

Window Shades

One of the most complete assortments on hand that has ever stocked our store.

Dainty Fringes

Exclusively ours.

Scotch Hollands

Our own importation, combined with every shade of opaque.

O. B. GRAVES,

222 Dundas St.

R.K. Cowan

Barriester, etc., over Bank of Commerce, London.

A Cold Blast.

You should have protection against the cold winds that are to come. Furs bought at this time of the year can always be bought cheaper. No merchant wishes to carry over for a season any goods that may be disposed of at a discount. See what we have left in Furs.

H. BEATON,

188 Dundas Street.



Dr. W. H. Graham
188 KING ST.
WEST,
Toronto, Ont.

Treats Chronic Diseases and gives special attention to skin diseases, as Pimples, Ulcers, etc.
PRIVATE DISEASES, and Diseases of a Private Nature, Syphilis, Gonorrhea, etc., the result of youthful folly and excess. Gleet and Stricture of long standing. DISEASES OF WOMEN—Painful, Profuse or Suppressed Menstruation, Uterine, Leucorrhoea and all Displacements of the Womb. Office hours—9 a.m. to 5 p.m.; Sunday 1 p.m. to 3 p.m.



Your Bicycle for repairs. W. A. BROCK,
23 Dundas Street, London.

Cream Candy

Hand-made

Cake and Confectionery

AT

FYSH'S, 220 Dundas St.

Catering of all kinds attended to. Prices given for parties and balls.

Try our BOSTON BROWN BREAD.

ALMANACS!

Whittaker's.....35c and 90c

Star.....25c

Canadian.....20 and 30c

Globe.....25c

World in a few days.

Full line of School Books. Agents for all Magazines and Newspapers.

JOHN MILLS,

GLOBE AGENCY,

EDGE BLOCK, 404 RICHMOND STREET.

Re GEO. F. BURNS

The balance of the stock has been moved to the store opposite the Market Lane, Dundas street, and will be sold for the next 30 days at a large reduction on wholesale cost. Country merchants or others desiring Tweeds or Clothing can buy here cheaper than from the wholesale trade.

C. B. Armstrong,

TRUSTEE.

POCOCK BROS.

Big Shoe Sale.

Prices cut right and left. Some kindly critics call us "fools" for selling Boots, Shoes, Trunks and Valises so cheap. Laying aside the jest and sarcasm of trade wit, we desire to get down to facts.

The success of this business gives greater vim and larger energy to the buying and selling of footwear. We mean to sell so cheap that everybody will want to buy here.

Workingmen's Shoes.

Great range of cowhide, kip and grain leathers, special at \$1 to \$1.50.

Men's medium priced fine Shoes, we lead in this line. Dozens of reliable up-to-date styles, special, \$1.25, \$1.50 to \$2.50.

The Slater \$3, \$4 and \$5 Shoes, the best obtainable, none genuine except with price stamped on sole. A hundred 1896 styles to choose from.

Well-Dressed Ladies

Command attention everywhere. This shoe house appeals to ladies of refined tastes. We show the newest styles and finest makes in footwear. Special at \$1 to \$3.

Pocock Bros.

PHONE 809

CORSETS

We carry the largest ranges and the best assorted stock in the city. For values we take the lead. Ladies, do not buy your Corsets before looking through our stock. Our 50c. and 75c. Corsets are the best value in the city. Misses' Corsets in all sizes. We carry all the best makes from 50c. to \$3.50 per pair.

Priddis Bros.

158 Dundas Street,
157 Carling Street.

Ranges, Stoves,
Furnaces, Tinware,
Graniteware,
Lamps, Lanterns,
Carpet Sweepers,
Etc., etc.

Stevely's,

302 Richmond St.
Phone 452.

SNOW OR RAIN.

Toronto, Ont., March 5.—11 p. m.—The storm off the Nova Scotia coast is slowly passing eastward to sea. It is still blowing a gale in the Maritime Provinces. High pressure and fair weather prevails in Ontario and the greater portion of Quebec. It has been snowing in Manitoba. Elsewhere in the Northwest it has been fair. Two depressions over Iowa, the other over Indian Territory, are moving towards the lakes.

Minimum and maximum temperatures: Calgary, 18 below—4; Battleford, 4—14; Qu'Appelle, 4—18; Winnipeg, 10—24; Parry Sound, 6 below—30; Toronto, 8—26; Kingston, 2—30; Ottawa, 4—38; Montreal, 8—22; Quebec, 6—28; Halifax, 32—38.

PROBABILITIES.

Toronto, March 6.—1 a.m.—For the lower lakes region (including counties lying south of the Georgian Bay region, east as far as Belleville)—Unsettled, with snow or rain in the western; fair at first, followed by snow or rain in the eastern portion; higher temperature.

Let Us Do It

If you need to give a dance, reception, party or ball, let us attend to the floral display. We will do it at small expense and in a way that will please you.

J. GAMMAGE & SONS,

213 Dundas St. Phone 96.

Working Together.

All Members of the Board of Works Attend

The Weekly Meeting, and Work Together for the City's Interest—Damages Wanted—Sewer Difficulties.

Previous to the special meeting of the City Council last night, the Board of Works held a short session. Ald. Parnell occupied the chair, and both Liberal and Conservative aldermen were present in the interests of their respective wards. The other members in attendance were: Ald. Pritchard, O'Meara, Wm. Hoaman, Cooper, Drenaney, R. Ironsides, assistant engineer, and Street Commissioner Owen. Considerable dissatisfaction was exhibited with the request from the council to have the estimates in by the first week in April. The aldermen feel that the condition of the weather will not be such as will permit them to make the necessary ward to ward inspection by that time.

Ald. O'Meara complained of the danger and injustice of the street railway company dumping rubbish and ice from Dundas street on Park avenue.

Ald. Drenaney drew attention to the fact that Wellington street was in the same condition, and the committee decided that the company would have to level and take the rubbish away as soon as possible.

Mr. F. W. Farncombe wrote asking for the establishment of original survey stakes throughout the city, and pointed out that owing to the gradual disappearance of the original monuments a great deal of trouble had arisen on boundary questions. The engineer will report on the matter at the next meeting. Mr. Farncombe mentioned that he had in his possession the notes of the original survey by Mr. Samuel Peters.

Wm. Reid, 39 South street, complained that owing to the sewer at the place being only 5 feet 1-2 inches deep, and his cellar 6 feet, there was, in consequence, 2 feet or more of water in the cellar, to the detriment of Mr. Reid's potatoes and family health.

The engineer and chairman will investigate.

W. F. Howell asked for remuneration as damages for loss of time and business sustained in consequence of an upset on Ridout street south several weeks ago. He claimed to have received painful and severe injuries to an arm and leg.

"Some days his arm is in a sling, and some days it is not," volunteered Ald. Pritchard.

Another drain trouble was ventilated in the case of W. D. Thomas, Piccadilly street, and the aldermen decided to try and remedy the difficulty by next week, when the engineer returns from Toronto.

The street railway company wrote to say that owing to the trouble in getting special work made, the Dundas street east line could not be completed to the city limits. Ald. Drenaney, however, moved that the company be requested to complete the work as soon as possible.

Ald. Drenaney also spoke of getting Queen's avenue opened to the eastern limits and make the Quebec street school more accessible to the citizens on Dundas, Charlotte and neighboring streets.

"OH, PROMISE US"

That you will pay a little attention each week to what we have to say. We can express openly the merit and quality of our Shoes, but you are needed to try and see if what we say is not true. Take our word for the goodness—the style—the unequalled durability of our Shoes—and you will not go amiss. We know what Shoes are the best.

J. P. Cook,

173 Dundas St.

Your Money Back if You Want It.

London Advertiser.

Call Us Up! Telephone Numbers:

107 Business Office

124 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

—Spring will begin officially March 19, at exactly 9:27 p.m.

—The news up to the latest moment—local and telegraphic—can always be found in the several editions of the "Advertiser."

—Mrs. J. W. Scandrett, of this city, was the guest of Mr. and Mrs. J. B. Dale at Wyoming recently.

—The Bishop of Huron conducted the Lenten service in All Saints' Church, Windsor, Wednesday night.

—Mr. Phil McLeod, of this city, was registered at the Windsor Hotel, Jacksonville, Florida, this week.

—Belleville Sun: Mr. Charles Ayer and family left last night for London, where Mr. Ayer will have charge of the paintshop of the W. J. Thompson, carriage works.

—The Coney Island Pleasure Club will hold their first annual concert and assembly at the City Hall this evening. There will be a good musical programme followed by a dance.

—Mr. W. D. Love, son of Mr. Frank Love, won the junior fencing championship of Toronto University. The prize was a handsome pair of fete and miz, and the presentation was made at the University gymnasium Wednesday night to the winners of the sword and fencing bouts, by Mrs. Alfred Baker, honorary president of the Women's Fencing Club.

—"My wife reads every advertisement published," says a prominent citizen. "She picks up the paper and reads the first thing in the evening, and reads the local news; then she reads every advertisement in the paper. If there's anything about bargains she sees it, and the next morning bright and early she investigates it, and buys just as freely as her purse will permit her."

—The funeral of the late William J. Dewan which took place from the residence of his father, 674 Talbot street, at 9:45 Thursday morning, to St. Peter's Cathedral was largely attended. Amongst the floral offerings were an immense wreath from his late associates in Wayne, Mich. crematorium, from his fellow employees of the M. C. R. South Bend, Ind. Messrs. John M. Daly, Joseph Ranahan, J. O. Drongole, W. E. Mullens, John Brown and F. Forrestal acted as pallbearers.

—A new court of the Independent Hall-keepers was organized in Sherwood Forest on Wednesday evening by Grand Organizer T. G. Davey. The following officers were elected: P. D. H. C. R., Dro. Thos. Knott; C. R., A. E. Cooper; D. C. R., A. Murphy; E. J. John Harvey; S. W. B. Richards; Treas., H. C. Fope; S. W. W. Sutherland; J. W., A. S. Blackburn; S. B., A. O. Hunt; J. B., C. W. Norman; P. C. R., S. J. Southcott; Chap., P. A. Bogie; Physician, W. Logie, M. D.

—The Toronto Mail-Enterprise says: "A highly esteemed gentleman, in the person of Richard Winnett, a son of the late John Winnett, of London, passed away Wednesday at his residence, on Spadina crescent. Mr. Winnett had been a cripple all his life, but enjoyed good health until a few days ago, death being the result of a blood vessel bursting in the brain. Deceased was a cousin of Dr. Winnett, and of Hy. Winnett, of the Queen's Hotel. The interment will be made in the family burial plot at London."

—A very pleasing event took place yesterday at the residence of Mr. C. E. Wilson, 181 Richmond street, being the marriage of his daughter Mary Annette to Arthur George Templar, in the presence of 75 invited guests from Toronto, St. Marys, Woodstock and this city. The bride was beautifully attired in cream silk trimmed with pearls and the bridal veil was looped up with cream roses. She carried a bouquet of roses and mignonette fern. The bridesmaids were Miss Mary Northgrave, of London and Miss Flossie Hill, of St. Marys, cousins of the bride. They were, also, attired in cream, trimmed with moire silk and ribbon, carrying bouquets of pink carnations tied with ribbon. The groom was assisted by two very able young men, in the persons of Mr. Herbert Sowers and Mr. Walter Fessler. The presents were very numerous and costly. The ceremony was performed by Rev. Dr. Daniel. The tables were handsomely decorated with ferns and

If you want a good, bright, cheerful light for the long nights, get Lilywhite Oil. Ask your grocer for it. It's the best lamp oil now offered. We don't supply peddlers. Gasoline, benzine, cylinder and machine oils at lowest price. Phone 307.—Empire Oil Co.

FACT DEAD SUR

The Poorest Man on Earth can be Cured of the Tobacco Habit by our Method—We offer by Mail a Remedy that will free every slave to Tobacco in Ten Days. Read the strongest endorsement ever given any remedy, and if you are not fully satisfied write for leaflet containing over Six Thousand (6,000) Testimonials. UNITED STATES HEALTH REPORTS—OFFICIAL INDORSEMENT. JUNE 19, 1895 (PAGE 10.)

In the light of our examinations and tests of "Elli Sam's Tobacco Cure" we are but performing a duty we owe the public, when we indorse the same and stamp it as the crowning achievement of the Nineteenth Century in the way of destroying a habit as disgusting as it is common. (For only \$1.) Hence we earnestly advise you to call or write for particulars.

W. S. Bryers Bark-well,

Wholesale and Retail Agent,
268 DUNDAS STREET, - LONDON.

PIPE 50c FOR 25c

THIS WEEK ONLY

Sam. K. Stewart, 202 1-2 Dundas Street.

flowers and were over-weighted with choice edibles. Afterwards a very enjoyable evening was spent.

—The following list of patents recently granted to inventors residing in the Dominion of Canada, is reported for the London "Advertiser" by P. J. Edmunds, International patent solicitor, London, Ont. Canada patents—Canadian Order of Woodmen, London, Ont., ritual (book copyright); P. J. Wilkie, Lindsay, Ont., medicine for curing diphtheria (trade mark); The Bell Telephone Company of Canada, electrical fire alarm (extension of patent); The Welsbach Incandescent Gas Light Company, Montreal, Que., hydro-carbon burner, United States patents—A. Dubrouil, Montreal, Que., driving mechanism for bicycles; Wm. J. Gurd, London, Ont., automatic lighter for gas stoves; J. J. Hamilton, Neepawa, Canada, means for changing motion: O. W. Ketchum, Toronto, Ont., button fastener; E. A. Parson, Ottawa, Ont., bicycle lock; Geo. I. Root, Ottawa, Ont., car brake.

CATCHING THE EYE.

The Scientific American tells of a person who looked at a shilling for a minute and then sat for a photograph, with the result that the negative showed the image of the coin imprinted on the retina of his eyes. Just now there are dimes and dollars in every spring shopper's eyes. The bright advertiser catches the eyes and the dollars by one snap shot, and his kodak is publicity.

WHAT MAKES THE MAN?

Clothes, of course; you hadn't thought of that.

Why not be clothed in the right way? Oak Hall is in the business to make all men equal as far as being well dressed is concerned.

A good or poor suit can make or mar your appearance.

Why not be attired in the tailor-made style of today at one-half tailor prices. Reliable, serviceable suits, \$5, \$6, \$6.50, \$7, \$7.50, \$8, \$8.50, \$9.

OAK HALL,
148 and 150 Dundas street, London.

She—Why do you not enjoy a few minutes of happiness and satisfaction by having your work done at the Palace Barber Shop, 60 1-2 Dundas street west?

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.

Fashion must be forever new, or she becomes insipid.—Lowell.

LIFE SAVED.—Mr. James Bryson Cameron stated "I was confined to my bed with inflammation of the lungs, and was given up by physicians. A neighbor advised me to try Dr. Thomas' Eclectric Oil, stating that his wife had used it for a throat trouble with the best results. Acting on this advice I procured the medicine, and less than a half-bottle cured me; I certainly believed it saved my life. It was with reluctance that I consented to a trial, as I was reduced to such a state that I doubted the power of any remedy to do me any good."

T. M. Shoebottom & Co., have received a fresh supply of Carr's English Bleach as follows: Lemon Kings, Rose Wafers, Water Wafers, Laidier Nix-Nack, Kindergarten, Colonial, Shamrock Cheese, Wafers, and others.

JOHNSTON'S.**Spring Styles.**

We are early as usual, having a full line of the latest styles for 1896 in both Tan and Black.

Button & Lace Shoes,

Button Oxfords,

Trilby Slippers, etc.

See our 20th Century Shoes—latest.

LADIES,

Now is the time to secure something new. We carry all widths and sizes. No trouble to fit you.

GENTS' TAN and BLACK**Congress & Balmorals**

Latest spade last, needle too.

Trunks, Valises, Purses, Shawl, Rug, Razor and Skate Straps, Portfolios, Collar and Cuff Sets, etc.

A few more of those Purses left at 2 for 5c.

Johnston's

198 Dundas St.

Keeping

Everlastingly

At It.

The Greatest Good

To the Greatest

Number.

LONDON'S GREATEST STORE**Spring Reception.**

THE spring reception days are the festal days of merchandise. The new goods almost laugh and sing while they come to gladden you. By leaps and bounds from season to season this store has become more commanding, and next week we ask you to a new and larger success. The meeting place of the fashion world is here, and style elbows style at every turn. Paris is here and London, and New York. Whatever is worth your thought in Dress Goods, Wraps and Jackets, will find expression in the opening displays. Newness and novelty everywhere. Such newness as you don't expect to see for a month to come, and novelty that won't be duplicated this season. The fete begins Tuesday morning, to continue all week. Everybody is invited, and a double welcome to all who come. Whether merchant or modiste, our neighbors or guests from far away, or townspeople, or suburban friends, whoever you are, the store will be yours to enjoy Tuesday and the following days.

We are not conjuring you with words. The stock is simply ideal and comes of weeks and months of active preparation. More room, better facilities and a larger force of salespeople mean better satisfaction to shoppers, and people can look to their hearts' content without any suggestion of buying. The enthusiasm of opening days will bring great crowds, and sensible people will come early before the choicest things are sold.

New Dress Goods.

Probably the largest assortment of New Dress Goods ever under one roof in Canada. A long stretch of counters, with room and light in plenty, and riches behind the richest we show. We never had a stock that pleased ourselves so thoroughly. All the newest styles, and every worthy sort in prodigal abundance. For years we've held first place in Dress Goods, and the trade we've won we mean to keep, plus constant increase. Not a kind missing for which there is a demand, and not the slightest bit of extravagance in these prices.

Crepons.

IN ENDLESS VARIETY.

44-inch All-Wool Crepon in cream, pale blue, pink, nile green, navy, fawn and black, worth 60c, for 40c per yard.

46-inch All-Wool Crepon, in cream, lemon, pumpkin, nile green, pale blue, pale pink, cardinal and black, for 50c per yard.

3 pieces Rock Crepon, in black and cream, and 46 inches wide, 70c per yard.

2 pieces Cream Silk Stripe Crepon, 46 inches wide, 60c per yard.

2 pieces Black Stripe Crepon, 46 inches wide, \$1 per yard.

Silks.

All shades of China and Pongora Silks for 25c per yard.

Another consignment of Shanghai Silks in cream pale blue, pink, nile green, cardinal, yellow, straw, gold, heliotrope, mauve, moss green, sea green, myrtle green, seal brown, golden brown, cardinal, garnet and black, all 23 inches wide, for 39c per yard.

20 pieces Kaiki Silk, all colors, striped, 25c per yard.

9 pieces Black and Mauve Figured Silk for Blouse, 65c per yard.

1 piece Black Surah Silk, extra heavy, 50c per yard.

1 piece Black Mervellieux Silk, worth \$1.30, for 89c per yard.

Dress Goods.

Fine French Serges, 46 inches wide, and all new shades, 50c per yard.

9 pieces Tweed Dress Goods, 44 inches wide, for 50c per yard.

5 pieces Tweed Dress Goods, all patterns, 46 inches wide, 75c per yard.

Fine All-Wool Twill Serges, all the new spring shades, 25c per yard.

Black and Figured Luster, from 25c to \$1 per yard.

21 different shades in Sicilian Cloths, spring shades, for 50c.

5 pieces, dress length, fine Silk Stripe, Sicilian, 95c per yard.

1 piece, dress length, Silk and Wool, \$1.50 per yard.

2 pieces Silk and Wool, stripe and check, in black and white \$1 per yard.

MAIL ORDERS

filled promptly and samples sent to any address for the asking. We've said that hundreds of times, but perhaps you never really thought to send. We make a specialty of mail orders, and ask nothing better than for you to put us to the trial.

THE T. E. MARA CO.

LIMITED,

153 Dundas Street,

155 Dundas Street,

And Market Square

London.

Fashion Shows Free on Application. March Number Now In.