The Plumer Column's Brilliant Victory on Wednesday.

Seven-Hundred British Troops Defeat 5,000 to 7,000 Matabeles.

Desperate Bravery of the Natives-500 of Them Mown Down by the Machine Guns.

Cape Town, Aug. 7 .- Details have just been received here of the decisive victory won on Wednesday by the 700 British troops composing Col. Plumer's to have numbered from 5,000 to 7,000 men. The latter fought most desperately and bravely, charging up to within a few yards of the British rapid fire guns.

THE LOSSES.

About 500 of the Matabele warriors were slain during the engagement, which lasted several hours. The loss of the British included Major Kershaw, Lieut. Hervey, four sergeants and about 30 men killed, and six officers, several non-commissioned officers and about 50 men wounded, according to "the unofficial figures.

THE SCENE OF CONFLICT. The Matabeles and their allies were commanded by the big chiefs Sokombeo and Umlugulus, and were divided into five impis or regiments, each of over 1,000 men, well supplied with had received his writ, said: arms and ammunition. At 6 o'clock on Wednesday morning a force of about 700 men, whites and natives, cavalry, infantry and artillery, all under British officers, marched to the Umlugulu Valley. The white infantry, commanded by Capt. Beresford, with two screw guns and a Maxim rapid fire gun, was detached to make a detour behind some hills and then take up a position from which the valley could be shelled. It had previously been re-ported by the scouts that the enemy, In strong force, was encamped in the valley, preparing for a forward movement of importance upon the British positions. The main body of the Brit-ish troops was halted while Capt. Beresford's detachment, with the guns referred to, was making its way to the position designated for the artillery to occupy, and while this movement was being executed, the guns being moved over a small, isolated kopje, the Matabeles made a sudden and deter-mined rush at Capt. Beresford's command. There was no strategy or concealment. The natives rushed forward

A LIVING TIDAL WAVE. and, in spite of the hot fire which was promptly poured into their ranks, displayed the most remarkable galiantry, succeeded in getting within 40 yards of the screw guns, and reached a spot only fifteen yards from the Maxim rapid fire gun before any of these pieces could be brought into action. In fact, another minute's delay in opening fire with the guns might have proved fatal to the Beresford detachment, as the white infantry was apparently unable to check the reckless. wild charge of the tribesmen, who seemed to court death in their flerce attack upon the column. But when the screw guns began crashing case-shot into the enemy, tearing wide, bloody gaps in the ranks, and the deadly Maxim rattled its

HAIL OF LEAD into the heaving, serried masses of the rapidly moving impis, the natives wavered in their charge, and a moment later the rush was stopped and they began to give way, leaving heaps of dead and wounded on the field. But, rallied by the chiefs, who bravely rushed to the front, encouraging their fighters by a display of magnificent dash, the native warriors returned to the charge in the face of the fierce and awful fire of the British guns. and Capt. Beresford's force was, for a few moments, completely surrounded by surging waves of warriors, who

KNOW NO FEAR.

The position of the Beresford forces was then most critical, and their commander hurriedly ordered his signal men to ask Col. Plumer to lose no time in advancing with the main body to their rescue. While the signalling was in progress, a hot and determined fight raged around the guns, and several British officers and men fell. In the distance could be seen two more impis rushing forward to join in the attack upon Beresford's position, and there was no time to be lost if the guns were to be saved.

CHARGE OF THE BRITISH TROOPS Consequently Col. Plumer ordered the main body of the British troops to advance. The mounted men were sent forward at a gallop to storm the hills on the left of Berestord's position, from which the natives were delivering a hasty, dropping fire upon the kopje occupied by the guns. The cavalry was gallanty led by Major Kershaw, who charged up to within fifteen yards of the enemy's position, when he was shot through the heart by a native, who almost immediately affell, literally riddled with carbine and revolver bullets.

RETREAT OF THE NATIVES. The advance of the main body of Plumer's force was quickly noticed by the natives, who were pressing around the Beresford detachment, and it caused them to take steps to retreat in order to escape being caught between three fires. The guns were thus able to do better execution, and a welldirected fire of case-shot, followed by

For Outdoors

Croquet, Lawn Tennis, Baseball, Golf, Hammocks.

AGENTS FOR THE

None Better in the Market.

183 DUNDAS STREET

a well-placed fire of shrapnel, soon changed the native attack into a retreat, and when the full reinforcements came into action the enemy broke and fied. The guns and war rockets played upon the natives so long as the latter were in range, but the main loss of the enemy was inflicted while they were so bravely charging almost up to the muzzles of the British pieces, and one cannot help the British pieces, and one cannot help speculating upon what would have been the result had the gallant but ill-armed Matabeles been able to reply in kind to the fearful fire of the Maxim and screw guns.

BRAVERY OF THE NATIVES. The natives displayed bravery to a earning the admiration of the British; but there was no resisting the leaden stream thrown into the native ranks by the Maxims—it would have demoralized well-trained and properly officered picked European troops under similar circumstances, much less hordes of nearly naked, badly-armed savages; for, while rifles and ammunition were not wanting among the natives, the supply was very far short column over a native force estimated of the demand, and the shooting of the warriors was of the worst possible description.

THOSE WRITS

Have Not Caused the Village Fathers any Loss of Sleep, to Hear Them

Tell It. The threatened action of ex-Reeve D. C. Macdonald to take out writs against the councilors of London West rontonians, or indeed, Canadians, are concerned. In conversation yesterday as announced some days ago in The Advertiser-is the chief topic of discussion among the villagers.

Councilor Duff was seen this morning by an Advertiser reporter, and when asked if the writ had served, said, as he smiled: "Yes; sure thing. That's the biggest bluff he ever worked." Councilor Moore, when asked if he

"No, I guess not. They are not going to issue one against me. It's only against those other fellows, who haven't been doing the business

"Why, won't you be served, too?" was asked.

'Well, I'll bet you a quarter they can't disqualify me, and I'll bet you another quarter that they can disqualify the others.' A few minutes later Councilor Hamilton came along the street with a

large-sized smile.
"Have you got your writ yet?" was asked. "No." he replied. "Did you ever know

anything so absurd in your life? Mr. McDonald knows as well as anybody that the sinking fund he talks so much about was sunk out of sight before we came to the council at all.
The records show that he was opposed
to depositing the money in the Molsons Bank when he was running the business.'

"And you haven't heard anything about the matter yet?" "No; they haven't got them made yet; but I am told they are working night and day at them at Wortman & Ward's foundry," was the good-na-

The Summer Holidaus.

tured village father's reply as he went

home to dinner.

The Happy Vacation Season in Full Swing-Those Who Are Enjoying It.

Miss Lahiff, of Hamilton, is visiting Miss Della Edgecombe, King street. of St. Marys, are visiting in London. Miss M. Rickard, of this city, is the frame never gave an inch. visiting Miss B. E. Rowse, King street

east, Ottawa. Mr. and Mrs. J. H. Leishman and family have left for a visit to Barrie and Montreal.

Mrs. D. M. Jermyn and two children, of Wiarton, are visiting friends at London and vicinity. Mr. Duncan C. Ross, barrister, of this city, is spending his holidays with

George E. Elliott, at Mayfair.

Miss Peters, of Shelbina, Missouri, is visiting her sister, Mrs. A. W. Mayell, 558 King street, for a few days. Mr. and Mrs. J. T. Gentleman, of York street, are holidaying with Mr. and Mrs. T. J. McIntyre, St. Thomas. Mrs. Cook, of Mount Forest, and Miss Agnes Robertson, of London, are visiting at Mr. T. W. Tate's, Embro. School Trustee A. Wilkins and famdly have returned home after three weeks' absence from the city, holi-

Miss Vera Cathoun, of 560 Colborne street, city, is visiting her cousin, Miss Queenie Taylor, Water street, Chatham

daying.

Mr. R. B. Smith, Askin street, has left for Mount Clemens, where he will spend three weeks for the benefit of

his health. Sir John Carling is in the city from London, having business to look after with Sir Charles Tupper. - Ottawa Free Press.

Mrs. John Berry leaves today roi her home in Orillia after two weeks' visit to her parents, Mr. W. Bruce, 156 Wharncliffe road. Mrs. Ed. Lowe and Miss Florence Clarke, Simcoe street, have returned

home after spending two weeks with friends in Aylmer. The Misses Smith, daughters of Smith, commandant of Wolse-

ley Barracks, are visiting Mrs. Sloane, at Glen Stewart, East Toronto. Masters Roy and Keith Colquhoun of South London, are visiting their grandparents, Mr. and Mrs. Joseph Mantel, at Tilsonburg, for a couple

of weeks Mrs. J. W. Edwards, of the Wharncliffe road, London West, has returned home from Port Stanley, where she spent a pleasant time at the Fra-

Mr. Wm. Angus, of the Mergenthaler Linotype factory, Brooklyn, N. Y., who has been visiting his home, 520 Princess avenue, returns to Brooklyn tomorrow after a pleasant holiday. Mr. Andrew Dick, who was one of the old Great Western Rallway foremen, and who went from Hamilton to London with the car shops more than 20 years ago, is in the city enjoying his holidays. He is now second engin-

eer at the London Asylum.-Hamilton

Trilby's Foot. The step 'twixt the sublime and ridiculous is quickly made. Surely literature presents no more grotesque dealization than Trilby's foot, and the numerous worshippers that have, figuratively speaking, bent knees and kissed the big toe of the foot, when reason once more comes to their res-cue, will feel as if the production of the genus Ass were perennial. By the way, did you notice when reading Trilby how highly it recommended Putnam's Corn Extractor, which ren-ders impossible the discordant excrescence, corns. Trilby's foot would not be worthy of homage if marred by corns; neither would yours. Use Putnam's Corn Extractor.

BA	SEBALL.		
THE EASTERN	LEAGUE	STAND	
Clubs.	Won.	Lost.	P'c
Rochester		37	.58
Toronto		34	.56
Buffalo		39	.55
Providence		36	.53
Syracuse		40	.51
Springfield	38	42	.47
Wilkesbarre		49	.38
Seranton	28	47	.37
TOMORR	OW'S MA	TCH.	

Following are the teams for tomorrow's games: POSITIONS. HAMILTON.

ALERIS. F Baker First base ...Dean Pfeiffer Left field Hynd.... Delaney.. THE WHEEL

4,000 MILES ON A STEARNS "YEL-

LOW FELLOW." Mr. J. Thrift Burnside, of Park, Toronto, has just returned from a cycling trip in Europe, says the Toronto World. In point of distance covered (4,000 miles), Mr. Burnside's

Mr. Burnside gave an interesting ac-count of his trip. Starting from Liv-erpool upon the arrival of the steamer he wheeled by way of Coventry, Bir-mingham, Warwick, Hereford and Bristol to London. After spending a couple of days in London he wheeled to Brighton, and after crossing the English Channel by steamer he visited Dieppe, and went from there to Paris. From Paris to Geneva, to Lyons, to Marseilles, along the coast to Monte Carlo and Nice, passing through Genoa, to Pisa, Florence, Bologna and Milan; from Milan through the lovely scenery of Switzerland and the Alps to Lucerne and Straffhausen. From there he followed the Rhine to Basle, Cologne and Brussels, crossing from the latter point to Calais, then to London. Mr. Burnside was not satisfied with this little jaunt, so after a month in London, started for a tour of Scotland. Leaving Edinburgh, he visited Dumbarton, Glasgow, and from there back to Edinburgh, and by way of Carlisle to Liverpool. During the whole trip Mr. Burnside only deserted his wheel once (which, by the way, was a Sterns' "Yellow Fellow") and that was for a few miles in Switzerland, to avoid some very steer

Mr. Burnside, who was looking remarkably well, spoke enthusiastically of the trip and of the splendid condition of the European roads, more especially those in the south of France. "There," said he, "I rode 133 miles in nine hours with 23 pounds of baggage, and I scarcely seemed to touch the pedals as I flew along. A pair of tires would only last me about 3,000 miles, and I was to a certain extent disappointed in them, but my bicycle was perfect. It ran beautifully, and while undergoing some tremendous strains, never failed me once during the trip. I was telling the poys of one experience in particular, and they would scarcely credit it. I was going down a steep hill at tremendous speed, and having been ne-glectful of the chain, it was so loose that as I was back-pedaling it threw out and caught the pedal, jamming it in an instant. My heart was in Mrs. Haynes and daughter Carrie, my mouth, as you may imagine, but the Wheel stood the strain nobly, and although I slid twenty or thirty feet,

mountains.

"One gets a remarkable knowledge of a country and its people when wheeling through. I found the arrange for the annual district French country people very kind and matches. courteous, often going several miles along with me to see I did not miss the way. I did not like the French and Spanish towns so much, as my wheel frightened the horses and the people on the road would not budge an inch out of your way. One fellow oulled a knife on me because I ran very close to him. I nearly got ar-rested for frightening a train of military pack mules; in fact, would have been, but I was too speedy for them. "One experience I shall never forget. Riding along the coast of Spain, the road winds around the cliffs with

a wall of rock on one side and the sea far beneath on the other. I had passed some drunken fellows in a cart. and they started after me at a gallop, thinking, no doubt, it would be an excellent joke to pass me. If they had I would certainly have crowded off the edge of the cliff, so, although it was down grade, I put on I came out of it all right, but shall never forget how my pedals would dip till they touched the rock as I leaned toward the inside on some of those fearful down-grade curves on

that narrow ledge of rock.".

The wheel ridden by Mr. Burnside in this remarkable trip, and which never failed him once, is on exhibiion in the window of the American Company, on Yonge street, foronto, who are the selling agents for E. C. Stearns & Co.

THE CIVIC HOLIDAY MEET. The monthly meeting of the London Bicycle Club was held last night, when business relative to the Civic Holiday the Tecumseh trophy, for competition at the meet. It is valued at \$60, and will have to be competed for annually in the two-mile city championship, any rider winning it two years in succes-

The officers of the meet will be: Referee—B. F. Corey, Petrolea. Timers—Thos. Gillean and F. E.

Judges-R. A. Robertson, president C. W. A., Hamilton; F. Boughner, St. Thomas; C. W. Wells, Waterloo; W. A. Karn, Woodstock; C. W. Davis and H. C. McBride

Starter-Dr. Balfour. Clerk of Course-O. B. Leslie; assistants, A. Tillman and F. White. Scorers-J. McCormick, R. A. Bayly and W. M. Goodwin. Umpires-James Reid and N. S. Wil-

liams. The chairmen of the committees are: Advertising, W. M. Goodwin; prizes, H. C. MoBride; tickets, Sam Campbell, race, Dr. Balfour.

H. C. Screaton is secretary of the Wm. Waugh has been elected secretary of the club in place of Bert Glover, resigned.

Dr. J. D. Kellogg's Dysentery Cordial is without doubt the best medicine ever introduced for dysentery, diarrhea, cholera, and all summer com-plaints, sea sickness, etc. It prompt-ly gives relief and never fails to effect a positive cure. Mothers should never be without a bottle when their children are teething.

There are smiles which wound like daggers. Give Holloway's Corn Cure a trial. It removed ten corns from one pair retain their shape better than any of feet without any pain. What it has done once it will do again.

The removed ten corns from one pair retain their shape better than any suits at this price elsewhere.

OAK HALL, Dundas street, London.

172 and 174 Dundas Street.

SAILORS, ADY!

The whole lot. One price for your choice. Some where 35c, some 50c, some 75c, some \$1. Makes no difference which you

On Same Scale.

Bargains for Tomorrow at our Glove and Hosiery Counter. Also in Whitewear and Wash Goods Department.

The Ammunition of 1896 Proves Unsatisfactory-The Annual District Match.

The last purchase of ammunition made by the Tupper Government has been found to be of a very unsatisfactory nature. A squad of men from the Seventh Battalion on Wednesday last made a test of some of the recent purchase, and found that some cartridges in every package were bad. The extractor pulled the rim off and left

the shell in the barrel.

Major Hayes, when asked about the matter this morning, said the same fault was found with the 1896 ammunition at Bisley. He said the last consignment from England numbered 500,000 rounds, but he doubts if this will be used. He is of the opinion that if these balls were used in action where quick firing was a necessity, fully 20 per cent of the men would be

disengaged in a short time. At the practice matches the old ammunition of 1893 will be used, while the shoot at Ottawa will be fired with the

Thursday next the Western District Rifle Association Council will

MUNCEY. Muncey, Aug. 4.-The official quartrly board met at Colborne Church Monday, 2 p.m., Rev. Thos. Mason presiding. There were present; Samuel Taylor, Joseph Beaver, John Henry, Samuel John. Absent, Nelles Tim-Absent, Nelles Timothy and John Chicken, exhorters; Richard Simon and John Crow, and School Superintendent Grott. No charge against any of the brethren. Appointments, Colborne-No change; open air services Aug. 30. Lower Muncey — Morning service prayer and class, 3 p.m. preaching, 2 p.m. Sunday school; open air services Aug. 23 and the following week; special salvation meetings commence ing 7:30 p.m. each evening. Mr. Jos. Monture, of Grand River, expected to take special part in these services. Wood Green Bear Creek-No change; Sunday school, 2 p.m. and every

month special evening service; open services, Sept. 6 to 9. Appointing a delegate to attend the district meeting at St. Thomas was next in order, and on the fourth ballot Sam. John was elected. The pastor exhorted all to be true and just. And still they come. Mr. David Hank, a Muncey Indian, has cast in his lot with the Methodist Church

Lower Muncey. He will be a useful THE LAURIER DEMONSTRATION Ottawa, Aug. 7.-It is said that since the time of the arrival of the Princess Louise, the streets of Ottawa have meet was transacted. Mr. C. W. Davis, proprietor of the Tecumseh House, has donated a trophy, to be known as when it says: "Never before in the history of the capital was there such a magnificent demonstration, and it was marked by the greatest enthusi

The Journal says 30,000 persons witnessed the procession. PRESIDENT CLEVELAND'S PO-SITION.

New York, Aug. 7 .- President Cleveland has telegraphed to the Evening Post, in answer to an inquiry about the truth of a report that he had made known his disapproval of the proposed third ticket. The telegram reads as follows: "Buzzard Bay, Mass, Aug. 6. -It is absolutely untrue that I have given any advice touching the course of the Indianapolis conference. Gro-

ver Cleveland." Mrs. Seleste 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 Parmelee's Pills according to directions under the head of 'Dyspepsia or Indigestion.' One box entirely cured me. I can now eat anything I choose without distress ing me in the least." These pills do We have no hesitation in saying that be used when a cathartic is required.

The Seven Ages of Man. From head to foot we clothe the

Clothe him rightly. Clothe him cheaply. Clothe him in all his seven ages, From his first juniors to his last

seniors. Our \$6, \$6 50, \$7, \$7 50 line of Men's Suits are first, in newer styles, better fit, finer trimmings, wear longer, and

Rushing Northward from the Sunny

The Mercury Passes the Century Mark in Wisconsin-Several Deaths Result.

Washington, Aug. 7. - 1 ne weather bureau officials say it is very un-usual for the temperature to reach so high a point all over the country as it is doing this week. The heat is due, they say, to an area of high barometer in the south and low barometer in the north, resulting in great waves of heat coming north. Predictions are that the warm weather will continue a

Milwaukee, Wis., Aug. 7.—Dispatches from all cities in Wisconsin and Nor-thern Michigan tell of extreme heat, followed at several points by wind and thunder storms. The temperature ranged from 96 to 102 degrees. At Ra-cine one fatality resulted from sunstroke. Att Escanaba the Chicago and Northwestern viaduct, four hundred feet long, was demolished by Wednesday night's storm. Damage to buildings and crops is reported at many other

Chicago, III., Aug. 7.—Tuesday's heat broke the record for the season, and many prostrations, but no deaths, were reported. The weather bureau reported a maximum of 94 degrees, while surface thermometers recorded 100. There were 30 prostrations and 1

death yesterday. St. Louis, Mo., Aug. 7.—The mercury ran up to 98 in the shade here. Twenty people were prostrated. August Herman died, and three others are not expected to live.

> Couldn't Bunco Him. Detroit Free Press.

The train was nearing Detroit when at a way-station a young man dressed in the height of fashion and carrying a summer overcoat stepped on board and went through the cars as if looking for some one. He stopped once or twice at a seat occupied by a farmer-looking man who attracted his attention. Finally he asked politely: "Is this Mr. Sam Garland, of Beanville, O.?"

"Yes. 'Spose you read my name on my valise, hey? 'No, uncle; I'm your nephew, Hal Garland, of Detroit." "I guess not. I reckon I ain't lived 5 years not to hev my eye-teeth cut. 'An' I ain't got a nevvy that looks such a dude as you air, not by a long

The young man colored, but laughed good-naturedly: "I can find some one on the train who knows me." he said, and, going into another car, soon returned with a youth who was of his own age and style.

"This is my friend, Mr. Sampson, uncle. Perhaps you remember his faither. He came from Beanville?" "Howldy, Mr. Confederate? I remember Jim Sampson fust rate, but he warn't no relation o' yours. I'm right sorry, boys, that I can't cash that check of yours. I reckon the goods will have to stay in the freight house. You see, your old uncle has traveled

The two young men went off laugh ing, and the nephew who had been taken so persistently for a confidence ammuniton of 1885.

The battalion sweepstake shoot took place at the Cove ranges this afterplace at the cove range that the coverage tha

to meet some of her country re-tations I'll take her along. I know the old man will bring up at the police station."

SPECIAL NOTICES.

-When making purchases of merchants who advertise with us you will confer a favor on this paper by men-tioning that you saw the advertisement in the "London Advertiser."

Hunt & Sons' old established Feather Bed and Hair Mattress Cleaning Factory. Beds weighed, sale mat-given. Manufacturers of hair mat-Beds weighed; samples niture and stoves of every description. Victoria Park and Central avenue.

Telephone 997. Don't forget when in want of furniture, that our prices are as low as the lowest, while in quality nothing better, at WM. TRAFFORD'S. 95 and

97 King street. If you want to furnish a house, or any part of one, if you want to get good goods at lowest prices, call and see us about it. We can save you money on all kinds of furniture. Keene Bros., 127 King Street, opposite Market House.

Tisdale's Teronto 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, Toronto,

CORRECTED JUNE 22, 1896.

GRAND TRUNK-Southern Division MAIN LINE-GOING EAST Trains arrive at London from the west -: a.m., 4:15 a.m., 12:30 p. m., 10:45 a.m., 4:25 p., 7:10 p.m., 11:20 p.m. Trains leave London for the east—4:97 a.m., 4:20 a.m., 8:10 a.m., 12:45 p.m., 2:25 p.m., 4:30

p.m., 7:40 p.m. MAIN LINE-GOING WEST. Trains arrive at London from the east—2:20 m., 10:55 a.m., 11:12 a.m., 12:20 p.m., 6:25 p.m.

Trains leave London for the west-7:00 a.m. 11:20 a.m., 2:20 p.m., 6:45 p.m. Sarnia Branch. Trains arrive at London — 4:02 a.m., 8:35 a.m. 11:36 a.m., 2:15 p.m., 5:35 p.m., 7:50 p.m. Trains leave London — 2:30 a.m., 7:40 a.m., 11:00

.m., 2:30 p.m., 6:35 p.m. London, Huron and Bruce. Arrive at London—9:45 a.m., 6:25 p.m. Leave London—8:15 a.m., 4:45 p.m. St. Marys and Stratford Branch.

Arrive at London-10:40 a.m., 1:35 p.m., 5:40 .m., 9:15 p.m. Leave London—7:15 a, m., 2:40 p.m., 5:55 p.m. CANADIAN PACIFIC RAILWAY. GOING EAST.
Trains arrive at London from the west-4:16 m., 4:25 p.m., 2:40 p.m. Trains leave London for the east—4:15 a.m.,

8 a.m., 4:35 p.m.

GOING WEST.

Trains arrive at London from the east—11:18
a.m., 8 p.m., 11:00 p.m.

Trains leave London for the west—11:25 a.m.,

L. E. & D. R. R. Going South—Trains leave London, 6:25 a.m., 10:05 a.m., *2:30 p.m., 5:25 p.m., 7:15 p.m., 11 p.m. Trains arrive at Port Stuley, 7:25 a.m., 11:05 Arains arrive at Port Stinley, 7:25 a.m., 11:05; am., 6:26 n.m., 8:15 n.m., 12 p.m.

Going North—Trains leave Port Stanley, 7:45; a.m., 1 p.m., 7:25 p.m., 9:35 p.m. Trains arrive at London, 8:45 a.m., 2:05 p.m., 5:08 p.m., 8:27; p.m., 10:35 p.m.

*Arrives at St. Thomas 3:05 p.m., depart 4:30

Great July Carpet and Curtain

All Tapestry, Brussels, Windsor, Velvets, Axminster and Wiltons MADE AND LAID DURING THIS MONTH FREE OF CHARGE.

Sale.....

Tapestries—30c, 35c, 40c, 50c, 60c. 65c. 70c.

Brussels-70c, 80c, 90c, \$1, \$1 05, \$1 10.

Axminsters-\$1, \$1 10, \$1 15. Wiltons—\$1 25, \$1 35, \$1 50. Carpet remnants, from 2 to 25 yards, at extremely low prices.

Curtain Department.

The largest assortment west of Toronto, comprised of Lace Muslin, Applique, Handmade Brussels, Chenille, Damask, Roman and Silk, to be cleared at prices never before offered in the west.



All men, ancient or modern, admire a graceful, stylish looking woman, and now we can all enjoy the pleasure of being stylishly dressed by using the ideal interlining, Fibre Chamois. It gives a stiffness that outlasts everything and yet is so flexible that it adapts itself to all the willowy folds of the up-to-date skirts and sleeves, keeping them in just the right stylish shape all through the longest, hardest season of wear or tear, and yet costing so little that it is within every one's reach. For your own sake avoid all chance of disappointment by finding the Red Star label on each yardall imitations are worthless.



Distinguished racers use Adams' Tutti Frutti to aid digestion and

give staying

power on long

000000000000

Some dealers try to palm off imitations which they buy cheaper. See that the

Trade Mark name Save coupons inside of wrappe

LATEST BOOKS. 106 ******************* Pure "Oak=Tanned"

The only genuine Oak Tanned Belt in the Dominion.

THE J. C. MCLAREN BELTING CO. Montreal. Toronto.