

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 614.

Window Shades

Fringes and Laces to match. O. B. Graves, 222 Dundas Street.

Advertisement for flour featuring a logo and text: "This Brand of Flour Always makes the BEST BREAD OR PASTRY. USE NO OTHER. J. D. SAUNBY 257 York Street. Telephone 113."

\$2 to \$4 Saved On a Suit or Overcoat if you get it at the right place. Fit guaranteed. PRATT & WILKINS, 304 Dundas Street.

Advertisement for Stark's Powders featuring a star logo and text: "NICE SAFE STARK'S POWDERS Cure SICK HEADACHE and Neuralgia in 10 MINUTES, also Coughs, Tonsils, Dizziness, Biliousness, Pain in the Side, Constipation, Torpid Liver, Bad Breath, and also regulate the bowels. Mr. John Cayler, druggist, Ingersoll, writes: 'Stark'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: 'Stark'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."

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. 217

Advertisement for ERIE MEDICAL CO. featuring text: "WEAKNESS OF MEN Quickly, Thoroughly, Forever Cured. By a new perfected scientific method that cannot fail unless the case is beyond human aid. You feel improved the first day, feel a benefit every day, soon know yourself a king among men in body, mind and heart. Drains and losses ended. Every obstacle to happy married life removed. Nerve force, will, energy, brain power, when falling or lost, are restored by this treatment. All small and weak portions of the body enlarged and strengthened. Victims of abuses and excesses, reclaim your manhood! Sufferers from folly, overwork, early errors, ill health, regain your vigor! Don't despair, even if in the last stages. Don't be disheartened if quacks have robbed you. Let us show you that medical science and business honor still exist; here go hand in hand. Write for our book with explanations and proofs. Sent sealed, free Over 2,000 references. ERIE MEDICAL CO., Buffalo, N. Y."

School Shoes.

We have now a large assortment of Girls' and Boys' Reliable footwear. Hundreds of different styles in laced and buttons, all sizes and widths, low in price, quality considered.

- Boys' Beston Calf High Cut Laced Boots \$1.25
Boys' Off-Grain High Cut Boots 1.25
Boys' all kinds of Strong, High Laced Shoes.
Girls' Glove-Grain High Cut Button and Laced 1.00
Girls' all kinds of Strong High Cut Laced, Sizes 11 to 2. 75

CHILDREN'S STYLISH SHOES Keep J. & S. Bell's Child's and Misses' Fine Footwear. They are new in design, correct in shape, low in price, and of guaranteed wearing qualities. Try a pair. Keep all kinds of Rubbers and Over-shoes.

Pocock Bros. PHONE 308.

SILKS

Blouse Waists.

We have just received a case of fancy stripes at 55c per yard. These are excellent quality and all new colorings.

Priddis Bros

158 Dundas Street, 157 Carling Street. TELEPHONE 324.

FAIR, LITTLE CHANGE IN TEMPERATURE

Toronto, Oct. 8-11 p.m.—The storm over the Ottawa valley yesterday is now central near Anticosti Island. It is causing brisk south to west winds and showery weather throughout Eastern Canada; also fresh northwest winds in Ontario and Quebec, with local rain or sleet showers. High-er pressure, with fine weather, is following eastward from the west of the lakes. Minimum and Maximum temperatures: Calgary, 28-66; Battleford, 30-62; Qu'Appelle, 18-52; Winnipeg, 28-42; Parry Sound, 34-40; Toronto, 36-46; Kingston, 42-53; Montreal, 42-48; Quebec, 48-52; Chatham, 44-64; Halifax, 48-62. PROBABILITY. Toronto, Oct. 9-1 a.m.—Lower lakes region—Fresh northwest winds; fair weather; little change in temperature.

Roses, Carnations, Violets. Funeral Designs.

J. GAMAGE & SONS, Phone 98. 213 Dundas Street. 217

Trusts Corporation OF ONTARIO, Safe Deposit Vaults.

Bank of Commerce Building, King Street, Toronto. Capital - - - \$1,000,000. Hon. J. C. AIRNS, P.C., President. Hon. Sir R. J. CARTWRIGHT, Vice Presidents. Hon. S. C. Wood.

This Company acts as ADMINISTRATOR in cases of intestacy or with will annexed. EXECUTOR, TRUSTEE, RECEIVER, COMMITTEE OF LUNATIC, 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 assigned. Deposit safes 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. 217

DEATH BY FREEZING IS ACCIDENT.

The London Guarantee and Accident Company has issued a check for the death claim under the policy of \$1,000, held by the late C. F. Church, who was frozen to death. The insurance company contended that they were not liable for payment on the ground that death by frost did not come under the head of accidents. The Northwest Travelers' Association, of which Church was a member, fought the matter out in the courts and received a favorable verdict. The insurance company had also to pay the costs of the litigation. (Winnipeg Free Press.)

THE TEST OF TIME.

A pleasing feature of the past week has been the large number of inquiries which have come to the Toronto office of the Lake Huron Institute for information respecting their famous treatment for alcoholism. Not less gratifying is the constantly increasing accessions to the ranks of those who have found the long-sought-for relief from the horrible nightmare of strong drink, and have become free men, all traces of their servile bondage gone. With wonderful unanimity these now speak of the benefits received. Not one leaves the Institute un-cured, and not one has the faintest doubt about his cure. They all feel it and know it. Many say to us, "I thought that when I should leave Oakville it would require an effort of the will to avoid a saloon or say 'No!' to an invitation to have a drink; but, instead of that, I have almost forgotten the taste of whisky, and can hardly realize that I was once a slave to it." To all such the benefit received is good for a lifetime. Our earliest patients say that after nearly four years they find the same perfect freedom from the old appetite. Toronto office, Bank of Commerce Building. ON HER last trip the Lucania, in order to save the tide at the Mersey bar, broke the record between Queens-town and Liverpool, making the 240 miles in ten hours. We have no hesitation in saying that Dr. J. D. Kellogg's Dysentery Cordial is without doubt the best medicine ever introduced for dysentery, diarrhoea, cholera and all summer complaints, sea sickness, etc. It promptly gives relief and never fails to effect a positive cure. Mothers should never be without a bottle when their children are teething. A DISCHARGED Turkish soldier, boasting of the outrages he had committed in Armenia recently in a cafe of Alexandria, was invited to step out by two Armenians present, and was neatly strangled by them. Give Holloway's Corn Cure a trial. It removed ten corns from one patient without any pain. What it has done once it will do again. Connoisseurs of driving patronize Overmeyer's tires. Richmond street north as he has only the latest style of rigs. Phone 423.

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 115.....Job Department

London and Environs

—Miss Queenie Rhody, city, is visiting Mrs. G. J. Watts at Thamesville. —Mrs. Piper, city, is visiting her son, Dr. Piper, at Leamington, for a few days. —It is understood that Mrs. Andrew Cleghorn, city, will soon go to reside in Great Britain. —W. H. McCutcheon, city, is a visitor with the family of Dr. S. D. Face, at Upton, near Port Huron. —Mr. Geo. Taylor, M.P., Gananogue, Conservative whip in the House of Commons, is in the city. —Rev. Dr. Flannery was here yesterday, attending the funeral of Sister Gertrude, in life Miss Mary Coughlin. —H. Lemon, formerly of Anderson & Nellis' drug store, has accepted a situation with Johnson & Co., Ingersoll. —The Misses Fuller, daughters of Dr. Wm. Fuller, of Grand Rapids, Mich., are guests of Miss Kate Frazer, Princess avenue. —As the result of a false report that the G. T. R. carshops would reopen this week, hundreds of unemployed men applied to the company for work. —Mr. J. E. Saunders, who has been in Dutton assisting the band with their fall engagements, has returned to London. His mother, who went with him, intends remaining in Dutton a few weeks yet. —Dr. Oronhyatka, chief of the Independent Order of Foresters, has appointed Mr. T. G. Davey, of South London, to the special office of inspector. It is expected that the emoluments will be between \$3,000 and \$4,000 a year. —Miss May Snider, daughter of Conductor Snider, formerly of this city, was driving in Toronto the other afternoon, when the horse became frightened at a trolley, dashed away and threw her and Mr. Hockman out. Miss Snider was severely cut and bruised. —A gentleman of this city a few days ago advertised for "rooms wanted." He called at this office today to say, "I have received quite a number of replies to my ad., but only from the ad. in your paper. An ad. in the 'Advertiser' 'hits the nail on the head' everytime. —The many friends of Mr. Wilfred C. Traher will regret to hear of his departure from the city. He has proved himself very clever, and was held in high esteem by his employers as well as all the employees. Upon his departure he was presented with a diamond pin also a handsome gold ring. He has Dr. J. E. Hamilton to fill a prominent position there. THE WESTERN UNIVERSITY. Prof. Sykes, who will fill the chair of English Literature and History in the Western University, arrived from Toronto Monday, and yesterday delivered his first lecture before a gratifying number of pupils. The arts course promises to attract many students from the city and Western Ontario. Prof. Sykes has attained distinction both as a teacher and critic. SALVATION ARMY LATEST. London Shelter comes under the supervision of Brigadier Margetts. He is on the spot. The institution is for the benefit of that part of the country. The brigadier will have the glory and some of the work. We wish him a happy time. Mrs. Booth is once more at the front of the battle. The baby is not as well as we would like to see him. Victor and Ferdinand are as full of life as ever. Promotions—Captain Richardson, in charge of London Corps, to be ensign; Lieutenant Pettit, special work, West Ontario Province, to be captain; Lieutenant Hill, Waterloo, to be captain; Lieutenant Elsbury, Wallaceburg, to be captain; Cadet Payton, Dutton, to be cadet-captain; Cadet Mathers, special work, West Ontario Province, to be lieutenant; Cadet Fell, Woodstock, to be lieutenant. Appointments—Adjutant Taylor, Chatham, Ontario, to fur-look; Adjutant Cass, trade headquarters, to be D. O., Chatham district (Ontario); Cadet-Captain Payton, to take charge of Amherstburg; Lieutenant Mathers to assist at Ridgeway; Lieutenant L. Williams, to Waterloo circle corps. [War Cry. 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. Three reminders—Are your shoes black? Use British Military blacking. Wash your chapped hands with buttermilk soap, we have reduced it to 20c per box. Eat our Canadian cheese, 2 years old. T. M. Shoebottom & Co., 247 Dundas street. 217 If you want a good, bright, cheerful light for the long nights, get Lily White Oil. Ask your grocers for it. It's the best lamp oil now offered. We don't employ peddlers. Gasoline, benzine, cylinder and machine oils at lowest price. Phone 307. EMPIRE OIL COMPANY.

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 Royal Crown Remedy becomes clear and beautiful—pimples, blotches, black spots and skin eruptions are removed, sores and ulcers soon cured. Persons suffering from scrofula, grippe, rheumatism, neuralgia, sciatica, and other diseases of the eyes, mouth, ears, legs, throat and glands, that have accumulated and spread, either from un-cured 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, Foot-balls.

168 DUNDAS ST

Fine Tailoring

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

Jos. Dambra, Fashionable Tailor, 262 1/2 DUNDAS STREET.

WOMAN'S FORTUNE.

PRETTY FACES RULE THE UNIVERSE.

There's No Beauty Without Freshness and Pureness of Complexion.

Good complexions, handsome eyes, and graceful carriage in women have caused monarchs to forget to rule, and millionaires to cease the worship of gold. Our literature is filled with advertisements of complexion beautifiers, cosmetics, etc., but beauty is not skin deep. Nearly all women's ills are directly the result of irregularities of the bowels. To avoid these irregularities means to preserve that freshness and beauty of complexion which women crave more than anything else in the world. It means youth and beauty. It means freedom from dizziness, headache and biliousness. Irregularities of the bowels and the many afflictions arising therefrom, and in fact over seventy-five per cent. of all the ills women are subject to, are constipation and all irregularities of the bowels, but ingredients, which will at the same time act as a tonic to the system, a panacea to the complexion and a boon to those afflicted with headache, dizziness, languor, melancholia, etc. This remedy can be procured at W. T. Strong's, and we have placed sample packages here also, which will be given to all those who would like to try it before buying. Regular sizes, 25 and 50 cents. Don't take any other, but be sure you have Karl's Clover Root Tea.

WE WISH

To inform our customers and the public that we are in the coal business yet with a first-class stock of No. 1 Scranton Coal at lowest prices. No second quality sold.

Campbell & Chantler,

176 Bathurst Street.

Ferguson's SUPERIOR GINGER BEER

Works, 48 York Street, Telephone 1066. 217

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,

138 Dundas Street, - - Opposite Market Lane

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 Brock's Superior Loaded Shot Shells, using the special brand Schultz's Nitro Gunpowder. You'll be in it if you use them.

W. A. BROCK, 192 Dundas St., London, Ont.

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

NOTE THE ADDRESS

MARA'S

153-Dundas St.-155

15 Astounding Bargains

(A LIMITED QUANTITY OF EACH.)

MEN'S FURNISHINGS.

- 1st—Arctic Socks, heavy make, every pair stamped, sold elsewhere at 25c a pair, our price 3 pairs for 50c.
2nd—Men's Silk Braces, heavy web, regular price 25c, our price 15c a pair.
3rd—Men's Underwear, Scotch goods, all pure wool, regular price \$1 25, our price 95c a suit.

LADIES' DEPARTMENT.

- 4th—Ladies' Jackets, brown and black, large sleeves, latest cut, worth \$6, our price \$3 85.
5th—Ladies' Beaver Jackets in black, brown and fawn, large sleeves, worth \$7 50, for \$5.
6th—Ladies' Jackets, cheviot serge, Anchor dye, in black and colored, large sleeves, worth \$7, for \$5.
7th—Special line of Golf Capes, in fawn and brown, reversible, worth \$7, for \$4 85.

SMALLWARE DEPARTMENT.

- 8th—Best Steel Pins, large size, 1c paper.
9th—Ladies' Winter Vests, long sleeves, worth 25c, our price 15c each.

- 10th—Ladies' Hemstitched Lawn Handkerchiefs, worth 7c, our price 6 for 25c.

DRESS GOODS DEPARTMENT.

- 11th—Double width Serges, 46 inches wide, all colors, worth 35c, our price 25c a yard.
12th—German Plaids, large variety, worth 37 1/2c, our price 25c a yard.

- 13th—Men's All-Wool Tweed Pants, large variety, nice patterns, worth \$2, for \$1 25.

- 14th—Men's Fine Beaver Overcoats, in blue, best lining, black, brown, whole black tailor-made goods, regular price \$12 50, our price \$9 99.

- 15th—Child's 2-piece Suits, a few left, only 75c.

AGENTS FOR THE

STANDARD FASHIONS SHEET

FREE ON APPLICATION.

The T. E. Mara Co. LIMITED,

153 Dundas Street, 155 Dundas Street, London. And Market Square

Our Mail Order Department is Now Complete. Write for Samples.