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East Williams Then and Now.

The reunion idea as carried out by the people of East Williams shows what can be done when a township undertakes to gather together the old boys and girls of the community. East Williams, although not one hundred years old as far as settlement is concerned, has a goodly amount of local history written in its chapters; there were settlers there some fifteen or twenty years before they started to take up land in the sister township of West Williams. A glance at the names of some of the pioneers of 1833 gives an indication of the nationality of the majority: Donald McIntosh, Donald Henderson, James Ross, James McPherson, James Bremner, Donald Fraser, Hugh McKenzie, Hugh Crawford, George Shipley.

Nairn, in the days of Donald McIntosh, who was agent for the Canada Company, and also the proprietor of the mill there, was a busy little center, serving well the wants of the pioneers, but with the coming of the railways it was handicapped. Today little remains to indicate the importance of the place in early days.

Today the stranger rolls along in his car over the Nairn gravel road, always one of the best in the province; he may even wonder why he has to make a turn to the right and again to the left in order to go through Nairn. He knows nothing of the efforts of the men who lived there seventy or eighty years ago, or what that road meant to them; he is interested only in getting on through.

So for that reason, and for many others, it was fitting that those who are living in East Williams today should have gathered in such great numbers at Stewart's Grove, and welcomed those who had come back from other places, some of them great distances, to establish the fact that East Williams had played its part in giving men and women to Canada, and that it is still a very substantial district in the basic industries of this country.

Probably few men are more able to recall to mind the events of early days in either East or West Williams than J. B. McLachlan, whose father settled on Glasgow street in 1843, eighty-two years ago. Mr. McLachlan was a very small boy then, but he was in existence; just how old he was then we can't guess because he carries his years so lightly that it would be too easy to make a mistake. Mr. McLachlan possesses a memory that is clear and retentive to the last degree; the day before he went to the East Williams celebration he recounted the business activities that were carried on in Nairn sixty years ago. Speaking at the reunion, he took occasion to point back to the days when primitive methods were employed, when pioneers faced the stern realities of making a home and an existence when money was very scarce and conveniences such as we enjoy today were not in existence. One instance he gave serves to give the present generation an idea of what it all meant. His father and a couple of neighbors broke land and put in such crops as they could. Needing money, they walked to Dumfries, near Galt, and secured employment in harvest work in older settled districts there, and picked up such work as they could on the way there and back, a total distance of 160 miles. During this absence the women and children were left at home in what was then practically primitive forest, the home of the wolf, and bears were also in the district. On the return of the men they attended to their own harvest work. It was such men who made East Williams, and who gave to its homes the impress of solid worth, and an appreciation of the worth-while things in life that they carry to this day.

Speaking Well of London.

A resident of southern Ohio dropped in at The Advertiser office about three weeks ago to ask something about roads east and north of here. He was in here again yesterday on his way back. It would do Londoners no harm to hear what he said about this city. Reduced to a few words it was this:

"I was never in your city until three weeks ago. We pulled up at a service station for gas and oil; the young man who waited on me filled the radiator with water, wiped the windshield free of dust, and asked us how long we were going to stay in London. I told him an hour or so, and his answer was 'You're making a big mistake, for there's plenty to see here and plenty to do.' He apparently noticed I had golf sticks and children because he added 'You can play golf and the children can swim; the city runs all that.'

"The result was that we stayed two days, and I played a game on the civic links and it is a good sporty course. When I was at the golf links a man there told me I should go up to the little summer house on the brow of the reservoir hill and get the finest view in the district. He told me how to drive there and advised that I get to the spot about 7:30 to see the sunset. We did, and it was probably the most glorious view I have seen in years. On the way back we came this way because I wanted to look around again before going home. I don't know of a better kept or more complete city of its size. Your parks are wonderful, your homes are

attractive and there is no place I've been with such a growth of shade trees."

This visitor went away a booster for London, all because the few people he came across here had a good word to say for their own city.

That sort of effort costs nothing more than a little courtesy and home pride, yet it is one of the finest advertising campaigns that can be carried on. What would happen if, even in your ordinary business or personal letters, you took occasion now and then to refer to some of the points of interest in London, mentioned the floral display in the parks, how well the students at Western had done, how preparations are under way for a greater exhibition than ever at Western Fair? It would mean that there would be attention drawn to London in the most favorable way, and of a calibre that could not be bought even by a fairly lavish expenditure of money. Try it.

Celebrating Labor Day.

The Labor Day committee of the London trades and labor council has decided that the manner in which the day has been celebrated in recent years is not distinct enough; it takes on the shape of a celebration or a program of sports that might just as well be held on any other day, and the committee wants to turn back to the old idea of making Labor Day different.

In that view it is right. When Labor Day was an infant in years it was a dandy from the point of interest and the ingenious way in which the various trades used to tell the rest of the world that they were working at a particular business and knew how to do it. An old-time Labor Day parade gave a very comprehensive review of all the activities of the city in which tradesmen were occupied. If the London trades and labor council can revive the old idea it will have performed a good service for the council and for the citizens in general, for a parade and celebration of that type is quite out of the ordinary; it is educational as well.

More Keen Than Detectives.

Twenty-five years ago the Stinson hardware store in Manor, Sask., was burned; the origin of the fire was a mystery then and remained so until a man of seventy years walked into the office of the chief of police at Medicine Hat and announced that he was Stinson, owner of the burned store, and confessed that he had set the place on fire to collect a \$1,000 insurance policy.

Stinson admitted that since the death of his wife three years ago his conscience had been bothering him. There was only one way to get rid of that ailment, and that was by making a clean breast of the whole business. Stinson knew when he went to the police with his story that he would have to face the consequences of his admission; it might mean a term in prison, but freedom from a guilty conscience can only be had by paying the price demanded for that freedom.

There is a tendency to scoff at conscience, yet it is worth noting in this case that it did what the police and the inspectors for the insurance company had failed to do.

Note and Comment.

People are marrying too late in life, says U. S. judge, but when they do start they keep right on marrying.

Forest Standard says it's been so dry in some districts lately that a farmer came across a three-year-old bullfrog that had never learned to swim.

Canada's new trade arrangement with West Indies will make it easier to get bananas here, but no easier to revive that over-ripe song about bananas.

A five-dollar bill, 75 years old, on the old Elgin county bank, was turned in at an Aylmer bank the other day. Is there a Scotch settlement down there?

A London man got towed into town from ten miles out, and likely the Ontario government will be after him for the tax on the gas he should have burned.

Charlie Chaplin is the father of a fine little son, and the Brantford Examiner extends congratulations in the shape of a wish that the kid won't be taught to walk like his dad.

Eighty miners have returned to work at Edmonton after being on strike for a month, and here's hoping that they haven't forgotten where they left the picks and shovels.

Finance Commissioner Ross of Toronto says Toronto has no need of nine tax collectors, as people should mail their money in. Most people in London pay their taxes that way, but it's different in Toronto, where the collectors have to argue and try to make the people believe they are really getting something for their money.

The royalist leader in France urges the use of gas to subdue the Riffian rebels, although France has agreed not to use it in warfare. The excuse in this case is that the Riffians have not signed the agreement not to use poison gas. If France, after having signed the agreement, were to find a reason for using gas on this special occasion, how long would it be before each war became simply another special occasion?

Lieutenant-Governor Cockshutt does not hesitate to give his opinion about Sunday golf. In a recent address he said: "Religion is the base and foundation of this country. We cannot seal our children to church on Sunday and expect them to receive any benefit from it if we ourselves go out and play golf or indulge in other mild forms of sport. It is the duty of adult Canadians to pass on to those who come after the same stalwart traits of character as the founders of this country displayed when they settled here."

In Thunderstorms

Hi scoffed because his wife was scared till thunderstorms was through, one day there came a wicked hit that almost cut poor Hi in two.

Hi Rickey used to scold his wife for wittin' in a thunderstorm, he treated all the fear she had with cruel and haughty kind of scorn. For Mrs. Hi when storms come up would shut the windows in the shack, and all the time the rumpus stayed great shivers camped upon her track.

And she would always go and hide, and pick a darkened closet too, and wait until the lanky sky was turnin' to a summer blue. While Hi he kept a-pokin' on as though no danger was in sight, he couldn't understand just why his missus shivered up with fright. He was a stubborn wart was Hi, he never reasoned with his wife, but he just hollered out at her for bein' so scared about her life.

I mind when folks would be there too, Hi he thought it quite a trick, he'd poke his jokes about her fear till she was feelin' mighty sick.

"It ain't no use," said Mrs. Hi, "I don't mind bein' alone at night, and burglars and such things as them don't cause me not a speck of fright; I've nursed on smallpox cases too, and broke in colts upon the farm, I've drove three horses on a plow and helped in threshin' at the barn. But when a thunderstorm comes up why I get scared most fit to die, I can't get over bein' a-scared, it ain't no use for me to try."

A storm come sudden up one day and Mrs. Hi was on the stoop, she ran and put the windows down and hid inside her thunder coop.

Well Hi was workin' in the field and saw that storm a-comin' too; he didn't quit his heavin' hay, 'twould be a foolish thing to do. He'd often been in storms before and only foolish folks would quit, accordin' to his view of things he'd never yet been hurt or hit.

He figured how his wife by now was scared so green she'd be half dead, she'd be a-parkin' on a shelf or hidin' neath the spare room bed.

When Hi was laughin' on this thing, he scoffed at what his wife would do, there come a bolt of lightnin' down that almost split Hi clean in two.

So I'm not blamin' timid souls who shiver when the thunder cracks, who have ten shivers comin' on and creepin' up and down their backs. Nor I'm not scornin' on the folks who shiver from a fearful dread, and go and park their framework safe beneath the shelterin' spare room bed.—ARK.

25 Years Ago Today

Captain Nissen, alias P. M. Bowser, successfully took his boat, the Pool Killer, through the Niagara gorge from the falls to whirlpool.

The following are requested to be at the gates of Victoria park tonight at the concert by the Seventh band to receive funds for the old boys' reunion in August: R. A. Carrothers, E. J. MacRobert, Walter Bartlett, D. W. Blackwell, Ald. Winnett, J. R. Minihinnick, Wm. Wanless, R. W. Bennett, Henry Merritt, John W. Jones, T. J. Murphy, C. A. Kingston, James Mattinson, Ald. Jolly, Ald. Brenner, Capt. Walter Smith, Ald. Wray, John Findley, Frank Cooper, Charles M. R. Graham, J. B. McKillop, W. T. Strong, Dr. Zeigler, E. N. Hunt, Ald. Douglas, Ald. Barnes, Ald. Gerry, J. L. Fitzgerald, Ald. Pritchard, S. Grant, James D. Tyler, R. R. Bland, Wm. McPhillips, R. Kirkpatrick, John Carling, John M. Daly, T. R. Parker, B. C. McCann, E. W. M. Plock, Dr. F. L. Wood, James M. Logan, Dan Regan, Thomas Coffey, Ald. Cooper, Ald. Windsor, J. W. Pocock, Wm. G. Coles, T. W. Scandrett, W. F. Boughner, John S. Brown, Ald. Ross, Ald. Stevenson, Ald. Garratt, John Stevely, John Graham, Ald. Malloch, Hugh McLean, Ald. Plant, Frank Butler.

There were 17 excursions to the O. A. C. at Guleph during June and 23,770 visitors.

Adelaide street Baptist Sunday school will picnic at Port Stanley on Friday.

Contractor Grant is finding it difficult to secure enough men to work on the dam at Springbank waterworks and has had to send to outside points for them.

Fred Ross of the Bell Telephone Company left today to take a position at Windsor. Members of Southern Congregational church presented him with a watch and an address.

Lighter Vein

VERY APPROPRIATE.

He—"I hear some one has suggested a statue to the man who invented rubber tires."

She—"Wouldn't a bust be more appropriate."

—London Mail.

THE PERFECT DEFENCE.

"The traffic officer says you were going forty miles an hour," the judge told the fair prisoner. "Yes, sir," she admitted, "but, you see, I was to meet my husband in five minutes, and I didn't want to keep him waiting."

And the judge, being a married man, discharged her.—Brooklyn Eagle.

WHEN YOU TAKE THE CHILDREN ALONG.

"What was the name of the last station we stopped at, mother?"

"I don't know." Be quiet. I'm working out a cross word puzzle.

"It's a pity you don't know the name, mother, because little Oscar got out of the train there!"

—Kasper (Stockholm).

COULDN'T HELP IT.

Old Bexley considered himself a lady-killer, though the ladies seemed unaware of it. He was walking with a friend when they passed a pretty girl. At once he turned to his companion with a superior smile.

"Did you see that charming young lady smile at me?"

"Oh, that's nothing to worry about," replied his friend, consoling. "The first time I saw you I laughed out loud."—Continued.

KEEP IT DARK.

Two young men met in their club one day. "That's a nice suit you are wearing, old chap," said one of them. "Will you give me the address of your tailor?"

"With pleasure," replied the other, "providing you don't give him mine."—Royal Magazine.



PORT STANLEY

THE IDEAL SUMMER RESORT
A GOOD PLACE TO HOLIDAY

ENGLISHMEN AND FRIENDS OF ENGLISHMEN! IF YOU WANT TO HAVE A GOOD TIME YOU'VE GOT TO COME YOURSELF.

ENGLISH PICNIC—TOMORROW

A Rollicking Mirthquake, a Cyclone of Joy at
PORT STANLEY

"The Blackpool of the Inland Seas."
From Seven Counties They Come for the Great Summer Festival of a Great Race.

English Music—English Fun
LAND AND WATER SPORTS—OPEN TO THE WORLD—BIG PRIZES

MAMMOTH BABY SHOW

All the Pretty Babies in the Land Competing.
Hourly trains and Extras. Excursion fares—Round Trip—From London, Adults 50c, Children 25c, From St. Thomas, Adults 30c, Children 15c.

SPECIAL TRAIN SERVICE—Picnic Committee has arranged for ample service to carry record crowds.

The London & Port Stanley Railway

ENGLISHMEN TAKE OVER PORT AND INVITE WORLD AS GUESTS

Plan To Make Saturday Biggest Day in History of Lakeside.

RUN SPECIAL TRAINS

Big special attractions, sports that are different, land sports, water sports, dancing on the green, real English humor, a mammoth baby show, big crowds and good fellow-ship—this is the bill of fare extraordinarily planned for tomorrow at "The Blackpool of the Inland Seas," Port Stanley.

Since last midwinter energetic committees representing the combined strength of the English organizations of London, and in fact of all of the nearby counties of Western Ontario, have been at work determined to make Saturday, July 11, and the big revival of the English picnic, a day of surpassing enjoyment for the greatest crowd that has ever seen this popular lakeside resort.

Vielling with the Scotch and Irish for the leadership in the national demonstrations of the three principal branches of the British parent stock, the Englishmen have introduced a series of events which they are determined will astonish their rivals and enthrall their followers.

But while tomorrow is celebrated as the English picnic, it is distinctly not a selfish affair, for the enjoyment of the English alone. It is a wide open day of general entertainment for the world at large, with the finest array of games and sporting events and the most generous prize list that has yet been offered in this annual event. The committee in charge has arranged with the London & Port Stanley railway for special train service.

The management of the L. & P. S. this week provides a special event that is of particular interest to devotees of the silver screen. Usually the railway provides a complete change of bill every Monday, Wednesday and Friday. This week, however, there will be but a one-day showing of the attractions booked for both Friday and Saturday. Thus the fans have an unusual treat. Tonight Priscilla Dean is starred as Lady Raffles in the society crook melodrama, White Tiger.

Saturday another big ten-reel bill will be shown—the super hit, Hearts and Spurs, and two flashing comedies.

Lovers of good music will enjoy this big program, to be played on Inver-

rie Heights Sunday afternoon by the augmented symphony orchestra under the conductorship of Angelo Russo:

O Canada
March of the Bersaglieri. R. Ellenberg
Mirre Reflections
A Frank Black orchestration
Le Roman de Pierrot et Pierrette
(a) Serenade de Pierrot et Pierrette
(b) Duo Amoureux
J. Burgmeier
My Best Girl, fox trot. W. Donaldson
Hungarian Fantasia. A. Vecsey
When Lights Are Low. Ted Fuzetti
Beneath the Window (O Sole Mio)
(cornet solo). E. di Capua
Florida, fox trot. Jesse Greer
The Rose Honeymoon (revere).
John W. Bratton
Rigoletto Rigoles
A Black orchestration
Chink (a Mongolian fox trot)
W. C. Polla
Andante (from Fifth Symphony)
Tchaikovsky
O How I Miss You Tonight
Benny Davis
Sonnambula (clarinet solo)
E. S. Thornton
Molly (fox trot)
Hugo Frey
Raymond's Overture
The Busy Bee (Moroccan Characteristic)
Theo Bendig
Hungarian. A Black orchestration
Girls of America (march)
Harry J. Lincoln
God Save the King.

SILVERWOOD'S IS POPULAR.
Each day at Port Stanley the popularity of Silverwood's products is increasing. At the opening of the summer season the early morning delivery was started with the few homes opened; it has now grown until it extends throughout the village and at all the summer camping spots and cottages.

The delivery includes Silverwood's safe milk, coffee and whipping cream, buttermilk and Belvoir farm Jersey milk, under the personal supervision of a resident manager. Silverwood's products are produced under scientific means and up-to-the-minute equipment. The summer visitors secure the same service as Londoners.

E. OXFORD TREASURER IS CLAIMED BY DEATH

Walter S. Schell Widely Known As Breeder of Holstein Cattle.

Special To The Advertiser.

Woodstock, July 9.—Walter S. Schell, one of Oxford's most prominent citizens and agriculturists died tonight following a brief illness at Hills View, the family homestead in East Oxford. In 1893, Mr. Schell married Lucella Eda, who survives with two sons, Hubert and Norman and one daughter, Miss Lorna at home, one brother, Malcolm S., for years federal member for South Oxford and one sister, Mrs. (Rev.) R. W. Milyard of London.

Walter Schell was a director and president of Otter Mutual Fire Insurance, director of Beachville White Lime Co., treasurer East Oxford and prominent in Curries United church. His farm is one of the finest in Canada and as a breeder of Holsteins he had a province-wide reputation.

PYTHIANS TO HOLD ANNUAL CONVENTION IN OTTAWA

Canadian Press Despatch.
Ottawa, July 9.—The 58th annual convention of the grand lodge of Ontario, Knights of Pythias, will be held here July 13 and 14. About 200 delegates are expected to attend. The convention will be opened on Monday morning by the grand chancellor of the order, F. A. Lemon, St. Thomas, Ontario.

MOVIE FANS—ATTENTION!

SPECIAL FRIDAY-SATURDAY ATTRACTIONS TONIGHT ONLY

If you like romance, if you crave thrills, if you want to fathom life in the underworld, see See Priscilla Dean as "Lady Raffles" In "WHITE TIGER."

A Melodramatic Criminal Theme With Matt Moore, Ray Griffith and Wallace Beery. TWO ADDED LAUGH MAKERS AND ORCHESTRAL MUSIC.

COMPLETE CHANGE SATURDAY.

THE BIG SUPER-HIT

"HEARTS AND SPURS"

AND TWO REAL COMEDIES

BARGAIN PRICES EVERY EVENING—Adults, 15c; Children, 10c, including tax. Ride the Movie and Dance Limited, leaving London 7:20 p.m., St. Thomas 7:55 p.m.

To appease vacation appetites and nourish pleasure-tired bodies

NEAL'S

GOOD WHITE BREAD

Have it delivered to your summer cottage.

NEAL BAKING CO., LTD.

WINDSOR — LONDON — ST. THOMAS — SARNIA

Lake Winds Cool the Casino—

CASINO crowds enjoy cool lake breezes and a dance orchestra that is proving the biggest hit in the history of the Casino. Dancers lavish unstinted praise on the Pudney band. You can hear them any night at the

PORT CASINO STANLEY

MACKIE'S WEINERS

Add to your enjoyment at Port Stanley. They're delicious. Fresh Buns Steamed. Wonderful Weiners Steamed. Your favorite relish.

Mackie's Orangeade 5c
ON THE BOARD WALK.

At Port Stanley

EARLY MORNING DELIVERY OF

SILVERWOODS

SAFE MILK, COFFEE AND WHIPPED CREAM, BUTTERMILK. ALSO BELVOIR FARM JERSEY MILK. (From an accredited herd)

SILVERWOODS LIMITED

LONDON, ONTARIO.

Phone Port Stanley 968 R 31. London 6100.



The handle of the preserving kettle is too hot—the stove lid lifter has been too near the fire—the ironing board is too hot—or a kettle tips and spills some of its contents—and before you know it you have a nasty burn or scald.

Absorbine Jr.

is very valuable in such accidents because it soothes the raw, tender flesh, allays the pain and promotes a rapid and comfortable recovery. It builds up the tissues, at the same time removing the danger of infection.

For all aches, pains, cuts, sores or strained muscles, ABSORBINE JR. has found well merited favor.

\$1.25 a bottle at most druggists or sent postpaid by

W. F. Young, Inc. 100

Lyman Building Montreal