

It's
Window Shades
Today.

Our assortment is always complete. Quality Fringes exclusively ours; Scotch Holland, our own importation, combined with every shade of Opague.

O. B. Graves,
222 Dundas Street.

Flour
This Brand of Flour
Always makes the
BEST BREAD
OR PASTRY.
USE NO OTHER.

J. D. SAUNBY
257 York Street.
TELEPHONE 118.

Dr. W. H. Graham
196 KING ST.
WEST.
Toronto, Ont.

Treats Chronic Diseases and gives special attention to skin diseases, as Pimples, Ulcers, etc.

PRIVATE DISEASES and Diseases of a Private Nature. 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, Leucorrhoea and all Displacements of the Womb. Office hours—9 a.m. to 5 p.m.; Sundays, 1 p.m. to 3 p.m.

NICE SAFE SURE K'S
POWDERS

Cure SICK HEADACHE and Neuralgia in 10 MINUTES, also Coughed Tongue, Dizziness, Biliousness, Pain in the Side, Constipation, Torpid Liver, Bad Breath, and also regulate the bowels.

Mr. John Gayler, druggist, Ingersoll, writes: "Clark'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: "Clark'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.

H. Beaton

Will, for the balance of the season, offer his whole stock of **FURS** at the actual wholesale cost. Come and inspect the goods.

138 DUNDAS ST.
Opposite Market Lane.

SKATES
BROCK'S
192 Dundas St.

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

SKATES HOLLOW GROUND FOR 15c

Pure Handmade Creams,
Fancy Cake and Confectionery

FYSH'S
220 Dundas St.

Our catering gives satisfaction. Try our Boston Brown Bread.

ACTIVITY
IN

SHOES

THE RECEIVING ROOM is literally cooked with bundles and cases fresh from the manufacturers, and yet the shoes now coming in, are only the advance guard of the vast army—the skirmish line of spring activity. No use in storing shoes—Instead we put them on sale at prices so very low to make the store as interesting in January and February as other stores are in March and April.

Dress Footwear.

All the newest styles in Ladies' White Kid, Ooze, Satins, in the popular colors. Fancy Beaded and Patent Leather Slippers and Shoes. Perfect fit guaranteed.

Gent's Patent Oxfords, French Tie and Congress in all the popular shapes. Skating Boots, tan and black, for ladies and gents, boys and girls, at low prices.

Pocock Bros.

EMBROIDERIES

WE ARE SHOWING a large range of new Embroideries in the newest designs at 2½c 4c, 5c, 7½c, 8½c, 10c, 12½c.

Valenciennes Laces.

Laces and Insertions to match. See our east window.

PRIDDIS BROS.

TELEPHONE 324.
158 Dundas Street.
157 Carling Street.

Stoves Stoves!

All kinds of Heating Stoves for coal wood at cash to clear out balance of stock. Lowest prices ever offered. Secure a bargain at once.

Stevley's, Richmond Street
Phone 452.

SNOW AND RAIN, THEN COLDER.

Toronto, Ont., Jan. 21.—11 p.m.—The pressure is high from the lakes to the Atlantic, also in the Northwest Territories. An important storm center, now over Texas, is likely to move to the lakes. The weather has been fair over the greater part of the Dominion.

Minimum and maximum temperatures: Edmonton, 20 below—12; Prince Albert, 10 below—zero; Calgary, 14 below—12 below; Qu'Appelle, 4 below—10; Winnipeg, 6 below—34; Parry Sound, 16—20; Toronto, 31—34; Montreal, 18—24; Quebec, 12—22; Halifax, 24—30.

PROBABILITIES.

Toronto, Jan. 22.—1 a.m.—Strong easterly winds; cloudy, with snow, turning to rain in the southern portion; a change to colder again on Thursday.

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 Vice Presidents

Hon. S. C. Wood.

This Company acts as ADMINISTRATOR in case of intestacy with will annexed. Executor, Trustee, Receiver, COMMITTEE OF LUNATIC, GUARDIAN, LIQUIDATOR, ASSIGNEE, etc., 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 consigned.

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 93. 213 Dundas Street.

MAN VS. WOMAN

Interesting Point of H. E. Discipline Decided.

New Boston, Mich., Jan. 22.—Rev. Mr. Emerick, of the M. E. Church, has been having some little trouble with his parishioners, some of whom he scored from the pulpit. But the climax came after the Sunday school superintendent was turned down, through Mr. Emerick's alleged influence, and Miss Carrie Smith elected in his place.

The old superintendent would not submit, but appealed to the presiding elder, who asked Mr. Emerick to apologize for overstepping the rules of the church.

It was also ascertained that a lady was not eligible to the office, while there were men able to fill the place.

Go into any fine gathering of fine suits, and pick out the best.

Notice quality of fabric, of lining, of trimmings.

Examine the details of workmanship. Criticise the style and fit.

Chances are you'll narrow the choice down to two—one a fine made to order garment, the other a Oak Hall suit.

Then see if you can tell which is which. You can't till you ask the price. The man with the Oak Hall suit is \$5 to \$10 ahead of the other fellow.

OAK HALL,
148 and 150 Dundas street.

Hereford, the great orchard county of England, sends about 100 tons of mistletoe to London annually.

Give Holloway's Corn Cure a trial. It removed ten corns from one pair of feet without any pain. What it has done once it will do again.

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.

Do you want people to inquire after any article you have to sell? Place a ten word advertisement in the "Advertiser." Three insertions will cost you 50 cents.

WOMEN WHO WALK WANT

Shoes of the Period.

Easy Fitting,
Healthy,
As Handsome!

We Have Them.

J. P. Cook

173 Dundas Street.

MONEY BACK IF YOU WANT IT.

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 large number of London West children are unable to attend school through illness.

—The annual meeting of the Knox Church (South London) congregation will take place this evening.

—Sarah Butcher, an old timer, was before the police magistrates this morning for drunkenness. She was discharged.

—Mrs. Saunby and Mrs. (Rev.) J. A. Cassidy, of London West, are on a visit to Mrs. J. H. Flagg, Mitchell.

—Mrs. McDonald, of 187 Queen's avenue, met with a very painful accident by falling on the sidewalk and fracturing her wrist.

—Over \$200 was raised by St. Andrew's Church, this city, in aid of the afflicted sister church in Newfoundland, which appealed for help.

—The sergeant-major and the sergeants of the Seventh Battalion hold their annual dinner at the London House this evening.

—Mr. Costello, of Princess avenue, was the recipient of a handsome pipe and case as a token of appreciation from his fellow-workmen in the City Hospital.

—The water commissioners were called to meet yesterday afternoon to elect a chairman for 1896. Mayor Little was out of town, and the meeting was postponed.

—Engineer McKay, of the L. E. and D. R., has gone to St. Stanley to prepare for the building of the slipdock and the making of other improvements there.

—Frank Sinclair was charged with vagrancy at the Police Court yesterday, but the evidence was not sufficient to convict, and he was discharged.

—Charles L. Hessel, drunk, was also discharged.

—The directors of the Woodland Cemetery went over the Springbank line as far as the burying ground yesterday and examined the alterations made by the railway company when constructing the line.

—Some unknown persons secured an entrance to the basement of the market house the other night and relieved three tills of some loose change. Entrance was effected by the removal of the window screens.

—Mr. Robinson, of Dundas street, London West, lost a child by diphtheria on Monday night. Another child is also ill and on recommendation of physician was ordered removed to the hospital by Reeve Saunby.

—The Berlin Record of Monday says: "At St. Mary's R. C. Church, at 10 a.m. today, by Rev. Father Kloepper, Miss Emma Dorr, of Berlin, was married to Mr. Wm. Weber, of London. The young couple will take up their residence in London."

—Mr. Jas. Fallahee has purchased the Richmond House, corner of King and Richmond streets, together with the license, contents and good-will, and took possession this morning. Mr. J. B. Jennings, of Collins' Hotel, London West, has secured the Western Hotel license and has moved in.

—The Buffalo News says: Dr. Jerome Hilton Waterman, of this city, who has just finished a two years' service as house surgeon in the City Hospital, Blackwell's Island, New York, and who has been visiting his parents, Mr. and Mrs. Herman Waterman, of Linwood avenue (formerly of London, Ont.), has returned to New York to accept a like position in the Hospital for Ruptured and Crippled on Lexington avenue.

—Here is a remarkably quick shipment from the old country: On the afternoon of

Slaughter Sale

Of Pipes at 20c.

SAM K. STEWART,

202 DUNDAS STREET.

Jan. 11 a consignment of goods for a local wholesale firm left Southampton per steamer Louis. At New York it was forwarded to London via the Merchant Dispatch, Transportation and the Michigan Central Railway, arriving in this city on the M. C. R. yesterday—or in less than ten days from the time it left England. This is a record of the Vanderbilt railroad lines may be proud of.

—The London Male Chorus, which sang so acceptably at the recent Young Liberal concert, intend reorganizing and commencing the practice of several new songs and choruses. Mr. Stuart Huntington is around drumming up the members and inviting new ones, which will bring the strength of the organization up to 40 voices, including some of the best musical talent in the city. Although the club's initial work was at the Young Liberal concert, it is strictly a non-political body, and the citizens may soon be favored with a first-class concert. The first practice will be held tomorrow night.

"RICHELIEU" TONIGHT.

The appearance of Mr. Walker Whiteside and his splendid company at the Opera House tonight in Bulwer's classic drama, "Richelieu," will be a dramatic event of the season. The excellence of Mr. Whiteside's impersonation of the crafty cardinal has been commended by the leading critics of all the principal cities in the east and in the west. That this young actor is original in his conception of the part is conceded by all, and many have expressed the opinion that no actor on the American stage save Edwin Booth has more carefully or more faithfully presented the character according to the ideas of the great dramatist. It has been said by one of the ablest dramatic reviewers of New York that in the light of latter-day ideas, his portrayal is well-nigh perfect. The company in support of Mr. Whiteside this season is the best he has ever had, numbering on its roster several distinguished actors who have been prominent in the support of Edwin Booth, Lawrence Barrett, Keen and McCullough.

A PASSENGER TRAIN'S TUMBLE

Into a Mine—The Engineer Crushed to Death.

Hazleton, Pa., Jan. 21.—The Lehigh Valley passenger train which left Wilkesbarre at 5:15 o'clock last night, and was due here at 7:22, in charge of Engineer Michael Lonsner and Conductor George Peese, was precipitated into the depths of a coal mine near this place. Lonsner was wedged between the baggage car and the ground and was crushed to death. The fireman, Frederick Meyers, will probably die. Several passengers were injured, but all were able to walk to the city. Since the wreck the earth has dropped completely into the mines, which are operated by Landerman & Skeer, and steam from the underground cavity issues from the hole. Traffic will be blocked for several days.

THERE IS NOT a more dangerous class of disorders than those which affect the breathing organs. Nullify this danger with Dr. Thomas' Electric Oil—a pulmonary of acknowledged efficacy. It cures soreness and lameness when applied externally, as well as swelled neck and crick in the back; and, as an inward specific, possesses most substantial claims to public confidence.

Stoves! stoves! stoves! Baseburners, cook stoves and parlor stoves at the Bed and Hair Mattress Cleaning Factory. Dealer in general house furnishings. Live goose feather pillows and hair mattresses made to order at JAMES F. HUNT'S, 593 Richmond street north. Telephone 997.

Connoisseurs of driving patronize Overmeyer's livery, Richmond street north, as he has only the latest style of rigs. Phone 423.

Johnston's

1896

Ladies' Skating Boots - \$1 50

Ladies' Overgaiters - 25

Razor Toe Rubbers - 45

Cashmere Overshoes - 2 00

Gent's Skating and Hockey Boots, heavy sole - 2 75

Gent's Ventilated Boots - 4 00

Boys' Strong School Boots - \$1 25

Trunks & Valises

Purses, etc.

IMMENSE STOCK.

Skate Straps 5c per pair.

Johnston's

198 Dundas St.

In Life Insurance Secure

Something Definite . . .

SEE THE NEW GUARANTEED INCOME

POLICY AS ISSUED BY THE

Confederation Life.

FRED H. HEATH, General Agent.

GEO. PRITCHARD, Local Agent.

R. K. Cowan

Barister, etc., over Bank of Commerce London.

MARA'S

MOST IMPORTANT

ANNOUNCEMENT

Jan. 21, 1896.
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 KEEPS 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.

OUR TRADE LAST YEAR WAS \$82,000 AHEAD OF PREVIOUS YEAR'S BUSINESS, NEARLY INCREASE ENOUGH TO WIPE OUT THE CASH RECEIPTS OF ANY OTHER STORE IN TOWN.

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..... 12½c
- 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.

LIMITED,

153 Dundas Street,

155 Dundas Street,

And Market Square

London.

PHONE 1,043.

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