

WHISKARD'S

LONDON'S CHEAPEST STORE.
228, 230 and 232 Dundas Street.

Our New Store

General surprises and exclamations among our customers and friends—
"WHAT A BRIGHT AND CHEERFUL STORE; NOT A DARK SPOT IN IT. IT IS CERTAINLY THE BEST STORE IN LONDON. What a large amount of space. You certainly will have room enough now."

THE NEW STORE adds immensely to the size of our establishment, but we have not outgrown those good old principles upon which this business has been conducted for over a quarter of a century, and we can assure our friends that no matter how great the house may grow, the same fair treatment that has been accorded our patrons in the past, shall be continued in the future. Our advertisements from week to week will tell you what we are doing, and you can always look for special lines of goods at special prices. We are now winding up our REBUILDING AND ALTERATION SALE, and HERE IS ONE LESSON IN ECONOMY you may take advantage of.

Corsets-Corsets-Corsets

Fine Sateen Corsets, worth 50c, for 29c.
Fine Sateen Jean Corsets, worth 75c, for 39c.
Beautiful Black Sateen Corsets, worth \$1.50, for 89c.
Fine Sateen Corsets, in lawn and white, beautifully stitched in silk, worth \$1.50, for 89c.

DON'T BUY UNTIL YOU HAVE SEEN THESE CORSETS—No use throwing away your money. COME.

New Lines of Dress Goods Coming In.

CALL AND SEE OUR NEW DRESS GOODS DEPARTMENT IN THE NEW STORE. IT WILL PAY YOU.

MILLINERY:

Our new goods are coming in fast. Large quantities of FELT HATS, WINGS, FEATHERS, FLOWERS, QUILLS, and all the TRIMMINGS needed for FIRST-CLASS MILLINERY.
LADIES' FINE FELT WALKING HATS, trimmed, regular \$1.25, our price 90c. All colors.

All departments will soon be in first-class working order—OUR REBUILDING AND ALTERATION SALE PRICES will continue for a short time longer.

THE ONTARIO MUTUAL LIFE ASSURANCE CO.

This Company is the exclusive property of policy-holders, who own it, and control it through a Board of Directors, elected by and from among themselves. Geo. A. Somerville, Esq., manager Huron and Erie Loan and Savings Company, is elected for London District. This principle of mutuality has contributed very largely to the unequalled success of the company during the past twenty-seven years.

C. E. GERMAN,
General Agent.

OFFICE—C. P. BUILDING,
CORNER DUNDAS AND RICHMOND STS.

AN ART IN BLANKETS.

Head of One of the Largest Laundries
Tells About Washing Flannels.

"The best way to wash blankets," said the superintendent of one of the largest laundries, "Well, the first thing to be considered is the soap. It should be a good white soap and free from rosin. Since the soap in a kettle of hot water and put it over the fire until it dissolves—there is no need for it to boil. Then pour it into the tub and turn on the water, which should be hot—almost scalding," says an exchange.

"Mix the two together so as to form a good lather, then put in your blankets. Let them remain in this water about fifteen or twenty minutes, covering the tub so as to keep in the steam; then pour out the water and wash with the hands and turn them over in the water for a few minutes.

"One of my women, who is very successful, has a large tin funnel that she uses to manipulate her blankets with. She takes it by the stem and presses the mouth of the funnel up and down on the blankets, turns them over and keeps up the process until she thinks that every part has had the water passed through it by the suction of the funnel, then takes them out and passes them through the wringer. When she is, perhaps, my best blanket washer, I have not sufficient faith in her funnel theory to think it at all necessary, though I think it much better than using a stick, which should never be allowed, as it is almost certain to make holes in the blanket.

"In passing through the wringer the blanket should always go lengthwise. After the first wringing comes the second tub of hot water, in which has been put a goodly supply of ammonia. Then another wringing and another tub of hot water, with just enough of the soap mixture to make a good suds.

"Not a thick suds—nothing like as

thick a suds as the first—but just enough to make the water smooth to the touch. After a thorough rinsing in this water it should be passed through the wringer or wrung with the hands lengthwise and hung in the wind to dry. It should never be hung in the sun, as it makes it yellow. Soap containing rosin will also cause yellowness and cold water harshness.

"I know you wish to know why I put soap in the last rinsing water—to make the blanket soft and pliable, otherwise it would be harsh and stiff, almost as much so as if washed in cold water. And what I have told you about blankets is true about all flannels, from the finest to the coarsest."

WHAT AILS YOU?

A Cold in the Head? Some Sneezing? Pains Over the Eyes? Disgusting Drooping in the Throat? Headache?—It May Mean That the Seeds of Catarrh Have Been Sown—Don't Neglect It an Hour—Dr. Agnew's Catarrhal Powder Will Give Relief in 10 Minutes.

"I had chronic catarrh for a number of years. Water would run from my nose and eyes for days at a time. I tried many cures without any permanent relief. I was induced to try Dr. Agnew's Catarrhal Powder. It cured me, and I have had no return of the malady. I find that for a cold in the head it gives almost instant relief. I would not be without it, and I recommend it most heartily. C. G. Archer, Brewer, Me."

Sold by C. McCallum and B. A. Mitchell.
Give Holloway's Corn Cure a trial. It removed ten corns from one pair of feet without any pain. What it has done once it will do again.

Canadian Products.

Latest Developments in Our Great Staple Industry.

Not Enough of Canadian Bacon Going to England.

Tender Vegetables and Fruit to Be Sent Across the Atlantic.

Advice as to Cheese—Eggs Going Up.

MORE CANADIAN BACON NEEDED

The London correspondent of the Trade Bulletin writes: Canadian bacon is below the highest price on the market. Irish is quoted all the way from 48s to 60s, and Danish the same; American, 28s to 40s; Canadian, 48s to 60s. It will be seen that there is not much difference, and what there is being in favor of Canada; for the continental gets the higher figure, while the bulk of the trade done in Canadian is at the lower price being asked for fat and stout, for which there is never an active demand, though this week it has appreciated and is being timed in the lean selections. The market is in a good groove for Canada. It is a pity she cannot supply it more largely.

ADVANCE IN EGG CABLES.

Cables received yesterday from Liverpool and Glasgow quoted Canadian eggs steady at 6s 10d to 7s, but subsequent advice quote 7s 3d for choice Canadian in Liverpool.

LATEST ON APPLES.

Mr. Arthur R. Fowler, Montreal, received the following cables from Messrs. Simon, Shuttleworth & Co., Liverpool: Duchesse, 12s to 16s, good quality and conditions were paid for; but lower grades and poor condition are very weak. Mr. Fowler is shipping 600 bbls this week to Liverpool, and a lot on the Bedford line for 60s. Glasgow to his firms there. These apples have been carefully selected, and if they land in good order should realize good nets to shippers.

The total shipments of apples from Montreal for the season up to date are 1,206 bbls, against 8,177 bbls for the corresponding period last year. At the auction sale, Friday, afternoon, were made as follows: Astracans at 80c to \$1.35; Golden Sweeties, \$1.10 to \$1.30; Duchesse, \$1.35 to \$1.55; Calville, \$1.55 to \$1.75; Sweetboughs, \$1.30; Gloria, \$1.30. Advice from west of Toronto state that in some sections the crop is perfectly wild on their contracts, bidding \$1.75 to \$2 for the fruit. In other districts, however, the excitement is said to be quieting down.

OUR TENDEREST FRUIT AND VEGETABLES FOR ENGLAND.

When over a year ago the Trade Bulletin made the statement that by the aid of cold storage on board ocean steamers and railway cars there was no reason why we should not find a market in England for our tenderest fruit and vegetables, for the fish of our lakes and rivers, and dead poultry in summer as well as in winter, certain parties in the trade here laughed at the remarks, at the same time referring to the repeated attempt to make made to ship grapes, peaches, pears, plums and tomatoes to the other side, all of which had proved abortive. That is all true enough, but the improved facilities which now exist for carrying the tenderest fruits and vegetables across the Atlantic this season in a perfect state of preservation has been availed by Mr. G. R. Fisher, of Burlington, Ont. (one of the finest fruit centers in Canada), who is shipping by the Numbler a splendid selection of plums, pears and tomatoes, and we have no doubt these consignments will meet with a ready market on the other side. We shall also see dead poultry going over in the spring and summer, probably next year, followed by the fresh fish of our inland waters, and the product of our Maritime coasts. The cold storage system has not yet seen the full fruit of its labor.

THE CHEESE SITUATION.

The keen edge of the market which was at its climax on Thursday of last week is now decidedly off, and it is difficult to get within 4c of last week's prices; but, considering the astonishing heavy exports from Montreal from the commencement of the season to the close of last week, amounting to 1,136,694 boxes, against 955,472 boxes for the same period in 1896, and from New York 338,627 boxes, against 220,630 boxes, the great wonder is that values have not shown a perpendicular drop of 10c per lb at the least; and that they have not done so seems to be evidence that there is more inherent strength in the situation than the many are inclined to admit. This season to date the combined exports of cheese from the two Atlantic ports of Montreal and New York show an enormous increase of 336,569 boxes, being no less than 1,525,721 boxes against 1,189,152 boxes. Factories could well afford to take less for their August, September and October cheese after the prosperous season they have had up to the present, sell their surplus of son's make and have done with it. But, of course, they will argue just the reverse, and contend that they should receive more for their fall make because it shows better keeping quality. Markets, however, do not always follow arguments; if they did, factory-men would have had to accept 70c to \$1 per box less money for their summer make than they actually received.

THE HAY TRADE.

Numerous offers of new hay are being made to parties in Montreal from dealers west of Toronto at \$7.50 for No. 1, \$6.50 for No. 2, and \$5.50 for No. 3, or clover mixed, with a freight rate of 18c per 100 lbs, would bring it up to a cost laid down here of \$11.10 per ton for No. 1; and this it is said is too high for the Montreal market, though we know of mixed clover being worked on the basis of \$9.10 laid down here on track. Buyers prefer old hay, which is scarce and salable at \$11.50 to \$12. The sale has just been reported of 15 cars of mixed clover at a point west of Toronto, bringing \$8.85 laid down in Montreal on track. Quebec Province, taken as a whole, will not be much over half an average.

A MONSTER BUTTER FACTORY.

The work of building a butter factory in St. Marys, to which reference has already been made, is now under

way. The building itself is to cost \$12,000; it is to be of brick, and almost half the work of construction is already in connection. In connection with the factory there are to be five outside skimming stations, and operations will be carried out on a scale far surpassing anything before attempted in Western Ontario. Dr. Matheson, St. Marys, has been in St. Albans, Vt., and other places, collecting information which will be utilized in connection with the operation of the factory.

CANADIAN CATTLE SHIPMENTS. Montreal, Sept. 4.—There was quite a big movement of both cattle and sheep from here this week, especially the latter. The markets, on the other hand, are not in the most satisfactory condition, but the fact does not appear to have hindered shipments in any way. Exports in detail for the week ending Sept. 1 are as follows:

Aug. 25—Orinland, London,	259	1,736
Aug. 27—Kildonan, London,	394	1,770
Sept. 1—Rosarian, London,	40	1,770
Aug. 28—Scotsman, L'pool,	623	
Aug. 29—Canadian, L'pool,	378	
Aug. 29—Oakmore, L'pool,	674	
Sept. 1—Lake Huron, L'pool,	553	
Aug. 29—Lyons, Bristol,	206	
Aug. 29—Kastalla, Glasgow,	405	
Aug. 31—Norwegian, Glasgow,	441	
Aug. 31—Newcastle, Newcastle,	233	
Aug. 29—Cynthiana, Manchester,	270	
Totals	4,746	4,557

COARSE GRAIN.

Sales of 40,000 bushels of oats were made over the cable on Friday for London account at equal to 29½c to 29½c above, and for the first time, 2 months, local buyers have been running around for supplies, and have taken several cargoes on the spot at very low prices. Peas are steady at 50c to 60c, sales of 2,000 quarters having been made over the cable at 50c to 50c inside figure, but holders are not at all anxious to sell. Rye is scarce and higher at 52c, and barley at 48c to 49c. A large quantity of corn has recently been placed over the cable, probably 200,000 to 300,000 bushels, at steady prices.

Electricity in the Future.

Impossible to Prophesy the Wonders It Will Perform in the Coming Years—Annihilation of Time and Space.

Prof. Elihu Thomson's address at the recent educational conference at Elliot, Maine, embodies some interesting forecasts in regard to electrical development. The following passage from Prof. Thomson's opening remarks is notable for its presentation of profound scientific thought: "To me has been left that most difficult of all tasks, to predict the future of electricity. Who can tell what discoveries are yet to be made? What act the bounds to human insight, to invention, to discovery? Three years ago the wonderful Roentgen ray was not known to exist. All the prophecies of the past had had their trial at it, but no one hinted at its existence. All the seers, all the clairvoyants, failed to note its existence, and yet it was for years before our very eyes, pleading, as it were, to be discovered. And it was so gradually needed, and yet it was for years before our very eyes, pleading, as it were, to be discovered. But the history of many other great discoveries is much the same, and the fact that the prophecies did not predict them leads me to think that in the present instance I may succeed no better."

Prof. Thomson went on to enumerate some of the directions in which electrical progress might be looked for. The telephone and the telegraph have not yet reached their limit. Within a year has been developed a development of Hertzian wave telegraphy, predicted as possible not less than eight or nine years ago. By this new system even the conducting wire between stations is abolished, the signals enter and ring bells, or incline boxes, or solid walls of stone or brick make no difference to the passing to and fro of the signals; fog, mist, and storm are unable to cut them off. The reason we can do this is that other travels everywhere, and when we set up ether waves the vibrations pass through air liquids and solids. One of the results of this discovery is that navigation in a fog, or near a dangerous shore surrounded in mist or darkness, need not now prevent those on a passing vessel from ascertaining their position. If over a man is to acquire a true understanding of the universe, he must study and understand the ether. He knows already that it is an electro-magnetic medium, as through it electrical actions become possible.

But when he discovers, if he ever does, that difference which makes the contrast of positive and negative electricities, he will have touched very near to the foundations of all science. One of the next great steps in electrical work will be the obtaining of more light from a given amount of electric energy than is now possible. Present methods are too wasteful; only about 3 per cent of the efficiency of the fuel is turned into electricity. The use of electrical energy in chemical work will go on in an increasing ratio, and there will soon be plenty for the rising electrical engineer to do in the rapidly multiplying utilization of the transmission of electrical power. Mines will be operated and illuminated entirely by electricity, but whether we shall ride in electric trains exclusively in the future is uncertain. At the same time, the wide expansion of railroad services through electrical power, and the supplanting of steam in railway passenger traffic on a scale hardly dreamed of, will inevitably be features of the near future.

Worth \$10 a Bottle.

Any person who has used Nervine, the great pain cure, would not be without it if it cost \$10 a bottle. A good thing is worth its weight in gold, and Nervine is the best remedy for all kinds of pains, such as neuralgia in five minutes; toothache in one minute; lame back at one application; headache in a few minutes, and all pains just as rapidly.

"Everything that looks to the future elevates human nature; for never in life so low as when occupied with the present—London."

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.

DO

you remember the old Norse proverb: "Cattle die, kinsmen die, but the fame of him that doth a good deed dies never." If you want to do

A deed that will keep your name in fond remembrance for many a year, insure your life in the Canadian Order of Foresters. It will make YOU happy while you live, and it will keep OTHERS from want if you are called away. "A

GOOD name is better than riches." The Canadian Foresters have both the good name and the riches. They have earned them and deserve them. They will welcome you as a brother, and insure you for about 25c a week. Now is the time to do the good.

DEED. Ask any Canadian Forester, or write a card to ERNST GARTUNG, Supt. of Organization, BRANTFORD, Ont.

ARCHER'S FACE BALM. A perfect flesh dressing. Archer's Cream for removing wrinkles, freckles, pimples, blackheads, sunburn, and all blemishes. Price 25c each. Prepared by The Archer Toilet Specific Co., Limited, 2 McCaul Street, Toronto.

NO DIRT IN

Tillson's Pan-Dried Rolled Oats. By the pound at your grocer's.

BEDSTEADS.

TILES, GRATES, HEARTHS AND MANTELS. . . .

GAS RANGES, HEATERS, FIRES.

Rice Lewis & Son, LIMITED, Cor. King and Victoria Sts., Toronto

FARMERS, DAIRYMEN

And their Wives, Drop us a post card, and get free our booklet on "INSURATED FIBREWARE."

It costs nothing, tells all about Insulated Fibre Pails, Milk Pans, Dishes and Butter Tubs, and will put money in your pockets.

THE E. B. EDDY CO. LIMITED, HULL, CANADA.

LONDON SHOW CASE WORKS. Having removed to new quarters, corner Bathurst and William streets, are prepared to take orders for Show Cases. A few good second-hand Cases for sale. Estimates given and contracts taken for wood carving by an expert.

S. Gillies & Son.

OAK HALL BARGAINS.

Where's That Boy

Of yours going for his new outfit? We haven't forgotten about him and his winter needs. He will want a new suit to wear to school—he must have good, warm clothes for the cold weather and a neat Sunday Suit, perhaps. Our Boy's Department is full of interest to parents. The clothes are stylish and good, made of dependable cloth and so strongly sewed that they will keep the small fellows busy to wear them out. You will acknowledge that the prices are lower here than you have ever seen them before. There certainly never was a time when we could dress a boy for so little money. As for the bigger lads or the young men who want Long Pant Suits, there's a big showing of the latest styles for them here—nobbier Suits than they'll find elsewhere. Better Overcoats, too, when they want them.

Short Pants Suits - - \$1 50 to \$6.
Long Pants Suits - - \$2 50 to \$10.
ODD PANTS, SIZES 22 to 34.

WE ADVERTISE FACTS AND FACTS ONLY.

OAK HALL,

The Great One-Price Clothiers. . . .
154 Dundas Street - - London.
ALFRED TAYLOR, Manager.

You May Want

Some tastily-printed Cards, Circulars or Folders for distribution during the Western Fair. If so, we desire to direct your attention to the

ADVERTISER JOB PRINTING DEPT.

We are fully equipped for the prompt execution of all kinds of job printing. Send your order to us, whether large or small, and your work will be turned out satisfactorily and at a reasonable price. Will you call, or shall we call on you? Either will do.

USE GARFIELD'S FIG SYRUP

And Save Doctors' Bills. A Positive Cure for CONSTIPATION.

Everything in Furniture!

Cheap, Medium, High Grade.

London Furniture Manufacturing Co., Retail Showrooms, 184 to 198 King Street, London.

We respectfully solicit the inspection of intending buyers. Our goods are all right, so are our prices.