222 Di

Births, Ma

M'LURG-SHIPI bride's father, M ray, Ont., on A Dewar, B.A., Da well, N. S., to Mi

ROOTS-In this e aged 82 years. Funeral on Mc and acquaintance

COLLINS-At 1 Blackfriars stree line, aged 19 yes Funeral Monda and acquaintanc tion

BEATTIE-At M John Beattie, of Aged 61 years, Funeral notice

M'LEAN-Eliphe ander McLean, Saturday, Sept. 2 Funeral Mond Mount Pleasant residence. Frie vited.

MARRIA MARRIAGEL required at MARRIAGE 9 p.m. ab

SPR

ANOTHER

JUS J. W. S Wine Merch



You mon B not go Wema may p BOYL

Dunda Hui



Speci

SCHI

I adies'
Opera Toe
\$1 25.
Misses'
Spring He
Childs' or spring Youths' 13. 90c. Youths' 13. 90c. Beys' F cut, sizes Also ma equal y POC

Model School HIGH ECHOOL

Public Schools

GET YOUR BOOKS AND SUPPLIES AT

183 DUNDAS STREET.

ADVERTISEMENTS - SINCE LAST ISSUE

Notice to Water Consumers.

Histogenetic Medicine Association.

Millinery—Smallman & Ingram.
Cartridges, etc.—W. A. Brock.

Friday Bargain Day at Chapman's.

Neckwear—Mara's.
Servant Wanted—Mrs.'H. A. Drewe.

Waterprof Found—This Office. Servant Wanted—Mrs. H. A. Drewe. Waterproof Found—This Office. Servant Wanted—Mrs. Geo. T. Brown. Girl Wanted—Mrs. F. P. Betts. Servant Wanted—Mrs. F. P. Betts. Servant Wanted—J. Bodd. Man Wanted—E. Bourne & Son. Dining-Room Girl—Hub Restaurant. Pantmakers Wanted—J. & D. Ross. Dining-Room Girl—Wellington House. Servant Wanted—E. J. MacRobert. Property for Sale—W. D. Buckle. Millinery Apprentice—250 Dundas stre Boys Wanted—Mage. Manted-mage. Millinery Apprentice—250 Dundas street. Boys Wanted—Magee Manufacturing Co

COMMERCE AND FINANCE.

Latest Market Reports by Mail and Telegraph.

New York Stock Market. New York Stock Market.

New York, Sept. 6-1 p. m.—Stock market strong; American Express.—: Atcheson, 21§; C., B. and Q., 85§; Canadian Pacific, 75; Canada Southern, 47; Delawarana, 1384; C., 55§; Lake Shore, 12½; Michigan Central, 90§; Northern Pacific, 71; Northern Pacific, 1984; Northern Pacific, 1985; St., Paul, 90§; St., Paul, 91; St., Paul, 91;

London Money Market. London Money Market.

London, Sept. 6, 12:30 p.m.—Consols, 97
for money, 97
for necount: Mexican 14
Mexican Central, 50
f; 82, Paul, 52
f; Krie, 56
onds, 77
f; Erie, 15
f; Pacific Central, 52
f; New York
Central, 10
f; Canadian Pacific, 78
f; New York
Central, 10
f; Bank o
England rate, 5
per cent; open market dis

Montreal Stock Market.

Montheat Stock Warker.		
MONTREAL,	Sept.	
As	k.	1
C. P. R 7	64	
Duluth Railway, common	8	
Duluth Railway, preferred 1	8	
Grand Trunk Ry., firsts	-	
Grand Trunk Ry., seconds	-	
Commercial Cable Company13	0	1
Wabash		
Wabash, preferred		
Montreal Telegraph Co14	04	
Rich, and Ont. Navigation Co 5	Ö	
Montreal Street Railway18	0	
Montreal Gas Company19	14	
Bell Telephone Company	5	
Bank of Montreal22	25	1
Ontario Bank	14	
Banque du Peuple11	7	
Molsons Bank		ı
Bank of Toronto	-	
Banque Cartier		
Merchants' Bank	9	
Merchants' Bank of Halifax14	0	
Union Bank	-	
Bank of Commerce13	9	
N. W. Land Company	-	
Montreal Cotton Company, ex-div 13	30	
Canada Colored Cotton Company 8	10	
Dominion Cotton Company12	0	
SALES-C. P. R., 25 at 761; Commerce	cial C	ŧ
110 at 130, 100 at 1291, 5 at 130, 25 at 131,	25 at	1
SALES—C. P. R., 25 at 76‡; Commer 110 at 130, 100 at 129‡, 5 at 130, 25 at 131, 10 at 131, 159 at 1304; Montreal Telegr	aph,	8
1274. Do at 140; Montreal Street ha	TIMES	۴,
at 177, 25 at 1771, 60 at 178, 25 at 1776, 3	at 178	ŀ,
1		

at 1774: Montreal Gas, 25 at 194; Bell Teles 32 at 137; Bank of Montreal, 1 at 216; Bank, 1 at 104; Montreal Cotton, 12 at 120. Toronto Stock Market.

TORONTO, Sep	t.
Ask.	1
Montreal220	
Ontario114	- 1
Molsons	
Toronto245	- 1
Merchants160	
Commerce133	
Imperial176	
Dominion264	
Standard164	
Hamilton156	
British America	
Western Assurance143	
Canada Life	
Confederation Life	
Consumers' Gas	
Dominion Telegraph	
Northwest Land Company 78	
Canada Pacific Railway Stock 77	
Commercial Cable Company1304	
Beil Telephone Company	
Bell Telephone Company, rights	
Dominion Savings and Loan 94	
Farmers' Loan and Savings	
Farmers L. and S., 20 per cent115	
Huron and Erie L. and S	
Huron and Erie, 20 per cent	
London and Canada, L. and A	
London Loan108	
London and Ontario	
Ontario Loan and Debenture	
SALES - Ontario, 1 at 113; Toronto, 13 a	unc
at 239: Imperial, 10 at 1747, 40 and 10 at 175); (
sumers' Gas, 80, 20, 32, 66 and 2 at 1823; Con	m

einl Cable. 25 at 130, 25 at 129; Beil Telepl 25 at 1384; Dominion Savings, 6 at 87‡. WHEAT GERMS. One of the nicest wheat cereals made. Ours are the best in the city.

A. M. Hamilton & Son Telephone 662

Local Market Quotations.

Reported by A. M. Hamilton & Son.

Wednesday, Sept. 6.

Wednesday, Sept. 6.

Wether a report of grain has been light all week;
the inquiry was good and prices steady.

Wheat sales were made from \$1 to \$163.

ply of oats was lighter and the eady at to-day's market. Sales were nd scend, and seem of the seem

and light.

In the provision line the amount of trade
one was considerable, and owing to the
carcity of choice butter the market advanced
bout ze per bloon "tuesday's merket. Pound
olls sold at 25c to 27c and choice|crocks at the

ame.

Eggs active and higher, selling at 10c to 11c or store lots: 11c to 12c for strictly fresh ountry lots; 13c retail.

Poultry quiet and unchanged.

The supply of meats was steady, and prices niet; best quarters sold from 5c to 6c per ound; the rest of the list unchanged.

Fruits formed the bulk of the general recipits all week. The demand for all kinds was cod, and sales steady; about the only changes a values occurred in grapes; they foll down as

er pound.

Peaches were not so plentiful, and the de-peach has increased to such an extent that rices, instead of declining, advanced, selling t the wide range of from 50c to \$1.50 per asket, according to quality and size of asket.

asket.
Tomatoes were higher at 80c per bushel, and
the quality was not so good. Many complain

he quality was not so good. Many	compla	in
f rot.	16	\$8
BHay was steady and found ready so 89: no other changes occurred.	110 510	40
General values as follows:		1.
		1
Wheat, white, fall, 100 lbs\$1 03	4- 1	03
Wheat wed fell men 100 lbs \$1 05		00
Wheat, red. fall, per 100 lbs 1 00 Wheat, spring, per 100 lbs 1 00		02
lats per 100 lbs	to	95
Peas per 100 lbs		95
Oats, per 100 lbs. 92 Peas, per 100 lbs. 92 Corn. per 100 lbs. 1 00		00
Barley, per 100 lbs 90	to	95 3
Barley, per 100 lbs		00
Buckwheat, per 100 lbs 90	to 1	00 1
seans, per bu 75	to 1	50
PROVISIONS.		
ggs fresh. single doz 13	to	13
ggs, fresh, basket, per doz 11	to	12
eggs, fresh, store lots, per doz 10	tc	11
Butter, single rolls, per lb 28	to	30
Butter, per lb, 1 lb rolls, baskets 25	to	27
Butter, per lb, large rolls or crocks 25	to	27
crocks		25
ard, per lb	to	15
bickens per pair 60	to	70 .
Ard, per lb	to	80
VEGETABLES AND FRUIT.		
Apples, per bag 60	to	90
otatoes, per bag 95		10
Peaches, per basket		50
Frapes, per 1b 3	to	5 1
Plums, per basket 40	to	90
Muskmellons. per doz 1 00		50
Water melons, per doz 2 00		00 1
Pears, per basket	to	
Cabhages, per doz		00
Onions, per dozen bunches 25	to	30 1
Carrots, per dozen bunches 25	to	25
Beets, per dozen bunches 25	to	25
Turnips, per bu (0	to	CO I
Parsnips, per bu 00	to	00
Radishes, per doz bunches 25	to	30
Radishes, per doz bunches 25 Cauliflowers, per dozen 1 00	to 1	50
l'omatoes, per bu 80	to	80
HAY AND SEEDS.	0	00
Hay, per ton 8 00		00
Clause per load 2 50		50
Straw, per load		00
Cimothy seed, per bu 0 00		00
Hungarian seed, per bu 0 00		00
Mil at sood man by		00

Hungarian seed, per bu.

Millet seed, per bu.

MEAT, HIDES, ETO.
Beef, carcass, per lb.

Mutton, quarters, per lb. Mutton, quarters, per lb.
Veal, quarters, per lb.
Lamb, quarters, per lb.
Dressed hogs, 100 lb.
Hides, No. 1, per lb.
Hides, No. 2, per lb.
Hides, No. 3, per lb.
Calfskins, green, per lb.
Calfskins, green, per lb.
Calfskins, green, per lb.
Turkeys, 124 per lb, each.
Lambskins, each
Peits, each
Peits, each
Tallow, rendered, per lb.
Tallow, rendered, per lb.
Tallow, rough, per lb.
Toronto Marl

Toronto Market.

FLOUR—Straight rolier, \$2.90 to \$3.00; extra, \$2.50 to \$2.75.
WHEAT—White, 584c to 584c; spring, No. 2, 57c to 57c; red winter, 554c to 584c; spring, No. 2, 57c to 57c; red winter, 554c to 584c; spose, 56c to 56c; Manitoba hard, No. 2, 75c to 76c; Manitoba hard, No. 2, 75c to 76c; Manitoba hard, No. 2, 75c to 76c; Manitoba hard, No. 2, 75c to 76c, Manitoba hard, No. 2, 56c to 58c, BARLEY—No. 1, 45c to 45c; No. 2, 40c to 40c; FEED—No. 2, 36c to 37c, 50 ATS—No. 2, 30c to 37c, 50 ATS—No. 2, 30c to 33c, Market dull, Sales—No. 2, Manitoba hard wheat outside of the sales—No. 2, Manitoba hard wheat outside outside

Market dull. Sales—No. 2 Manitoba hard wheat outside at 74c to 75c and No. 3 Manitoba hard outside at 71c; peas outside at 52c. Montreal Produce Market.

Montreal Produce Market.

Montreal Produce Market.

Montreal Sept. 6.

FLOUR—Receipts, 2,100 bbls: market quiet and unchanged. Quotations: Patients winter, \$3.80 to \$4.00: do spring, \$3.70 to \$5.90: straight roller, \$5.10 to \$3.20: extra, \$2.70 to \$2.90: superine, \$2.50 to \$2.00: strong bakers, \$3.60 to \$3.70: Ontario bags, \$1.40 to \$1.53.

GRAIN—Wheat No. 2 Manitoba hard. 75c to 77c: corn, 55c to 57c; peas, 76c to 72c; oats, 35c to 37c; barley, 50c to 58c; rye, 56c to 57c.

MEAI.—Catmenl, \$2.10 to \$2.20; cornmeal, \$1.20 to \$1.30. MEAL—Catineal, \$2.10 to \$2.50.

PROVISIONS—Mess pork, \$20.50 to \$21.50.
lard, life to 12c; bacon, 114c to 124c; hams, 124c to 124c; cheese, \$4c to \$4c; butter, townshins, 18c to 20c; western, 16c to 18c; eggs, 11c to 12c.

English Markets.

Lionbon, Sept. 6.
Floating cargoes — Wheat firm, probably
learer; corn none.
Cargoes on passage—Wheat held higher; corn

Cargoes on passage—traces and ark Lane—Wheat firmly, Mark Lane—Wheat firmly held; corn steady; flour slow; good cargoes No. 1 California wheat off coast 28s to 28s 3d, was 28s; do. Australian off coast 27s 9d, was 27s 6d; present and following month 29s 3d, was 29s; 3d. 1 California promot sail 29s 3d, was 29s; nearly due 28s 3d, was 28s. was 28s.

Liverpool—Spot wheat less disposition to buy; corn steady; corn is \(\frac{1}{2} \) dearer. LIVERPOOL, Sept. 5.

The quotations for the past three market days are as follows:

Sept. 4. | Sept. 5. | Sept. 6. | Sept. 4. | Sept. 5. | Sept. 8. | Sept. 8.

MONROE, MILLER & CO.

Bankers and Brokers,

16 and 18 Broad St., New York. STOCKS, BONDS, GRAIN AND

rities bought and sold for cash or on Deposits received subject to sight draft.

Eritish Grain Trade.

Eritish Grain Trade.

LONDON, Sert. & -The Mark Lane Express says in its weekly review of the grain trade today: The latest estimates confirm the opinion that 6.500,600 gps will be the utmost wheat production of the United Kingdom. New English wheat fetches rather more than old; both are in the finest condition. New the wheat realized on Wednesday in the eastern counties 28 sto 27s; eld white realized 27s to 28s; old red, 25s to 27s; eld white realized 27s to 28s; old red, 25s to 28s. The mean price of wheat in Edinburgh last week fell to 22s 8d. The August average for old, wheat was 25s, 3d - the lowest yet recorded here alignly since yet heat, market has recognished the slightly since yet heat, market has recognished the lightly since yet the strength of the sliver men in Congress will be followed by tightness in holding the American crop of 1883. This expectation, the Express thinks, is rather shortsighted. The article continues: A comparison of grain prices on Friday, the first day of the cereal year, with those of 1891 and 1892, shows a decline in the lost year of 5s in California and 6s in red winter, and a decline in the last two years of 17s in California and 18s in red winter. A 5s duty in 1891 would have given the American reported to 1891 men 1892, shows a decline in the 1891 would have given the American reducer 10s a q more profit than the present prices, resulting from fleroe competition.

American Markets.

Chicago, Sept. 7.

WHEAT—Sept., 65c; Oct., 66c; Dec., 6010.

CHICAGO, Sept. 7.
WHEAT—Sept., 65½; Oct., 66; Dec., 65½c,
CORN—Sept., 38½c; Oct., 23½c; Dec., 53½c,
OATS—Sept., 24½c; Oct., 24½c to 24½c; Dec.,

55c. PORK—Sept., \$1575; Oct., \$14 30. LARD—Sept., \$7 20; Oct., \$7 95. SHORT RIBS—Sept., \$8 90; Oct., \$7 90. FOLEDO, Sept. 8.
WHEAT-64c asked cash and Sept.; 654c Oct.,

4 cars do, 45c; 8,000 bush do, 33c, 5 cass do, 43dc.

OATS—Opened fairly active, but very wesk, closing firm; No. 2 white, 30jc; No. 2 mixed, 26jc. Sales; 3 cars No. 2 white, 30jc; 2 cars do, 30jc; 2 cars do, 30jc; 21 cars do, 30jc; 21 cars do, 30jc; 11 car No. 3 white, 29jc; 6 cars No. 2 white, 20jc; 6 cars No. 2 chixed, 26jc; 2 cars do, 25c; 1 car clipped, 26c; spot very dull and weak; No. 2 quoted at 28c.

FLOUR—Strong; carload lots were 10c to 20c higher and the demand active.

MILLFEED—Firm; steady trade.

Chicago, Sept. 6.

MILLIFEED—Firm; steady trade.
CHICAGO, Sept. 6.
THE LEADING FUTULES CLOSED.
WHEAT—Sept., 63;c: Oct., 63;c: Dec, 63;c.
CORN—Sept., 32;c: Dec,, 39;c: May, 42;c.
OATS—Sept., 24;c: Oct., 24;c: May, 30;c.
MESS PORK—Sept., 815 75; Oct., 814 30;
an., 813.

Jan., \$13, LARD—Sept., \$8 20; Oct., \$7 95; Jan., \$9 37j. SHORT RIBS—Sept., \$9 10; Oct., \$7 80; Jan.,

3,000 Wheat...... 3,000 90,000 Oats...... 31,000 Barley...... 1,000 New York, Sept. 6.

Ryc. — New York, Sept. 6.

FLOUR—Steady. New York, Sept. 6.

RYE—Iuil; Western, 50c to 52c.

WHEAT — Receipts, 37,000 bu; exports, 195,000 bu; sales, 2,055,000 bu futures; 53,000 bu spot; spots dull; No. 2 red, store and elevator, 76c to 714c; No. 1 northern, 71c to 714c; options, firm; No. 2 red Sept., 714c; Oct. 724c; Dec., 75c; May, 830c.

CORN — Receipts, 133,000 bu; exports, 90,000 bu; No. 2, 46d; Do. 46d; options firm; Sept., 46dc; Oct., 46dc; Dec., 48c; May, 49dc.

OATS—Receipts, 199,000 bu; exports, 195,000 bu; sales, 155,000 bu futures, 154,000 bu; spots, 150,000 bu; sales, 155,000 bu futures, 154,000 bu; spots, 150,000 bu; sales, 155,000 bu; sheet, 150,000 bu; spots, 150,000 bu;

Bushes quiet: sept., sept. Uct., 39c; Nov., 31c Lo31c.

Bushes: Bushes**: Nov. 13c; Western fresh. 16jc to 17c.

COFFEE*-Options opened steady: closed steady: sales. 11.60c bags, including Sept., 31c of: Dec., 315.35 to \$15.55; spot Rio frm. 17c.

SUGAR*-Firm; standard "A." 5 3-16c to 56c; confectioners "A." 5 1-16c to 56c; confectioners "A." 5 1-16c to 56c; granulated, 5 3-16c to 56c; granulated, 5 3-16c to 56c.

Physicians' Prescriptions

RECIPES

184 Dundas street, London.

Canadian Agency for Halsey Bros. HOMEOPATHIC REMEDIES.

WHOLESALE AND RETAIL. ywt LONDON AND ENVIRONS.

-Mr. J. A. McKenzie, G. T. R. agent at Woodstock, is in the city.

—Mr. and Mrs. Thos. Coffey and Mrs.
Robert Burns are at the World's Fair,

-Mr. Thes. Coffey has gone to Chicago d the Catholic Congress at the -To-day is Port Stanley's civic holiday.

No man can raise live stock by feeding it one day, and starving it the next.

Jaggd, indeed, must be the education of the boy who skips his mathematical lessons every other month.

The Twenty-ninth Battalion Band will fill an engagement at the Western Fair, London, on Sept. 19.—(Stratford Herald.

The Young Liberals are much obliged to Mr. Wm. Strong for his kind donation of colored lights for last night's procession.

John Padden, who drove a horse and carriage furiously on Richman. -John Padden, who drove a horse and stringe furiously on Richmond street orth, was fined \$3 in the Police Court

yesterday morning. -Robt. Weir, Westminster, has been aummoned to appear before Squire Lacey to-day to answer to a charge of assault-ing Robt. Miles, a neighbor.

ing Robt. Miles, a neighbor.

—A special train will convey the Young Liberal Fleet and others to St. Thomas next Monday evening, the occasion of Hon. W. Laurier's reception there.

—At a special meeting of St. John's Church vostry last night Mr. John Forbes was appointed choir master instead of Mr. Albert Lea, who has removed to London.—[St. Thomas Times.

—Rev. Mr. Corbett, of Paisley, has been appointed by the Bishop of Huron to the incumbency of the Thoradale and Grace churches, in place of W. R. Seaborne, who has left the diccese.

—Farmers in this vicinity are busy putting the ground in order for fall wheat. There will not be so large an acreage sown this year, the low price being the cause. A few farmers have already sown.

At a meeting of the Toronto Presbytery

At a meeting of the Toronto Presbytery Tuesday the call of the Fort Massey, Balifax, congregation to Rev. A. Gaudier, of Brampton, came up, and by 23 to 17 it was decided to transfer Mr. Gaudier to bis new field of labor.

1881 Lieut. Col. Aylmer has been brigade years with the necessities of my particular major of No. 1 military district, head-case, and the company got some of my major of No. 1 mil quarters at London." "Social Purity."

This will be the subject of an address to be delivered next Sunday at 4:15 p.m. in Victoria Hall by James B. Wookey, of London, Eng., whose name became prominent there in connection with the recent Pall Mall Gazette investigations. The orphan hand bell ringers, also of London, Eng., will appear with him on this occasion under engagement with the Y. M. C. A.

under engagement with the Y. M. C. A.

A Silver Wedding.

Mr. and Mrs. C. H. Hillbourne celebrated their silver wedding Tuesday at the family residence on Albert street. A large circle of friends, comprising over 50 persons, assembled to offer congratulations. The presents which were received by the quarter-century married couple were both useful and elegant. Music was indulged in, and after a delectable supper the compress parted.

Mr. John Beattle Burled. Mr. John Beattle Burled.

Surrounded by a large circle of sorrowing friends, the body of the late John Beattle was lowered to its last resting place in Woodland Cemetery yesterday. Both at the house and at the grave Bishop Baldwin conducted the services, assisted by Canon Davis and Dean Innes. The funeral cortege was a lengthy one. Many of the most prominent citizens were in attendance. Sir John Carling, Judge Elliot, J. W. Little, George Burns, sen., Dr. Niven, Henry Peto, Wm. McDonough and J. H. Fraser acted as pall-bearers.

A Teamster's Achlevement.

A Teamster's Achievement. The consensus of opinion among public generally seems to be that Hym public generally seems to be that Hyman's dray, representing the internal economy of a tannery, in the recent trades' procession eclipsed anything of a similar nature attempted in this city. Probably few of the thousands who viewed the miniature establishment on wheels with admiration had any idea of the name of the man to whose ingenuity the clever production was attributable. It was Mr. John Thom, who is one of the oldest teamsters in the employment of the Grand Trunk Railway. He is to be congratulated on an extremely successive the decorative realim. to be congratulated on an extremely st cessful invasion of the decorative realm. Tea Meeting in West Nissouri.

The anniversary services in connection with Evans Methodist Church were held on The anniversary services in connection with Evans Methodist Church were held on Sunday last. Rev. Mr. McVittie, of London, was the preacher for the day. On Tuesday evening a supper and entertainment was largely patronized. Addresses were given by Rev. Messrs. Smith and McVittie, of London. Music was furnished by the Thorndale choir, and recitations by Rev. Mr. Patterson and Miss Duffin. Rev. Mr. Kerr occupied the chair. Proceeds, \$74.50, goes to church repairing fund.

The Collegiate Institute Opens. The Collegiate Institute Opens.

The Collegiate Institute, with its largely increased accommodation, is again open. At 1:30 p.m. yesterday the doors were unbarred for the admission of gatherwere unbarred for the admission of gathering pupils. The number, from present indications, will greatly exceed that of last year. An exact estimate is at present impossible. There were, however, probably 250 new scholars alone. No one can appreciate the perfect equipment of the educationary institution until the new enlargements are inspected. It is undoubtedly among the finest buildings of the description in the Province. The new institute in Toronto has now a permanent rival as far ronto has now a permanent rival as far starchitectural beauty and perfection of nal arrangements are concerned. The sternal arrangements for concerned. The shool library, in which \$450 have already sen invested, is about to be materially ktended. The yearly session just comtenced will no doubt add greatly to the conors already possessed by the London ollegiate Institute in the field of scholastic testingment.

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CONTINUOUS ADVERTISING.

The Sense of Continuity-Pushing Busi ness Everlastingly-Continuous Pros perity.

By Nath'l C. Fowler, jun., Doctor of Publicity The Creator is the Deity of continuity. He did not build worlds on Monday, and He did not build worlds on Monday, and stop work on Tuesday. He did not take a holiday on Thursday, and work the harder on Friday to make up lost time. His work was of six periods. He stopped only when there was nothing to do. In each period was done the proportionate work of its time, perfect in itself, successful because it harmonized with the work before and afterwards.

nothing to be continued, has no business to be in business, because his so-called business be in dusiness, because his so-called dusiness in the business.

"To be continued" is the motto of trade.
"Never to be finished" is a rule of progressive business,
Heaven is the home of the man who

stops.
This world!'is made for workers, that there may not be shirkers in the "Continuous By-and-Bye."
"Always at it" is the trademark of busi-

ness.

The man who is in stock to-day and out

The man who is in stock to-day and out of stock to-morrow is apt to be out of business the next day.

Advertising has two distinct values. First, the initial presentation of something, accompanied by argument. Second, the continuation of that argument.

Mighty few people, anywhere, answer an advertisement the first time they see it, unless it be of a special bargain, or of some illegitimate article of trade.

One can advertise a cheap chrome and

One can advertise a cheap chromo and secure a value from the very first adver-tisement. These are advertisements of the

isement. These are advertisements of the 'sufficient-unto-the-day" and "insufficient-"sufficient-unto-the-day" and "insufficient-to-morrow" class.

The good advertisement of good business has more value collectively than individual-ly; that is, its value consists, not in one ap-pearance of itself, but in that appearance in continuation of former appearances, and in

—The following telegram, addressed to the superintendent of police in this city, was received last evening from Erie, Penn.: "Alired Osborne, a carpenter formerly of London, died here to-day. Can you find his relatives? Wire answer." The police here know nothing of the man's relatives.

—The many friends of Rev. David A. Moir will be pleased to hear that the Methodist people of Georgetown have purchased and furnished one of the most beautiful parsonages in the Guelph Conference. Mr. Moir was formerly a London boy and a member of the Dundon Street Center Methodist Church.

—An Ottawa dispatch says: "Lieuten-anti-Clenal the Lieuten-level of the Company had been before the continuation of subsequent appearance in continuation of subsequent appearances. Allow me to give a personal reminiscence. Allow me to give a personal reminiscence. I don't deal in advertising, yet publicity is my protession. I should know something about it. I ought not to be as much influence by advertising as the mar who has never studied it, for familiarity with any-thing sometimes breeds inappreciation. Before me for several years was the advertisement of an insurance company. I did not know anyone connected with it. When I realized the necessity of insurance I put on the certainty of subsequent appearances.

The only reversing as the advertising as the continuation of subsequent appearances. Allow me to give a personal reminiscence. I don't deal in advertising, yet publicity is my protession. I should know something about it. I ought not to be as much influence by advertising as the march has about it. I ought not to be as much influence by advertising as the march has a sever studied it, for familiarity with any-thing sometimes breeds inappearance in continuation of subsequent appearances. OATS-26ic cash.

DETROIT, Sept. 6.
WHEAT-Closes: No. 1 white, 65c cash: No. 2 red, 64ic bid cash: 65c loc.; 63c loc.
WHEAT-Closes: No. 1 white, 65c cash: No. 2 red, 64ic bid cash: 65c loc.; 63c loc.
WHEAT-Quiet; 61ic nom. Sept. 6.
WHEAT-Spring wheat, fairly active trade.
Sales: 6,100 bu No. 1 northern. 67ic: 10,000 bu do, 67ic; 3,000 bu do, 67ic; 3,000

case, and the company got some of my money.

The advertisement which appears to-day and not to-morrow is liable to make people forget that it appears at all.

Most folks casually read advertisements. If the next day, or the next week, they think of something they want, they may remember seeing an advertisement of it in the paper. The paper is gone. They turn to a subsequent issue of the same paper, and do not find the advertisement, consequently they either do not buy the goods then, or they buy of somebody who is advertising the same thing.

While some national advertisers make every-other-day and every-other-day and every-other-week advertising pay, the local dealer has no right to take his advertises at all. He may cut the size a little, although the shrewd advertiser seldom does.

the size a little, although the shrewd advertiser seldom does.

In the same place, occupying the same amount of space, in the same paper, month after month, and year after year, not only brings new trade, but converts that new trade into permanent trade, creating business of prosperity to posterity.

While there are exceptions, the majority of men who are succeeding to day are the men who continuously advertise.

of men who are succeeding to-day are the men who continuously advertise.

There is the weakest kind of original logic in the argument that a man can go successfully against the natural law of success, because he knows of insolated exceptions where men thinking his way have succeeded.

It is safer to follow the law of general averages than to be guided by the rule of xecutions.

A Foul Murder.

SEATTLE, Wash., Sept. 6.—Early yesterday morning Ernest Felting, on returning to his home, discovered that his mother, 81 years of age, had been murdered. Her head had been crushed in with a stove leg, and a trunk was opened and robbed of \$800. Charles Olt, his son, George G. Olt, and A. Waldron, neighbors of deceased, were arrested, charged with committing the crime. the crime.

THE WHEEL,

ZIMMERMAN'S RECORD BEATEN.
COLUMBUS, Ohio, Sept. 6.—Zimmerman'r time for a mile with a flying start was yesterday lowered 1 3.5 seconds by John S, Johnson at the bicycle races of the Columbus Cycling. Club's meet. Lobranical Management of the columbus Cycling. Club's meet. bus Cycling Club's meet. Johnson's time was 2 minutes 7 1-5 seconds. FOOTBALL.

Mr. W. Graydon, Merchants' Bank, has been appointed secretary of the Rugby Football Club, and not Mr. Dave Mills, as formerly stated. THE TURF

THE ST. LEGER STAKES.

London, Sept. 6.—The race for the St.
Leger stakes, the second great event of the
Doncaster September meeting, was run today. McCalmont's Isinglass, winner of the
Derby, came in first, Rose's Ravensbury
second, Baron de Rothschild's Le Nichim
third.

Piles : Piles ! Itching Piles.

SYMPTOMS—Moisture; intense itching and stinging; most at night; worse by scratching. If allowed to continue tumors form, which often bleed and ulcerate, be-Do you read the testimonials published in behalf of Hood's Sarsaparilla? They are thoroughly reliable and worthy your confidence.

Cottolene, 2 lbs for 25c; fresh can salmon, 2 for 25c; best bread, 4c per loaf; cakes, 8c per dozen, at D. J. Langdon's, corner of York and Thames streets.

ywt

You Can

See It

Everywhere

Throughout Western Ontari --in the homes, on the news stands, street cars, depot railway trains; in fact, whenever or wherever people have time to read, they have the people's favorite paper, The LONDON ADVERTISER, with them. Its motto is--"First of all, the news," The Advertiser is bright and clean and will always be found sustaining its position abreast of all that is best in legitimate journalism .

The combined circulations of our daily and weeklyeditions are not equaled by any journal in Ontario--with but one Toronto exception.

Keen business men all over the country find it pays them to advertise in the AD-VERTISER. They get good results, and so will you.

Advertiser Printing Company, LONDON, ONT.

Address--

INCANDESCENT LIGHTING IS CHEAPER THAN GAS OR OIL.

We will be ready to supply current for lighting in a few weeks Don't be afraid to ask for tenders for house or store wiring. Old g fixtures can be converted at a small expense. Electric Bell Wring specialty. All sorts of electric fixtures on hand.

The Canadian General Electric Co. Ltd. LONDON OFFICE, 359 RICHMOND STREET.

CHAS, B. HUNT, Local Manager