

IN THE DARK

A faded suit is as good in the dark as one of a fresh color, but it's different in the daytime. The fabrics may be in perfect condition, but it has a tired look under a strong light. It needs toning. Send it to us for cleaning or dyeing.

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.

BIRTHS, MARRIAGES AND DEATHS

DIED.

LEONARD—At Locust Mount, Friday, Aug. 2, 1886, Emeline Woodman, widow of the late Hon. Elijah Leonard, aged 76 years.
Funeral private 10 o'clock Monday morning.



This Brand of Flour
Always makes the
BEST BREAD
OR PASTRY.
USE NO OTHER.
J. D. SAUNBY
257 York Street.
Telephone 118.

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

BEATON'S
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.

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.

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

Ha! Ha! Ha! We have to smile. Cyclists are finding out that the place to buy their bikes is from their 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., London
SEND FOR CATALOGUE.

VISIT TO THE CIRCUS

Plenses you for an hour, but a visit to my store will both please you and be profitable to you, for we are giving one-quarter off on all Straw Hats at

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

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

Pocock Bros.

Annual Summer

Shoe Sale

Begins This Glorious 1st of August, and Will Last 31 Days.

Our extremely low prices and reliable footwear will induce the procession of buyers to our store.

Our stock contains a full assortment in Men's, Women's and Children's reliable footwear.

Remember, we are the only shoe buyers who are able to buy \$10,000 cash purchase of the Gents' \$3 Slater Shoes, and control the sale of them for this district.

The great volume of our shoe business has been the key-note of our success; better values than others. Remember our sale and low prices.

Pocock : Bros.

Priddis Bros.

For Saturday we will clear the balance of our

All-Wool Challies

FOR

12 1/2 C

Worth 25c

Come Early.

158 Dundas Street,
157 Carling Street.
TELEPHONE 324.

METALLIC CEILINGS:

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

382 Richmond St. - Phone 452.

FINE AND WARM.

Toronto, Aug. 1-11 p.m.—Pressure is still comparatively low in the St. Lawrence Valley, but elsewhere it is about average. Local showers have occurred in the St. Lawrence and Ottawa Valleys, and a few scattered thunderstorms in Manitoba.

Minimum and maximum temperatures:
Calgary, 50-76; Qu'Appelle, 56-78; Winnipeg, 58-80; Toronto, 55-70; Montreal, 52-64; Quebec, 52-64; Chatham, 50-72; Halifax, 52-72.

Toronto, Aug. 2-1 a.m.—Light to moderate variable winds; fine and warm.

Trusts Corporation

OF ONTARIO,
Safe Deposit Vaults.

Bank of Commerce Building, King Street, Toronto.

Capital - - - \$1,000,000
Hon. J. C. AINSWORTH, President
Hon. Sir R. J. CARTWRIGHT, Vice President
K. C. M. G.
Hon. S. C. Wood.

This Company acts as ADMINISTRATOR in case of intestacy or with will annexed. EXECUTOR, TRUSTEE, RECEIVER, COMMITTEE OF LUNACY, GUARDIAN, LIQUIDATOR, ASSIGNEE, 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.

Deposit safes 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.

Roses, Carnations, Violets.

Funeral Designs.

J. GAMMAGE & SONS,
Phone 96, 213 Dundas Street.

Money Saving Bargains.

We must make room for our fall importations, and in order to do so we will sell beautiful suits, shirts and extra Pantings during the next few weeks, at greatly reduced prices. All our work guaranteed.

Jos. Dambra, Merchant Tailor.
2621-2 DUNDAS STREET.

AN AWFUL CLOUDBURST

Sweeps Town the Casper Mountain—A Number of Campers Drowned.

Casper, Wyo., Aug. 1.—A terrible cloudburst occurred south of this city on Casper Mountain, at the head of Garden Creek, last night. The creek is about seven miles long from mouth to source, and is lined with camps. Near the head of the creek is a summer resort. At this point all the buildings were crushed and swept away, and the site of the hotel is buried beneath debris twenty feet deep.

S. Newby and his family had retired when all at once they were surrounded with water, and a race for life commenced. Newby heard his wife scream for help. He grabbed for her, but missed, and in the next second he was carried on by a great rush of water. That was the last he saw of his wife and baby. Newby was saved by clinging to a floating tree. Mrs. Newby was found this morning beneath a pile of debris twenty feet high. The boy had not been found.

Near the Newby Camp was camped Samuel Harrison's two children, who were caught in the flood and carried away. Their bodies were recovered this morning.

Now see that your blood is pure. Good health follows the use of Hood's Sarsaparilla, which is the great blood purifier.

The man with thin legs wants to avoid golf stockings, if he has any desire whatever to be picturesque.

A LIFE SAVED.—Mr. James Bryson Cameron, states: "I was confined to my bed with inflammation of the lungs, and was given up by physicians. A neighbor advised me to try Dr. Thomas' Electric Oil, stating that his wife had used it for a throat trouble with the best results. Acting on this advice, I procured the medicine, and less than a half-bottle cured me; I certainly believe it saved my life. It was with reluctance that I consented to a trial, as I was reduced to such a state that I doubted the power of any remedy to do me any good."

When WE

Buy shoes we can't get them too good. How is it

With YOU

J. P. Cook,
173 DUNDAS STREET.

"Your money back if you want" is the way we do business.

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 authorities at Wolsley Barracks have again commenced enlisting. Several coach loads went to Port this morning. It was McCormick's annual picnic.

—Mr. John Snow is convalescent, after a severe attack of blood poisoning, and will be able to attend to his duties in a few days.

—Advertisements are faithful mirrors of the times—so faithful, in fact, that "the story of our lives from year to year" might easily be made up from their data alone.

—Richard Hargreaves, the young Londoner who was so badly injured at Buffalo a week ago, died in the hospital there yesterday morning. His mother, Mrs. R. Hargreaves, King Street, and his sister, Mrs. Obadiah Richards, Queen's Avenue, were present at the death-bed. Mr. Hargreaves leaves a wife and one child. The body will be brought here for burial.

—Donations for June and July are gratefully acknowledged by the trustees of the Convalescent Home as follows: The Countess of Aberdeen, a book, "Upward and Onward"; a friend, \$30; Mrs. Graydon, fruit and sugar; Mrs. Bullen, reading matter and vegetables, etc.; King's Daughters, Memorial Church, cake; Mr. Goodge, milk; Mrs. M. and Mr. De la Hooke, preserves; Mrs. Macbeth and Mrs. Theophilus Willis, reading matter; Mr. J. E. Boomer, confectionery; English Church and First Congregational Church, flower missions, flowers.

—At this morning's Police Court Christopher Moriarty, who is charged by his mother with assault, was again bailed until Tuesday next. His mother says she will be content if he will leave the house.

—A man, who was charged with allowing his horse to stray at large, was allowed to go on suspended sentence. Thomas Yeo, a Wolsley Barracks man, was drunk. He was sent to the hospital for trial. Noah, an Indian, who also looked upon the wine when it was red, was discharged to leave town. Frank Willis, another drunk, was also discharged.

—Among prominent former Londoners visiting in the city is Mr. J. A. Stevenson, now a leading business man of Brookfield, Missouri, who is accompanied by his wife and his sister-in-law, Miss Josephine Utley. The party are visiting the parents of Mr. Stevenson, Mr. and Mrs. Robert Stevenson, 234 Piccadilly street. It is a good many years since Mr. Stevenson left the city, and he is now a well-to-do man. His early training, and though he has been prosperous out West, his recurring visits to the old home and the pleasing associations of the Forest City are always most enjoyable. He says he is proud of London.

LONDON SCHOOL FAVORED.
Lieutenant Noble Bartlett has returned from the London Military School, where he has been taking a special course. He took his certificate with ease, and is now eligible for the rank of captain. His rank of lieutenant, which was provisional, will now be confirmed. It says that the school of instruction held here last year by Sergt-Maj. Munro proved a great assistance to him and made his work on this occasion much easier. The London school seems to be a favored institution, as many come from the east, passing by the Toronto school.

—Windsor Record.

HORRIBLE BURNING ACCIDENT.
A sad accident happened at the home of Mr. Coulson, Queen Street, South London, about 7 o'clock on Wednesday evening. Mr. Coulson snatched a vessel from the stove containing a combustible fluid, which had taken fire, and threw the contents outside the door. His infant boy was sitting unclothed before the door, and to the father's horror he found that he had thrown the burning fluid over his child, and before the flames could be smothered and the clothes removed the little one's head, face, neck and arms were burned. The entire skin was burnt off the child's head, face, neck and arms, while the eyes, it is feared, are seriously injured. Dr. Ferguson, the medical attendant, does not hold out much hope of recovery. Mr. Coulson's hands were badly burned, but his greatest distress is over the pitiable accident to his child. The little one is only a year and a half of age.

We are quoting very low prices for Lily White Oil, Aurora Light, Water White Benzine, gasoline, machine and cylinder oil. 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 the 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.

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.

IF you are going to a picnic

you will likely want some of the following—
Ham (Rex Brand), Canned Salmon (Maple Leaf Brand), Worcestershire Sauce, Anchovy Sauce, Pickles (Crosse & Blackwell).

J. C. Trebilcock,
Grocer, 235 Dundas Street.

N. B.—Fresh butter and green groceries our specialty.

JOHNSTON'S

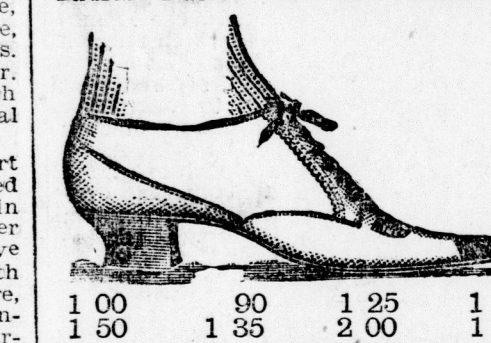
10 Per Cent Discount Sale

Ladies' Button Boots.



\$1 25	\$1 10	\$1 50	\$1 35
1 75	1 55	2 00	1 80
2 25	2 00	2 50	2 25

Ladies' Button and Lace Oxfords.



1 00	90	1 25	1 10
1 50	1 35	2 00	1 80

Misses' Button Heel and Spring Heel.

1 25	1 10	1 50	1 35
1 75	1 55	2 00	1 80
2 25	2 00	2 50	2 25
2 75	2 45	3 00	2 70
	3 50	3 15	

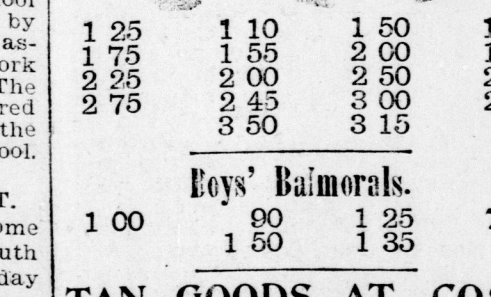
Misses' Oxfords.

1 00	90	1 25	1 10
	1 50	1 35	

Child's Button.

50	45	60	50
75	65	1 00	80

Men's Congress and Balmorals.



1 25	1 10	1 50	1 35
1 75	1 55	2 00	1 80
2 25	2 00	2 50	2 25
2 75	2 45	3 00	2 70
	3 50	3 15	

Boys' Balmorals.

1 00	90	1 25	1 10
	1 50	1 35	

TAN GOODS AT COST.

Trunks & Valises

1 50	1 35	Pacific:	45
2 00	1 80	Gladstone Bags:	1 80
2 25	2 00	Club Bags:	1 25
2 50	2 25		
3 00	3 15		

JOHNSTON'S

198 Dundas Street.

Have you seen Trafford's new arrivals in bird's eye maple, curly birch, and quartered oak rockers; also latest style bookcase and secretaries and box couches in corduroy, at 95 and 97 King Street. Phone 244.

SUMMER GOODS

—AT—
Less Than Cost Price
—AT—

MARA'S

SATURDAY SALE, AUG. 3.

Our "Great Summer Climax Sale" is now at its height. All our prices have been greatly reduced. This is a golden opportunity to supply your needs.

Every Citizen and Farmer should not fail to visit our stores on Saturday.

SPECIALS

- 1st—Ladies' Milanese Silk Gloves, in cream, white, fawn, tans, brown, yellow and black, regular price 35c, all going on Saturday 19c per pair.
- 2nd—Ladies' Laundered Chemisettes, in white, pink and blue, worth 30c, on Saturday 20c.
- 3rd—Ladies' Laundered Shirt Fronts, in pink and blue, worth 75c, on Saturday 50c.
- 4th—Very Fine Silk Blouses, in all shades, worth \$2, sale price \$1.
- 5th—Ladies' Silk Windsor Ties, in all the latest shades, with knotted silk fringe and embroidered, worth 50c, on Saturday 25c.
- 6th—Children's Lisle Mitts, in all shades, worth 15c, on Saturday 8c per pr.
- 7th—Ladies' Lisle Mitts, in all shades, on Saturday 10c per pair.
- 8th—Children's Fast Black Stockings, double heel and toe, sale price on Saturday 10c per pair.
- 9th—Ladies' Fast Black Lisle Stockings, double heel and toe, 15c per pair or 2 pairs for 25c.
- 10th—Ladies' Night Dresses, frilled and tucked, worth \$1, sale price 65c.
- 11th—Embroidered Chemises on Saturday 25c.
- 12th—Special line of Ladies' Drawers, on Saturday 25c.
- 13th—See our "Summer Corset," worth 75c, on Saturday 48c.
- 14th—Fine White Edging and Embroidery, regular price 5c, on Saturday 4c per yard.
- 15th—Ladies' Fine Polka Dot Parasols, with frills, worth \$1 25, sale price 69c.
- 16th—Black Silk and Wool Parasols, with frills, worth \$1 50, on Saturday 99c.
- 17th—A Few Left—Fine White Dotted Swiss Muslin Parasols, with frills, worth \$2, half price on Saturday, \$1.
- 18th—A few pieces of All Wool Challies left, beautiful patterns, worth 30c, half price on Saturday, 15c per yard.
- 19th—Special line of double fold Black Lustre, on Saturday 25c per yard.
- 20th—Extra Fine Heavy Crinkle Crepons, in black and all the newest shades, regular price 65c, sale price 40c per yard.
- 21st—44 inch All Wool French Henriettes, in all the newest shades, worth 40c, on Saturday 25c per yard.
- 22nd—Best 32 inch Scotch Chambrays, extra heavy and in all shades, regular price 15c, on Saturday 12 1/2c per yard.
- 23rd—A few pieces of 28 inch Coronet Prints, in beautiful light patterns, regular 10c goods, sale price 6c per yard.
- 24th—32 inch Fine French Dress Sateens, regular price 15c, on Saturday 12 1/2c per yard.
- 25th—Dark Suitings, in beautiful spots and stripes, worth 15c, on Saturday 10c per yard.
- 26th—Special line of Art Muslins, on Saturday 5c per yard.
- 27th—Special line of Summer Blankets, large size, on Saturday 75c per pr.
- 28th—Table Oil Cloth, 45 inches wide, and in marble patterns, never sold in London before at less than 25c, our sale price 18c per yard.
- 29th—9 Beautifully Painted Dinner Sets, consisting of 97 pieces, worth \$7 and \$8, during this sale for \$4 25.
- 30th—Plates of all kinds, including dinner, breakfast, tea and soup, dessert sizes, all 5c each on Saturday.
- 31st—Ladies' Girls' and Boys' Blue Yatching Caps, regular price 25c, on Saturday 25c.
- 32nd—Boys' Fine Straw Hats on Saturday 15c.
- 33rd—Men's Fine Straw Hats, in light and dark straw, worth \$1, \$1 25 and \$1 50, your choice for 50c.
- 34th—Gentlemen's 4 ply English Linen Collars, on Saturday 4 for 25c.
- 35th—Special line of Neligee Shirts, with Laundered collars and cuffs, worth 60c, on Saturday 40c.
- 36th—Special line of Men's Undershirts and Drawers, sale price 12 1/2c.
- 37th—Boys' Black Sateen Shirts, worth 75c, on Saturday 55c.
- 38th—Men's Fine White Unlaundered Shirts, linen bands and front, worth 75c, on Saturday 50c.
- 39th—Boys' and Children's 2 piece Tweed Suits, sale price 75c.
- 40th—Boys' and Children's Blue Reefer Jackets, worth \$2, on Saturday \$1 25.
- 41st—Your choice of all our Men's White Duck Flannel and Cashmere Vests, on Saturday for 90c.
- 42nd—Fine Split Wood Picnic Baskets, with covers at 8c, 10c, 14c, 17c and 20c.
- 43rd—15 Bars Best Electric Soap for 25c.
- 44th—Mara's Special Laundry Soap, 3c per bar.
- 45th—When in our store try a glass of Wild Cherry Beverage, a most delicious summer drink, small bottle 10c, large bottle 30c.

Special Purchase

500 Boys' and Men's Fine Flannelette Shirts
Worth 50c, special price for Saturday 15c.

Sole Agents For
Standard Patterns and Publications.

The Best on Earth,
A full assortment of all the latest patterns always in stock.

The T. E. Mara Co.,

153 Dundas Street,
155 Dundas Street,
And Market Square
London.

ORDER BY MAIL. PHONE 1,043.