

"WHAT IT MEANS."

Simply This, That if You Use
"SALADA"
CEYLON TEA
Once You Will Never Forsake It!

Don't be persuaded to take other teas because they show the dealer a larger profit. Insist on getting Salada, which is sold only in lead packets. By grocers only.

This Brand of Flour
Always makes the
BEST BREAD
OR PASTRY.
USE NO OTHER.
J. D. SAUNBY
147 York Street.
Telephone 113.

New Undertaking Establishment
284 Dundas St. - Spencer Block
Telephone - 1,150.
WESLEY HARRISON,
Embalmer and Funeral Director.
N.B. - We have in stock a complete line of Picture Frame Moulding.

Dr. W. H. Graham
138 KING ST.
WEST.
Toronto, Ont.
Treats Chronic
Diseases and
gives special at-
tention to Kid-
ney 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, Uterine In-
flam-mation and all Displacements of the Womb.
Office hours - 9 a.m. to 5 p.m.; Sundays, 1 p.m.
to 2 p.m. JZ XWV

Rogers Electric Co
425 Richmond St., London.

A FULL STOCK OF
Electric Bell & Battery Supplies
Special Prices to the Trade.

Christmas Coming Again.
Useful and Elegant Articles for
Presents. Some HALF PRICE;
all cheap.
Artist Oil Color Boxes.
Water Color and Crayons.
Dressing Cases in Plush.
Large and Beautiful Assortment of
ENGRAVINGS AND ETCHINGS
Picture Framing at Special Low Prices.

R. LEWIS,
424 Richmond Street.

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

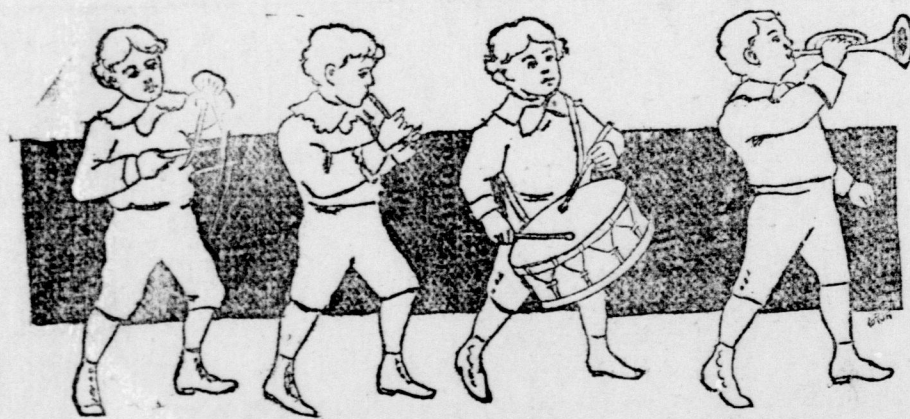
REMOVAL
W. Fairbairn
Merchant Tailor,
Over Priddis Bros., upstairs. Entrance
through store.

Frozen Water Pipes,
Repaired at shortest notice at moderate
prices. Phone 1,535.

EGGETT & BICKLEY,
Plumbers - 274 Dundas Street.
JWt

No Place Like Pocock Bros. For Good Values

Now For Christmas!



This is the time to solve the annual puzzle "What shall I buy for Xmas presents?" Sensible people spend their money in useful presents. A most appropriate gift, anything in the Slipper or Shoe line. We are ready as never before for the rush, with all kinds of Slippers, 15c to \$2.50. Skating shoes in the popular styles, \$1 to \$3. Dress Footwear and hundreds of other lines too numerous to mention in men's, women's and children's.
No obligation to spend a cent here. The store is yours to enjoy to the utmost, whether you care to buy footwear or not. Free dolls and other gifts to our customers.

Pocock Bros.

FURS

FUR CAPES,
FUR COLLARS,
FUR MUFFS,

Gray Lamb, Greenland Seal,
Sable, Persian Lamb.

CHILDREN'S FUR SETS

These are a manufacturer's set of samples, and
we are selling them at 25 per cent. less
than the regular price. Come
early for selection.

Priddis Bros
Telephone 324.
158 Dundas St. - 157 Carling St.

SKATES,
SKATES,
SKATES,

Racing, Hockey, Fine Steel,
Spring and Nickel-Plated Skates.
Skate Wrenches, Keys, Straps
and Parts. Skates repaired and
ground in the best style.

WM. GURD & CO.
185 Dundas St., London, Ont. Phone 800.

Southcott's
FINE TAILORS

361 Richmond St.

MOSTLY FAIR, Milder.
Toronto, Dec. 9-11 p.m. - The
depression over Alberta yesterday is stretch-
ing eastward across the Northwest districts,
accompanied by fair weather and higher
temperatures; from the lakes to the Atlantic
there is little change, either in pressure or
weather.

Minimum and maximum temperatures:
Calgary, 28-44; Battleford, zero-16;
Qu'Appelle, 2 below-26; Winnipeg, 16 be-
low-6; Pelly Sound, 4 below-30; Toronto,
14-28; Kingston, 2-24; Montreal, 8 be-
low-8; Quebec, 10 below-6; Halifax, 16-
30.

PROBABILITIES.
Toronto, Dec. 10, 1 a.m. - Mostly fair,
with south to west winds; rising tempera-
tures.

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

In all parts of the city. Telephone 818.

NEW YORK FANCY BRAND.
PRATT'S PATENT
LIVE
DEALERS
SELL IT.
SAMUEL ROGERS & CO. TORONTO.
WHOLESALE. JY

\$500,000

To Loan on Farms, City Property and
First-Class Manufacturing Property.
By the Canada Permanent Loan and
Savings Company. Parties wanting
loans should call at the London office
and get rates and conditions.

A. B. POWELL,
Appraiser and Loan Agent for London
and vicinity. 435 Richmond
Street. JY

USEFUL
XMAS GIFT

Is the one that will be the most
appreciated, and what is more
useful than a garment used in
everyday life. Furs are our
specialty, and whether it is
something in a Seal Jacket or
a cheap Cape, we have the
desired article.

MILNE, SPITAL & CO.,
Wholesale and Retail Furriers,
146 DUNDAS STREET

London Advertiser.

Call Us Up! Telephone Numbers:
107.....Business Office
124.....Editorial Rooms
175.....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

—He who advertises lives to adver-
tise another day. If he advertises not,
the sheriff does it for him.

—Referring to the jubilee services in
the East End Methodist Church, Mon-
treal, the Star says: "The present
mayor of London, Ont., John W. Little,
is a member of the congregation
and also secretary of the Sunday
school, which office he filled with ac-
ceptability."

—Prospective Advertiser—Will an ad.
in your paper pay? Publisher—It is
bound to or it won't go in.

At the second annual meeting of the
Columbia Mission League in connection with
the First Presbyterian Church held in the
south school, officers for 1896 were elected
as follows: President, Mrs. Clineas; first
vice-president, Mrs. Hignman; second vice
president, Miss Young; secretary, Miss
Law; treasurer, Miss Templeton; organist,
Miss Batzner; assistant organist, Miss Cul-
bert.

—Mr. Ege, an old friend of Mr.
George Hiscox, writes to our fellow-
townsman from Portage la Prairie,
that the indications are there will be
a long and severe winter. Snow and
cold weather have prevailed since
Nov. 1, "and when you know that it
will not let up until the middle of
March, it is enough to scare a person."
Mr. Ege says he had 2,200 bushels of
wheat, but only received from 38 to
40 cents per bushel for it. Mr. Ege
reads the "Advertiser," and says he
was much interested in its hints to
farmers and dairymen. J. W. Wheat-
on, London, is the address Mr. Ege
desires.

A most interesting meeting of the
Woman's Missionary Auxiliary of Dundas
Street Church was held yesterday
afternoon. Mrs. Dickson, president, oc-
cupied the chair and about 75 ladies were
present including several visitors. The sub-
ject for prayer being "Medical Missions,"
Mesdames Escott, Lancelley, Ashplant and
Temant gave short readings bearing on
different phases of the work in different
countries. Miss Yates closing with a talk on
the leper mission. Miss Case sang sweetly
"Where is Heaven." A tender resolution
of sympathy for Mrs. Cullen and the family
in their recent sad bereavement, was carried
with a standing vote and with many signs of
emotion. Mrs. J. D. Clarke, who has
recently lost her father, was remembered in
a similar manner. The treasurer reported
the funds in a satisfactory condition. At
the close tea was served in the church parlor
and an hour spent in social intercourse. —
Com.

A HALLELUJAH WEDDING.

A ten-cent admission fee did not pre-
vent a large crowd from being present
at the Salvation Army Citadel last
night to witness a hallelujah wed-
ding, the parties in which were Geo.
Scott, a soldier from Wardsville, and
Clara Augusta Lewis, a member of
the local corps. For half an hour
previous to the time set for the cere-
mony the army paraded the streets,
burning Greek fire, singing salvation
songs and announcing the event. Ad-
jutant Turner performed the ceremony,
and in a few preliminary remarks
stated that Mr. Scott and Miss Lewis
had agreed to all the obligations laid
down by the army in regard to mar-
riages. "If they hadn't," said the
adjutant, "we wouldn't marry them." The
bride and her bridesmaid, Miss
Susie Chambers were attired in the
regulation army uniform, as were also
the groom and his best man, Lieut.
Smith. The completion of the cere-
mony was received with a loud
cheer from the soldiers, who, in-
stead of having a wedding breakfast,
indulged in a short testimony meet-
ing and showered rice and good wishes
on Mr and Mrs. Scott.

MODEL SCHOOL EXAMINATIONS.

The examinations of the London Model
School students began in the Simcoe street
school yesterday afternoon and concluded
this afternoon. Fifty-two students wrote,
24 of whom were from the city and places
outside the county and 28 from Middlesex.
The papers yesterday morning and after-
noon were "Physiology and Hygiene" and
"Methods" respectively. This morning's
paper was "The Theory of Education," the
afternoon's "School Law." Tomorrow,
Thursday and Friday the examinations will
be in Stratford to conduct the teaching
examinations among the students at the
model school there. The London students
will be given their teaching examination on
Tuesday and Wednesday of next week.

Stop coughing. Take Barkwell's
Balsam.
Barkwell's Balsam stops cough-
ing.
Barkwell's Balsam cures colds.
Barkwell's Balsam relieves
asthma.
Barkwell's Balsam should always
be kept in the house at this season of
year.

For Bronchitis—Barkwell's Bal-
sam always cures.
People who are susceptible to colds
should keep their feet dry and take
Barkwell's Balsam.

For Coughs, Colds, Croup, Bron-
chitis or Asthma Barkwell's Bal-
sam is specially recommended and
can always be depended upon. Manu-
factured at Barkwell's Drug Store,
268 Dundas street. JY

No Society Affair

Can equal the home-coming of some loved one
for Christmas. You can make their visit
pleasant and enjoyable by preparing those
nice dishes for them—that they are so fond of.
To prepare the nicest dishes, you must use the
very best material. The question is where to
get the best, there is so much of the inferior
trash in the market. You can always rely on
getting the very best here. We have built our
trade by keeping the choicest goods in the
market, and we hope to still increase it. We
have the

Choicest Cleaned Currants,
Fine Selected Raisins,
Extra Fine Selected Figs,
New Grenoble Walnuts,
New Shelled Almonds.

T. A. Rowat & Co.

223 Dundas Street - - - Phone 317

The examiners are Inspector Johnston, of
West Middlesex schools; Inspector Carson,
of this city; Inspector Dearness, of the East
Middlesex schools, and Mr. May, principal
of the Mitchell school and formerly of
this city. They will meet one week from
Saturday and decide on the candidates who
are entitled to certificates.

A BENEFIT CONCERT.

A benefit concert and assembly under the
auspices of the London Trades and Labor
Council was held in the Knights of Pythias
Hall, Duffield Block, last night, which,
despite many counter attractions was well
attended. Mr. Joseph T. Marks occupied
the chair in the unavoidable absence of
Mayor Little, and introduced the pro-
gramme which was one of considerable
merit. The solos of Miss Lilywhite and
Mr. J. Coates Lockhart were given in a
manner which won liberal applause, while
the specialties of Messrs. McVerty and
Reidy, the comic songs of Mr. M. Mc-
Keough, and the singing of the Birmingham
brothers were greatly enjoyed. After the
concert an assembly was held. The pro-
gramme was:

Song—Tell Her That I Love Her So. J. C. Lockhart
Specialties. McVerty and Reid
Song—Comie. M. McKeough
Shawn Trews. Miss Le Clair
Solo—Protestations, (Otto Cantor). Miss Lilywhite
Song—The Tattoo on the Arm. A. Birmingham
Solo—The Bay of Biscay. J. C. Lockhart
Trio—Lifeboat Crew. Birmingham Brothers
Song—Comie. M. McKeough
Specialties. McVerty and Reid
Irish Jig. The Violet (Helen Hood). The
Shepherdess (Helen Hood). Miss Lilywhite
Musical Trio. Lockhart Brothers and Mr. Benenati
Song—Selected. George Birmingham
Comic Song. W. Lockhart

You Can Believe

The testimonials published in behalf of Hood's
Scuraparilla. They are written by honest peo-
ple, who have actually found in their own ex-
perience that Hood's Scuraparilla purifies the
blood, creates an appetite, strengthens the sys-
tem and absolutely and permanently cures all
diseases caused by impure or deficient blood.

Hood's Pills for the liver and bowels, act
promptly, easily and effectively.

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.

Edwards' Nervine

THE IDEAL OF PERFECTION
IN MEDICINE

THE TRUE REJUVENATOR.

The sure cure for headache back
ach, sciatica, rheumatism, Dis-
rhea, dizziness, sudden colds, all
skin diseases. Yes, any disease
where nature goes hand-in-hand
with medicine.

City Agents, Cairncross & Lawrence;
East London Agent, E. W. Boyle.

Samples on application. 25c and
50c. Every 50c box equals 2 1/2 25c
boxes. JY

A FEW
DROPS

FROM OUR OCEAN OF

Christmas **Novellies!**

Cases, Mustache Combs,
Cuff Links, Gold Mounts,
Cuff Buttons, Umbrellas,
Car Ticket Cases, Photo Frames,
Calendars, Six for Buckles,
Card Cases, Shaving Cups,
Cigar Cutters, Soap Cases,
Cigar Launches, Shoe Horns,
Cigar Ice Cases, Manicure Sets,
Cloth Brushes, Gold and Silver Pencils,
Coat Hangers, Scarf Pins,
Flasks, Tie Clips,
Ink Bottles, St. mp Boxes,
Key Rings and Chains, Toothpicks,
Match Safes, Weights,
Silver Mounted Pipes, Whist Counters,
Muff Holders.

Make early selections—you secure a bet-
ter choice and avoid the rush which invari-
ably occurs in our store during Xmas week.

A. MORPHY & CO.
414 17W

For - This - Week

MARA'S

No. 1—Your Choice of 318 Ladies' New Fall German
Jackets (as the cut below) in golden browns, fawns and
blacks, all sizes from 30 bust to 42, only \$3 90.



No. 2—Choice of 199 Ladies' New Short Fine Rough
Serge Coats, also Tweeds and Fine Beavers, all sizes, only
\$4 25.



Twenty-five Ladies' Jackets from last year, all to be sold at \$1 90.
Ladies, have you seen our stock? A look through our mammoth Jacket
and Fur Department will convince you that we have secured the right styles
this season.

Don't wonder how we do it, but come and see the greatest slaughter of
stylish Ready-Made Clothing ever made in Canada. See our Frieze Ulsters at
\$5 00.

A big shipment of Children's Elderdown Coats, trimmed with silver fox
fur trimming and white lamb, all \$2 and up.

Our new Carpets and Oilcloths just to hand. Best Brussels Carpets, 90c,
made and laid. Swiss Curtains only \$2 50 pair.

Best American Cotton Batting, large size, 4 for 25c.

Don't Forget Our

Tinware and Glassware Dept.

BOOMING

Sole Agents for

Standard **P** **ublications**

The T. E. Mara Co.
LIMITED,

153 Dundas Street,
155 Dundas Street,
And Market Square

Special Attention to Mail Orders - - - Phone 1,043