*********** 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 opaques. O. B. GRAVES.

\$**\$\$\$\$\$\$**\$\$\$\$\$\$

222 Dundas St.

In Life Insurance Secure

Semething Definite . . . BEE THE NEW GUARANTEED INCOME

POLICY AS ISSUED BY THE Confederation Life.

FRED H. HEATH, General Agent. GEO. PRITCHARD, Local Agent.

EDMUADS, Solicitor of Patents MECHANICAL AND PATENT LAW EXPERT. 359-61 Richmond, corner King, London, Ont.

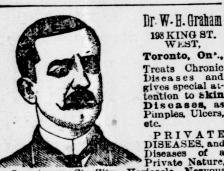
> When our city fathers Could save twenty per cent, The order for dog tags To Brock quickly sent.

The example of the wise Is safe to pursue. If you wish to save money Take your work to Brock, too.

His aim in repairing Is to excell;
Take your work to him
And he'll do it well.

The most intricate work On cycle or gun; Take it to Brock's And have it well done.

A typewriter to repair, Or a safe lock to drill; Though others are dismayed It is nothing to Bill.



198 KING ST. WEST, Toronto, On'., Treats Chronic Diseases and gives special attention to skin Diseases, as Pimples, Ulcers,

Diseases of a Diseases of a Private Nature, as Impotency, Sterility, Varicocle, 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, Leughber of the Womb.

213 Dundas St. Phone 96. ZXV corrhoea and all Displacements of the Womb-Office hours—9 a.m. to 8 p.m.; Sundays, 1 p.m. to 3 p.m.

THE REASON WHY-

We are selling Fur Goods so cheap is to clear out our stock and save packing it away until next season. You will save money if you buy your Furs here.

H. BEATON. OPPOSITE MARKET LANE,

138 Dundas St., London.

A CLEVER WOMAN DEAD. She Was Proprietress of the New Orleans Picayune.

New Orleans, Feb. 17.-Mrs. Eliza J. Nicholson, proprietress of the Picayune, died Saturday morning. She was suffering from the grip when her husband died a week ago, and the sad event so shattered her system that the disease developed into congestion of the lungs, and without strength to fight off the attack she sank rapidly into the final sleep.

Mrs. Nicholson was born on Pearl River, in Mississippi, and was the daughter of Capt. J. W. Poitevent, descended from a Huguenot family, still one of the most influential in the section. She was born a poet, and under the name of Pearl Rivers early wrote songs which made her famous. Her first verses were published in the Home Journal and Lippincott published a volume of her lyrics, which earned praise from Paul H. Hayne and other poets and critics, Her latest contribu-tion to American verse were "Hagar" and "Leah," in the Cosmopolitan, intended to begin a series of Biblical

yrics. The work of her youth attracted the attention of Col. A. Holbrook, then the proprietor of the Picayune, who offered her a position on the paper, which she accepted. She became his wife and increased her mastery of the details of newspaper work, so that up-on his death she was enabled to assume the management of the journal and direct its progress to gratiying success, becoming one of the bestknown editors in the country.

She associated George Nicholson, then business manager, in the direction of the property, and upon their mar-riage the firm became Nicholson & Co. Of late years, Mr. and Mrs. Nicholson, eeling that their interests no longer required constant personal attention, allowed an able staff to conduct the active work of their journal, and devoted most of their time to travel and recreation, although she constantly made suggestions and preserved an intimate knowledge of every department. She leaves two sons, the oldest only 14 years of age.

Out of weakness comes strength when the blood has been purified, en-Hehed and vitalized by Hood's Sarsa-

The wonders that mediocrity thinks could perform if it had time would arn the world inside out.

Angostua Bitters were prepared by Dr. . G. B. Seigert for his private use. Their eputation is such today that they have become generally known as the best appetizing sonic. Beware of counterfeits. Ask for the nine article, manufactured by Dr. J. G. B. Siegert & Sons.

minutes' happiness and satisfaction by having your work done at the Pal-ace Barber Shop, 60 1-2 Dundas street west?

White Cottons, White Sheetings. Gray Cottons, Gray Sheetings, Ginghams, Embroideries,

Shirt Waists.

TO HAND

TELEPHONE 324. 158 Dundas Street, 157 Carling Street.

CLOTHES WRINGERS, WASHING MACHINES, CARPET SWEEPERS ROYAL ROASTER AND BAKER.

(The Best in the World.) Large Stock of ENAMELED WARE in . . SPECIAL LOW PRICES.

Stevely's, 362 Richmond St. ZXV

FINE TODAY—MILDER TOMORROW Toronto, Ont., Feb. 16-11 p.m.-The cold wave which covered the Northwest Territories and Manitoba during the greater portion of last week is now being severely experienced from the lakes to the Atlantic. In the Northwest the pressure has now become quite low and the weather

turned mild. Minimum and maximum temperatures: Edmonton, 20—56; Calgary, 4—48; Qu-'Appelle, 14 below—20; Winnipeg, 34 below—zero; Toronto, 10 below—2 below; Ottawa, 16 below-8 below; Montreal, 10 below-4 below; Quebec, 12 below-2 below; Halifax, 10-16.

Toronto, Feb. 17-1 a.m.-For the lower lakes region (including counties lying south of the Georgian Bay region east as far as Belleville)—Fine today; rising temperature; considerably milder tomorrow.

Let Us Do It-If you are going 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.

THE SKIP TURNED OVER.

Fatal Accident in a Michigan Iron Mine.

Four Men Meet a Terrible Death and as Many More Seriously Injured.

Republic, Mich., Feb. 17.-Not since the collapse of No. 1 shaft of the Republic mine six years ago has the mining community of Marquette county received such a shock as by the disaster which occurred in the same illfated shaft at 6 o'clock Saturday morning, and by which four lives were crushed out and four more are just hovering on the brink of eternity.

The night shift of miners and trammers were just giving place to the day shift, and the former were being hoisted to the surface in the large cars or skips which also do duty in hoisting ore. Eight men started up with no thought of the fate which lay between them and daylight. At 1,200 feet below the surface the skip became derailed, and in a moment was overturned, imprisoning the men in a trap. It was impossible to reach the signal wire, and the car dragged slowly upward, crushing and grinding its hu-man freight as in a machine.

The engineer finally became conwere mangled to death, and the remaining four horribly injured.

The following are the names of the dead: William McGraw, James Bridge, Adolph Boitel, Mathias Tedelter. The injured are: Erik Marti, James McGraw, sen., Charles Anderson, An-

drew Peterson. All are men of family except William McGraw. The injured are receiving the best possible attention at the mining company's hospital. Doctors report that their chances for life are slight. Opinions are about equally divided as to the responsibility for the disaster, many contending that the Republic Iron Company should be held culpable in not maintaining a safer system of carriage for its miners. But it is the practice in almost all mines in this district to hoist and lower men in the ore, and by care on the part of the engineer this method has been regarded reasonably safe.

WONDERFUL CLOTHING

SELLING. It is wonderful where all the boys come from who get their clothes at

OAK HALL. Boys' Suits, Boys' Pants, Boys' Overcoats, Boys' Ulsters.

Boys from the city, Boys from the country, Boys from everywhere. The wonderful low prices for such high quality goods

Accounts for it all ! 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. The James F. Hunt & Sons' hair mattress and feather bed cleaning factory; manufacturers of new mattresses and goose feather pillows; a good variety on hand. Bedroom sets, spring beds, fancy rockers, fables, chairs, stoves and general house turnishing. Telephone 997.

A Slash In Shoes and Rubbers Nobby Footwear

of the very best quality at very reasonable prices. New goods arriving daily. No trouble to show you what we have.

173 Dundas St. Your Money Back if You Want It.

London Advertiser. Call Us Up! Telephone Numbers 107 Business Office

175Job Department

134 Editorial Rooms

T. R. PARKER'S,

Southwest corner Dundas and Richmond Streets.

Doing a Good Business.

The report of the Dominion Savings and Investment Society, printed in another column, was presented at the recent annual meeting of the shareholders, presided over by Mr. Robert Reid, collector of customs, who was re-elected president of the company. The Dominion has been a favorite agency, both for borrowers and investors, in past years, and during the past twelve months, despite dullness in real estate, it has fully held its own. It is managed with economy, and with due regard to the interests of the shareholders as well as to those of its patrons, the borrowing public. The cash value of mortgages and other securities held by the society, for the security of its shareholders and savings bank deposits is now \$2,168,360 62, while at the date of audit it had \$60,764 in bank waiting to be lent; its liabilities to the public are \$1,274,312 91, while its liabilities to the stockholders are less than \$1,000,000. Last year its earnings were \$119.968 21, of which 46,610 went to pay dividends on permanent stock, and \$25,570 99 for interest to savings bank depositors. A surplus of over \$5,275 48 was carried to contingent account. All being considered, the results must be satisfactory to the shareholders of the society.

At the franchise discussion at Somerset Hall tomorrow afternoon, there will be no admission fee or collection.

-The people wish something new all the Minstrelsy has been plodding along in its time-worn grooves for years; always the same—black faces, singing and farces. It remained for Al. G. Field to leave the old time ruts and adapt himself to the times, the progressive times in which we live. The people wanted a change, and after a year of aborious labor the Al. G. Field Big White Minstrels are presented for their approval. It is a new show in everything. Over richted, it was found that four men half a hundred minstrel stars are engaged with this company. The first part, "The richted, it was found that four men court of Momus," is the richest stage setting ever employed in minstrelsy. It is a merry musical melange, deftly woven to introduce all the funny comedians, the galaxy of sweet singers, and the great collection of novelties especially engaged for this great production.

—At the last regular meeting of the Y. W. C. T. U. reports from the different departments proved to be encouraging. The total attendance for January was 1,455, of which 1,084 visited the rooms during the day, 625 were present at the lunch hour and 371 attended the evening meetings. The Bible class has met regularly every Tuesday evening. Owing to Mr. Davidson's removal from the city the art class has been discontinued and efforts to obtain a teacher for this department have been unsuccessful. A physical culture class is being formed, to be conducted by Miss Ware. Three receptions were held during the month, one of which took the form of "An Evening With Common Things," when some of the members represented different articles in common use, such as, a sheet of note paper, a piece of iron and a bit of string, and told the history of their formation. Much information was gleaned in this way and together with musical selections made the evening a pleasant and profitable one. At the usual literary evening "Rip Van Winkle" formed the subject and a sketch of Washington Irving's life was read. Mrs. Evans gave a most interesting and instructive talk on "Light," which was thoroughly enjoyed by all present. EIGHTEEN BELOW ZERO. Dr. Nansen's trip to frozen Siberia

in search of the North Pole was misapplied energy. Had he come to this city and remained until last night he would have cheerfully made affidavit that the pole came down to London on a visit. The cold snap was just a day behind time in arriving. It had been predicted for Saturday, but a sort of February thaw prevailed instead. Sunday morning it commenced to grow colder, and the mercury continued to drop into the bulb until in the early morning hours of today 18 below zero was registered by the official thermometer. At high noon the temperature was only three degrees above zero.

UNITED STATES' HEALTH REPORTS. Official Indorsement, June 19, 1895, Page 10.

Page 10.

THE TOBACCO HABIT CURED.

In the interest of the masses, for whom these reports are compiled, the United States Health Reports have examined and investigated many preparations having for their object the cure of the tobacco habit, but among them all we have no hesitancy in giving the editorial and official endorsement of these reports to the remedy known as "Uncle Sam's Tobacco Cure," manufactured by the Keystone Remedy Company, at 218 La Salle street, Chicago. They are distributing literature this week all through the city, and in the light of our examinations and tests of "Uncle 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 read full particulars, and if you have not seen circulars to call at W. S. Bryers Bark-well's, wholesole and retail agents for Canada, 268 Dundas street, London.

THIS WEEK ONLY

Sam. K. Stewart. 202 1-2 Dundas Street. Cathode Rays in London.

City Scientists Experiment With the All-Penetrating "X."

Photographing Coins in a Cardboard Box and Metal Through Wood-How the Vibrations Are Produced.

The physical laboratory in connection with the Collegiate Institute was the scene on Saturday of the first experiment in this city with the use of the all-penetrating "X" or cathode rays in photography.

When mathematicians wish to designate an unknown quantity in algebra they always represent it by the letter "X." So, when Prof. Wilhelm Conrad Roentgen-who is, no doubt, well and favorably known to the majority of Londoners as a writer of works such as the method of fixing the isothermal surfaces of crystals, and the use of the ice calorimeter, to determine the intensity of sunlight—in pottering around the University of Wurzburg, and investigating the curious phenomena of electricity passing through various gases, accidentally discovered the wonderful effect of the rays in relation to photography, he was non-

plussed. He had the cause and effect, but could not name the vibrations to which all things seemed pervious. But, as he was professor of mathematics, as well as physics, he remembered that "X" stood for any unknown quantity. So he dubbed the rays "X." There was nothing to hinder him labeling them "XXX," if he had wished, and there are many who can testify to the fact that the latter has produced decided

vibrations at times. It may not be generally known that the discovery of the rays was dental, but such is the case. The Literary Digest, a reliable authority, says: "It is only wonderful that some other experimenter did not happen upon it before. The rays have been produced thousands of times in nearly every physical laboratory in the world, and it needed only the neighborhood of a sensitive plate to register and reveal them." When an "Advertiser" reporter reach-

ed the Collegiate Institute on Saturday afternoon, the blinds in the laboratory were drawn and the room dark as Erebus. It was not a regular school day, and the room was also cold, but that did not prevent three enthusiastic devotees of science—Principal Francis W. Merchant, Dr. Alex. Hotson and Wm. T. McClement-from working

with their overcoats on. The plate was already being exposed to the influence of the rays. These can orly be produced in a vacuum, and one of the ordinary incandescent light bulbs was used for this purpose. All of these bulbs have the air extracted as much as possible, and after some time, especially so in the amusement world. trials the experimenters managed to secure one which is estimated to have contained 1-500,000 quantity of air. The amount of electricity used was as much as would light an incandescent

light—4 volts. The current is sent through a storage battery with a large induction coil, changing its potential from 4 volts to 100,000. "Voltage literally means pressure,"

explained Mr. Merchant.
"Would not such a powerful current be very deadly?" asked the reporter. "It would if there was sufficient quan tity as well as pressure," replied Mr. Merchant. "Take as an illustration a stream of water. A man can stand the force of a stream the thickness of a needle, but the same force from a hose would knock him down."

The current is led into the vacuum tube by one electrode—technically known as the anode-and out by another-the cathode-from which rays are named. The top of the tube, to which one wire is connected, was covered with tin foil, and the current, in passing through the tube, gave off a fluorescent light. The vibrations were plainly visible, and it is these, and not the light itself, that penetrate

substances so easily. Placed about six inches from the tube or bulb, was a sensitive plate, and be-tween it and the rays were the objects to be photographed. These consisted of several coins in a circular cardboard box, and a tuning fork and another piece of metal fastened to a flat wooden ruler, which stood between the metal and the plate, and through which the vibrations had to pass. The exposure lasted twenty minutes, when the current was turned off and the plate taken downstairs to develop. It would be an hour, they said, before the result was known, and another vacuum requiring the reporter's attention just then, he left.

As far as it went, the experiment was a success, but the result cannot be ascertained with any degree of certainty. It would have been known Saturday night but for one trifling circumstances—the plate which had been exposed to the rays broke in process of development.

This ended the first experiment with the "X" rays.
But it will be repeated, doubtless with more success.

DYSPEPSIA AND INDIGESTION .-C. W. Snow & Co., Syracuse, N. Y., write: "Please send us ten gross of Pills. We are selling more of Parmelee's Pfls than any other Pill we keep. They have a great reputation for the cure of Dyspepsia and Liver Complaint." Mr. Chas. A. Smith, Lindsay, writes: "Parmelee's Pfls. meiee's Pills are an excellent medicine.
My sister has been troubld with severe headache, but these pills have cured

Orders by mail will receive prompt attention

The People's Store.

"'Tis Now Your Feast!"

We have just closed a bargain with the assignee of the late Samson, Kennedy & Co. estate, Toronto, wholesale drygoods, for a large quantity of goods at 25 per cent. less than wholesale price.

Clothing for Men, Boys and Children.

100 Overcoats for Boys up to 14 years. Take your pick for \$1 80. 72 Men' Business Suits, made to be sold at \$8, now marked down to \$4 50. Men's Odd Pants, tough as leather,

down 75c pair.
50 only Men's Black Worsted Coats and Vests, all wool, worth from \$8 to \$15, only \$7 50c.

Linings.

My, how the Linings go. Dealers you. from all parts of the country come to Mara's for their linings instead of going to the wholesale.

So can you as long as the Samson-Kennedy lot lasts; the 10c kinds are all for you at 5c yard. 36-Inch Twill Lining, worth 121/20

yard, for 8c. 36-Inch Surah Twill Waist Lining, on Tuesday for 10c yard.

Graniteware and Tinware

Blocked Tin Dish Pan, 5c, regular Large size Granite Washbowl, 19c, regular 35C.

Largest Size Granite Preserving Kettles, slightly damaged, 52c, regular

White Granite Pudding Dish, 25c, regular 45c. gross Nickle Silver or Brass Polish, at 5c, regular 10c.

Wooden Salt Boxes, two bands, 50 regular 15c. Japanese Fire Screens, 100, Ironstone China Dinner Plates, 500

dozen. Mixing Bowls 2C.

127 pieces Satin Ribbon, No. 5 and 9, worth 9c and 121/2c yard, Mara's opening price Monday 5c yard.

Linens and Table Napkins.

1/8 x 1/8 White Damask Linen Napkins, newest designs, we give them to

you at \$3 49 dozen. 3/4 x 3/4 White Damask Linen Napkins, newest designs, we give them to you at \$2 99 dozen.

60x80 Damask Linen Table Covers, Damask borders, we give them to you at 94c each.

60x85 Damask Linen Table Covers, new designs, we give them to you at 84c each.

Silks and Tassels.

in we staggered at the quantity of Silks and Tassels. But the wonderful selling has melted the stocks like snow before the noonday sun.

Rope Silk for 4c skein. Filo Floss for 4c skein. Filo Sell for 4c skein. Etching Silk for 3c skein. Twisted Embroidery for 4c skein. Flannel Embroidery for 3c skein. Silk Tassels, all colors, Samson- Net, with spot, take it at 15c yard. Kennedy's price 8c, for 5c dozen.

Silk Tassels, Samson - Kennedy's price 15c, for 10c dozen. Silk Tassels, Samson - Kennedy's price 20c, for 15c dozen.

Heavy Silk Tassels, Samson-Kennedy's price 50c, for 34c dozen. Silk Pon Pons, Samson-Kennedy's pr'ce 15c, for 10c dozen. Silk Pon Pons, wool ball, with silk

fringe, Samson-Kennedy's price 20c, for 15c dozen. Silk Pon Pons, Samson-Kennedy's price 15c, for 10c dozen.

A Dress Goods Feast.

80 pieces black and colored figured Sicillian and Brillianteen, worth 75c,

we will let them all go at 25c. 37 pieces 42-Inch French Serges, worth 38c yard, Mara's feast price 20c. French Tufted Novelty Boucle Effect, all the go, at 49c, worth double.

Men's Linen Collars.

On sale Tuesday at 8 a.m. Send in your order by mail and if you don't like what you've got bring back the goods and we return your money to

73 dozen Men's and Boys' Linen Collars, 4 ply, stand up and turn down, all shapes, regular 18c, for 10c

Dress Trimmings.

Black Jet Trimming, Samson-Kennedy price 15c, our price 5c yard. Black Jet Trimming, Samson-Ken-

nedy price 20c, our price 10c yard. Black Jet Trimming, Samson-Kennedy price 40c, our price 19c yard. Fancy Colored Gimp, Samson-Kennedy price 20c, our price 5c yard.

Fancy Colored Gimp, all colors, Samson-Kennedy price 25c, our price 10c yard.

Gold and Silver Gimp, Samson-Kennedy price 10c, our price 5c yard. Gold and Silver Gimp, Samson-Kennedy price 20c, our price 10c yard. Black and Colored Feather Trimming, Samson-Kennedy price 25c, our

price 17c yard. Colored Swansdown Trimming, suitable for evening costumes, Samson-Kennedy price 32c, we give them to you at 24c yard.

Blankets.

On sale Monday at 2:30 p.m. 39 pairs only (no more) extra Super all Pure Wool White Blankets, 60x80, Samson Kennedy's price \$1 25, retail price \$1 75, but we say \$1 pair

(only 39 pairs). 7 pounds Pure White All-Wool Saxony Blankets, 64x84, we give them to you at \$4 54 pair.

6 pounds Pure White All-Wool Blankets, 60x80, we give them to you at \$3 19 pair. 9 pounds Pure White All-Wool Blankets, 70x90, we give them to you

at \$3 78 pair. 6 pounds, Pure White All-Wool Blankets, 60x80, we give them to you at \$2 49 pair.

8 pounds Pure White All-Wool Blankets, 68x88, we give them to you at \$3 34 pair.

Veilings.

To get a chance to buy Veilings from a bankrupt stock does not often When the huge stock came pouring occur. Here's a chance that may never occur again. Black and Gold Pure Silk Veiling.

> take it at 5c yard. Black Pure Silk Fish Net, take it at 9c yard. Double Fold Black Silk Fish Net,

take it at 14c yard. Black Pure Silk Veiling, white spot, take it at 9c yard. Black and Colored Pure Silk Fish

Heavy Cream Silk Fish Net, newest patterns, take it at 18c yard. Black, Brown and Cream Brussels Net, with flower, take it at 19c yard. Black and Colored Pure Silk Fish

Net, with spot, double fold, take it at 14c yard. Black and White Pure Silk Tulle, double fold, take it at 15c yard. Navy Blue Gauze Veiling, with

border, take it at 15c yard. Black and White Pure Silk Tulle: extra fine, double fold, take it at 240

Special for the Ladies:

555 Etchings of Landscape Scenery of all kinds, worth from 75c to \$1 25, for 25c.

Fashion Sheets Free on Application. March Number Now In. The T. E. Mara Co.

LIMITED.

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