

WHISKARD'S THREE BUSY STORES, 228, 230, 232 DUNDAS ST.

Exceptional Values in the Millinery Department.

Hats for women and children that are ready for immediate wear. Not bargain goods, but this season's styles at bargain prices. This section of our store teems with money-saving opportunities.

Ladies' Trimmed Hats. Colors brown, navy, castor and gray. Regular \$1.00, \$1.25 and \$1.50. To clear at, each.....59c, 69c, 75c
Misses' and Children's Trimmed Hats, in assorted colors. Worth regularly 75c, \$1.25, \$1.39 and \$1.50. Special sale price, each.....49c, 59c, 69c and 75c
Children's Velvet Tams, navy only. Each.....39c and 49c
Girls' Camellia and Crocheted Tams.....12 1/2c, 15c, 19c, 20c, 47c
Housemaids' Fancy Caps. Regular 15c line. Each.....10c

Ostrich Tips and O-preys.

9-inch Black Tips, worth 25c, for.....10c
Black Ostrich Tips, regular 15c, each.....5c
Black Ostrich Tips, regular 25c, each.....15c
Black Ostrich Tips, regular 35c, each.....29c
Black Ostrich Tips, regular 50c, each.....25c
Black and White Ospreys selling at 50c and 75c. Special price each.....25c and 39c

Flannels and Flannellettes.

Cream Unshrinkable Flannel, extra quality, for yard.....40c
One piece only, Narrow White Flannel, for yard.....15c
Opera Flannels, plain pink only, regular 35c and 40c, reduced to per yard.....30c
Plain Red Flannel, per yard.....25c
Unbleached Canton Flannel, special values at.....7c, 9c, 10c, 12 1/2c
Bleached Canton Flannel, for yard 10c, 12 1/2c
Striped Flannellettes, light and dark patterns, for yard only.....4c
Striped Flannellettes, light and dark patterns, extra wide, for yard.....5c, 6c, 7c, 8c
Special Flannellettes for shirtings, extra heavy, dark patterns only, for yard.....8c

Hosiery Specials.

Children's Tan Cashmere Hose, in sizes, 6 1/2, 7, 7 1/2 and 8 only, regular 25c and 35c for pair.....10c and 15c
Children's Plain Cardinal Cashmere Hose in sizes 7 and 8 only. Were 29c and 35c, now only, pair.....19c and 25c
Children's Ribbed Woolen Hose in sizes, 6 1/2, 7, 7 1/2, 8, for pair.....20c, 25c, 29c
Children's Worsteds Hose in sizes 5, 6 1/2, 7, 7 1/2, 8, at pair.....17c, 20c, 25c
Ladies' Ribbed Cashmere Hose, sizes 8 1/2, 9, 9 1/2 and 10. Special value at per pair only.....25c
Ladies' Worsteds Hose in sizes, 8 1/2, 9, 9 1/2. Were 25c, now selling at pair.....19c

THE WESTERN UNIVERSITY DOING A VALUABLE WORK

Arts Department Should Be Upheld and Developed.

Letter From Principal Walter Settling Forth Its Claims.

To the Editor of The Advertiser:

In the recent address of Sir Norman Lockyer, president of the British Association, there are some passages which are of intense interest, not only to all loyal British subjects, but especially to Canadians. In dealing with the subject of international competition, he says:

"Our position as a nation, our success as merchants, are in peril—chiefly dealing with preventable causes—because of our lack of completely efficient universities, and our neglect of research. As far as our industries are concerned, the cause of our failure has been run to earth; it is fully recognized that to arise from the insufficiency of our universities both in numbers and efficiency, that not only our captains of industry, but those employed on a nation's work generally, do not secure a training similar to that afforded by other nations. In Germany, in America, in our own colony of Canada and in Australia, the higher education of the people has more support from the Government, is carried further than it is here in the old country, and the result is that in every profession, in every industry, you find the places taken by men and by women who have had a university education. And I would like to see the time in this country when no man should have a chance for any occupation of the better kind, either in our factories, our workshops, or our counting houses, who could not show proof that he had received the position that was offered to him. Our conception of a university is changed. University education is no longer regarded at the luxury of the rich which concerns only those who can afford to pay for it. In the United States, during the last few years, universities and colleges have received more than \$40,000,000. Of this private effort supplied nearly \$7,000,000. To complete an equal ground with other nations we must have more universities. But this is not all—we want a far better endowment of all the existing ones, not forgetting better opportunities for research on the part of both professors and students. At present there are almost as many professors and instructors in the universities and colleges of the United States as there are day-students in the universities and colleges of the United Kingdom."

Now, sir, in the face of this will any one venture to say that the neglect of many universities in Canada, when we consider that our territory is larger than that of the United States and her universities so far apart? Yet it seems there are not only a large number of persons in London and its vicinity who do not even know there is a university in their midst, but there is a certain proportion who think there should not be one. The Western University is too often regarded

as a purely denominational institution.

The senate is composed of members of the Church of England, but there is no sort of attempt to interfere with the liberty of conscience of the students and the majority of these are not members of the Church of England. It is not generally known that Huron College and the Western University are entirely separate institutions under separate management, administered on somewhat different principles. Huron College is a strictly evangelical college for preparing men for the ministry of the Church of England. The Western University was founded and partly endowed with funds subscribed chiefly by Anglicans. But as the institution is one of undoubted benefit to the whole community and numbers Methodists, Presbyterians, Baptists, and Roman Catholics among her graduates and undergraduates, it would be a direct loss to the whole community should she be compelled to close her doors for want of support.

It is probably not known that the increase in fees alone from students attending the university have grown under the able management of the present, Dr. James, from some \$800 a year to \$1,500 in the last three years. The growth in numbers is greater than any Canadian university can show in a similar period of nine years from its inception. Her graduates from the medical school are found to take very high places in Toronto examinations. Last summer a graduate of the medical school passed all three of the Ontario medical council examinations at one sitting, and at the first attempt a few years before accomplished by anyone. The training which the students in art receive is thorough and the results compare most favorably with the attainments of men from other universities. I therefore appeal to you, sir, to throw the influence of your valuable journal into upholding and developing the arts department of the Western University as an institution of the highest importance, both to the local community and the citizens generally of Western Ontario.

I am, Sir, Your Obedient Servant,

C. CAMERON WALLER.

London, Nov. 14, 1903.

MUSIC AND DRAMA

The biggest feature in Rowland & Young's Comedy Company, which comes to the London for one week only on Monday, is "no waits," as they positively give a continuous performance. Between the acts of the five-act play, "The Silver King," which will

be given the opening night, specialties of a high order will be presented, which will include moving pictures of the Forepaugh & Sells Bros' circus. Ladies' tickets are now out for the opening night. This company plays at popular prices.

Mrs. Winslow's Soothing Syrup

has been used for over FIFTY YEARS by MILLIONS OF MOTHERS for their CHILDREN WHILE TEething, with PERFECT SUCCESS. IT SOOTHES the CHILD, SOFTENS the GUMS, ALLAYS all PAIN, CURES WIND COLIC, and is the best remedy for DIARRHEA. Sold by Druggists in every part of the world. Be sure and ask for "Mrs. Winslow's."

MISS ADAMS,

With the Rowland & Young Company,

at the London Opera House,

Next Week.

Hood's Sarsaparilla

Has won success far beyond the effect of advertising only.

The secret of its wonderful popularity is explained by its unsurpassable merit.

Based upon a prescription which

cured people considered incurable.

Hood's Sarsaparilla

Unites the best-known vegetable remedies, by such a combination, proportion and process as to have curative power peculiar to itself.

Its cures of scrofula, eczema, psoriasis, and every kind of humor, as well as catarrh and rheumatism—prove

Hood's Sarsaparilla

the best blood purifier ever produced.

Its cures of dyspepsia, loss of appetite and that tired feeling make it the greatest stomach tonic and strength-restorer the world has ever known.

Hood's Sarsaparilla

Is a thoroughly good medicine. Begin to take it TODAY. Get HOOD'S.

WANTED.

WANTED—300 CORDS SOFT WOOD for brickyard purposes; state quality and price. Address Alex. Johnston, 114 Masonic Temple, London.

WANTED—A QUIET HORSE, HARNESS, and an up-to-date buggy. Box 12, Advertiser office.

WANTED TO PURCHASE—NEAT COTTAGE, or one and half story house, south of Grand Trunk tracks. Good price and full particulars. Box 15, Advertiser.

WANTED—AGRICULTURAL LOAN Company's stock. John Wright, stock broker, London, Ont. Phone 68.

WANTED FOR THE WINTER—COMFORTABLE furnished small house, for gentleman and wife. Box 50, Advertiser.

WANTED IN NORTHERN PART of the city—Parlor and bedroom, furnished and heated, with board, for gentleman and wife. Apply Box 20, Advertiser.

MISCELLANEOUS.

MADAME ROWAN, MIND READER and palmist, will be at the Metropolitan Hotel, Room 5, for one week.

MARRIAGE DIRECTORY, FREE TO the married; new plan. No money. For particulars address H. Horton, Department 35, Tekonsha, Mich.

ANY PERSON REQUIRING HORSES clipped can have the same done at the Dominion Livery, corner Cass and York streets. Dawson & Porter.

MME. BELZIE, 423 PARK AVENUE, treats all diseases of the scalp and gives the electrical treatment, which eradicates all emotional lines, and makes very stylishly.

THE LONDON CUTTING SCHOOL supplies the latest devices for cutting and designing. Pupils are carefully instructed until capable of cutting. Located permanently. Correspondence solicited. 223 1/2 Dundas street, London, Ont.

WE WOULD LIKE TO PUT A COPY of "The Advertising World" into the hands of every person who keeps any kind of a store, every newspaperman, every advertising writer, every person interested in business of any kind. We send sample copies free on request, and the paper usually makes friends for itself at the rate of one per copy. It is a pretty, but to be helpful and its circulation of 25,000 (the biggest of its class in the world) makes it a valuable asset. May we have your address? "The Advertising World," Columbus, Ohio.

Notice is Hereby Given

That a special meeting of the shareholders of the Lake Erie and Detroit River Railway Company will be held at the head office of the company on Monday, the 20th day of November, 1903, at 10 o'clock in the forenoon, to consider and deal with a certain agreement between the Lake Erie and Detroit River Railway Company and the Pere Marquette Railway Company, bearing date the 1st day of November, 1903, and to consider and deal with other rights over the lines of railway and property of the Lake Erie and Detroit River Railway Company, as provided by law, application will be made to the Governor in Council for his approval of the said agreement.

That application will be made to the Minister of Railways and Canals, at Ottawa, on Monday, the 4th day of January, 1904, at 11 o'clock in the forenoon, and all persons interested may then and there appear and be heard on such application.

Dated at London, the 28th day of October, 1903.

J. H. COBURN,
Solicitor for the Applicants.

HOUSES, ETC., TO LET.

TO LET—COTTAGE, 422 ONTARIO street, near Victoria street. 5c.

TO LET—TWO-STORY BRICK HOUSE, all modern improvements, 421 Princess avenue, Apply W. Morrison, boots and shoes, 148 Dundas street.

TO LET—STORE, WITH DWELLING, corner of Horton and Wellington streets. Apply to JAMES CRESSWELL, 208 Cromwell street.

528 HYMAN, 27 PALL MALL, 564 William—Low rents, 100 houses for sale. Scarrow, 44 Richmond.

TO RENT—LARGE, WELL-FURNISHED, four bedrooms, bath, and all modern conveniences. For full particulars apply to Box 13.

TO LET—BRICK STABLE, ALSO frame stables; rear McGarvey Terrace. Apply Dr. Westland, 287 Queen's avenue.

TO RENT—300 ACRE FARM, SOUTH half lots 4 and 5, con. 2, Westminster; a first-class dairy farm. Apply Angus McEwen, Dorchester Station.

OFFICE ROOM TO RENT—BANK OF Commerce building. Apply Ivey & Dromgole, barristers.

TWO OFFICES, WITH VAULTS, ALBION buildings. Apply to T. H. Carling, at the brewery.

TO LET—UNION FURNITURE VAN—DECEMBER 1, 1903, at the hour of ONE o'clock in the afternoon.

FOREST CITY MOVING VANS, 27 Talbot street. Residence, 64 1/2 Waterloo. Telephone 144. Broughton-McKinn.

TO RENT—BUILDING FORMERLY occupied by The London Advertiser, 418 Richmond street; suitable for manufacturing business; has side entrance from lane. For particulars apply to Talbot street, corner Dundas and Ridout streets.

TO RENT—MODERN HOUSE, IN GOOD order; splendid locality. Apply S. Glass, Hiscob building.

STORAGE AND MOVING VANS.

PEOPLE'S MOVING VAN—LARGEST in city. A. Henderson, corner Colborne and Chesapeake. Phone 1724.

IMPROVED VANS, BEST STORAGE, private rooms. Furniture for storage. Apply to J. A. Nelles, agent.

BANKERS AND BROKERS.

DOUGLAS, LACEY COMPANY—INCORPORATED, both interest and principal protected. For information apply Joseph Beach, 373 Princess avenue, London. Agents wanted.

INSURANCE.

Queen Insurance Co.

Funds available for security of Queen policyholders. J. A. NELLES, Agent.

E. J. MacR BERT,

Insurance Agent, representing stock and mutual companies, life and accident. Office, Room 107, Masonic Temple. Phone 448. London, Ont.

LIVERPOOL & LONDON & GLOBE

Fire and Life Insurance Company. Capital and Assets exceed \$22,000,000.

E. Towe & Co.

Bank, corner Dundas and Richmond streets. Funds loaned on real estate security. Phone 650 or 1007.



THE WEATHER TODAY—Fine weather.

This Store is the Good Friend of All the People.

This store is a wonderful force in this community for economical, reasonable prices on honest merchandise. It fights for the wage-earners' interests as well as for the interests of the well-to-do, who become more well-to-do through level-headed economy. There are few who reap the benefits of this store's powerful influence who realize the tremendous amount of thought, of concentration of energy, of far-sighted planning, of almost incessant toil, that is necessary to gather from the ends of the earth this widely diversified stock of merchandise that is so necessary to the comfort and happiness of the people of this city.

Truthful Advertising

The campaign of education carried on every day in this satisfactory store's truthful advertising achieves the worthy and looked-for result of causing many to come here to buy, and to buy here is to save money. We are so sure of our merchandise being the best and our prices as low or lower than elsewhere that we stand ready to give your money back if the purchase is not entirely satisfactory when you get it home. You can see that a child can shop here with confidence.

Some of This Store's Characteristics:

The only store in Western Ontario closing every night at 6. We consider the feelings of our employees.

It sells for cash and cash only. There is one price to all alike.

It pays back the cash for goods that don't suit.

It gives a liberal summer vacation on full pay to its employees.

Eight legal holidays in each year are observed in full by this store—employees on full pay.

It delivers goods within a radius of 200 miles from London—no charge for delivery.

Every yard of goods taken into stock must have merit.

You can telephone us (655) or write for anything and have it delivered C. O. D.

When a sale is advertised it is a sale indeed.

Truly this store is the good friend of all the people.

Men's Natural Mocho Gloves, silk-lined, price seam.....\$1.75

Men's Cape Suede Gloves, price seam, in gray and mode.....\$1.50

Rejere's Fine French Kid Gloves in tans, brown and modes.....\$1.50

English Tan Driving Gloves, silk-lined, price seam.....\$1.50

"Cabo" Black Kid Gloves.....\$1.00

Men's Mocho Gloves, unlined, pique sewn.....\$1.35

Men's "Colbert" Fine French Kid Gloves, in tans, browns and colors.....\$1.35

Men's Heavy Kid Gloves, price seams, in English tans.....\$1.25

Men's "Ernest" White Kid Gloves, 7 1/2 Boys' English-made Tan Kid Gloves, pique sewn, 7 1/2 and.....85c

SMALLMAN & INGRAM,

149, 151 and 153 DUNDAS STREET.

MUSICAL INSTRUCTION.

BERTHA KING-BELL—BOSTON graduate. Piano, Music Method. Studio, 174 Maple.

CYRIL DWIGHT-EDWARDS, BARTON, late London, England—Instruction in art of absolute voice production, breathing and singing. Concert and other engagements. 341 Dundas.

MARGARET B. McCOY, SOPRANO soloist, Dundas Center Church—Church and concert engagements and pupils accepted.

JAMES CRESSWELL, TEACHER OF violin, Grand Opera House Orchestra. Pupils received, 523 King street.

GEORGE C. PHELPS—ORGANIST St. James' Episcopal church. Teacher piano, harmony theory. Studio, 23 King street. Telephone 369.

ROSSELLE POCKOCK, ORGANIST and choirmaster King Street Presbyterian Church. Teacher of voice, violin and piano. 272 King street.

W. FETTERSTON, TEACHER OF singing, piano, theory. Studio, 25 Queen's avenue. Telephone 1482.

W. A. BLUETHNER, TEACHER OF piano and harmony. Studio, North-helm's.

ST. JOHN HYTTENRAUCH—PUPILS received for piano, harmony, sight singing, history. Residence, 781 Richmond, or homes of pupils.

CHARLES E. WHEELER—ORGANIST St. Andrew's Church. Teaching resumed Sept. 1. Subjects: Organ, piano, harmony, singing. Studio, 90 Wellington. Phone 1227.

ALBERT D. JORDAN—ORGANIST First Methodist Church. Teacher of piano and organ. Apply between 1 and 2, 245 Queen's avenue. Telephone 1488.

G. D. ATKINSON, ORGANIST DUNDAS Center Methodist Church, teacher of piano and organ. Late of staff of Toronto College of Music and St. Andrew's College; pupils prepared for Toronto University and standard institutional examinations. 471 Queen's avenue.

VETERINARY SURGEONS.

W. R. KINCAID, VETERINARY SURGEON—Twenty years' experience. Office, 17 King. Residence, 288 Ridout. Telephone 455.

JOHN H. WILSON, VETERINARY surgeon—Office and residence, 246 Richmond street. Phone 430.

TENNENT & BARNES, VETERINARY surgeons—Office, 127 King street; residence and infirmary, corner King and Wellington. Phones 688 and 278. Treatment of dogs a specialty.

BUSINESS CHANCES.

VILLAGE HOTEL FOR SALE OR rent. Apply to P. O. Box 197, Ailsa Craig, Ont.

ELECTRO-VAPOR BATHS.

RHEUMATISM, SCIATICA, LUMBAGO successfully treated. Mrs. Ray Gadsby's massage parlors, 320 Dundas street. Phone 1042.

CHIROPODY.

CORNS, CALLOUS BUNIONS, ETC., removed without pain. Sampson, Chiroprapist, 212 Dundas street.

SLATE ROOFING.

MRS. HARRIETTA CAULIA—MASSEUSE and scalp specialist. Massage a cure for wrinkles, facial blemishes, rheumatism, sciatica and nervousness. 161 Maple street.

THE WEATHER TODAY—Fine weather.

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There are many excellent models among the inexpensive makes of Corsets. For instance, a special W. B. Erect Form model will just fit you, no matter how stout or slender you are, however short or long waisted you may be, the W. B. Erect Form properly chosen will fit as well as a made-to-measure corset. It improves a good figure and makes a bad figure good.

Wives and mothers can buy for their husbands and boys good value Kid Gloves moderately priced. We select these from our big stock:

Men's Natural Mocho Gloves, silk-lined, price seam.....\$1.75

Men's Cape Suede Gloves, price seam, in gray and mode.....\$1.50

Rejere's Fine French Kid Gloves in tans, brown and modes.....\$1.50

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