

~It's~
Window Shades
Today.

Our assortment is always complete. Dainty Fringes exclusively ours. Scotch Holland, our own importation, combined with every shade of Opaques.

O. B. Graves,
222 Dundas Street.

Flour
This Brand of Flour
Always makes the
BEST BREAD
OR PASTRY.

USE NO OTHER.

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

R. K. Cowan
Barister, etc., over Bank of Commerce
London.

Dr. W. H. Graham
188 KING ST. W. 2ND FLOOR.
Toronto, Ont.
Treats Chronic
Diseases and
gives special at-
tention to Skin
Diseases, as
Pimples, Ulcers,
etc.

PRIVATE
DISEASES, and
Diseases of a
Private Nature,
as Impotency, Sterility, Varicocele, Nervous
Debility, etc., the result of youthful folly and
excess. Gleet and Stricture of long standing.
DISEASES OF WOMEN—Painful, Profuse
or Suppressed Menstruation, Uterine, Len-
torrhoea and all Displacements of the Womb.
Office hours—9 a.m. to 5 p.m.; Sundays, 1 p.m.
to 3 p.m.

H. Beaton

Will, for the balance of the
season, offer his whole stock of
FURS at the actual wholesale
cost. Come and inspect the
goods.

138 DUNDAS ST.
Opposite Market Lane.

SKATES

BROCK'S
192 Dundas St. E.

Is the place to get them—Racing, Hockey
Ladies and Acme. Hockey
Skates fitted to the shoe mechanically
correct. We still lead in skate grinding.

SKATES HOLLOW GROUND FOR 15c

**FANCY BONBONS,
FRESH
FRENCH
FRUITS (GLACE)**

—AT—
YSH'S,
220 DUNDAS ST.
We make Boston Brown Bread and Crum-
pets. 48fxv

**HINTON & RUMBALL,
THE UNDERTAKERS,**
360 Richmond Street.
Private residence, 236 King St.
Telephone—Store 440; House, 423. 2xv

New Undertaking Establishment
234 Dundas St. Spencer Block
Telephone—1154.

**WESLEY HARRISON,
Embalmer and Funeral Director.**
N.B.—We have in stock a complete line
of Picture Frame Moulding.

**ACTIVITY
IN
SHOES**

THE RECEIVING ROOM
is literally choked with
bundles and cases fresh
from the manufacturers, and yet the
shoes now coming in, are only the ad-
vance guard of the vast army—the
skirmish line of spring activity. No
use in storing shoes—Instead we put
them on sale at prices so very low to
make the store as interesting in Janu-
ary and February as other stores are in
March and April.

Dress Footwear.

All the newest styles in Ladies'
White Kid, Ooze, Satins, in the popu-
lar colors. Fancy Beaded and Patent
Leather Slippers and Shoes. Perfect
fit guaranteed.

Gents' Patent Oxfords, French Tie
and Congress in all the popular
shapes. Skating Boots, tan and
black, for ladies and gents, boys and
girls, at low prices.

Pocock Bros.

Fur Lined Circulars
1/2
PRICE

Fur Lined, worth \$10 for \$5
Fur Lined, worth \$12 for \$6
Fur Lined, worth \$16 for \$8
Fur Lined, worth \$20 for \$10

Come early as we have only a few left.

PRIDDIS BROS.
TELEPHONE 324.
158 Dundas Street.
157 Carling Street.

Stoves!

All kinds of Heating Stoves for coal wood
at cash to clear out balance of stock. Lowest
prices ever offered. Secure a bargain at once.

Stevely's, Richmond Street
Phone 452. 2xv

CLOUDY TO FAIR; COLDER.
Toronto, Ont., Jan. 16.—11 p.m.—The
storm mentioned the last two days is moving
slowly eastward across the Southern States,
and the pressure in all parts of Canada con-
tinues high, with fair weather except in
Quebec, where light snow is falling.

Minimum and maximum temperatures:
Edmonton, 34 below—30 below; Calgary,
30 below—28 below; Prince Albert, 46 be-
low—18 below; Qu'Appelle, 34 below—10
below; Winnipeg, 32 below—12 below; Parry
Sound, 4—30; Toronto, 10—32; Montreal,
6—18; Quebec, 4 below—12; Chatham, 20
below—10; Halifax, 12—28.

PROBABILITIES.
Toronto, Jan. 17.—1 a.m.—North and
east winds, cloudy to fair, with a few snow
flurries; a little lower temperature.

Trusts Corporation
OF ONTARIO.
Safe Deposit Vaults.
Bank of Commerce Building, King
Street, Toronto.

Capital — \$1,000,000

HON. J. C. AINSIE, P.C. President
HON. SIR R. J. CARTWRIGHT
K.C.M.G. Vice President
HON. S. C. WOOD.

This Company acts as ADMINISTRATOR in
case of intestacy or with will annexed. EXECU-
TOR, TRUSTEE, RECEIVER, COMMITTEE OF
LUNACY, GUARDIAN, LIQUIDATOR, ASSIGNER,
etc., etc.; also as agent for the above offices.

All manner of trusts accepted, moneys in-
vested, estates managed, rents, incomes, etc.,
collected. Bonds, debentures, etc., issued and
counter-signed.

Deposit safes to rent, all sizes. Parcels re-
ceived for safe custody.

Solicitors placing business with the
Corporation are retained in the profes-
sional care of same.

A. E. PLUMMER,
Manager. 2xv

Roses, Carnations, Violets.
Funeral Designs.

J. GAMMAGE & SONS,
Phone 98. 213 Dundas Street. 2xv

NEW CANON OF WESTMINSTER.

Robert Eytton the Fortunate and Distin-
guished Individual.

It is officially announced, says the Lon-
don Queen, that the Westminster can-
onry, to which Rev. Robert Eytton, rector
of Holy Trinity, Chelsea, and prebendary
of St. Paul's has been appointed in suc-
cession to Archdeacon Farrar, carries



CANON EYTON.
with it the rectory of St. Margaret's,
Westminster. Mr. Eytton graduated at
Christ Church, Oxford, in 1889, was ap-
pointed subaltern to the queen in 1888
and rector of Upper Chelsea in the follow-
ing year. He is a popular preacher in the
west end and an ardent supporter of the
Christian Social Union. For some years
he sat as one of the members for Chelsea
on the London school board. At the
election in November last he stood as "an
independent church candidate," but was
defeated.

Tisdale's Toronto Iron Stable Fittings
Healthful, durable attractive and cheaper
than other fittings. Send for our new
catalogue—The Tisdale Iron Stable Fittings
Co., Ltd., No. 6 Adelaide Street East,
Toronto.

All true courtesy springs from the heart.

**WOMEN
HO
ALK
ANT**

Shoes of the Period.

Easy Fitting,
Healthy,
Well as Handsome!

We Have Them.

J. P. Cook
TELEPHONE 324.
173 Dundas Street.

MONEY BACK IF YOU WANT IT.

London Advertiser.
Call Us Up! Telephone Numbers:
107 Business Office
134 Editorial Rooms
178 Job Department

STREET-CAR-TICKETS
ARE ON SALE AT
T. R. PARKER'S,

C. P. R. Ticket Office
Southwest corner Dundas and
Richmond Streets.

London and Environs

—Thomas Hughes has been adjudged
insane and ordered to be removed
from the county jail to the asylum.
Hughes lived near Ilfordton.

—At the regular meeting of Pine Grove
Camp, No. 2, Canadian Order of Woodmen
of the World, on Wednesday, a large and
lively meeting was held. The officers were
installed by the retiring council commander,
S. H. Bickley. The officers are as follows: P.
F. Bickley; C. C. Robt. Piercey;
A. L. J. W. McBride; banker, Thomas
Cohoon; clerk, Wm. A. Hall; escort, J. W.
Young; watchman, R. McBride; sentry,
Thos. Dempsey; managers, F. Hayes, J. W.
McBride, Dr. W. English; delegate, Dr.
English; alternate, R. McBride; organizer,
Thos. McKim.

—The Prisoners' Aid Association of
Canada, with the concurrence of the Toronto
Ministerial Association, has fixed upon
Sunday, Jan. 19 as Prison Sunday. This
date has been selected for the reason that
the January meetings of the County
Councils of Ontario are held the following
week. On Prison Sunday (more especially)
the association desire the prayers of the
church on behalf of prisoners, and for prison
officials, and for all who have to do with
the administration of justice, for Prisoners'
Aid Association, and for the success of the
Prison Reform movement.

—Although one of the youngest of Am-
erican stars, Walker Whiteside has an un-
usually extensive repertoire. It has been said
of him that in the diversity of the characters
he portrays he "runs the entire gamut of
human passion." Although "Hamlet" is his
favorite character, his reputation does not
rest alone upon his mastery interpretation
of the melancholy prince, and in the dia-
metrically opposite characters of "Richard,"
"Othello," "Shylock" and "Richelieu," he
has won triumphs equally as pronounced.
No two characters known to the stage are
more distinctly different than "Hamlet" and
"Richelieu," and the ease with which Mr.
Whiteside sinks his own individuality in
either character is a proof of his remarkable
genius. In response to a very general de-
mand, Mr. Whiteside will present during his
coming engagement in this city Bulwer's
always interesting drama "Richelieu."

THE NEW FOREMAN.
Mr. John McIntyre, foreman of one of
the Stratford locomotive shops, it
is said, will be the new foreman of
the Grand Trunk railway boiler shop,
Point St. Charles, in the place of Mr.
Robert Wilson, deceased.—Montreal
Star. Mr. McIntyre is brother-in-law
to ex-Ald. Thos. Browne, city, and he
has many friends among railway men
here.

CONCERT AT THE ASYLUM.

On Wednesday evening last a concert was
given at the asylum for insane by the staff
of R. S. Williams & Son, the well-known
firm of piano manufacturers, assisted by one
or two others. The concert, under the per-
sonal direction of Mr. John W. Croden, the
popular local manager, was rendered in a
manner which showed that those who took
part were not only good musicians but also
actors of no small merit. The large audi-
ence present manifested their appreciation
of the treat they were enjoying by applaud-
ing each performer vigorously and enjoining
each number. All at the asylum hope to be
soon again favored with a visit from Mr.
Croden and his galaxy of artists. The pro-
gramme was as follows: Instrumental
selection, Miss O'Keefe; song, Mr. H. R.
McDonald; song, Mr. Harry Hogg; violin
solo, Mr. Geo. Angus; song, Miss O'Keefe;
recitation, Mr. H. R. McDonald; xylophone
solo, Mr. Harry McKenna; duet, Miss
O'Keefe and Mr. McDonald; song, Mr. H.
R. McDonald; violin solo, Mr. Geo. Angus;
song, Miss O'Keefe; duet, Messrs. Collins
and McDonald.

Business men are sometimes hard to please
in the ordinary sorts of ready-made clothing.
That is one of the respects in which our
garments are not of the ordinary sort.
So that the question is now:
Who made them?
Not—
Where did you buy them? Our clothing
is precisely like the custom made in every
respect but one—
The price.
Oak Hall
For Fine Clothing. 2xv

**SMOKERS,
READ THIS**

Quotation from a letter of the
late Sir Morell Mackenzie:
Dear Sir,—I think Herr Pfugger's invention
a good one. I have tried it and find that it
answers well.
(Signed) Yours truly,
Morell Mackenzie.

SAM K. STEWART,
Sole Agent for Morell Mackenzie Pipe,
202, Dundas Street.

A NOTED PREACHER.

**Pen Sketch of Rev. L. H. Jordan, Who
Will Preach Here on Sunday.**

Some few months ago, the Week, of
Toronto, published a sketch of Rev. Louis
H. Jordan, B. D., of St. James' Square
Presbyterian church, Toronto. Mr. Jordan
is to take anniversary services at the First
Presbyterian church next Sabbath, the 19th
inst., and the following summary of his
personality and power by this Toronto critic
will be interesting to the citizens of London:
"When Rev. Louis H. Jordan, B. D.,
pastor of the St. James' Square Presbyterian
church, leaves the screening shelter of the
reading-desk and comes out from it a step
or two on one side or the other, as he does
occasionally throughout his sermon, you see
that he is a man in the prime
of life, and every inch an
ecclesiastic. To look at, he is the
beau ideal of a churchman, and nobody
would ever suppose him anything else.
Calmness, correctness in the calm and
placid expression of his strong face—clean-
shaven, with a well cut nose and a deter-
mined chin—in every contour of his com-
pact head, with its short, very closely-
brushed, iron-gray hair; in his smile, which
like his usual speech, shows a set of perfect
and gleaming teeth. The churchman-like
tout ensemble is added to by the gown and
hands he wears, which are like you see in
pictures of 200 years ago. The black silk
gown reaches to his feet, and has voluminous
sleeves, which are very effective when the
preacher raises his arm as he did on Sunday
night, when he pointed out over an imagi-
nary door of hell, Dante's words: 'All hope
abandon, ye who enter here.' He pointed
out each word as he uttered it so that his
hearers saw, in thought, the lurid announce-
ment, duly spaced out over the gloomy
portal. The black gown is a very striking
background for the immaculate white bands,
and as Mr. Jordan possesses natural dignity,
and has a high idea of his office, he looks as
though he might be anything from a dean
to an archbishop. He is a strong, definite
man; no dreamer; no poet; no dreamer; no
mystic. Looking back on his sermon I think
it shows that he is a master of the art of
preaching. All that he says is put clearly,
decisively and definitely. There is no
muddle. Every word has its due place and
every word tells. The consequence is that
his discourses are easily remembered. He
is deeply imbued with the traditional
ecology of his communion, and it is not
likely that any doubt will be expressed as
to his complete orthodoxy. A kindly man
and a strong, who finds in the Bible a suf-
ficient rule of faith and practice, and who is
entirely unswayed by the speculations of
these later days, and who will not swerve
from declaring what he believes to be the
"whole council of God."

THE WM. FIELDS CASE
12 Years a Suffering Victim of
Bright's Disease.

He Follows the Successful Example of
Others and Is Cured by Dodd's
Kidney Pills.

Owen Sound, Jan. 17.—To say that ex-
citement prevails here is to draw it mildly.
The coming to light of case after case in
which Dodd's Kidney Pills have effected
cures has created an undercurrent of talk
which brings some new marvel to the sur-
face every day.

Mr. Wm. Fields, a C. P. R. porter here,
was seen by your correspondent, and stated
his case as follows:
"I was afflicted with Bright's Disease of
the kidneys for three years.
"None of the doctors in Owen Sound or
in Toronto being able to help me.
"At last, when almost hopeless of a cure,
I was advised to use Dodd's Kidney Pills.
"I acted on the advice, and after using
six boxes the cure was effected, and today
I am a perfectly healthy man and able to
work every day, something I have been un-
able to do for over two years before taking
Dodd's Kidney Pills."
Sold by all druggists and dealers at 50
cents per box, or by mail by addressing the
Dodd's Medicine Company, Toronto.

**Johnston's
1896**

Ladies' Skating Boots - - \$1 25
Ladies' Overgaiters - - - 50
Razor Toe Rubbers - - - 45
Cashmerette Overshoes - - 2 00
Gents' Skating and Hockey
Boots, heavy sole - - 2 75
Gents' Ventilated Boots - - 4 00
Boys' Strong School Boots - \$1 25

Trunks & Valises
Purses, etc.

—IMMENSE STOCK.
Skate Straps 5c per pair.

Johnston's
198 Dundas St.

**All Men
Are Liars!**

Taking one consideration with another, no man
can deny the proposition and keep himself in line with
the accepted things of today from a strictly orthodox
standpoint. Let alone orthodoxy, heterodoxy, your
doxy, my doxy, and you'll find yourself standing on
the broad principle of right, the basis of which is truth
and if truth does not prevail, then all things said and
done are as "sounding of brass and tinkling of cym-
bals." We sell drygoods, we do not give them away,
but the prices we ask are below the prices named by
those who claim to do so. When you shall have made
the rounds of the bargain boomers, come to us and we
will show you who the greatest liars are.

Silks	Cotton Underwear
In no previous period have the as- sortments of these rich textures in black, colors or novelty effects been so varied or so beautiful. The untiring watch we keep on the best sources of production enables us to place before our customers the choicest and best, almost before the sounding of the loom has died away.	In this department we have the largest assortment of Ladies' Night- robes, Corset Covers, Drawers and Skirts that has ever been shown in this city. Every garment is cut on the most approved patterns; the cloth is all that it should be, and the work- manship is equal in every stitch to the best home work.
Plain and Figured China Silks, all colors..... \$0 15	Ladies' White Nightdresses, tucked and embroidered trimmed, regular 75c, for..... \$0 60
Habutai, all colors..... 39	Ladies' Fine White Night- dresses, embroidery trim- med, with yoke, regular \$1 15 line, for..... 85
Heavy Dress Surah, light col- ors..... 50	Ladies' Drawers, tucked and lace trimmed, regular 35c, for..... 25
Striped Blouse Silk..... 65	Ladies' Fine Cambric Skirts, with embroidery frill, for..... 65
Black Dress Satin..... 75	Ladies' Fancy White Corset Covers..... 33
Black Satin Merveilleux..... 98	
Black Beau de Soie..... 92	

Black Dress Goods

Fabrics for women's dresses have
long been a question upon which we
have been quoted as authorities. We
buy from the best makers and we buy
for cash. It seems almost incredible
that so many weaves could possibly be
produced in solid black fabrics.

44-inch All-Wool Cashmere...	\$0 25	56-inch Double Damask, the yard.....	\$0 25
44-inch Fine French Serge.....	35	Special, 60-inch Double Da- mask.....	30
46-inch Silk Finish Henrietta.....	50	64-inch Cream, three-quarter bleached, worth 50c.....	37
44-inch Figured Soliel Wool.....	50	60-inch Turkey Red Damask.....	30
Silk Warp Henrietta.....	75	60-inch Red and Green Da- mask.....	45
Reversible Cords.....	1 00	Irish Linen, Napkins, 1 size, the dozen.....	60
Priestley's Best Silk Warps.....	1 50	Extra Fine Irish Linen, 1 size.....	85
		Special Irish Linen, 1 size.....	1 00

Coats and Capes

Unless you have seen our assort-
ments you can have no idea of the
multitude of styles, shapes and fabrics,
the words "Coats and Capes" imply,
when applied to our stock. Part of
our stock comes from the most famous
makers of Paris and Berlin. But
whether made in Europe or America,
you are assured that in style, fit and
quality, the garments are absolutely
correct.

Chevrolet Serge, double breasted, large sleeves.....	\$3 50	Ladies' Australian Bear Capes, 27 inches long, full sweep, silk lined, regular value \$10, our price.....	\$10 38
Rough Nigger-Head Short Coat, buttoned close to neck, large sleeves.....	4 15	Black English Coney Cape, good quality, extra good lining, 27 inches long, real value \$12, our price.....	9 46
Heavy Serge, lapel front, new sleeves, in black and brown.....	4 85	Astrachan Dog Capes, 30 inches long, 100 inches sweep, extra heavy, silk and satin lining, were sold last week for \$27 50, our price now.....	21 90
100 Coats, travelers' sam- ples, German make, color- ed and black, the prices vary, upwards from.....	2 45	Genuine Wool Seal, whole skins, 30 inches long, full sweep, silk lined, were \$25, now.....	20 85
100 Ladies' Heavy Capes, with sleeves; this is an- other list of samples.....	4 90	200 dozen White Bosas, just received.....	22

Crockery & Glassware		Tin and Granitew	
\$1 25	Six cups and six saucers, not seconds, but first quality.....	\$ 25	Wire Broilers.....
- 50	One dozen cut-glass fruit dishes.....	20	Large Basting Spoons.....
45	Beautiful cut-glass water pitcher.....	15	Graniteware Soup Dishes.....
2 00	Cut-glass rose bowl, handsome.....	25	Graniteware Wash Bowls.....
	Handsome cut-glass tea set (Amber), 6 pieces.....	50	4-pint Copper Bottom Teapots

1 piece Lister Sealette, per yard.....\$2 48
100 pieces Colored Dress Goods, all wool.... 20
Best Scotch Fingering Yarn, per lb..... 50

The T. E. Mara Co.
LIMITED,
153 Dundas Street,
155 Dundas Street,
And Market Square } **London.**
Special Attention to Mail Orders - - 'Phone 1,403