

## IN POPULAR FAVOR

Sale Still Increasing.  
**"SALADA"**  
 CEYLON TEA

Never sold in bulk,  
 Lead packets only.  
 Black or Mixed.  
 All grocers

## Coming

PROF. CHAMBERLAIN  
 Eye Specialist.  
 To Anderson & Nelles' Drug Store,  
 240 Dundas Street, London, Ont.  
 Tuesday to Saturday, Feb. 4th to 8th,  
 inclusive.

**ANNOUNCEMENT**  
 This Brand of Flour  
**BEST BREAD**  
 OR PASTRY.  
 USE NO OTHER.  
**J. D. SAUNBY**  
 607 York Street,  
 Telephone 118.

**R.K. Cowan**  
 Banker, etc., over Bank of Commerce  
 London.

**STARK'S POWDERS**  
 ENTIRELY NEW TREATMENT.  
 Each box contains a box of powder for the immediate relief of Sick and Nervous Headache, and Sick Stomach, Neuralgia, Restlessness, Toothache and all Nervous Pains; also cures, forming a never-failing treatment for Biliousness, Coated Tongue, Dizziness, Dyspepsia, Torpid Liver, Pain in Back and Side, Lumbago, Constipation, Tired Feeling, Loss of Appetite, Indigestion, Bloating on Skin, Impure Blood. They are also a certain preventive of Bilious and Typhoid Fevers. No other old-fashioned slow-acting pills, mixtures, lozenges, etc., but they act at once.  
 Only 25 cts. Five Boxes for \$1.00; at all drug stores, or at Country Stores at places where there are no druggists.  
 Prepared by Dr. Stark, N.O.C., P. Thomas

We respectfully request you to  
 get our prices for  
**Electric Light Wiring,  
 Electric and Combination Fixtures,  
 Electric Bell Work**

**Rogers Electric Co.**  
 425 RICHMOND STREET.

**REMOVAL**  
**W. Fairbairn**  
 Merchant Tailor,  
 Over Priddis Bros., upstairs. Entrance  
 through store.

**PICTURE FRAMING**  
 Now is the time to have it done.  
 SPECIAL LOW PRICES.

**NEW MOLDINGS.**  
**R. LEWIS,**  
 424 Richmond Street.

**Frozen Water Pipes**  
 Repaired at shortest notice at moderate  
 prices. Phone 1083.

**EGGETT & BICKLEY,**  
 Plumbers - 274 Dundas Street, ywt

**NEW YORK FANCY BRAND.**  
**PRATT'S BURNING OIL**  
 NO SMOKE, NO SMELL, WHITE LIGHT.  
 SAMUEL ROGERS & CO. TORONTO.  
 WHOLESALE.

**In Life Insurance Secure**  
 Something Definite

**SEE THE NEW GUARANTEED INCOME**  
 POLICY AS ISSUED BY THE

**Confederation Life.**  
 FRED H. HATH, General Agent.  
 GEO. PRITCHARD, Local Agent.

**TO LET**  
 Nos. 1 and 2 Camden Terrace, Talbot  
 Street, painted and papered through out;  
 all modern conveniences; new furnaces;  
 best residential situation for business  
 men in the city; possession at once.  
 No. 175 - Dundas Street; newly painted  
 and papered; good barn for five horses;  
 real low.  
 To loan on good real estate se-  
 curity. Don't pay big interest  
 to building and loan companies when you  
 can get monthly or straight loans from  
 us at such low rates.

**Office - 437 Richmond Street (ground floor).**  
 Apply to **A. B. POWELL'S**  
 Fire Insurance and Loan Agency

## EMBROIDERIES

WE ARE SHOWING a large  
 range of new Embroideries in  
 the newest designs at 2 1/2c 4c, 5c,  
 7 1/2c, 8 1/2c, 10c, 12 1/2c.

**Valenciennes Laces.**  
 Laces and Insertions to match. See  
 our east window.

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

**Re pairing Department.**  
 GUN AND BICYCLE REPAIRING, Razors  
 hollow ground and set, Scissors and  
 Knives sharpened, Keys fitted and Locks re-  
 paired by

**WM. GURD & CO.**  
 185 Dundas St., London, Ont.

**Southeott's**  
**FINE TAILORS**  
 361 Richmond St.

**UNSETTLED AND MILD - SLEET**  
 OR RAIN.  
 Toronto, Ont., Jan. 31. - 11 p.m. - Shal-  
 low depressions now exist over the Upper  
 Lake Region, the Lower Mississippi Valley  
 and in the far Northwest, and pressure is  
 highest in Eastern Canada. Snow or sleet  
 has fallen lightly in the lake region; else-  
 where the weather has been fair.

Minimum and maximum temperatures:  
 Calgary, 14-38; Qu'Appelle, 6-24; Winni-  
 peg, 12-18; Parry Sound, 4-22; Toronto,  
 24-28; Ottawa, 4 below-11; Montreal,  
 4-8; Quebec, 4 below-8; Halifax, 8-16.

**PROBABILITIES.**  
 Toronto, Feb. 1. - 1 a.m. - Georgian Bay  
 region - Unsettled and milder, with sleet or  
 rain.

The meteorological service has made the  
 following changes in the probability dis-  
 tricts: The district hitherto known as the  
 lower lake region has been subdivided  
 into two portions. The northern portion  
 will in future be known as the Georgian Bay  
 Region, and will include the districts of  
 Bruce, Grey, Dufferin, Simcoe and Haliburton,  
 and also the more northern townships  
 of Ontario and Victoria. The southern por-  
 tion will still be known as the lower lake  
 region and will include all other counties  
 lying south of the Georgian Bay region and  
 east as far as Belleville. The Ottawa Val-  
 ley includes the counties of Carlton, Ren-  
 frew, Lanark Russell, Prescott, Ottawa and  
 Argenteuil. The Upper St. Lawrence Val-  
 ley includes the St. Lawrence Valley and  
 adjacent territory from the Bay of Quinte  
 to Lake St. Peter, but will when required  
 be divided into western and eastern por-  
 tions, Kingston being in the former and  
 Montreal in the latter.

**Beltz's**  
**Fine**  
**Furs**  
**At**  
**Cut Rate**  
**Prices.**

**H. BELTZ.**  
 Manufacturing Furrier,  
 All those wishing furs made  
 over can have them done now  
 in a very satisfactory manner.

**ASK YOUR GROCER FOR**  
**Johnston Bros.' Bread**  
 5c per loaf retail.

**MEAL TIME HINTS.**  
 Don't hurry.  
 Don't expect \$20 cookery on a \$17 al-  
 lowance.  
 Don't indulge in family rows over the  
 coffee cups.  
 Don't sandwich solids between glass-  
 es of iced water.  
 Don't read the papers or the mail  
 through at breakfast.  
 Don't serve the simplest meal except  
 in the daintiest possible fashion.  
 Don't scold the children because of  
 their table manners. Try the effect of  
 example.  
 Don't fail to be as agreeable and as  
 charming at the family table as at  
 the dinner party.

**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.

Features are, with heroic minds, the  
 stepping-stones to success.  
**Mitard's Liniment cures La Grippe.**

## WE ARE NOT

Giving.....  
**FURS**

Away, But We Are  
 Selling Them.....  
**AT COST!**

You can buy any article in our  
 store at cost price. If you are  
 looking for a snap, you had better  
 come in and see us. Come at  
 once before they are all gone.

**MILNE, SPITTAL & CO.,**  
 146 Dundas Street.

**London Advertiser.**  
 Call Us Up! Telephone Numbers:  
 107 ..... Business Office  
 134 ..... Editorial Rooms  
 175 ..... 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**  
 -The Mission to Lepers will meet  
 on Monday afternoon at 4:30 in Som-  
 erset Hall.  
 -The period in which all  
 churchmen are interested, falls some-  
 what early this year, as Ash Wednes-  
 day is on Feb. 17. This brings Easter  
 Sunday on April 5. The Queen's Birth-  
 day falls on Sunday, Dominion Day,  
 Wednesday, Sept. 2, on Monday,  
 Sept. 7, and Christmas on Friday,  
 Dec. 25.

-The Social Five Club entertained  
 three bus loads of their friends to a  
 scotch on Thursday evening at the  
 ball room in connection with Barrall's  
 Hotel, at St. Johns, and it was well  
 before the happy couples returned to  
 the city, having thoroughly enjoyed  
 themselves to the uttermost strains of  
 Prof. Paschke's orchestra. All heart-  
 ily thanked Host Edward Barrall and  
 the Social Five Club for the pleasant  
 time spent.

-Mr. W. H. Hewlett, the new organ-  
 izer and choir leader of the Dundas  
 Center Methodist Church, who will  
 hold a trumpet concert. An energetic com-  
 mittee has been formed to carry out the  
 details. Mr. Terry M. King being chairman  
 of the committee and Mr. Fred Hallam, sec-  
 retary. A first-class programme is in  
 course of preparation. The best talent in the city  
 will take part, assisted by others from  
 distance. Dr. Geo. C. Davis, president of  
 the club, as "King of the Trumpets," will pre-  
 side. Every one is invited to appear as a  
 tramp.

-A large and happy gathering of  
 over 150 invited guests assembled last  
 evening at the residence of Mr. and  
 Mrs. William Knapp, con. 5, London  
 township, to celebrate the 50th anni-  
 versary of their wedding. After par-  
 taking of the good things provided by  
 the host and hostess, the company ad-  
 journed to the drawing room, where  
 an excellent programme, consisting of  
 vocal and instrumental music, inter-  
 veyed with recitations, was rendered.  
 The large and costly display of pre-  
 sents testified to the popularity and es-  
 teem in which Mr. and Mrs. Knapp are  
 held. A hearty vote of thanks  
 and good wishes for 50 years more of  
 happy married life, the company left  
 for their respective homes.

-The following list of patents, re-  
 cently granted to inventors residing  
 in Canada, is reported for the "Ad-  
 vancer" by P. J. Edmunds, interna-  
 tional patent solicitor, London, Ont.:  
 Canada patents - J. Frith Jeffers, To-  
 ronto, Ont., "History of Canada" book  
 copyright; F. F. and E. A. Daily-Ham-  
 ington, Ont., shoe blacking (trade mark);  
 R. A. Fell, Oshawa, Ont., parlor game;  
 R. J. Sprott, Collingwood, Ont., auto-  
 harp. United States patents - M. T.  
 Buchanan, Ingersoll, Ont., self-locking  
 roller gate; P. N. Boucher, Sher-  
 brooke, Canada, roller bearing for rail-  
 way car axles; W. F. Cleveland,  
 Routhwaite, Canada, steam engine;  
 F. Crawford, Toronto, Ont., metal-  
 shingle; J. J. Hamilton, Nepeawa,  
 Canada, means for changing motion;  
 J. Tisdale, Toronto, Ont., bottle filling  
 device; C. Thackeray, Montreal Que.,  
 incinerator; J. C. Gilroy, Clinton, Ont.,  
 corset clasp protector.

-The London and Port Stanley  
 Railway Board met in Mayor Little's  
 office yesterday afternoon. There were  
 present: The mayor, presiding, Ald.  
 Parnell, Carrothers, O'Meara, W. Hea-  
 man, and Messrs. John Bland, Frank  
 Leonard, M. Masurel, Wm. Bowman,  
 Resident Engineer Graydon, and City  
 Clerk Kingston. Engineer DeCoe  
 of the Lake Erie Railway asked that  
 his company be allowed to remove two  
 old wooden buildings on the line of the  
 railway near Westminster station.  
 They were unused, and had become  
 a regular hangout for tramps and  
 other people of questionable character.  
 The buildings are not worth \$5 each,  
 and will be pulled down. The disposal  
 of the timber from the old bridges  
 over Mill and Kettle Creeks was left  
 in the hands of a sub-committee com-

(20) TWENTY YEARS AGO HARK-  
 NESS' BRONCHIAL SYRUP was first  
 manufactured in this city, and at that  
 time in a very modest way indeed.  
 The then manufacturer never imagin-  
 ing that after TWENTY YEARS his  
 formula would become so popular  
 and in such great demand as it is to-  
 day in the city and Province. There  
 are preparations that have come and  
 gone by the hundred during these  
 (20) TWENTY YEARS, but HARK-  
 NESS' BRONCHIAL SYRUP is still  
 a FAVORITE with thousands even in  
 this city, and still growing in popu-  
 larity as a specific for all bronchial  
 affections, including coughs, colds,  
 croup, bronchitis and asthma. It is  
 manufactured in the laboratory, and  
 under the personal supervision of W.  
 S. Bryers, Bacteriologist, Chemist, and  
 every care is exercised to have this  
 reliable Remedy exactly the same as  
 it was when first put up by the late  
 firm of G. W. Harkness & Co. (20)  
 TWENTY YEARS AGO. ywt

**Nice Things**  
 For your table are here in abundance.  
 You will be more than pleased with your  
 purchases here.

Nice Malaga Grapes,  
 California Naval Oranges,  
 Bremner's Butter Wafers,  
 Heinz's Tomato Catsup,  
 Heinz's Sweet Pickles,  
 Heinz's Genuine French Mustard,  
 Morton's Spanish Olives.

**T. A. Rowat & Co**  
 228 Dundas Street.  
 Telephone 317.

**Baby Smiles**  
 At Shuff's Sweet Essence of Figs  
 for Constipation. Dundas, corner  
 of William. 35 cents.

prising Mayor Little, Ald. Carrothers,  
 and Mr. Bowman. The timber is  
 valuable and may be brought to Lon-  
 don and used in the erection of the  
 new fair buildings. Several St. Thomas  
 men are very anxious to secure it. A  
 number of accounts were passed, in-  
 cluding one for \$12,000 from the Do-  
 minion Bridge Company, Montreal,  
 being part payment on the new struc-  
 tures at St. Thomas.

**ROB ROY.**  
 The first presentation in this city of  
 one of the most famous, yet al-  
 ready one of the most famous of Am-  
 erican comic operas, "Rob Roy," takes  
 place next Thursday. The fame of its  
 really phenomenal run of 250 consecu-  
 tive nights in New York city, may be  
 said to be world-wide. Since their  
 "Robin Hood" was presented in Lon-  
 don under the name of "Maid Marian,"  
 every new work of the collaboration  
 is awaited with as keen anticipation  
 in the States. Incidentally, it may  
 be mentioned that "Rob Roy" will  
 probably be presented in the English  
 metropolis next spring, either by the  
 present company or one specially or-  
 ganized. The Whitney Opera Com-  
 pany numbers 80 people; its leading  
 artists occupy as high a rank as any  
 on the light opera stage, and the spe-  
 cial scenery carried for the entire piece  
 is credited with being superbly pic-  
 turesque and commendable in its his-  
 torical and geographical accuracy.

The subject, too, offers a most unique  
 opportunity for fetching and original  
 costumes, which consist chiefly of the  
 English grenadier uniforms of the ro-  
 mantic days, when the dashing Pre-  
 tender, Prince "Charlie," attempted to  
 gain a throne, and if the gay tale-  
 tans of the wild Highlanders in the  
 time of that bold Robin Hood of the  
 far north, Rob Roy.

**MINSTRELSY AT THE ASYLUM.**  
 On Thursday evening a minstrel enter-  
 tainment was given at the asylum, by the  
 Asylum Minstrel Company, which afforded  
 great enjoyment to the patients. Every  
 number was rendered in an artistic manner,  
 some of the songs being exceptionally good.

Amid many novelties, the most astonishing  
 feature of the evening was the windup of  
 the after piece, a farce entitled, "It might  
 have been worse, but not much," by Messrs.  
 McConnell, O'Rourke and Harold Buck, the  
 versatile histrionic ability of Mr. Rourke  
 enabling him to give a finale to the piece of  
 the most novel and peculiar character,  
 which made him the hero of the evening.

Much credit is due to the committee,  
 Messrs. Rennie and McConnell, for the  
 success of the entertainment. The pro-  
 gramme was as follows:

Opening Overture - Liberty Bell. Asylum Band  
 Song - "On the Farm," A. McConnell  
 Song - "The Kingdom Come," W. England  
 Song - "Our Last Waltz," B. B. Burand  
 Quartet - "The Soldier's Farewell," Messrs.  
 Briglier, England, Terry and Kitchen.

Song - "The Wrong Way," J. O'Rourke  
 Song - "The Pardon Case," J. O'Rourke  
 Song - "They're After Me," H. Wooster  
 Song - "The Leader of the Company," W. Kitchen  
 Song - "Our Jack's Come Home Today," W. Terry  
 Chorus - "The Sleight Kid," Company  
 Selection - Asylum Orchestra  
 Farce - "It Might Have Been Worse But Not  
 Much." Messrs. Rennie and McConnell.

Dr. Mack, a quack..... A. McConnell  
 Jimmie, his son..... H. Bucke  
 Dick, a barber..... Mr. M. O'Rourke

**WISE WOMEN!**  
 Two Opinions Freely Given.

Wise women always use Diamond Dyes  
 when the work of home dyeing begins.  
 The majority of women know that  
 Diamond Dyes produce the richest, strong-  
 est and most brilliant colors. Two users of  
 Diamond Dyes freely give their opinions.

Mrs. A. Chittick, Windsor, N. S., says:  
 "Have used Diamond Dyes for over two  
 years and find them ahead of all others;  
 they are the best for producing clear and  
 lovely colors."

Mrs. Jas. H. Coulter, Nepeawa, Man.,  
 says: "I have always much pleasure in us-  
 ing Diamond Dyes; I think they are grand,  
 and always make old things look like new."

Stoves! stoves! stoves! Baseburners,  
 cook stoves and parlor stoves at the Bed  
 and Hair Mattress Cleaning Factory.  
 Dealer in general house furnishings. Live  
 geese, feather pillows and hair mattresses  
 made to order at JAMES F. HUNT'S, 593  
 Richmond street north. Telephone 997.

We will sell all Furniture far below  
 regular price. As our enormous stock is  
 varied, you will have no difficulty in select-  
 ing what you need at W. TRAFFORD'S,  
 96 to 97 King street.

Anderson & Nelles, druggists, sell  
 Kur-a-Kof, the magic cold cure. 25c.

# MARA'S

Popular Bargain Day,  
**Monday, Feb. 3.**

Extraordinary Slaughter of Winter Goods.

NOW IS THE TIME to purchase articles of Clothing  
 to ward off the penetrating winds of February  
 and March. Doctors agree that the hopeless  
 cases of inflammatory rheumatism and sciatica  
 are contracted during these two months. Why? Because  
 your clothing is too light.  
 You require warm clothing, and now you have an oppor-  
 tunity to get it at prices marked down to the lowest notch.  
 Read carefully. Note prices and quality of fabrics.

**Clothing.**  
**FOR MONDAY ONLY.**  
 Your choice of any Man's Business Suit in the house, Scotch Tweed,  
 worth \$10 to \$12, for \$5 99.  
 Men's Tweed Pants, worth \$1 25, for 90c.  
 Men's Heavy Overalls, 38c.  
 Men's Tweed Overcoats, \$2 50.

**Gents' Furnishings.**  
**FOR MONDAY ONLY.**  
 Men's Silk Braces, worth 30c, for 19c.  
 Men's Home-made Mitts, worth 35c, for 20c.  
 Men's Fine Kid Gloves, wool-lined, worth 99c, for 45c.  
 Men's Four-in-Hand, Knots and Bow Ties, large variety, worth 25c,  
 for 12 1/2c.  
 Men's Heavy Ribbed Shirts and Drawers, worth 35c, for 20c.  
 Men's Heavy Shirts and Drawers, worth 65c, for 37 1/2c.  
 Men's Heavy Socks, all wool, worth 15c, for 10c.  
 Men's Best Four-ply Linen Collars, all shapes, 10c.

**Coats, Capes and Furs.**  
**FOR MONDAY ONLY.**  
 Ladies' Heavy Boucle Serge Coats, worth \$6 50, for \$3 75.  
 Ladies' Rough Serge, braided reverses, worth \$6 25, for \$3 50.  
 Ladies' English Serge, worth \$3 50, for \$2 90.  
 Fifty travelers' samples of Coats and Capes, latest styles, from \$2 50 up-  
 wards. All Furs clearing at cost.

**Staple Goods.**  
**FOR MONDAY ONLY.**  
 Fine Lawns, 1 1/4 yards wide, per yard 7 1/2c.  
 Large Size All-Linen Towels, 30x60, per pair 24c.  
 Large Size Blankets, per pair \$1.  
 All-Wool Tweeds, nice patterns, per yard 25c.

**Oilcloth, Carpets & Curtains**  
**FOR MONDAY ONLY.**  
 Floor Oilcloth, worth 45c, now 20c.  
 Brussels Carpets, made and laid, per yard 45c.  
 Lace Curtains, 2 1/2 yards long, bound and taped, per pair 30c.

**Smallwares,**  
**MONDAY, FEBRUARY 3rd ONLY.**  
 Mara's Long Waist Corset, 49c.  
 Dress Improver, regular \$1 25 high bust corset, per pair 90c.  
 The E. T. Corset, Our Bargain Day price 90c.  
 Ladies' Fleece Cashmere Gloves, 25c line for 15c.  
 Ladies' Fine Brown Cashmere Gloves, 19c.  
 De Gruely's Lacing Kid Gloves, black and tan, \$1 25 line for 98c.  
 Children's Ribbed Wool Hose, 10c.  
 Boys' Heavy Ribbed Wool Hose, 23c.  
 Ladies' Cashmere Hose, double 80c, 23c.  
 Ladies' Golf Jerseys, silk stripes, \$3 line for \$2 25.  
 Fancy Planellette Embroideries, all shades, per yard 3c, 4c and 5c.  
 Ladies' Wool Vests, 23c.  
 Ladies' Wool Drawers, 23c.  
 Ladies' Heavy Merino Vest, 75c line for 65c.  
 Ladies' Print Wrappers fast colors, \$1 25c.  
 Ladies' Ceylon Flannel Wrappers, \$1 50.  
 Ladies' Fancy Planellette Skirts, 45c.  
 Ladies' Alpaca Quilted Skirt, 75c.

**Tinware**  
**FOR MONDAY ONLY.**  
 Dippers, one quart, 4c.  
 Tea Pots, copper bottom, 20c.  
 Large Size Roasters, 8c.  
 Teakettles, 15c.  
 Spiral Egg Beaters, 5c.

**Glassware and Crockery**  
 Large Size Nappies, 9c.  
 Fruit Dishes, per dozen 20c.  
 Large Size Lamp, complete, 30c.  
 Salt Cellars 10 each.

**The T. E. Mara Co.**  
**LIMITED,**  
 153 Dundas Street,  
 155 Dundas Street,  
 And Market Square  
 Special Attention to Mail Orders - Phone 1.043