

Looking Over

Your rooms will probably cause you some disappointment if they are not papered or decorated to your satisfaction. You may despair of obtaining the coveted effect. You have forgotten what we have for you. Would you like to see our many styles and samples of the latest Wall Paper? We have thousands to show you.

O. B. Graves,

222 DUNDAS STREET.

R.K. Cowan

Barister, etc., over Bank of Commerce London.



Dr. W. H. Graham
128 KING ST.
WEST.
Toronto, Ont.
Treats Chronic
Diseases and
gives special at-
tention to Skin
Diseases, as
Pimples, Ulcers,
etc.

To Housekeepers:
This Interests You--

The Toronto Fruit Vinegar Company beg to announce to the consumers of this staple article of food that their is a pure, natural acid, produced from the finest fruit, and guaranteed to be the full standard strength of 40 grains, wholesome, sweet and healthful. Do not confound this with the ordinary cider vinegar on the market, which is insufficient in strength to preserve. Ask for our goods. Take no other.

The Toronto Fruit Vinegar Company,
281 Yonge Street, Toronto.

Electric Fans

No suffering and inconvenience from hot weather when there's an electric fan near by. Electric light is cooler than gas. Phone us about the current when you're ready.

London Electric Co., Ltd.

359 Richmond Street.

"The Fraser," Port Stanley
SATURDAY NIGHT HOPS.

Trains will leave Port Stanley Saturday nights only, at 10 p.m., instead of 9:35 p.m.

High Crown

Straw Hats, the kind that fashionable men wear. We have them in white and tinted straw. Better get one, as we have only a few left.

H. BEATON,

138 Dundas St.

Popularity

Means in favor. Our parlor has become popular because our lunches, ice cream, summer drinks and confectionery by their wholesomeness are gaining favor every day. Picnic parties supplied.

F.Y.S.H.'S

220 Dundas Street.

POCOCK BROS.

Big Trade in Shoes

One and All need to Know of
the Bargains During this
JULY SALE.

Summer Footwear for Men, Women and Children will be sold almost regardless of cost. Good shoes usually command standard prices, but exceptions make the rule. This for instance: Strictly First-Class Footwear. It's worth your while to see the Shoes these prices represent.

Ladies' Russet Tan Kid Oxford, turn sole, very pretty, all sizes,\$1.00
Ladies' Canvas Oxford, Bell's make, 1.00
Ladies' Coffee Goat Tan 3-button Shoes, flexible soles, worth \$2.25, 1.45
Ladies' Fine Kid Oxford Shoes, patent toe cap, all sizes and widths, 75c to 1.00
Men's Tan Oxfords, 95
Men's Lace Oxfords, 1.25
Boys' White Canvas Oxfords, Bell's make 80
Boys' Tan Oxfords, 80

WORKINGMEN'S SHOES

Complete Range at Low Prices.

ELEGANT Trunks and Valises
STOCK OF
VERY CHEAP.

Pocock Bros.

140 Dundas Street.

Fancy
Hosiery,Lisle Thread and Silk,
worth 75c per pair,
Sale Price35c
Priddis Bros.158 Dundas Street,
157 Carling Street.
Telephone 324.How to be Happy
In Fly Time . . .

First select as many as you need of those surprisingly good Screen Doors and as many of these excellent Window Screens that we sell. Then go hang them in position. They'll fit ordinary doors and windows easily. Then you'll have a cool house and no flies.

STEVELY'S

362 Richmond Street.

FINE.
Toronto, July 16-11 p.m.—The pressure is highest over the lake region, and comparatively low in the North-west and Maritime Provinces. The weather today has been fine throughout the Dominion, except in the Northwest Territories, where local thunder storms have occurred. Minimum and maximum temperatures:
Edmonton, 56-82; Calgary, 52-78; Prince Albert, 54-74; Qu'Appelle, 52-82; Winnipeg, 46-78; Port Arthur, 40-68; Pelly Sound, 46-67; Toronto, 46-74; Ottawa, 52-66; Montreal, 52-66; Quebec, 50-66; Halifax, 56-74.

PROBABILITIES.
Toronto, July 17-1 a.m.—Probabilities for the lower lakes region are: Moderate, variable winds; fine, with a little higher temperature Friday; fine and warmer on Saturday.
LOCAL TEMPERATURES.
The highest and lowest readings of the thermometer at the observatory yesterday were: Highest, 75; lowest, 48.

Dainty Sweet Peas

are universal favorites with everyone. Our showing of these beautiful blossoms is the largest and best in the city. All colors. See us for Bouquets, Wedding Flowers, etc. That's where we excel most. Small prices.

J. Gammage & Sons, 213 Dundas St.

SPECIAL NOTICES.
—When making purchases of merchants who advertise with us you will confer a favor on this paper by mentioning that you saw the advertisement in the "London Advertiser."

Tisdale's Toronto 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.

Hunt & Sons' old established Feather Bed and Hair Mattress Cleaning Factory. Beds weighed; samples given. Manufacturers of hair mattresses and goose feather pillows. Furniture and stoves of every description. 533 to 537 Richmond street, opposite Victoria Park and Central avenue. Telephone 997.

Bedroom suites, \$3; parlor suites, \$15; extension tables, \$3; curtain poles with brass trimmings, 15c. We must raise \$5,000 by 1st of August, and have reduced some things one-half. Come at once; it will pay you. Keesee Bros., 127 King street, opposite the Market House.

For the fruit season we are selling Redpath's or No. 1 St. Lawrence. Granulated Sugar, at wholesale prices. J. M. SHELDON & CO., 247 Dundas street. The Newmarket Grocery. zxy

There's Reason
In Buying Serge Suits.

One of the coolest, one of the stoutest of Summer Suits, the most becoming suit to most men.
There's Reason
In Buying Here.
The best of serge—domestic and imported—various kinds, hard and soft finish, every man's size, and your money back if you're not satisfied. Boys' suits, \$1.50 to \$3; youths' suits, \$2.50 to \$7.50; men's sizes, \$3.25 to \$15. OAK HALL, Dundas street, London. zxy

As long ago as 1878 the silk industry in Italy employed 16,000 men and 120,000 women and 75,000 children.

Mrs. Selestee Coon, Syracuse, N.Y., writes: "For years I could not eat many kinds of food without producing a burning, excruciating pain in my stomach. I took Parment's Pills according to directions under the head of 'Dyspepsia or Indigestion.' One box entirely cured me. I can now eat any thing I choose without distressing me in the least." These pills do not cause pain or griping, and should be used when a cathartic is required.

The first exportation of American silk was in 1734, when eight pounds were sent from America to England. 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.

The rearing of silk worms as a special industry spread from China to India as early as 1900 B.C.

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

He Worried About It.

They were charging too much for the shoes he must buy.
And he worried about it!
They might be sold cheaper if some one would try.
And he worried about it!
He never gave up, for he wouldn't be downed.
And he looked for low prices that couldn't be found;
He was short in his cash and it wouldn't go round,
And he worried about it!
Then he learned of our store, where all prices are low,
And he worried about it!
He got stuck on our stock, for we make a great show,
And he worried about it!
When we told him our prices, he merely said "Thanks,"
But he bought and he bought, and the cash down he paid,
Said we gave away shoes and he thought we were cranks,
And he worried about it!
And he worried about it!

J. P. COOK

173 DUNDAS ST.
22 Your money back if you want it.

London Advertiser.

TELEPHONE NUMBERS.
107.....Business Office
134.....Editorial Rooms
175.....Job Department

Springbank Park.

Take a trip to Springbank Park by the Electric Cars.

Cars Leave Corner of Dundas and Richmond Streets every few minutes.

London and Environs

—Rev. R. Clement is attending the prohibition convention in Toronto.

Orders for job printing promptly filled at "Advertiser's" Job Department.

—South London streets are being extensively graveled, and wheelmen there have a rocky road to travel just now.

—Mr. Wm. Allen Young returned from New York today, where he has been on a purchasing trip the past two weeks.

—The Melbourne, Merchants' line, left Cleveland for Montreal, via Port Stanley, yesterday, with every berth taken up.

—Mrs. C. K. Graham, of Norwich, is in London with her husband, who is attending the Military College here. They expect to return on the 21st.

—Do not forget the promenade concert in aid of the building fund Odd-fellows' Orphanage, held in Odd-fellows' Hall this evening. See advertisement.

—Mrs. R. Coad, of Hensall, who has spent some weeks at St. Joseph's Hospital here, returned home on Wednesday evening. She is slowly recovering.

—Albert Hooper, of Exeter, who underwent an operation at the General Hospital the other day, is progressing favorably, and will return home shortly.

—The general stock of W. C. Allison, of Oil Springs, was sold yesterday to Wm. Battle, of the same place, for 40 cents on the dollar. The stock was valued at \$80.

—Messrs. Macdougall and Robertson, solicitors for A. C. Leakey, St. Thomas, have issued a writ in action against Wm. Berry, merchant, Port Stanley, claiming \$5,000 damages for false arrest and malicious prosecution. On May 1 Mr. Berry was robbed, and Am-brose Going and A. G. Leakey were arrested, charged with the robbery, on the complaint of Mr. Berry. They were tried at the June Sessions and found not guilty.

—The Cody's Corners' correspondent of the Embury Courier says: "Mr. and Mrs. Angus McLeod are visiting with their son-in-law, Mr. Hugh Wallace, at London. This couple are, I think, the oldest in Zorra, and are still hale and hearty and contented with their growing beautiful with old age, showing what the grace of God can do for those who possess it."

THE ARMY WORM.

As the terrible army worm has made its appearance in Western Ontario, the methods employed successfully to destroy them in the United States should be made known and practiced here. The pest generally first appears in meadows and pastures, and if discovered here it can be checked by digging a ditch around the field, and with the worms will fall into the ditches, and are unable to spread. If the pest has commenced to spread, the best method is to surround the fields in the line of march with a ditch, the same as to prevent their spreading. At intervals in this ditch holes are dug, and the worms crawling along the bottom of the ditch, fall into these holes. In this way bushes of these army worms have been collected and destroyed. Where practicable, as in the case of corn fields, the plants may be sprayed with a strong Paris green mixture, and the pest checked in this way. If an army of worms has already attacked a field it is usually impossible to save it, but the worms may be prevented from spreading further. The importance of knowing what to do, and doing it, may be estimated from the fact that when such an army of worms appears on the march, it will often consume an acre of corn or other crop in one day. Nature herself is now aiding in the destruction of this pest. The most of the worms this year have on their back small white maggots, from which hatch small white maggots, which burrow into the worms and sap their life. The worms, not living long enough to become moths, can leave no eggs, and so nature will in time exterminate them herself.

If you want a good, bright, cheerful light for the long night, get Lilywhite Oil. Ask your grocer for it. It's the best lamp oil now offered. We don't supply peddlers. Gasoline, benzine, cylinder and machine oils at lowest prices. Phone 307.—Empire Oil Co.

Ruby Pills

Make Rasy Peoples
Make Red Blood.
Make Rich Blood.
Are Blood Builders.

For all diseases depending upon a watery condition of the blood, such as pale, sallow complexion, general or muscular weakness, loss of appetite, depression of spirits, lack of ambition, anæmia, chlorosis or green sickness, palpitation of heart, shortness of breath on slight exertion, coldness of hands or feet, swelling of feet and limbs, pain at the back or early decay, and all forms of female weakness.

W. S. Bryers Bark-Well,
AGENT FOR CANADA.222 LINES
OF PIPESA new stock to be slaughtered at 25c
Sam K. Stewart, 202 1/2 Dundas Street.

Bravery Recognized.

Michael Gilligan and Johnny Ross
Honored in the Presence of
Thousands.

They Received the Royal Humane
Society's Medal and Parchment

Speeches by the Mayor, Dean Innes and
R. N. Render—Hearty Cheers for
the Rescuers—A Hearty
Occasion.

Last night's band concert in Victoria Park drew one of the largest crowds ever gathered there. It was a double attraction, and will long be remembered by the thousands who heard the pointed addresses given by Rev. Dean Innes, Mayor Little and Mr. R. N. Render, in connection with the presentation of the Royal Humane Society's medal to Mortimer Michael Gilligan, for the heroism he displayed in saving the lives of Willie Cowan and Jean Lockhart, on the evening of Jan. 22, 1896. Besides this reward, the mayor also presented him with a handsome gold watch on behalf of Mr. W. C. Lockhart, of London, England, an uncle of Jean Lockhart, in recognition of the noble deed.

It was 8:15 when the Seventh Band struck up the first number, and at 9:15 the event of the evening took place. Dean Innes led the way to the stand, and was closely followed by the mayor, Inspector Sanders, J. Coates Lockhart and the two children, R. N. Render, and others interested in the workings of the society. Tables were placed at a convenient place in the band stand, upon which the rescued children were placed, facing the massive audience. Little Jean Lockhart was dressed in a light blue sailor suit, and Willie Cowan in a gray suit.

Dean Innes, president of the London Humane Society, was the first speaker. He said the purpose of the meeting was well known. "It is," he said, "the presentation of a medal to Mr. Gilligan for having risked his life in saving the lives of these two children (pointing to the little boys), and I think when you look at them you will be of the same opinion as I am, that they are worth saving. When a remarkable act of bravery is performed in the British army, the soldier is presented with the Victoria Cross by her Majesty the Queen. We have no Queen here tonight, to pin a medal upon the breast of Mr. Gilligan, but his act was as laudable as any ever performed upon the field of battle. Unable to swim himself, and yet not thinking of any risk he might run, Mr. Gilligan at once went to the assistance of two children struggling in the water, and proved the means of their rescue. I wish to say a word about our London society, of which I have the honor to be president. It is an organization for the suppression of cruelty, and to teach the young the power of kindness, but it has to have a means of support. In Toronto, Hamedon, Guelph and other places finances have never been wanting to carry on the good work, and we have sought a small contribution from you tonight to help on the good work of the society. We have not only a medal to present, but a parchment to Johnny Ross for assisting Mr. Gilligan in rescuing one of these children." After describing the act, the dean apologized for the absence of Hon. Adam Brown, who found it impossible to get away. He then thanked the mayor for his presence, and characterized him as a large-hearted man, who meant everything he said, and did everything with all his heart.

The dean then pinned on Gilligan's breast the society's bronze medal, bearing the inscription: "Presented to M. J. Gilligan, for bravery in risking his life saving Willie Cowan and Jean Lockhart from drowning in the River Thames, at London, Ontario, on Jan. 22, 1896." "Mr. Gilligan," said the dean, "you can wear that with greater honor to yourself than any soldier that has ever won distinction on the field of battle, and may God bless you."

Little Johnnie Ross was next honored. Turning to the little fellow, he said: "You assisted Mr. Gilligan in rescuing one of these children, and the Humane Society, as a reward, has awarded you this parchment. I trust you will long be spared to save children out of the water."

The thousands then gave a loud cheer for Johnny Ross.

Mayor Little came forward and said: "I have a beautiful watch on me to present to Mr. Gilligan from a relative of one of the children. The Royal Humane Society is a worthy name and more worthy institution. The objects of this society are to teach the young to be considerate in the treatment of animals and kind to one another. The boy who robs the birds' nest is not as likely to make a good citizen as the boy who is afraid to be a bully. (Applause.) All these nations who have been fond of bull-fighting have not been found to keep up with our mother country, who has been always first to exercise her power in the advancement of human principles, and I call upon you to teach the young the necessity of kindness to the brute creation. What a grand place it would be if we had the park at Springbank filled with the various kinds of Canadian birds." Here the mayor read the official record of Mr. Gilligan's deed, and a round of hearty applause went up as he read a portion stating that Mr. Gilligan handed the rescued youngster to Mr. Deary, who stood 60 feet away. This was, of course, a typographical error in the document. Continuing, he said: "The last three words of this document to me are the most important: 'Gilligan cannot swim.' You must know the dangers which an act of this kind involves, and which made it a more noble one and the daring, more remarkable." Turning to Master Ross, he said: "Look at this boy, a mere child, and although Gilligan's act was noble, it was not more worthy than the conduct of Johnny Ross. Acts such as his from one so young are equal to, if not more commendable than the deed of Mr. Gilligan, who is a full-grown man. I call upon you to give three cheers for John Ross."

These were given in a hearty manner.

Mr. Gilligan was then handed the watch, and on coming forward said it was only necessary on an occasion of this kind to thank the citizens.

FREE
FREE
FREE

We start this week
and give a beautiful

Rubber Ball
free with every pair of
shoes.

Johnston's
198 Dundas St.

CHANCES FOR
CAREFUL BUYERS

To clear our stock in time to receive the new goods we dispense with profits. It's a plain business necessity. It's Kingsmill's loss—it's your gain. Shrewd shoppers will see the point.

CURTAINS.

Perhaps you're expecting summer visitors; perhaps you have a new home. In either case you'll say this sale comes at a lucky time.

3-Ply Lace, tape bound.....	\$1.00
3-Ply Lace, 3 1/2 yards long.....	1.35
Brussels patterns, extra.....	1.90
Swiss designs, cream and white.....	3.00
Curtain Poles, complete, with brass trimmings....	.20

COTTON DRESS GOODS.

There's comfort in cotton these days, and there's money saving in getting it from Kingsmill's.

Crinkles, Wash Fabrics 28 inches wide.....	8c
American Prints, Dresden patterns, 27 inches wide....	7c
Agra Linen, dainty and durable.....	7c
English Oxford Shirts.....	17c

KINGSMILL'S.

BLOUSE WAISTS.

Close your eye to quality and the world is full of cheap things. Our stock of Shirt Waists gives better quality for less money than you would think possible. Our \$1 and \$1.25 Waists have all been reduced to the common level of 75c. Come early and get the best choice. Chambrays, Ginghams and Linen Effects. If you have a Shirt Waist want you'll never have it filled so cheaply.

KINGSMILL'S.

A Pleasant Surprise



16 oz. Bottle, \$1.00.

Fluid Beef.

Convenient. Economical.

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CARPETS.

All Carpets made and laid free of charge—just as an inducement to buy in the dull season. We don't make money on the transaction, but we win your custom.

318 pieces of good Tapestry Carpet, in about 30 different designs, made and laid, at..... 50c

That's only one of the opportunities we are offering carpet buyers.

KINGSMILL'S.

WOOL DRESS GOODS.

More durable than Cotton and saves the extra cost in laundry.

De Beige Cloth, 40-inches wide, self colored, new shades..	18c
Bradford Tweeds, self colored, scroll designs, 40-inches wide, were 20c.....	12 1/2c
Tweed checks, 40 inches wide, strong, sturdy, stylish, extra good value at 18c....	12 1/2c

KINGSMILL'S.

HOSIERY AND GLOVES.

Kingsmill's always led in Hosiery and Gloves, and we don't forget our past record when we say we never offered such value. To begin to enumerate would be to fill columns. If you're skeptical come and see.

KINGSMILL'S.

Sickness, weakness and tiredness are banished by

Manley's Celery-Nerve Compound.

Mrs. T. M. Hrmble, 114 O'Hara Ave., Toronto, writes as follows: "I was feeling miserable, had frequent headaches, troubled sleep and general debility, but since began taking Manley's Celery-Nerve Compound I have experienced beneficial results and can safely recommend it to others who may be run down in health."

GOOD

Fishing Tackle is indispensable to

FISHING

Your catch depends on the nature of your tackle. The finest can be had

Broek's Gun Shop

192 Dundas Street, London.