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are wide awake, up-to-date teachers—that is why we succeed.
College reopens Sept. 6.
J. W. WESTERVELT, Principal.
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A TAILOR-MADE SUIT
will become you better than any other suit you can buy.

O. LABELLE,
ODD FELLOWS BLOCK CORNER.



ARE YOU WAITING
For Something Good?

WELL, HERE YOU ARE!
A six-strip Split Bamboo Bass Rod, full nickel-plated mounting, solid metal reel seat, cork grip, extra tip, put up in a grooved wood form, with a cloth cover, for \$1.25. Rods from the tip up to 75 yards Braided Lure Lines, 15c. Trolling Spoons, 15c. Dip-Sea Furnished Lines, 5c.

Brock's Gun Store,
192 Dundas Street, London, Ont.

SEPIA POSTCARDS
TWO DOZEN, 25 CENTS.
W. A. MCKENZIE,
Photo Supplies, opposite City Hall, upstairs.
Phone 316.

Try "Lowe Inlet" Always
CANNED SALMON Reliable

D. A. STEWART,
FUNERAL DIRECTOR
...AND EMBALMER.
Charges moderate. Open day and night. Residence on premises.
104 DUNDAS ST. PHONE 460.
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Fifteen Years Experience.

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ALMA
College for Women
Located in the splendid interlake region of the most southern part of Canada and in a city of 20,000 inhabitants.
Collegiate Course, Music, Fine Art, Pictorial, Business, Domestic Science, Departments, Fine Buildings, Extensive Grounds, Home Comforts, Strong Staff.
Term opening Sept. 1st.
For Calendar and Syllabus, address:
PRINCIPAL, WARREN, M.A., D.D.,
St. Thomas - Canada.

NO TROUBLE WITH BREAD
WHEN YOU USE THE
DAISY FLOUR
Every grocer sells it. Try 50 lbs and you will come back for more.

The candy man who puts glucose and terra alba in his goods instead of sugar, tells you he can give you more for your money, and that it is "just as good." Is it?

The provision man who makes his butter with an admixture of oleomargarine tells you he can give you more for your money, and that it is "just as good." Is it?

THE PRINTER who sells ledger paper made partly from sulphite instead of all rags, tells you it is "just as good." Is it?

Is "just as good" printing good enough for you, or do you want the kind which is well made, the cost of which is made up of good paper, good ink and good presswork—the sort that commands attention?

It is hardly necessary to add that you need our printing.

Advertiser Job
Phone One-Seven-Five.

While the production of beet sugar in the United States has decreased about 42 per cent during the last two years, or from 6,760,000 metric tons to 3,900,000 metric tons, that of cane sugar has increased during the same period from 4,063,000 metric tons to 4,437,500 metric tons, or about 9 1/2 per cent.

Tis a Pleasure

To Shave When You Have a Good Outfit.

Wade & Butcher's Razors, 75c to \$1.25.
Boker's Razors, \$1 to \$1.75.
Star Safety Razors, \$2.
G. G. G. Guaranteed Razors, \$2.
Razor Straps, 15c to \$1.50.
Lather Brushes, 10c to \$2.
Shaving Cups, 15c to 50c.
Williams' Soap, 10c.
Shave, 15c to 25c.

GURD'S SIGN OF THE BIG GUN.
135 DUNDAS STREET.

John Burt
In our window. The book of the season. Price, 75c.

JOHN MILLS
BOOKSTORE,
Phone 1665, 398 Richmond St.

REMOVAL NOTICE.
Thomas Wilson
Merchant Tailor,
Removed to 212 Dundas St.
North Side, Opposite Old Premises.

SOUVENIR SPOONS
Pins and Brooches and all lines of souvenir jewelry in great variety.

THOS. GILLEAN,
420 Richmond Street.

YOU'LL save yourself the trouble and discomfort incident to baking, and at the same time promote health and economy by ordering Johnston Bros' XXX Bread. It leads in purity, nutritiveness and deliciousness. Phone 518.

LONDON AND DISTRICT

The funeral of Celia, wife of Mr. Jack Sullivan, took place Saturday morning at St. Patrick's Cemetery. Deceased was the second daughter of the late John Kennedy, and was 22 years old. Death occurred at St. Joseph's Hospital after an illness of several months. She is survived by her husband, to whom she was married only nine months ago; two brothers and two sisters, who will have the sympathy of everyone in their bereavement.

DEATH OF MRS. GARRETT.
Mrs. Garrett, wife of Ald. Joshua Garrett, died last evening after an operation at St. Joseph's Hospital. She is survived by her husband and a grown-up family of three daughters and three sons.

DEATH OF MRS. GARRETT.
July was much drier than July of 1903, the rainfall last month amounting to only 2.37 inches, as against 4.37 inches for the same month a year ago. Rain fell on fifteen days of the month. The highest temperature was 91.50, and the lowest 40.50.

LOBO PROMOTIONS.
The following is the result of the promotion examinations for school teachers in this city. From first to fourth, Lida Wood; from second to third, Myrtle McLean, Morrison Sinclair, Ferguson Graham, Mary Kehr; from first to second, Dora Wood, Alice Mitchell, Winslow Stanley.

PLEADED GUILTY.
The Windsor Record has the following in reference to Edward Burns, who was arrested by Detective Rider here and taken to Windsor to answer a charge of larceny: "The nervous horse-thief who stole W. H. Everett's horse, W. Riggs' buggy and harness, whips, blankets, etc., from J. Barnes, was brought back from London, by Sgt. Jackson, of the police force. The man gives his name as Edward Burns, and when arraigned at the police court this morning pleaded guilty to all three charges preferred against him. He was remanded until Tuesday, Aug. 3, for sentence."

FUNERAL OF MRS. GORMAN.
The funeral took place at St. Ann's yesterday of Mrs. Gorman, wife of Mr. Harry Gorman, police magistrate of the town, and also editor and proprietor of the Observer. Mrs. Gorman was one of the most widely known and highly respected residents of St. Ann's, where the family had made their home for a long period. She had been a sufferer for many years, and about a month ago her condition became such that it was apparent to her friends she could not long survive. She was born in this city, the daughter of Sgt. Major Evans, who was connected with the British regulars stationed here and twenty years ago she removed to St. Ann's, where the family has since resided. Besides her husband, she is survived by two daughters, a son (Capt. Fred Gorman, of St. Ann's), and a brother (Mr. Fred L. Evans, of this city).

DAIRYMEN MEET.
A meeting of the executive committee of the Dairyman's Association of Western Ontario was held Saturday afternoon. There were present Messrs. J. M. Baget (president), Thomas Ballantyne, Jun. R. W. Steinhoff, W. K. Mc-

Solid Gold Watches
We have a fine variety of Solid Gold Watches for gentlemen. In the United States model. Watches that are not a load to carry around with you, and are not and cannot be fitted with Willmot's Precision. Waltham or Elgin.

WILLMOT.
217 1/2 Dundas St.

You need no water to help you digest

PARNELL'S BREAD
It is moist and palatable.

CALL PHONE 929.
OBLIGING DRIVERS.

A new message each day—watch for it.
PURE AIR SUPPLY.

Many carloads of fresh air are delivered to our workmen every day. FOREST PROCESS of laundry work has been called the fresh air method. It means highest sanitary conditions and the best work.
Phone 108, or postal card will bring one of our white wagons.

FOREST CITY LAUNDRY.
"The Careful Laundry."
72-74 King Street.

HAMILTON'S
ALE AND PORTER
Are not excelled. They have been made for years and have become superior to all others. Try from your Dealer.

Kent Brewery
LONDON, ONT.

When we buy any article of Jewelry we always consider, Can we sell it at a reasonable price?

WARD, THE JEWELER,
371 Richmond Street

A Wise Policy.
While the policy of this company is to pay as liberal rates of interest as conditions warrant, we have been careful to avoid the offering of excessive interest.

The Canadian
Savings and Loan Co.
M. ROWLAND, Manager.
420, 422 Richmond Street.

Leed, Robert Johnston and John Brodie. The meeting was called to discuss the instruction work for the season being carried on among the factories and creameries of the district, and the dairy exhibit to be made at the annual convention to be held in Stratford, Aug. 17, 18 and 19.

DRIVE—BRANTON.
A quiet, though pleasant, event took place at the residence of Mr. and Mrs. Richard Branton, when their fifth daughter, Emily M., was united in marriage to Mr. James W. Drewe, of Windsor. The ceremony was performed by Rev. J. Rodgers, of Thorncliffe. After the ceremony, which was witnessed by a number of friends and relatives, a wedding breakfast was served. The bride was attended by Miss Anna Drewe, of Windsor, and Miss Anna Branton, of London, acted as flower girls. Mr. and Mrs. Drewe left for Windsor, and on their return they will spend some time in Thorncliffe, London and other places before taking up their home in Windsor.

MET HIS DEATH IN PECULIAR MANNER
G. F. R. Fireman Lost His Nerve at the Sight of Burning Overhead Bridge.

Arthur Stonehouse, a Grand Trunk fireman of St. Catharines, met his death in a terrible manner yesterday morning.

Stonehouse was the fireman on No. 7 express, which runs for Niagara Falls to St. Catharines, and when near the latter place an overhead bridge was observed to be on fire.

It is not known whether Stonehouse mistook the light for the glare of the headlights of another engine or whether he was afraid the locomotive was about to crash into the burning timbers, but at all events he suddenly appeared to lose his head, and jumped from the tender into the ditch. The train was bowling along at a great speed at the time, and the unfortunate man's skull was crushed by the wheels, he was badly bruised. He was taken to St. Ann's, where he died last night. The engineer remained at his post, and was, of course, uninjured.

The remains of Stonehouse were taken to Dresden today for burial.

Canada Life Assurance Company.
If at some future date you should apply for a life insurance policy it is quite possible that ill-health will then bar you. Apply now for a Canada Life G. A. C. policy.

A handsome monument of granite and bronze fifteen feet high has been erected upon the lot in the Hildreth Cemetery at Lowell, Mass., where the remains of the late General B. F. Butler and members of his family lie.

The Guarantee of Quality.
Every yard of Cravenette bears this trade mark. It distinguishes the genuine from the imitation. Look for the proof of Cravenette—the stamp shown above.
Sold by leading dealers.

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Former London Clergyman Dies Suddenly at Dresden

Rev. T. E. Harrison Expires While Eating Breakfast—Unwell for Some Time.

The news was received in this city yesterday with profound regret of the sudden and altogether unexpected death of Rev. T. E. Harrison, former pastor of the Empress Avenue Methodist Church, in West London, at his home in Dresden, Ont.

Some three months since Mr. Harrison's health failed perceptibly, but he did not leave this city until a month ago, when he was appointed by the conference to a charge in Dresden. At that time his health was such as to prevent his active participation in church work, and after securing a clergyman to fill his place, he decided on a month's holiday.

Friday last he complained to his wife that he was feeling very poorly, and she prevailed on him to consult the couple of physicians. The doctors, after a consultation, agreed that he should be placed in a hospital in Chatham to recuperate, and he was to have gone to Chatham this week, Monday morning he arose as usual, and was participating in his breakfast with his wife when he suddenly became unconscious, and died in her arms shortly after 7 o'clock.

The late Mr. Harrison was a man in his 60s, and was a native of London, Ontario. He was a member of the Methodist Church, and was a devoted worker in the church. He was a man of high character, and was highly respected by his friends and parishioners.

The funeral will be held at Dresden on Wednesday morning, services being conducted at 9 o'clock, after which the body will be placed on the 9:40 train, and conveyed to Alliston, where deceased was born, for interment. The body will not pass through London.

There Was Nothing Slow About Travelers' Picnic

Jolly Drummers Had Big Day at Port Stanley With Thousands of Their Friends.

There was nothing slow about the Travelers' picnic at Port Stanley on Saturday last.

The jolly old drummers promised their hosts of friends in London and the surrounding district a rattling good time if they went to the lakeside, and they made good on the promise, for never was a livelier day spent at the shores of old Erie.

Various estimates were made as to the attendance at the outing. The more conservative placed it at 8,000, others again placed it at 10,000 or better, but whatever the numbers may have been

Grips, with Cowley as catcher, and Turner and Lind pitched for the Trunks. Collins being behind the bat. 100 yards race, travelers only—1. N. George, 2. Harry A. Turner, 3. J. A. Connor.

75 yards race, four-legged, badge-holders—1. D. Whetter, John May and S. J. Grosch, 2. H. A. Turner, W. Lind and C. Grouch, 3. J. A. Connor, G. Tremmer and J. C. Ritchie.

Put men's race—1. C. D. Brown, 2. H. A. Lawson, 3. W. E. A. Best.

25 yards sack somersault race—1. John Sweeney, 2. F. A. Stinson, 3. W. Bennett.

All aboard race—1. W. Bennett, 2. W. Needham, 3. F. Stinson.

Young ladies' race—1. Irene Daniels, 2. Lila Axford, 3. Prudence Olmsted.

Girls' race—1. Trilix Carlyle, 2. Ruby Stevenson, 3. Kathleen Nunn.

Boys' race—1. Hubert Eckert, 2. Tom Murray, 3. P. Spicknell.

100 yards championship race—1. H. Ferguson, 2. S. J. Grosch, 3. J. A. Connor.

Irish jig exhibition—J. Rowan.

WORKED TO MAKE PICNIC GO.

Special race, for committeemen—1. John Connor, 2. C. A. Wilson, 3. J. H. Young.

Wobblarrow race—1. W. Needham and Michael Tierman, 2. Allan Fisher and W. McConkey.

Rolling the barrel—1. John Sweeney, 2. Charles Swaze, 3. Allan Fisher.

Judges' race—1. Philip Pocock, 2. Ald. Sam Stevely, 3. J. W. McIntosh.

Daily show—1. Dan Oliver, 2. Mrs. Slag, 3. Mrs. Quinney.

Two special prizes were awarded to twin babies, the prizes going to Mrs. S. G. Johnston and Mrs. Fred Hagglock.

Catching the greasy pig—J. Rose. The prize was in putting the pig in the pen.

The specialties of the day included a golf match, played with brooms, and a basketball, ten men a side, resulting in a draw, neither side scoring. Mr. E. L. Sifton gave a fencing exhibition with Sgt. Major Williams, of Toronto University, and "Prof." William Ward gave an exhibition of "slack" rope walking.

The rope was very slack, being two inches or more in diameter and resting its entire length on a heavy plank. The fancy drill by the Macabees, under Capt. Brown, was also a feature of the afternoon. The baby show had 40 entries, with Messrs. J. H. Ginge, R. W. Bennett, P. Pocock and J. W. McIntosh as the judges. One of the events which was eagerly looked forward to was the race for splinters. There were a half dozen entries, but as this is leap year the winner declined to make a selection from the drummers who were offered as suitable husbands.

In the evening the Seventh Regiment Band and the London Male Quartet, comprising Messrs. Marriott, Percy, Garthwaite and Moule, furnished an entertaining programme. Dancing was also indulged in, and prizes going to Miss Macie and Miss Dinmore.

When all is said and done, it is not to be wondered at that the picnic was such a huge success. How could it have been otherwise when the committees comprised such workers as Harry Burwell, Dan Ferguson, Jack Townsend, Billy Grant and the like? They worked last year and made the outing a go. They repeated it this year and did still better. The committees were:

Finance—J. S. Townsend, chairman; A. T. Edwards, secretary; James Mat-

While London was depopulated to a considerable extent by the picnic, St. Thomas also lost a large number of its residents for the day. The Railroad City has numerous travelers, and these with their friends joined in the outing. It is estimated that close upon 1,500 went down from St. Thomas alone. Then again, the country around Port Stanley and points along the lines of the L. E. and D. R. East and west, contributed to the crowd.

While the crowd expected much in the way of fun, they got more than they looked for. The Travelers' Association announced beforehand that they would furnish a programme of games of all kinds, with a few specialties on the side, and the guests of the drummers found that everything in the way of fun-provoking amusement was given. There was not a lagging moment from the time the first train reached the Port in the morning until the last train started for home in the evening. It was a continuous round of enjoyment, with the drummers as the entertainers. The games were pulled off on the beach.

The Grips and Trunks tackled each other at baseball, and in the five innings played, the Trunks tallied three runs and the Grips one. McCallum and McPherson did the box honors for the

tinson, W. R. Grant, William Turnbull, J. K. Spry, J. J. Dyer.

Sports—George Sippl, chairman; A. H. Brenner, secretary; J. A. Jones, Walter Pierson, J. A. Connors, Percy Millman, Herbert Henderson, W. H. Greenfield, A. E. Cowley, A. S. Sippl, Ernie Crouch, Wm. Shosberg, S. M. Sereaton, J. A. Tume, Wm. Ward, Wm. Smith, George Dettlor, J. M. Daly, Bert Masure, J. R. Sproule.

Transportation—J. J. Harkness, chairman; B. S. Murray, secretary; S. J. Lawrason, J. C. Pocock, James Dooley, Ed B. Chase.

Entertainment—F. S. Fisher, chairman; D. McPherson, secretary; H. W. Lind, L. C. Johnston, J. Angus, H. Turner, H. Lewis, R. A. Green, Thomas Allan, Hugh Rennie, C. H. Pirih, D. McLeod, John Garvey, jun., H. Dodson, A. H. Moran, Roland Munro, F. J. Harris, E. Sehl, W. Hawkshaw, M. Ferguson, C. W. Nichols.

Music—C. W. McGuire, chairman; Wm. Wright, secretary; J. McMartin, F. R. Harris, E. Sehl, W. Hawkshaw, M. Ferguson, C. W. Nichols.

Printing—H. E. Buttrey, chairman; J. R. McPetrie, secretary; C. A. Wilson, C. E. Mountjoy, J. W. Couse, Henry

MR. AND MRS. FRED. W. KEENE
CELEBRATE GOLDEN WEDDING



Mr. and Mrs. Frederick W. Keene.

It was a large and pleasant gathering which assembled at the residence of Mr. and Mrs. Frederick Keene, yesterday, upon the occasion of the celebration of Mr. and Mrs. Keene's golden wedding. Fifty years ago, in Oxtou Church, Old London, Mr. and Mrs. Keene were married, and since then fortune has favored them in many ways, because outside of accumulating a fair share of this world's goods, they have enjoyed a happiness but seldom marred during the half-century of their wedded life. Today the aged couple look back into the past without regret, and the golden wedding of today brings as many joys as the wedding in the church at Oxtou half a century ago.

Yesterday, Rev. Frederick W. Keene, of New Berwick, Me., and Messrs. Charles and Harry Keene, of Keene Bros., city, all sons of the aged couple, assembled at the old homestead, and joined with a large number of friends in doing honor to the bride and groom of 50 years since. The guests included Mr. Alfred Keene (a brother), and family, Mr. Charles F. Keene, a nephew, of Goderich, Mr. and Mrs. J. W. Jones, Mr. and Mrs. J. A. Connor, Mr. McLean, Rev. Mr. McGilivray, Capt. McCrimmon, Mrs. Galbraith, Mrs. Banghart (Detroit), Mr. and Mrs. Harvey (of Stanley street), Mr. and Mrs. Harvey, (of Simcoe street), and many others.

A large number of friends met their friends and received the heartiest congratulations from many who have known them for over a quarter of a century in this country. Later all sat down to a splendid repast, and the evening was spent in the most enjoyable manner. Mr. and Mrs. Keene received some very handsome presents from their relatives and friends.

LONDON TOWNSHIP FARMER MAY DIE AS THE RESULT OF A KICK

Skull Shattered by Horse Which He Was Trying to Catch in a Pasture.

An accident which will very likely be attended with fatal results occurred on Saturday morning on the farm of Benjamin Kears, lot 15, concession 10, London Township.

Mr. Kears, who is 35 years of age, was engaged in putting the cows in the stable to be milked, and when he had done so he went to a field to get a horse, with which he intended to haul the milk to the cheese factory. While he was endeavoring to catch the animal, however, it kicked at him, one hoof striking him on the forehead directly over the eyes. Kears was rendered partly unconscious by the blow, but after lying on the ground for a time he recovered sufficiently to make his way back as far as the stable, where his wife was engaged in milking a cow. He managed to draw

her attention to the fact that he had been injured, but when he was questioned about the accident he was unable to give her any clear account of how it happened, and among other things, said that he had been hurt by a bull.

Dr. McNeill, of Arva, was summoned, and dressed the wound, and when he had a consultation with Dr. Wilsart, of this city, the two deciding on an operation, which was performed yesterday morning. It was found that the inner table of the skull was badly shattered, and to relieve the pressure on the brain the bone was elevated and a large clot of blood removed.

Mr. Kears is well known throughout the township. The doctors hold that his recovery will depend on the result of his injury. He endeavored to hide the extent of it from her by pulling his cap down over his forehead, and later his sole plea was not to inform his wife of the serious nature of the accident.

MALIN BURWELL
TOOK HIS LIFE

Farmer of Barwell Postoffice Found by His Family Hanging in Barn.

An unfortunate case of suicide near Mount Brydges was reported to the coroner of that place last night.

Early in the evening a son of Mr. J. W. Whittegon reported that Mr. Malin Burwell, a farmer of the Barwell Postoffice in the Burwell Road, a few miles from Mount Brydges, had been found by his family hanging from a rafter in his own barn.

Burwell belonged to a most respectable family, all of whom are well-to-do, but it is said that he has been drinking very heavily. Yesterday his action was not out of the ordinary and he was going about his duties as usual. Upon being missed in the evening, however, his body was found as stated in the barn. Life had been extinct for some time.

He was about 50 years of age, and leaves a wife and four children, all grown up. The coroner, it is understood, has ordered an inquest.

It's at the Beginning of Pain.
That treatment should be most vigorous. Get relief at the start. You will then escape the worse consequences that are sure to come. The first twinges of rheumatism are the first indications of inflammation. Nothing subdues inflammation like Revelline. Penetrating deeply into the tissue, being five times stronger than other liniments, beyond the comprehension of those who have never used it, Revelline as a pain saver is worth its weight in gold. Old chronic cases yield to it almost at once. The best proof of its great superiority over every other liniment. What other liniment can do as much?

E. I. Sifton,
General Secretary of the Picnic Committee.

R. KIPLING AGAIN
Breaks Forth With an Ode to Mr. Chamberlain.