

The "Know How"

It makes all the difference in the world. The best material in the hands of a poor workman cannot produce good results. Our Dyeing, Cleaning and Finish Departments are each under the management of practical workmen from Europe.

R. PARKER & CO.,
Dyers and Cleaners,
217 DUNDAS STREET, LONDON.
Telephone 814.

Window Shades

Fringes and Laces to match.

O. B. Graves,

222 Dundas Street E.



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

USE NO OTHER.
J. D. SAUNBY
117 York Street,
Telephone 118.

WISE YOUNG MAN

That places an Endowment Policy on his life. Delays are expensive. The

Confederation Life

Offers the MOST LIBERAL contract issued today. Rates moderate.

FRED H. HEATH, Gen'l Agent;
GEORGE FRITCHARD, Local Agent.

Beaton's Fall Styles of

HATS AND FURS
ARE NOW OPEN FOR INSPECTION.

Parties having furs to alter or repair should send them in at once before the busy season opens.

H. BEATON,

128 Dundas Street, - Opposite Market Lane



Cure SICK HEADACHE and Neuralgia in 10 minutes, also Coated Tongue, Dizziness, Biliousness, Pain in the Side, Constipation, Torpid Liver, Bad Breath, and also regulate the bowels.

Mr. John Gaylor, druggist, Ingersoll, writes: "Star-K's Powders have a very large sale and continue to increase as they become known. Nothing we sell gives better satisfaction."
J. B. Taylor, Esq., merchant, Welland, says: "Star-K's Powders have a great reputation about here. I have known of people who have been long and great sufferers, who have tried almost everything, and have been cured by them. We have used them in our own family with remarkable success." Two preparations in each box, sold by all medicine dealers at 25c a box, five boxes, \$1.

SCHOOL BOOKS

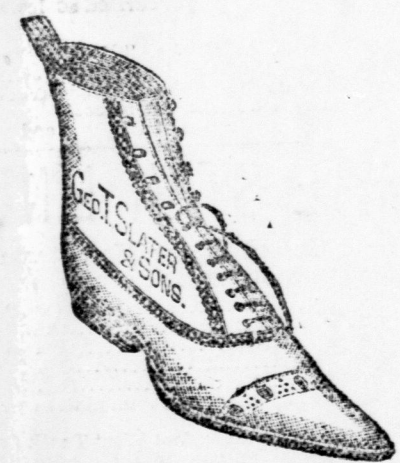
Full supply of all new books used in . . .

High School and Public School
JOHN MILLS,
Edge Block-404 Richmond Street.

POCOCK BROS.

Shoe Leaders.

Sole agents for Slater's \$3, \$4 and \$5 Shoes. Prices plainly stamped on soles of all the high grade Slater Shoes. They are made in one hundred different styles, all sizes and widths for men, comfortable fit guaranteed.



We shall be pleased to show you the shoes whether you purchase or not. They have scored a grand success throughout the Dominion.

Merchants here are grumbling and trying to figure out how we procured the sole agency for the Slater Shoes.

We are large cash buyers and buy on a wholesale basis, that's why we sell so many Slater and other popular lines in men's, women's and children's.

Pocock Bros.

Phone 309.

Dress Goods.

See our Double-width Dress Goods at

15c = worth 30c
19c = worth 35c
25c = worth 40c
30c = worth 45c

These are a few odd lines that we are clearing.

SEE OUR WEST WINDOW.

Priddis Bros

158 Dundas Street,
157 Carling Street.
TELEPHONE 324.

FAIR TO CLOUDY, WITH LOCAL SHOWERS.

Toronto, Oct. 14-11 p.m.—The weather in the Gulf has improved, and the storm there yesterday has moved eastward over the Atlantic. The slight depression over Alberta yesterday has developed into a storm of some importance, and is moving quickly eastward, being now central to the north of Lake Superior.

Minimum and Maximum temperatures: Calgary, 44-6; Battleford, 48-65; Qu'Appelle, 40-64; Winnipeg, 34-68; Toronto, 35-48; Kingston 36-42; Montreal, 24-42; Quebec, 28-42; Chatham, 34-44; Halifax, 34-50.

PROBABILITIES.

Toronto, Oct. 16-1 a.m.—For the lower lakes region—Strong winds or gales, from southwest to northwest; fair to cloudy weather; some local showers; stationary or a little higher temperature.

Trusts Corporation

OF ONTARIO.

Safe Deposit Vaults.

Bank of Commerce Building, King Street, Toronto.

Capital \$1,000,000
Rox. J. C. ATKINS, P. C. President
Rox. S. R. J. CARTWRIGHT Vice President
K. C. M. G. Vice President
Rox. S. C. Wood, Vice President

This Company acts as ADMINISTRATOR in case of intestacy or with will annexed. EXECUTOR, TRUSTEE, RECEIVER, COMMITTEE OF LUNATICS, GUARDIAN, LIQUIDATOR, ASSIGNEE, etc., etc.; also as agent for the above offices. All manner of trusts accepted, moneys invested, estates managed, rents, incomes, etc., collected. Bonds, debentures, etc., issued and countersigned.

Deposits safe to rent, all sizes. Parcels received for safe custody.

Solicitors placing business with the Corporation are retained in the professional care of same.

A. E. PLUMMER, Manager.

Roses, Carnations, Violets.

Funeral Designs.

J. GAMMAGE & SONS,
Phone 96. 212 Dundas Street.

A WEALTHY CHURCH.

Minneapolis, Oct. 16.—In the Episcopal house of deputies Rev. H. C. Duncan, of Louisiana, reported that since the last conference in 192, ten bishops had died and fourteen had been consecrated. The church now has 79 bishops, 4,544 clergymen and 567 candidates for lay orders. It had 190,829 baptisms in the past year and 131,473 confirmations. There are now 61,850 communicants, 5,117 church edifices and nearly 500 institutions of a benevolent or educational character. Contributions from all sources had reached \$38,000,000.

Tisdale's Toronto Iron Stable Fittings. Healthy, 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.

THE RESULTS ARE REAL.

Even at this late day, when there are so few to be found who doubt the efficacy of the Lakehurst treatment for alcoholism, we occasionally hear the opinion expressed that the "cure" is simply an exemplification of the influence of "mind over matter." In other words, that you simply believe that you are cured, and you will therefore experience no difficulty in abstaining from the use of strong liquor. Absurd as this view may be to the reasoning mind, it matters little whether the ability of Lakehurst Institute graduates to abstain from liquor without effort, where previously it was impossible to abstain at all, is due to the fact that a radical cure has been accomplished by rational medical treatment, or to a delusion, the result of suggestions. The delusion, if such a few choose to designate it, is well worth having, even at an infinitely greater price than is charged at Oakville. But so many have tried to delude themselves at home, and have sadly failed, that the only conclusion remaining is that the Lakehurst cure is a blessed, happy, glorious reality, not a mind cure nor a faith cure. Do not try to delude yourself longer—the reality is within your reach. Toronto office, 26 Bank of Commerce Building. Phone 1163.

LACK OF ARRANGEMENT.

Hamlet Hardup (meditating)—Things are all out of place with me. I wish I could only get the shine off my coat and put it on my shoes.

DYSPEPSIA OR INDIGESTION is occasioned by the want of action in the biliary ducts, loss of vitality in the stomach to secrete the gastric juices, without which digestion cannot go on; also, being the principal cause of Headache. Parmelee's Vegetable Pills taken before going to bed, for a while, never fail to give relief and effect a cure. Mr. P. W. Ashdown, Ashdown, Ont., writes: "Parmelee's Pills are taking the lead against ten other makes which I have in stock."

L. D. Trumpbour, Jeweler, has removed to 237 Richmond Street. Geo. W. Pitt has charge of the watch repairing department.

WE HAVE bargains in footwear and are willing to take public into our confidence. Come and get in some of them. Talk about the ground floor! We are willing to let you in via the cellar.

J. P. COOK,

173 Dundas St.

Your Money back if you want it

London Advertiser.

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

YOUNG LIBERALS, ATTENTION!

The attention of every young Liberal in the city is called to the meeting in the rooms, Oddfellows' Hall, on Friday evening next, at 8 o'clock. The meeting is of the greatest importance, as a plan of work for the season will be mapped out and officers nominated for the year. Every young Liberal should attend and make the meeting one of the largest ever held in the London headquarters of the party.

London and Environs

—The furnace men are busy.

—Chestnuts are very plentiful this year.

—Mr. Hendry, city, is spending a few days in Aylmer.

—T. H. Slater and Mrs. Slater returned yesterday from a trip to London.—Winnipeg Tribune.

—A single electric railway track is now laid on Richmond Street from St. James to the asphalt pavement at Fullarton Street.

—Mrs. S. Rowley and Miss Grace Maude, Bowby, of Toronto, are the guests of Mr. and Mrs. James Harris, Colborne Street.

—The community will be sorry to learn that ex-Mayor John Campbell is seriously ill, but, happily, his condition is not dangerous as yet.

—Mrs. Black, 226 Horton Street, wishes to thank the Mother Superior and Sisters of St. Joseph Hospital for their kindness during her sickness.

—Mr. George Dodd, an esteemed resident of West Lorne, died there on Sunday, aged 57 years. He was a brother of Mrs. T. Westley, of this city.

—The evangelists, Messrs. Crossley and Hunter, who have recently been holding a very successful series of meetings in Guelph, begin work in Fredericton on Sabbath 20th, and expect to be in the eastern provinces and Bermuda for six or eight months.

—The Barber Asphalt Company laid the binder coat on the corner of Dundas and Richmond streets Tuesday and are laying the asphalt today. As soon as this is done the electric cars will run north and south to Fullarton and York respectively.

—Rev. W. Q. Baynes Reed has been appointed incumbent of St. Mark's and Allendale Churches, vice Rev. Mr. Chappell, who has left for Japan.

—Mr. Reed, who is but recently ordained, has been highly successful in his three months' charge at Holy Trinity Church in Toronto.

—Mayor Stewart received a message from Adam Beck, of London, master of the Hunt of that city, last night announcing that he would bring twelve couples of hounds here on Friday night for a run on Saturday.

—Mayor Stewart has invited the gentlemen riders of the city to meet at his office at 8 o'clock this evening to consider Mr. Beck's proposition, and to talk over the Hamilton Hunt Club project.—Hamilton Times.

The entertainment in the lecture hall of the King Street Methodist Church last night was very numerous attended. The proceeds go to swell the Sunday school fund, and the amount will be considerably increased in consequence. Mr. T. Spettigue, superintendent of the school, presided, and among those who took part in the programme were Misses Goldsmith, Pickard, McLean, Bazelwood and Hanco; Mesdames Jacks and Herrington, and Messrs. Perry, George, Thorn and Parley. The "National Anthem" concluded the evening's proceedings.

—The opening meeting of the Kensington Epworth League, held in the Kensington Methodist Church, was a list and cheerful, and bespeaks good things for the league during the winter months. Mr. W. J. Saunby, president, who is one of the most earnest workers of the mission, took the chair and opened out the proceedings with some well chosen remarks. Addresses were delivered by Mr. H. Liddell, and the Rev. G. A. Wilkinson, full of thought and inspiration for the young people. Miss T. Geigar presided at the organ, and helped the musical part of the programme considerably. A duet by Mrs. and Miss C. Nixon and a musical selection by Mr. E. Stewart added greatly to the pleasure of the evening.

The Age of Niagara Falls.

The savants are having a very interesting time in determining the age of Niagara Falls, and from the most recent papers on the subject it is quite evident that great diversity of opinion exists among those who have made it a matter of investigation. Life is full of problems. The diversity of our common nature suggests equally interesting questions. Why are things so? Why not otherwise? Now for instance the minor ailments that afflict us. Why should we ache not be agreeable instead of painful? Why should so many fraudulent and flesh-eating substitutes for Putnam's Painless Corn Extractor be imposed upon the people? Putnam's is sure. Putnam's is safe and painless. Putnam's makes no sore spots. Use Putnam's Painless Corn Extractor.

Ask your shoe dealer for Carol Russett Dressing. Price 15 cents.

THE Royal Crown Remedy

Secures the harmonious action of each of the organs. It establishes throughout the entire system functional harmony, and supplies the blood vessels with a pure and healthy current of new life. The skin, after a few days' use of the Crown Remedy becomes clear and beautiful—pimples, blotches, black spots and skin eruptions are removed, sores and ulcers soon cured. Persons suffering from scrofula, eruptive diseases of the eyes, mouth, ears, legs, throat and glands, that have accumulated and spread, either from unclean diseases or mercury, or from the use of corrosive sublimate, may rely on a cure if the Royal Crown Remedy is continued a sufficient time to make its impression on the system. \$1. pills 25c, or 5 bottles of Remedy and 5 boxes of Pills for \$5, from druggists, or sent by Isaac Williams Company London, Ont.

SIFTON & CO.

Full supply of Public and High School Books, Scribbling Books, Exercise Books.

Express Wagons, Velocipedes, Children's Barrows.

New lines of Purses, Shopping Bags, School Bags, Footballs.

168 DUNDAS ST

Fine Tailoring

Our fall stock, just received, includes Suits, patterns which are beautiful. This season's designs are very neat. See them early.

Jos. Dambra,

Fashionable Tailor,

262 1/2 DUNDAS STREET.

YOU CAN'T

have indigestion or dyspepsia when you use ADAMS' TUTTI FRUTTI after meals.

Sold by Druggists and Confectioners, 5 cents. Refuse all imitations.

You get a popular novel and a list of others, post-paid, by sending one wrapper and two 3 cent stamps.

Adams & Sons Co., 11 & 13 Jarvis St., Toronto, Ont.

JUST ARRIVED

A LARGE LOT OF

Tortois Stoves

Will produce more heat than the ordinary stove with one-half the fuel.

A. Westman's Hardware,

111 Dundas Street.

Branch Store, 654 Dundas St., LONDON.

QUICK RETURNS.

If you buy your Fall Suit or Overcoat from us, you will save \$2 to \$4 on it—quite a saving on your purchase.

PRATT & WILKINS,

304 Dundas Street.

A Killing Affair

PARTRIDGE VS. GUN.

VICTORY FOR GUN.

Knocked Out in the First Round.

Partridge's friends claim unfair advantage was given to gun, as it was loaded with Buck's superior Loaded Shot Shells, using the special Partridge-Nixon Gunpowder. You'll be in it if you use them.

W. A. BROOK,

192 Dundas St., London, Ont.

R.K. Cowan

Barister, etc., over Bank of Commerce London.

A CARD.

The Toronto Fruit Vinegar Company tender their thanks to the housekeepers of Canada for their keen appreciation of our efforts in giving them pure fruit vinegar. You are pleased. We are more than satisfied with the enormous trade we have done, and will continue to give you the purest and strongest vinegar in the market.

The Toronto Fruit Vinegar Co.

FOR TWENTY-FIVE YEARS

DUNN'S BAKING POWDER

THE COOK'S BEST FRIEND

LARGEST SALE IN CANADA.

W. G. F. DUNN & CO

MARA'S

FALL

ANNOUNCEMENT

(THE TRADE OF WESTERN ONTARIO.)

When in London don't forget to call and look through our immense stock of

Men's Frieze Ulsters,
Men's Satin Lined Beaver Overcoats,
Ladies' Jackets, all the latest cuts,
Ladies' Fur Capes,
Ladies' Winter Underwear,
Children's & Boys' Double Breasted Suits.

Prices lower than the lowest. We buy and sell for cash. This tells the tale.

10 Special Plums

- I. Boys' Heavy Blue and Fawn Twilled Cloth Cape Overcoats, only \$2.
- II. The largest stock of Tweed Dress Goods in London, direct from London, England, at 25c, 40c, 50c and 75c yard. See them.
- III. Best Tapestry Carpets, 22 1/2c yard.
- IV. Boys' Caps, 10c each.
- V. Men's Heavy Ribbed Underwear, 25c each.
- VI. Ladies' Heavy Scotch Tweed Jackets, in blacks and browns, latest styles, \$3 90.
- VII. Ladies' Health Brand Underwear, 25c each.
- VIII. All-Wool Gray Flannels, 15c yard.
- IX. 68x83 Largest White Blankets, only \$2 pair. See our window. Only a few pairs left.
- X. Men's All-Wool Heavy Tweed Pants, worth \$2 pair, only \$1 25.

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Which are acknowledged by all competent critics to be the best. The new November books are now in. Small size 5c, large size 10c. A full assortment of patterns always in stock.

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