

TEA!

Just received: Ten half chests of Young Hyson.
No presents, but good value for your money.

C. J. WALL, Grocer,
TELEPHONE 430.

BIRTHS, MARRIAGES AND DEATHS

DIED.
WILLIS—At Detroit, Dec. 4, Beatrice, infant daughter of David G. and Lottie Willis, aged 10 days.
Burial at Elmwood Cemetery from 152 Sixteenth street, Sunday, 5:30 p.m.

LARGE VARIETY OF EASELS.

Finest Brass Easels ever shown in the City.

O. B. GRAVES,
222 Dundas Street.

Xmas Cards

—AND—
Booklets.

QUALITY FINER AND PRICES LOWER THAN EVER.

BOOKS.

Books for the young are works of art. Prices and styles to suit all. Prayer and Hymn Books, combined and separate.

BIBLES.

Quality, style and prices to suit all from the smallest Bible in the world to the largest Family Bible.

ALBUMS.

Flash and Morocco. Call and see them.
Pocket Books, Games, Blocks, Boxes, etc.

John Mills,
404 Richmond Street,
First Door South of Dundas Street.

THOMAS GREEN, JOHN SHOPLAND.
GREEN & CO.
Lumber, Coal and Wood.
Our Scranton Coal is bright and clean. See it before buying. Telephone 630. Office and yard corner Bathurst and Clarence Streets.

Stock Not Yet Much Broken.
Dealers will do well to call before purchasing.

Toys, Fancy Goods, Games, Sleighs, Christmas Booklets,

Rice & Chapple's,
436 RICHMOND ST.,
Two Doors from Free Press.

HATS. HATS. FURS. FURS.
All the Latest Fall Goods at

BEATON'S

Priddis Bros.

Have Received a Very Large Stock of

CLOTHS

SUITABLE FOR

JACKETS,

CLOAKS AND

DRESSES.

THEY ARE OFFERING THEM VERY CHEAP.

CALL AND BUY SOME.

Wilson & Ranahan
265 DUNDAS STREET.

New Teas, New Raisins, New Currants, New Figs, Fresh Oysters, NEW GROCERY BUSINESS, NEW PRICES.

Please call and see us or telephone 830.
Alex. Wilson, Thos. J. Ranahan.

J. FRITH JEFFERS,

—AGENT FOR—
The Citizens, London and Lancashire, Atlas, National and Quebec Fire Companies.

Office, Athlon Buildings, Telephone, 735.
Ground floor, No. 427 Richmond Street.

THE WEATHER.

TORONTO, Dec. 11—11 a.m.—There is little change in distribution of pressure or temperature in the lakes and western districts. The pressure is increasing in the Northwest, accompanied by moderate temperatures.

Minimum and maximum temperatures: Calgary, 12°-38°; Qu'Appelle, 14°-26°; Winnipeg, zero-24°; Port Arthur, 24°-42°; Toronto, 36°-46°; Kingston, 30°-40°; Montreal, 36°-43°; Quebec, 30°-42°; Halifax, 36°-50°.
Local temperatures—Highest, 45°; lowest, 30°.

TO-DAY'S PROBABILITIES.
TORONTO, Dec. 11—11 a.m.—The indications for the next 24 hours for the lower lakes region (covering the peninsula and as far east as Belleville) are: Western winds; fine weather; not much change in temperature.

ABOVE ALL

DON'T BUY A POOR

Dress Suit.

A good one will last for years, and you will always be satisfied with it. We have the best materials, and make and trim them properly.

N. WILSON & CO.

Dundas Street.

London Advertiser.

Telephone Numbers:
107.....Business Office.
104.....Editorial Rooms.
210.....Job Department.

—A typhoid fever card has been put up at 39 York street.

—J. D. Saunby, of this city, attended the meeting of the Dominion Millers' Association held Tuesday and Wednesday in Toronto.

—In consequence of the burning of buildings in Perth, belonging to the sister of the late Robert Douglas, James Douglas, of the London Drug Company, as executor of the same, has gone there to look after the insurance.

—Mrs. Baeyer, the evangelist, stated before beginning one of her recent addresses that she had just received a kind letter from the Bishop of Huron (in Montreal) expressing his heartiest sympathy with her in her great work, and regretting his inability to be present at her meetings here.

—Mr. Rolly Miller, of the Detroit State Works Company in Chicago, is making a few days' visit to relatives in this city. He reports meeting with Canadians at every point on his travels in the Northwest States. As a rule, they are doing well and pleased with the country of their adoption.

—A. Smith & Co., cigar manufacturers of London, having purchased the plant and stock of the Globe Tobacco Works, intend to give their long experience in the tobacco business for the manufacture of their new undertaking. As a rule, they are the fact that Mr. Smith will personally superintend the works, the public may rest assured that the goods placed upon the market will be of the finest quality only.

EQUAL TREATMENT AND FAIR PLAY TO ALL

The "Advertiser" Printing and Publishing Company beg respectfully to announce that its canvassing and business representatives have no authority to make any deviations whatever from the tariff of its moderate advertising rates, whether as regards casual announcements or extended contracts.

By this policy any misconception, and also any misrepresentation, often unintentional, as to what other newspapers are or are not willing to do, will be reduced to a minimum; and no person will be paying more than another person for the same opportunities of publicity in these columns.

Let it be understood, then, that the canvassing and other business representatives of the "Advertiser" Printing and Publishing Company are not authorized to vary rates, but that they will be happy to place their experience, their skill, and their best business suggestions at the service of our patrons in every other respect.

LONDON AND ENVIRONS.

"There's nothing half so sweet in life as love's young dream." Except the feeling sweet That thrills you through, from head to feet, When in your winter overcoat You find an old two dollar note. Let it in the pocket since last year. And, finding it is really good, With joy you scream.

—Miss May Jay, Sparta, is visiting friends here.

—East Middlesex election voided as the result of a Glass too much.

—Mr. Oliver Aikie, of Melita, Man., has come east to this city on a visit to his friends.

—John Lee, Nilestown, has removed to this city and is now located on Queen's avenue.

—Mr. W. Smith, representing Josie Mills, who appears at the Grand all next week, was in the city yesterday.

—The goat that figured in the burlesque of "Hercules" Wednesday night was taken to the club by Fred, the young son of Mr. George Hixson.

—Box 35 gave a false fire alarm yesterday morning, which was caused by a broken wire. The brigade had some exercise in consequence.

—Detective Rider, of the city police force, announces his intention of running for alderman in "the only respectable ward in the city, Ward 2."

—An old woman named Harriet Williams was fined \$2 or twenty days by the police magistrate yesterday on a charge of vagrancy and drunkenness.

—A little boy aged 7 years named Westhead was run over on the corner of Wellington and King streets yesterday. Dr. Moore attended to his injuries, which were very serious.

—John Short has been married to Mrs. Sarah Betts—both of this city—by Rev. Mr. Short. The groom is 74 years of age, and the bride is 68. Mr. Short has lived here over 40 years.

—Samuel Hart, bartender in the hotel of Peter Macpherson, Glencoe, will appear before Justice Giesbrecht on a charge of selling liquor to an Indian named Daniel Madison a short time ago.

—The 23rd annual and winter meeting of the Fruit Growers' Association of Ontario will be held at the Hotel Hamilton, beginning Tuesday evening, Dec. 31, and continuing through Wednesday and Thursday. Delegates from the city will be present.

There are now two gentlemen studying in the Western University medical department privileged to write B.A. after their names, one in his first and the other in his second year. Another who has attained the same degree will arrive shortly. The attendance of such students is a tribute to the efficiency of the college.

—Rev. Dr. Evans, city, who was secretary of the Western Ontario Bible Society for twenty years, has received a letter from Mr. Thompson, the new secretary, on behalf of the committee of the society, recognizing the zeal and ability with which the duties devolving upon him in connection with the office were discharged, the courtesy and brotherly kindness which was always manifested in his intercourse with the committee and his unswerving fidelity to the interests of the Society and the dissemination of the Holy Scriptures.

—The many friends of Miss Mary E. Savage, who has been an efficient church worker in the varied charges her father has labored upon for so many years back, will regret to hear that she is dangerously ill at the residence of her brother, Dr. Savage, of Elora. Three months ago her health gave way whilst touring among the Indians of the Saugen reservation. The prayers of the church, we are sure, will be offered on behalf of Rev. William Savage and his family in this day of their affliction.—(Christian Guardian.) Miss Savage and her family have many sympathizing friends in this city.

—At the regular meeting of Lodge British Lion, No. 53, S. O. E. B. S., held Wednesday night in the Foresters' Hall, East London, the following officers were elected: Bro. C. Simpson, past president; Bro. Dr. English, president; Bro. Geo. Everett, vice-president; Bro. A. J. Smith, chaplain; Bro. Jos. Simmons, treasurer; Bro. W. H. Thorne, secretary; Bro. Dr. Belton, surgeon; Bro. Reed, first guide; Bro. J. England, second guide; Bro. J. E. Thorne, third guide; Bro. P. Bailey, fourth guide; Bro. Geo. Riddle, fifth guide; Bro. W. Bailey, sixth guide; Bro. Legg, Simpson and Riddle, trustees; Bro. H. B. Ashplant, Natuskin and Natuskin, delegates to the Grand Lodge, which convenes in this city in February next. Bros. Peters and Walters acted as scrutineers.

—Becoming Better Acquainted.
A social time was spent in the lecture hall of Knox Church, South London, Wednesday evening. The congregation and members of the Sabbath school assembled with the object of becoming better acquainted. Andrew Thompson occupied the chair, and

those taking part in the programme were Messrs. C. Russell, Bellamy and Mespherson, Misses Kemp, L. M. Dowar, Smith and A. McArthur, and Messrs. Smith, Alexander, Thorne and Kemp. Refreshments were provided in abundance by the ladies, and the best of it all was the social was free.

A New Sabbath School.

Arrangements have been made for the establishment of a Sabbath school in what was formerly the public school building, on the corner of Waterloo and Grey streets, the property referred to having been secured for the purpose mentioned. The Sabbath school, which will be opened on the first Sunday of the new year, will be under the auspices of the session of Park Avenue Presbyterian Church. The committee with whom all details are now left consists of Messrs. John Anderson, Harry Bepko and John Mills, the two first mentioned being superintendent and assistant superintendent respectively.

The Medico's Dinner.

The date of the annual dinner of the Western University medical department is definitely fixed for 8 o'clock, Tuesday night, Dec. 22, at the Tecumseh House. This has generally been one of the pleasantest affairs of the year. The only suggestion the department has made is that this, as in similar dinners, the purely conventional toasts, which ordinarily adorn the beginning of such a programme, should be reduced to a minimum, so as to get as soon as possible to the real heart of the occasion.

Lots of People.

Over 1,500 women were squeezed to the University night in Queen's Avenue Methodist Church, the meeting being for the fair sex only. In addition many were unable to find admission. This is an illustration of the interest which the department has secured in the city. Heretofore the department has been a great success in the city than anything in the same line since Moody's visit. This wonderful woman was the last time in London on Monday night.

A Rich Treat in Burlesque Comedy.

Tonight, at the Grand, the presentation of Lester & Williams' "Me and Jack" will afford the audience one of the best treats in the burlesque comedy line ever seen in London. It abounds in bright specialties, funny comedians and bewitching girls. "Me and Jack" is a metropolitan production and has secured a great hit in the leading American cities. The Philadelphia item says "that if long continued applause and a hearty greeting count, it must be admitted that the warm of the Burlesque Company makes them at once popular favorites," and then goes on with an elaborate and highly complimentary description of the features of the performance.

Address and Presentation.

R. M. Graham, principal of the Simcoe street school, has been presented by the pupils of the Model school with a valuable dictionary as a mark of their regard for his efforts to aid them in their investigations of methods of teaching preparatory to engaging in that work themselves. Mr. Graham replied briefly and felicitously, and the students themselves were then surprised by receiving a complimentary address from the pupils of Miss Pocock's room, who had been under their temporary tutelage.

Every mother, wife and daughter should use Simpson's Baking Powder; 25 cents per pound, guaranteed strictly pure, made fresh daily and sold only at Simpson's Drug Store, 184 Dundas street.

W. R. FESSENDEN

—DEALER IN—
New Williams Sewing Machines,
Cabinet Organs,
233 DUNDAS STREET.

STORE, 180 KING ST.

FERGUSON & SONS,
Undertakers and Embalmers.
Largest, best and cheapest in Canada.
Telephone connection.
Residence, 189 Dufferin Avenue.

GOVERNMENT

SCHOOL OF ART

Will Reopen Monday, Oct. 5.
Classes Monday, Wednesday and Friday from 7 to 9 p.m.
Fees for 36 lessons, \$3. Subjects taught: Mechanical, Geometrical, Freehand and Model Drawing, Perspective Geometry, Ornamental and Industrial Designing, Modelling, Lettering, Extra classes in Painting, Oil and Water Color Painting Monday, Friday and Saturday, 9:30 to 1:30.

Mechanics' Institute, Dundas Street.
Send for circulars.
J. H. GRIFFITH, Sec.-Treas.

HINTON-MILLS MANUFACT'G CO.

UNDERTAKERS,
202 King St., next to Firemen's Hall.
Mr. Hinton's residence, 236 King St.

TILL CHRISTMAS

W. H. SANBORN
704 DUNDAS STREET,
—WILL SELL—
TEAS
Retail at Wholesale Prices.
Make a note of this—
40-CENT TEA FOR 28c.

HAVE YOUR

Magazines and Periodicals
BOUND AT
E. H. KORDS'
Blank Book Manufacturer,
428 RICHMOND STREET.

CURE YOURSELF

DISEASES
DR. J. P. KELLY'S
POSITIVE HERBAL REMEDY
FOR ALL DISEASES
Is a new, safe, reliable, and effective
cure for all diseases, whether
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BARK-WELL'S.

The distinguishing trait about this store is: What Is It? Can You Tell?

Improvement; extension. It isn't merely the immense size of the store, nor of the business, nor of the improved facilities, because we had often all we could do when the store was a third its present size and not nearly so comfortable or attractive to shop in. It is the effective progressiveness of the management which distinguishes this establishment from all competitors. The fact is, a permanent success must have merit. That is true of anything and everything. It isn't here, however, as much as progress marks every transaction. The parts taken by A. Carothers and A. W. White were excellently sustained, and Dr. W. J. Logie made a capital marshal. Some first-rate choruses were rendered by the company, and many very laughable scenes from long-winded speeches, so as to get as soon as possible to the real heart of the occasion.

BARK-WELL'S.

dress of C. A. Kingston was a fitting introduction to a very entertaining play, and could everything in the burlesque have been as free from objectionable features greater appreciation would have followed. The parts taken by A. Carothers and A. W. White were excellently sustained, and Dr. W. J. Logie made a capital marshal. Some first-rate choruses were rendered by the company, and many very laughable scenes from long-winded speeches, so as to get as soon as possible to the real heart of the occasion.

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FACTS TELL POWELL'S

are always impressing the strongest facts on buyers of drygoods by giving everybody some wonderful revelations about prices. The reason we are able to give such surprises in prices is the way we buy our goods. We could not sell goods at such ridiculous prices if we bought them in the ordinary way. We do not pretend to pay regular prices for the greater portion of the goods we buy, neither do we ask our hundreds and hundreds of customers anything like regular prices for the most of the goods they buy. Everybody that is interested in cheap goods reads our advertisement. We know this from the hundreds and hundreds of buyers who tell us about the many different lines we advertise. We know this is one of the advertisements that will be read, as some of the goods to be offered will amaze thousands of our customers and citizens. Please note the following, viz:

1st—Another big lot of White Handkerchiefs—our price will be wonderful, viz: 5 handkerchiefs for 10c, or 2c each.

2nd—Another big lot of Ribbons to be offered to-day. 24 inches wide in Colored Ribbon, Satin Edge, for 4c; and 14 inches wide in Colored Ribbon, 2 yards for 5c, or 2c per yard.

3rd—A great big sweep from a Toronto wholesale house of this season's Ladies' and Misses' Felt Hats, all the newest shapes and colorings. Every Hat is worth from \$1 to \$1.50 each. We will sell them for 25c each. You can see a sample of them in our window and judge for yourselves.

4th—Ladies should not overlook what we can do for them in Jackets, Ulsters, Dolmans, Children's Reverses, etc. Like after line have been swept clear from Toronto wholesale houses in these goods. We are selling piles of Mantles now for what we paid for them some three months ago, other lines we are selling at less than regular wholesale prices. We bought these Mantles cheap and can and will sell them cheap, as we must get the cash out of these goods to make other purchases.

5th—Ladies, remember Miss Logan is our Dressmaker. She produces elegant fitting dresses; her prices are always low. Come and try her. Also remember our Mantlemaker. The best of work the lowest prices is our motto.

POWELL'S,

Known all over the Western Peninsula as the cheap Drygoods, Mantle and Millinery Store of London.

134 Dundas Street, London

Liebig Company's

—Extract of Beef.

—BEST—
Purest BEEF TEA Cheapest

INVALUABLE
In the Kitchen for Soups, Sauce, and Made Dishes.

R. K. Cowan

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

CITY FIRE ALARM CARD

Locality and Numbers of Boxes, with Directions for Giving an Alarm.

No. 2. Central Fire Station Signal.
No. 4. Central Police Station.
No. 5. Dundas and Wellington.
No. 6. Talbot and Kent.
No. 7. Richmond and Sydenham.
No. 8. Waterloo and Piccadilly.
No. 12. Colborne and Bond.
No. 13. Dundas and York.
No. 14. Simcoe and Maitland.
No. 15. Wellington and Simcoe.
No. 16. Talbot and Horton.
No. 17. Ridout and York.
No. 21. Clarence and B. J. R. Crossing.
No. 23. York and Burwell.
No. 24. Lichfield and Raglan.
No. 25. Carling's New Brewery.
Directions for giving an alarm from above boxes: Unlock the outside door and pull it steadily and firmly wide open. Then grasp the knob or button which is on the inside of the door and pull it slowly and steadily to your right, downwards, until it is at right angles to the door. Then release it and it will at once fly back to its place.

No. 9. William and Oxford.
No. 26. Dundas and Ridout.
No. 27. South street, opposite Hospital.
No. 31. Waterloo and Bathurst.
No. 32. Wellington and York.
No. 34. Richmond and Bathurst.
No. 35. William and Hill.
No. 36. Maitland and Pall Mall.
No. 41. Dundas and Adelaide.
No. 42. Ridout and Fullerton.
No. 43. Richmond and Maple.
No. 45. William and Bathurst.
No. 51. Waterloo and Queen's avenue.
No. 52. Richmond and Ann.
No. 53. William and Bond.
No. 54. Thames and Bathurst.
No. 61. Hill and Clarence.

Directions for giving an alarm from above boxes: Unlock the outside door and pull it firmly and steadily until it is wide open. Pulling the door wide open is all that is necessary to give an alarm from these boxes.

No. 3. Talbot and King.
No. 62. Dundas street and Street Car Station.
No. 63. Elizabeth and Lorne avenue.
No. 64. Ontario and Franklin.
No. 71. Dundas and Quebec.
No. 72. G. T. R. Car Shop.
No. 81. Rectory and Hamilton Road.
No. 82. Rectory and G. T. R. Crossing.

Directions for giving an alarm from above boxes: Unlock the outside door and pull it open. Then pull the knob on the inside of the door slowly and steadily to your left, and down (once only) as far as it will go. Then release it and it will fly back to its place.

No. 18. Queen street and Maple avenue.
No. 19. Stanley and Horn.
No. 28. Wellington and Bridge streets.
No. 46. Elmwood avenue and Edward street.
No. 47. Wortley road and Briscoe street.
No. 50. Wharncliffe road, Millbank Hotel.

Directions for giving an alarm from above boxes: Unlock the outside door and pull it open. Then pull the knob on the inside of the door slowly and steadily to your left, and down (once only) as far as it will go. Then release it and it will fly back to its place.

All the new and made goods at 50c and 60c.

—Persian preparation, plucking, iron, or any other specialties.

—W. K. Street, 184 Dundas street.