

Come Early

Christmas goods now open for inspection. Fine Engravings and Etchings, Carbon Photos, Photogravures plain and colored, great variety framed. Also a choice selection of Artistic Mouldings in gilt, silver and natural woods. Beautiful range of folding screens in damask, etc., with endless assortment of Parlor Lamps in brass, gilt, ivory, and oak.

O. B. Graves,
222 Dundas Street.



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

USE NO OTHER.
J. D. SAUNBY
267 York Street.
Telephone 114.

New Undertaking Establishment
284 Dundas St. - Spencer Block
Telephone-1,159.

WESLEY HARRISON,
Embalmer and Funeral Director.
N.B.—We have in stock a complete line of Picture Frame Moulding.



Dr. W. H. Graham
198 KING ST. W. 25ST.

Toronto, Ont.,
Treats Chronic Diseases and gives special attention to **SKIN DISEASES**, as Pimples, Ulcers, etc.
PRIVATE DISEASES, and Diseases of a Private Nature, as Impotency, Sterility, Varicocele, Nervous Debility, etc. (the result of youthful folly and excess), Gleet and Stricture of long standing, **DISEASES OF WOMEN**—Painful, Profuse or Suppressed Menstruation, Ulceration, Leucorrhoea and all Displacements of the Womb.
Office hours—9 a.m. to 5 p.m.; Sundays, 1 p.m. to 3 p.m.



POWDERS
Cure **SICK HEADACHE** and Neuralgia in 10 MINUTES, also Croup, Sore Throat, Dizziness, Blisters, Pain in the Head, Constipation, Torpid Liver, Bad Breath, and also regulate the bowels.
Mr. John Gayler, druggist, Ingersoll, writes: "Starck'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: "Starck'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.

SKATES

BROCK'S
192 Dundas St.

Is the place to get them—Racing, Hockey, Ladies and Acme of all grades. Hockey Skates fitted to the shoe and mechanically correct. We still lead in skate grinding.

SKATES HOLLOW GROUND FOR 15c.

"Jack Frost"

If you are protected with one of our Fur Capes, Storm Collar or Muff. We have them in Seal, Beaver, Persian Lamb, Mink, Astrachan, etc. Furs altered and repaired.

H. BEATON,
128 Dundas Street, - Opposite Market Lane

—NOW FOR—

Christmas Footwear!

Exactly eleven more shopping days till Christmas. The annual puzzle is, What shall I buy for Christmas gifts. Sensible people buy useful presents. Slippers or Shoes a most appropriate gift.

Up-to-date Christmas Slippers and Skating Shoes.



This shoe store has caught the holiday spirit. Not a giveable sort of slipper is missing in men's, women's and children's, from 15c to \$2.50.

Rubbers and Overshoes.

Winter comfort, new in style, but with the same old "wear like iron" that has always characterized Rubbers and Overshoes sold by

POCOCK BROS.,

Trunks and Valises in every style at low prices.

XMAS PRESENTS! Cleopatra

For the Children.

WORTH 50c, 75c, \$1. WE are selling at

25c.

Come Early to Avoid the Rush.

Priddis Bros
Telephone 324.

158 Dundas St. - 157 Carling St.

OIL HEATERS
GAS HEATERS
GAS RADIATORS

We have a nice line of these goods. Just the thing where extra heat is required in cold weather. Call and see them.

Stevely's, Richmond Street
Phone 452.

UNSETTLED; SNOW OR RAIN.

Toronto, Dec. 10-11 p.m.—A severe storm is situated off the Carolina coast and another disturbance of less importance covers Minnesota. The weather today has been generally fair in all portions of Canada. Minimum and maximum temperatures: Edmonton, 32-44; Qu'Appelle, 12-35; Winnipeg, 4-22; Port Arthur, 8-20; Parry Sound, 26-30; Toronto, 20-26; Montreal, 14-26; Quebec, zero-18; Halifax, 20-30. PROBABILITIES.

Toronto, Dec. 11, 1 a.m.—Unsettled, with snow or rain in most places.

Trusts Corporation

OF ONTARIO,
Safe Deposit Vaults.

Bank of Commerce Building, King Street, Toronto.

Capital - - - \$1,000,000
Hon. J. C. AIKINS, P. C. President
Hon. Sir R. J. CARTWRIGHT, M. G. Vice Presidents
Hon. S. C. WOOD,

This Company acts as ADMINISTRATOR in case of intestacy or will with annexed. EXECUTORS, TRUSTEES, ROGERS, COMMITTEES OF LUNATIC GUARDIAN, LIQUIDATORS, ASSIGNEES, 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.

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.

Roses, Carnations, Violets.

Funeral Designs.

J. GAMMAGE & SONS,
Phone 96. 213 Dundas Street.

Ladies Are Insuring

and with the Confederation Life, six recently having made application to us and were accepted. It's a good investment, without care or anxiety. Information cheerfully given.
Office, Market Lane, ground floor.
FRED H. HEATH, General Agent.
Geo. PRITCHARD, Local Agent.
Phone 757.

R.K. Cowan

Baristern, etc., over Bank of Commerce London.

IT PAYS TO

The Best

SUCCESS of the highest order still attends pupils the.

Canada Business College, Chatham, Ont.
J. D. Staple has been sent to take charge of the St. Lawrence and Jones Co's office, at Munising, Mich. Chas. Ball, to take charge of same firm's office at New Orleans. Three other former pupils have been added to their staff in the same home. M. McBrayne and Bertha Garrett as stenographers, and Frank Elliott as general assistant. Another former pupil, Wilbert Young, has had charge of the books in the New York office of the same firm for three years. All of the above are former pupils.

IT PAYS TO ATTEND THE BEST SCHOOL.
For catalogue of either department, address: D. McLACHLAN & CO., Chatham, Ont. 614 x 614

On a Spot Cash Basis.—We have forsaken the credit business and are selling the finest goods at reduced prices. Call and see for yourself. T. M. Shoebottom & Co., 247 Dundas street.

She—Why do you not enjoy a few minutes' happiness and satisfaction by having your work done at the Palace Barber Shop, 604 Dundas street west.

Carol Waterproof High Polish Shoe Dressing contains nothing injurious. Price, 15 cents.

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.

was a fascinator, and many men were victims of her smiles. Had she known the beauty of COOK'S EVENING SLIPPERS even a mightier warrior than Marc Antony might have sat at her feet.

J. P. COOK,
473 Dundas Street.

Your money back if you want it.

London Advertiser.
Call Us Up! Telephone Numbers:
197.....Business Office
134.....Editorial Rooms
475.....Job Department

Street : Car Tickets

Are on sale at De la Hooke's (G. T. R. ticket office), corner Dundas and Richmond streets.

London and Environs

—Dr. Meek, of London, assisted by Drs. Wilson and Kaine, city, and McLaughlin, Aylmer, this morning made an incision in the side of Mr. James Maynard, who is ill with disease of the liver, found that the case was an incurable one, and the operation was not performed.—St. Thomas Journal.

—Dr. Frederick H. Sykes, of the Western University, has been appointed examiner in history and geography for the Junior and senior matriculation examinations of Toronto University by the joint board of the university and of the education department. His associate examiners are A. Carruthers, B.A., of Toronto University, and W. Tyler, B.A., of Guelph.

—Interest in the Young Liberal Club concert increases as the time for holding the same approaches. One of the most popular clubs in the city decided, at a meeting held last night that they would attend in a body, and occupy seats in the parquette circle. Many Conservatives have purchased tickets, and will be present to enjoy a good entertainment with their Liberal friends. Plan for the \$1 seats opens on Saturday morning at 10 o'clock, all other seats on Monday at the same hour. Be certain to reserve your seats.

—The Toronto papers all speak in the highest terms of the comedy, "A Cat's Paw," by Max O'Rell, which is to be reproduced at the Grand Opera House in this city on the evening of Tuesday, Dec. 17. The News of that city says: "The play sparkles from one end to the other with the brilliant satire of which O'Rell is such a master, and there is not a dull moment from the rise of the curtain to its fall. The nobility—wondering American parvenu is cleverly and gently satirized, and there is much fun besides. The bulk of the play is made up of skillful dialogue and action, which gives Samuel Edwards an opportunity which he is not slow to avail himself of. As the American glue-maker Jonathan Perkins he is extremely droll, and portrays in an irresistibly comic manner the peculiar combination of ignorance, cunning and simplicity, which are the chief ingredients of the Yankee's character. The characters of the two daughters are impersonated with considerable vivacity by Miss Goldie Edwards and Miss Lydia Knott. GOOD-BYE, "JOE."

The tug A. V. Crawford, of Wiarion, Capt. J. A. Crawford, arrived at Port Stanley on Monday. On board were five of a crew. She left Wiarion ten days ago, but owing to ice and winds was delayed. The A. V. Crawford is a large powerful tug and has been traded by Crawford Bros., of Wiarion, for the Joe Milton, recently purchased by Mr. E. J. Tribble, of Buffalo. MASONIC.

At the annual communication of St. John's, Lodge No. 20, A. F. and A. M., there was a large attendance. The following officers were elected for the ensuing year: I. P. M., wor. Bro. Alex Swayzie; M., Bro. D. J. Blackwell; S. W., Bro. Alex. Findlay; J. W., Bro. John Jones; chaplain, Bro. Henry Macklin; treasurer, Bro. Geo. Shaw; secretary, V. W. Bro. M. D. Dawson; Tyler, W. Bro. J. Robertson; auditors, Bro. O. Ellwood and R. A. Bayly; rep. to Board of Benevolence, W. Bro. A. B. Greer; rep. to Masonic Temple Company, Bro. Geo. Shaw. The scrutineers were R. Wor. Bro. J. C. Dewar and V. Wor. Bro. J. D. Clarke.

At the close of these proceedings the visitors were hospitably entertained in the banquetting hall by the officers elect. Toasts were responded to by R. W. Bro. Dewar, V. W. Bro. Clarke, W. Bro. Allan Bogue (of Lambton), W. Skinner, W. Edgecombe, Evans (Toronto), A. B. Greer, Essery, Swayzie, Blackwell, Findlay, Jones, Macklin and others, while songs were rendered in taking style by Bros. [Forsythe, Whittaker, H. Stratford, Milling and others.

Make up your mind that cheapness of clothes is in the quality rather than in the price.

Okk Hall suits and overcoats are the cheapest clothes in Canada, because they are always the best that can be made.

Overcoats \$5 to \$16.
Suits \$5 to \$12.50.
And to make you sure of a bargain we say:

Your money back if you are not suited.

East End residents take the car at Shuff's New Drug Store, Dundas, corner William, and at the same time leave your prescriptions and drug orders to be sent. No extra charge.

Pink Pills, genuine—Shuff's cor. Dundas and William.

Bark-well's
BAKING POWDER,
25c Pound
Fresh and Always Reliable.

Prescriptions AND
Family Recipes
A Specialty.

Bark-well's Drug Store
268 Dundas Street.

SIFTON & CO.
FINEST DISPLAY OF
DOLLS

Ever Shown in London.

Large assortment of fancy Dressing Cases, Manicure Sets, Work Baskets, Albums, Work Boxes, Cups and Saucers, Glassware, etc.

New Lines of Purses and Shopping Bags

Dolls' Carriages, Dolls' Sleighs, Coasters, Baby Cutters, Hand Sleighs.

Games of All Kinds
Crokinole, Forts, Kings' Court, and full line of cheap games.

All the Annuals and Xmas Books.
168 Dundas St., 2 Doors from Richmond

An Xmas Gift
Selected from our stock of English Pipes, Pouches, Cigar Holders and Cases is sure to be appreciated.

....SAM K. STEWART....
2024 DUNDAS STREET.

DOLLS

DOLLS
DOLLS
DOLLS
FREE.

We divide our profits at the end of every year with our patrons. This year has been an exceptionally good one for business with us, and we take this opportunity to thank the public by giving every purchaser of a pair of

Boots or Shoes, Trunk or Valise

Beautiful Doll Free.

Johnston's
198 Dundas St.

FANCY BONBONS,
FRESH
FRENCH
FRUITS (GLACE)
—AT—
YSH'S,
220 DUNDAS ST.
We make Boston Brown Bread and Crumpets.

IT'S A FACT
That we can make you a Suit or Overcoat at from \$2 to \$5 less than down town merchants. Get our prices.

PRATT & WILKINS,
304 Dundas Street.

Giving Up Business

Great Slaughter Sale

All my stock of Hats, Caps, Furs, Gents' Furnishings, etc., etc., must be closed out by Jan. 1st as I must vacate the store by that date.

Now is your time to supply yourself with cheap Underwear, Hosiery, Gloves, Neckwear, etc., at from 25 to 50 per cent off regular prices. All goods sold in store at these prices and many lines to clear out at 30 per cent below wholesale prices.

Come early while stock is complete, and remember these goods are not old shop worn lines, but new and up to date, having all been bought since April of this year.

D. J. Whitney,
206 Dundas St.

Base rivals, who true wit and merit hate maliciously aspire to gain renown by stand up and pulling others down.—Dryden.

It's All Talk

Much of the bargain advertising of the time is pure sham, and is simply to decoy people to the store and then sell them "something just as good!" We do not do business that way. We believe that

Naked Facts

Even in cold weather are better than padded stories of so-called bargains that are not bargains. We do not think you are blind or lack intelligence. We know you want plain facts and here are some that will interest you from the word go:

Dress Goods

Not a new idea or a wise thought that anyone, anywhere, has developed in dress goods making has escaped us.

Tweeds, in all shades and patterns, 14 yards wide, sold elsewhere at \$1 the yard, our price..... \$ 71

German plaids. These are beautiful things. You could see just like them in the large stores of New York or Paris. They would be cheap at 40 cents the yard, our price..... 20

If you are going to visit your friends during the holidays, don't you think it would be a wise precaution to have a new evening gown added to your wardrobe? We have dainty things in All-Wool Cashmere, light blue, light pink, blue and fawn. They are really bargains at 25

We have a great offering of Dress Silks, and show more chic, chaste concepts, more exclusiveness and more reliable silks for your money than you will find in any other store in the city. All colors.

Habutia, for evening wear... 39

Striped line Blouse Silks... 65

Black Beau de Soie, extra heavy... 98

Furs

If we depended on our fur profits alone, and paid exclusive fur store expenses, these prices would not be possible.

Extra Quality Coney Cape, 27 inches long, best of lining... 10 00

Beautiful lined, full 30-inch sweep, Astrachan... 22 00

Sole Agents for

Standard

Publications

The T. E. Mara Co.

LIMITED,

158 Dundas Street,

155 Dundas Street,

And Market Square

Special Attention to Mail Orders - - Phone 1,043

Kid Gloves

Two pairs for the price of one. One of those desirable jobs from our immense stocks.

Ladies' laced, embroidered back, newest shades of red, tan, gray and brown... \$ 1 00

Ladies' Fine Street Gloves, something new... 25

Winter Hosiery

Ladies' 50c Genuine English Black Cashmere Hosiery, plain and ribbed, high-spliced heels... 33

Ladies' Extra Heavy English Black Cashmere... 23

Glassware

We have recently added this department. Did not intend to do it, but got a snap, and are now ready to give you the advantage of it.

Six Cups and Six Saucers, not seconds, but first quality... 25

One dozen Cut-Glass Fruit Disks... 20

Beautiful Cut Glass Water Pitcher... 15

Gut Glass Rose Bowl, handsome... 25

Handsome Cut Glass Tea Set (Amber), 6 pieces... 50

Large Parlor Lamp, beautifully decorated in pink, blue and white frosting—just the thing for a Christmas present... 49

Toilet Set, latest design, handsomely decorated, 19 pieces. This would be a bargain at \$3. our price... 1 69

Tea Set, 44 pieces, dainty, with floral decorations... 2 69

Graniteware

Granite Iron Saucepans... 12

Granite Iron Teapot... 35

Large Roasting pan... 13

No. 8 Nickel-Plated Copper Kettle... 1 15