The "Know How"

It makes all the difference in the world. The best material in the hands of a poor workman cannot produce good results. Our Dyeing, Cleaning and Finish Departments are each under the management of practical workmen from Europe.

R. PARKER & CO.,

Dyers and Cleaners,

217 DUNDAS STREET, LONDON.

Telephone 614.

Window Shades

Fringes and Laces to match.

O. B. Graves,

222 Dundas Street.

BIRTHS, MARRIAGES AND DEATHS

MARRIED.

SHEPLER–BRYAN—At Cleveland, Ohio, on Aug. 14, 1895, by the Rev. A. E. Winter, at his residence, Mr. Alvin Shepler, of Cleveland, Ohio, to Miss Marie Bryan, of London, Ont.

DIED.

WALDOCK—In this city, at her late residence, 538 Talbot street, Hannah M., wife of C. P. Waldock, in the 52nd year of her age.

Funeral will take place to-morrow (Saturday) afternoon, to Mount Pleasant Cemetery, at 3 o'clock; services at 2:30. Friends and acquaintances will kindly acccept this intimation. 78u

EVANS—On Aug. 21, 1895, at the family residence, No. 355 Princess avenue, Thomas Evans, in his 65th year.

Funeral to-morrow (Saturday) at 4 o'clock, to Brow's Hill Cemetery, Nissouri; services at 3:30. Friends and acquaintances will kindly accept this intimation.

This Brand of Flour

Always makes the

BEST BREAD

OR PASTRY.

USE NO OTHER.

J. D. SAUNBY

257 York Street.

TELEPHONE 118.

W. A. BROCK, Manufacturer of the

DIADEM BICYCLES!

—Agent for—

ECLIPSE BICYCLES'

Ha! Ha! Ha! We have to smile. Cyclists are finding out that the place to buy coal is from their coal dealer, clothing from their tailor, and bicycles from a bicycle manufacturer. Of course we still give our strict attention to bicycle repairing.

W. A. Brock, 192 Dundas St., Londo

SEND FOR CATALOGUE.

REMOVAL

The local offices of the

Confederation Life

have been removed to the building of the Ontario Loan and Debenture Company, Market Lane, ground floor.

HATS • HATS

BEATON'S FALL STYLES

Of Hats are arriving, see the Little Admiral for children. Also Silk Tukes in scarlet and blue.

STRAW HATS

Away Below Cost.

138 Dundas Street

Pocock Bros.

A BUSY AUGUST

OUR

Shoe Sale

BETTER THAN EVER.

Wholesale reductions in summer footwear. Values such as offered here clearly discount anything you can find elsewhere.

Stylish Shoes..

Every day new Fall Footwear being placed on sale fast as received. We're working like beavers getting ready for the autumn fair. Our entire stock of Men's Fine Shoes selling at cost to make room for the Slater $3 Shoes. You make no mistake when you buy your Trunks and Valises at Pocock's. All kinds at low prices.

Pocock Bros.

PHONE 309.

Priddis Bros.

Hosiery Dept.

We are the largest importers in the west of Boys' and Misses'

PLAIN CASHMERE HOSE

RIBBED CASHMERE HOSE

With extra spliced knees and double heels. These lines are the correct article for boys' wear, from 4½ inches to 9½ inches.

TELEPHONE 324.

158 Dundas Street, 157 Carling Street

METALLIC CEILINGS.

Handsome, durable and fireproof. We have a large variety of patterns and will be pleased to furnish estimates. Our prices are very low for first-class work.

Wm. Stevely & Son

362 Richmond St. - - Phone 452.

FAIR AND WARM.

Toronto, Aug. 22.—11 p. m.—Pressure comparatively low from the upper lakes westward, and highest along the Atlantic coast. The weather today has been for the most part fine throughout Canada.

Minimum and Maximum temperatures: Calgary, 40—64; Prince Albert, 42—72; Minnedosa, 48—76; Winnipeg, 56—74; Parry Sound, 42—68; Toronto, 42—72; Montreal, 48—66; Quebec, 42—62; Halifax, 48—68.

Toronto, Aug. 23.—1 a. m.—Fresh southerly to southwesterly winds; generally fair and warm; showers in a few places.

Roses, Carnations, Violets.

Funeral Designs.

J. GAMMAGE & SONS,

Phone 96. 213 Dundas Street. zxv

Trusts Corporation

OF ONTARIO,

Safe Deposit Vaults.

Bank of Commerce Building, King Street, Toronto.

Capital - - - $1,000,000

HON. J. C. AIKINS, P. C. - President

HON. SIR R. J. CARTWRIGHT K. C. M. G. } Vice Presidents

HON. S. C. WOOD, -

This Company acts as ADMINISTRATOR in case of intestacy or with will annexed. EXECUTOR, TRUSTEE, RECEIVER, COMMITTEE OF LUNATIC, GUARDIAN, LIQUIDATOR, ASSIGNEE, etc., etc.; also as agent for the above offices.

All manner of trusts accepted, moneys invested, estates managed, rents, incomes, etc., collected. Bonds, debentures, etc., issued and countersigned.

Deposit safes to rent, all sizes. Parcels received for safe custody.

Solicitors placing business with the Corporation are retained in the professional care of same.

A. E. PLUMMER, Manager.

zxv

VISIT TO THE CIRCUS

Pleases you for an hour, but a visit to my store will both please you and be profitable to you, for we are giving one-quarter off on all Straw Hats at

D. J. WHITNEY'S

The New, Cheap Hat Store,

206½ DUNDAS STREET

Can We Do It?

YES. By the superior purity of our FRUIT VINEGAR we will soon make you ask your grocer for our goods.

Ours being a pure, natural acid, produced from the finest fruit and guaranteed full standard strength of 40 grains; no burning sensation and sharp cutting of breath as produced by common cheap vinegars. In the interest of your health do not hesitate to ask your grocer for our goods.

The Toronto Cider and Fruit Vinegar Co., Limited, Toronto. zxv

IMPORTANT STRIKE BEGUN.

New York, Aug. 23.—An important strike in the cloak trade took place yesterday. Twelve hundred men and women employed by Freedman Bros. and the contractors who act for that firm quit work. The strikers demand an increase of about 25 per cent on piece work, and that the union rules shall be adopted. Freedman Bros. are the largest employers in the cloak trade, which numbers in all about 15,000.

No one need fear cholera or any summer complaint if they have a bottle of Dr. J. D. Kellogg's Dysentery Cordial ready for use. It corrects all looseness of the bowels promptly, and causes a healthy and natural action. This is a medicine adapted for the young and old, rich and poor, and is rapidly becoming the most popular medicine for cholera, dysentery, etc., in the market.

Great wedding sale of furniture now going on at Keene Bros'. We are offering great inducements to new beginners; biggest values ever offered in London. Don't forget the place. KEENE BROS., 127 King street, opposite Market House.

J. P. COOK.

SCORE TWO POINTS.

Both are telling points and need but little explanation.

FIRST POINT:

The Price.

This always does and always will point in a downward direction.

SECOND POINT:

Here the point is reversed, not once but always

The Quality

This point is upwards. Would you know the cause?—then call at once and see our stock of

Boots and Shoes

The reason will soon be made clear.

J. P. COOK, 173 Dundas Street

London Advertiser.

Telephone Numbers.

107..... .....Business Office

134..... .....Editorial Rooms.

175.....Job Department

London and Environs

—Ruth's cottage at Government Park contains some 23 campers from London.—Ridgetown Standard.

—Mrs. A. Bradford, city, was in Evanston, Ill., with her brother, Mr. J. Butler, when the latter's two boys were drowned. She has not yet returned to the city.

—The Ancient Order of Foresters will attend divine service on Sunday next at the Centennial Methodist Church. The Seventh Band will head the parade. A collection will be taken up in aid of the Aged People's Home.

—Miss Edith Hance, soprano soloist in Colborne Street Methodist Church, London, sang a very fine number in the Front street Methodist Church here last Sunday evening.—Strathroy Dispatch.

—What might have proved a serious accident happened to Mr. W. Trafford recently. He came into collision with a wagon while riding his wheel. The wheel of the wagon passed over Mr. Trafford's leg, causing great pain. He will be laid up for some time.

—A meeting of the shareholders of the London Street Railway was held yesterday afternoon, Messrs. Everett, Smallman, Moore, Break and others being in attendance. The issue of $250,000 in bonds for the electrifying of the system was duly authorized, but no other business of importance was transacted.

—The Western Fair Association was called to meet yesterday afternoon at 2:30, but adjourned without a quorum. Thirty thousand programmes have been printed, of which number about 20,000 have been distributed throughout the Western Peninsula. Maps and posters have been sent to every station west of Toronto.

—Adam Murray, of London, ex-treasurer of the county of Middlesex, who is in his 88th year, has been visiting his niece, Mrs. R. Clanahan. The old gentleman has been in London and vicinity since the early thirties, and can remember well when the ox cart was the only vehicle that graced the streets of London, and can give a minute history of London from that time up to the present.—Glencoe Transcript.

—Peter Cooper, the distinguished New Yorker, said of a newspaper: "In all towns where a newspaper is published every man should advertise in it, if nothing more than his card, stating his name and the business he is engaged in. It does not only pay the advertiser, but lets people at a distance know that the town in which you reside is a prosperous community of business men. As the seed is sown so the seed recompenses. Never pull down your sign while you expect to do business."

—Mrs. Hannah M., wife of Mr. C. P. Waldock, whose death is announced elsewhere, had been ailing for a considerable time. The lady was born in this city 52 years ago, and had ever since been a resident of London. She was a member of the London West Methodist Church and was esteemed by a wide circle of acquaintances. Besides her bereaved husband she leaves four daughters, Emily, Maria, Ida and Blanche, at home. The surviving sons are William, at home, and Ernest, in Cleveland. The funeral takes place to-morrow afternoon.

—A party of outside wheelmen stopped at the Grigg house here last night, and were entertained by Dr. Balfour and other members of the London Bicycle Club. They had been attending the Petrolea meet, and were on their way to Toronto, where they will participate in the two days meet of the Wanderers at Hanlan's Point. Among the party were F. B. Rigby and O. P. Burnhart, Toledo; C. H. Callihan, Buffalo; R. E. McCall, J. H. Gratz, W. Hultz, T. B. McCarthy, W. M. McIntosh, Marshall Wells, H. D. McKellar, C. F. Heebner and R. O. Blayney, Toronto; F. H. Skerritt, Hamilton; H. Talton, Galt; A. McLeod and F. Loughead, Sarnia.

DIOCESE OF HURON.

Rev. Rural Dean Ridley, of Galt, has been appointed to visit the different deaneries of Perth, Oxford and Waterloo, to lay before them certain facts brought before the special diocesan committee, recently held in London, concerning the mission fund deficit. These meetings will be held respectively at Stratford, Sept. 3; at Princeton, Sept. 4, and Hespeler, Sept. 10. Rev. Canon Young has also been appointed, in connection with the same work, to visit the deaneries of Huron, Norfolk, Grey and Bruce; Rev. Alfred Browne to visit the deaneries of Brant, Middlesex and Elgin; and Rev. Rural Dean Davis, the deaneries of Lambton, Kent and Essex. A strong effort is being made throughout the whole diocese to wipe out the mission fund deficit and See House debt, amounting in all to $30,000. Rev. Canon Young has been appointed as special agent to canvass the diocese for this purpose.

"LEADERS" THAT LEAD.

The New York Sun, in speaking of merchandising methods in that city, says:

"Nothing is more common than advertised 'specials,' as they are called, in such staple lines as women's underwear, below the factory price. An hundred or two of dollars may commonly cover the loss of one of the sales, which are offered for but a single day."

Such sales are a legitimate and effective method of advertising; yet they would never make a ripple in the current of business but for the newspaper advertising which gives them their crowd-compelling quality.—Philadelphia Record.

Found With My Wife a Wonderful Cure.

The Aylmer Express reports: "Mr. and Mrs. Chute, of Aylmer, desire that we should publish their testimonial and let other sufferers know what WILLIAMS' ROYAL CROWN REMEDY (Nature's Liquid) had done for Mr. Chute. He writes: 'For ten years or more I have been a sufferer with dyspepsia, and doctored with six of the most skilled doctors in this part of the country, but with little relief and no benefit in return for the very large doctors' bills that I paid. I tried almost every conceivable remedy, but all to no purpose, until April, 1893, I took to myself a wife, and it so happened that three years previous to our marriage she had been in poor health and used part of a bottle of Royal Crown Remedy, and knowing of its excellent qualities she prevailed upon me to give it a trial. I purchased one bottle of the Remedy and Pills, and by the time I had them used my general health was much improved, and by the time I had taken three bottles I was restored to good health, and my neighbors say that I am looking healthier than I have done for years. I believe Royal Crown Remedy to be the best value for the money on earth, and am, thankfully yours, WILLIAM CHUTE.'" v

Fine Tailoring

Our fall stock, just received, includes Suiting patterns which are beauties. This season's designs are very neat. See them early.

Jos. Dambra,

Fashionable Tailor,

262½ DUNDAS STREET.

SIFTON & CO.

Hammocks of all kinds.
Express Wagons, Velocipedes
Doll and Baby Carriages.
Footballs, Baseball Goods,
Tennis, Croquet and Cricket.
All kinds of Sporting Goods.

168 DUNDAS ST.

Two Doors from Richmond.

Wholesale and Retail.

How the Man Who Advertises Is Regarded.

(From Art in Advertising.)

I was walking up F street with Dr. Bedloe, the well-known Philadelphia wit and raconteur, the other evening. He said he was going after a florist. I told him there were two nearer than the one he was looking for.

"I am seeking this man," said the doctor, "because he advertises in the papers."

"Cheap flowers?"

"Not at all; because the man who advertises in the newspapers is always up to the times, and he is easier to deal with. You laugh, but I tell you it is a fact. I have studied this over and I know from personal experience. For the last few years of my life I've made it a rule never to deal with any business man who doesn't advertise. I wanted some flowers to send off in a box by mail, and I looked in the paper this morning for the advertisement of a florist. Now, you see, he wants to deal with me—else he wouldn't put that in the papers. I don't know any of the places here; but the rule is a good one. I'll bet you anything you say that I can get what I want at this place and get it cheaper than anywhere else, or at any flower place that keeps its name out of the newspapers. The business man that doesn't advertise almost invariably cheated me, on the theory, I presume, that I'd come there anyhow—or that his reputation brought me there. But I always found such a man narrow-minded, selfish, non-enterprising, penny-wise and pound-foolish, even if he didn't cheat me outright. No, sir; I never buy anything of him."

TISDALE'S TORONTO 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 St., E., Toronto.

Johnston's

198 Dundas Street.

Call and inspect our stock.
All goods at old prices . .

Men's Heavy Working Boots	$1 00
Men's Buff Balmorals - -	1 25
Men's Calf and Cordovan Bals.	2 25
Men's Dongola Congress -	1 50
Men's Calf and Cordovan Cong.	2 25
Boys' Balmorals from -	$1 00 Up
Women's Kid Button Boots from - - - -	1 25 "
Women's Kid Button Oxfords from - - -	2 00 "
Women's Kid Lace Oxfords	1 00 "

Children's, Misses' and Youths' wear at prices to suit the customer.

Having just received a large consignment of Trunks and Valises of all descriptions we are prepared to offer special value on these lines,

Johnston's

198 Dundas Street.

R.K.Cowan

Barrister, etc., over Bank of Commerce London.

10 Days.

This month closes with our business away ahead of our expectation. Ten days will see the wind up of our

GREAT CLIMAX SALE.

Have we sold goods cheap? Those who have purchased will tell you that. But the knife will go in

DEEPER! DEEPER! DEEPER!

Come with the masses to **MARA'S** The Money Saver, More Cut Prices, Read and Ponder

Ladies' White Lawn Blouses, stitched Collars and cuffs, 15c.

White Blankets, large size, colored borders, 75c a pair.

Our 6½c Factory Cotton all this week 4c yard.

Our 10c White Bleached Cotton, this week only 8c yard.

Black Moirene Skirting, skirting width, 50c yard.

Linen Sheeting, two yards wide, 25c yard.

Carpet Squares, in place of Crumb Cloths, 2 yards by 2½ yards, $1 50.

Best Red Flannel 12½c yard.

Pins and needles 1c paper.

Best XXX Skirt Lining 5c yard.

Men's Summer Shirts and Drawers 15c each.

All colors in Wool Henriettas, including black, 25c yard.

Ladies' White Merino Vests, short and long sleeves, 25c each.

A few Brussels Mats, to clear, 25c each.

All colors in Rope and Twisted Embroidery Silk, for this week 1c Skein.

Any Straw Hat in the house, all 25c each.

Curtain Poles, complete with brackets, brass ends and rings, 23c.

Best yard wide Flannelettes, pretty pink and blue stripes, 8c yard.

White Carpet Warp, 78c bunch.

Colored Carpet Warp, five pounds, 98c bunch.

See our 10c Ticking.

Ladies, all Glassware and Crockery not sold half price.

P.S.—When in our store try a free glass of

Wild Cherry Beverage

A delicious summer drink. Small bottles 10c, large bottles 30c.

If out of town send for catalogue or let us send you a sample order. Goods selected by our order clerk would be as good as if you were here yourself.

September Fashion Sheets now in. Call and get one.

MARA'S

The Busy Traders,

153 Dundas Street,
155 Dundas Street,
And Market Square } London.

PHONE 1,043.

Notice—Two good dress goods salesmen wanted at once.