

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 Dyers, Cleaners 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
557 York Street.
Telephone 118.

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

LOOK AT

D. J. WHITNEY'S
Up-to-date HATS.
Down-to-date PRICES.

You will see them if you are prudent; you will buy them if you want to save your money.

—AT THE—
New Cheap Hat Store,
206 1/2 DUNDAS STREET.

HATS HATS
BERTON'S FALL STYLES
Of Hats are arriving, see the Little
Admiral for children. Also
Silk Ties in scarlet
and blue.

STRAW HATS
Away Below Cost.

138 Dundas Street

Can We Do It?

YES. By the superior purity of
our FRUIT VINEGAR we will
soon make you ask your grocer
for our goods.

Our 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
produced by common cheap vinegars. In the
interest of your health do not hesitate to ask
your grocer for our goods.

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

W. A. BROCK, Manufacturer
of the
DIADEM BICYCLES!
—Agent for—
ECLIPSE BICYCLES!

Ha! Ha! Ha! We have to smile. Cyclists
are finding out that the place to buy cool is
from their cool dealer, clothing from their
tailor, and bicycles from a bicycle manufacturer.
Of course we will give our strict attention
to bicycle repairing.

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

HINTON & RUMBALL,
THE UNDERTAKERS,
360 Richmond Street.
Private residence, 230 King St.
Telephone—Store 418, Home 113.

Shoe Leaders!

We handle shoes thoroughly. No
badly bought styles, no fancy profits.
Buying and selling at wholesale prices
gives us an advantage over the trade
that you can't afford to ignore.

Trunks and Valises

Everything from Steamer Trunks to
Hand Satchels. Not a poor quality
amongst them. We buy and sell
enough to give us the newest styles
and best makes at very near the actual
cost of manufacture. Free delivery
to any part of the city.

POCOCK BROS.

Priddis Bros.
LINENS

Two cases Manufacturers'
Samples at

33 1/3 Less

Than the Regular Price.

COME EARLY FOR BARGAINS

TELEPHONE 324

158 Dundas Street,
157 Carling Street.

METALLIC CEILING:

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.

FINE AND WARM.

Toronto, Sept. 5.—11 p.m.—A depression
of some importance now covers Dakota and
Minnesota, and the pressure is comparative-
ly high over the Atlantic coast and in
the Pacific States. The weather has been
showery from the Rockies to Manitoba and
elsewhere fair.

Minimum and Maximum temperatures:
Calgary, 32—42; Qu'Appelle, 32—54; Win-
nipeg, 36—66; Parry Sound, 52—80; Toron-
to, 63—76; Montreal, 64—80; Quebec,
68—78; Halifax, 62—78.

Toronto, Sept. 6.—1 a.m.—Easterly
to southerly winds, fine and warm today.
Showers or thunderstorms in some localities
tomorrow.

Roses, Carnations, Violets.
Funeral Designs.

J. GAMMAGE & SONS,
Phone 94. 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. E. C. WOOD.

This Company acts as ADMINISTRATOR
in case of intestacy or with will annexed. EXE-
CUTOR, TRUSTEE, LIQUIDATOR, COMMITTEE OF
ASSISTANTS, GUARDIAN, LIQUIDATOR, ASSIGNED,
etc., etc.; also as agent for the above offices.
All manner of trusts accepted, moneys in-
company managed, rents, incomes, etc.,
collected. Bonds, debentures, etc., issued and
counter-signed.
Deposits safe 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.

RESULTS PROVE MORE THAN ES-
TIMATES.

Mr. A. N. Udy, well known in London
as a most reliable and palatable
insurance agent, has been ap-
pointed city agent for the Ontario Mu-
tual Life Assurance Company, and
now occupies their office in the C.P.R.
building. As those procuring life in-
surance which gives the best returns
to policyholders, it will be to the in-
terest of intending insurers to con-
sult Mr. Udy before placing their ap-
plications elsewhere.

The following letter is appended to
support the claim that the Ontario
gives the best returns of all the com-
panies doing business in Canada. Mr.
Bell's reputation as a successful man-
ufacturer of organs and pianos, and
as a shrewd business manager, gives
the more importance to his letter.

In the comparison of Mr. Bell's let-
ter, it should have been stated that
the Equitable's premium was \$230.98,
and the Ontario's \$136.92. No account
was taken of the interest on the an-
nual difference in premium, which
would make the result still more fa-
vorable to the Ontario.

Guelp, March 26, 1895.

Wm. Hendry, Esq., manager of the Em-
porio Mutual Life Assurance Com-
pany, Waterloo, Ont.

Dear Sir,—I beg to express my en-
tire satisfaction with policy No. 5,625,
issued by your company in 1890 for \$2,
000, on the fifteen-year endowment
plan, at age 47, annual premium
\$106.92.

The premiums paid, less dividends,
amount to \$2,472.39, so that I have re-
ceived \$27.41 more than I paid, be-
sides fifteen years' insurance.

It may be interesting for you to know
that I had an exactly similar policy in
the Equitable, of New York. The re-
sult of that policy is as follows:
Value of policy and bonus ad-
ditions \$2,228.00
Total premiums paid 3,214.70
Value over cost \$ 812.30
Your company's policy was
worth over cost 527.61
Difference in your favor \$ 284.69
Yours truly,
WM. BELL.

TISDALE'S TORONTO IRON STALE
FITTINGS, healthful, durable, at-
tractive and cheaper than other fit-
tings. Send for our new catalogue. The
Tisdale Iron Stale Fittings Co. (Ltd.),
No. 4 Adelaide St., E., Toronto.



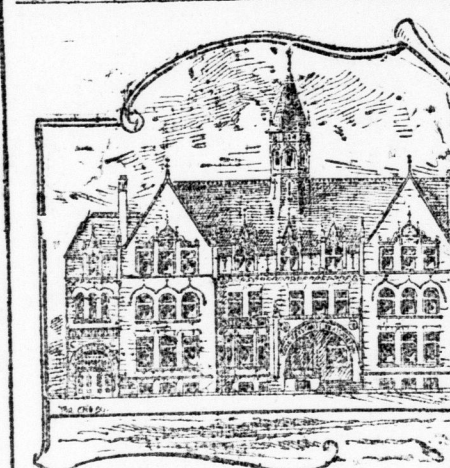
Making Tracks for School.

That's what the boys of London and
vicinity are doing now, and during the
time of the year, they need a first-class
article in footwear to meet the emergency.
Bad shoes and wet feet go together, with
sickness trailing on their heels and the
boys making tracks for home instead of
school. Our school shoes are durable,
waterproof, well fitting, warm and com-
fortable. For his month wet and his
feet dry and a boy will always thrive.
This latter end will be provided for by
buying a pair of these shoes; they will
last longer and wear longer than any other
shoe offered this season. Can anything be
cheaper than a pair of Boys' Rubber Golf
Balls for \$1, or a pair of Misses' Glove
Grain Button for \$1?

J. P. COOK,
173 Dundas St.
"Your money back if you want it."

London Advertiser.

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



OUR NEW Y. M. C. A. BUILDING.

(To be erected on the property owned
by the Association on Well-
ington street.)

Subscriptions previously ac-
knowledgeed \$10,105.50
W. T. Strong 25.00
C. S. Wood 10.00
F. L. E. 50
G. W. Kent 1.00
Total \$10,142.00
The "Advertiser" hopes to add to
this list from day to day.

London and Environs

—Rev. Charles Smith, city, lectures on
"Kodaks of Laziness" in Stratford on
Tuesday evening next.

—Mrs. Harry Ryan has gone to Chif-
feng, where her sister, Mrs. J. S.
Winnett, is dangerously ill.

—The Manitoba committee of the Baptist
Church, at a meeting held in this city, took
steps to raise \$7,000 for Manitoba and
Northwest missions.

—A large court of Independent Foresters
was organized in Albany, Oregon, last week,
by Wm. Sanderson, M.A., D.S.C.R., of To-
ronto, formerly of London, Ont.

On Tuesday night the barn belonging
to A. McDonald, on the Neil Hillman
farm, Moss, was destroyed by fire.
There was \$400 insurance on the build-
ing in the North British Insurance
Company. Mr. Hillman lost a farming
mill, some harness and a quantity of
straw, but there was no insurance on the
contents.

John A. Fleming, of lot 27, River
road, Moss, has a freak of nature
in the shape of a big potato, grown
as a curiosity, being six distinct
potatoes in a bunch, five of them sur-
rounding a sixth of enormous size.
The potato, or rather group of po-
tatoes, weighed 1 1/4 pounds.

The following articles are held in
the "Advertiser" office awaiting owner-
ship: Brown satchel, containing money
and other articles; black purse, con-
taining money; lady's tan gaiter; parcel
containing pair of black kid gloves
and a watch; a diamond ring; a pair of
gloves; also a fur garment.

Mr. Hayter, Glencoe, who is at the
City Hospital for treatment for ap-
pendicitis, had an operation performed,
when it was found the inflammation
had become very much inflamed
through his being affected so long,
and the doctors held out no hope for
his recovery. His condition has some-
what improved and he may yet pull
through.

At the Watford Division Court W.
D. Cameron, liveryman, sued P. Dodds,
S. W. Louks, W. Scott and John Bod-
daly for \$80, the value of a horse, which
dropped dead on the way home from
London, having been engaged to con-
vey a patient to the hospital. The
defendants, except Scott, are members
of the local board of health, and dis-
claimed personal liability. Judgment
was given for plaintiff for \$85 and
costs. It is probable that the council
will have to pay the judgment.

—J. Parsons Smith, leader of the Em-
porio, gospel temperance singing evangelist,
was in the city today. He has just re-
turned from Michigan, where he has been en-
gaged, with Hon. M. J. Fanning, in the
good citizenship tent movement, which
proved most successful. Mr. Parsons Smith
will continue the work for Western Ontario
at Keweenaw, in connection with the R. T. of
T. He has been fortunate in securing the
services of the Alexander Brothers, singing
evangelists of Clinton, Mich., to help him in
the work. The trio will be in Western On-
tario the entire fall. Dates and arrange-
ments can be made with Rev. Wm. Kettle-
well, of Paris.

—The members of the Women's Christian
Association were well represented at the
meeting held in the "Y" rooms on Thurs-
day. The treasurer's report showed re-
ceipts, \$1,155.39; expenditure, \$641.14;
balance, \$514.25. The following donations
are very gratefully acknowledged: For
Aged People's Home—O. E. Derry, \$1; Mrs.
Cameron, \$30; Dundas street, clothing and
fancy goods; Mrs. Burns, clothing, pickles;
a friend, magazines; Mr. Kent, magazines
and two capnipers. For Home for Incubables
—Mrs. Smith, checkers, strawberries and
papers; Mrs. Davis, canned fruit, fruit

Found With My Wife
a Wonderful
Cure.

The Aymer Express reports: "Mr. and Mrs.
Chute, of Aymer, desire that we should pub-
lish their testimonial and let other sufferers
know what WILLIAMS' ROYAL CROWN
REMEDY (Nature's Liquid) had done for Mr.
Chute. He writes: 'For ten years or more I
have been a sufferer with dyspepsia, and
doctored with six of the most skilled
doctors in this part of the country, but with
little relief and no benefit in return for the
very large doctors' bills that I paid. I tried
almost every conceivable remedy, but all to no
purpose, until April, 1893, I took to myself a
wife, and it so happened that three years pre-
vious to our marriage she had been in poor
health and used part of a bottle of Royal
Crown Remedy, and knowing of its excellent
qualities she prevailed on me to give it a
trial. I purchased one bottle of the Remedy
and Pills, and by the time I had them used my
general health was much improved, and by the
time I had taken three bottles I was restored
to good health, and my neighbors say that I
am looking healthier than I have done for
years. I believe Royal Crown Remedy to be
the best value for the money on earth, and
am, thankfully yours, WILLIAM CHUTE.'"

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,

262 1/2 DUNDAS STREET.

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.

gems and clothing; Mrs. Beddome, reading
matter; Mr. Yule, pies and bread; Mr.
Greenway, cut flowers, twice; Mrs. Peto,
fruit and cut flowers; Mrs. Piper, cut
flowers and pickles; Miss Beattie, cut flowers;
Miss Magee, cut flowers; Mr. Francis,
gooseberries; friend, radishes; Mrs. Reid,
clothing; Mrs. Plewes, reading matter; Mrs.
Forsythe, cut flowers; Mr. Wright, reading
matter and cut flowers; Congregational Y.
P. S. C. E., reading matter. For Infants'
Home—King's Daughters, clothing; Mrs.
Hutchinson, pickles; Mr. Adecock, corned
beef; Mrs. Piper, biscuits and plants; Mrs.
Kent, clothing.

STRATHROY MODEL SCHOOL.

Forty-three students are in attendance at
Strathroy Model School. Mr. Manning is
officiating in Mr. Dunsmore's room for the
term. The following are the students:

Edith M. Bogue, Maggie Frank, Katie
Gallagher, Frances McKee, Malie
O'Neil, Ethel Russell, Ila L. Robertson, Ila
A. Sifton, Strathroy; Margaret Campbell,
Amicus; Marion Gee, Markham; Rosa
Henderson, Ailsa Craig; Eleanor Howe;
Mt. Brydges; Cassie McIntyre, Ailsa Craig;
Mary McLean, Popular Hill; Laura
Morgan, Ebbie B. Patterson, Napperton;
May R. Robinson, Bradford; Marlon Suther-
land, Strathroy; Annis J. Tweedle, Naira;
Wm. S. Bell, Fox, R. W. Crealey, R. W.
Kearney, Bert Weir, Chas. R. Rowe,
Strathroy; Wm. F. Brown, Mount Brydges;
John A. Buchanan, Parkhill; Edward J.
Caldwell, Cairnmore; Louis L. Couzens,
Appin; Geo. T. Cowie, Springbank; R. J.
Dunlop, Napier; Nelson George, Adelaide;
Hugh Gilles, Parkhill; Ernest W. Hays,
Glen Oak; Albert Leitch, Lambeth; David
A. McDonald, Appin; Daniel McDonald,
Ivan; Dan A. McLachlan, Komoka; Wm.
Hills, D. A. McIntyre, John McEachran,
W. N. Sexsmith, J. A. Walker, Glencoe;
W. Baxter Wyatt, Springbank.

Nearly everyone needs a good tonic at this
season. Hood's Sarsaparilla is the true
tonic and blood purifier.

Give Holloway's Corn Cure a trial. It
removes corns from one pair of
feet without any pain. What it has
done once it will do again.

Special.—While the weather is fine
have your house photographed by Mr. C.
D. Anderson, 340 Richmond street,
makes a specialty of this work.

JOHNSTON'S

ANNUAL SALE OF

Summer
Shoes...

Ladies' Tan Shoes 75c
Misses' and Children's Shoes 50c
Ladies' Kid Strap Slippers \$1
Cloth Slippers 10c

We are giving special value in all
lines to make space for fall stock. Call
and inspect our goods and prices.

Men's Working Boots \$1
Boys' Balmorals \$1

SEE OUR LINES OF

Trunks \$1.50
Valises 50c
Satchels 25c
Purses 5c, 10c and 15c

Get one of our pin trays given free to
each purchaser.

Johnston's
198 Dundas St.

We lead - - Others follow.

Saturday
Attractions

MARA'S

For the Benefit of Out-of-Town Purchasers.

Every Monday is Bargain Day, but recognizing the
impossibility of the outside residents to attend our store
on that day, it is our intention to give them the same
opportunities to buy cheap as we do our city customers.
Every man, woman and child who visits London on Sat-
urday can't afford to stay away from our stores. It is
the cautious people we wish to talk to—those who know
a big round dollar's worth. Read this list of

Shrewd
Bargains.

- 1—Just think, a good heavy sheeting, full yard wide, sold elsewhere at 50c; our Saturday price 30c yard.
- 2—Large Huck Linen Towels, worth 15c, on Saturday for 10c.
- 3—The very best Table Linen, 58 inches wide, on Saturday for 25c.
- 4—The best Carpet Warps, on Saturday five pounds for 75c.
- 5—A Man's Fine All Wool Tweed Suit, perfect fit guaranteed, worth \$3 50, for \$3 50 on Saturday.
- 6—Boys' and Children's Knicker Pants, 25c per pair.
- 7—Boys' Cloth Peak Caps for 10c each.
- 8—Men's Fine Fur-Felt Fedoras, in brown and black, worth \$1 50, a Saturday \$1.
- 9—Special line of All Wool Socks, on Saturday 2 pairs for 25c.
- 10—A Heavy Seamless Sock, Saturday 4 pairs for 25c.
- 11—Fine French Balbriggan Drawers and Shirts, worth 50c, on Saturday 37 1/2c.
- 12—A regular \$1 line of Laundered Shirts, with colored fronts, a Saturday for 49c.
- 13—A special line Ladies' Black Parasols, worth 50c, for 25c.
- 14—Heavy Irish Guipure Laces, in cream, tawn and white, on Saturday 50c a yard.
- 15—Madonna Crochet and Embroidery Cottons, in plain colors unshaded, on Saturday 7 1/2c a ball.
- 16—Linen Spools, best make, 2 spools for 5c.
- 17—Ladies' Cotton Hose, tan, black and white, for 10c a pair.
- 18—Ladies' Cashmere Hose for 25c.
- 19—"Our Special" Corset, long waist, 49c.
- 20—Ladies' Black and Colored Lisle Mitts, on Saturday for 12c.
- 21—Ladies' Balbriggan Vests, 10c.
- 22—The Genuine Interlining Fibre Chamois, the best that is made 35c yd.
- 23—China Silk, in cream, pale blue, pink, pumpkin, yellow and black, on Saturday for 20c.
- 24—Habratia Silk, 23 inches wide, in all the new shades, just in, 24c.
- 25—50 shades Colored Henrietta, 44 inches, on Saturday for 25c.
- 26—5 pieces of Black Henrietta, 46 inches, on Saturday for 50c.
- 27—Carter's Inks 4c a bottle.
- 28—Balmoral Writing Pads 10c each.
- 29—Lead Pencils, with rubbers, 1c each.
- 30—Note Books 1c each.
- 31—Leather Purses 10c each.

We Are Sole Agents for

Standard
Publications

The best in the world. The new books with all the latest patterns and colored plates are now in. Small books 5c; large books 10c.

Special attention paid to mail orders.

The T. E. Mara Co.

LIMITED,

153 Dundas Street,
155 Dundas Street,
And Market Square } London.
ORDER BY MAIL. - 'PHONE 1,3.