

WINDOW SHADES

-O-WITH-O-

LACES AND FRINGES

TO MATCH.

O. B. GRAVES,
222 Dundas Street.

MARRIAGE LICENSES.

LICENSES ISSUED BY WM. H. WESTON
grocer, Stanley street. No bond re-
quired.MARRIAGE LICENSES AT SHUPP'S
drug store, 650 Dundas street east, West-
End, Dundas street, corner William. Take
Dundas street car. No witnesses required.LICENSES ISSUED BY THOS. GILLEAN,
Jeweler, 422 Richmond street.

Births, Marriages and Deaths

BORN.

GUILLOT-In this city, on Aug. 5, the wife
of Wm. A. Guillot, Byron avenue, of a son.NEWANS-On Aug. 4, to Mrs. C. M. Newans,
South London, a daughter.

DIED.

NEWANS-On Aug. 13, infant daughter of
Mr. and Mrs. C. M. Newans, South London.SQUIRES-In this city, on Aug. 14, 1894,
Charlotte Squires, wife of Henry Squires, 356
Hill street, aged 58 years.Funeral on Thursday, Aug. 16, at 3 p.m.,
services at 230. Friends and acquaintances
will kindly accept this intimation.

Montserrat's Lime Juice Cordial

-AND-

Effervescent Fruit Salts Sherbet.

JAS. G. ROSS.

This Brand of Flour
Always makes the
BEST BREAD
OR PASTRY.

USE NO OTHER.

J. D. SAUNBY
27 York Street.
TELEPHONE 113.

R.K. Cowan

Barrier, etc., over Bank of Commerce
London.

Great Reduction Sale.

To make room for our Fall Goods,
we are now offering our Summer
Wrappers and Waists at ridiculously
low prices. Come and procure one
before they are all gone.
Still a few left of those beautiful
Prints, in all the leading shades.
Regular prices 15c and 12c a yard;
selling at 10c at

LEVINE'S

238 Dundas Street.

HINTON & RUMBALL,

THE UNDERTAKERS,
360 RICHMOND ST.
Private residence, 236 King St.
Telephone, store 446; house 428.

YEO'S

Big Sale is Still Going On.

GO TO

BEATON'S

We have all the leading styles in

Felt & Straw Hats

See our windows for nobby goods.

PRICES TO SUIT THE TIMES.

138 DUNDAS STREET,

Opposite Market Lane.

GEORGE PARISH.

I have Bedroom Suites from \$10 to \$12
Eldon beds from \$7 to \$8. Good assort-
ment of new and old Cooking Stoves on
hand. Old furniture taken in exchange.
357 TALBOT STREET
South of King street.

SHOE SALE FOR AUGUST

A trip to our busy store will convince you
that all kinds of Footwear are greatly reduced
in prices.Tan, Canvas, Fine Kid Leathers in ladies'
and gents' in endless styles and varieties.Great value for your money in trustworthy
Men's Working Shoes and Children's School
Shoes.Trunks, Valises and Bags in all styles at
bottom prices.

POCOCK BROS

PHONE 309.

London Advertiser.

Telephone Numbers.

107.....BUSINESS OFFICE
134.....EDITORIAL ROOMS
175.....JOB DEPARTMENT

LONDON AND ENVIRONS

The proofreader sat ill at ease.
He murmured, "What sorrows are these?"
Most tongues I have read,
Both the modern and dead,
And now I must study Chinese!"—The London Rugby Football Club will
meet on Friday night.—Hon. Edward Blake, M.P., has joined
his family at Murray Bay. He is expected
west in a day or two.—Judge J. W. Hanna, Windsor, and Mr.
Charles Courcy, proprietor of the Crawford
House, Windsor, are in the city.—Adin Fellows, of London West, has
issued a search warrant to find his furni-
ture, which he claims his wife stole from
him.—The subscriber asking for the address
of Mr. Palmer might inquire at one of the
cottages in Maryboro Place, over Clark's
bridge, South London.—Owing to rain the band concert which
was to have been given by the First
New Band last evening, is postponed
till Thursday evening.—The county jail is crowded with
prisoners. There are 40 within its walls—
the largest number for many months. Three
women are among the number.—Mr. George Trebilcock and Mrs. Geo.
Collins, of Mount Pleasant street, went to
Toronto yesterday to be present at the
funeral of their brother-in-law, Mr. Charles
Ruse.—Mrs. Thomas Crofts, of Ridout street
south, will be leaving here this week for
New York, where she and her family are
going to reside. Her circle of friends
much regret her departure.—The two children of the Fellows, of
London West, who have both figured con-
spicuously in court lately, have been placed
in the Protestant Orphans' Home, at the
request of the Children's Aid Society.—Lottie Stanley and Matilda Meader
left for the Mercer Hotel yesterday morn-
ing where they will serve one year each
for keeping a disorderly house. Mrs. J. J.
Johnson, provincial bailiff, was in charge.—The city relief inspector passed a
Jewess named Mrs. Armbond and her child
to Chatham yesterday. She claims that
her home is in Windsor, and that she has
been as far as Boston in search of a run-
away husband.—George Miller who was arrested on
Saturday while leaving a C. P. R. east-
bound freight and fined \$5 or twenty days,
was released from jail yesterday. Miller
telegraphed to friends east of Toronto,
secured \$15, paid his fine and left the city.—The water commissioners did not meet
last night. Chairman Jones put in an ap-
pearance, but the mayor didn't. Com-
missioner Cowan is on a trip up the lakes.
Secretary Ellwood, Engineer Moore and
Inspectors Platt and Plastow were also
present.—C. R. Tuson, secretary of the Seventh
Band, writes, saying, that John Teale, who
is at present in trouble, is not connected
with the Seventh Battalion Band, nor has
he been for some years past, but when in
the service of the battalion he was sober
and industrious.—Archie Brown, a North Dorchester
farmer, residing near the village of Glind-
stone, was arrested last night by Constables
B. W. and J. W. Ward. Brown had a
hired man named Charles Spore, who with
his wife lived on Brown's place. They had
a little row, and Spore and wife claim that
Brown belabored them with a heavy stick.
Bail was accepted.—The Michigan Central will furnish a
train of their best cars to carry the Young
Liberal Fleet and their friends to Detroit
on civic holiday. A fast run will be made,
and a ride over the smooth track at 60
miles an hour will be an experience to be
enjoyed. No delays will take place en
route, as the train runs from St. Thomas to
Windsor without a stop.—The funeral of Johnnie Carfrae, the 10-
year-old South London boy who was killed
on Saturday by falling out of a tree, was
largely attended. Many floral tributes were
placed on the beautiful casket, which was
donated by Col. F. B. Leys and other kind
friends. The services were conducted by
Rev. Edward Softly. Interment took place
at Woodland.—H. M. S. "Macbeth," under command
of Capt. A. B. Magee, and hustling Lieutenants
McLeod and Santo, drilled last
night in Westminster Park. The company
turned in full strength. The boys
intended to make the other companies hustle
for first place this afternoon. This company
took all the honors last year.—The Connaught (Ohio) Post of a late
date has the following in all serious-
ness: "The little passenger steamer Joe
Milton came over from Canada today with
a party of officials to meet Shenango
officials on matters pertaining to the pro-
posed ferry line between this port and
Port Dover, Canada. Vice-President
Huidekoper, of the Shenango, is here to
talk with them, but President Dick is in
Buffalo. No detailed news can be heard
today. The party consists of the following:
J. W. and F. S. Hobbs, F. H. A. Baxter,
E. S. Sainsbury and sister, F. Burton,
and son, of London; Newman, of Port Stanley.
The Misses Jones, Sadie Clark and Lizzie
Glass, of St. Thomas, and Miss McCallum
of Belmont, also accompanied the ex-
cursionists." The excursionists will hear
with pleasant surprise that they were
mistaken for a "party of officials." They
say they had no pleasure in meeting the
late Mr. Huidekoper and have no
burning interest in the Port Dover Ferry
Line.

The Opening of the Grand.

The Grand Opera House is admitted to
be one of the prettiest in the country, and
when the season opens on Sept. 7 patrons
will find that its charms have been en-
hanced. On entering the doors they will
see the walls whitened and will mount the
stairs on new carpets to the reception room,
which is resplendent in fresh paint and
handsome furniture. The pit and parquet
has been thoroughly renovated and the
aisles newly carpeted. The wainscoting
of the balcony entrances has also been
repainted and the whole interior will pre-
sent a bright, clean, cheerful appearance.The coming season promises to be notable
for superior attractions, a large number
of which have been already booked. Experi-
ence has proved that it is the best class of
plays that Londoners want and will
patronize, and the lessees have arranged to
fully meet these requirements. "A Trip
to Chinatown," by a strictly first-rate com-
pany, is the first engagement—Sept. 7. The
big crowds of fair week will be alternately
entertained by "Lost in New York," "So
Smith Russell," "A Cracker Jack," and theWe are quoting very low prices for Lilly
White Oil, Aurora Light, Water White
benzene, gasoline, machine and cylinder
oil. Send for quotations. Phone No.
307. EMPIRE OIL COMPANY.

Repetition of Job's Great Affliction.

Mr. George Henry Drew, of this city, has
been in very poor health for some time. His
system was completely run down, and his
blood so impoverished that "boils came out
all over his body"—in short, it seemed but a
repetition of Job's great affliction, for no
sooner did they disappear in one part of the
body than they returned elsewhere with more
severity, and this condition of affairs seemed
to increase, although Mr. Drew had tried no
end of curatives. On the 5th day of August he
got one bottle of the Royal Crown Remedy
and a box of Royal Crown Pills at Barkwell's
drug store, of which he has taken half, and
last evening he called at the above store to re-
turn thanks, and in the presence of eight wit-
nesses stated that it did him more than \$1,000
worth of good, as he had not felt as well for
years, and the benefit derived from it could
not be overrated, and it ought to be made
known to other sufferers. It establishes
throughout the entire system functional har-
mony, and supplies the blood vessels with a
pure and healthy current of new life. The
skin, after a few days' use of the Crown Rem-
edy, becomes clear and beautiful—pimples,
boils, black spots and skin eruptions are
removed, sores and ulcers soon cured. Por-
sons suffering from Scrofula, Eruptions, Dis-
eases of the Eyes, Mouth, Ears, Legs, Throat
and Glands, that have accumulated and
spread, either from unclean diseases or mer-
cury, or from the use of corrosive sublimate,
may rely on a cure if the Royal Crown Remedy
is continued a sufficient time to make its im-
pression on the system."Ivy Leaf." The following are only a few
of the bookings: Marie Burroughs, Robert
Mantell, Patrice, Roland Reed, "Pay
Train," "Shore Acres," "Irish Homestead,"
Rhea, George Thatcher, "The New South,"
"The Burglar," "Gloriana," W. A. Brady's
attractions, "Corinne," Lottie Collins,
"Wings," Primrose & West's Minstrels (70
people), Bessie Bonehill, "Fast Mail,"
"Spider and Fly," "1492," "Robin Hood,"
Chas. Dickson, Thos. Q. Seabrooke, Joe
Murphy, "Tornado," Wilson Barrett,
"Fencing Master," Della Fox, Alvin
Joel, "Charley's Aunt," Barlow, Dolson
& Power's Minstrel, Francis Wilson,
and Richard Mansfield.It is satisfactory to note that Mr. A. E.
Roote will continue the management for
1894-5. Mr. Roote's ability and courtesy
have commended him to the theater-going
public.

The New Manager.

Mr. John Pringle, who succeeds Mr.
Thomas How as manager of the Bank of
Toronto here, assumes his new duties to-
day. Mr. Pringle was some five years ago
accountant of the branch here, and left to
take the management at Ganouacque. He
afterwards succeeded Mr. How as manager
at Brockville when the latter was trans-
ferred to London, and now again succeeds
him here. Mr. Pringle when in Lon-
don previously won the approval of the
business community, and there is no reason
to doubt that the bank he repre-
sents will retain the popularity
it has enjoyed under the man-
agement of his predecessors. The Bank
of Toronto is among the strongest of the
Dominion's financial institutions, and during
the few years that an agency has been
established in this city a large and well-
selected class of accounts have been opened.
Credit due to the ability and popularity
of its managers, Wadsworth and How,
who have both been promoted to positions
of greater responsibility. Mr. Pringle will
be heartily welcomed by the citizens and
congratulated on his well-deserved ad-
vancement.

A Good Advertisement.

"What constitutes a good advertisement?"
I asked this question the other day of a
man who has a national reputation as a
writer of bright, effective and trade-creat-
ing advertisements. He replied: "There is
a wide divergence of opinion among adver-
tisers as to what the ingredients of a good
ad. consist of, and each is entitled to some
consideration, for among the most
successful advertisers are men whose
methods are widely diverse. In my
opinion it is of prime importance that an
advertisement contain nothing but the
plain, unvarnished truth. No deviation
from this principle is permissible, for
fictitious offers are apt to be taken seri-
ously, and when buyers cannot find the
articles in the store at the prices quoted in
the advertisement they soon become dis-
trusting of the merchant who seeks thus
to entrap them. Brevity is also an im-
portant factor. Then again an adver-
tisement should have a bright, catchy
introduction that will arrest the leader's
attention until his mind has absorbed the
substance of the ad. I also believe in a
liberal use of price figures and in frequent
offerings of genuine bargains. It must also
be remembered that an advertisement, like
a dozen of eggs, may be spoiled in setting.
Typography that will make an advertise-
ment, no matter how small, stand out
prominently, is what is needed."

Bakers Bang the Ball.

The master bakers of this city did not
work yesterday afternoon. They went out
on strike—but it only lasted a couple of
hours. Enough bread to supply London's
big population for a day was baked and
delivered in the morning, and the flour-
stained suits were thrown aside and given
a rest. About 50 of the bakers and their
wives boarded 'busses at 2 o'clock and
proceeded to the residence of Mr. Plewes,
near Meadow Lily Mills, where, at his
request, it was decided to have an out-
ing. Mr. Plewes received the party very
kindly, and first invited them to
enjoy his hospitality in the form
of a well-prepared dinner. No objection
was offered, and the many toothsome
dainties were thoroughly appreciated by
the bakers, who had put in such a hard
morning's work. The day was not without
surprises. There were two of them. Those
surprised in the first instance were the host
and hostess. Mr. and Mrs. Plewes are
held in the highest esteem by the city
bakers, and to prove it in a good practical
way the latter presented the worthy couple
with two handsome easy chairs and Mr.
Plewes with a pair of gold-rimmed spec-
tacles. Ald. Parnell made a brief address,
in which he neatly expressed the feelings
of the donors. Mr. Plewes replied. The
second surprise came in the form of a game
of baseball between two picked nines.
Ald. Parnell was captain of one nine, and
occupied the pitcher's box. Sharp caught
his many curves. The battery of the op-
posing team was Ranshan and White.
Heavy hitting was made by both sides, but
the popular sidearm's nine fared the
worst, the score standing 18 to 8. The re-
mainder of the day was spent in various
pleasant ways, and the party returned
home voting Mr. and Mrs. Plewes a capital
host and hostess.

Nature Has Provided

A remedy for every ache and pain, and
science through ceaseless activity and ex-
periment is constantly wresting the secrets
of her domain. A new and wonderful dis-
covery has recently been made, by means
of which tens of thousands will be freed
from pain. Nerviline, or nerve pain cure,
represents the very concentrated force the
most potent pain relieving substitute
known to medical science, and strange to
say, it is composed of substances solely
vegetable in origin. Poison's Nerviline is
the most prompt, certain and pleasant pain
remedy in the world. Try Nerviline for
toothache, neuralgia, cramps, etc.; always
safe and efficient.Attention! We have a few red painted
veranda rockers left, which we will sell at
cost to clear them out, at Wm. TRAFFORD'S
furniture warehouses, 95 and 97 King
street E.MARA'S
Progressive
Drygoods
Store!We have purchased from the hard-up manu-
facturers (a spot cash transaction) 2,650
yards of Union Carpets, full yard wide, worth
60c, sale price 25c.1,655 yards of Floor Oilcloth, 4-4, 6-4 and
8-4, sale price 20c per square yard.Best Grand Rapids Carpet Sweepers only
\$2 50.

Stainless Black Hose 5c pair.

Crumb's 32-inch Best English Prints 7½
yard.

Best Table Oilcloth 20c yard.

Linette Waist Lining, the dressmakers al-
want it, 12½c yard.Belding, Paul & Co.'s Twisted Embroidery,
Rope Silk, Filo Floss, all 1c skein.

Best Flannelette Top Shirts 25c each.

Berlin and Zephyr Wools 8c per ounce.

Men's Heavy Mixed Socks 5c pair.

Washing Ties, worth 20c, for 2c.

Men's Summer Vests, 50c each.

Men's Summer Pants, 50c pair.

A lot of Manufacturers' Sample Ends of
Carpets 1c each.

All our Girls' Hats for 10c each.

A case of Childs' Hand-Made Buttoned
Shoes, worth \$1, for 50c.Men's Laced and Gaiter Calf Shoes, worth
\$2 25, for 99c.

Folding Fans, for hot weather, 10c each.

Wool Dusters only 8c each.

Ladies' Tweed Waterproof Circulars only
50c each.

WE HAVE A LOVELY LOT OF

New Dress Goods, New Silks, New Trimmings

Bought at prices that only men who buy for cash can buy.

SEE OUR WINDOWS

PRICES THAT WILL MAKE YOU BUY.

Order by mail if not in city.

THE

T. E. Mara Co.,
LIMITED.153 Dundas Street,
155 Dundas Street,
And Market Square } London.

PHONE 1,043.