CEYLON TEA

'S DELICIOUS CEYLON IN ITS

Lead Packets Only. Black or Mixed. All Grecers.



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

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

### Ladies Are Insuring

and with the Confederation Life, six recently having made application to us and were accepted. It's a good investment, without care or anxiety. Infor-

mation cheerfully given. Office, Market Lane, ground floor. FRED H. HEATH, General Agent. GEO. PRITCHARD, Local Agent. 'Phone 757.

T'S A FACT

That we can make you a Suit or Overcoat at from \$2 to \$5 less than down town merchants. Get our prices.

#### PRATT & WILKINS 304 Dundas Street.

NEW YORK FANCY BRAND.



## New Year Coming Again.

Useful and Elegant Articles for all cheap.

Artist Oil Color Boxes Water Color and Crayons, Dressing Cases in Plush. ge and Beautiful Assortment of

ENGRAVINGS AND ETCHINGS Picture Framing at Special Low Prices.

#### R. LEWIS 434 Richmond Street.

## **FrozenWaterPipes**

Repaired at shortest notice at moderate prices. 'Phone 1,085.

EGGETT & BICKLEY Plumbers - · 274 Dundas Street.

ELECTRIC

Guaranteed to Make Your Hair Curl

# Rogers Electric Co

## A. B. Powell

DOES Fire Insurance, Accident Insurance. Best Canadian and English Companies. Issues security bonds for bankers and others holding positions of

APPRAISER-For Canadian Permanent Loan Co. Money loaned to suit borrowers. Low rate of interest. Phone 735; Houses to rent.

-OFFICE Richmond St. Ground Floor. Tt

EMOVAL

W. Fairbairn Merchant Teilor, Over Priddis Bros., upstairs. Entrance

Spring Skates, Hockey Skates,

Skate Straps, Bolts, Nuts, Clamps, etc. HAND SLEIGHS. COASTERS,

Runners for Baby Carriages (adjustable.) Table & Pocket Cutiery. Celluloid Carvers.

Stag Carvers,

In Great Variety and at Lowest Current Prices. BEE THE IDEAL ASH SIFTERS.

JAS. REID & CO. No. 118 North Side Dundas St.

Capes,

Jackets,

Gauntlets,

Storm Collars,

Garments Made to Order & Remodeled

Wholesale and Mannfacturing Furriers,

146 DUNDAS STREET

London Advertiser.

Call Us Up! Telephone Numbers:

107...... Business Office

175......Job Department

T. R. PARKER'S,

Southwest corner Dundas and

Richmond Streets.

-Vote early on Monday, and as often as

-Miss Edith Brown, of Parkdale, is

-If the Western Fair is to be continued

as a civic institution, it must have new

-The Week of Prayer will take place

-Mr. A. O. Jeffrey, who is seeking re-

members of the city school board. He has

been an earnest advocate of the establish-

many friends in the ward should see to it that he is re-elected. Mr. Jeffrey's opponent

is Mr. Bayly, son of Mr. Richard Bayly,

-The North End Presbyterian Mission

Sunday school held their anniversary enter-

tainment in the school room last night.

The scholars and their friends were supplied

bountifully with choice refreshments, after

which an interesting programme was given,

composed of songs, dialogues, choruses.

recitations, instrumental selections, etc.

Rev. Robt. Johnston gave a suitable ad-

dress. The school is in a presperous condition, having an efficient staff of sixteen

officers and teachers and an average attend-

-At the annual Sunday school treat of

the Richmond Street Methodist Church a

fine Christmas tree laden with choice pres-

ents bespoke the thoughtfulness of the

teachers for the scholars under their care.

The meeting was made pleasant through the

presence of Mr. Geo. Robinson, who dis-

charged the duties of chairman for the even-

children of the school, who acquitted them-

selves in a manner that demonstrated the

careful training they had passed through at

the hands of Misses Harvey, Peel, and Stock-

well. At the close of the programme the

presents were handed out to the various

scholars by Mr. W. H. Liddiccatt. The pleas-

ant closing up of another year's work in connection with the school reflects great

credit on the able superintendency of Mr.

CITY SCHOOL TRUSTEE ELECTIONS.

During the year citizens complain that

the public schools are not properly managed.

But when election day comes many do not

think it worth while to go to the polls and

elect the best man offering. There are con-

tests in five of the six wards on Monday, and good men are offering in each. In No. 2 ward, A. O. Jeffrey, an old and tried

public servant, is again ready to serve the

taxpayers. In ward 6, Mr. Greenlees has

been elected by acclamation. In wards 1,

The contests will be close, but the current

Logie in No. 1; Mr. Wm. Rowe, merchant, in

No. 3; Mr. C. D. Johnston, boot and shoe

dealer, in No. 4, and Mr. George Burdick in

No. 5. All are good men, who can be relied on to use their best talents to manage

the schools efficiently and economically

During next year, more accommodation must be provided for the upper end of No. 4

ward, and Mr. Johnston has promised, if

A special meeting of the Board of Educa-

tion was held last evening for the purpose

of fixing a date for the presentation of the various school medals to the winners.

There were present Chairman Blackwell and Trustee Wilkins, Murphy, Sanders,

Logan, Jeffrey, Greenlees, Merchant, Buchner, Wilson, Craig, Keenleyside,

Johnston, Hunt and Secretary McEeheren.

It was moved by Mr. Greenless, seconded by Mr. Logan, that the presentation be held

at the Collegiate Institute at 3 p.m.on Tuesday next. The Robinson medals will be

presented by Mayor Little and the others by a committee consisting of the chairman of

the board and committees and the high

school trustees. The matter of allowing

the schools to be used for the municipal

elections on Monday was taken up

the following rooms for the day: Lorne

avenue, Misses Howie and Black; Park

street, Miss Kilbourne; Colborne street,

Waterloo street, Misses Ferguson and Evans. There will be no school in Queen's

avenue kindergarten and Quebec street

schools, but with these exceptions the

was finally decided to close

after

considerable discussion

Merchant,

elected, to make that his first care

THE MEDAL PRESENTATION.

3, 4, and 5 the candidates are all new men.

report is that the likely winners will be Dr.

Jos. Mitcheltree, jun.

The programme rendered was by the

ance of about 100.

buildings. Vote for the bylaw on Monday.

next week. Doubtless the managers of city churches will see to it that the meet-

ings are duly advertised from day to day.

visiting Miss Green, 43 Cartwright street.

you are entitled to vote.

Ruffs,

Caps.

Fur Lined, worth \$10 for \$5 Fur Lined, worth \$12 for \$6 Fur Lined, worth \$16 for \$8 Fur Lined, worth \$20 for \$10 Come early as we have only a few

158 Dundas Street.

157 Carling Street. SKATES Spring, Hockey, Racing, Nickel-plated, etc.; also fine Hockey Sticks, repaired and hollow

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

# Southcott's

FINE TAILORS

361 Richmond St.

FAIR: VERY COLD; SNOW FLURRIES.

Toronto, Jan. 3-11 p.m.-The storm center is now near the mouth of the St. Lawrence, and unusually high pressure, with very low temperature covers the Northwest States and Territories. The weather in the Maritime Provinces has been mild and showery, and in the lake region and St. Lawrence Valley turning colder, with strong westerly winds.

Minimum and maximum temperatures: Calgary, 34 below-16 below; Edmonton, 36 below-18 below; Prince Albert, 46 below -20 below; Qu'Appelle, 30 below-24 below; Winnipeg, 36 below-20 below; Toronto, 23-24; Parry Sound, 16-18; Quebec, 22-34; Chatham, N. B., 16-32; Halifax, 26 - 46.

PROBABILITIES.

Toronto, Jan. 4.—1 a.m.—Fresh to strong westerly to northerly winds; fair and very cold, with snow flurries.

# Beltz's Fine Furs. Cut Rate Prices.

E. BELTZ

Manufacturing Furrier,

All those wishing furs made over can have them done now in a very satisfactory manner.

ASK YOUR GROCER FOR

## Johnson Bros.' Bread 4c per loaf retail.

In all parts of the city. Telephone 818\_

A BABY ASTRAY. Flushing, Mich., Jan. 4.-Mrs. Matthew Holly recently returned from a visit to Canada, accompanied by a year old male child, which was left in her care in a mysterious way. A veiled lady got on the Grand Trunk train at some point in Carada, and at the Sarnia tunnel handed Mrs. Holly the child

woman, and Mrs. Holiy, at a loss how to proceed, brought the child to this place. To The Deaf.

to keep for a few minutes, while she left the

Nothing was afterwards seen of the

A gentleman who cured himself of Deafness and Noises in the Head after fourteen years' suffering will gladly send full particulars of the remedy post free. Address H. CLIFTON, Noriolk House, Noriolk street, Strand, London England.

She is rich indeed who is rich in

Minard's Liniment cures Dandruff. Busybodies turned inside out are very often nobodies.

Speaks for Itself. Messrs. T. Milburn & Co., Toronto. Gents,—Please send us four dozen Milburn's Cod Liver Oil Emulsion. We find it the genuine article. It knocks all others out in the first round. Several ladies here are loud in its praise, saying it has saved the lives of their GROGAN & CO.

Kouchibougnac, N. B. 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,

Painless extraction of teeth. Gold Misses Mills and Mulveney; Princess and porcelain crowning. Dr. ZIEGLER, avenue, Mr. Bryant and Miss Hayes; 192 1-2 Dundas street.

For coughs, colds, sore throats, etc., use KUR-A-KOF. Sold by Anderson YWt & Nelles,

Will be given free only next Saturday to all purchasers of one pound of

Bark-Well's Baking Powder

This is a most exquisite toilet preparation for whitening and beautifying the skin and complexion. Suitable for either ladies or gents, and no person desiring a beautiful skin (and who does not?) should be without

#### WINTERINE.

Instantly cures all chafing and chapping of skin, and gives a beautiful whiteness to the coarsest and roughest skin and complexion. Remember one bottle free on Saturday to every person buying one pound of

# Quaker Wisdom.

"A man, as he manages himself, may die old at 40 or young at 70." Good managers use only the highest grade table supplies. As we are leaders in high grade table supplies it will be to your interest to make your purchases here. You should try

Plymouth Rock Gelatine, Christie's Royal Toast, Batger's Table Jellies.

# 228 Dundas Street.

PHONE 317.

I dispense all doctors' prescriptions myself at my new store, Dundas street, cor. William. J. G. Shuff.

schools will be regularly opened. It was moved by Mr. Logan, seconded by Mr. Wilkins, that the Misses Flemming be left election in No. 2 ward, is one of the ablest in their present positions. After some discussion this motion carried. It was also decided that in view of the large attendance ment of a Normal School in this city. His at the afternoon classes of the Queen's many friends in the ward should see to it avenue and Victoria kindergartens, these

### 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.

We should not be tender in dealing with a habit which, though not all bad, yet leads to endless results that are all bad. 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. After all, there is only one place in the

city to get real Platino photographs. Cooper & Sanders, corner Dandas and Richmond streets.



#### Stark's Powders ENTIRELY NEW TREATMENT.

Bach box contains a box of powder for the immediate relief of Sick and Nervous Headache, and Sick Stomach, Neuralgia, Restlessness, Toothache and all Nervous Pains; also capsules, forming a never falling treatment for Biliousness, forming a never falling treatment for Biliousnes Coated Tongue, Dizziness, Dyspepsia, Torp Liver, Pain in Back and Side, Lumbago, Cons pation, Tired Feeling, Loss of Appetite, Indiges-tion, Blotches on Skin, Impure Blood. They are also a certain preventive of Billious and Typhoid Fevers. Not like the old-fashioned slow-acting ills, mixtures, lozenges, etc., but they act a

Only 25 cta.; Five Boxes for \$1.00; at all Drug Stores, and at Country Stores at places where there are no Druggists, Prepared by R. Stark, M.O.C.P., Chemist

## · YOU WANT THE BEST

you are buying Cigars. Some rands are none too good for the price. Try a box of Tuckett's HERALDO LONGFELLOW, and we know you'll be satisfied. Special boxes for the holiday trade. Sold

SAM K. STEWART. 2021/2 Dundas St.

There are all kinds of aldermen, and they use all kinds of means to secure votes. The majority of them begin on babies. A candidate for aldermanic honors has been known to pick up a cardinal-top. freckled-faced, pug-nosed baby and kiss it, and go right around to a corner drug store and drink strong liquor after it, just to get a vote. There are aldermen who are honest and some who are not exactly truthful—that is, if they would cut down a cherry tree they would prove an albi, or claim it was an ax-i-dent. The men who will repre-

Are the ones who have honest convictions or honest principles, who believe in themselves, who think they are right and stick to their principles. We are not in politics. We do not meddle with anything but business, and we are getting plenty of that to meddle with. But we do believe the idea of the successful alderman is right: Stick to your principles. Our principal principle is to sell goods for less than anyone else. Our second principle is to sell more of them. Our third principle is to sell good goods only-and we are going to stick closer to our principles than your country cousins stick to you on fair week.

### Fine Furs

For Monday Only. Ladies' Australian Bear Capes, 27 inches long, full sweep, silk lined, regular value \$16, our \$10 41 Black English Coney Cape, good quality, extra good lining, 27 inches long, real value \$12, our price..... 9 50

Astrachan Dog Cape, 30 inches long, 100 inches sweep, extra heavy, silk and satin lining, were sold last week for \$27.50, 22 00 our price now .. Genuine Wool Seal, whole skins, 30 inches long, full sweep, silk lined, were \$26, now.... 21 00 200 dozen White Boas, just

# Black Dress Goods

For Monday Only. 41-inch Black Henrietta..... \$0 25 42-inch Fine Black French 46-inch Silk Finish Henrietta... 50 44-inch Black Soliel Silk, fig-44-inch Silk Warp Henrietta.. 56-inch Palmoral Costume Serge, in black and navy blue, fast dye..... 44 inch Reversible Black Cord

## Plaids

For Monday Only. 25 pieces Tartan Plaids..... \$0 20 50 pieces Tartan Plaids, very 6 pieces Fancy Plaids ...... 54-tnch Scotch Tartan..... 85

## Fancy Dress Goods For Monday Only.

Snowflake, tweed effect, light \$0 25 54-inch Small Check Tweed .. 50 64-inch Heavy, dark colors .... 71

## Shawls

For Monday Only. Honeycomb Breakfast Shawls 30 25 Large size Wool Shawls, in 63 cream, pink, fawn and blue Extra heavy large size Honey-comb Wool Shawls, all shades.... Fancy Wool Shawls, filoselle

Hosiery For Monday Only. Children's Wool Hose, the \$0 10 Ladies' English Ribbed Cash-mere Hose, double sole.... Boys' Extra Heavy Ribbed Wool Hose, all sizes...... 18 Ladies' Heavy Cashmere Ladies' All-Wool Hose ......

## Ladies' Underwear

For Monday Only. Ladies' Fleece-Finish Vests 2 80 25 for..... Ladies' Wool Drawers ,very 48 heavy..... Ladies' Wool Vests, very Ladies' Fine All-Wool Vests. Ladies' Wool Drawers ...... Ladies' Wool Vests..... Ladies' Heavy Merino Vests. 65 Children's Natural Wool

## Oilcloth and Carpets

For Monday Only. Best Oilcloth, square yard.... \$0 20 Linoleum, square yard ...... Blinds, complete..... Union Carpet, new patterns, one yard wide..... Smyrna Hearth Rugs (30x60). English Drugget, for robe lining, yard.....

Crockery For Monday Only. Half Dozen White Ironstone China Cups and Saucers, with handles, not seconds... White Ironstone China Bowls White Chamber, medium size Beautifully Decorated Cuspi-Handsomely Decorated Toilet 1 69 Very Fine Magnolia Jug. all

## Glassware

For Monday Only. Celery Classes..... \$0 9 Stand Lamp, complete ..... 19 Beautiful Amber Glass Tea 64 Half Dozen Engraved Tumb-25

## Tinware

For Monday Only. Large Tea Kettle..... \$0 15 Three-Story Cake Dish ..... 10 Large Dishpan..... Pair Plates.... Saucepans..... Victor Flour Sifter.... 15 Galvanized Iron Coal Hod .....

## Graniteware

For Monday Only. Very best Graniteware Teapot .. Preserving Kettle..... Pudding Dish.... Large Teakettle ....

## Furnishings

For Monday Only. 1 00 or 3 for....
Men's All-wool Cardigan Jackets, worth 90c, for.... Men's Heavy Shirts and Drawers, ribbed..... Men's Wool Lined Kid Gloves .. Home-made Mitts....

Men's Mufflers....

## Clothing

For Monday Only. Boys' Overcoats, with or with- \$1 90 Men's Frieze Ulsters, storm Men's Frieze Ulsters, tweed Boys' Heavy Tweed Pants, all 19 Men's Heavy Tweed Pants..... 99 Men's Heavy Weight Tweed

# The T. E. Mara Co.

LIMITED,

153 Dundas Street, 155 Dundas Street, And Market Square

London.

Special Attention to Mail Orders - 'Phone 1,403