

London Advertiser
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NOON AND EVENING DAILY.
WESTERN ADVERTISER WEEKLY.
THE LONDON ADVERTISER CO., LIMITED, PUBLISHERS.

TO SUBSCRIBERS:
Readers of the Advertiser are requested to favor the management by reporting any irregularities in delivery.

QUEBEC AND THE NAVY.
The patriotic utterances of La Patrie, reported in yesterday's edition, are a reminder that the greater part of the French-Canadian press has accepted the naval law, and is endeavoring to recommend it to the French-Canadian people.

BUSINESS IS BRISK.
The plethora of advertising in this great home journal of late is both a cause and consequence of brisk business conditions.

THOUGHTS OF A MIDDLE-AGED BACHELOR.
Season of fading leaves and windy skies. This is the right moment, is it not, for men of middle age to moralize a lot?

A REFORMING MINISTER.
Hon. Charles Murphy has earned the thanks of the country for his neat job of departmental house-cleaning at Ottawa. It was not easy or pleasant work.

PATHETIC.
Mr. Joseph Chamberlain's letter urging Britain to give Canada a preference before the opportunity is lost for ever, is more pathetic than convincing.

TWO KINDS OF NATIONALISM.
It will be noticed that the Nationalism of Col. Roosevelt and the Nationalism of Mr. Bourassa have only this in common, that each is the expression of the personality of its creator.

bons in stock, although the annual average used was \$426. Most of these ribbons were unsuitable. Mr. Murphy has effected a complete reorganization, by which he expects to save \$150,000 a year.

THE BRITISH CONFLICT.
The failure of the veto conference will enable the British Government to appeal to the country under favoring circumstances. The budget has justified itself as a revenue-producer.

ONE GOOD GUESSER.
[Harper's Weekly, a week ago.] We are not a real prophet, but as a good guesser we beat them all in 1904 and 1908. So we guess again: That Roosevelt will lose New York by 1909.

A SIGN.
[Chicago Record.] When a man begins to think he really understands a woman it is a sign that she has him thoroughly fooled.

HARDLY.
[Chicago Leader.] The Druggist—What can I give you, sir? The Customer—I don't know. The Druggist—Why—er—what is it you want? The Customer—That's for you to find out. You don't expect me to be able to read this prescription, do you?

FAVORS PHYSICIAN AS MEDICAL INSPECTOR.
Dr. Downing Advises Local School Board to Name One to Co-Operate With Nurse. At the afternoon session of the convention of the London Teachers' Association, held in the Normal School yesterday, a session took place on medical inspection.

THIRTY DROWNED IN ENGLISH CHANNEL.
Storm Off French Coast Wrecks Calais Fishing Fleet. Calais, France, Nov. 12.—The geyser storm which raged in the English Channel and the Straits of Dover Friday caught the Calais fishing fleet unawares.

COMMISSION NAMES THE ENGINEERS.
Mr. Robert Lyons Made Chief of the Power House Staff. At the meeting of the water commissioners, held last evening, Mr. Robert A. Lyons, at present engaged with the London Electric Company, was named chief engineer of the power-house, a salary of \$1,500 per annum.

HUNDREDS HOMELESS IN PARIS FLOODS.
River Seine is Again On a Rampage Owing to Rains. Paris, Nov. 11.—The River Seine is again on a rampage. The rapidity of its current today forced all the steamers to suspend operations.

A TIP FOR THE CENSUS MEN.
The census enumerators are now at work in China, and have been specially cautioned to be careful of their P's and Q's.

WILD AND WOLLEY.
[Toronto Globe.] Capt. Clive Phillips Wolley is an Imperialist of the Imperialists. He told the members of the London Canadian Club that "the other nations of the world have got to come to heel and do as we tell them."

A POOR BARGAIN.
[Stratford Beacon.] A bilingual system of schools that teaches neither French nor English is a dear bit.

HEEDLESS.
[Omaha Bee.] If some young men were more inclined to take the advice "Go to the ant," they might not so often have to go to their uncle.

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Kingsmills Famous for Dress Goods Kingsmills
SECOND WEEK GREATER VALUES
Dress Goods Campaign
GREATER enthusiasm every day because the values are advertising themselves among the friends of those who purchased during the first few days. For next week we have heaped the tables still higher. Come Monday.
Dress Goods Valued at \$1 and \$1.25 Yard
Dress Goods Valued at \$1.25 Yard
170 Exclusive Suit Lengths Two of a Kind at a \$5 Saving on Every One
Ladies' Tailoring and Dressmaking
Have You Chosen Your Evening Gowns Yet?
New Trimmings at Little Prices
Special Silk-Finished Gimps
Kingsmills
OPEN SATURDAY TILL 10 O'CLOCK.

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BLIZZARD IN GERMANY.
Rhine is Now 18 Feet Above Normal and is Still Rising. Calais, France, Nov. 12.—The geyser storm which raged in the English Channel and the Straits of Dover Friday caught the Calais fishing fleet unawares.

HAS TWO ASSISTANTS.
And a Third Will Be Selected From Plant Using Niagara Energy. At the meeting of the water commissioners, held last evening, Mr. Robert A. Lyons, at present engaged with the London Electric Company, was named chief engineer of the power-house, a salary of \$1,500 per annum.

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THE BUSINESS POLICY OF THIS COMPANY.
Gives first consideration to the interests of its policyholders. Appreciation is shown by the fact that the present progress of the Company is, proportionately, unexcelled. Ask for copy of the Annual Report.

London Life
POLICIES AS GOOD AS GOLD
The Business Policy of this Company
Gives first consideration to the interests of its policyholders.
Appreciation is shown by the fact that the present progress of the Company is, proportionately, unexcelled.
Ask for copy of the Annual Report.
GEO. McBRID, Inspector. Ordinary Branch.
W. H. ROBINSON, District Inspector.
R. P. PEARCE, Superintendent Industrial Branch.