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would promise or guarantee a position in advance, because they should know full well that some applicants, owing to their limited education, cannot possibly fill business requirements in so short a time. The

E. C. B. C.

can place every graduate from the B. E. A. Association.
J. W. WESTERVELT, Principal.

Our Clothes Are Different

FOR STYLE AND FINISH
YOU SHOULD WEAR ONE
OF OUR SPRING SUITS

O. Labelle

Merchant Tailor.
220 DUNDAS STREET.

Getting Ready

To ride your bicycle? Want any parts or repairs? We have them.
TIRES \$2.00 up
MUD GUARDS FITTED ON, A SET \$1.50
CEMENT 5c and 10c
TIRE TAPE 5c and 10c
OIL, A BOTTLE 5c
OIL CANS 10c
FOOT PUMPS 50c
ELECTRIC STROKE BELLS 25c
HORNS 50c
Parts and repairs for all makes of bicycles.

185 DUNDAS ST.

GURD'S GOOD GUNS

WALL PAPER

FOR THE DRAWING-ROOM.
We are showing beautiful hand-made pressed paper in Green, Rose and Yellow.

COLERICK BROS.

212 DUNDAS STREET.

R. K. COWAN

BARRISTER, SOLICITOR, ETC.
County Bldg., next Court House, London.

A diploma from
THE WESTERN
BUSINESS COLLEGE

Is recognized as positive evidence that its possessor has received a complete business training, and is competent to do all that is indicated.
Our standard for graduation is high, our examinations thorough and searching, and as a result, a position is assured. Enter now.

WM. C. COO, C. S. R.

President.

Kindling Wood 75c

Delivered, per load.
LONDON BOX CO.
409 BATHURST ST.

FERGUSON & SONS

Funeral Directors
174 TO 180 KING STREET
ESTABLISHED 50 YEARS.
Phone 373 and 543.

SMITH, SON & CLARKE

UNDERTAKERS AND EMBALMERS
Lady assistant. Night calls personally attended.
Rubber-tired funeral cars.
118 DUNDAS ST. PHONE 586
69 DUNDAS ST. PHONE 678
Residence on Premises.

D. A. STEWART

(Successor to John T. Stephenson.)
FUNERAL DIRECTOR AND EMBALMER
Reasonable charges. Best equipment.
Open day and night. Residence on premises.
104 DUNDAS ST. PHONE 459.
GEO. E. LOCK, Assistant Manager.

ELLIOTT & OLMSTED

Removed to 236 Dundas.
FUNERAL DIRECTORS & EMBALMERS
Open day and night. Residence on premises. Phone 1773.

TAKE CARE OF YOUR EYES

Let us examine your eyes, and if it is found that the wearing of glasses would be beneficial, we can supply them at very reasonable prices.

EDWARDS

Expert Watchmaker and Optician.
402 TALBOT STREET.

GREAT CHANCE for small

investors, only \$10.00 to secure a share; 6 per cent on subsequent payments.

London Loan & Savings Company

434 Richmond street, London.

Safety First

The first consideration with a prudent investor is security.

4 Per Cent
Debentures

Issued by this company are safe beyond question, being secured by first mortgages on real estate in Western Ontario.

THE HURON & ERIE

Loan & Savings Co.
440-442 Richmond Street,
London, Ont.

Order Hamilton's

Hamilton's Porter is fully aged. It is the best. Ask for Hamilton's when you are buying.

Order Hamilton's

THOS. WILSON

Merchant Tailor

212 Dundas Street
Higgins Block. Telephone 596

Looking Into
the Eye

Is not a new discovery for examining eyesight. We have used this method for the past fifteen years. Eyesight is priceless, and should not be entrusted to mountebank traveling opticians, who prey on the uninformed with false statements, regarding their methods of examination.

Our examination is thorough. Our prices are moderate. We make a success of every case. The glasses are ground on the premises under our personal supervision.

The Tait-Brown
Optical Co.

Permanent. Specialists. Reliable.
237 DUNDAS STREET.

Odd Things Not Found Elsewhere.

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Effective styles. Egyptian and Roman gold trimming is the newest. Brilliant mountings in latest designs

THOS. GILLEAN

402 RICHMOND STREET.

BREAD OF QUALITY

Johnston Bros.' XXX Bread should never be absent from your table. It's all nutrition. A delicious, wholesome article of food. Ask your grocer—he sells it.

JOHNSTON BROS. Phone 818

LONDON AND DISTRICT

—Mr. Charles Lutz, of Ridgeway, has come with his family to reside in this city.

—Mrs. T. G. Dockstader, of this city, is the guest of Mrs. N. W. Moore, Court Park, St. Thomas.

—Tomorrow evening Mr. Thomas E. Martindale, of Philadelphia, will sing at the First Methodist Church.

—Mrs. Richard Watt, has returned to Ridgeway after spending a few days with friends near this city.

—Mr. C. L. McDonald, of this city,

GENTLEMEN'S
GOLD LOCKETS

See our special line of lockets. Set with real stones or engraved with your initials or monogram. Society Emblems, etc.

SUMNER

Quality Jeweler.
380 RICHMOND STREET.

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Until you get our prices,
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JOHN MANN & SONS
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Attention!

Have you heard of the Webb C. Ball Watch? No! Then come and see them and let us quote prices. We guarantee every Ball Watch that leaves our store to keep better time than any other watch made.

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Pure
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In the healthful sustenance of life Pure Bread is of prime importance. The purest ingredients, the best flour, the most careful mixing and baking are combined in our output. Send in a trial order today if you wish to serve the best bread on the table.

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BRUSHES

Whether it's an old coat or hat, your teeth or your skin, new life is put into them through brushing! Just as dust is brushed from clothing, germs are brushed from the teeth, and vigorous brushing with a fresh brush after bathing tones up the skin and brings a healthy glow.

For every article under the sun, that needs a brushing, we have one—and they are all good ones, too, in fancy or plain finish; good brushes, that will do the work.

CLOTH BRUSH—Special value at 25c each. Worth double the money. See them before they are sold.

Cairncross & Lawrence

Chemists and Druggists.
216 Dundas Street, London, Ont.

has taken a position in the C. P. R. freight department at Windsor, Ont.

—Mr. and Mrs. William Allen Young are expected to arrive home today after a month's stay at Hamilton, Bermuda.

—"Lessons of the Thaw Trial," will be Rev. T. T. Shields' subject tomorrow evening in Adelaide Street Church. Baptism at night.

—The London and Western Trusts Company have been appointed administrators of the estate of the late J. D. McArthur, of Woodgreen.

—The many friends of Mr. Robert Fallon, Malland street, will regret to learn that he is ill at St. Joseph's Hospital with typhoid fever.

—Miss Agnes Dodge Nickels, soprano soloist, of Detroit, will sing in the morning and evening services of the First Methodist Church on Sunday.

—Thomas Palmer, who was injured by an elevator in the works of the McCormick Manufacturing Company yesterday, is reported to be recovering.

—Mr. and Mrs. Barkwell, of this city, have returned to their home from London, where they were called owing to the illness of Mr. Barkwell's mother.

—At the anniversary services to be held at the New St. James' Presbyterian Church to-morrow, Rev. Dr. Gilray, of the College Street Church, Toronto, will preach.

—A very successful informal dance was held last night by the members of the Hermitage Club. Many friends of the club were present and a most enjoyable time was spent.

—Mrs. J. M. Rowntree leaves on Monday to join her husband in Victoria, B. C., where the couple will make their home. Mrs. Rowntree is a daughter of Mr. S. Wray, of East London.

—"Lessons from the life of Joseph," is to be the subject of Rev. D. S. Hamilton's sermon tomorrow evening at the First Congregational Church. The church choir will be assisted by Miss Ethel McBride.

—Dr. F. W. Merchant, principal of the Normal School, will address the Ministerial Alliance on Monday next on "The Relation of Expression to Impression in Character Development." There is likely to be a large attendance to hear the address.

—Postmaster Cameron has received from the commanding officer, Frankford Arsenal, Philadelphia, a request to locate and deliver a letter to Mr. Duncan Currie, concerning the illness of his brother, The postmaster would

be glad to receive any information in the matter.

—For some time past the proprietor of the Jubilee Roller Rink has been giving coupons for a watch draw, with every admission ticket, and last night the draw took place. Mr. Fred Tilley, of No. 2 Dreaney avenue, was the lucky person, the winning ticket, No. 1,002, being held by him.

—The anniversary services of New St. James' Presbyterian Church take place tomorrow, Rev. Dr. Gilray, of College Street Presbyterian Church, Toronto, is to preach both morning and evening. Special music will be given. The collection for the day, which is expected to be a liberal one, will go towards the reduction of the church debt.

—Lovers of literature should keep disengaged for next Friday, April 19. On that evening Prof. S. W. Dyde, M. A., LL.D., of Queen's University, Kingston, will give a lecture on "Shakespeare" in St. Andrew's lecture hall. The lecture will deal with the great dramatist's work from a philosophical standpoint, and will be illustrated by numerous readings.

—The Rev. Walter Moffat, of Chalmers Church, will discuss by special request, the interesting subject: "Is Christ's Resurrection a Myth?" at the morning service on Sunday. The Rev. Andrew Logan Leggie, of Parkdale, Toronto, will conduct special anniversary services on Monday, April 21, and lecture on "Scotch Wit and Humor" on Monday, the 22nd.

—The friends and admirers of Mr. Cyril Dwight Edwards will tender him a complimentary concert at the Grand Opera House on April 27, when Mr. Edwards will be assisted by Miss May Walker, reader; Miss Edna Mortimore, soprano; Mr. W. A. Bleuthner, and Mr. Charles Wheeler. The plan will be open on April 18, at Nordheimers.

—At the close of the business last evening, the employees of J. D. Ross, gent's furnishers, presented Mr. Ralph Page with a handsome suitcase, as a slight token of the esteem in which he is held by his fellow employees. Mr. Page has accepted a splendid position in Chatham, for which place he leaves on Sunday. The many friends of whom there are a legion, join in wishing "Major" every success.

—Word has reached this city of the death of Mr. James Jones, at Lopezfield House, Gartcows road, Falkirk, Scotland, on March 27. Deceased, who was one of the best-known men in Europe, shipbuilding circles, was a brother of Mr. J. W. Jones, the well-known auctioneer, of this city. For 30 years he was chief engineer of the Continental Steamship Company of Falkirk, and took his first sea voyage when he went with the British transports to the Crimean war.

—Commissioner Coombs' illustrated lecture to be given in the Grand Opera House on the evening of Thursday, April 18, is a moving picture exhibition of a very high order, dealing with the life of Christ from the cradle to the resurrection, and giving all the principal lessons of his life. Commissioner Coombs handles his lecture in a very interesting way. Great interest is being taken in the return visit of the commissioner, it being entirely in the interest of this work in this city.

—Mr. Anthony Smith, of North Dorchester, whose death was announced recently, was born in the estate of Henry Lane, in North Dorchester, Dec. 22, 1840. In 1865 he married Miss Hannah E. Madole, the union resulting in seven children, five of whom survive. Mrs. A. Chittick, Chelsea, Green, and W. D. Smith, of this city; Mrs. R. Cooper, London Township; Mrs. Mason, of Westminster; Miss Loria Smith, at home. He is also survived by two brothers—Jacob and John Smith, of North Dorchester; Henry Smith, of Inwood, and Mrs. William Beachem, of Harrietsville.

—Rev. Wm. Meikle, of Toronto, who has been very successful in evangelistic work for years, comes to the city today to commence a series of meetings in the Chelsea Green Church. Mr. Meikle is a graduate in arts of Queen's University and in theology of Princeton, and has for thirteen years conducted evangelistic services from the Atlantic to the Pacific. Mr. Meikle will preach tomorrow morning in the King Street Presbyterian Church, and commencing Sunday evening services will be held in the Chelsea Green Church every evening, except Saturdays, for some time.

—Thursday evening last the Little Workers' Mission Band of New St. James' Presbyterian Church, gave a pleasing cantata, entitled, "The Conquering Cross." The children were assisted by the Young Men's Association orchestra, who accompanied them in the first and last choruses. The orchestra also contributed two selections to the evening's programme. Rev. Mr. Mitchell gave a short talk and the evening's entertainment closed with the singing of the National Anthem.

—Miss L. Stewart and Miss Jean McCrimmon are to be congratulated on the success of the undertaking.

—Arrangements have been made with Col. Newcomb, of New St. James' Church, to give his famous mock court trial in this city on Thursday, April 25, under the auspices of the Y. M. C. A. Col. Newcomb is a member of the Massachusetts bar, and has for several seasons been presenting the mock court trial in all the large New England cities. Each trial is an instructive object lesson, complete in itself, and an exact reproduction of a court scene in methods and procedure. On this account, they have the charm of novelty to ladies and others who have never seen a real trial. Many of the leading business and professional citizens are taking part.

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day evening a popular lecture is to be given in the same church by Rev. C. O. Johnston, of Toronto, the proceeds of which will also be devoted to reducing the debt. Mr. Johnston is well known to many Londoners as a brilliant orator, and his subject, "The English, the Irish, and the Scotch," will appeal to many. It is sure to be interesting and entertaining.

FAREWELL BANQUET
TO MAJOR CRONYNOfficers of Seventh Regiment Do
Honor to Their Departing
Comrade.

The banquet tendered Major Hume Cronyn by Lieut.-Col. Little and the officers of the Seventh Regiment proved a most enjoyable and successful affair last night. All present joined in eulogizing Major Cronyn, who was described as a splendid soldier, a good citizen and an ideal friend.

Captain McCrimmon, president of the mess, occupied the chair at the head of the table, and Lieut. Gordon Ingram was seated at the other end. The guests included Col. Peters, D. O. C. Col. Gartsshore, Col. Dawson, Major Mills (Sixth Field Battery), Major Abbott (First Hussars), Major Lamb, D. S. O., Major Wynne, Major Layborne, of the permanent force, Toronto; Lieut. Gibson, of Wolseley Earlecks; Judge Elliott, Very Rev. Dean Davis, chaplain of the regiment; Rev. Mr. Perdue, Major Cronyn, and others.

Lieut.-Col. Little proposed the health of the guest of the evening, and it was drunk with a will. Col. Little paid a sincere and eloquent tribute to the sterling character of Major Cronyn. The Seventh Regiment, he said, loses a capable and efficient officer, and the city of London a public-spirited citizen, by the removal of Major Cronyn to Toronto.

In reply, Major Cronyn expressed his keen appreciation of the honor which had been done him by his friends, and his sincere thanks for the many kind things which had been said of him. He assured all that among his most pleasant recollections would be the memories associated with his life in the Seventh Regiment.

Col. Peters delivered one of his plucky, engaging addresses, and struck the popular chord when he showered praises on Major Cronyn.

During the evening, Lieut. Hunt and Ware and Mr. Kenneth Finlay rendered vocal numbers, which were much appreciated.

INJURED BY ELEVATOR

Arthur Auterack Sustains Severe Scalp Wound at Perrin's.

Arthur Auterack, who resides on Talbot street, suffered a serious injury to his head while at work yesterday in the factory of the D. S. Perrin Company, wholesale confectioners, Dundas street.

Auterack had occasion to use the elevator, and when he looked down the shaft to see where the car was, he was struck on the head by the elevator, which was descending from the upper floors. A severe scalp wound was inflicted.

Dr. Burdon was called, and after dressing the injury, ordered the man sent to his home. Auterack will be laid up for some time.

HOUSE SURGEON RESIGNS

Dr. H. Homer Black Leaves the Victoria Hospital Staff.

The hospital trust met yesterday afternoon and reluctantly accepted the resignation of Dr. H. Homer Black as house surgeon. Dr. Black, owing to continued ill-health, is unable to further attend to his duties.

Dr. McGillivuddy was temporarily appointed to fill the position.

Chairman Seaton and Trustees Graham and Harris were appointed a committee to pass upon the awarding of medals to the graduating nurses. Superintendent Heard was authorized to order the usual number of medals at once.

The Boiler Inspection and Insurance Company of Canada reported on the boilers at the hospital. The inspector pointed out that a boiler recently installed has not been covered by insurance. The omission will be remedied at once.

A donation of cut flowers from the London Horticultural Society was acknowledged.

Superintendent Heard submitted his report for the month of March as follows: Number of patients admitted: Males, 49; females, 59; children, 25; total, 133. Number of patients discharged: Males, 60; females, 65; children, 22; total, 147. Number of births, 12; number of deaths, 14; number of operations, 45; number under treatment, March 31, 112. Total receipts for month, \$2,228.05.

TEETH

An unsightly set of teeth is often the only thing that mars an otherwise perfect face.



Dr. Jarvis, Dentist
Dundas St., Corner Clarence St.

SHOES NOT SATISFIED? Well, you should try FAXMAN, 290 Dundas Street.

Art Bell
Pianos

When you buy your Piano, buy it for keeps. Don't delude yourself into thinking that you can get a high grade Piano for a mere song, no matter if it is bought at a so-called "Special Sale."

What you can do is to come to us, pay a fair, honest price for a high-grade Bell Piano, fully guaranteed for ten years. Then you will feel satisfied you have received value for your money.

Bell Pianos are built to last a lifetime. We make no pretense of being able to sell these superb instruments at the prices of those made solely for the trade, but we can assure you that they will give more satisfaction from the start, and will ultimately outwear the majority of instruments made in this country.

Our greatest advertisement is the fact that Bell Pianos always give perfect satisfaction, as is attested by the large number of letters voluntarily sent us by delighted purchasers. Ask some of your friends who have Bell Pianos what they think of them. You see Bell Pianos all over the world.

Pleased to have you call at our warehouses, or write for catalogue.

James E. Keenleyside

354 RICHMOND STREET
Phone 2298 LONDON, ONT.

We also handle Columbia Graphophones and Records.
All the latest sheet music, both topical and sentimental, kept in stock.

MARA'S MARA'S MARA'S

134 Dundas St., Through to Carling.
Opposite Market Lane. Phone 1684.

Newness in Dress Stuffs

Buying Often Puts Us Always
in Touch With New Goods

At 25c yard, Wool Taffeta, in colors of blues, reds, grays, blacks and greens; has appearance of voile; wide width. Special, per yard..... 25c

At 50c yard, Panama Cloth, 46 inches wide, all wool, in colors of browns, blues, greens, reds and creams; wears like leather. Per yard..... 50c

At 50c yard, Box Cloth and Venetian Cloth; suitable for suits and short coats, in colors of reds, blues, browns, tans. Special, per yard..... 50c

At 60c yard, our unbeatable Taffeta Silk, heavy as a BOARD; splendid rustle; 22½ inches wide. Special, per yard..... 69c

Henrietta Cloth, pure wool, 46 inches wide, in shades of old rose, new blues and greens, browns, cardinals. Special, per yard..... 45c

At 50c yard, see our Special White Serge; all pure wool; wide width. Per yard..... 50c

Extra Special Moreen Petticoats

At 99c Each

Moreen Petticoats, very full, with knife-pleat flounce, in grays, browns and blacks. Value at \$1.35, for each..... 99c

MARA'S, Opposite Market Lane

Wall Paper

We cordially invite you to come and inspect the many recent arrivals in spring and summer patterns. Beautiful Eltonbury Fibers, Damask and Silk effects for drawing-rooms. Also English, French and American Wall Papers in distinctive designs. Our assortment is superb.

O. B. Graves

LIMITED
Interior Decorators. 222 DUNDAS ST.

NO MORE ASPHALT

Real Estate Owners Are Opposed to It Being Laid.