ICE : CREAM. Soda Water. FINE CONFECTIONERY

HEWITT FYSH & CO.'S 220 DUNDAS STREET.

Eranch at Masonic Temple, corner Richmone and King streets, ywt

BIRTHS, MARRIAGES AND DEATHS

EINTHO, MARKINGES AND DEED

KEENE—At 196 Piccadilly, Frederick Harold Keene, only son of Frederick and Mary Keene, aged 7 weeks.

Funeral will leave the late residence, Wednesday, Oct. 25.

BROWN—At Detroit, on Oct. 23, Robert, eldest son of George and Ann Brown, aged 53 years.

Funeral from the residence of his father, 278 Horton street, on Wednesd ay at 3p.m. Service at 2:30 p.m. Member of Myribe Lodge and Unity Division No. 20, K. of F., Degret, and Canadian Order of Foresters, Waterford. Friends please attend. 34n

FREE

If you did not receive a sample of our

PURE BAKING POWDER Call and get one at

ANDERSON & NELLES

Drug Store, 240 Dundas Street, Opposite Mechanics' Institute

Boutelleau & Co.'s COGNAC

IS THE BEST.

Scandrett's

177 DUNDAS STREET.



This Brand of Flour BEST BREAD OR PASTRY. USE NO OTHER.

J. D. SAUNBY 257 York Street. TELEPHONE 118.

Fall Overcoatings

AND-SUITINGS JUST ARRIVED AT

JOHN E. AVANN'S INSTALLMENT STORE, 348 RIDOUT STREET. NOTE-CASH OR CREDIT.

INSURANCE,

422 Richmond St.

TELEPHONE 343.

O'SULLIVAN & CLARK

Heating and ventilating engineers: Galvanized Iron, Tin, Copper, Brass and Sheet Iron workers. Furnace work a specialty.

372 York and 212 DundasStreet,

FRESH CUT FLOWERS Wedding and Funeral Designs, -GO TO-

S. S. WORTMAN. Telephone 519. 110 Dundas St. Prices moderate. ywb

YES,

We are to blame for cutting profits down to 12 1-2 per cent. on

and

And it is appreciated by the public.

Yes, the Patrons of Industry selected Pocock Bros: as the most reliable firm to trade with, and they have always found perfect satisfaction. Why can Pocock Bros. sell at 12 1-2 per cent, profit? Because we save all discounts by buying for each, so our counts by buying for cash, so our competitors can say good-bye to big profits. Sell at 12 1-2 per cent. and only one price.

Trunks and Valises at Cost.

POCOCK BROS.

TELEPHONE 309.

Newest Designs in Dress Fabrics, Latest Novelties in Art Silks,

Special Selection of Furs. A French manufacturer's samples of Ladies' Box-made Coats, Fur-lined Cloaks, etc. Your in-

spection invited.

Southcott's

361 RICHMOND STREET, MERCHANT TAILORS.

FALL STOCK TO HAND.

EATISFACTION ASSURED.

WM. GURD & CO.

185 Dundas St., London.

Nothing better-Gurd's No. 1 and Gurd's reen Label Shot Gun Cartridge for Game Shooting. A full stock in all sizes of Shot on hand also Curtis' and Harvey's Cariboo, Schultz and Smokeless Powders, Chilled Shot, Eley's Wadding, etc. Repairing of all kinds a TELEPHONE 800.

If you want to buy your winter supply of

Coal & Wood

Go to the New Yard at the corner of C. P. R. track and Richmond St. Our coal and wood are of the best quality and you will find our prices right.

Geo. McNeill.

Telephone No. 363. Branch office, 657 Richmond street, ywt

-AGENT FOR-

The Guardian (Citizens'), London and Lancashire, Atlas, National and Quebec Fire Companies,

Office, Albien Buildings. Telephone 735. Ground floor, No. 437 Richmond street.

THE WEATHER.

THE WEATHER.

Toronto, Oct. 24—11 p.m.—The pressure has increased slightly nearly all over the Dominion, but the relative distribution is almost identically the same as last night. A few showers have occurred in Quebe and in Western Ontario, otherwise the weather has been fine everywhere. Fresh to strong northwesterly winds have prevailed on the lakes and in the Maritime Provinces.

Minimum and maximum temperatures: Victoria, 46°—52°; Calgary, 24°—62°; Edmonton, 26°—52°; Calgary, 24°—62°; Edmonton, 26°—52°; Prince Albert, 22°—52°; Qu'Appelle, 24°—60°; Winnipeg, 18°—44°; Toronto, 35°—47°; Montreal, 36°—48°; Quebec, 36°—48°; Hulifax, 42°—52°.

Toronto, Oct. 25—1 a. m.—Probabilities for the next 24 hours for the lower lakes region (covering the peninsula and as far east as Belleville) are: Moderate to fresh, west to north winds; fair, continued cool weather.

Superior Woolen Cloths and Tailors' Trimmings,

Offers a very large stock of Fashionable and Best Quality of Material, which he will make up in proper style and will give good value for the price he sells

E. J. MacRobert & Bro.

District and General Agents for Western Ontario.

Representing the Following Companies: ECONOMICAL Mutual Fire Ins. Co. of Berlin. SUN Fire Assurance Co. of London, Eng. NATION AL Fire Assurance Co. of Ireland, PHENIX Fire Assurance Co. of Hartford, ATLAS Fire Assurance Co. of England. PERTH Mutual Fire Ins. Co. of Stratford,

TELEPHONE 449. Offices-Edge Block, cor. Richmond and Dundas Sts., London, Ont.

London Advertiser. Telephone Numbers.
 107.
 Business Office.

 134.
 Editorial Rooms

 276.
 Job Department.

LCNDON AND ENVIRONS.

-It is necessary that copy for change of advertisements (to be sure of insertion) must be handed in on the day previous to that on which their appearance is desired.

--The Bishop of Huron inducted the Rev. W. Craig, B.D., to the rectorship of Christ Church at Petrolea on Sunday.

--John G. Watson, of Montreal, formerly of London, is in the city. He attended the funeral of his father-in-law, the late Wm. Walker, of Westminster.

--Do you want an estimate as to how much an advertisement will cost you? Send inquiry on a postal card and you will be answered by return mail.

--There was a fair addience in the First

Send inquiry on a postal eard and you will be answered by return mail.

—There was a fair andience in the First Congregational Church last evening to lear an address on "Science and Scripture: Friends or Foes?" by Rev. Dr. Sexton.

—One swallow does not make a summer, and a single advertisement will not make a fortune, but no sensible man will minimize the importance of keeping what he has for sale before the reading public.

—Branttord Courier: Rev. Canon Smith, Mrs. Smith and Miss Flo Smith, of Christ Church, London, will spend the greater part of the present weak in this city. The Rev. Canon has a pleasant duty to perform on Wednesday next.

—A Toronto item says: "Detective Bur-

on Wednesday next.

—A Toronto item says: "Detective Burrows, of No. 1 division, and Detective Wasson, representing the College of Physicians and Surgeons, returned last (Sunday) night from London, Ont., where they had been attending the funeral of Detective Harry Phair. While in the Forest City, Detective Wasson was taken ill. The exact nature of his ailment is not known as yet.

-Miss Wintemute, returned missionary m Japan, addressed a fair audience in een's Avenue Methodist Church last vening. She is a remarkably pleasant at the same time fluent speaker. The and at the same time nucleopeaser. The habits and customs of the Japaness people were described, and some of the difficulties to be overcome by the missionaries were mentioned. From beginning to end the address interested the audience.

—This is a good rule for preparing an advertisement: Write it out, no matter at what length, putting in everything worth eaving; next, examine it critically, with the purpose of ascertaining how many words can be stricken out without injuring

Police Court this morning, the case having been setteled.
Cecclia Justin alias Etine Johnson, on a charge of vagrancy, was allowed to go to the Salvation Army Home.
Barney Kelly, on remand on a charge of drunkenness and vagrancy, was let go.
One drunk was discharged and one fined \$2 or five days.

One drunk was disensing.

So or five days.

Reopening Concert.

The Hamilton Road Methodist Church has been reopened, and last evening a concert was given at which there was a large audience. Rev. J. Ward, M.A., pastor presided and Frank Skinner was director. The proceeds will be devoted to paying off the debt incurred by the extensive repairs recently made to the building. Miss Bella Cornist was accompanist. The programme was as follows:

| All

value for the price he sells at.

DENTON,

stry 372 Richmond St.

the was born in Roxburgh, Scotland, and concept to the state and acts are concept to the state and acts and acts are concept to the state and acts and acts are concept to the state and acts are concept to the sta

"THE FAST MAIL."

A Great Perfermance at the Grand. In many respects the performance of Lincoln J. Carter's great play, "The Fast Mail," at the Grand last evening was the best melo-dramatic production ever staged in London. The scenic and mechanical effects are simply perfect. The play is a strong one, and attracts and holds one's interest from the first to the last curtain. The company employed is an improvement over the one seen here in the same play last April. Of the scenic features, all are so thorough that it is hard to particularize any special one. The scene in a boiler room of a Mississippi River steamboat, with the lurid light flashing from the furnace doors as they open and shut, the passing shore seen through the open sides of the boat is a very pleasing one. When the great locomotive rolled on the stage, came to a full stop, and the engineer alighted from his cab and went through the familiar process of inspecting and oiling up and then started his iron steed on its journey, pulling after him a train of fourteen freight cars with every detail perfect, even to the lettering and numbers on each car, the clanking brake chains, the cracking of the ties as the train rolls over them, the jar of the switch light as each car passes, etc., theaudience were amazed and delighted. But even this is coipsed by "The Fast Mail" itself. The mail bag haugs in full sight on its upright; the rattle of the coming train is distinctly heard; the glare of the headlight Illuminates the track—there is a whiz, a flash of light as the train flays on at a terrific rate of speed. The mail sack has been snatched up by its hasty guardian, and all that is left is the trail of sparks from the engme. These two trains are simply the perfection of scenic and mechanical skill and must be seen to be appreciated. These great effects are equaled by the beautiful picture of Niagara's great cataract in the colosing act. The soft moonlight throws a halo of light over the majestic grandeur of the scene, the graceful mistriess slowly from the river below, while right in front of the Falis the a

A MIDNIGHT BLAZE.

Fire at the G. T. R. Car Shops—The Ventilator on the Roof of the Woodworking Department Destroyed,

About 10:20 o'clock last night the watch an at the G. T. R. car shops noticed a me in the ventilator on the roof of the lame in the ventilator on the roof of the woodworking department. He hastily taxe the alarm and the east end brigade was on the spot in a few minutes, he central brigade coming soon fiter. The alarm whistle also called out the car shops fire departments, the members of which did good work and proved of great assistance to the professionals.

—This is a good rule for preparing an advertisement: Write it out, no matter at what length, putting in everything worth saying; next, examine it critically, with the purpose of ascertaining how many words can be stricken out without injuring the sense. Nothing need be said for ornament. Write plain and honest facts; claim nothing but what is strictly true, and be sure to claim all that is true. Consult taste rather than space in the use of display.

—At the Grand Opera House will be seen next Friday and Saturday a strong play, "Hand of Fate." The blizzard scene in the "Hand of Fate," is described as being a striking example of the realistic effects produced by the scenic artists and the stage mechanic of to-day. Imagine a gray winter seene in one of the Western States. Every object in the landscape looks bleak and drear. The meaning wind and the scattering flakes forebod the coming storm, which gathers strength until it burst in all its tury. The snow is piled higher and bigher and blown around in eddying whirls by the wind, and piled up in drifts. Everything is white and when the big snowplow and engine appear they seem to labor with difficulty to force their the big snowplow and engine appear they seem to labor with difficulty to force their the big snowplow and engine appear they seem to labor with difficulty to force their the big snowplow and engine appear they seem to labor with difficulty to force their the big snowplow and engine appear they seem to labor with difficulty to force their the bigs produced by the continuation of the ventilation and difficulty to frome the big snowplow and engine appear they seem to labor with difficulty to force their the bigs produced by a partition. But the blaze could not have originated from these. A big crowd assembled in the police Court this morning, the case having been settled.

The charge against George Player of having obtained \$11 from T. J. O'Sullivan, under false pretenses was withdrawn at the police Court this morning, the case having been settled.

Cecclia

jokes too far." Jasper—I suppose that is why they always seem so worn out.

"Did you find it very expensive at the beach?" "Awfully! Even the tide was high."



ONE ENJOYS

Both the method and results when

KING of BLOOD PURIFIERS Prepared by Isaac Williams Company,

Is a Remedy Composed of Extraordinary Medical Properties,

seential to purify, heal, repair and invigorat he broken down and wasted body, no matte

J. L. FITZGERALD'S

153 Dundas Street.

For Coughs & Colds USE SAUNDERS' Wild Cherry Compound,

It has been used with pronounced success for years. Try a bottle, 25c. For Henry S. Saunders,

Druggist, 188 Dundas Street.

Large stock of Chamois and Chest Proctors at lowest prices.

NEW GOODS.

Cheap Sailors And all the latest styles at JOHNSTONE'S, 2022 Dundas St.

W. FAIRBAIRN FASHIONABLE TAILOR.

Canadian Hay in England.

Ship to HAMILTON & PRITCHARD, Liverpool, and write to FRED PRITCHARD, P.O. Box 755, Montreal. FOR CHOICE CUT FLOWERS

PLACE YOUR ORDER WITH DILLOWAY

\$48 Dundas Street, Telephone ft7.

LADIES. See the elegant line of SPAT'S

OVER-GAITERS

Dundas Street Window, under Cntario Loan Buildings.

the splendid assortment of FINE BUTTON BOOTS. Hubert Ashplant's advertisements are not ogus. They are backed up every time. He bakes no flaring announcement about 'retir-

HUBERT ASHPLANT'S ONE PRICE SHOE STORE Down the Steps, Under Molsons Bank.

SWEET POTATOES Pair.

Are arriving weekly and the quality good. Sold in quantities to suit customers,

JOHN MOULE, 131 Dundas St. and Market Square.

R.K.Cowan

W. H. HEARD & CO. MARKET SQUARE,

Royal Crown Remedy 210 PAIRS

Celebrated Genuine



CORSETS

SOLD IN TWO DAYS

Readers of the "Advertiser," how is that for selling in one line of Corsets? Remember the price:



CENTS

Saturday was a great day for sales in Men's and Eoys' Shirts and Drawers. prices must be correct.

Ladies' All-Wool Vests and Drawers in great vari

All colors in Canton Flannels, 10c yard.

SPECIAL.

NAVY AND BLACK

All-Wool Serges 30c Yard.

Gents' Veluet Slippers, 500 Men's Heavy Laced Boots (high, cut), 85c pair.

Men's Fine Overcoats, \$350. Boys' and Youths' Cape Overcoats (all sizes), \$3.

Box of the No. 1 Starch, containing 4 pounds, for 20c. 4 packages Corn Starch tor 25c.

THE

(LIMITED)

155 Dundas Street -AND-

LONDON.