

A WOMAN JUMPS

at conclusions while a man limps towards them, and when she makes up her mind to have a new dress she will have it even if it has to be made out of an old one. It will be a new one in her eyes and her husband's eyes, too, for that matter, after it comes from

R. PARKER & CO.,

Dyers and Cleaners,
217 Dundas Street, London, Ontario.
Telephone 614.
Branches at Toronto, Hamilton, St. Catharines, Brantford, Galt, Woodstock.

BIRTHS, MARRIAGES AND DEATHS.**BIRTH.**

JEFFERY—On Jan. 10, 1895, at 174 Dundas street, to Mr. and Mrs. F. Jeffery, a son.

**This Brand of Flour**

Always makes the
BEST BREAD
OR PASTRY.

USE NO OTHER.

J. D. SAUNBY
227 York Street.
Telephone 113.

WOOD!

Beech and Maple Long Wood, \$4 75
Beech and Maple Blocks, - - 5 25
Beech and Maple Split, - - 5 50
Knots for box stoves, - - 4 25

COAL at Lowest Prices,**GEORGE McNEIL**

Cor. C.P.R. Track & Richmond St.
Branch Office, 657 Richmond Street.
Telephone 263. yw

Electric Wiring and Fixture
CONTRACTORS,
22 Dundas Street.

Electric Bells put in and Electric
Bells repaired.

ROGERS & DOSS,
Telephone 537. yw

ASK YOUR GROCER FOR

Johnston Bros.' Bread
5c. per loaf retail
In all parts of the city. Telephone 218 yw

THE
Largest and Cheapest

Good Black**and Colored****SILKS****IN LONDON.****Priddis Bros.****Southcott's****FINE TAILORS,****361 Richmond St.**

Spring Skates, 65c a pair,
Union Club, 65c a pair.
Racing Skates,
Hockey Skates,
Hockey Sticks and Pucks.
Skates sharpened and repaired at

GURD'S GUN SHOP.**WINDY, WITH SNOW FLURRIES,****THEN COLDER.**

TORONTO, Jan. 21.—11 p.m.—Tonight the storm center is near Sault Ste. Marie. The pressure is about average in the Northwest Territories and also in the Maritime Provinces. Rain has fallen today throughout Ontario, while in Quebec and the Maritime Provinces the weather has been fair, with rising temperature.

Minimum and maximum temperatures:
Edmonton, 6° below—10° below; Calgary, 4° below—22° below; Prince Albert, 28° below zero; Qu'Appelle, 16° below zero; Winnipeg, 18° below—2° below; Toronto, 29°—42°; Montreal, 6°—32°; Quebec, 84°—26°; Halifax, 12°—30°.

TODAY'S PROBABILITIES.

TORONTO, Jan. 22.—1 a.m.—Probabilities for the next 24 hours for the lower lakes region (covering the peninsula and as far east as Belleville) are: Strong winds and gales from westward; partly fair, with snow flurries, turning colder.

Lowest prices in watches, clocks, silverware and jewelry at J. E. ADKINS', East London. Special attention to watch repairing. yw

London Advertiser.

Telephone Numbers.

107.....Business Office
134.....Editorial Rooms
175.....Job Department

London and Environs

The night is mother of the day,
The winter of the spring,
And ever upon old decay
The greenest mosses cling.
Behind the cloud the starlight lurks,
Through showers the sunbeams fall,
For God, who loveth all his works,
Has left his hope with all!

—Miss Jessie Cole, daughter of Mr. A. Cole, York street, is seriously ill.
—You can't get fat on one meal, nor rich on one advertisement. Keeping everlastingly at it wins.

—Miss Winifred Gattfield, daughter of Capt. Gattfield, of Amherstburg, is the guest of Miss Maggie Gilles, Waterloo street.

—The Deanery of Middlesex will meet in St. John's Church, city, on Tuesday, Jan. 29. The Sunday School Association will meet in the evening of that day.

—Ald. Garratt will arrive home from England early in February. He has written the city clerk asking him to convey thanks to his friends for re-electing him.

—The dedicatory tea meeting at the Hill Street Methodist Mission tonight will doubtless be a big success. A good tea and an interesting programme will be provided.

—At Port Stanley a boy named Willie King, while sleighriding down the school house hill with a number of others, ran against a post, breaking his leg. He was taken to Dr. Mothersill's office, where the limb was set, and he is doing well.

—The St. Thomas Times' Port Stanley correspondent writes: Rev. Dr. Aylesworth returned on Saturday from a three weeks' visit to friends at Belleville and Picton, and occupied his pulpit here yesterday. During the forties the reverend doctor and Sir Mackenzie Bowell, the present Premier, stood alongside each other before a case in an eastern town printing office.

—The Epworth League of the Queen's Avenue Methodist Church last night held an enjoyable "at home." The following was the programme: Solo, Miss Land; reading, Dr. Flock; instrumental, Miss Green; solo, Miss Fowler; speech, Mr. W. M. Spencer; solo, Mr. Stockwell; instrumental, Miss Gard; speech, Mr. John Green; reading, Dr. Flock; instrumental, Miss Allan.

An Old Lady's Bad Fall.
While walking on a path in the yard yesterday Ann Chapman, an aunt of Mrs. (P. C.) Thos. Howie, 492 St. James street, slipped and fell on the icy ground. Mrs. Howie did not notice her absence from the house for fully twenty minutes. Becoming alarmed at her prolonged stay Mrs. Howie went after her and found her lying helpless on the ice with the rain pouring down. P. C. Howie carried her into the house. Dr. Moore was called, and he found that the lady had broken her hip bone. As she is 72 years old, and in feeble health, the effect of the fall and subsequent exposure is dreaded. The unfortunate was afterwards removed in the ambulance to St. Joseph's Hospital for treatment. Miss

Chapman is a sister-in-law of P. C. Patrick Wallace.
The Sort of Ads. That Command Attention.

"If a merchant will take care of his space, change his copy, keep it fresh, and put interesting matter into it, it will be read assiduously and as regularly as the spiciest bit of gossip. As it gets readers, so will the dealer get customers. Aggressiveness and confidence are essential in advertising. Timid men do not succeed. It's the fellow who goes straight ahead, full of self-confidence, forceful, bound to make his point; that's the man whose business thrives and flourishes. Let his advertisements breathe of honesty and truth. Let every statement be exactly a fact—no more, no less; but rather let him understate the goodness of his wares than overstate them. Above all, put news in the ads."

WINTER PASTIMES.**Skating Championships Won by a Toronto Man.**

Local Bankers Play Hockey in Westminster Rink—Skating Parties Made Up in London to Do the Holland Canals.

HOCKEY.**BANKERS PLAY.**

The first game of the season in the local bankers' league was played at the Westminster Rink on Saturday afternoon. The teams represented the Banks of Commerce and Toronto, and the latter had a very easy victory, the score being 4 to 0. The players were:

Commerce,	Position,	Toronto
Mackenzie	Goal	Cartwright
Fox	Cover point	Johnston
Abbott	Point	Heavood
Hill		
McLeod	Forwards	Cooper
Mercedith		Proctor
		Carroll
		Carmichael

SKATING.
The quarter-mile and the mile championships of the National Skating Association of the United States were won on Saturday by Harley Davidson, of Toronto. Olaf Rødd, of Minneapolis, won the five and ten mile races.

LONDON, Jan. 21.—Regular skating parties are being made up here to go to Holland and traverse the whole country on skates by its network of canals. It seems a very intelligent notion, and has taken such a hold on the popular fancy that Cook's has established a special department to organize and superintend its working in both countries.

Lake Erie to Tide-Water Canal.

CLEVELAND, O., Jan. 21.—It was announced at the Chamber of Commerce that a project is now on foot by which the proposed canal from Lake Erie to tide-water will be built by private capital. It is stated that a charter has already been secured from the Canadian Government incorporating the company as the North American Canal Company, and the present Congress will be asked for rights as far as American property is concerned. The intention is to use the Welland Canal as far as Thorold, and from there build to Queenston, a distance of eight miles, with two locks, doing away with the 25 locks of the Welland Canal. The plan calls for locks 500 feet in length, 65 feet wide and 26 feet deep. The proposed route to the sea uses the Welland Canal to Lake Ontario, the St. Lawrence River, a canal 40 miles long from Lake Francis in the St.

Lawrence to Lake Champlain, a canal 25 miles long to the Hudson River, and thence to the sea. The distance from Lake Erie to New York is 720 miles, or 803 miles from Cleveland. In the entire distance there are to be but five locks.

Some want protection. Others want free raw material. All want Dr. Price's Cream Baking Powder.

Gen. Clay's Girl-Wife.
CINCINNATI, Jan. 21.—The Times-Star's special from Lexington, Ky., says Gen. Cassius M. Clay, the octogenarian bridegroom, is in trouble owing to the reported desertion of his young bride, aged 15.

Another Advocate in Ottawa.**A Mother Writes About Lactated Food.**

In the city of Ottawa there was recently added another convert to the great army of mothers who believe that Lactated Food is the best in the world for babies that cannot be breast fed. The lady, who lives on Wellington street, writes as follows:
"When my baby was born, seven months ago, I found myself unable to nurse it, and was in a quandary as to how it should be fed. One of my most intimate friends suggested a food of which neither of us knew anything. This food was used for nearly a month, but my baby did not seem to relish it or to gain strength in any way.

"I fortunately read an article in one of our daily papers about Lactated Food and quickly decided to give it a trial. I bought a tin from my druggist and commenced to feed baby regularly. She quickly improved and slept more naturally. Since then Lactated Food has been her only diet, and today there is not a finer looking baby girl of her age in the city. This food, I am sure, was the means of saving her life. I can strongly recommend Lactated Food to every mother after my happy experience with it.

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 St., E., Toronto.

New Drug Store.—Anything you want in the drug line. Telephone No. 1018, or call at C. Symonds', chemist and druggist, 464 Dufferin avenue, corner Maitland street. yw

JAMES MILLER has opened up a new barber shop in Collins' block, London West, and guarantees to do first-class work. Give him a call. yw

If you want any jewelry repaired, a watch or clock cleaned, take it to T. R. BRYAN'S, 308 Dundas street. Satisfaction guaranteed. yw

The Latest Novelty.—Hockey stick pins. At WAIR'S jewelry store, Richmond street, opposite Masonic Temple. We do the finest watch repairing in the city.

Bring along \$10 and we will give you the prettiest bedroom set in London with beveled-edge mirror. This offer is for one week only. KEENE BROS., 127 King street, opposite Market House.

USE
Harkness' Bronchial Syrup,
Harkness' Bronchial Syrup,
Harkness' Bronchial Syrup,
Harkness' Bronchial Syrup,
For Bronchitis use
Barkwell's Bronchial Balm
Barkwell's Bronchial Balm
Barkwell's Bronchial Balm
Barkwell's Bronchial Balm
Are among the best, safest, surest and cheapest the world of science yet knows of
MANUFACTURED ONLY BY
W. S. BRYERS BARKWELL
To Stay Consumption use Flax Seed Emulsion. yw

The Dominion Life Company

If the winning life company in London just now. The rates are low. Their plans are the best. Women are insured at same rates as men. Big cash deposits with Government, also splendid surplus to their credit. **FIFTEEN** Policies issued by the London office for December. Two applications already in for January. Office, 47 Richmond street.

A. B. Powell,
District Manager for London and Western Ontario.
N.B.—Ten live agents wanted. yw

W. FAIRBAIRN

MERCHANT TAILOR,
EDGE BLOCK, Up-Stairs.

SAVE FUEL.
By purchasing one of Powers' Temperature Regulators
For Hot Water Boilers and Hot Air Furnaces.

Smith Bros.

PLUMBERS, ETC.
376 RICHMOND ST.
Opp. Masonic Temple. Phone 538.

Pictures Framed**R. LEWIS'**

434 RICHMOND STREET.
R.K. Cowan
Barrister, etc., over Bank of Commerce London.

MARA'S, THE BUSY TRADERS

Nothing Succeeds Like Success, and the Success Attending this Store is Marvelous. We Beg to Announce That We are Still on Top With a

Brighter, Newer and More Stylish Stock

Than any other house in this city. Being first in everything, we were the first to adopt the system of "Cash Transactions," which some false prophets predicted would not be practical in a city the size of London, but they have now been forced to change their minds. We sell for cash and buy for cash, which, owing to abundance of capital, we are able to do. Thus the people can see that we are in a position to buy at very close prices and also sell the goods to them at a very small margin of profit, a fact which we believe they have long since recognized. We were also the first in this city to inaugurate the system of shopping by mail, a system which many hundreds of customers throughout Western Ontario and the North-west take advantage of. And we were the first store in this city to institute a "Cash Jobbing Department." This is a department, which, although it is scarcely a year since it was started, has gone ahead with leaps and bounds. Our jobbing connection extends all through this part of the country. All country merchants and storekeepers would be amply repaid by bearing this in mind, and if they already are "not in the ring" would do well to "get in," and the next time they are out of any line to either call in person or drop us a card.

Shots That Hit the Mark Every Time

Order by Mail.

25 pieces extra heavy Waterproof Serges, in all shades, and 44 inches wide, worth 75c, for 40c per yard.	French Soliels, 46 inches wide, extra value, only 50c per yard.	A special lot of Children's All-Wool Cashmere Ribbed Stockings, only 10c per pair.	Children's Jackets, astrachan trimmed, worth \$5. For \$3 50.	520 Youths' and Young Men's All-Wool Tweed Suits, just passed into stock at \$4 50, \$5 50, \$6 50, \$7 50.
Special line Heavy Factory Cotton, full yard wide, 4c per yard.	200 papereries of Fine Note Paper and Envelopes, worth 20c. For 10c.	150 pieces Flannellettes, in checks and stripes, sold by other dealers at 7c, our price 5c per yard.	15 dozen only, 35c Silk Ties, all four-in-hands, 2 for 25c.	Men's Shaker Flannel Night Shirts, worth \$1, For 75c.
Silk-Finished Henriettas, in evening shades, 44 inches wide, worth 60c, for 35c per yard.	A lot of Children's Kid Mitts, worth 50c. Now going for 25c.	40 dozen Women's Oxford Gray All-Wool Seamless Stockings, worth 35c, for 18c per pair.	Fur Coats, 6 only, Men's Swamp Wallaby Coats, former price \$25, Now \$19 50.	Boys' White Unlaundered Shirts, worth 50c, For 35c.
25 dozen Jumbo Huck Towels, size 42x22 inches, worth 20c, For 12½c.	Children's Circular Combs, 5c, in white red and black, "The Wave" Three Prong Crimpers and Curling Tongs, only 10c.	Men's 50c Silk Braces, For 18c.	175 dozen Boys' and Men's Flannellette Shirts, all sizes, regular price 35c. Our price 20c.	75 dozen Silk Strap Bow Ties, 2 for 25c.

Telephone 1,043.

The T. E. Mara Co., Limited.

153 and 155 Dundas Street and Market Square, London.