

PATCH GRIEF
WITH PROVERBS

If you wish, but when the sun, air, rain or dust have robbed your garments of their new color or appearance, better bring them around here for treatment. Dyeing and cleaning is done well, if done by

R. PARKER & CO.,
Dyers and Cleaners,
217 DUNDAS STREET, LONDON.
Telephone 614.

BIRTHS, MARRIAGES AND DEATHS

BORN.
BEAL—In Toronto, on Aug. 11, the wife of Carl G. Beal, 41 Clyde street, of a son.

MARRIED.
WRIGHT—WHITEHALL—On Tuesday, Aug. 13, at the residence of the bride's father, 229 Simcoe street, by the Rev. A. L. Russell, M.A., B.D., T. Augustus Wright, of this city, to Emily R., eldest daughter of Wm. Whitehall.

DIED.
JEFFERY—On Aug. 16, 1895, Vera Marjory, youngest beloved daughter of Wm. and Amelia Jeffery, aged 1 year and 8 months.

Funeral from the family home, 420 Simcoe street, Monday, 3 p.m.; service 2:30 p.m. Friends and acquaintances will please accept this intimation.

ROWLAND—On Thursday evening, Aug. 15, 1895, at the residence of the late Wm. Rowland, sen., in the 95th year of her age.

Funeral from the family residence, No. 345 Matland street, (Saturday) at 4 p.m., to Woodland Cemetery; services at 3:30. Friends and acquaintances will please accept this intimation.



"S" PEERLESS
Machine Oil
Ask Your Dealer for it.
None So Good.

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

"REX BRAND"
Hams and
Breakfast Bacon

Extra mild, cured through a process entirely our own, which preserves the delicious natural flavor of the meat and adds to it none of that salty, hard taste to be found in most brands. They are of uniform superiority and excellence, and are the fanciest and best meat that experience can produce.

SOLD BY FIRST-CLASS GROCERS AND
MOORE & CO.,
MARKET HOUSE,
LONDON, - - - - - ONTARIO

All Kinds of Electric Work Done
by Experienced Men at
Lowest Prices.

A FULL STOCK OF
Electric and Combination Fixtures,
and Electric Bell Supplies.

Special prices to the trade.
ROGERS & DOSS
425 Richmond St.

A FANCY
Wall Paper strikes the fancy with a delightful force. You like it so well that you want to see it on the wall. That's the place for fancy paper like ours, and you'll often find them there too. There's a charm, a richness, a harmony and originality about our designs that catch the eye at once. It's the papers that strike the eye that strike the wall. We make a business of hanging paper and employ skilled mechanics.

R. LEWIS,
434 Richmond Street.

W. FAIRBAIRN
MERCHANT TAILOR,
Over Priddis Bros., upstairs. Entrance through store.

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.

HORSESHOEING—ROBERT
MOWAT, horseshoer and
general blacksmith, 337 Talbot
street. Lame and interfering
horses carefully attended to.

Priddis Bros.

1 Price Sale
2 50 Pairs

Cream & Colored
Lace Curtains

These goods we must clear
to make room for our fall
importations. Come early,
for these goods are being
picked up rapidly.

TELEPHONE 324.
158 Dundas Street,
167 Carling Street.

Southcott's
FINE TAILORS

361 Richmond St.

Bicycles and Bicycle Sundries
Repairing a Specialty.

WM. GURD & CO.
185 Dundas St., London, Ont.

FINE AND VERY WARM.

Toronto, Aug. 16—11 p.m.—The pressure is comparatively high over the eastern portion of the continent and generally a little below the average elsewhere. The weather has continued fine in all portions of Canada.

Minimum and maximum temperatures: Calgary, 38-68; Qu'Appelle, 46-70; Winnipeg, 56-72; Parry Sound, 48-82; Toronto, 56-80; Montreal, 60-80; Quebec, 50-78; Halifax, 54-78.

Toronto, Aug. 17—1 a.m.—Fine and very warm today. Local thunder showers tonight or tomorrow.

ASK YOUR GROCER FOR
Johnson Bros.' Bread
5c per loaf retail.

In all parts of the city. Telephone 818.



THE GENUINE

YOU MANS

FALL STYLE

HAS JUST ARRIVED.

BELTZ'S

Sole Agent for London.

ELECTIONEERING IN ENGLAND.

Running for Parliament Not a Pleasant Business.

Once, from the top of a cart in the middle of a field, says a writer in London Sketch, I did battle with a stolid elector who interrupted me in an unintelligible dialect. I poured oil on his head, but the crowd looked puzzled, and the occupants of the cart became strangely agitated. At last one of them whispered in my ear: "Good gracious, man, stop that! he's our chief supporter in the district!" Another time a burly farmer suddenly ejaculated: "Bosh!" I expostulated with him. "Bosh!" he repeated. What logic can avail against the dreadful iteration of one disrespectful epithet? Insurrection broke out all over the meeting. A gentleman in an apron, who had been standing hard at my feet, exclaimed, in a tone of injury: "Why d'ye come here in patent-leather shoes?" Had I known by instinct that this was the local cobbler I might have begged him to do me the honor of making me another pair. But you can't not always be ready with an answer soft enough to turn away wrath, though I remember that a venerable lady who spoke the same evening had assured the audience that the principles she and I were expounding came straight from the Bible.

Choosing a Husband.

"Of beauty just enough to bear inspection. Of candor, sense and wit, a good collection. Enough of love for one who needs protection."

Excellent resolve, ladies, and let the husband see that the wife, who has linked her life with his, possesses sound sense and good judgment. If she suffers from nervous debility, or uterine troubles, as alas so many do, let her manifest her good sense by using Dr. Pierce's Favorite Prescription, which has never been known to fail in such cases. It is the only remedy so sure in results that it can be sold on trial. See guarantee wrapped around each bottle.

J. W. STRONG, 332 Simcoe street,
does papering and sign painting at
very reasonable prices.

London Advertiser.

Telephone Numbers.

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

Advertiser
Subscribers

BEFORE GOING FOR YOUR HOLIDAYS, ARRANGE TO HAVE YOUR DAILY "ADVERTISER" SENT AFTER YOU. NO TROUBLE TO MAIL IT. DROP A POSTAL OR TELEPHONE 107.

London and Environs

The goods were new and fresh. The store was clean and neat. The clerks were all polite. But the owner was indiscreet. The store was unsuccessful. The reason you'll surmise. Tho' the owner was a hustler, He didn't advertise.

—Mr. Freeman Talbot, has returned to Thamesford from Prince Albert, N. W. T.

—Mrs. James Wyatt and family, of Arva, left Friday for Sault Ste. Marie, their future home.

—W. H. Fuller, formerly general organizer of the Woodmen of the World, has been appointed general organizer for the A. O. U. W. for Huron county.

—Only the meanest kind of an office boy will put a sheet of sticky fly paper in the seat of the chair where the Scotch high school for custom-made office cat daily takes her customary nap.

—Do not despise the girl whose gowns are dreams because she cannot make epigrams. It requires quite as much brilliancy to design a frock as it does to make a repartee.

—Mr. Fred Beltz attended a meeting of the London Bicycle Club Thursday evening, leaving his wheel in the hall. When he returned the bicycle was gone. No clue to the thief as yet.

—Mr. W. F. May, of London, formerly assistant principal in the high school here, has been engaged to teach in the Seaforth high school for the coming term.—Parkhill Independent.

—The Council of Federated Building Trades of Toronto will be represented at the Trades Congress, which meets in this city, Sept. 3, by John Tweed and G. T. Beales.

—Rev. Robert Johnson, B.D., pastor of St. Andrew's Church, returned last evening from his six weeks' holidays spent in and around Kincardine, on Lake Huron. He will occupy his pulpit tomorrow.

—During the past week the T. E. Mara Company, received a number of exceptionally large mail orders from readers of the "Advertiser" in Kentville, N. S., Banff, N. W. T., and Cariboo, B. C.

—Messrs. J. C. Heglar, Cuthbert, Rowland, ex-Reeve King, and Vance, of Ingersoll, and Messrs. J. G. Ross, Matkinson, and Smart, of this city, composed a fishing party on Embury last week. Some fine specimens of black bass were caught.

—Court Magnolia the youngest court of the A. O. F. in London, have arranged with the Grand Trunk Railway for an excursion to Toronto on Civic Holiday. Tickets \$2.00, good going on all morning, passengers to Aug. 19, and to return up to the last train, Aug. 20. This will be the last chance to visit Toronto this year at so cheap a rate.

Tonight the steamer R. G. Stewart will leave Port Stanley for Cleveland after the arrival of the 11:15 p.m. train leaving London. The train leaves at 7:15 and will take passengers for Cleveland. The fare is only \$2 for return from London. This gives two days' visit in Cleveland, the boat returning Monday night on the C. C. F. of this city are running the excursion.

LATEST BUSINESS CHANGES.

J. S. Leighton, grocer, Orangeville, offering to compromise. G. W. McCullough, coal, Ottawa, assigned. James Purser, Chatham township, assigned. J. A. Watson, musical instruments, Mitchell, offering to compromise. J. H. Magee, flour and feed, Tilbury Center, sold out to E. Giroux.

COMING IN LONDON.

The New York Sun in some recent studies of Philadelphia habits observed that "many Philadelphia women take their lunches with them when they go shopping." It is true that lunch baskets are not an infrequent sight in Philadelphia. As a rule, the owners can be set down as shoppers from a distance. The trolley now gathers up the women of the countryside for twenty miles around and brings them here to the city. The lunch basket is a wise provision, bespeaking thrift and forethought—two qualities which, with advertising's aid, make them the best of shoppers.—Philadelphia Record.

HAINESS THIEVES PLEAD GUILTY.

Judge Edward Elliott was in chambers yesterday morning and arraigned before him were David Vanzant and Joseph Clark, two of the trio arrested on the market by Detective Nickle. They pleaded guilty to stealing two sets of single harness from John W. Horton and Duncan McAlpine, of Sherden. Wm. Lacourse, stepson of Vanzant, pleaded not guilty and was discharged. The crown offering no evidence. His companions were remanded until Aug. 27 for sentence.

—Charles Heard denied breaking into Wm. Wilkinson's house at Ingersoll and stealing two coats, \$7 in cash, and a wallet containing a promissory note. He elected trial by jury and was committed to the Assizes, which open on Oct. 1.

James Taylor was acquitted on the charge of breaking into Charles Taylor's house, near the brickyards. He admitted forcibly entering the place and was discharged on giving his own recognizances to appear for sentence whenever called upon within two years.

UNITED CALEDONIAN ASSOCIATION
Montreal, Aug. 17.—The North American United Caledonian Association held its annual convention here yesterday afternoon.

The following officers were elected: Peter Kinnear, Albany, president; William Simpson, Toronto, first vice-president; Nathan Ross, Wilkesbarre, second vice-president. Peter Ross, New York, secretary; Peter McKeown, Chicago, treasurer; John Finken, Milwaukee, assistant secretary; managing committee, James Irving, Philadelphia, and Wm. Heath, Montreal. Dr. James McLeod, Scranton, Pa., was elected chaplain. The next convention will be held at Wilkesbarre, Pa.

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.

BARK-WELL'S
BAKING : POWDER

Is prepared fresh from pure cream of tartar and sold at 25c per pound. Our ladies should always use BARK-WELL'S if they desire a BAKING POWDER that can be relied upon to always rise and never contain injurious ingredients. Prepared fresh at

Bark-well's Drug Store,
268 Dundas Street.

Always take your prescriptions to Bark-well's Drug Store.

You Don't Want Anything

best catables to adorn your table. Poor catables are dear at any price.

You Can't Get Anything

if you buy from us. We have a reputation for keeping first-class goods, and we don't propose to lose it.

You Will Get Something

better than you can get elsewhere if you buy our

High Grade Coffee.

T. A. Rowat & Co.

228 Dundas Street.

Phone—317. ywt

ODD ITEMS FROM EVERYWHERE.

The weight of the earth is calculated by Prof. Boys at 5,982,000,000,000,000,000 tons.

"So much depends on the money of a country," said a traveler. "In India a lac of rupees is a fortune, while in Canada a lac of dollars is poverty."

Since the beginning of this century no fewer than 52 volcanic islands have risen out of the sea; nineteen disappeared, being submerged, the others remain, and ten are now inhabited.

The average size of families in Europe is as follows: France 3.03 members, Denmark 3.61, Hungary 3.70, Switzerland 3.94, Austria and Belgium 4.05, England 4.08, Germany 4.10, Sweden 4.12, Holland 4.22, Scotland 4.46, Italy 4.56, Spain 4.65, Russia 4.83, Ireland 5.20.

Mexican girls are courted by a unique process. Their lovers walk up and down the street on the opposite side, and stare at their windows for hours. If the lover is agreeable the lady appears at the window after a few days, and they soon form an acquaintance thereafter.

While men have more strength women have more endurance and a greater capacity for protracted and monotonous labor. In those countries where women work in the fields side by side with their husbands and brothers, the latter may accomplish more work, but the former can labor a greater number of hours.

One's surprise in the fact that no two persons' voices are perfectly alike ceases when one is informed by an authority that, though there are only nine perfect tones to the human voice, there are the astonishing number of 17,592,116,044,415 different sounds. Of these fourteen direct muscles produce 16,382, and thirteen indirect muscles produce 173,741,323.

WORK OF A SINGLE DAY.

Some Startling Facts Concerning the Action of the Heart.

Do people recognize the immense work transacted by the heart in a single day? It equals that of lifting one hundred and fifty pounds to a height of thirty-three hundred feet. And yet, knowingly, or through ignorance, nine out of ten people abuse this hardest worked organ of the body. There is nothing remarkable in the fact that heart failure and apoplexy are among the most prevalent diseases of the day. Happily a Heart, which gives relief instantly. This medicine should be kept in every house, so that on the slightest indication of heart trouble it may be taken. It has saved by its prompt and efficient work, the lives of thousands of Canadians.

A Good Investment.

There is no surer or better way to invest spare funds than in endowment policies in a well-established and prosperous company. The returns may not be as large as in some other lines, but when taken in connection with the protection afforded to the life assured in the event of early death, no more desirable investment is possible. Dr. Moore, of Brampton, took out an endowment policy of \$1,000 in July, 1880, which matured on the 1st inst. The policy returned to him \$183 for every \$100 he paid in premiums, yielding a 12 per cent. compound interest, besides fifteen years' insurance. The following letter to the Ontario Mutual Life Assurance Company will show that Dr. Moore has been eminently well pleased with his policy in that company: "Brampton, July 1, 1895.

"Gentlemen,—

"I have received your check for \$1,012.67, being in full of my endowment policy 5,243 in your company, which matured today. A better result could not be had in safe lines. I have had fifteen years' insurance, and have got back all the money I paid in, with such a handsome amount added as interest. It to have been an excellent investment. I have to thank you for the promptness and courtesy which any communications of mine have always received at your hands. Yours truly,

"CHAS. Y. MOORE."

70c eod

UNION MEANS STRENGTH.

The R. S. Williams & Sons' Company, of Toronto, have purchased the entire stock and fittings of "Colwell's Popular Music House," 189 Dundas street. Before removal to their London warehouses, 171 Dundas street (where Mr. Colwell will be pleased to meet his friends and customers in future), all musical instruments, music and music books, will be sold at and less than cost. You will have until Sept. 1 to secure special bargains, but don't delay. Save your dollars and come in now. You may never have another opportunity to buy at such low prices. The stock is well assorted, and we can satisfy all buyers. The celebrated "Williams' Pianos and Organs" always take first place in quality, prices and terms. The store at 189 Dundas street will remain open every evening until this sale is concluded. 64n ywt

T. C. THORNHILL, optician, jeweler, watchmaker, engraver, general repairing. Lawn mowers sharpened and repaired. A call solicited. 402 Talbot street.

Summer Bargains at

MARA'S SATURDAY SALE

AUG. 17.

ALL DAY LONG FROM 9 O'CLOCK a.m. to 10 p.m.

WE HAVE ONLY

3==Saturdays Left==3

—IN OUR—

Great Summer Climax Sale!

We realize the time is short and we have made the prices shorter. Every man, woman and child who requires anything, whether it be little or much, can't afford to miss this sale. Never before in our history have we done such terrible price cutting as now. Money SAVED is money MADE—a few cents on each article soon counts up. It is not what you earn but what you save that will make you rich.

Trade at Mara's
The Money Savers.

Remember next Saturday will be the biggest day of our sale.

1st—Just think of large size Summer Blankets at 75c per pair.

2nd—Largest Bath Towels, regular price 15c, on Saturday 10c.

3rd—The very best Table Oil Cloths, 45 inches wide and in marble patterns, regular price 25c, on Saturday 18c per yard.

4th—Your choice of 50 pieces of Tweed for pants and suits, worth 40c, on Saturday 25c per yard.

5th—72-inch Linen Sheeting, very heavy, worth 35c, on Saturday 22c per yard.

6th—A large consignment of New Linen Damasks, 1½ yards wide and in all shades and patterns, worth 60c, on Saturday 45c per yard.

7th—A few pieces fine Duck Suitings in stripes and spots, regular price 12½c, on Saturday 10c per yard.

8th—32-inch Very Fine Scotch Chambrays, in all the new shades, worth 15c, on Saturday 12½c per yard.

9th—Special: 20 pairs only, Beautiful Lace Curtains, 3 yards long and new patterns, worth \$1, on Saturday 50c per pair.

10th—Oiled Linen Blinds, complete with roller, regular price 50c, on Saturday 30c.

11th—Best English Oil Cloth, in new patterns, only 20c per square yard on Saturday.

12th—36-inch Heavy Twine Matting, on Saturday 10c per yard.

13th—All-Wool Challies, beautiful patterns, regular price 25c, on Saturday 15c per yard.

14th—42-inch Black Lustre, worth 40c, on Saturday 25c per yard.

15th—Your choice of 69 pieces of Very Fine French All-Wool Henrietta, in all shades, worth 50c, on Saturday 25c per yard.

16th—A few beautiful White Parasols, with frills, worth \$2, slaughter price 85c.

17th—A few Black All-Silk Parasols, both plain and with gold stripe, worth \$2 25, sale price on Saturday \$1 25.

18th—Children's Tan Stockings, 8c per pair.

19th—Children's Fast Black Stockings, on Saturday 10c per pair.

20th—Ladies' Tan Stockings, on Saturday 10c per pair.

21st—Ladies' Fine Stockings, fast black Hermsdorf dye, double heel and toe, worth 20c, on Saturday 12½c per pair.

22nd—Ladies' Lisle Mitts in cream, tans and black, worth 15c, on Saturday 10c per pair.

23rd—Children's Lisle Mitts, in all shades, worth 15c, on Saturday 10c per pair.

24th—Ladies' Black Silk Gloves, worth 35c, on Saturday 19c per pair.

25th—Mara's Special Long Waist Corsets, worth \$1 50, on Saturday 95c per pair.

26th—Ladies' White Cotton Drawers, on Saturday 23c per pair.

27th—Ladies' White Skirts, tucked and embroidered, worth \$1, on Saturday 60c.

28th—Ladies' Fine Tweed Balbriggan Undervests, shaped, worth 25c, on Saturday 12½c.

29th—Silk Belting in black, navy, pale blue, cream and white, worth 25c, on Saturday 18c per yard.

30th—Best Linen Spools, in all shades, 2 spools for 5c.

31st—Girls', Ladies' and Boys' Fine Blue Yachting caps, regular price 25c, on Saturday 19c.

32nd—Boys' and Men's Straw Sun Hats, worth 12½c, on Saturday 7c.

33rd—Your choice of 200 Boys', Men's and Youths' Fine Straw Hats, worth 50c, 75c and \$1, on Saturday for 25c.

34th—Children's Fine Straw Sailors, worth 35c, on Saturday only 19c.

35th—Special line of Men's Undershirts and Drawers, on Saturday 15c.

36th—45c Men and Boys' Fine Flannelette Shirts, worth 50c, on Saturday 15c.

37th—Boys' Bathing Trunks, worth 15c, on Saturday 7c.

38th—Men's Bathing Suits, worth 75c, on Saturday 40c.

39th—Boys' and Children's 2-Piece Tweed Suits, on Saturday 75c.

40th—Your choice of all our Men's White Duck and Cashmere Vests, on Saturday for 90c.

41st—Men's Finest Black Coats and Vests, worth \$6, half price on Saturday, \$3.

42nd—Only 5 left: Beautiful Painted Dinner Sets, worth \$3, on Saturday \$4 25.

43rd—Fine Picnic Baskets, with covers and in all sizes, 8c, 10c, 14c, 17c, 20c and 25c.

44th—15 bars Best Electric Soap for 25c.