

London Advertiser. FOUNDED IN 1863. TWO EDITIONS DAILY - WEEKLY. TELEPHONE CALLS.

LONDON, SATURDAY, AUG. 18. "LET THE PEOPLE KNOW IT."

"Advertising is the backbone of all successful trade." So Mr. F. Hunter, of Galt, told the master bakers' convention.

Mr. Hunter has found that advertising pays him, or he would not recommend it. It is an equally safe inference that Mr. Hunter makes good bread, for even advertising would not make sour bread go down with his customers.

The successful businessmen of today are liberal advertisers. They are not only liberal, but expert, advertisers. In every well-regulated mercantile establishment increasing attention is being paid to the publicity department.

The merchant who takes no stock in advertising usually has too much shop-worn stock on his shelves.

ART AND MORALITY. In New York they have a self-constituted custodian of public morals named Comstock.

The case has revived a discussion of the relation of art and morality, upon which reams of platitudes have been written. One of Comstock's critics contends that modern education has grievously erred through an excess of prudery.

The people of London can literally breathe more freely after last night's rain. It laid the dust.

The Premier of Manitoba estimates the western wheat crop at 125,000,000 bushels. We all hope this is true, but allowance must be made for the buoyant temperament of the west.

CHURCH AND STATE IN FRANCE. The Pope's encyclical on the situation in France is epitomized in a cable dispatch. Briefly, he refuses to accept the terms held out by the French Government with regard to the disposal of ecclesiastical property.

paid to Canadian industrial and financial interests, with a view of developing trade between the Dominion and the Mother Country, while the half-tone illustrations will be continued on a lavish scale.

"A Desk-Book of Errors in English," by Frank H. Vizetelly, F. S. A., associate editor of the Standard Dictionary, will be found highly useful to everyone who has regard for the purity of the language.

nothing to boast about. [Chicago Record-Herald.] "Mrs. Wapleton says she made her husband what he is."

AND GROWING OLDER. [Toronto Star.] There seems to be no reason for revising the tariff, except that it is nine years old.

STRIKING ADVICE. [Troy Budget.] Mrs. Anxious (mother of two marriageable daughters)—Really, I don't know whether to send Grace and Ethel to the seashore or the mountains this summer. What do you advise?

PERFECTLY LEGITIMATE. [Catholic Standard and Times.] "What's de matter wid 'Forty-two'?" asked the first messenger boy.

SHY ON GEOGRAPHY. [London Globe.] A lady applied the other day for tickets for the royal inclosure at Ascot for herself, daughters and for a Miss "X" of Montreal.

A DECENT GAME. [Toronto Globe.] The British bowlers are having a splendid time. Bowling, by the way, is a game in which it is not good form to club an umpire or push in the face of an opponent.

DISTINGUISHED AUSPICES. [Toronto Globe.] As Winston Churchill caught sight of J. P. Whitney in the gallery at Westminster he must have felt that he was introducing his Transvaal measure under distinguished auspices.

EH? [Somerville Journal.] "Yes," said the college student. "Dad got the idea that I was cutting up too much, and so he cut in and threatened to cut down my allowance unless I took a brace. I felt all cut up at first, but I didn't want my allowance cut off, or cut into, just for a little funny business, and so I cut it out."

SYMPATHY. [St. Catherine's Star.] Our sympathies are with the Hamilton Typographical Union in their refusal to strike more than others into a Yankee strike fund, indeed, why should a Canadian union pay anything into a strike fund likely to be used in Yankee political campaigns?

ALADDIN. [James Russell Lowell.] When I was a beggarly boy And lived in a cellar damp, I had not a friend nor a toy, But I had Aladdin's lamp.

A PREMIER IN HIDING. [Kingston Whig.] Premier Whitney has lost himself in England. His address is at least not known, which is an evidence that he wants to be free from the pursuit of the officeholders—at least for a few days.

AUGUST FASHIONS FOR MEN. [New York American.] Derby hats are going out of style for wear with bathing suits.

diamond studs and one large stone in the pin are the only articles conservative men wear at this season.

Colleges and club colors are very popular among young men, and add a touch of smartness. Good selections may be had at reasonable prices in most stores, but youths should be careful to select a college with becoming colors.

Trousers are always in style. In choosing socks for vacation wear, while considerable latitude is allowed, one should not select a pattern that will scare the farmer's horses.

BUSINESS IS BUSINESS. [Life.] Gotrox—What are your lowest terms as a son-in-law? Count—One million.

JOURNALISM AND BALLOONS. [Hamilton Times.] A London, England, journalist was sent to interview an aeronaut, but the aeronaut declined to talk unless the scribe went along with him to the skies.

PLENTY OF THE IRISH GAEL. [The Spectator.] As Dr. Douglas Hyde points out, "the Irish Gael is a plow by nature, there is the making of an unbeliever. God is for him assured, true, intelligible. When he meets a neighbor, instead of saying 'Bon jour' or 'Good morning,' he says 'God salute you.'"

COURTESY IN COPENHAGEN. [Four Track News.] Copenhagen, Denmark, is a city of calm and cleanliness—a land of pure delight, free from beggars, organ-grinders, and stray dogs.

PITTSBURG MILLIONAIRES. [New York World.] The Duke of Rutland has just died in England at the ripe age of 86. All his life he had the control of vast estates and ample wealth.

VOLIVA MEETS DOWIE. Zion City Overseer Confers With the Deposed Apostle. Chicago, Aug. 18.—Zion City was stirred yesterday when Wilbur Glenn Voliva spent an hour closeted with John Alexander Dowie, the deposed "apostle."

LOST FOUR HORSES. Walker Bros. Lose Fine Animals Through Burning of Stables. Walkerville, Aug. 18. — During a heavy thunderstorm last night lightning fired one of the horse barns on the Walker farm, two miles from here.

RESTORED TO GRAY HAIR. RESTORED TO HIS ORIGINAL COLOR BY THE USE OF DR. TREMAIN'S NATURAL HAIR RESTORATIVE.

DR. TREMAIN'S NATURAL HAIR RESTORATIVE. It will restore your hair to its natural color even though it has been gray for years.

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J. H. CHAPMAN & CO

TONIGHT

Tonight's Big Economies Told Very Briefly

Ladies' Long Kimonos \$1.25. Delightfully cool. Of fine white lawn and muslin. Full length. Were \$1.00, \$1.25 and \$1.50. Tonight... 78c

Ladies' Long Kimonos \$1.25. Pretty Figured Dimity Kimonos, neck, front and sleeves finished with border of white. Were \$2.50. Tonight... \$1.25

Last of Summer Gloves 78c. Ladies' 2-clasp Lisle Gloves reduced. Usual 50c kinds at... 39c

Straw Hats---Men's Dept. Men's and Boys' Fine Straw Sailor Hats and Men's Straw Fedora Hats. Regular 50c values, clearing tonight between 7 and 10, choice... 25c

Men's Ties---Half. Men can economize in the tie direction. Usual 50c Nobby Four-in-Hand Ties at half-price. See display in window, choice... 25c

Cups and Saucers and Bowls. Cobalt Blue Cups and Saucers and Bowls and Floral Decorated German China Cups and Saucers. A bargain PLUM tonight, choice... 15c

Lace Curtains. 100 pairs Brand New Lace Curtains, artistic effects, 3 1/2 yards long, 48 inches wide. Special value tonight... 75c

Boys' Washable Suits. If your boy needs a Washable Suit to finish out the summer, here's your chance to get it at half-price. Our regular \$1.25 suits on sale tonight... 69c

Boys' Two-Piece Tweed Suits, good dark colors, serviceable for school wear, sizes 10 to 15 years. Were \$2.50 and \$2.75, clearing the balance tonight at... \$1.69

Summer Baby Bonnets. Cute little, white Organdy Baby Bonnets, made in New York, got slightly mussed and crumpled. Press them with a hot iron and they'll be alright again. Take them tonight at... Half-Price

Back Combs. Jet Black Back Combs, rhinestone effects. Tonight 20c, 25c, 35c

Jeweled Shelled Back Combs. Tonight... 50c

Unbreakable Shell Flex Hair Pins. A box... 35c

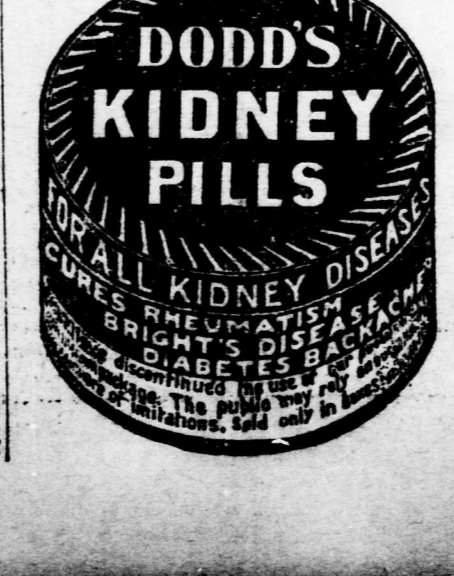
Belts, Etc. Silver Belts, assorted coloring, with buckle. Were \$1.25, tonight... 75c

Little Gem Skirt Supporters 15c each, with dip attachment... 25c

Wash Belts at a goodbye price... 15c

Hose Specials. Princess Ribbed Tan Lisle Hose, for children, sizes 5 to 9 1/2. At per pair... 25c

Ladies' Light-Weight Black Cashmere Hose and Black Cotton Hose with natural feet. The best for the money... 25c



J. H. Chapman & Co., 126, 128, 128 1/2 Dundas St.

LOST FOUR HORSES. Walker Bros. Lose Fine Animals Through Burning of Stables.

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