

WE LEAD THE TRADE.

GENTS' TIES

SILK HANDKERCHIEFS
IS NOW COMPLETE.

Call on us for your Christmas
and New Year's Presents.

SEE OUR STOCK OF CHOICE
Overcoatings, Suitings
AND TROUSERINGS.

A. E. TREBILCOCK
285 Dundas St.

BRITISH EMPIRE Mutual Life Assurance Company OF LONDON, ENGLAND.

Established 1847.

Canada Head Office, - Montreal.
General Manager, - F. STANCLIFFE.

Assets,	\$ 5,304,250.
Annual Income,	1,037,855.
Canadian Investments,	700,000.
Claims and Bonuses Paid,	10,000,000.

NOTE THESE FACTS:

1. Thirty-Nine Years business experience.
2. Liberal Form of Policy.—Incontestable and non-forfeitable after two and three years.
3. Prominent Object.—Sound life insurance.
4. Cost.—The lowest consistent with safety.
5. Investment Rule.—The best security rather than the largest interest.
6. Bonuses every three years.

This Company's LIFE AND ENDOWMENT policy offers the business public insurance absolutely unconditional as to occupation and travel, and, age being admitted, indisputable from the date of policy.

Western Ontario Branch Office,
ALBION BLOCK BUILDINGS, LONDON.
J. FRITH JEFFERS, Manager.
AGENTS WANTED.

A DELIGHTFUL SURPRISE

Christmas and New Year's Presents

THOMPSON'S PALACE

421 and 423 Richmond St.

The most beautiful and extensive selection,
Ladies! do not fail to call and examine. It is
intending purchasers or otherwise.

KNIGHT, THE DENTIST

Narco and Vitalized Air for the Painless Extraction of Teeth.
Single Extraction, 25 cents.

\$8—BEST SETS OF TEETH—**\$8**

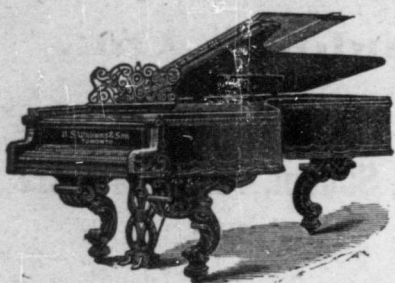
All work first-class.
Gold and Silver Filling inserted at reasonable rates.

PARLORS:

192-DUNDAS STREET-192

True Merit Rewarded!

HIGHEST HONORS CONFERRED UPON THE



R. S. WILLIAMS & SON PIANO,

Placing it far in advance of all others exhibited at the Colonial
Exhibition, London, England.

The following letter has been received by Messrs. R. S. Williams & Son, from Mr. Wm. H. Fellow, Commercial
Agent for Canada at the Colonial Exhibition, London, England:—

"S. S. VANCOUVER," LIVERPOOL, November 18, 1886.

Messrs. R. S. Williams & Son, 143 Yonge Street, Toronto; and 229 Dundas Street, London:

Gentlemen,—I am pleased to inform you that Her Majesty the Queen has chosen one of your pianos
for Windsor Castle. The selection was made by Mr. Dyson, of Messrs. Dyson & Sons, Windsor, specially
appointed tuner to the Queen, their Royal Highnesses the Duke and Duchess of Connaught, and the Duke
and Duchess of Albany. Mr. Dyson was so pleased with your pianos that he purchased two for himself, and
I beg to congratulate you on my being able to dispose of these pianos for you in such good hands. I have
no doubt that you will now call yourselves "Piano Manufacturers to Her Majesty the Queen of England."
Yours truly, W. H. FELLOW.

Branch House—Mechanics' Hall, - - 229 Dundas Street,
LONDON, ONTARIO.

NOTICE.

We take pleasure in calling the attention of
dealers to a valuable patented improvement in
Sectional Electro Plating Spoons and Forks, by
which those parts most exposed to wear receive
An Extra Coat of Silver, three times
the usual thickness,

viz., on the back of the handle, heel of the bowl,
and points of bowls of spoons, back of the han-
dle and breast, and points of tines of forks, as
illustrated in cut.

It is confidently believed this mode of Electro
Plating will supersede the old way of plating.
The great advantage will be readily seen, as
spoons and forks always wear through on these
exposed points, while the plate is yet good upon
other parts of the article. This new process
will add three times to the durability of goods
so plated.

There are many imitations. Be sure that
the goods are all stamped

1847. ROGERS BROS. XII.

SOLE AGENT FOR
Lazarus, Morris & Co.'s Perfected Spectacles
THE BEST IN THE WORLD.

Choice Stock of GOLD and SILVER WATCHES,
CLOCKS, and all kinds of PLATED
GOODS.

P. BIRTWISTLE
Jeweller and Optician,
116 DUNDAS-ST., LONDON.

—1887.—

In issuing our Xmas Number, we
take pleasure in directing the atten-
tion of our many readers and
patrons to

OSBORNE BROS., Boot & Shoe Dealers

135 DUNDAS STREET,
London, - Ontario.

These young men have shown that
by close application to business, un-
varied civility and a studied atten-
tion of their customers' wants, that
an extensive business can be con-
ducted on very small profits and
money still be made. The above
Firm have, during the past two
years, advertised with us largely,
and with much judgment, and at-
tribute their success in a great de-
gree to our agency. We feel pleas-
ure in commending them to the
Notice of the General Public for
1887.

Art Gallery.

JNO. FERGUSON & SONS'

Immense show of Parlor, Dining Room, and Bed-
room Sets, in Walnut, Mahogany, Antique, Oak,
Cherry, Birch and Ash, at

174 to 180 King Street.

DOORS OPEN AT 7 A.M.

Take half a day, it will do you good to see our
stock. Full staff of obliging salesmen, who make
it a pleasure to show goods. Just notice that
we pack and ship our wares free on board cars at
London.

All the latest styles in American Parlor Frames.

Come early, before the crush.

JNO. FERGUSON & SONS.

1886-7.

Christmas and New Year's Presents!

A full supply just received from Philadelphia and
other factories, of

SOLID LEATHER TRUNKS

PORTMANTEAUS,

Valises & Ladies' Satchels

Of Newest Patterns and Designs,

ALL TO BE SOLD AT A SMALL PROFIT,

ALEX. JOHNSTON & CO'S

LEATHER STORE,

351 Richmond St., London, Ont.

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