Now Is Your Opportunity . . .

# Everything Must Be Sold

Big sale of LADIES' FAST DYE BLACK COTTON HOSE, merino feet, regular 25c,

# Two Pairs for 25c.

LADIES' FINE WHITE CAMBRIC NIGHTGOWNS, regular 85c, \$1, and \$1.25. Sale price

# 59c, 69c, 75c Each.

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All Our FINE FRENCH ORGAN-DIES on sale at

7c Yard.

KEY TO PRONUNCIATION.

A THOUGHT FOR ALL.

IN AN ALLIGATOR'S JAWS.

we love.

Every popular sport of today has its hostile critics. Football has received the heaviest bombardments on the score of "roughness and brutality." The committee of gentlemen who guard and foster this great pastime by means of official rules have to contend with a large measure of opposition, inspired of the attitude that football is not as each, when by doing so other patrons and of the attitude that football is not as egous reading to dip into ancient history and find what the critics of other thory and find what the critics of other days had to say about other sports, days had to say about other sports, becomes subject to arrest and to a fine are being sown broadcast, endeavoring and the fragments excavated make of not less thea \$5 nor more than \$25 for in many cases, as the one reference, odd and even hilarious reading. The Yale Courant, in an editorial of October 17, 1868, said of baseball, which was just then gaining wide popularity: We are not an admirer of the na- illustrating the differences of pronuncia- than ever impressed with this fact tional game. As to the amount of tion in different parts of the country. "It that there is no time for sleeping on amusement to be obtained by this means, it is just about what might be extracted from a certain number of sandbags, brasswood clubs, and cannon balis by educated, enlightened men under other circumstances. On the question of bodily damage, we would the work of the country. If the emigrant tide of New England settlers began to drift to Kansas, Missourians tied a cow at each crossing of the Missouri River.

If the emigrant said 'cow' he was permitted to cross, but if he pronounced it 'keow' he was told to return to the east, because the natives were satisfied that he suggest that the immense increase of because the natives were satisfied that he A Wretched System and Much Infersuggest that the immense increase of accident insurance companies is probably due to no other cause, and if the mania does not presently cease the country will be without able bodied men."

Saribber's Magazine of June, 1872, Saribber Sarib

of gambling and rowdyism, "characteristic of regattas and horse races," makes use of these words: During these years the game of

Geographic Magazine is an interesting cheery 'well done, an anectonate story of the deep sea explorations of will cause a rift to break in the lower-gencies. the steamer Albatross, under the direction of the United States bureau of life to gladden the passing days of those

While carrying on her work the Albatross has made more than 10,000 soundings and more than 4,000 dredg-

by Squire Lacey's Leniency.

**BOYS WERE LET GO** 

The three boys living in London Township who pleaded guilty to breaking into the residence of Hamilton Ramsay, in the Gore, have been let go by Squire Lacey. Nearly all of the crosses of the control of the obstruction of the Opposition in the London season will drag on until late in the summer owing to the obstruction of the Opposition in the London. to pass sentence on youths of such tender years.

Rev. John Gillespie Dead.

Toronto, Ont., July 23. - Rev. John

the husband under the town pump un-til he promised never to mistreat his pagne consumed was most moderate. wife again. Later he repeated the offense, and the crowd was making ready a rope with which to string him

## Letters to the Editor.

A PROTEST. To the Editor of The Advertiser: A few day's ago there stepped into SLATE ROOFING ASPHALT, CEMENT paint for iron roofs. Walter Scott, 504 a business store in the city of London a very respectable looking person, an evangelistic song book, which he affirmed he was very anxious to have placed as a free will offering a local religious institution. But on further investigation as the agent related his story, the truth began to unfold, and the eye and ear that were beginning to open to the Macedonian LEAN, jeweler, 408 Richmond street. beginning to open to the Macedonian call, and partially at least causing the but tuned altogether to another strain of music as he went on to say, "Of course, you know these books will cost about \$15 per hundred, and we are soliciting orders for advertisements, and would like your name as a starter." 'What," I interrupted, "side by side and between the same lids as will be found the songs for Sabbath devotion?"
The agent said "Yes." "Well," I said, I am not so inexperienced as to never have had surprises sprung on me, but I must confess that of all devil-coninnovations this should be singled out and sent broadcast to all concerned in social and moral reform. It met with the scathing denunciation of the Master himself when he said 'My house shall be called a house of prayer, but ye have made it a house f merchandise." Surely we have men and women with grace and finances The San Antonio city council has finally ligious needs of the city who will gladto mix the ridiculous with the sublime, "he is called today." I trust that those who are placed as leaders and Senator Stone, of Missouri, tells a story holding positions of trust will be more

### 368 King street. LONDON'S POUR PHONES

work a week. The 6,000 elected three Here's a thought for us all: "People test to the National Telephone Comkiss their dead who never stoop to kiss pany, with the result that their cause croquet has been steadily gaining their living. They hover over open cas- was in the end successful. Not long ground, and today its devotees, not without justice, claim for it the distinction of the only true and national game of America."

Heaven forfend! This national peril is past, and to twist the words of the poet:

"ill fares the land, to hastening ills a prey.

Where men accumulate to play croquet."

DEPTH OF LIFE INTHE SEA.
In the May number of the National Geographic Magazine is an interesting story of the deep sea explorations of the steamer Albatross, under the direction and peril the operations of the steamer Albatross, under the direction are preyled to the steamer Albatross, under the direction are preselected.

Heaven forfend! This national peril is past, and to twist the words of the wealth of affection about those loved ones who are fighting the those who are fighting the those follows unheedingly we permit the opportunities for carrying sunshine into the lives of those we love to pass by. A word of cheer to a struggling soul in life is worth more than all the roses in Christendom piled for the Government, which had enough embarrassing questions to flight on casket covers. The dead cannot smell the fragrance of the flowers, but the living can. Scatter them broadcast in their pathway, therefore, and pluck of the system it is hard to determine, but the state of the City of Lone. We permit the opportunities for carrying density of the government, which had enough embarrassing questions to flow great for the Government, which had enough embarrassing questions to great for the Government, which had enough embarrassing questions to flux of the city of Lone. Trustee Act." R. S. O. 37, cap. 129, that all persons having claims as creditors or that of our own country. Whether the iving can. Scatter them broadcast in their pathway, therefore, and pluck of the operators of the system it is hard to determine, but the strength of the operators of the system in the firm and william John Reid, the strength of the provide of the city of the clumb. The county of Middlesex, Dean of Huron, deceased:

Notice to Country of

PROPERTIES OF SEA WATER.

A theory has recently been formulated by M. Quinton in France that sea water is the natural source of all life, being the substance from which, according to Hackel, are produced those elementary bodies which in turn develop into every other species, including human beings.

M. Quinton has carried on a long and thorough research on the properties of While carrying on her work the Albatross has made more than 4,000 dredgerings, and the source of the properties of the source of the properties of the source of the properties of the source of the properties Of late years alligators seem to be ac-

northern, eastern and southern sides. ~

## THE LONDON SEASON

Three Young Housebreakers Benefit Likely to Drag Out Until the End o the Summer.

goods stolen were recovered by De- tion in the House of Commons, for the tective Northgreaves, and on a guar- London season does not really end unantee of future good conduct the of-fenders were discharged. The magis-trate felt that it might be a mistake tions over the difficulty of getting the "aliens bill" through is very pro-nounced, and the licensing bill is the topic of the moment. What will happen no one can foresee, but there are

Pump for Wife-Beater.

Sterling, Ill., July 23. — Half-drowned beneath a pump, and later recaptured for a repetition of his offense to be threatened with the noose, Patrick McCormick, of Tampico, a small town near here, likely will be lynched if he again beats his wife. As it is, McCormick has fled. Fifty men early today surrounded his home, aroused by the cries of Mrs. McCormick, and held the cries of Mrs. McCormick and discussed the question from our different personal standpoints. We both noticed and commented on the fact that at the dinner in question there were only champagne glasses on the table, and that until dessert no other were was drunk, when port wine was served and only taken by a few of the older men at the table. Mineral waters alone were consumed by many the cries of Mrs. McCormick, and held waters alone were consumed by many

The Real Question.

paint for iron roofs. York street, London. MARRIAGE LICENSES.

call, and partially at least causing the agent to feel that he had an easy victim were beginning to open still wider MARRIAGE LICENSES ISSUED BY W. H. Bartram, 99 Dundas street.

RESPONDETS furnished; strictly confidential and reliable; nothing published

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Phone 107.

by them, on or before the 25th day of July, A. D. 1904.

Gillespie, of the Church of the Messiah, died this morning, after a lingering the consumption of tea in Great Britain and Ireland shows a million rumors of every sort flyng about. It illness, aged 69 years. He was twice married; first in 1855 to Miss Hester Ellis Cunningham, who died in 1874. From that marriage were six children, of whom three survive. Mrs. J. H. Brock, of Winnipeg; Mrs. T. G. Gillespie, of New York, and Mrs. Oswald Winnipeg; Mrs. T. G. Gillespie, of New York, and Mrs. Oswald Mrs W. Howard of Montreal: In 1878. Mr. vain. After all is said and done, edu-Gillespie married Miss Julie Howland, cation on these lines, rather than redaughter of the late H. E. Howland. true solution of the question. I sat beside a member of Parliament at a

The real question to ask yourself is

### SLATE ROOFING.

AT 214 DUNDAS STREET, MY PRIVATE office, Young's Jewelry Store. C. D. Johnston.

PERSONAL.

bank references given. State age. De-partment B., Correspondence League Toledo, Ohio.

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ceive same during office hours. In order to avail yourselves of the full discount, payment must be made by the time mentioned above. Come early and avoid the crush. GEORGE W. HAYES, 60h-21,3,5,6,7,8,9,30 Colle

# This Summer

cational institution in the Masonic Temple building, where the manager, Mr. Yerex, will be glad to meet intending students and others who may wish to obtain information regarding to the content of the to obtain information regarding terms, courses of studies, etc. Special lessons during July and August. Address W. Yerex, C.B., Room 304, Masonic

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floor). Richmond street.

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DR. G. H. KENNEDY, DENTIST-

DR. E. PALMER SMITH, DENTIST, Edge block. Special attention, preservation natural teeth. 'Phone 1.778. DR. McGAHEY, DENTIST, TORONTO, RELIABLE CLOTHES CLEANERS, has opened a dental office, 169 Dundas,

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LIVERPOOL & LONDON & GLOBE E. Towe & Co. Agents City over

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The following timely arrivals will be much appreciated by those wanting White Goods for waists and shirtwaist suits. If you want a really becoming goods visit our Popular Wash Goods Department now.

About 1,000 yards of White Fancy Brocaded Lawns, in stripes and spots, extra nice quality, suitable for shirtwaists and shirtwaist suits. Per yard only..... A full range of White Piques in stock, for skirts or suits. Per yard.......15c, 20c and 25c

# Our Big Midsummer Linen Sale

Will be over in a few more days and then regular prices will be returned to. These opportunities for saving money should, therefore, be seized at once. This sale has been most successful-many strangers to this department have made our acquaintance. It's not: "Can I afford to take out more life assurance?" It is rather: "Can I afford to do without a Canada Life 3. on what these and others buy later that we make our profit. Special sales like this afford to do without a Canada Life 3. are put on for advertising purposes.

## THESE SPECIALS WILL BE ON SALE MONDAY AND UNTIL END of SALE, IF NOT SOLD OUT.

Tablings that are not pure linen are marked "union" and are sold only as union goods. A child can be sent to do your purchasing if you can't come yourself.

60-inch All-Linen Half-Bleached Tabling, our regular 65c yard, for......53c MARRIAGES ARRANGED, GOOD COR- 72-inch All-Linen Plain Damask, with satin stripe border, one of the newest effects, extra fine,

> Don't miss these if you need Tabling, as in a few days what are left will be marked back to former prices. These prices are for the Midsummer Linen Sale only.

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