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A Successful

Article

is one of the greatest frauds of the Nineteenth Century.

"SALADA"

CEYLON TEA

is never sold in bulk, but in lead packets only, bearing our registered trade name.

THAT IS YOUR SAFEGUARD.



This Brand of Flour Always makes the BEST BREAD OR PASTRY. USE NO OTHER. J. D. SAUNBY 57 York Street. Telephone 115.

We respectfully request you to get our prices for

Electric Light Wiring, Electric and Combination Fixtures, Electric Bell Work

Rogers Electric Co. 425 RICHMOND STREET.

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

PICTURE FRAMING

Now is the time to have it done. SPECIAL LOW PRICES.

NEW MOLDINGS.

R. LEWIS, 434 Richmond Street.

NERVINE TEA

TALKS.

Shawville, Que., Dec. 12th, 1895. Edwards Medicine Co., London, enclosed please find five dollars (\$5), for which send me amount in value of "Nervine Tea." I will take the agency at my terms for this territory. People who have never heard of it is the BEST KIDNEY MEDICINE they ever tried, and my father, who is aged, says it is making him a new man. Please send at once. Yours truly MRS. NELSON.

This great remedy for sale by all medicine dealers.

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

Frozen Water Pipes. Repaired at shortest notice at moderate prices. Phone 1,085.

EGGERT & BUCKLEY, Plumbers - 274 Dundas Street, ywt

R.K. Cowan

Barriester, etc., over Bank of Commerce London.



Dr. W. H. Graham 136 KING ST. WEST. Toronto, Ont. Treats Chronic Diseases and gives special attention to skin diseases, as Pimples, Ulcers, etc.

PRIVATE DISEASES OF Males and Females, such as Impotency, Sterility, Varicocele, Hemorrhoids, Gleet and Stricture of long standing, etc. Dr. W. H. Graham's Private Medicine is a cure for all these diseases. Office hours—9 a.m. to 5 p.m.; Sundays, 1 p.m. to 3 p.m. 2237

THIRTY YEARS A HERMIT.

A Political Vow Which Was Faithfully Kept.

Washington, N. J., Jan. 23.—After an absence of nearly 30 years, during which time he lived the life of a hermit in the woods, David H. H. of Hardswick township, has returned to his home. His desertion of his wife and three children was due to politics. He took a solemn oath that he would never return until a Republican was again seated in the executive chair at the State Capitol. He had at times been obliged to live on acorns, but he kept his vow. The inauguration of Gov. Briggs yesterday permitted him to return to his former residence, where he was received with rejoicing and applejack.

No matter what your trade may be An herbalist or hatter Or something else, I say to thee If you have aught the matter Don't take the old style griping pills That rather cause than cure your ills; out take Dr. Pierce's Pleasant Pellets, for they are very small and pleasant to take and are prompt and effective in their operation. They cure indigestion, sick headache, biliousness, disordered liver and habitual constipation

EMBROIDERIES

WE ARE SHOWING a large range of new Embroideries in the newest designs at 1/4c 4c, 5c, 7 1/2c, 8 1/2c, 10c, 12 1/2c.

Valenciennes Laces.

Laces and Insertions to match. See our east window.

PRIDDIS BROS.

TELEPHONE 324. 158 Dundas Street. 157 Carling Street.

Repairing Department.

GUN AND BICYCLE REPAIRING, Razors hollow ground and set, Scissors and Knives sharpened, Keys fitted and Locks repaired by

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

Southcott's

FINE TAILORS

361 Richmond St.

CLOUDY; SNOW, RAIN OR SLEET.

Toronto, Ont., Jan. 22.—11 p. m.—The storm center which was in Texas last night is moving very slowly northeastward, and the boundary of the rain and snow area is as yet south of the lakes. The weather today has continued very cold in the Northwest, and moderately cold from Ontario east. Minimum and maximum temperatures: Calgary, 24 below—18; Prince Albert, 40 below—24 below; Qu'Appelle, 22 below—20 below; Winnipeg, 6 below—2; Parry Sound, 14 below—22; Toronto, 6—26; Montreal, 18—24; Quebec, 14—22; Chatham, 16—24; Halifax, 24—32.

PROBABILITIES.

Toronto, Jan. 23.—1 a.m.—Strong winds and gales from eastward; cloudy, with snow, or in southern portion, rain and sleet.

ASK YOUR GROCER FOR

Johnson Bros. Bread 4c per loaf retail.

In all parts of the city. Telephone 818.

SHE'S GOING.

Brave Clara Barton Sails for Turkey—Will Interview the Sultan.

Washington, Jan. 23.—Miss Clara Barton and her party of Red Cross workers left here last night for New York, preparatory to sailing today on the steamer New York for Southampton, on their journey for Turkey to distribute relief to the Armenian sufferers.

Miss Barton proposes to investigate the reasons which actuated the Sultan in announcing his opposition to the entrance of the Red Cross to Armenia and the distribution of relief funds to his subjects there. She will probably ask an audience with the Sultan and bring such influences to bear upon him as she can induce him to retire from the position of antagonism in which the recent proclamation of Mavromet Bey, the Turkish Minister here, has placed him.

An Attractive Book.

The advertising pamphlets issued by the Dr. Williams Medicine Company are always good, and in this respect are like the famous Pink Pills put up by the Company. The latest pamphlet issued by the Company is as timely as it is attractive. It is entitled "Pointers, Political and Physical." The cover is handsomely printed in colors and has admirably executed portraits of the Governor General, Sir Mackenzie Bowell and Hon. Wilfrid Laurier. Scattered throughout the book are excellent portraits of the Dominion public men, prominent in the affairs of the Dominion, also portraits of the members of the House of Commons as it stood at the close of the session last summer. There is also given by provinces a list of the members of the House of Commons as it stood at the close of the session last summer, together with the names of the defeated candidates, and the number of votes polled by each. In view of the near approach of the Dominion elections this feature will commend itself to the public as it offers in a form handy for reference, information otherwise difficult to obtain. The Dr. Williams Medicine Company will send a copy of this pamphlet to any of our readers who will send them their name and address plainly written. Mention "Advertiser," London.

Today Shuff's new drug store, on the corner Dundas and William, is presenting a beautiful calendar, worth 25 cents, to every dollar purchaser. Many will doubtless spend a dollar just to secure this rare and beautiful work of art.

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 area of Chicago, including the suburban towns and outlying country that has been gathered into the city limits, is 159 square miles.

A LIFE SAVED.—Mr. James Bryson Cameron states: "I was confined to my bed with inflammation of the lungs, and was given up by physicians. A neighbor advised me to try Dr. Thompson's Electric 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 believe 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." The way to do a great deal of work is to be continually doing a little

FURS

Away, But We Are Selling Them.....

AT COST!

You can buy any article in our store at cost price. If you are looking for a snap, you had better come in and see us. Come at once before they are all gone.

MILNE, SPITAL & CO.,

146 Dundas Street.

London Advertiser.

Call Us Up! Telephone Numbers: 107 Business Office 134 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.

The "Advertiser's" Two O'Clock edition is proving a splendid success, having attained a very large circulation for many miles in all directions; and deservedly so, as it is crammed full of the latest telegrams, markets, locals, and neighborhood news, up to the hour of going to press. Copies can be obtained at the counter, or on the streets. Farmers and others unable to wait for the Four O'Clock edition, and yet desiring to take a daily home with them, will find a great variety of fresh news in the Two O'Clock edition.

All additional news that can be secured up to the time of going to press appears in the Four O'Clock edition.

London and Environs

—A quantity of iron work has arrived for the new street railway bridge at Ridout street, and a force of men are already at work upon the construction.

—Mr. Harry Jewell, of Toronto, formerly of this city, has been unanimously elected president of the Canadian branch of the International Association of Lithographic Artists and Engravers.

—Friends of both Lieut.-Col. Smith, D.A.D., London, and Lieut.-Col. Aylmer, formerly brigade major here, are working at Ottawa to secure their appointment to the vacant position of Adjutant-General.

—Word has been received from Frank Sells, who is traveling with the Guy Bros. Minstrels, that Mrs. Geo. Guy, sen., died at Morgantown, West Virginia, on Sunday after a long illness. Her remains were taken to Springfield, Mass.

—St. Thomas Journal: "Mr. Moxon, the new organist and choirmaster of Knox Church, has moved to this city from London, and announces his headquarters at Mr. Davis' residence, 15 Wellington street. He has entered upon his duties at Knox Church and is giving the utmost satisfaction."

—Lennel Smith was charged at St. Thomas Police Court yesterday with seducing Nellie Nicol, a 17-year-old girl, belonging to the city, under a promise of marriage. The prisoner's mother gave evidence to the effect that her son was under the age of 21, and as the Charlton Act does not deal with men under age, the accused was discharged.

—Rev. W. H. A. Claris, pastor of the Southern Congregational Church, has been presented with a beautiful book, and Mrs. Claris with a beautiful calendar by the members of his Bible class. Mr. H. P. Allen gave the address and Miss Wilson made the presentation. The happy recipients, taken completely by surprise, thanked the class for the gifts and the kind feelings which prompted them.

—Mr. Isaac McKay, of St. Thomas, who was engineer of construction of the London electric railway, has accepted an offer to superintend the construction of a new street railway in Cleveland, Ohio, after its completion, he will act as superintendent.

—Mr. Moses Hutchinson, of 724 Queen's avenue, has just returned from Michigan, after attending the funeral of his father, Canfield Hutchinson, who peacefully passed away at the residence of his son Archie, on Sunday morning, Jan. 19. The deceased was born in London township, county of Middlesex, 1826, and was 70 years old at the time of his death. In 1849 he married Elizabeth Morden, a resident of the same place. She died in 1853, leaving three sons and one daughter, Moses, of London, Ont.; Archie, of New Haven; Abner, of Owosso, Mich., and Phoebe, of Ithaca, Mich. The deceased was a great sufferer for a number of years his death being caused by, tuberculosis. This makes three brothers who have passed away in eight months. "RICHELIEU" AT THE GRAND. Walker Whiteside, the rising young tragedian, last night played his second engagement in London this season, appearing as Richelieu. It is fair to Mr. Whiteside to say that he was under the weather, and his voice suffered in distinctness and strength. In the course scene, notably, it failed to

Something Fragrant

Darjieling Tea

THERE'S A BEST IN EVERY THING. This is the best of teas. Costs a little more than others—it's worth more—Worth all it costs.

60c a lb. MONEY CAN'T BUY BETTER TEA.

T. A. Rowat & Co. 238 Dundas St., London, Canada. PHONE 317.

rise to the occasion. The play was also abridged by the omission of some of the finest passages in order to spare the star. Apart from the defects, which were his misfortune and not his fault, Mr. Whiteside's impersonation was superb. The portrayal of an aged man by one of his extreme youth made his performance more remarkable. The other characters in "Richelieu" are made very subordinate by the dramatist, but a word of praise is due Mr. Sturgeson, who, as De Mauprat, aroused genuine enthusiasm by his vigor and dash. Miss Wolstan made a charming Julie.

Twenty for Christ.

Remarkable Scene at the Christian Alliance Convention.

Moved by Dr. Simpson's Eloquent Address Twenty Men and Women Volunteer for the Foreign Mission Field.

At the close of Dr. Simpson's address at the Christian Alliance meeting last night, twenty men and women arose and volunteered to carry the Gospel to the heathen. It was the closing meeting of the two days' convention, the scene of which has been St. Andrew's Church. The body of the church was crowded, and the gallery also held a goodly number. The audience was thoroughly cosmopolitan, and among those present were clergymen of almost every denomination. The International Missionary Alliance of New York, under whose auspices the meetings have been held, is itself entirely non-denominational, and had the effect of bringing together people of all classes. Of the three speakers of the evening, Dr. Williams was a Presbyterian minister before he became connected with the Alliance, Dr. Wilson was an Episcopalian, and Rev. Mr. Salmon was a Toronto Congregational minister. Dr. Simpson was ordained in Hamilton, and preached there for years. Thirty-one years ago he occupied the pulpit in St. Andrew's Church, here for Rev. John Scott. Mr. Simpson is an eloquent preacher in more than the ordinarily accepted meaning of the term. He has a way of presenting his facts that carries conviction, and an apparently inexhaustible fund of illustrations, which makes his meaning clear. He touched his hearers on more than one occasion, as he pointed to living examples of what it is possible to do for Christ. His stories were full of tenderness and pathos, and one was particularly touching. It referred to a nurse's call to labor. A little girl was brought into a Chicago hospital, and placed in her cot a nurse whose one duty was to wipe her tears away was placed over her. She grew weaker and weaker, and one day the nurse, bending her ear to catch the sound, heard the child say feebly and slowly "I'm—" and she finished the sentence in heaven. The incident so affected the nurse that she gave herself up to Christ's work and went about literally wiping the tears from the eyes of humanity.

In his address Dr. Simpson laid stress on the value of sympathy with the cause of missions. What could they do? There were boys and girls present who could carry on the mission work. It was not they were called to stay at home and leave the work undone? All that was needed was a common school education, good health, sound mind and a heart full of the Holy Ghost. Then if they could not go they could let go. In other words, not hinder those who would go. The force of his great earnestness, and above all his great effect of must have had a great deal of effect upon his hearers. He told them that he had 150 of his own congregation in New York now in foreign mission fields, and that at the recent final meeting in Toronto on Monday 53 volunteered to go to the field if they were sent. In response to a call twenty in the audience arose and signed their willingness to go also. Nearly half this number were young women, and two were elderly men.

Rev. John Salmon also addressed the meeting, and related some remarkable instances of answered prayer.

Dr. Wilson, who preached the sermon at the regular week night service at the Memorial Church last evening, arrived late and also delivered a short address on the definition of an enthusiast.

A hearty vote of thanks was tendered to the managers of the church for their kindness in placing the building at the disposal of the Alliance.

Rev. Robert Johnston, the pastor, replied, saying that the meeting had been a privilege and a blessing.

Transparent glycerine soap, 9c cake. Anderson & Nelles' drug store. ywt

Eggs, when lightly cooked, are much easier for an invalid to digest than when eaten raw, besides being pleasant to the taste.

Black Headache. Dyspepsia, Biliousness, Sour Stomach and Constipation arise from wrong action of the stomach, liver and bowels. Burdock Blood Bitters cures all diseases of these organs.

To clean plaster of Paris ornaments cover them with a thick layer of starch and leave till dry. Remove it with a stiff brush, and the ornament should be as clean as when new. Worms cause feverishness, moaning and restlessness during sleep. Mother Graves' Worm Expeller is pleasant, sure and effectual. If your druggist has none in stock, get him to procure it for you.

MARA'S

MOST IMPORTANT

ANNOUNCEMENT

Just two years ago today we signed a lease for a long period for the store next to our already large store, making the largest, best lighted and most convenient store in Western Ontario to shop in.

Shortly we expect to have more to tell you of what push, energy and pluck will do. No standing still with the T. E. MARA COMPANY (Limited).

Not a day passes without bringing grist to our slaughter mill. There's no dormant energy in the management of this business; even the smallest detail is carefully looked after. Every nerve is at straining point to bring the people of London and vicinity within reach of the biggest dollar's worth this community ever saw.

WHEN MONEY IS WANTED MARA IS THERE

IS IT ANY WONDER THAT OUR TRADE GETTING BIGGER AND BIGGER WHEN FACTS LIKE THESE ARE SHOWN TO THE PUBLIC?

\$168,000

Worth of clean and sparkling Dry-goods, Tailor-Made Spring Jackets and Capes, Umbrellas and Parasols, Dress Goods and Silks, Gents' and Ladies' Furnishings, Hats and Caps, Lace Curtains and Blinds, Carpets and Oilcloths, and Ready to Wear Clothing for Boys and Men, purchased at prices that only men who buy for cash can get.

5= GREAT BIG TRADE-WINNERS =5

- I. 375 dozen Gents' Reversible All-Silk Four-in-Hand Knot Ties, other stores' 25c and 50c lines, Mara's price..... 12c
- II. 1,760 pairs Boys' Knicker Pants, Mara's Price..... 45c
- III. 275 pieces All-Wool French Serges, 40 inches wide, in all colors, including evening shades and black, Mara's price per yard..... 20c
- IV. Ladies' and Girls' Heavy Astrachan Curl Coats, short shape..... \$3.95
- V. See our Child's White Lamb Boas, each..... 20c

AGENTS FOR

Standard Patterns.

Catalogue free on request. February sheets just in. Also February Delineator.

The T. E. Mara Co.

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153 Dundas Street, 155 Dundas Street, And Market Square

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P. S.—If out of town send for Catalogue or order by mail.