

WHY?

Yes, why does a grocer when trying to work off some inferior brand of Flour (for the sake of a little extra profit) invariably say: "It's as good as Tecumseh Flour."

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

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

Nervine Tea
TALKS.

Shawville, Que., Dec. 12th, 1895.
Edward 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 your terms for this territory. People who have used it here say 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.

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.

Frozen Water Pipes
Repaired at shortest notice at moderate
prices. Phone 1,655.

EGGETT & BICKLEY,
Plumbers - 274 Dundas Street.
ywt

PICTURE FRAMING

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

NEW MOLDINGS.

R. LEWIS,
434 Richmond Street.



Dr. W. E. Graham
198 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,
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 Lei-
corrhoea and all Displacements of the Womb.
Office hours—9 a.m. to 5 p.m.; Sundays, 1 p.m.
to 3 p.m.
ywt

"JACK, THE RIPPER."

A Fellow in San Francisco Who Follows
His Example.

San Francisco, Feb. 13.—The police
are inclined to believe there is a
stranger in this city whose mania is to
equal, or possibly eclipse the record of
London's notorious "Jack the Ripper."
Within the last five days a young
girl on Morton street has been
strangled to death by an unknown
assassin, and several other women in
the same vicinity have been beaten,
stabbed and strangled, in each of the
latter cases the assailant escaping
without leaving a trace by which he
could be detected.
The night prior to the murder of
"Little May Smith," a man bearing
the appearance of a thug entered the
room of a young girl known as Lulu
Taber. He tore the girl's clothes off
in an endeavor, it is presumed, to rob
her. Her mother frightened the fellow
away.

Children Cry for
Pitcher's Castoria.
Children Cry for
Pitcher's Castoria.

When Baby was sick, we gave her Castoria.
When she was a Child, she cried for Castoria.
When she became Miss, she clung to Castoria.
When she had Children, she gave them Castoria.

Children Cry for
Pitcher's Castoria.

When your eyes trouble you, call
on J. E. Adkins, scientific optician,
East London, and have the error cor-
rected.
ywt

Cooper & Sanders' Photos are a little
under price but away up in quality. ywt

EVERYBODY
PLEASED

WITH OUR

75c Comfortables

AND OUR

\$1.25 BLANKETS

BEST VALUE IN THE CITY.

Our Eiderdown Quilts are all reduced in
price to make room for our spring importa-
tions.

PRIDDIS BROS.

158 DUNDAS ST.
157 CARLING ST.
Telephone 324.

Repairing Department.

GUN AND BICYCLE REPAIRING, Razors
hollow ground and set, Scissors and
Knives sharpened, Keys fitted and Locks re-
paired by
WM. GURD & CO.
185 Dundas St., London, Ont.

Southcott's

FINE TAILORS

361 Richmond St.

UNSETTLED; SNOW, SLEET OR
RAIN.

Toronto, Ont., Feb. 12-11 p.m.—The
depression which was moving into the
Southwest States last night now covers the
Mississippi Valley, and an important cold
wave has set in over the Northwest Terri-
tories. The weather today from the
lakes to the Atlantic has been generally fine,
Minimum and maximum temperatures:
Edmonton, 30 below—28 below; Calgary,
20 below—14 below; Qu'Appelle, 22 below
—zero; Winnipeg, 22 below—10; Parry
Sound, 6 below—18; Toronto, 13—26;
Ottawa, 6—12; Montreal, 10—20; Quebec,
10—20; Halifax, 24—34.

PROBABILITIES.
Toronto, Feb. 13—1 a.m.—Lower Lakes:
Unsettled, with snow, or, in some localities,
sleet or rain; colder again on Friday.

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

In all parts of the city. Telephone 818.

CAN YOU Read this without
aid of glasses? If
not, better have your eyes scientifically
tested by an expert optician. Consult-
ation and testing of the eyesight FREE.
E. W. BOYLE, Druggist & Optician,
652 Dundas Street.
ywt

A ST. VALENTINE'S DINNER.

Given for the Announcement of an En-
gagement, It Offers an Appropriate
Opportunity for Mid-Febru-
ary Hospitality.

St. Valentine's Day comes tomorrow,
with not very much preparation for it
by any one in this locality.

A dinner given for the announce-
ment of an engagement would be par-
ticularly appropriate on St. Valentine's
Day, though young folks would doubt-
less think the choice of date not amiss
for their assembling under any cir-
cumstances. A young girl was prettily
welcomed by the family of her
"hancee" last winter, on the day sac-
red to love and lovers, by a dinner
which she probably counts among her
"pleasures of memory."

The color scheme of the table was
pink—love's own color, since it sees
all through a rosy medium.

The centerpiece was composed of
two heart-shaped pink peppermints;
most in contact at their larger ends,
while in the space between stood a
president cupid, a foot high, holding a
large shell heaped with bridesmaid
roses.

The candle-shades were of rose-pet-
als; the bonbons, candied rose leaves
and heart-shaped pink peppermints;
while, true lovers' knots of pink rib-
bons tied the bunches of roses which
the lady guests found at their places.
The menu were of the form of the
traditional seat of the affections, and
their reverse side were written
quotations from well-known poets in
praise of love.

For Instance:
For love is heaven and heaven is love,
—Walter Scott.

Given or returned. Common as light,
all is love,
But its familiar voice—wearies not
ever.

—Shelley.

'Tis better to have loved and lost than
never to have loved at all.

—Pennyson.

Pains for love be sweeter for
Than all other pleasures are.

—Dryden.

There's beggary in love that can be
reckoned.

—Shakespeare.

These were read aloud at the close
of the dinner, and the guest who could
correctly assign the greatest number
of quotations to their authors received
a prize.

A large valentine envelope was given
to the winner, from which she with-
drew a panel picture of the little god
of love lying at his ease among the
roses—a copy of Bougereau's "Le Re-
veil de l'Amour."

Kur-a-Kof, the new cold and lung rem-
edy, 25c at Anderson & Nelles' Drug Store.

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.

A Few
Steps
Lower

That is, the prices on
Fur Goods. If you really
Need Furs, don't miss this
Chance. We would rather
Sell them now
Without profit
Than carry them over
Till next season.
Repairing and remodeling
On short notice.

MILNE, SPITAL & CO.,

Wholesale and Retail
: : Furriers, : :

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,

G. P. R. Ticket Office

Southwest corner Dundas and
Richmond Streets.

The Asylum Ball.

That of 1896 Was a Brilliant
Affair.

Held Last Night—About Four-Hundred
Persons Present—The Elaborate
Decorations—Those Who Man-
aged the Affair so Suc-
cessfully.

The annual ball of the officers and
employees of the London Asylum for
the Insane was held last night, and
while in point of attendance it was
behind previous years, it passed off
more successfully than any heretofore
held, if such could be possible.

The reduction in the number of in-
vited guests was not by any means due
to a lack of interest in the ball by the
general public or the officers and em-
ployees of the institution. Quite the
contrary. The ball had been eagerly
looked forward to for many weeks,
and those who were fortunate enough
to secure invitations in past years
were clamoring for invitations for last
night's affair. "Invitations are worth
their weight in gold this year," said
an attendant at the other day, and
such was undoubtedly the case.

The promoters of the ball this year,
considering that in the past the atten-
dance was excessive, and that a lesser
number would afford a greater degree
of pleasure and comfort, decided to
limit each officer and employee to one
invitation instead of two or three. This
resulted in only personal friends of
the staff being invited, making the
ball a greater success socially and pre-
venting any overcrowding.

All told, there were about 350 or 400
persons present, many coming from
St. Thomas, Ingersoll, Strathroy, Wood-
stock, Hamilton and Toronto. As early
as 8 o'clock in the evening an unbroken
procession of carriages of every de-
scription was to be seen eastward-
bound on Dundas street, and not until
after 10 o'clock was there any falling
off in the line. The guests, all alighting
at the main entrance to the building,
were cordially received and escorted to
the dressing rooms, and subsequently
ushered to the ball room, which is
situated on the second floor in the front
wing.

The scene in the well-lighted, large
and commodious room was one of ex-
treme brilliancy. Mr. George W. Ren-
nie, the head gardener of the asylum,
had charge of the decorations, and it
is safe to say that the task could not
have been left in better hands. Mr.
Rennie displayed the greatest care in
the work, and the effect produced was
so satisfactory that highly compe-
mentary references were freely made
in regard to the decorations by every-
one present. The stage was one mass
of foreign and domestic plants and
flowers of every variety, and seated in
the center of it was the orchestra of
the asylum, which, assisted by Mr.
Fred. L. Evans, Mr. James Cresswell,
and Mr. George Angus, of the Grand
Opera House orchestra, furnished
music of a high order, and equal to
any that could be given by outside or-
ganizations. While the most elaborate
decorations adorned the stage, the
walls and ceiling of the room were not
overlooked. Large Union Jacks and
Star-Spangled Banners were to be seen
in every direction; the windows were
neatly draped; while from the ceiling
were hung red, white and blue stream-
ers, interlaced with evergreens. To
say the least, the appearance of the
room was simply magnificent.

The ball was set in motion at 8:30
o'clock sharp, with the waltz, and the
promptness in starting enabled the as-
sembly to get through a programme
of 30 numbers at a seasonable hour.
The programme included the waltz,
schottische, lancers, polka, jersey, two-
step, gallop, rockaway and the bon-ton.
At midnight supper was served in the
spacious dining hall, after which the
dancing was resumed.

The usual floor, reception, invitation
and other committees were abolished
this year, and the management of the
whole affair was left in the hands of
Dr. Beemer, Mr. George W. Rennie
and Mr. George Angus, sen. The ar-
duous duties connected with the prepa-
rations were zealously performed by
these three gentlemen, who thoroughly
understood what was needed to insure
success. They worked in unison, and
the result of their labors has been that
the asylum ball of 1896 passed off with-
out a hitch.

UNITED STATES' HEALTH REPORTS.

Official Indorsement, June 19, 1895.
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 Com-
pany, at 318 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 pub-
lic 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, Barkwell's, whole-
sale and retail agents for Canada, 288 Dundas
street, London.

You Will Be

Delighted

with our High Grade Coffee. There
are higher priced Coffees but none
higher in quality.

If you are fond of oysters. Try our

Peerless Counts.

We receive them direct from Baltimore
and can safely recommend them to
be the finest that are packed.

Plymouth Rock Gelatine

makes the nicest, clearest and finest
flavored jelly. It will tone up and in-
vigorate the system and prevent dys-
pepsia. Try it.

T. A. Rowat & Co

228 Dundas Street.

Telephone 317.

Your Cough!

One dose of "White Pine" from
Shannon and Wil-
liam, will relieve you.

LETTERS TO THE "ADVERTISER."

If you have a grievance to ventilate, infor-
mation to give, a subject of public interest to dis-
cuss, or a service to acknowledge, we will print
it in this column, provided it is of general in-
terest to the public, and if you have not seen circulars
for publication. Make it as brief as possible.

TERMINATING BUILDING SO-
CETIES.

(Article No. 2.)

To the Editor of the "Advertiser":

Although there are men of high so-
cial standing connected with, or at
least who lend their names to these
organizations, yet under the Revised
Statutes of Ontario, 1887, chapter 169,
section 2, any twenty persons who can
command 3 cents each may constitute
themselves into a building society and
have 10 cents left, as the total outlay
is just 50 cents. Since 1891, however,
they require a certificate from the Pro-
vincial Secretary that their proposed
name is not the name of any other
company. They may, of course, call
themselves a building society, or any
high-sounding name suitable to their
taste or fancy. The members then
make such rules for the government
of the society as the majority of as-
sembled members think proper. The
society elects and appoints any number
of its members to be a board of di-
rectors; their qualification and powers are
declared by the rules of the society.
The directors choose a president and
vice-president, and they also appoint
such persons as they think proper to
be officers of the society, and grant such
salaries and emoluments as they think
fit, and arrange to pay the expenses
attending the management of the so-
ciety. The secretary or treasurer, or
secretary-treasurer, may be styled
"manager," and when he is such a di-
rector he may be styled "managing
director." Every officer of the society
in receipt of funds must give security
satisfactory to the directors, but this
can be easily arranged, since the of-
ficers and directors are largely the
same persons.

The society may declare forfeited to
the society the shares of any member
who is in default, or who neglects to
pay the number of instalments or
monthly subscriptions fixed by any
stipulation or bylaws of the society.
And all this may be done while the
total capital of the company may be
the 10 cents above referred to. Then,
to give an appearance of permanency
and wealth, the society may print on
its literature "Incorporated under
chapter 169, Revised Statutes of On-
tario;" "Authorized capital, \$5,000,000";
"Custodian of loan funds, loan sec-
urities"; "The Trusts Corporation of On-
tario; Capital, \$1,000,000."

It may be argued that while all this
may be true, the fact is that men of
wealth and responsibility are connect-
ed with some of these institutions. The
answer to this is that where men of
wealth are actually connected, they
usually hold the controlling influence
over their own fashions, while they are
personally no more responsible than the
poorest stockholder in the society.
Section 42 of the act contemplates li-
abilities and reads thus: "The president,
vice-president and directors of the so-
ciety in their private capacity shall be
exonerated from all responsibility in
relation to the liabilities of the society."
Rhodes, Jay Goulds, Astors, Vander-
bilts or Pullmans, with as much con-
nection to the ordinary stockholder
as these men were or are to the ordinary
citizen. Yours truly,

Feb. 11, 1896. T. J. MURPHY.

THE RAYS CAN BE FOCUSED.

Interesting and Valuable Discovery
Made at Toronto University.

Toronto, Ont., Feb. 13.—The Toronto
University demonstrators, Messrs. Mc-
Lellan and Wright, while experiment-
ing yesterday with the cathode rays
on opaque bodies made a most valu-
able discovery, by means of which it
is possible to take instantaneous photo-
graphs by the new process. Hither-
to it has been found impossible to focus
the rays which not only passed di-
rectly from the negative pole perpen-
dicularly to the aluminum plate, but
radiated in all directions with vary-
ing intensity. By covering the Crookes
tube with a glass bell jar, the rays
are directed downward and reflection
obtained, practically focusing the rays
and giving an instantaneous photo-
graph. The value of the discovery,
which is due to Toronto, can readily
be seen.

How to Cure Skin Diseases.
Simply apply "Swayne's Ointment."
No internal medicine required. Cures
tetter, eczema, itch, all eruptions on
the face, hands, nose, etc., leaving the
skin clear, white and healthy. Its great
healing and curative powers are pos-
sessed by no other remedy. Ask your
druggist for "Swayne's Ointment." L. J.
man, Sons & Co., Montreal, wholesale
agents.

MARA'S

Departmental
Stores!

The old-fashioned custom of storekeeping, whereby the
purchaser who needed dress goods had to go to one store,
and if he needed a coat and vest had to go to another, thus
wasting away his time, is now superseded by the

Great Department

idea, and it is acknowledged by the successful business men
of the country to be as far superior to the old way as a lucifer
match is ahead of the old-fashioned flint and steel, or as our
present mode of travel by vestibuled trains excels that of
our grandfathers' canal barge.

We are here to show you through our great depart-
ments. WHEN IN TOWN call on us. You will be wait-
ed on by courteous and painstaking ladies and gentlemen.

WHEN IN THE COUNTRY write to us. WRITE to
us for prices. WRITE to us for information; WRITE to us,
anyway. We are ever ready to reply.

Dress Goods.

Fine 40-inch All-Wool Serge, all colors, per yard.....	\$0 25
Fine 44-inch Henrietta Cashmere, all colors, per yard.....	25
Fine 42-inch Figured Satin Cloth, per yard.....	25
Fine 39-inch Scotch Tartan Plaids, per yard.....	25
Fine 44-inch Fancy Tweed Effects, per yard.....	25
Fine 40-inch Fancy Whipcord, per yard.....	25
Fine 40-inch Light and Dark Grey All-Wool Deboise, per yard.....	25
Fine 42-inch Light and Dark and White Checks, per yard.....	25
Fine 42-inch Plain Black Lustre, per yard.....	25
Fine 44-inch Fancy Figured Black Lustre, per yard.....	25
Fine 44-inch All Wool Black Crepon, stripes and checks, extra heavy, per yard.....	50

Linings.

XX. Best Foulard, all shades, per yard.....	\$0 05
Silesia, all colors, per yard.....	8
Linen Finish Percale, light and dark, per yard.....	12 1/2
Surah Twill Waist Linings, all shades, per yard.....	15
Gilbert's Fast Black and Colored Waists, per yard.....	18
Canvas, black and colored, per yard, 8c to.....	1
Skirt Braids, all colors and all wool, per yard.....	10
Grass Cloth, Black, Fawn and Cream, per yard.....	10
Fibre Chambray, Black, Grey and Cream, per yard.....	28

Gents' Furnishings.

Men's Silk Braces, worth 30c, for.....	19
Men's Home-Made Mitts, worth 35c, for.....	20
Men's Fine Kid Gloves, worth 90c, for.....	45
Men's Four-in-Hand Knots and Bows, worth 25c, for.....	12 1/2
Men's Heavy Ribbed Shirts and Drawers, worth 35c, for.....	20
Men's Heavy Shirts and Drawers, worth 65c, for.....	37 1/2
Men's Heavy Socks, all wool, worth 15c, for.....	10
Men's Best Four-Ply Linen Collars, all shapes.....	10

Carpets and Curtains.

Brussels Carpets, made and laid, per yard.....	\$0 45
Floor Oilcloth, worth 45c, per yard.....	20
Nice Lace Curtains, taped, 23 long, 40 inches wide, only.....	50
Double Net Curtains, several patterns, large size.....	40
Extra Large Lace Curtains, 33 long, 45 inches wide.....	75
Handsome Patterns in Nottingham Lace Curtains, only.....	1 00
Guipure Lace Curtains, only.....	1 25
Three-Ply Lace Curtains, sold everywhere for \$2, only.....	1 50
Extra Fine Imitation of Swiss Net Curtains, taped top and bot- tom, only.....	1 75
Chenille Curtains, 3 long, wide width, in Red, Fawn, Pink, Pea- cock, Bronze, for.....	2 95
Chenille Curtains, Double Dado, in all the leading colors, for.....	3 95
Extra Special Chenille Curtains, worth \$7 50, for.....	5 00

China and Glassware.

We call the special attention of our customers to the Crockery and Glass
ware Department. We have contracted with the English manufacturers to
supply us direct from their potteries, thus saving us the expense of purchasing
from the wholesalers, and consequently can give better value for less money
than any dealer on the continent. We have today passed through the cus-
toms four large crates of Toilet Sets, beautifully decorated in different colors.

Chamber Sets complete, nicely decorated, 5 pieces for.....	\$0 98
Extra Large Chamber Set, decorated, 10 pieces for.....	1 78
Set Best English Ironstone China Cups and Saucers, handled, for.....	25
Glass Tea Sets, Sugar Bowl and Cover, Butter Dish and Cover, Spoonholder and Cream Jug	