

ICE : CREAM.
Soda Water
(Finest Fruit Flavors)
FINE CONFECTIONERY
—AT—
HEWITT FISH & CO.'S
250 DUNDAS STREET
Branch at Masonic Temple, corner Richmond
and King streets.

NOW OPEN.
A SPECIAL LINE OF
NEW PERFUMES.
NEW ODORS.
First stock in London. For sale by

Anderson & Nelles
Druggists, - 240 Dundas Street.



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

LADIES AND GENTS
for bargains go to
AVANN, KELLAM & CO.

where you will get dress goods from 10c. per
yard up.
You will get a white shirt from 75c. up.
You will get cashmere hose from 25c. up.
You will get carpet from 15c. up.
You will get lace curtains from \$1.25 up.
You will get a pair of pants from \$2.50 up.
You will get a suit of clothes from \$12 up.
Made to your order. Established 25 years.
Note the address.
348 Ridout Street, London.
Installments taken from respectable people.

STORAGE
For Furniture and all kinds of Merchandise. Apply for rates at
SLATER'S
151 YORK STREET



SUN FIRE
OFFICE.
Founded A.D. 1710.
J. A. NELLES, Agent.
Telephone 343.

FRESH CUT FLOWERS
Wedding and Funeral Designs.
—GO TO—
S. S. WORTMAN.
Telephone 513. 240 Dundas St.

SKELTON
COATS
—SOLD AT—
LOW PRICES
—AT THE—

Grand Union Hall,
146 Dundas St.

Protect Your Feet
There is no money in carrying
over Summer Shoes for

POCOCK BROS.
Our well assorted stock must be
cleared out by the end of August to
make room for large consignments of
fall stock.

Men's Tan Shoes at... \$1.15 worth \$1.60
Boys' Tan Shoes at... 90 worth 1.25
Ladies' Tan Shoes at... 75 worth 1.00
Girls' Tan Shoes at... 65 worth .85

The above are a few quotations of what
we are doing on our entire stock. Trunks
and valises at cost.

POCOCK BROS.
TELEPHONE 309.

GREAT
Discount Sale!
—AT—
Pridd's Bros.
—OFF ALL—
25 PER CENT.

Silks and Satins,
Dress Goods, Challies,
Tweeds, etc.
CALL AND SEE OUR VALUES.

—TRY—
Southcott's
—FOR—
SUMMER SUITINGS
A FEW NICE ONES LEFT.

361 RICHMOND STREET.

SUMMER VACATION.
We want to do some fishing. A large
stock of tackle at all prices for the big boys
and the little folks.

GURD'S GUN SHOP,
185 DUNDAS STREET.

J. FRITH JEFFERS,
—AGENT FOR—
The Guardian (Citizens'), London
and Lancashire, Atlas, National
and Quebec Fire Companies.

Office, Edison Buildings. Telephone, 735.
Ground floor, No. 47 Richmond Street.

THE WEATHER.
TORONTO, Ont., Aug. 1-11 p.m.—There
has been little change in the pressure from
the lake region to the Maritime Provinces,
and the weather has been generally fine
with a few local showers, but in the North-
west Territories an important depression
has formed accompanied by high winds and
very warm weather.

Minimum and maximum temperatures:
Calgary, 50°-84°; Medicine Hat, 46°-96°;
Prince Albert, 48°-84°; Qu'Appelle, 52°-
92°; Winnipeg, 48°-82°; Toronto, 56°-80°;
Montreal, 64°-80°; Quebec, 62°-76°; Hal-
ifax, 54°-66°.

70-DAY'S PROBABILITIES.
TORONTO, Aug. 2-1 a.m.—The indica-
tions for the next 70 days for the lower
lakes region (covering the peninsula and as
far east as Belleville) are: Light to
moderate winds; fine and warm.

THEY TRIED HARD.
But Neither Got There—Clay Manville
and Frank White Ride for Mr. Tane's
Medal—White Loses by 52 Seconds
—Mr. J. Lamb Injured.

Mr. J. A. Tane's medal is still in the
possession of Mr. Tane. Frank White or
Clay Manville failed to secure it last evening,
and there will be less dispute about
record-breaking for a while. Clay and
Frank White claimed to have made the dis-
tance on their wheels between Lon-
don and St. Thomas in 57 minutes
the other day. Clay Manville
was announced to have lowered the record
to 53 minutes. The time was questioned,
and Mr. Tane offered a medal to the rider
who could deliver a message from the City
Hall, London, to the City Hall, St.
Thomas, in less than 57 minutes. The trial
took place last evening. Manville
started at 7:05:30 p.m., ac-
cording to the watches of the timekeepers,
Messrs. Lamb and Brebner. Meanwhile a
crowd of over 100 riders followed the
train from here for the Railroad City
to witness the finish. White arrived at
3 minutes and 22 seconds after 8, his time
being 57 minutes and 52 seconds. Man-
ville was distanced, coming about 3
minutes behind. J. Milne and Walter
Mann were the St. Thomas timekeepers.
Mr. J. Lamb started to beat time ten
minutes after the others, but un-
fortunately ran into the toll gate
damaging his wheel and injuring himself
severely. This was greatly regretted, as
Mr. Lamb was making splendid progress.
As the distance is between 17 and 18 miles,
the contestants had to themselves credit,
it is altogether likely they did make the time
they claim on previous occasions between
certain portions of the two cities. The
record made by Mr. White will stand as
the established one until it is lowered.

No Other Sarsaparilla has the merit by
which Hood's Sarsaparilla has won such a firm
hold upon the confidence of the people.
No other combines the economy and strength
which make "100 Doses One Dollar" true only
of Hood's Sarsaparilla.

No other possesses the Combination
Proportion and Process which make Hood's Sar-
saparilla peculiar to itself.

Hood's Pills cure Sick Headache,
Bleeding of him who is slow to anger;
anger, when it is slow in coming, is the
stronger when it comes and the longer kept.
—[Quarles.]

We have no hesitation in saying that Dr.
J. D. Kellogg's Dysentery Cereal is with-
out doubt the best medicine ever introduced
for dysentery, diarrhoea, cholera and all
summer complaints, sea sickness, etc. It
promptly gives relief and never fails to ef-
fect a positive cure. Mothers should never
be without a bottle when their children are
teething.

It is neither wise nor honest to detract
from beauty of quality. There cannot be
a refined skin insensitive to its influence.
Beauty is of itself a power.—[Walton.]

Purity, Strength and Fine Flavor are the
qualities found in the "Pure Gold" brand
of Flavoring Extracts.

Proper respect for some persons is best
preserved by avoiding their neighborhood.
—[George William Curtis.]

If your household expenses are \$500 per
annum you can save \$200 in ten years by
using a B. and M. coupon book. If you
call at the office, 441 Richmond Street, or
ask any of the merchants using the system.

DEATH ON THE RAIL.
Two Killed and a Large Number In-
jured, Several Fatally.

St. Louis, Aug. 1.—It is reported here
that the limited east-bound passenger
train on the limited east-bound passenger
train, collided with a freight train at
Junction, Ill., the engineer and fireman
being killed and a large number of pas-
sengers being injured, several fatally.
Dispatches have been sent both to this city
and Alton for physicians.

Umbrella No. 1.—I am in great trouble
I am completely broken up. Where can I
get a doctor? Umbrella No. 2.—Why
when you are in trouble go to Ives' Um-
brella Hospital, 308 1/2 Dundas Street; he
will fix you up A. 1.

E. J. McROBERT & BRO.
District and General Agents
—FOR—
WESTERN ONTARIO.
ECONOMICAL Fire Ins. Co. of Berlin.
NATIONAL Fire Insurance Co. of Ireland.
PERE Fire Insurance Co. of Stratford.
ATLAS Fire Insurance Co. of England.
SUN Fire Insurance Co. of London, Eng.
FINCH Fire Insurance Co. of Hartford.
GERMANIA Life Insurance Co. of New York.
Offices—Edge Block, corner Richmond
and Dundas St., London, Ont.

London Advertiser.
Telephone Numbers.
107.....Business Office.
124.....Editorial Rooms.
175.....Job Department.

LONDON AND ENVIRONS.
—Mr. J. P. Tansley, of this city, has been
appointed an excise officer.

—By permission of Lieut.-Col. Payne and
officers of the band of the Seventh Fusiliers
will give their usual concert in Victoria
Park (Tuesday) evening instead of
Friday as stated.

—Thomas Boyd, of London Township,
comes up before Squire Overy at In-
vestigative Allen's office this evening on a
charge of having used obscene and grossly
abusive language towards Napoleon Bonaparte
on July 12.

—Rev. W. J. Clark, of the First Presby-
terian Church, goes to Muskoka next week.
He will rusticate for a week or two in
Sundridge and vicinity. While he is gone
his pulpit will be occupied by his brother,
Mr. John Clark.

—C. McCallum, of the wholesale drug
firm of C. McCallum & Co., yesterday
afternoon purchased by auction the stock
of that firm at 57 cents on the dollar. The
firm went into liquidation a couple of weeks
ago at the suit for about \$27,000 of the
Bank of British North America.

—Mr. Geo. McL. Brown, the popular
ticket agent of the C. P. R., has received
notice of his promotion to the position of
general passenger agent for the western
division and the States of Washington and
Oregon.

—His many friends in the city are
congratulating him on his advancement.
[Vancouver World. Mr. Brown is well
known to many Londoners as the brother
of Mrs. E. B. Smith, of this city.]

New Orchard Beach Notes.
Miss Grace Nellis, of Mt. Clemens,
Mich., and Mrs. J. J. Jones, of Brantford, are
visiting Mrs. E. N. Hunt at Idlewild, New
Orchard Beach.

Mr. and Mrs. H. Finch, of Queen's
square, are among the new arrivals to go
into a new home at the beach.

The "Ye" have commenced their new
summer home at Orchard Beach "Persim-
mon."

By actual count there are 200 persons
summing up at New Orchard Beach. It is
a charming place to be sure.

A garden party and band concert was
given last evening by the bachelors of Col-
borne Street Methodist Church on the
grounds surrounding the residence
of Hon. J. C. Carling. A fair crowd at-
tended. Music was furnished by the Band
of No. 1 Company, C. R. I., and the re-
freshment booths waited on by some of the
bachelors were liberally patronized.

The grounds have been more attractive
than ever. The bachelors' lawn social.
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CORPORATION MEN'S PICNIC.
The First Annual Outing in
Queen's Park a Success.
A Novel Procession—Plenty of Fun and
Good Sport—A Long Programme
of Events—The List of
Prize Winners.

To say that the corporation employees
enjoyed their first outing is putting it very
mildly. Only those who spent the after-
noon at Queen's Park can judge of the fun
there. On arrival at the park the pro-
cession marched around the ring to give the
judges a chance to view them carefully.
Ald. Garratt awarded first prize to John
McLean, second to Wm. Fox, and third to
Amos Harris.

THE SPORTS.
Soon after the long programme of sports
was entered on and hurried through in
commendable style. The results were as
follows:
Young men's race, open to all, 100 yards
—1 Wm. Hexter, 2 Ed. Wainman, 3 H.
Backus.

Sack race for water commissioners and
members of City Council and ex-members
of each, 50 yards—1 Ald. Garratt, 2 Ald.
Wm. Hexter, 3 Ald. Connor, 4 E. T.
Essery. Time, including falls, 4:51.

Fast men's race, 50 yards—1 Ald. Wm.
Hexter, 2 Amos Harris, 3 Geo. Carrothers.
Single ladies' race, 16 to 18 years—1 Re-
becca Sharp, 2 Sarah Morkin, 3 Josie
Griffin.

Girls' race, 8 to 12 years—1 Bessie Sharp,
2 Maud Tambling, 3 Josie Thomas.
Girls' race, 12 to 16 years—1 May Dealey,
2 Bessie Buckingham, 3 Mary Gilligan.

Old men's race, 40 to 50 years—1 Wm.
Burroughs, 2 Geo. Leadbeater, 3 Jas.
O'Donnell.

Old men's race, 50 to 60 years—1 Ben
Johnson, 2 Geo. Leadbeater, 3 Jas. Smith.
Race for aldermen and ex-aldermen, 50
yards—1 Ald. Connor, 2 A. O. Graydon, 3
Wm. Hexter. Time, 34 seconds.

Reporters' race, 100 yards—1 J. H.
Carson (ADVERTISER), 2 A. P. Miller (Free
Press). The watch stopped before the race
was over.

Baby show, under 2 years—1 Jerry
Brennan, 2 Charles Donohue, 3 Ald.
Drummond.

Women's race—1 Sid. Loveless, 2 Thos.
Carlside, 3 H. Wallace.

Married ladies' race—1 Mrs. Wasledge,
2 Mrs. Russell, 3 Mrs. Forbes.

Boat and shoe race—1 H. Backus, 2 Sam
Loe, 3 Jas. Davis.

Single men's race—1 P. Quinn, 2 Wm.
Murphy, 3 Jas. Cain.

Boys' race, 8 to 12 years—1 Wm. Phillips,
2 Geo. Burn, 3 W. Donohue.

Boys' race, 12 to 16 years—1 Wm. Legat,
2 Wm. Burns, 3 Thos. Dodd.

Go-a-head race, race for corporation
employees' teams, half-mile heats, first 2 in
3—1 Wm. Murphy, 2 L. Bos, 3 H. Griffin, 4
Geo. Carrothers, 5 M. Gray, 6 Geo. Gray.

Old men's race, over 60 years—1 Thos.
Carlside, 2 Wm. McLean, 3 Wm. Butts.

Irish jig, ladies—1 Josephine Grayson,
2 Mrs. Wasledge, 3 Mrs. Gilligan.

Irish jig, men—1 Wm. Morkin, 2 Jas.
Carroll.

Hand and ring—1 Josephine Grayson, 2
Cookie Shrimpton.

Married men's race, corporation laborers
only—1 Henry Burdick, 2 Bennett, 3 Wm.
Half-mile running race, for corporation
employees' horses—1 Wm. Murphy, 2 Geo.
Alexander, 3 J. J. Murphy, 4 W. Donohue,
5 M. Gray, 6 Geo. Carrothers, 7 M. Tierney,
8 J. Donohue.

Comic song—1 Thos. Throgmorton, 2 Pat
Quinn, 3 Grayson.

No. 1 ward laborers' 100 yards race—
Robert Ellis.

Doukey race—Master Massey.
Boys' bicycle race—Charles Hyman, jun.
Cake walk—1 Hodge Duncan and Miss
Susie Throgmorton, 2 P. C. Thos. Nickel
and M. H. Merritt, 3 Thos. Throg-
morton and Mrs. Hodge Duncan.

Judges' race—1 R. Ironside, 2 J. B.
Vining, 3 Dan Ferguson.

Committeemen's race—1 H. Wallace, 2
R. Quick, 3 Wm. Fox.

It was 7 o'clock when the programme of
sports was concluded, but the crowd had
gradually wended their way homeward,
pleased with the success of the first picnic
of the corporation employees.

NOTES.
The corporation men are "in it."
Old Sol kept pretty well hidden, and the
weather was delightful.

The Seventh Band rendered several
popular selections from the ring band
during the afternoon.

There were about 5,000 people at the
park, the grand stands being filled and
many sauntering beneath the shady pines.

There were so many contestants in the
race for girls and boys that they had to
run in sections.

The go-a-head race was for teams
owned by corporation employees and was
one of the most exciting events of the afternoon.
There were six teams drawing heavy
wagons and the clouds of dust raised by the
winners almost obscured the view of the fol-
lowers. One horse ran into the fence in
the first heat, and its harness was almost
completely torn off.

A wise selection was made in the choice
of judges in the baby show. Messrs.
Massey and Sherriff, two city bank clerks,
were the honored ones. A score of
youngsters were entered, and they were a
very orderly lot. A number of bachelors
announced themselves carrying the "dear
little creatures" around.

The energetic committee that brought
the affair to such a successful issue was
composed of Messrs. Sidney Lovell, presi-
dent; Geo. Leadbeater, vice-president;
Thos. Carle, treasurer; H. O'Meara,
secretary; John McLean, John Deacon, E.
Cavanagh, Dennis Connon, H. Wallace,
Geo. Carrothers, John Shannon, A. Toole,
James Cassie, Wm. McKnight, Wm. Fox,
R. Quick and M. Convey.

The judges' decisions were final in all
cases, and so they might well have been,
for they were perfectly straight. The
judges were Ald. Bartlett, Shaw, Garratt,
O'Meara, Jones, Connor and Drummond,
A. Graydon, R. Ironside, Harry Merritt
and Dan Ferguson.

TELEGRAPHIC BREVITIES
The News of the Day, Culled
and Condensed.

H. C. Frick is entirely out of danger.
Earl Bathurst died in London Monday.
Lord Salisbury and his wife have gone to
Osborne.

A new Peruvian Cabinet has been
formed.
Emperor William has arrived at Cowes
to take part in the yacht races.

Two cases of dynamite were stolen Mon-
day while in transit from Marseilles to St.
Etienne, France.

The political speech made by Prince
Bismarck in Jena is being excitedly criti-
cised in Berlin.

A Jamestown, Pa., minister is accused
of "teaching false doctrines to secure an
increase of salary."

Eight prisoners in the jail at Tomsk,
Western Siberia, have died of cholera, and
ten are ill with the disease.

Texas fever is raging all through the
Indian territory, and great numbers of
cattle are dying from the disease.

The cholera epidemic is abating at Baku,
and the people who had fled from the place
in alarm are now returning to their homes.

An old lady named Mrs. Katharine
Wilkinson was struck by a trolley car in
Niagara street, Buffalo, on Saturday morn-
ing and was so seriously injured that she
died in a few hours.

On the top of a church tower in Utica,
N. Y., a mountain ass is growing. It is
about 15 years old, and is seven feet
high. It has creased in the cracks and
crevices of the masonry.

The British steamer Albany, which sailed
from Malta on Saturday, is reported to
have had two deaths from cholera. She
will be quarantined at Assina, a small
island off the Sicilian coast.

Gabriel Ransville, the venerable chief of
the Sisseton and Wahpeton tribes, the best
known of the Indians in the Northwest, is
dead. During the great Indian massacre
of 1862 he was the leader in the defense of
the whites.

It has been ascertained that the Glasgow
prisoner who claims to have been im-
plicated in several murders is a lifelong
criminal named Anderson. He has often
been convicted of various offenses. His
intellect is weak.

FELL 3,000 FEET.
An Aeronaut Driven Ten Feet in the
Ground—He Was Killed.

ST. PAUL, Aug. 1.—Five thousand people
of Iver Grove, just south of this city,
were the horrified spectators Saturday
afternoon of a terrible fall to death of Prof.
Hobe, the aeronaut. When the balloon
reached the usual altitude Hobe could be
seen tugging at the valve cord, which
would not work. Before he could manipu-
late it the balloon was at least 3,000 feet
above the earth. In the regular way he
lost loose the parachute and shot rapidly
earthward, but to the horror of the crowd
the parachute did not expand, and the un-
fortunate aeronaut fell like a shot toward
the ground. Scarcely was the force of the
fall that he was driven into the soft ground
to a depth of ten feet and he instantly killed.
It required the work of an hour to reach
the body, and death had occurred long
before.

The partnership between Messrs. Wm. E.
and Henry S. Saunders, druggists, has been
dissolved. The business was established
37 years ago by their father, Prof. Wm.
Saunders, who retired in 1887. The public
know that the store has always supplied
the very best and purest articles at mod-
erate prices, and Mr. Henry S. Saunders,
who in future will carry on the retail busi-
ness at the old stand, 188 Dundas street,
intends doing all in his power to sustain
that reputation. From his long experience
and reputation as an accurate and careful
dispenser he deserves the support of the
public. The store is easily found, a large
aquarium containing gold fish being promi-
nent in one of the windows.

Piles! Piles! Itching Piles.
SYMPTOMS—Moisture; intense itching
and stinging; most at night; worse by
scratching. If allowed to continue tumors
coming very soon. SWAYNE'S OINTMENT
stops the itching and bleeding, heals
ulceration and in most cases removes the
tumors. At druggists, or by mail, for 50
cents. Dr. Swayne & Son, Philadelphia.
Lyon, Sons & Co., Montreal, wholesale
agents.

His Decision.
"Your wife is a very decided blonde,
isn't she?"
"Decided! You would be quite sure of