

**WALL PAPER,
PAINTING,
PAPER-HANGING**
O. B. GRAVES,
Limited.
222 DUNDAS STREET.

GUNS!



Our guns are the best value obtainable. A double-barrel breech-loading gun, top snap action, pistol grip stock, matted extension rib, snap fore end, nicely checked grip and fore end, twist finish barrels, only \$8.00.

In ammunition, we keep the best. Fine gun repairing a specialty.

BROCK'S GUN STORE
192 Dundas Street, London, Ont.

**THE SNOWY WHITENESS,
THE FLAKY APPEARANCE**

is the way to distinguish good bread.

Parnell's Bread

is snowy white, and is also flaky.

Phone 929.

SAFE, ELECTRIC LIGHT

Insurance companies have made up their minds that electric lighting, when the wiring is well done (and they have formulated special rules on the subject) is the safest of all illuminants. Statistics show the following comparative risks:—Fires in one year from paraffine oil, 38; from gas, 110; matches used for gas, 38; candles, 85; are electric lights, 7, and incandescent electric light, only one—Toronto Evening Telegram.

LONDON ELECTRIC COMPANY, Ltd.
Phone 958. 359 Richmond St.

**Pyrography
OUTFITS**

Also designed wood for burning. A large shipment just received.

G. C. JOLLY,
190 Dundas Street.

**CENTRAL
Business College**
STRAITFORD, ONT.
One of the best schools on this continent. Catalogue free.

ELLIOTT & McLAUCHLAN,
d&w Principals.

D. A. STEWART,
Successor to John W. Stephenson,
FUNERAL DIRECTOR
AND EMBALMER.
Charges moderate. Open day and night. Residence on premises.
104 DUNDAS ST. PHONE 458.
GEORGE E. LOGAN, Assistant Manager. Fifteen years' experience.

PATENTS
P. J. Edmunds, Registered Attorney and Solicitor of Patents, Mechanical and Patent Law Experts, 251 Richmond, corner King, London, Ont. Phone 531.

New Coal and Wood Yard
MAITLAND STREET AND G. T. R.
SOUTHCOTT AND KETTLE
Telephone 299. PROMPT DELIVERY.

J. J. Smith & Son
Undertakers and Embalmers.
105 Dundas St. Phone 386. Open day and night. Residence on premises.

Scranton Coal
Best in market. Clean, dry, no clink. Prompt delivery. Try it and be convinced.

W. H. WINNETT,
Horton and Williams Sts. Phone 481.

Are you interested in up-to-date shoes? It won't cost you anything to discuss the matter with W. B. Lawson, 198 Dundas street.

RHEUMATISM.

It is an undoubted fact that many a thousand people suffer with it whose extremely acute pain in some portion of the body, limbs or head is attributed to a variety of other causes. It is also a positive fact, testified by thousands, that McCallom's Rheumatic Repellent operates well on the liver, kidneys and blood, and cures promptly and thoroughly. If your druggist does not have it in stock or procure it from a wholesale firm for you, send direct to W. A. McCallom, druggist and pharmacist, Tilsonburg, Ont. Price, \$1.00 per bottle; six for \$5.00.

SPECIAL NOTICE—Radiant Home stoves, coal stoves, parlor and heating stoves, feather pillows, mattresses, wire cradles and furniture, dining chairs, brass beds, at the feather and bed mattress cleaning factory, 383 Richmond street north. Telephone 957.—J. F. Hunt & Sons.

Little Leaven

Some cooks make the mistake (especially the first time) of using the same quantity of our pure baking powder that they do of the common kinds. This is unnecessary. The quality and freshness of the materials in Strong's Baking Powder make it nearly double the usual amount can be made with better results. We are sure that a trial will convince you of the many merits of Strong's Baking Powder. Per pound, 25 cents.

STRONG'S DRUG STORE,
184 Dundas street.
Free to housekeepers on application, our new cook book on The Art of Cooking.
Marriage licenses issued at above address.

1904	OCTOBER	1904
SUN	TUE	WED
1	2	3
4	5	6
7	8	9
10	11	12
13	14	15
16	17	18
19	20	21
22	23	24
25	26	27
28	29	30

LATEST WEATHER REPORT.

ASTRONOMICAL.
Saturday, Oct. 29.
Sun rises 6.49 a. m. Moon rises 9.25 p. m.
Sun sets 5.14 p. m. Moon sets 11.32 a. m.
Day of the year, 303rd.

FINE AND WARMER.
Toronto, Oct. 28, 8 p. m.—Light scattered showers have occurred to-day in the Ottawa and Upper St. Lawrence valleys, but with this exception fine weather has prevailed throughout Canada. It continues warm in the north-west Territories and Manitoba, and temperatures have risen in Ontario, while in Quebec and the maritime provinces the temperature continues cool, minimum and maximum temperatures:—Dawson, 20-28; Victoria, 40-52; Kamloops, 36-56; Calgary, 28-36; Qu'Appelle, 40-50; Winnipeg, 26-38; Port Arthur, 41-50; Parry Sound, 26-48; Toronto, 34-48; Ottawa, 26-40; Montreal, 24-40; Quebec, 21-35; St. John, 22-32; Halifax, 26-30.

Probabilities:—Lower lakes and Georgian Bay—South-westerly and westerly winds; fine and warmer. Local temperatures.—The highest and lowest readings of the thermometer at the Observatory on Friday, Oct. 28th, 1904, were:—Highest, 50 above; lowest, 27.5 above.

For Garments

If you are thinking of purchasing this year come in and see what we have or if you wish a special size or a special style let us have your order now, before the cold weather.

BELTZ'S
Leading Furriers.

X RAY
AND ELECTRO-
THERAPY
FOR THE TREATMENT
OF CANCER, SKIN AFFECTIONS, RHEUMATISM, ENLARGED GLANDS, ETC.

DR. PINGEL,
141 Wellington St., London

Peanut Butter
FOR SANDWICHES.

Harry Ranahan,
Richmond Street.

THINGS NOT FOUND ELSEWHERE

Thos. Gillean

The possibility of duplication can be avoided at all times by selecting Wedding Gifts at this store. Many rich and appropriate gift pieces of Sterling Silver, Cut Glass, Bronze, etc., in designs handled exclusively by us. Lowest prices consistent with unquestionable quality.

MINOR LOCAL NEWS

Handsome Donation.
Park Superintendent Pearce begs to acknowledge the very kind donation by H. Crossin, Esq., of a fine oleander for Victoria Park.

"The Christian and the Dance."
Rev. J. J. Ross, pastor of the Talbot Street Baptist Church, will preach to-morrow evening upon "The Christian and the Dance."

Broken Feed Wire.
A broken feed wire on the London West and Pottery street line, tied up that part of the street railway service for over an hour last evening.

Special Memorial Services.
Special memorial services will be held in St. James' Church, South London, on Sunday. The church was draped for last Sunday, and remains so for this service.

Opening Concert To-night.
Among those who are to take part in the programme for the opening concert of the Woman's Music Club this evening, at the club rooms, Masonic Temple, are Mrs. Twining, soprano; Miss Hilborn, pianist; and Mr. W. Cosby James, baritone.

An East End Fire.
A pair of curtains, which had lighted from a burning lamp, threatened for a moment a rather serious blaze at Mr. Geo. Zwicker's residence, over his store on Dundas street east, last evening, about 8 o'clock. The fire was extinguished by the men from the East London brigade. The Central Brigade also responded.

Franciscan Visits City.
Rev. Father James, pastor of St. Joseph's Church, Chatham, a member of the Franciscan order, is at present on a visit to the city in the interests of the St. Vincent de Paul Society. Father James will preach in St. James' church to-morrow night, when special music will be rendered by the choir.

Put Head Through Window.
Mr. John Scott was driving across Richmond street at King street, last

TOUCHES THE SPOT.
BEEF, IRON AND WINE

Nature's great nerve tonic and tissue builder. Builds up the whole system. Large bottles, 50c. For sale by

W. B. EMERSON,
DRUGGIST, 120 Dundas Street.

WARD
The Jeweller, 374 Richmond St.

Precious Stones.
Our Diamond Exhibit is one of the finest ever shown in this or any other city. Buying Diamonds and other gems from us means that you have absolute security and lowest prices. You get value for every cent you invest.

WARD
The Jeweller, 374 Richmond St.

SAID ON THE SIDE.

The private car continues to occupy public attention.

There are still one or two names in the Advertiser's vocabulary which have not been hushed at our devoted selves.

It is about up to Mr. Hyman to inform the electors who were the Grand Trunk employees opposed to that bill.

Didn't somebody say there were thirty constituencies in Quebec in which the Tories wouldn't have a candidate? More Advertiser fiction.

There will be many jobs going to the contractors on Hon. Mr. Hyman's nomination paper as to have one each.

It is said that the heat in the Advertiser editorial rooms these days is sufficient to keep the metal soft in the Mergenthalers. If the supply continues it may be piped to the machines.

Just arrived: Another of those choice "Prosperity" exhibits, fresh from the central boiler shop, express charges prepaid.

"Prosperity" exhibit No. 6.—Ton of hard coal, under Conservative rule, \$5.50; under Liberal rule, \$7.00.

For instance, the Advertiser has not as yet stated that we were the "Prosperity" exhibit.

It may be but natural that a Hyman should desire to revel in the luxury of private cars and have kindred lofty aspirations.

Vote to send the private car to the barn.

ting into the car. All he wanted was a ride. Accused said his home was in Utica, New York. Constable Logan, of the G. T. R., who arrested the accused on the arrival of the freight in London, told the magistrate that he did not wish to press the charge. Accused was evidently not a bad sort of a fellow, he had come to be on the train. Crown Attorney McKillop also said he thought justice would be met if accused were left off on suspended sentence, agreed with the court, and Doyle was accordingly discharged.

Personal News.
Mrs. Dempsey and Mrs. Ben Robson, of Petrolia, were visiting friends here this week.

Miss Edith Blackwell, of this city, is visiting Mrs. Robert Bickerton at Woodstock.

Mr. A. O. Miller and wife, of this city, are visiting Mr. and Mrs. Bloomfield, at Thorndale.

Miss Kate Fitzgerald, of this city, is the guest of Miss S. Vollet, of Durham, for a week or two.

Miss Lottie Head, of this city, has been assisting in the Parkhill store since during the absence of Mr. Hutchins in Toronto.

Mr. W. J. Culbert and wife, of this city, are visiting the former's sister, Mrs. A. Morden, at Wyoming, for a few days.

Mr. and Mrs. J. G. Macdonald, of Calgary, will spend a brief vacation in London and Toronto. Mr. Macdonald is in the railway mail service.

Rev. James Hollins, B. A., of the King Street Presbyterian Church, will preach to-morrow at 10 a. m. in St. Martin Church, Yarmouth and Belmont, to-morrow.

THE VALUE OF CHARCOAL

Few People Know How Useful it is in Preserving Health and Beauty.

Nearly everybody knows that charcoal is the safest and most efficient disinfectant and purifier in nature, but few realize its value when taken into the human system for the same cleansing purpose.

Charcoal is a remedy that the more you take of it the better; it is not a drug at all, but simply absorbs the gases and impurities always present in the stomach and intestines and carries them out of the system.

Charcoal sweetens the breath after smoking, drinking or after eating onions and other odorous vegetables.

Charcoal effectually clears and improves the complexion, it whitens the teeth and further acts as a natural and eminently safe cathartic.

I absorbs the injurious gases which collect in the stomach and bowels; it disinfects the mouth and throat from the poison of catarrh.

All druggists sell charcoal in one form or another, but probably the best charcoal and the most for the money is in Stuart's Charcoal Lozenges; they are composed of the finest powdered Willow charcoal, and other harmless antiseptics in tablet form, or rather in the form of large, pleasant tasting lozenges, the charcoal being mixed with honey.

The daily use of these lozenges will soon tell in a much improved condition of the general health, better complexion, sweeter breath and pure blood, and the beauty of it is, that no possible harm can result from their continued use, but on the contrary, great benefit.

A Buffalo physician in speaking of the "let us advise Stuart's Charcoal Lozenges to all patients suffering from gas in stomach and bowels, and to clear the complexion and purify the breath, mouth and throat; I also believe the liver is greatly benefited by the daily use of them; they cost but twenty-five cents a box at drug stores, and although in some sense a patent preparation, yet I believe I get more and better charcoal in Stuart's Charcoal Lozenges than in any of the ordinary charcoal tablets."

AT TRAFFORD'S STORE

Much to Interest the Furniture Buyer at This Fine Establishment

A visit to the furniture store of Wm. Trafford, at 95-97 King street, is a reasonable experience just at this time when so many are thinking of adding to the furniture in their homes. Nowhere in the city is there to be found a more carefully selected or high class stock of goods than at this establishment, where twenty-seven years of experience in the business enable the management to cater in a very special manner to the wants of the discriminating public. None but new goods are handled here, and none but the best at that. The stock mostly comprises Canadian and English goods, though a fine line of American goods and iron bedsteads is kept. With nearly eleven thousand feet of floor space the management are enabled to carry a widely assorted stock. Special mention should be made of the store's facilities for ordered work. Cozy corners, plate rails and Moorish and oriental work is here done to order. And in addition the store can turn out special work in a first-class and workmanlike manner, being able to make on the premises any odd piece of furniture that may be desired.

**THE PURDOM-GILLESPIE
HARDWARE COMPANY, Ltd.**
118 Dundas Street, Telephone 461

AT TRAFFORD'S STORE

Much to Interest the Furniture Buyer at This Fine Establishment

Lee
Electric Insoles?

A sure cure for RHEUMATISM, SCIATICA and other kindred diseases caused by uric acid in the blood.

\$3.50 per pair

Money refunded if not satisfactory.

LEE ELECTRIC INSOLE CO.,
Masonic Temple, London.

Dr. Deimel
(LINEN-MESH)
Underwear

Colds, pneumonia, rheumatism and bronchitis are practically unknown to those who wear this underclothing constantly.

Try it this winter and you will find health, protection, warmth and comfort.

All Dr. Deimel Garments bear the Dr. Deimel name. For sale at best dealers everywhere. In London at

Smallman & Ingram's,
W. F. Boughner's.

SEND FOR FREE BOOKLET.

THE DEIMEL LINEN-MESH CO
2202 St. Catharine St., Montreal.

You Can't Afford to Let A Cough Run.

There is no telling where it will end. Better cure it with Syrup of Licorice and Chlorodyne. This will help you or we refund your quarter.

MEEL & VINING,
DRUGGISTS,
8-W. Cor. Dundas and Wellington Sts.

GENTS' CUFF LINKS

Always appreciated as a gift for the best man.

SUMNER, The Jeweller

Here Are Some Nice Things for Your

Hallowe'en Party

Imported Turkish Delight, box 25c
Stuffed Dates, box 35c
Royal Figs, basket 30c
7 Crown Figs (large size) 20c
Choice Layer Figs, two pounds for 25c
New Layer Raisins, pound 25c
Pink Mahaga Grapes, pound 25c
New Shelled Almonds, pound 40c
Choice Coffee is our particular specialty, pound 40c

T. A. ROWAT & CO.,
234 Dundas Street. Phone 317.

For a Hunting Trip

And one which will bring you the best results, spend a few days in the Temagami district, reached via Grand Trunk Railway. This district abounds in moose and other large game. Call on Grand Trunk agents, or address J. D. McDonald, district passenger agent, Toronto, for descriptive and illustrated booklet, entitled, "Haunts of Fish and Game," which gives full information as to game laws, and the best district to go to. J25h

New Books, 5c and 10c; new Magazines, 5c and 10c.—Red Star News Company, 8 Market Lane, city.

Big sale of Travelling Rugs, Lap Rugs, Blankets, and Waterproof Goods, Tackabury & Co., 364 Richmond street.

This Store
has a full line of Fall Goods.

Galvanized Pails, Wringers, Washing Machines, Weather Strips, Horse Blankets, Cow Ties, Robes, Coal Scuttles, Stovepipe Varnish, Oilcloth Binding, Lanterns, Mitts, lined and unlined.

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Masonic Temple, London.

AT TRAFFORD'S STORE

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Lee
Electric Insoles?

155 DUNDAS STREET. **MARA'S** and MARKET SQUARE.

**DEEP CUTTING
WILL TELL...**

Brisk Selling for Friday and Saturday

**STORE SURE TO
BE CROWDED.**

Ladies' Fleece Lined Hose, seamless, full fashioned, double heels and toes. Regular 25c, for 15c

Ladies' Heavy Fleece Lined Vests, all sizes, shaped. Regular 30c, for 20c

Ladies' Heavy Winter Drawers, Regular 20c, two pairs for 25c

Motorists' Pea Jackets, extra heavy material, large collar and long length. Regular \$1.25, for \$3.25

37 pair Misses' Dongola Kid Button Shoes, sizes 1 and 2, soled, correct shape. Splendid shoe to wear underneath rubbers. Regular \$1.25, for 69c

Ladies' Kid Buskins, elastic front, soled, sizes 4 to 8. Regular 50c, for 41c

95 pairs Ladies' Rubbers, sizes 2 1/2 and 3 only. Regular 40c, to clear, pair 25c

Sable Scarfs, beautiful quality, long length, four tails, extra bushy. Regular \$6.50, for \$4.95

New Art Sateen, 32 inches wide, in red, cardinal, green, fawn and blue. Regular 20c; to clear, per yard 12 1/2c

Infants' Moccasins, 3 shades, 10c pair, or 3 for 25c

Capelines, extra large size, combination Coney and Astrachan Dog, with chain. Regular \$3.50, for \$2.45

Apron Linen, with border, 40 inches wide, lovely quality. Regular 25c; to clear, per yard 12 1/2c

155 DUNDAS STREET. **MARA'S** and MARKET SQUARE.

Many have used other Cocoas, but are now using and prefer

COWAN'S
Perfection COCOA
(MAPLE LEAF LABEL)

because it is pure, healthful and nutritious and very fine flavor.

The Cowan Co., Ltd., Toronto.

Big sale of Travelling Rugs, Lap Rugs, Blankets, and Waterproof Goods, Tackabury & Co., 364 Richmond street.

This Store
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