER.

Toronto, Ont., May 13—11 p.m.—Pressure is comparatively low over British Columbia and in the Southwest States, and about the normal elsewhere. Showers have occurred in all other portions, while in all other portions of Canada the weather has been generally fine. Minimum and maximum temperatures: Esquimaux, 42-70; Kamloops, 46-78; Calgary, 26-66; Qu'Appelle, 42-68; Winnipeg, 23-70; Port Arthur, 40-52; Pelly Sound, 40-54; Toronto, 40-61; Ottawa, 44-64; Montreal, 44-48; Quebec, 41-58; Halifax, 42-44. Probabilities: Toronto, May 14—1 a.m.—Lower lakes: Light to moderate winds; fine, higher temperature. Local temperatures: The highest and lowest readings of the thermometer at the observatory yesterday were: 62 and 35.5 above.

Gluten "XXX" Bread.

should always be on your table. It's the healthiest bread there is, and highly recommended by physicians.

JOHNSTON BROS.
XXX
Pure Malt Bread.
See that this label is on every loaf. Phone 818.

We Have A New Brand

of Soft Coal in nice-sized lumps, especially prepared for open grates—gives a very bright flame and lots of heat.

Harold A. Richardson,
Coal and Wood Merchant,
395 Richmond St.

London Advertiser.

TELEPHONE NUMBERS:
107.....Business Offices
134.....Editorial Room
175.....Job Departments

News About Town

—Mrs. J. Harper, of Detroit, is visiting friends in West London.

—Mr. Gus Wilson, of this city, left for New York yesterday, where he has accepted a situation.

—Saml. Observer: Thos. Sutherland and family, of Fort Huron, will take up their residence in London shortly.

—The steamer Melbourne arrived at Port Stanley yesterday with 160 tons of freight, mostly for McClary & Co. of this city.

—Mr. Fred. Harper, this city, was the victim of a runaway accident in Chatham yesterday. He and the driver were thrown out but not badly hurt.

—The many friends of Mrs. (Aid.) Gerry will be pleased to know that she is progressing favorably after undergoing an operation at Rome, New York.

—Port Hope Guide: L. V. R. Hatchett, of London, was in town today, in the company of the colored Methodist churches of Canada. He is a pretty sharp hatchet.

—Mrs. (Rev.) R. Hobbs and daughter, of South London, who have been the guests of Mrs. H. H. Fisher, Mr. D. Duckworth, of Waterloo, the past week, have returned home.

—The space in front of the Y. M. C. C. building will soon be added. It is said and a boulevard placed around it. This would add greatly to the appearance of the association hall.

—Among the graduates of the Detroit College of Medicine who received their diplomas at the Auditorium in that city on Thursday evening last was a

Need A Hat?

Come and see the Hats we are selling today for a dollar each. All the odd sizes and lines of some of the best \$2, \$3 and \$5 Hats we have had this season. If you want a hat and can find one of these to fit, you're in luck to get it for a dollar. See 'em in our window.

BOUGHNER,

promising young Middlesex boy, Dr. Edgar R. Borge, son of Mr. Wm. Borge, of Mount Brydges. He has had a brilliant academic record.

—At the evening of song to be given by Miss Smith and Mr. Wolcott in Wesley Hall on Tuesday evening, they will be assisted by Mr. H. S. Saunders, who will play a violin, and Mr. Wolcott's new song, "A Golden Hammer," also giving one solo number.

—The death is announced of Vincent Strickland, at the residence of his brother-in-law, Mr. D. C. Macdonald, Kent street. Deceased had just returned from California, where he went in search of health. He was 19 years of age. The funeral will take place Monday to Woodland cemetery.

—Mr. J. S. Pearce has received offers of some small lots in the city, to be used by the Charity Organization Society to relieve the poor. Mr. Pearce is still open for offers, and thinks that many lots in and around the city might better be utilized in this way than to be allowed to produce crops of thistles and other objectionable weeds.

At a meeting of the license commission held last night, it was decided to transfer the license of Mrs. Rebecca Lloyd, of Dundas street, to Robert Lloyd, on condition that he be fitted up as a hotel. The renewals of Edward Morkin and Mahon & Paton, of the Hodgins House, were laid over for further consideration.

—Rev. Dr. Lucas gave his closing address in the West London Methodist Church last night. He spoke on "The liquor traffic is of Satan for the ruin of our race." The speaker closed with a strong appeal to his hearers to vote for prohibition. The audience was a small one. A vote of thanks was tendered Dr. Lucas. Rev. A. G. Harris, the pastor, presided, and the boys of the church sang a hymn of hope and a temperance selection.

—The grand concert in Dundas Center Methodist Church, that was postponed from last Tuesday, will be held next Friday evening, May 20, when the programme as originally announced will be carried out by Master Freddie Wiley, boy soprano; J. F. Marshall, Williams, basso, and Mr. F. Henry Stevens, organist. This concert promises to be a great treat, and all who intend going should secure tickets at an early date. Tickets sold previously for this concert will be good on the 20th.

—An alarm was sent in from box 62 at the corner of Wellington and Simcoe streets about 11 o'clock last night, when No. 1 came and no one there was no sign of a fire and no one there to direct them to it. Fortunately, however, the South London company passed it on their way to answer the call, and it was thus located. It was at R. Jackson's store, 212 Richmond street, and was started by the fall of a hanging lamp. The damage was slight.

—St. Thomas Journal: Mrs. Mary Sanders, wife of Mr. John Sanders, M. C. R. car department, after a long illness with a gripe, in the 60th year of her age, died at her home in Launceston, Cornwall county, England, and came to Canada 29 years ago, or 27 years she lived in this city. She leaves three daughters, Mrs. Edith, at home; Mrs. C. J. New, of London, at home; Mrs. W. R. Adams, of Brandon, and Mrs. R. Dinne, of Wilson avenue, is a sister.

—Messrs. Marion & Marion, Patent Solicitors and Experts, New York Life Building, Montreal, report the following United States and British patents recently granted to their clients: American patents—Thos. R. Woodard, cloth measuring machine; John Floyd and atty. Thomas Kipling, game apparatus; J. E. Kennedy, improvements in shoes; British patents—William J. Curry, music turner; J. E. Kennedy, improvements and label destroyers; Jean Seguy, steam boiler; Oscar Legros, fare box; Marguerite Brock, pile fabric.

—The following officers were elected at the annual meeting of the directors of the Western School of Art, held recently: President, Rev. G. M. Innes, D.D.; vice-president, Mr. Talbot MacBownan, Col. Lewis and Fred Henry; Mr. J. H. Griffith was re-elected principal. The attendance during the past year was reported to have been 50 per cent better than the year previous. The advisability of holding an exhibition in the interests of the school was discussed, but no definite action was taken. The usual reports were read and adopted.

—The following list of patents, recently granted to the editors residing in Canada, is reported for The Canadian patent collector, London, Ont.: Canada patents—C. Cannon, London, Ont., combined iron heater, cooker and quick-baking summer stove; William chum; J. Woolsey, London, Ont., barrel mover and reaper knife sharpener; medicine trade mark; W. Merrill, Brantford, Ont., Rossland, B. C., moonlight view of Red Mountain (photo copyright); United States patents—A. Arkell, Headingley, Canada, fastener for bags; E. Fletcher, Toronto, Ont., separable electric-lesson keyboard; J. Garneau &

DAINTY DESSERTS.

Are Made From
Imperial Table Jellies.

For distinct, rich fruit or wine flavor there is no solidified jelly made that is as good. One trial will convince you that they are all that we claim them to be.

FLAVORS
Pineapple, Lemon, Orange, Cherry, Strawberry, Raspberry, Port, Madeira and Sherry Wines.

BUTTER BEANS, NEW CABBAGES,

T. A. Rowat & Co.,
234 Dundas Street.

CHILDREN GROW

plump and rosy on our famous Whole Wheat Eureka Bread. Very nutritious and good to eat. Made with pure malt extract. Delivered in all parts of city. Phone 923.

Parnell's Bakery,
75 Bruce Street.

Roche, Que., coronet; E. Langford, Harwich, Can., dumping wagon; F. S. Mead, Montreal, Que., gas or oil combination water closet seat, etc.; A. Perks, Port Hope, Can., gold separating machine; J. & T. Leask, Gore Bay, Can., saw; Der. Wm. Stephenson, Morris, Can., traction engine seed drill, seed drill disk hoe, threshing machine feeder, gang plow.

PLAY AT CHATHAM.
The collegiate institute football team went to Chatham to play today. Their line-up will be as follows: Goal, Leebacks, Jackson and Bryant; halfbacks, Little, Irving and Downing; center, Govenlock; right wing, McKay and Armstrong; left wing, McKay and Murray; spare men, Williams and Chittenden. The game will be played in Seaford a week from today for the Hott cup. The boys have got a fast team together, and will no doubt make a good showing.

PRIZE LIST CHANGES.
Some important changes have been made in the prize list by the main building committee of the Western Fair, at the suggestion of Rev. G. M. Innes. It was decided to offer a silver and bronze medal and diploma for the best collection of amateur photographs. An addition was made in the natural history department, prizes being offered for the best individual collection of insects and mollusks, and also for the best collection of minerals.

—The following were appointed: Textile fabrics—George E. H. Sutherland, Ladies' work—Mrs. H. H. Nelson and Mrs. W. A. Lipsey. Art, professional and amateur—Mrs. A. H. Griffiths, of the Detroit Museum of Art. Ladies' work, art department—Mrs. C. W. Leonard. Architect Henry's plans, prepared at home, were inspected and informally discussed. A trip to Toronto or Detroit to look at similar buildings will probably be taken by Secretary Browne before action is taken in the matter.

A Rising Institution.

An Industry in Which Many Londoners Are Interested.

The Process of Bread Making in an Up-to-Date Bakery. The Changes of Ten Years in Messrs. Johnston Bros' Establishment.

An industry in which a great many Londoners are indirectly interested, but about which they know little, although its product engages their attention three times a day, was visited by and Advertiser reporter yesterday. It is located at 232 South street, and is known as Johnston Bros', bakery.

When established ten years ago it was a small business requiring only 40 bags of flour a week. Now nearly four times that quantity is each week converted into loaves of bread. Advancement has been made in every department, and the business principles and a meritorious production have led to the development of a small business to one of considerable magnitude.

And although the trade is constantly and largely to the city, five rivers are necessary to deliver the city with bread. The bakery and everything pertaining to it is spotlessly clean.

Macdonald, who has been in the business since 1880, is now in the city, and the first to introduce into the city the different brands of bread noticed in a batch of loaves that was being taken out of the oven were the XXX pure, the XXX pure malt, and gluten, and specials. The latter is a new kind and has quite a run. It contains all the nutritious elements of the wheat, and is highly recommended by all who use it. The quantity of gluten loaves turned out has had to be increased daily.

For some time past owing to the increase in orders. In many other ways the Johnston Bros. have shown themselves to be wide awake and thoroughly up-to-date. They took the initiative in the matter of using paper labels on their bread about a year ago. These labels are placed dry upon the raw dough and are of the kind which the city council recently ordered all the city bakers to use.

The great features of this bakery are the ovens. There are two of them, with a baking capacity of over 3,000 loaves a day, and experts say they are two of the best in Western Ontario. They have been in use for many years, and were a supreme effort by the original owner on his return from the Commandant Exhibition.

Owing to the rapid growth of the business, the establishment, though spacious for an ordinary bakery, is found to be cramped in getting out orders, and the firm has decided to build an addition 20 feet by 45 feet.

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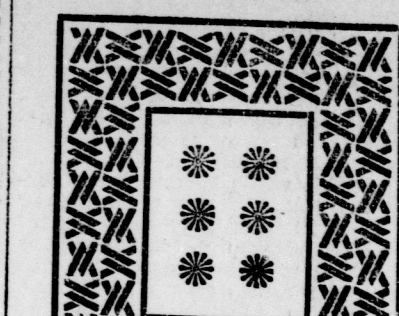
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KINGSMILLS

The Spring Suit Problem.

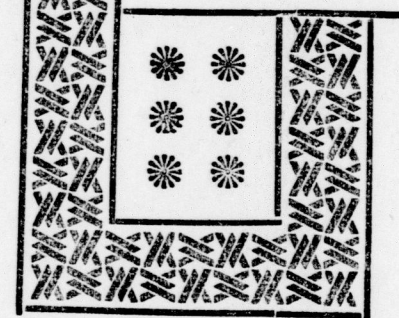
We have a solution. It strikes a happy medium for you. Your experience has proved to you that ready-made clothes are generally poorly-made clothes, and tailor-made clothes are generally sold for a fancy price, out of all proportion with their worth. Here's our solution for this dilemma in which you find yourself:

We have no ready-made clothing, but by combining many departments under one roof we economize in our expenses, and buy the best goods at the lowest possible figures. So we can give you a stylish suit—made to order and made to fit—for only a little more than a ready-made suit.

A PRICE HINT:

For \$18 we will send you out of our store with the most stylish spring suit to be found in the city. You can have your choice of material from a large assortment of magnificent West of England Tweeds and fine imported Worsted Twills. There are four shades of gray, light and dark, and also black—splendid trimmings—sack or morning coat. Did you ever hear of an offer to equal this?..... **\$18**

Clerical Suits Are Our Specialty.



Dundas and Carling Streets, London

Wrong Prices

deprive a great many people of a great many things; but anything you require in the line of

DINNER SETS, TEA SETS, TOILET SETS, GLASSWARE, CHINA, LAMPS, CUTLERY, SPOONS, ETC., ETC.,

you can secure from our new and complete stock at.....

Right Prices.

PIGOT & BRYAN

186 Dundas Street, London.

LIEUT. DAN GODFREY, R. A. M.

England's Greatest Military Band—Princess Rink, June 3rd.

Thanks to the public spirit of enterprising citizens, London is to hear the finest band in the world playing British tunes as only Lieut. Godfrey, who was for forty years bandmaster of the Grenadier Guards, and forty of the finest musicians who have served in the British regiments, can play. No other band has such inspiring music as the English, and the glory of the British arms has often been inspired by the splendid music which led its regiment.

The greatest leader the British army bands have ever known will warm the hearts and delight the senses of every true son of the old Britain. Nowhere will the patriotic music of the mother country be heard with greater enthusiasm than in this splendid Dominion. It will be an opportunity for Canadians to show their loyalty to the prestige of Britain, and when the cables tell the old land of Dan Godfrey's great reception in Canada, there will be a responsive feeling of pride and interest in the hearts of the Britishers at home. Lieut. Godfrey and his men play here on Friday evening, June 3, at the Princess rink, under the auspices of a large number of our leading citizens, and by special arrangement with Mr. C. A. P. Harris. It will be a great day for this city when the band begins to play and crowds of visitors from all round the territory may be expected. See advertisement in amusement column and keep disengaged for the date.

The Wabash Railroad.
If you are contemplating a trip to the Klondike or any point in Alaska, please consider the merits of the great Wabash Railway. The short and true route via Detroit and Chicago to all the gold fields of the far north. The Wabash service is now acknowledged to be the most perfect railway system in America. All trains run solid from Buffalo to Chicago, passing through St. Catharines, Hamilton, Woodstock, Ex-Ald. Johnston. Detailed information will be furnished by any railroad agent, or

J. A. RICHARDSON,
Canadian Passenger Agent,
N.E. corner King & Yonge sts., Toronto.

The Heintzman & Co. Piano Every where.

The world-wide fame of the Heintzman & Co. piano, made by the old firm of Heintzman & Co., who have been in business for 50 years, is more largely in evidence today than at any other time.

In Canada during the musical season that has now been brought to a close, such distinguished artists as August Bylund, Arturo Nutini, Hubert de Blank and others, used the Heintzman and Co. as the instrument of their preference.

In the musical world of Europe, this piano has had the endorsement, among others, of the great bandmaster, Dan Godfrey, who is now on a visit to this country.

Vocalists like Madame Albani, Mlle. Trebell, Madame Van der Veer, Greene, Pol. Piancon, Durward Lely, and others, who have met with the most enthusiastic receptions from the public, have sung before the Heintzman & Co. piano, and would have no other.

These instruments have carved out for themselves a place separate from any other piano manufactured, placing them practically beyond the range of classification along with other instruments. The London Warehouses of this firm are at 236 Dundas street.

SPECIAL NOTICES.
Feather and down cushions, 50 cents each. Large stock of goose feather pillows and mattresses. Fancy rocking chairs, bedroom suites. Stoves bought and sold at the Feather Bed and Sewing Cleaning Factory. James F. Hunt & Sons, 181 Richmond street north. Telephone 567.

We have just opened out a fine line of furniture coverings, imported direct from England. All the latest shades and designs. You should see them. At Trafford's, 35 to 3