

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.



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

USE NO OTHER.
J. D. SAUNBY
257 York Street.
TELEPHONE 118.

REMOVAL

The local offices of the
Confederation Life

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

W. A. BROCK, Manufacturer
of the
DIADAM 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 manufac-
turer. Of course we still give our strict atten-
tion to bicycle repairing.

W. A. Brock, 192 Dundas St., London
SEND FOR CATALOGUE.

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
strength of 40 grains; no burning
sensation and sharp cutting of breath as pro-
duced by common cheap vinegars. In the in-
terest of your health do not hesitate to ask
your grocer for our goods.

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

Beaton's Fall Styles of

HATS AND FURS
ARE NOW OPEN FOR INSPECTION.

Parties having furs to alter or repair should
send them in at once before the busy season
opens.

H. BEATON,
138 Dundas Street, Opposite Market Lane

Pocock Bros.

Everything Ready

London's Great Fair is now
open and we're as ready as
they with the newest and best
Boots and Shoes of every sort.
This store is not simply a
shopping place, but also a
place to visit. We shall be
pleased to see you whoever
you are; pleased to show you
new Shoes at low prices. The
heartiest kind of a welcome
awaits you.

Remember, you make no
mistake when you buy your
Trunks and Valises at

Pocock Bros.

RHEUMATISM CURED IN A DAY—
South American Rheumatic Cure for
Rheumatism and Neuralgia, radically
cured in one to three days. Its action
upon the system is remarkable and
mysterious. It removes at once the
cause, and the disease immediately dis-
appears. The first dose greatly bene-
fits. 75 cents. Sold by W. T. Strong
and B. A. Mitchell, Druggists.

Good Judgment

Is shown in buying from our new-
ly selected stock of **Black and**
Colored Dress Goods, which
are arriving daily, comprising all
the new and latest novelties in
the most elegant and artistic fea-
tures from the master designers
of Europe.

Parties visiting the Fair will do
well to take a look through our
large establishment.

Priddis Bros

TELEPHONE 324.
158 Dundas Street,
157 Carling Street.

METALLIC CEILINGS:

Handsome, durable and fire
proof. 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, TURNING VERY WARM—

SHOWERS.
Toronto, Sept. 17—11 p.m.—The de-
pression which was over the St. Lawrence
Valley yesterday has moved eastward
across the Gulf, and there is now a wide-
spread depression over the western
portion of the lake region and the North-
west Territories. Showers have occurred
to-day in parts of the Maritime Provinces,
and a strong north-west wind has prevailed
in the Gulf. Elsewhere in the Dominion
the weather has been fine.

Minimum and Maximum temperatures:
Edmonton, 40—68; Calgary, 32—44; Prince
Albert, 38—70; Qu'Appelle, 42—68; Win-
nipeg, 42—68; Toronto, 52—76; Montreal,
52—66; Quebec, 50—58; Chatham, N. B.,
50—64; Halifax, 52—58.

PROBABILITIES.
Toronto, Sept. 18—1 a.m.—Lakes—
Fresh to strong south-east to south-west
winds, partly fair weather turning very
warm in the southern portion; local showers
or thunderstorms.

Roses, Carnations, Violets.

Funeral Designs.

J. GAMMAGE & SONS,
Phone 98. 213 Dundas Street.

Trusts Corporation

OF ONTARIO,
Safe Deposit Vaults.

Bank of Commerce Building, King
Street, Toronto.

Capital - - - \$1,000,000
Hon. J. C. AINSIE, 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. EXECU-
TOR, TRUSTEE, RECEIVER, COMMITTEE OF
LORDS, GUARDIAN, LIQUIDATOR, ASSESSOR,
etc., etc.; also as agent for the above offices.

All manner of trusts accepted, moneys in-
vested, estates managed, rents, incomes, etc.,
collected. Bonds, debentures, etc., issued and
counter-signed.

Deposit safes to rent, all sizes. Parcels re-
ceived for safe custody.

Solicitors placing business with the
Corporation are retained in the profes-
sional care of same.

A. E. PLUMMER,
Manager.

WASHINGTON WANTS TALMAGE.

Brooklyn's Noted Preacher May Fill the
Pulpit of the President's Church.

Washington, Sept. 18.—Rev. T. De
Witt Talmage may become the pastor of
the First Presbyterian Church of
this city, in association with the Rev.
Dr. Byron W. Sunderland. It is not
clear that Dr. Sunderland, who is the
president's pastor, is to retire, but his
age and long service make an active
pastor necessary. The church is a his-
toric one. Four Democratic Presidents
have worshipped there.

Dr. Sunderland, during his recent vaca-
tion in the Catskills, has been almost
constantly with Dr. Talmage, who, hav-
ing given up the Brooklyn Tabernacle,
is now without a church. They are
warm bosom friends, and Dr. Sunder-
land has been urging him to accept a
call at a large salary. He would not be
obliged to give up lecturing or jour-
nalism.

Dr. Talmage is said to have made cer-
tain propositions, and the elders are
favorably inclined towards them. Dr.
Sunderland is in New York laboring
with Dr. Talmage.

DYSPEPSIA AND INDIGESTION.
C. W. Snow & Co., Syracuse, N.Y.,
write: "Please send us ten gross of
Pills. We are selling more of Par-
melle's Pills than any other pill we keep."
They have a great reputation for the
cure of Dyspepsia and Liver Com-
plaint. Mr. Charles A. Smith, Lind-
say, writes: "Par-melle's Pills are an
excellent medicine. My sister has
been troubled with severe headache,
but these Pills have cured her."

Don Jayme de Bourbon, the eldest son of
Don Carlos, will marry, it is said, the
eldest sister of little King Alfonso. She was
Queen Mercedes for the six months before
her brother was born, and is now 15.
No one need fear cholera or any sum-
mer 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 be-
coming the most popular medicine for
cholera, dysentery, etc., in the market.

There is a screw loose
somewhere in the make up
of the men or women who
pinch their feet. Common
sense and tight shoes do
not go hand in hand. Cook
makes the shoe fit the foot,
not the foot fit the shoe.

Bargains in every class of
footwear for the asking.

J. P. COOK,

273 Dundas St.
Your Money back if you want it.

London Advertiser.

Telephone Numbers.
107.....Business Office
134.....Editorial Rooms
175.....Job Department

London and Environs

—Mr. John Wanless, of Toronto, is visit-
ing his brother, Mr. Wm. Wanless, sen-
ior, city.

—Mr. Leroy and Miss Patte, of Oshawa,
are visiting Mrs. Thompson, Central av-
enue.

—Competition is a race for patronage, and
the steady advertiser is invariably the win-
ner.

—The Port Stanley and Cleveland
steamer will make her last trip of the season
Saturday next.

—(Dr.) Longhead, of Petrolia, is a
guest of Mrs. B. A. Mitchell, 304 King
street, city.

—Miss Mabelle Urquhart, of Detroit, is
the guest of Miss Jamesina Dunbar, of Full-
arton street.

—Mr. J. McMurphy, left the city yester-
day afternoon to visit Dr. Arnott, of Lon-
don.—Guelph Herald.

—Miss M. Baker and Miss M. Johnston,
of H. McKay & Co., have returned home
after spending a week in Toronto with
friends.

—The Belleville Sun, of which Mr. Cam-
eron, Esq., formerly city editor of the
"Advertiser," is managing editor, has passed
its first year successfully.

—The Caldwell brothers, evangelists,
city, are expected to begin a series of ser-
vices in the Methodist Church, Fingal, on
the last Sunday in September.

—C. P. R. Detective Ross, of Toronto,
has been in the city for some days, en-
deavoring to discover the parties who break
signal lamps on the company's property
here.

—Miss Minnie Buchner, of Dunnville,
who has been visiting her cousin, Mrs. W.
H. Ingram, Elizabeth street, leaves for Lon-
don this afternoon to visit her brother, W.
A. Buchner.—St. Thomas Times.

—Rev. Cannon Dann, the new vicar of
St. Paul's Cathedral, reached the city yester-
day with his family from Ireland. He has
taken a residence on Waterloo street,
between Dundas street and Queen's avenue.

—Mr. J. W. McIntosh, Division Com-
missioner, and wife were in one of the rigs
struck by a trolley on Monday night. The
car caught a hind wheel and jerked the oc-
cupants out on the pavement. They were
fortunately uninjured.

—Mrs. Andrew Kenneally, 465 Dundas
street, was nearly drowned in Lake Rosseau,
Muskoka, during her holidays. She fell
into deep water while fishing, but was
saved by a 10-year-old lad, Ambrose Lep-
per, who shoved an oar to her.

—The following donations for August
were very gratefully received at the Pro-
testant Orphan's Home: Girls jacket, Mrs.
McIntosh; 5 pair socks, Mrs. Nation; mag-
azines, Mrs. Purdon; 20 lbs. corned beef,
Mrs. R. S. Rockett; 3 boxes straw hats,
Smallman & Ingram; Sunday school papers,
St. Paul's Sunday School.

—The following list of patents, recently
granted to inventors residing in Canada, is
reported for the London "Advertiser" by P.
J. Edmunds, international patent solicitor,
London, Ont.: Canada patents—C. Fergu-
son, London, Ont., vacuum can or package
for holding milk or other perishable mer-
chandise; W. J. Dawson, et al., Canning-
ton, invalid bed; Ontario Pure Food Com-
pany, St. Catharines, Ont., canned goods
(trade mark); Amy G. Richards, Montreal,
Que., Cookery (book copyright). United
States patents—C. Ferguison, London, Ont.,
vacuum can or package for holding milk or
other valuable merchandise; W. R. Hite-
cock, Cornwall, Ont., electric wire conduit;
Chas. Kelly, Toronto, Ont., envelope; F. S.
Mead, Montreal, Que., electric igniter for
gas; C. F. Fym, Windsor, Ont., lasting
jack.

A FARMER'S LOSS.

Lightning this morning struck the
barns of Mr. John Munroe, lot 14, con.
5, Westminster. They were destroyed by
fire and a large portion of the sea-
son's crop went up in smoke. The loss
was \$4,000; insurance \$1,500.

A LIGHTNING STORM.

The thunder storm which passed over the
city early this morning was very severe
while it lasted. The night staff of the
"Advertiser" were startled by a flash of
lightning about 2 o'clock, which burned the
motor that runs the linotypes. Con-
nections were soon made and the work pro-
ceeded.

THE MUSIC HALL.

Another good audience greeted the J. L.
Clark Company at the London Music Hall
last night. The play was the comedy-
drama, "Eagle's Nest," and it was produced
in first-class style. Mr. Clark as Daniel
Dibsey, appeared in one of his funniest roles
and provoked continued laughter. Miss
Ella Cameron as Rose Milford, confirmed
the good impression made at her first ap-
pearance. Both were well supported. To-
night a bumper house may be expected.

THE POLICE NET.

The police net gathered in a large
number of lost fish last night. Fred
Easton, of Trenton, N. J., Harry Row-
land of Listowel, and James Nangle,

THE
Royal Crown Remedy

Secures the harmonious action of each of the
organs. It establishes throughout the entire
system functional harmony, and supplies the
blood vessels with a pure and healthy current
of new life. The skin, after a few days' use of
the Crown Remedy becomes clear and beauti-
ful—pimples, blotches, black spots and skin
eruptions are removed, sores and ulcers soon
cured. Persons suffering from scrofula, eruptive
diseases of the eyes, mouth, ears, legs,
throat and glands, that have accumulated and
spread, either from uncurable diseases of mor-
tality, 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. \$1. pills 25c., or 5 bot-
tles of Remedy and 5 boxes of Pills for \$5. from
druggists, or sent by Isaac Williams Company,
London, Ont.

SIFTON & CO.

Full supply of Public and High
School Books, Scribbling
Books, Exercise Books.

Express Wagons, Velocipedes,
Children's Barrows.

New lines of Purses, Shopping
Bags, School Bags, Foot-
balls.

168 DUNDAS ST.
Fine Tailoring

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

Jos. Dambra,

Fashionable Tailor,
262½ DUNDAS STREET.

of Biddulph, youths, were caught steal-
ing a ride on the G. T. R. express from
Ingersoll yesterday. They will be sen-
tenced to the city. Charles Garner and
Dave Gilmour stole into the Fair
grounds. A night in the cells was their
punishment. Matilda Meade, aged
about 60, swore she only had a glass of
ale, and that a policeman ill-treated
her, in proof whereof she showed a
badly-bruised arm. Matilda had enough
money to carry her to St. Thomas, and
she will be seen on the train. The
complaint laid against Charles Rey-
nolds by Mrs. J. Beattie of trespassing
on her premises was withdrawn. John
Williams, of Strathroy, had suit at \$1
left after his jamboree, and paid \$1 of
it to the clerk as the price of liberty. A
number of drunks were allowed to go,
as they wished to see the Fair.

AT THE FRONT.

One of Chicago's progressive retail
firms heads a recent display advertise-
ment with the statement that "last
month closed with a business nearly
double that of August, 1914. Septem-
ber opens up even more auspiciously; it
opens with more than twice the busi-
ness of a year ago." Philadelphia mer-
chants who advertise to the same ef-
fect, and the story will grow in in-
terest as the days shall roll by. Better
times are, of course, the secret; but is it
not unquestionable that the tide of
better flow chiefly for those who
keep themselves at the front in ad-
vertising by persistent advertising?—Phila-
delphia Record.

TORONTO WATERWORKS.

An Outbreak of Disease Feared and
Great Precaution Recommended.

Toronto (Special) Sept. 16.—The acci-
dent which recently occurred to the
Toronto waterworks conduit has created
a great deal of consternation, and
an outbreak of disease is possible. Doc-
tors are prescribing the various pre-
cautions to be taken, and among them
it is strongly recommended that the
kidneys should be kept in a state of
perfect regularity by means of Dodd's
Kidney Pills, a remedy which expe-
rience has shown to be equally effec-
tious in the latest as well as the
earliest stages of kidney trouble. It is
also stated by the physicians that this
season is one in which the kidneys are
regularly susceptible to disorder.

Trolley
Prices

Men's Strong Boots.....	\$1 00
Men's Fine Calf Boots.....	1 50
Boys' School Boots.....	1 00
Girls' Strong Boots.....	75
Ladies' Cloth Slippers.....	10
Ladies' Tan Oxfords.....	75
Misses' Tan Oxfords.....	50
Ladies' Kid Button Boots.....	1 25
Ladies' Strap Slippers.....	1 00

Trunks.

Trunks, large size.....	\$4 50
Trunks, small size.....	2 00
Valises.....	50
Club Bags.....	1 80

Purses.

We have received a large lot of
Purses, worth wholesale \$5, \$6 50, \$7
and \$7 50 per dozen. Will be sold at

25c

Call in and get one. Also another
lot of those beautiful Purses at

5c

Johnston's
198 Dundas Street.

R. K. Cowan
Barrister, etc., over Bank of Commerce
London.

ARE YOU COMING TO LONDON'S GREAT FAIR?

IF SO, DON'T FORGET TO CALL AT

MARA'S

GREAT DEPARTMENT STORES,

153 and 155 Dundas Street and Market Square.
(Warehouse and Store Combined.)

WHERE YOU WILL FIND THE LARGEST,
CHEAPEST AND BEST STOCK OF

Dry Goods,
Made-up Clothing,
Hats and Caps, Furs,
Carpets & House Furnishings,
Mantles, Fancy Goods, etc.,

EVER SHOWN IN THE CITY OF LONDON.

Everybody Welcome From Town or Country During
Fair Week, Whether You Buy or Not.

Money-Makers and Bargain-seekers

Read Carefully, Read Cautiously and Remember That We
Are Here to Stay. Here Are a Few of
Our Regular Values.

- 1st. Large Size Blankets, 75c pair.
- 2nd. Table Oilcloth, 1½ yards wide, 15c a yard.
- 3rd. Linen Spools, all shades, 2½c.
- 4th. Chenille Table Covers, 1½ yards square, \$1.
- 5th. Floor Oilcloth, best make, 23c square yard.
- 6th. Linen Towels, large size, 10c each.
- 7th. Real Huckaback Towels, 42 inches long, 12½c.
- 8th. Table Linen, very wide, 24c yard.
- 9th. Check Gingham, 4c yard.
- 10th. Men's Shirts and Drawers, just the thing for fall wear, 19c each.
- 11th. All Silk Four-in-hand Ties, 12½c each.
- 12th. Linen Collars, 7c each, or 4 for 25c.
- 13th. Men's Flannelette Shirts, 19c, men's sizes.
- 14th. Best Braces, 10c pair.
- 15th. Turkish Caps, just the thing for children, 19c each.
- 16th. Boys' Peak Caps, 10c each.
- 17th. Men's Fedoras, all colors, 75c.
- 18th. Men's Tweed Suits, all wool, only \$3 50.
- 19th. Men's Beaver Overcoats, \$5.
- 20th. Ladies' Hose, all sizes, 10c pair.
- 21st. Pins and Needles, 1c a paper.
- 22nd. Ladies' Vests, all sizes, 10c each.
- 23rd. Double-width Serges, all colors, 44 inches wide, 25c yard.
- 25th. Best XX Skirt Lining, 5c yard.
- 26th. All colors in Velvets, 25c yard.
- 27th. Large Size Sponges, 5c each.
- 28th. Best Laundry Soap, equal to Surprise, 2½c per bar.
- 29th. Vinola Soap, French make, 9c, 3 for 25c.
- 30th. Special to hotel-keepers—All-wool Blankets, large size, \$1 99 per pair.
- 31st. Double-width Sheetings, 2 yards wide, 14c yard.
- 32nd. Glass Toweling, 5c yard.
- 33rd. Table Napkins, all linen, 50c dozen.
- 34th. Pillow Cotton, 40 inches wide, 12½c yard.

Special Attention Paid to Mail Orders.

Standard Fashion Sheets Free on Application.

The T. E. Mara Co.

LIMITED,

153 Dundas Street,
155 Dundas Street,
And Market Square

PHONE 1,043.