Window Shades

We have every facility for making window shades to your complete satisfaction.

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Raspberries

FRESH DAILY AT OUR STORES —Cherries, Red Currants, Gooseberries, Black Currants, etc.

Fresh Vegetables for Saturday

Cabbages, Green Peas, Wax Beans, Carrots, Beets, New Potatoes, Cucumbers, Ripe Tomatoes.

Lemonade and Orangeade, per bottle ... 10c

JOHN DIPROSE

THREE STORES.

Regular Dinner 35c

FIRST-CLASS COOKING AND SERVICE.

Special orders any hour on shortest notice.

EMPRESS CAFE

W. H. Strange, Prop.

NO BETTER VALUE for your money than a load of our good

Mixed Slabs At $1.50 Per Load

D. H. Gillies & Son

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Bargains in every line of Furniture and Home Furnishings at our Rebuilding Sale

H. WOLF & SONS

265 Dundas St., Near Wellington. zxv

Largest Display of Vehicles in City

New and Used.

L. W. CRAWFORD, 343 TALBOT ST.

London Conservatory of Music and School of Elocution

For particulars re tuition or exams., write the Registrar.

F. L. WILLGOOSE, Mus. Bac., A.R.C.O., Principal.

LOTTIE L. ARMSTRONG, Registrar.

Cleveland Bicycles

There never has been, there is not today, and there never will be, a bicycle that will beat the celebrated Cleveland. It is a model of strength and easy running. The bicycle has become a utility. The Cleveland stands punishment that will drive a common, cheaply-made bicycle to the junk-shop, and it will stay good for years to come. Is it any wonder that this is the bicycle with the reputation?

Summer Sale

Lawn Mowers, Lawn Seats, Refrigerators, Hammocks, Express Wagons, Lawn Swings, Oil Stoves and Hot Plates.

Westman's Hardware

121 Dundas Street and Market Square.

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JEWELRY THE STORE WITH THE STOCK

For a High-Grade Watch Buy a

ROCKFORD

For Sale at

WRAY'S

The Brown Optical Co.

OPTOMETRISTS AND OPTICIANS.

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Roland D. Jarvis

DENTIST

Corner Dundas and Clarence Streets.

R. K. COWAN

BARRISTER, SOLICITOR, ETC.

County Bldgs., next Court House, London

TRAFFORD'S

For Reupholstering. Expert workmen. Prompt attention. Reasonable charges.

129 DUNDAS STREET.
11 MARKET SQUARE.

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Quality Store

Quick Tapioca Pudding ... ...
Quick Chocolate Pudding ... ...
Quick Custard Pudding ... ...

3 Packages for 25 Cents

PHONES 1024-3323.

HARRY RANAHAN

LONDON AND DISTRICT

Subscribers to The Advertiser who want their paper sent out of town for the holidays can notify office by card, or 'phone 3670. In asking to have paper changed, give old as well as new address, and if possible state when you want paper returned to city address. Subscribers not on our office delivery are requested to pay in advance, thereby saving us the annoyance of charging and collecting small accounts. Circulation Department.

Late Samuel Jones.

The funeral of the late Samuel S. Jones was held this afternoon from the family residence, 344 Piccadilly street, to Woodland Cemetery, and was largely attended, a number of relatives and friends from out of town being among those present. The services were conducted by Rev. E. B. Lanceley, of Hamilton, assisted by Rev. D. N. McCamus and Rev. R. Whiting. The pallbearers were Mayor Graham and five former fellow-teachers of the deceased—Messrs. C. B. Edwards, F. W. C. McCutcheon, Dr. Downing, F. D. Riddell and A. McVicar.

PICNICKED AT PARK

Finch-Fashens Company Held Outing at Springbank.

Springbank Park was the assembling place of three other picnics than that of the Englishmen on Saturday. The Hyatt Avenue Sunday school, 200 strong, occupied the west end of the park. The Finch-Fashens, Limited, employees were present, and also the employees of the O-Pee-Chee Gum Company and Somerville Box Company. Numerous races and sports occupied the greater part of the time, and it was manifest by the happy smiles which all wore that the afternoon was a pleasant one. The officers for the Finch-Fashens picnic were: Messrs. William Parkinson, Wells, Charlton and Carter; sports committee, Messrs. Finch, Adams, Watson, McGuffin and Smith; prize committee, Miss N. Smith, Mr. Watson, and Mrs. Finch; refreshment committee, Miss Symes, Miss Beek and Miss Warner. The winners of the Finch-Fashens' sports were as follows:

The Winners.

Fifty-yard dash, open—1 Miss Sharratt, 2 Miss Hutchinson.

Three-legged race—1 Miss Sharratt and Mr. Z Wells, 2 Miss M. Axford and Mr. Charlton.

Ladies' hobble skirt race—1 Miss M. Axford, 2 Miss B. Beek.

Relay race—1 Misses M. Axford, E. Whiting, A. Humphrey, Mr. Carter and H. Donahue.

Ladies 'shoe race—1 Miss Munro.

Boys' watermlon race—1 James Weekes. 2 Mr. A. C. Stewart.

Hammer and nail race—1 Miss M. Axford, 2 Miss Palmer.

Married men's race, running backwards—1 Mr. A. C. Stewart.

Girl's potato race—1 Miss B. Wilson, 2 Miss E. Whiting.

Gents' egg race—1 Harold Donahue, 2 Mr. W. E. Watson.

Soda biscuit contest—1 Miss A. Wanch, 2 Mr. Z. Wells.

Married ladies' race—1 Mrs. A. C. Stewart.

Thread and needle race, open—1 Miss Towle, 2 Miss B. Brown.

Committeemen's race—1 Z. Wells. 2 B. Parkinson.

Fat ladies' race—1 Miss B. Beek, 2 Miss Warner.

Small boys' race—1 Adsit Hammond, 2 Clarence Stewart.

Tug-of-war corset and costume departments—Costume department won; time, 7 minutes.

Heads of departments, cutters and office ladies' race—1 Miss Cornell, 2 Miss Hay.

Girls' watermelon race—1 Miss Shuttler, 2 Miss Towle.

Ladies' boot race—1 Miss Templeman.

Ladies' race, running backwards—1 Miss M. Axford.

MANY AT PORT

Large Number of Londoners Had Sunday Outin at Lakeside.

[Special to The Advertiser.]

Port Stanley, July 13.—In spite of the unpromising weather, quite a large number of Londoners picnicked in Port this afternoon. The fishing enthusiasts were rather disappointed, as the waves were going over the breakwater for the first time this season.

Mr. Walter Hungerford, of London, and Mr. James A. Bell, of St. Thomas, have opened their cottages on Orchard Beach. Miss Abbott is visiting with Miss Ivey at the latter's cottage.

Mrs. J. D. Campbell and her daughter, Florence, of Cowal, are spending a couple of weeks, and the Misses Richardson, of London, the week-end at Chestnut Villa.

Dr. Fuller Macpherson, of Edmonton, is visiting with his parents at Cluny Villa.

The Misses Maria and Olive Ball, of London, are spending a couple of weeks in Port.

An unfortunate accident took place this morning, when the 11 o'clock train struck and killed a team belonging to Mr. Fred Pollick. The driver had left the team to shut a gate when the train, coming around a bend, struck them and instantly killed them. The loss is estimated at about $400.

PILES Dr. Chase's Ointment is a certain and guaranteed cure for each and every form of itching, bleeding and protruding piles. See testimonials in the press and ask your neighbors about it. You can use it and get your money back if not satisfied. 60c, at all dealers or EDMANSON, BATES & CO., Toronto.

DR. CHASE'S OINTMENT.

Rowat's TEAS There is no better tea quality sold anywhere than Rowat's special blend.

40c, 50c, 60c and $1.00

T. A. ROWAT & CO.

250 Dundas Street—South London.

We carry the largest stock of Mounted Diamonds in Western Ontario; therefore our prices must be right, or we could not enjoy this enviable position.

Our Rings are mounted in 14-karat gold. They range in price from $5 to $800.

Diamond and Pearl Set Brooches from $12 to $250.

We are always pleased to show you our goods.

C. H. Ward & Co.

Diamond Merchants and Jewelers, 374 RICHMOND STREET. PHONE 1084. Store Closes Wednesdays at 1 p.m. vzx

EVERY TOURIST

Remember, the first article to stow away in your club bag is a bottle of Hazel-Rose. The best preparation made for instantly curing all chafing, sunburn and any irritation of the skin.

25 Cents

Cairncross & Lawrence

Chemists and Druggists, 216 DUNDAS ST., LONDON, ONT.

Clearing Ladies' Hats

1/2 PRICE
1/4 PRICE

BELTZ & CO.

NINETY PER CENT

Continued From Page One.

Carrothers, Frances ... 450
Cooper, Vernon ... 489
Campbell, Earle Lyle ... 390
Cambridge, Florabelle ... 391
Cory, John ... 465
Chapman, Jack ... 451
Churchill, Lorne ... 459
Clift, Winnie ... 489
Colbert, Marguerite ... 489
Coombs, Gwendolen ... 467
Crouch, Stanley ... 390
Craig, Mabel ... 413
Crouch, Frank ... 456
Connors, Denny ... 437
Callahan, Leonard ... 464
Cole, Helen ... 408
Carling, Cecil ... 491
Clappe, Jacquline ... 518
Coglan, Tom ... 492
Corbin, Pearl ... 460
Coulson, Harry ... 399
Cowan, James ... 538
Crowder, Alice ... 402
Crummey, Francis ... 529
Coughlin, Nell ... 506
Cole, Harry ... 592
Cook, Pauline ... 499
Collins, Lenora ... 547
Coughlin, Marie ... 539
Christopher, Madeline ... 518

Dibsdale, Pearl ... 503
Dockstader, Ella ... 479
Day, Beatrice ... 468
Dowding, Ferne ... 442
Dexter, Marjery ... 523
Dockstader, Cyril ... 501
Drummond, Kenneth ... 517
Davis, Lewis ... 501
Deney, Arley ... 415
Doidge, Harold ... 478
Draper, Stuart ... 450
Dawson, Kenneth ... 504
Dawson, Marjorie ... 537
Draper, Cecil ... 438
Dudley, Marguerite ... 520

Eckert, Russell ... 469
Edworthy, Edmund ... 462
Elgar, Fred ... 518
Emigh, Lizzie ... 473
Ellah, Arthur ... 411
Ecclestone, Eline ... 417
Edwards, Leslie ... 477
Ely, Clayton ... 451
Evans, Ethel ... 424

Fisher, Clara ... 432
Ferguson, Lila ... 464
Fitzgerald, Josephine ... 484
Fox, Annie ... 457
Fowler, Valentine ... 435
Fotheringham, Mary ... 451
Foxworthy, Willie ... 419
Fisher, Maud ... 489
Fysh, Murray ... 440
Fleckser, Harold ... 498
Fitzpatrick, Cletus ... 428

Graham, Norman ... 476
Gilliam, Lenore Winnie ... 457
Gatecliffe, Harold ... 526
Gorman, Reta ... 477
Graham, Lola ... 508
Guest, Verna ... 464
Gillies, Hazel ... 460
Golby, Gordon ... 536
Graham, Ada ... 480
Goldstein, Mamie ... 543
Ginsberg, Edith ... 475
Gunther, Roy ... 490
Graves, Otto ... 407
Goudy, Lillie ... 402
Guest, Levice ... 480
Gage, Thelma ... 477
Glover, Geraldine ... 507
Galbraith, George ... 445
Gregory, Willie ... 445

Heritage, Blanche ... 580
Hodgins, Jennie ... 493
Hagerman, Stella ... 535
Heard, Wesley ... 477
Hunt, Harold ... 500
Hutchinson, Ethel ... 472
Hardy, Elsie ... 482
Harper, Grace ...
Hole, Katharyn ... 574
Hayman, Harold ... 560
Harrison, Granton ... 451
Hammond, Adsit ... 479
Hedley, Marjorie ... 467
Harwood, Willie ... 465
Hodder, Irene ... 460
Hoskin, Wreatha ... 477
Hay, David ... 465
Healey, Della ... 458
Hicks, Ruth ... 508
Hodgins, Elaine ... 411
Henry Wilfred ...

Ivey, Isabel ... 444

Jackson, George ... 441
Jones, Linton ... 484
Jones, Madeline ... 480
Johnston, Phyllis ... 590
James, Kathleen ... 471
Jones, Eva ... 517

Kennedy, Beulah ... 443
Kipp, Hazel ... 483
Karn, Wilfred ... 530
Kimmerly, Vera ... 445
Kew, Doris ... 399

Logan, Albert, Everett ... 503
Lawrason, Dollie ... 468
Luney, Wilfred ... 494
Loveless, Ruth ... 524
Lashbrook, Norman ... 492
Lancaster, Joe ... 394
Land, Effie ... 391
Lee, Magdaline ... 571

McKerlie, Daniel ... 520
McFarlane, Helen ...
McLean, Everett ... 511
McLean, Norval ... 533
McLauchlan, James ... 488
McGillivray, Gordon ... 542
McHenry, Earle ... 572
McNaughton, Helen ...
McNevil, Walter ... 426
McKenna, Carroll ... 492
McCreery, Essie ... 508
McCormick, Alex. ... 512
McCoy, Charles ... 531
McCartney, Philip ... 509
McGuire, James ... 571
McNorgan, David ... 595
McGregor, Agnes ... 509

Manning, Mary Isabel ... 464
Mallagh, Elizabeth Marjorie ... 468
Muir, Allen ... 521
Milne, Dick ... 522
Martyn, Vera ... 466
Mills, John ... 543
Mapletoft, Ewart ... 474
Miller, Roy ... 440
Mitcheltree, Muriel ... 406
Milligan, Norman ... 416
Mottashed, Mamie ... 425
Mann, Dann ... 481
Mathews, Harvey ... 455
Mott, Leslie ... 409
Maine, Harold ... 451
Marsh, Gertrude ... 556
Murphy, Cyril ... 515
Moir, Mandeville ... 517
Mascheri, Margaret ... 545
Murray, Helen ... 472
Morkin, Gordon ...

Nelligan, Christine ... 551
Nopper, John ... 455

Osborne, Gladys ... 456
O'Rourke Regina ... 563

Parker, Stella ... 503
Piercey, Vera ... 498
Powe, Ethel ... 492
Phillips Paul ... 531
Parr, Gertrude ... 456
Pink, Reta Wilhelmine ... 416
Pring, Jack ... 499
Perry, Vincent ... 524
Patterson, Ernest ... 391
Phelph, Gladys ... 462
Park, Dorothy ... 441
Parkinson, Roy ... 419
Purvis, Winnie ... 483
Parke, Gladys ... 444
Pearce, Aimee ... 531
Pearson, Winnifred ... 485
Platt, Willa ... 461
Pope, Laura ... 478
Pack, Allie ... 534
Pocock, Philip ... 515
Pocock, Douglas ... 499
Payne, Louis ... 491
Quick, Phyllis ... 474
Quick, Reginald ... 500
Rosenthal, Molly ... 453
Robinson, Vera May ... 437
Renton, Harry Alwin ... 565
Ramm, Lillie ... 447
Rignay, Alvan ... 526
Rodwell, Ada ... 483
Rowat, Jean ... 438
Rowe, Marjorie ... 418
Riddell, Victor ... 472
Roberton, Jack ... 408
Rowe, Willie ... 527
Rouson, Mary ... 394
Reid, Jack ... 445
Robinson, Curtis ... 392
Richmond, Aggie ... 448

Skelly, Mabel ... 536
Shaw, Eleanor ... 511
Steven, Frederick Thompstone ... 445
Scott, Victor Benjamin ... 441
Serle, Arthur Melville ... 500
Santo, Helen ... 474
Smith, Jennie ... 460
Speltzer, Jack ... 514
Sanders, Berna ... 442
Sawyer, Lila ... 485
Steels, Alvie ... 537
Simpson, Tom ... 520
Simson, Margaret ... 449
Struthers, Marjorie ... 449
Skinner, Mildred ... 474
Snelgrove, Winnifred ... 485
Steele, Josephine ... 472
Shillington, Harold ... 462
Schram, Sinclair ... 543
Sloan, Irving ... 466
Smith, Cora ... 417
Stewart, Gordon ... 490
Stilson, Adolph ... 477
Stone, Gertrude ... 502
Shannon, Harold ... 471
Shaw, Helen ... 426
Showler, Francis ... 449
Smith, Jeffrey ... 472
Sullivan, Clair ... 514
Selby, Thomas ... 524

Templar Fred ... 421
Tait, Kathleen ... 553
Torrans, Lydia ... 469
Taylor, Rosslyn ... 552
Turnbull, Leslie ... 437
Thomas, Frances ... 453
Tanner, Doris ... 584
Thompson, Roy ... 462
Traher, John ... 473

Vantassel, Albert ... 465

Warren, Edna ... 440
Williams, Frank ... 520
Ward, Pauline ... 490
Wright, Aylwin ... 473
Wright, Everett, Whitehall ... 481
Wolfe, Bessie ... 463
Waters, Milton ... 409
Welford, Turner ... 465
Wilkey, Lorne ... 475
Wilson, Effie ... 414
Webb, Ellyatt ... 474
Webb, Meryle ... 438
Wingett, Dorothy ... 493
Whitmore, Madeline ... 506
Waide, Orville ... 390
Wylie, Jack ... 463
Warman, Dana ... 462
Wainwright, Leland ... 428
Wilkins, Leonard ... 409
White, Gerald ... 402
Wacksmuth, Wilhemina ... 390
Ward, Fred ... 562
Westland, Willie ... 411
Webb, Kathleen ... 495

Yeo, Nettie ... 516

Subscription List Opens on Saturday, July 13, and Closes on Wednesday, July 24, 1912

THERE IS NOW OFFERED FOR SUBSCRIPTION:

20,000 Shares ($200,000) of Stock at Par, With 25 Per Cent Bonus

OF

THE UNION BRICK CO. Limited

(Incorporated Under the Laws of the Province of Ontario).

Capitalization $350,000.00, All Ordinary Stock

Shares par value $10.00 each. Subscriptions are payable as follows:
10% with application. 15% on allotment. 25% on August 15th, 1912. 25% on September 15th, 1912, and balance 25% on October 15th, 1912.

DIRECTORS:

J. W. McREYNOLDS, Esq., Public Works Contractor, of Cleveland
G. W. MONK, Esq., Capitalist, Toronto, Vice-President Canada Permanent Mortgage Corporation.
G. P. MAGANN, Esq., Railroad Contractor, Toronto. E. C. HILL, Esq., General Broker, Toronto.
ALFRED ROGERS, Esq. (of Elias Rogers Coal Co.), Wholesale Cement Dealer, Toronto.
A. F. WEBSTER, Esq., Cunard S. S. Agent, Director Sovereign Fire Insurance Co., Toronto.
DAVID CARLYLE, Esq., Contractor, Toronto, President Carlyle & Beck, Limited, Director Equity Fire Insurance Company.

BANKERS—The Canadian Bank of Commerce.
SOLICITORS—Watson, Smoke, Chisholm & Smith, Toronto.

PROPERTY.

The Company is purchasing 100 acres at Streetsville, close to the C. P. R., with practically an unlimited supply of the finest quality of Shale Clay, which will make the highest grade of bricks.

PLANT.

It is intended to erect a plant capable of turning out 100,000 bricks daily, with building and power equipment for increasing output to 125,000 daily. Electric power is available at very low cost from the plant of the town of Streetsville.

CHARACTER OF OUTPUT.

The plant, equipment and clay will enable the Company to supply a very superior, high-class common brick, and the very best quality of face brick. Analysis of the Shale Clay has been made by Thos. Heys and Canadian Laboratories, Limited, and show same to be most suitable for making high-grade brick.

MANAGEMENT.

The Company has in view for manager a man of long and successful experience, who has made good in the highest sense.
Mr. J. W. McReynolds, one of the directors, is a public works contractor of wide experience, and is thoroughly conversant with the requirements necessary to turn out the very best product in the way of brick, at the minimum of cost.
Mr. McReynolds organized one of the largest brickmaking plants in the United States, which plant has never obtained a price higher than $8.00 per 1,000 for its brick, and yet has never paid less than 25 per cent per annum dividend since its origin some twenty years ago.
With brick at $12.00 to $18.00 per $1,000 delivered as obtained in Toronto, a plant of this capacity should return unusually large dividends to shareholders.

ESTIMATED EARNINGS.

Based upon only five days per week and forty weeks per annum, and basing the average price to be obtained for the Company's output at the conservative price of $10.00 per 1,000, the estimated earnings will be as follows:

100,000 BRICKS PER DAY FOR 5 DAYS PER WEEK	EQUAL	500,000 PER WEEK
500,000 BRICKS PER WEEK FOR 40 WEEKS PER ANNUM	EQUAL	20,000,000 PER ANNUM
WHICH, AVERAGED AT $10.00 PER 1,000	EQUAL	$200,000 PER ANNUM
LESS COST OF MANUFACTURE, SELLING AND MANAGEMENT EXPENSES		$100,000 PER ANNUM
LEAVING FOR SURPLUS		$100,000 PER ANNUM

Which would pay over 25 per cent upon the entire capital.

OFFERING.

The shares offered for sale, together with bonus, are all ordinary shares, and not limited as to dividends.

Shares will be alloted in order as received, and as far as possible all applications for 25 shares and under will be alloted in full.

The right is reserved, however, to allot only such subscriptions or for only such amounts as may be approved.

The directors' intention is to list the Company's stock on the Toronto Exchange as soon as progress warrants such.

PROSPECTUS AND SUBSCRIPTION BLANKS may be obtained by mail from the Company, or from E. C. Hill, Financial Broker, at 43 Victoria street, Toronto, or by filling in the coupon application below, and forwarding same, together with check for 10% of the subscription, to E. C. Hill at above address. All checks should be made payable to the UNION BRICK COMPANY, LIMITED. Payment may be made in full if desired.

FILL IN AND MAIL TO APPLICATION FOR SHARES.

E. C. HILL, Broker, 43 Victoria street.

In accordance with the conditions mentioned in your advertisement, I hereby subscribe for..... shares, at $10.00 par value each, of the stock of the UNION BRICK COMPANY, Limited, carrying a bonus of 25%, and agree to sign the regular subscription form.

I inclose check for ....., being first installment of 10% of the par value.

Name ..... Address .....

58k-zxwt

DENFIELD.

Denfield, July 15. — Mr. Thomas Rosser attended the races in London.

Mr. and Mrs. Milton Matthews, of Clinton, visited the latter's parents on Sunday.

Miss Ida Rosser, of London, spent the week-end at her home here.

Mrs. Benjamin Matthews, of Ailsa Craig, visited friends on the sixteenth concession on Sunday.

The weekly meeting of the B. Y. P. U. will be held on Friday evening of this week at 8 p.m.

Master James Tedder, who has been ill, is much improved.

Messrs. James and Ed Egan visited friends here on Sunday evening.

STEAMSHIP ARRIVALS.

Montreal, July 14.—Arrived: Frankfurt, from Hamburg; Victorian, from Liverpool; Lake Erie, from London; Manchester Inventor, from Manchester.

Quebec—Arrived: Laurentic, from Liverpool; Grampian, from Glasgow.

New York—Arrived: New York, from Southampton.

Naples—Arrived: Cretic, from Boston.

Plymouth—Arrived: Berlin, from New York.

Gibraltar—Arrived: Ivernia, from New York.

Moville—Arrived: Columbia, from New York.

Liverpool—Arrived: Megantic, from Montreal; Virginian, from Montreal.

Malin Head—Arrived: Athenia, from Montreal.

Taxi Cabs and Carriages for every occasion. Hueston Liveries.

A New One.

Harry Ross and George Ross now run New Palace Livery, 612 Dundas street. Phone 938.