



Knowledge Is Power

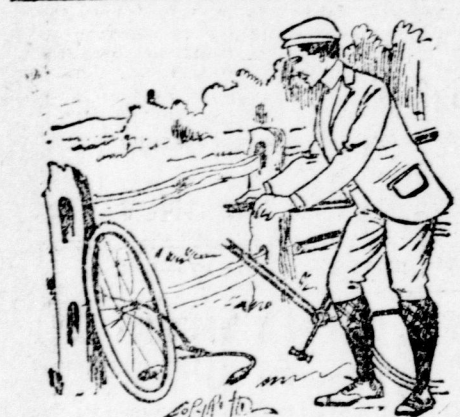
A truism that counts in business. The young men of today, who would succeed must possess themselves of knowledge, and can obtain it by a course in this well-equipped Business College.

FOREST CITY BUSINESS COLLEGE,
Y. M. C. A. Building, London, Ont.
J. W. Westervelt, Principal.

TALKING OF SPRING

We have made a collection of spring fabrics we are proud to have you see. It's absolutely perfect. There's more reason than ever why you should become acquainted with this tailoring establishment. The system that develops such perfect garments is something for every man to know—from actual experience.

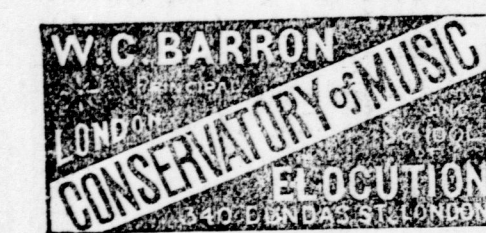
O. LABELLE,
372 Richmond St.



Bicycle Repairing.

Now is the time to have necessary repairs done to your bicycle. We do our own cranking and nickel-plating, and can give you better work for less money than you can get elsewhere.

BROCK'S GUN STORE,
192 Dundas St., London, Ont.



Ask your grocer for
HUNT'S DIAMOND FLOUR.

W. S. LOCKHART,
Painting, Decorating, Paperhanging,
etc. Estimates given. 22 Victoria Road.

P. McPHILLIPS, Barrister
New Offices—110 Masonic Temple Bldg.
Office Phone 230. Home Phone 284

R. K. COWAN,
BARRISTER, SOLICITOR, ETC.,
County Bldg., next Court House, London

H. C. MERRID,
Architect and Surveyor, 23 Dundas St.

JOHN I. STEPHENSON,
The Leading Undertaker,
104 Dundas St., Phone 459.

CALL AND SEE US AT OUR
New Factory and Showrooms
32 to 40 Dundas Street.

The Electrical Construction
Co. of London, Limited,
Dynamotors, Motors, Electric Light
Fixtures and Wiring Supplies
Phone 1103.

FAIRBAIN,
THE TAILOR,
Richmond Street, Opposite City Hall

SPECIAL NOTICES

Diseases of the Kidneys.
Dr. Albert Wesley Kahle, Specialist
in Diseases of the Kidneys, No. 190
Delaware Avenue, Buffalo, N. Y., will
furnish information free regarding his
treatment of Bright's Disease, Cystitis
and Diabetes, upon application
either in person or writing to the above
address.

Notice—Mattress and Feather Bed
Cleaning Factory—New goods: brass
and iron bedsteads, from \$4 each; mat-
tress spring beds, goose-feather pillows
and feather and down cushions, from
\$30 up; upholstery and repairing;
cosy corner cushions, at Hunt & Sons,
632 Richmond Street. Telephone 997.

FOR EVENING WEAR

Latest styles in
**Dress Shirts,
Ties and Gloves.**

SEE OUR GREAT \$1 DRESS SHIRT.

GRAHAM BROS.,
FURNISHERS, HATTERS AND SHIRTMAKERS.



Golf Clubs and Supplies.

Spalding's Irons, Brassies and
Drivers, Vardon's Clubs, Var-
don Flyer Balls, Score Books,
Tees, Ball Cleaners, Rubber
Grips, etc. Old Balls remade,
\$1 per dozen.

GURD'S, 185
Dundas St.

"A Word to the Wise is Sufficient."

Provide for old age a competency, and
establish a nucleus for a fortune by starting an
account with the

YORK COUNTY LOAN AND
SAVINGS CO.

Collectors call weekly for deposits of 5 cents
or more. Interest paid, 4 per cent.
ROOM 8, DUFFIELD BLOCK,
Y.M.C.A.

The Supremacy of Style

With the additions of the finest fabrics
enable us to outfit many of the busi-
ness men of the city.

Southcott's, 361
Richmond St.

METEOROLOGICAL

Toronto, April 2-8 pm.—The area of
low pressure which has been nearly
stationary over the St. Lawrence Valley
for the past few days is moving
east, and there is now a prospect of
fairer weather. The temperature has
risen considerably in Manitoba and the
Territories.

Minimum and maximum tempera-
tures: Victoria, 46-50; Kamloops, 38-46;
Calgary, 16-45; Edmonton, 24-46;
Prince Albert, 10-38; Qu'Appelle, 6-34;
Winnipeg, 22-36; Port Arthur, 26-44;
Perry Sound, 22-34; Toronto, 36-49; Ot-
tawa, 32-42; Montreal, 34-44; Quebec,
20-44; Halifax, 22-40.
Local temperatures, Wednesday:
Highest 35, lowest 32.
Today (Thursday) the sun rose at
5:41 a.m. and sets at 6:46 p.m. The moon
rises at 2:37 a.m. and sets at 1:36 p.m.

JOHNSTON
BROS.
XXX
BREAD
Is for every table.

Thos. Wilson

Merchant Tailor,
213 Dundas St. Phone 596.

NEW SPRING
STOCK COMPLETE.

Look Along The Line.

Try to select a better store and you
will finally come back to the

Old Reliable Jewelry Store

The stock is purchased by myself from
the world's best manufacturers.
Watches that keep time, with jewelry
that stands wear and tear, is my watch-
word.

Thos. Gillean
402 Richmond Street.
Official Issuer of Marriage Licenses.

London Advertiser.

From and after this date the
price of The Daily Advertiser
will be one cent per copy, or
\$3.00 per annum delivered by
carrier boy.

London, March 27, 1902.

A LOCAL BUDGET.

—Mrs. G. Wice and Mrs. A. Cullen,
of Allandale, have been visiting Mrs.
A. Brunton, Pearl street.

—Mr. and Mrs. Thomas Baker, of
Dufferin Avenue, spent Easter with
Mrs. Baker's parents, Mr. and Mrs. N.
Dymont, "Rowanhurst," Barrie.

—Mr. Frederick N. Anderson, formerly
of London, but now of Buffalo, N.
Y., has just completed a two-year
course at the Ontario Veterinary Col-
lege, Toronto, where he has earned the
title of veterinary surgeon.

IMMENSE INCREASE IN EX-
PORTS.
The value of goods exported from the

Cecil Rhodes Is Dead

The Empire Builder and great Diamond
King of Africa has passed. His name
will go down as the greatest Diamond
finder in the history of the world. To
all people his name is associated with
Diamonds. To Londoners our name is
also associated with Diamonds. We sell
a lot of them, and guarantee satisfac-
tion.

WARD, The Jeweller,
274 Richmond Street.

A DEPOSITORY FOR SAVINGS

Executors and trustees are
legally authorized to invest
TRUST FUNDS in the DEPOSITS
and DEBENTURES of the

Ontario Loan and
Debtenture Company

Paid Up Capital - \$1,200,000.
Reserve Fund - \$450,000.

3½% on Deposits
4% on Debentures

Office, Cor. Dundas and Market Lane.
WILLIAM F. BULLEN, Manager.

London consular district to the United
States during the quarter ending
March 31 was \$144,109.88, an increase
in two years of \$73,640.66. The figures
are from Col. Culver's statement to
his department.

G. T. R. PROMOTIONS.
A Toronto dispatch says it is stated
that Mr. Chas. M. Hayes is arranging
for a new system of rules on the Grand
Trunk Railway as applied to promo-
tions. Officials in future are expected
to make promotions from the ranks,
and when there are vacancies which
must necessarily be filled by appoint-
ments from the outside preference will
be given to the applicants who live
on the line of the road. The policy of
the company is to be to advance em-
ployees in line of seniority.

BYRON VESTRY.
The officers appointed at the annual
vestry meeting of St. Anne's Church,
Byron, were: Wardens, Mr. Wesley
Meriam and Mr. Frank Kahle; sides-
men and auditors, Mr. Arthur
Brooke and Mr. Wm. Wm. Wm. Wm.
to synod, Mr. Alfred Kahle; superin-
tendents of the cemetery, Mr. Meriam
and Mr. John Coombs.

"OUR NATIVE BIRDS."
A lecture on "Our Native Birds" was
given in the Presbyterian Church, Van-
neck, Tuesday evening, under the aus-
pices of the Young People's Literary
Society, by W. E. Saunders, of Lon-
don. A correspondent writes: "The
audience was greatly delighted with
the lecture, which was illustrated with
quite a number of specimens."

MUSIC AND DRAMA.

"LOVERS' LANE" TONIGHT.
Wm. A. Brady will present the famous
Clyde Fitch comedy, "Lovers' Lane,"
at the New Grand this evening.
It is a play of remarkable range,
including five months in New York, all
last summer in Chicago, two months
in Boston and six weeks in Phila-
delphia, where it will be revived next
month for an indefinite period.
"Lovers' Lane" owes its success largely
to the simplicity and humor of the
story, its picturesque setting, its cap-
able company, its clean and wholesome
treatment, and, above all, the fact that
it appeals strongly to women and
children. The indorsement of over 70
clergymen and teachers has not done
it any harm. "Lovers' Lane" is radically
different from all other Clyde
Fitch plays—most of which satirize
the follies of fashionable society. It
depicts social and church conditions in
a small New England town, and is
semi-rustic without employing the
realism of the burlesque and hay field.
There is a love interest supplied by the
young clergyman and the pretty girl
from the Art League, but the serious
moments are few. A large number of
children are introduced in the school
recess scene of the second act.

"THE VILLAGE PARSON."
The "Village Parson," which comes
to the New Grand tomorrow evening,
is claimed to be one of the strongest
and best plays seen this season. The
story of the play is one of consider-
able power. A village minister is sub-
jected to strong trials through the sup-
posed faults of his wife and her
character, who are a badge and a
motto for the regiment. The members
of the regiment believe that four of
their number should be allowed upon
the coronation contingent, and the cor-
poration and endeavor to secure
this representation.

"SIDE-TRACKED."
Next Saturday attraction at the New
Grand, will be the old favorite, "Side-
Tracked," which will give two per-
formances at popular prices. Willie
Dunlop, who plays the part of Horatio
Irving Booth, the tramp, and Mat
Shafer gives a funny portrayal of the
Dutchman, Pete Curley as the police-
man, catches his audience with his
acting and specialties. The prices for
the matinee will be—adults, 25c; chil-
ren, 15c.

OPEN TOMORROW NIGHT.
The Bijou Extravaganza Company,
which appears at the London Opera
House tomorrow night, comprises 25
artists who are well up in their busi-
ness. The musical team, Messrs. Gaffy
and Shuby, who are the hit of the
show, will be remembered as being
seen here with the Fenberg Stock
Company. They are supplemented by
six other good vaudeville acts. There
are two funny burlesques, "The Ar-
rival of Prince Henry" and "The King
of Zulu Island." Seats are selling now
for the performances.

COMING FOR A WEEK.
Col. R. B. Marsh, business manager
of the Stutz New York Theatrical
Company, is in town arranging for the
company's popular-price engagement at
the London, commencing Monday.
The colonel was last here with the
Clara Mathes Company, which played
last season at the London to good busi-
ness. He promises that in the Stutz
Company he has the best repertoire
Company that travels today. The litho-
graphs and posters are as artistic as
any ever put out in London by a rep-
ertoire company. Miss Agnes Ander-
son heads the company, and associated
with her are fourteen other artists and
vaudeville people.

W.A.M.A. CLOSED ITS SESSION

Past Year Has Been a Successful
One for Association.

Well-Attended Missionary Meeting Ad-
dressed by Laborers From Far-
Off Fields.

The annual meeting of the Woman's
Auxiliary Missionary Association of
Huron Diocese was brought to a close
last night after one of the most suc-
cessful conventions in the history of
the association.

At the afternoon session, Bishop
Baldwin presented life memberships to
Miss Weir, from Huron Diocesan Asso-
ciation, and to Mrs. Ardill, from the
Owen Sound branch. The report of
the triennial meeting, held in Montreal,
was presented by Miss Weir, after
which Mrs. Gahan gave an admirable
map lesson on junior work.

The general missionary meeting in
the evening was attended by an audi-
ence that filled Cronyn Hall to the
doors. Bishop Baldwin presided, and
on the platform were Dean Innes,
Archdeacon Davis, Canons Smith,
Richardson and Dunn, Revs. G. L.
Sage, W. T. Hill, J. E. Macdonald, C.
C. Owen, George M. Cox, J. W. An-
drew, H. H. Haslam and I. O. Stringer.

Archdeacon Davis read the report of
Mrs. Sage, the treasurer, showing re-
ceipts for the year to be \$4,374.76; ex-
penditures, \$3,785.40.

Rev. H. H. Haslam, B. A., the first
speaker, referred to the present time
as a great crisis in the church's his-
tory, as evidenced by the fact that God
is working as never before to prepare
the world for the reception of the Gos-
pel. He instanced the work going on
in Japan, Korea, India, Africa, China,
and South America. He closed an ear-
nest plea for missions by asking the
audience to uphold the missionaries by
their prayers.

Rev. I. O. Stringer, missionary at
Herschell Island, was then introduced.
He gave a graphic description of his
journey to and from the Arctic regions,
where he labored a distance of 4,500
miles. He then exhibited a number of
curios, and introduced Messrs. A.
Carlisle and W. S. and Miss Mamie
Marsh, dressed in the native costume
of the Eskimos, explaining the differ-
ent articles of dress and ornaments. He
gave an interesting description of the
country and the people of the Eskimos,
and told of the work which is being
done to give them the Gospel. Mr.
Stringer was listened to with the
closest attention. He closed his
interesting address by asking for the
prayers of the association.

VETERAN FIREMAN
DIED YESTERDAY

John Shute, of the Machine Brigade, Suc-
cumbs to Long Illness.

Mr. John Shute died yesterday at
his home, 186 Simcoe street, after suf-
fering for some years from a painful
illness. He was born in the city about
67 years ago and had resided here all
his life. He belonged to a number of
years, to the London Fire Com-
pany. Mr. Shute was a member of
Forest City Lodge, I. O. O. F., and
was an active promoter of the order's
interests. His wife died about
years ago. The four surviving children
were: Mr. James Shute, of Canton, Ohio;
Mr. Thomas Shute, of St. Louis, Mo.;
Mr. John Shute, of St. Thomas, and
Mrs. Thomas Stephenson, of 186 Simcoe
street, this city.

DID NOT APPOINT
NEW BANDMASTER

Committee of 26th Regiment Will Consider
Applications Next Week.

Three well-known musicians, Messrs.
St. George, Roselle Pococke and A. L.
McCarthy, are applicants for the position
of bandmaster of the 26th Regiment
Band, vacated by Prof. Philip. The
appointment of his successor was to
have been made at the meeting of the
band committee last night, but was
deferred until next week, but was
not, however, chosen a badge and a
motto for the regiment. The members
of the regiment believe that four of
their number should be allowed upon
the coronation contingent, and the cor-
poration and endeavor to secure
this representation.

Malt Breakfast Food
A Strong and Easy Winner.

For the past ten years millers and
speculators with a very limited knowl-
edge of the chemistry and physical
value of grain foods, have placed on the
market preparations under various
names: some of these preparations they
designate as "health foods." No great-
er delusions or snares have ever been
foisted on the public.

Food experts, analytical chemists and
physicians qualified to speak on the
subject, quite agree that Malt Break-
fast Food is the only true health food
now before the public. This finding of
scientific men should influence and
direct those now making use of poorly
prepared breakfast cereals.

The exquisite deliciousness of Malt
Breakfast Food, its palatableness, its
strengthening virtues and its economi-
cal features all combine to make it
popular; it is a strong and easy winner
with all classes of our people. Your
grocer delights to recommend Malt
Breakfast Food.

In the four great capitals of Europe
in the ten years from 1877 to 1886, the
number of deaths per 100,000 living were
as follows: Vienna, 67; Paris, 28; Lon-
don, 25; Berlin, 11.

HOW TO CURE ALL SKIN DIS-
EASES.

Simply apply Swayne's Ointment. No
internal medicine required. Cures tetter,
eczema, itch, all eruptions on the face,
hands, nose, etc., clears the skin clear,
white and healthy. Its great healing and
curative powers are possessed by no
other remedy. Ask your druggist for
Swayne's Ointment.

LUXURIES OF LIFE.

Why not enjoy one of them by using
Parnell's Homemade Bread? It is a decided
treat, delivered to your door fresh daily.
Enjoy life and happiness. Both these bless-
ings are enjoyed by our patrons. You
should be one. Drop a card or phone 923.

The Parnell-Dean Co., Limited,
75 and 77 Bruce St., City.

BAKERS LIVING UP TO THE LAW.

Inspector Says Bread Is Made
Full Weight.

Dislikes Stopping Delivery Wagons—
Committee Indorse Scheme for
More Lights.

No. 3 committee, which sat for about
an hour last night, granted sufficiently-
signed petitions by the following per-
sons: Joseph Murray, for watering on
Oxford street, from the bridge to
Wharfedale road; S. A. Southcott, for
Simcoe street, from Wellington to
Waterloo street; George Finnegan, for
Blackfriars street, from Albion street
to Collins' Hotel; Rev. S. J. Allen, for
Hamilton road, from Maudslayi to Res-
tory streets. Mr. McCrimmon's petition
against watering Pall Mall street was
laid over.

Applications for positions on the fire
department from Wm. Burleigh, H. C.
Spencer, John E. Parkes and Chas. H.
McLeod were allowed to stand.

Applications for electric lights were
laid over until the committee inspect,
to see where lights are required. Mayor
Beck's proposal to have more lights in
Victoria Park was discussed at some
length, and it is probable that the com-
mittee will advise the council to pur-
chase more lights.

Inspector MacCallum reported having
collected \$375 in license fees during the
month, and also reported having vis-
ited a number of city bakeries
and found that they were living
up to the requirements of the
governing bylaw. He had had an in-
spection made on the weight of bread,
and discovered that all were endea-
voring to obey the law. The mayor said
that he had letters which said that the
bread of two bakers was under
weight, and advised Inspector Mac-
Callum to hold personal inspections in
the future. The inspector believes
that his plan of stopping the delivery
wagons on the street should not be
followed.

Chief Roe's recommendation to have
all street wires placed under ground
will come up for consideration again.
M. J. Walker and Henry Taylor were
appointed street watering inspectors.
These present were the mayor, Ald.
McMechan, Winnett (chairman), Ab-
raham, Secretary Bell, Assistant En-
gineer Irons, Chief Roe and Inspec-
tor MacCallum.

The Doctors Told Miss Blake She
Was Going Into Consumption.

PAINE'S CELERY COMPOUND

Truly Rescued Her From
the Grave.

This Is the Season to Use the
Great Medicine If You Would
Banish the Seeds of the
Great White Plague.

On every hand we see men and wo-
men who at this season should be ac-
tive, hale and strong, losing flesh and
weight, looking pale and languid. We
behold them complaining of feverishness,
pain in the chest and of shortness of
breath.

Ah! reader, these are a few of the
symptoms of the white plague! Act at
once with wisdom and decision; you
cannot afford to lose precious time ex-
perimenting with medicines that have
no reputation—that have no positive
virtues to their credit.

Heaven help you to use the life-
saver that rescued Miss Blake from an
untimely grave! Her doctors told her
she was going into consumption.
Providence directed her to make use
of Paine's Celery Compound. The first
bottle produced a marvelous effect;
her life blood was being freshened and
enriched; her appetite was improved;
strength was taking the place of weak-
ness and the tinge of health was com-
ing to the pale face. Miss Blake, who
resides on Hughson street, Hamilton,
Ont., tells her story for the benefit of
others.

"For years I suffered greatly and was
under the care of doctors, who finally
told me I was going into consumption.
I was getting worse through the use of
medicines and I gave up my doctors.
While in a very critical condition, not
able to sleep or rest, always faint and
weak, appetite and digestion bad, and
my system run down and little life left
in me, I commenced taking Paine's
Celery Compound. After taking one
bottle I felt much relieved. I have used
in all seven bottles, and am now a
new woman, can enjoy life, and am as
well as I wish to be. Many thanks for
your great medicine."

SCHOOL GIRLS.

"Tis a pretty age—that time
in a girl's life when she has all
the beauties of womanhood
without the later lines of care
and worry.

But here and there even
among school girls appear pale
and drawn faces.

Pale blood is at the bottom
of the trouble and Scott's
Emulsion can cure it.

Scott's Emulsion brings
back the beauty to pale girls
because it is blood food.

Send for Free Sample.
SCOTT & BOWNE, Chemists, Toronto

J. H. CHAPMAN & CO.
THE BUSY STORE

FRIDAY
THE BUSY STORE'S
Bargain Day.

Our Weekly List.

INCOMPLETE as given below—complete in this week's
Echo—is the shoppers' guide. It is carefully com-
piled to make one dollar do the work of two, and to
sell seasonal goods at lower prices than any other dry-
goods merchant. It is an honest aim and we have the
proper knowledge and every facility to buy in such a
manner that without a doubt we succeed. Tomorrow's
bargains prove our assertions.

Dress Goods.

DARK TWEEDS—For Bicycle, Rainy Day and Traveling Skirts
and Misses' Dresses, appropriate dark colors, regular value
50c yard, tomorrow.....25c

STONE BLUE BICYCLING CLOTH—Suits or Gibson Cos-
tumes, extra wide width, regular price 60c yard, tomor-
row.....30c

RIPLE PIRLE FINISH SUITINGS—Medium weight for spring
and summer, in one color only, the popular reseda, regular
65c yard, tomorrow.....40c

BLACK DRESS GOODS—Lustres and Poplins, plain and
figured, double fold material that sold as high as 60c yard,
tomorrow.....25c

One Last Curtain Item.

Chosen from a well assorted stock to sell
at special prices Tomorrow.

NOTTINGHAM LACE CURTAINS—3½ yards long, taped
edge, new spray patterns, regular price \$1.50 pair, to-
morrow, special price.....\$1.00

Ready-to-Wears.

UPSTAIRS. ELEVATOR.
Ladies' Separate Skirts, Silk Waists, Spring
Jackets and Costumes.

LADIES' DRESS SKIRTS—In black and colors, lined
through, flare skirt, make and finish equal to tailor-
made, cut in the latest style, the numbers are odd, there-
fore the line is broken and will be marked to clear at.....\$3.45

Here is a rare opportunity to buy a Stylish and Handsome Silk
Waist at an extremely low price. Ladies' Silk Waists, made
of fine quality Japanese silk, in shades of pink, blue and
cardinal, also black and cream, the fronts and backs are
tucked and corded, special Friday.....\$3.50

SEMI-FITTING SPRING JACKETS—22 inches long, black
and colors, bell cuffs and sleeves, remarkably low priced,
special.....\$3.50

Spring Costumes \$8, \$8.50, \$10.50

Friday we will show a line of New Spring Tailor-Made Suits
at \$8.00, lined through, new flare skirt, Eton or tight-
fitting Jacket, all shades of gray and castor, serviceable
and suitable for spring, the new mode of suit, special.....\$8.00

Carpet Department.

UPSTAIRS. ELEVATOR.
BRUSSELS CARPETS—Line of new goods reduced for to-
morrow only. Best English Brussels that sells for 90c yard,
in shades of green, red and blue, borders to match