

A PLEASED CUSTOMER
WILL CALL AGAIN

is our motto which we adopted some eighteen years ago, and we try to carry that motto out to the best of our ability.

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

BIRTHS, MARRIAGES AND DEATHS

MARRIED.

HERALD-CHAPMAN—On the 4th July, at the residence of the bride's father, 250 Dundas street, by Rev. Canon Richardson, John R. Herald to S. Alice, only daughter of, Wm. Chapman.

GLAD TO HAVE YOUR OPINION

of the pretty new styles and colorings of wall papers that we show. A specially large stock has just come, and until the entire variety is closed out we shall quote greatly lower prices than prevail anywhere else in town. We've priced papers about town, and so know what we're claiming. See the stock, even if you don't want us to do the hanging for you. But if we do the work we will guarantee it absolutely perfect, for we have the most expert workmen that can be employed.

O. B. GRAVES
222 Dundas Street.



This Brand of Flour
Always makes the
BEST BREAD
OR PASTRY.
USE NO OTHER.
J. D. SAUNBY
267 York Street.
TELEPHONE 115.

Come Quick

AND GET A
COOL STRAW HAT
—A
LIGHT FEDORA

Before the great Liberal picnic, as the prices are lower than ever at

D. J. WHITNEY'S
New Cheap Hat Store,
206 1/2 DUNDAS STREET

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

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 standard 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. zxy

Beaton's Hats

Are the Correct Thing.

All the Leading Styles in American and English Felt Hats.

A superb range of American Straw Hats for the coming hot weather.

PRICES AWAY DOWN

—AT—

BEATON'S

138 Dundas Street.

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 from their coal dealer, clothing from their tailor, and bicycles from a bicycle manufacturer. Of course, we still give our strict attention to bicycle repairing.

W. A. Brock, 192 Dundas St., Londo

SEND FOR CATALOGUE.

Summer Shoes.

SUCH VALUES as come from buying at first hands and selling at small profits for cash. It's worth your while to see the shoes these prices represent.

—Children's Shoes,

Special at 35c.

—Boys' Tan Shoes,

Special at 95c.

—Men's Tan Shoes,

Special at \$1.15.

—Ladies' Tan Shoes,

Special at 75c.

—Ladies' Canvas Oxfords

Special at \$1.15.

—Girls' Canvas Oxfords,

Special at 48c.

And so on. No trouble to show them. Have you taken advantage of our Trunk and Valise Sale? If not, why not?

Pocock : Bros.

Priddis Bros'

BLOUSE WAISTS

—FOR—

50C.

Worth \$1.50 each. See Our East Window.

158 Dundas Street,
157 Carling Street.
TELEPHONE 324.

**REFRIGERATORS,
GASOLINE STOVES,
CLOTHES WRINGERS,
CARPET SWEEPERS.**

We are showing the newest goods in the above lines, also a full stock of enamelware at very low prices. **Jobbing Work Promptly Done.**

STEVELY'S

'Phone 452, Richmond St.

FAIR, VERY WARM.

Toronto, July 4-11 a.m.—A general decrease in pressure has taken place over Quebec. Pressure remaining above the normal over the lake district. The weather generally is fine and warm. In the Northwest the pressure continues low and the weather very warm.

The minimum and maximum temperatures reported for today are: Calgary, 56-60; Edmonton, 52-74; Qu'Appelle, 66-82; Winnipeg, 62-84; Port Arthur, 50-68; Parry Sound, 52-82; Toronto, 55-85; Montreal, 52-86; Quebec, 53-83; Chatham, 60-70; Halifax, 56-78.

Toronto, July 5-1 a.m.—Fair and very warm, with moderate winds.

Trusts Corporation

OF ONTARIO,

Safe Deposit Vaults.

Bank of Commerce Building, King Street, Toronto.

Capital - - - \$1,000,000
Hon. J. C. Aikins, P. C. President
Hon. Sir R. J. Cartwright Vice Presidents
R. C. 35-6
Hon. S. C. Wood.

This Company acts as ADMINISTRATOR in cases of intestacy or with will annexed. Executors, Trustees, Receivers, Committees of Lunatics, Guardians, Liquidators, Assignees, etc., etc.; also as agent for the above offices.

All manner of trusts accepted, moneys invested, estates managed, rents, incomes, etc., collected. Bonds, debentures, etc., issued and countersigned.

Deposits safe to rent, all sizes. Parcels received for safe custody.

Solicitors placing business with the Corporation are retained in the professional care of same.

A. E. PLUMMER,

Manager.

You Should Not Say

"I don't know what to eat this hot weather," when you can get

Rex Brand Hams and Bacon, Salad Dressing, Pickles, Sauces and other delicacies from

J. C. Trebilcock,

Grocer, 235 Dundas Street.

Ferguson's

SUPERIOR CIGAR BEER

Works, 48 York Street, Telephone 1066.

HOW IS THIS!

A Kent County Magistrate Rules That Farmers Are Exempt from Sunday Laws.

Windsor, July 4.—Farmers can haul rails and do other work on Sunday was the judgment in court of Magistrate Forham, of Kent county, yesterday. Farmer Watts, a Seventh Day Adventist, has been keeping Saturday instead of the Sunday as the Biblical Sabbath, and Methodists prosecuted the case. Watts hauled rails on Sunday, and the magistrate ruled that he could go ahead and do all the Sunday work he wanted, being exempt as a farmer.

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.

\$500 Reward! And only 10c for a package of Dr. Story's 5 minute headache cure. Money refunded if it don't cure the most severe sick or nervous headache in 5 minutes. Try one package, only 10c. For sale y all druggists. zxy

Ask your dealer for Cerol Harness Dressing. Price 25c. zxy

The proprietor of the Fraser House has announced his intention of giving his guests the much-enjoyed "hops" of last season. The Harpers of London have been especially engaged, and the dances will be given, as last year, every Tuesday, Thursday and Saturday evening. The popularity of these dances heretofore will be sufficient to guarantee additional pleasure to the guests of the Fraser House.

To be happy is to be satisfied. If you purchase your furniture at Trafford's he will guarantee to satisfy you, and happiness is sure to follow. 95 and 97 King street.

There is no royal road to fortune, but you will find an easy one to it if you will

Practice Economy

And Buy Your Shoes

—FROM—

J. P. Cook,

173 DUNDAS STREET.

Your money back if you want it.

London Advertiser.

Telephone Numbers.

397.....Business Offices
124.....Editorial Rooms
375.....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

I am not very naughty, No! The "skeeter" said, "Not I! But still I guess I must confess I am a little fly."

—The road roller recently purchased by the City Council was shipped from Harrisburg, Pa., on Saturday.

—"Subscriber" (Cedar Springs).—Sir Oliver Mowat was born at Kingston July 22, 1820. His address is "Toronto, Canada." He is now in London, Eng.

—Annie Turner, a 3-year-old niece of Mr. David Langdon, corner York and Thames streets, wandered away from home early yesterday morning, and was not found until late in the evening. A family at 558 King street was taking care of her.

BUYING PROPERTY.

No. 2 committee of the Board of Education last night considered several property offers made in the wards where new schools are to be erected.

A tender for a lot 240x140, situated on the corner of William and St. James streets was considered favorably, and will be recommended for acceptance if the price is considered fair. For No. 3 ward, the purchase of the old Waterloo south school will be recommended. The building was sold by the city about four years ago at \$1,100. It afterwards went to the Presbyterians for \$1,500, and \$400 has been laid out by them in repairs. The building and lot can be now secured for exactly what it cost that body—\$1,900. The purchase of a lot in No. 2 ward was referred to the members from the district. Tenders for the repairs in all the schools will be called, and the architect was instructed to prepare plans for the new Collegiate Institute closets. Mr. W. Berry was awarded the job of sweeping the school chimneys for \$20. Present: Trustees Stephenson (acting chairman), Turner, Johnston, Blackwell, Greenlees, Buchner and Dr. Wilson and Secretary McElhennan.

GRATEFUL ACKNOWLEDGMENT.

The "Advertiser" has already announced that Rev. John Berry, M.A., B.D., who had been for some time the rector's assistant at St. Paul's has received an appointment to the church at Amherstburg, and that Mr. Berry's friends in St. Paul's had presented him with an appreciative address and a purse of money amounting to about \$500. The reverend gentleman thus acknowledges this tangible token of appreciation.

"My Dear Friends,—I am sincerely grateful to you for the very kind expressions of regard which you have addressed to me. The short ministry which I have been my privilege to sound in the Cathedral parish is quite unworthy of being marked by any such tokens of appreciation, and if the Divine blessing has been vouchsafed to make my work acceptable, the work is all due to Him whose help and guidance I have ever sought in my daily labors. I have, at the best, only done my duty according to my feeble powers, and that I have no thanks. I am conscious of my failings and errors, for which I crave your charitable indulgence, and I think if there had been longer time my work might have gained strength.

"I wish to express my grateful appreciation of the loyal assistance in parish work rendered by the Christian Endeavor Society and the Brotherhood of St. Andrew, both of which have a noble record for the past year, and deserve the hearty support of the congregation. I have always regretted that other duties prevented my taking the active part in the great work of the Sunday school which I wished; but it was a pleasing task to preside at the Bible classes for adults, and I trust they will continue to prosper.

"Mrs. Berry united with me in heartily thanking you all for the constant friendship which you have shown us all the time we have been in London; and we shall ever remember your unbounded generosity, so substantial a proof of which you have added in the very valuable gift which we now accept from you with feelings of sincere gratitude and cordial friendship.

"May our heavenly Father ever prosper the parish of St. Paul's and bless and keep you all till we meet in His kingdom above, is the prayer of your faithful servant in Christ.

"JOHN BERRY, Ck., M.A., B.D., T.C.D. London, Ont., July 4, 1895.

We are quoting very low prices for Lily White Oil, Aurora Light, Water White Benzine, gasoline, machine and cylinder oils. Send for quotations. Phone No. 307, EMPIRE OIL COMPANY.

Mrs. Foster, of Kent street, has just recovered from a serious attack of La Grippe. This is the second siege she has had of this influenza, the first of which attacked Mrs. Foster about three years ago, and left her with a very troublesome cough, accompanied with chronic bronchitis, and a complication of other diseases, which made it almost impossible for her to attend church without disturbing the congregation by coughing, and, indeed, Mrs. Foster assures us that so bad were the spasms that she often feared she would burst a blood vessel during one of these severe attacks. It was very natural that under such circumstances numerous friends would recommend as many different "cure alls." She tried Cherry Pectoral, Tar, Linseed and other preparations, but was growing generally worse when a friend who had been benefited by Barkwell's Bronchial Balsam advised her to try that, and in a few days she was out of bed, and the best feature is that she is now entirely freed from all symptoms of the Bronchitis, of which she never hoped to be cured. Mr. Millar, a neighbor, also had a bad cough and was completely cured by the same preparation. zxy

LIGHT WEIGHT SUITINGS

New Patterns—Latest Styles.

JOS. DAMBRA

Merchant Tailor.

262 1-2 DUNDAS STREET.

SIFTON & CO.

Hammocks of all kinds.
Express Wagons, Velocipedes,
Doll and Baby Carriages.
Footballs, Baseball Goods,
Tennis, Croquet and Cricket.
All kinds of Sporting Goods.

168 DUNDAS ST.

Two Doors from Richmond.

Wholesale and Retail.

Roses, Carnations, Violets.

Funeral Designs.

J. GAMMAGE & SONS,

Phone 96, 213 Dundas Street. zxy

Johnston's

Trunk and Valise Sale

Will be continued this Week.

20 Per Cent Discount off.

Never before in this city were Traveling Bags and Trunks sold so cheap.

Boots & Shoes

Grand array of Tan and White Goods, all sizes and styles.

SEE OUR

75c

TAN OXFORDS!

Johnston's

198 Dundas Street.

GRAND CLEARING SALE

OF

SUMMER GOODS

—AT—

MARA'S

—ON—

Saturday, 6th July.

SPECIAL FEATURES OF THIS SALE.

- 1st—Great reduction in Prints—some as much as a third off regular price
- 2nd—Any Remnant in the house offered at three quarters of the marked price—for instance, a Remnant marked at 40c, you can buy on Saturday for 30c.
- 3rd—A big slaughter of Straw Hats. We bought a wholesale stock at 50c on the dollar.
- 4th—Parasols at cost, and in some cases below cost to clear.
- 5th—Gloves, Hosiery and Ladies' White Wear at very low prices on Saturday.
- 6th—Any Roller Blind in the House offered on Saturday at 50c.
- 7th—Bargains in Carpets.
- 8th—Big move in Summer Ready-made Clothing.

A List of Astonishing Bargains.

- 1st—A fine lot of Seersuckers in fancy patterns, usual price 6c, on Saturday 4c per yard.
- 2nd—28 inch English Prints, worth 7c, on Saturday 5c per yard.
- 3rd—28 inch Fine Drillette Prints, regular price 8c, on Saturday 6c per yard.
- 4th—32 inch Crum's Best English Prints, 169 pieces to choose from, worth 12 1/2c, on Saturday 8c per yard.
- 5th—Remnants of Dress Goods, Silks, Prints, Challies, Flannels, etc., all a quarter off marked price on Saturday.
- 6th—10 Cases of Men's and Boys' Fine Straw Hats, high and low crowns, white, black and colored bands, with or without hat guards, in light and dark straw, all worth \$1, \$1 25 and \$1 50, your choice on Saturday for 50c.
- 7th—Children's Straw Sailors, worth 35c, on Saturday 25c.
- 8th—Girls' and Boys' Fine Blue Yatching Caps only 20c on Saturday.
- 9th—Ladies' White and Cream Parasols, with stripe, 50c on Saturday.
- 10th—Regular \$3 White Silk Parasols, with frill, on Saturday \$1 75.
- 11th—Ladies' Black Parasols on Saturday 25c.
- 12th—Ladies' Lisle Mitts, in all shades, on Saturday 10c per pair.
- 13th—Ladies' Silk Mitts, in all shades, worth 35c, on Saturday 25c per pair.
- 14th—Ladies' and Children's Fast Black Stockings, on Saturday 10c per pair.
- 15th—Ladies' Fast Black Lisle Stockings, double heel and toe, on Saturday 25c per pair.
- 16th—Special line of Corset Covers, 12 1/2c.
- 17th—Special line of Ladies' Drawers, 25c.
- 18th—Chemises, trimmed with lace, on Saturday 25c.
- 19th—Any Oiled Linen Roller Blind in the house, mounted on patent roller, and complete with nickel pull, either plain or daddod, with or without fringe, and selling at 50c, 60c, 65c, 75c and 85c, your choice on Saturday only 50c.
- 20th—Your choice of any of our regular 65c and 75c Tapestries, Wool Carpets and Ingrains, on Saturday 50c per yard.
- 21st—English Linoleum, new patterns, on Saturday 32 1/2c per square yard.
- 22nd—Men's Fine Cashmere Vests for \$1.
- 23rd—Men's Fine Black and Grey Lustre Coats, worth \$2 50, on Saturday \$1 50.
- 24th—Boys' Fine Blue Serge Summer Suits, worth \$2, on Saturday \$1 25.
- 25th—Boys' and Children's two-piece Tweed Suits, on Saturday 75c.
- 26th—Ladies' Laundered Chemisettes, in pink, bluetie and white, worth 50c, on Saturday 25c.
- 27th—Boys' Bathing Trunks, Saturday 10c.
- 28th—Boys' and Men's Cream Sweaters, on Saturday for 50c.
- 29th—A fine line of Men's Undershirts and Drawers, on Saturday 20c.
- 30th—Folding Fans, in red, black and tan, on Saturday 10c each.
- 31st—Fine White Split Wood Picnic Baskets, with covers, at 10c, 14c, 17c and 20c.
- 32nd—Mara's "Special Laundry Soap," the best Laundry Soap made, only 3c per bar.
- 33rd—15 Bars Best Electric Soap on Saturday for 25c.

REMEMBER OUR REGULAR SATURDAY NIGHT SALE,
From 7 to 10 o'clock. We will offer many extra bargains on Saturday night.

We Are Sole Agents For

Standard Patterns and Publications.

Acknowledged by competent critics to be the best. New Delineators now ready.

Small Size 5c - - Large Size 10c

The T. E. Mara Co.,

(LIMITED)

153 Dundas Street,

155 Dundas Street,

And Market Square } **London.**

ORDER BY MAIL. - PHONE 1,043.