

WALL PAPER

A Full Range at All Times.

O. B. Graves, Ltd.
203 Dundas Street.

Regal Shoe Store



Have You Seen It.

The Patent Colt Oxford

For Men \$2.48
It's in the Window.

Regal Shoe Store

There'll Be a Saving if you

BUY GLASS — HERE —

We are agents for
British Plate Glass
British Sheet Glass
Leaded and Fancy Glasses

Out-of-town customers will find it an advantage to have our quotations.

McMURTRY HARDWARE CO'Y
111 DUNDAS STREET.

DRINK and ENJOY

Diprose Special Tea

The most delicious flavored Tea for the money.
Per pound,
30c and 40c

John Diprose

56 and 266 Dundas Street.
Phones 386 and 2262.

Let Us Be Responsible for the Welfare of Your Eyes



WE ARE CAPABLE

Having the experience and appliances to fit the most difficult cases requiring glasses.

The TAIT-BROWN OPTICAL CO.
Exclusive Eyesight Specialists.

C. P. C.

BACON, FRESH MEATS AND COOKED MEATS.

Choice Mild Cured Hams 15c Per Pound

Hams small and lean, weighing from 6 to 10 pounds. An all week special.

C. P. C. meats are the highest quality only. Use the phone 909.

125 Dundas street and Market Square.

The Seven Stars Hotel at Village Green, Pa., has been a public house for 145 years. It was the headquarters of Gen. Cornwallis in 1777.

THORO
NEXT TO BENNETT'S.
Summer Collars
Low, comfortable fitting. Collars in quarter and even sizes.
2 for 25c

D. L. and W. SCRANTON COAL
\$7.00 per ton

Well screened and new coal direct from the mines.

HEAMAN & SON
Yard and Office, Burwell and G. T. R.
Phone 312.

QUALITY STORE
Cuthbert Raspberries are at their best. A full Supply for Tuesday

HARRY RANAHAN
Phone 1024. 515 Richmond St.

Diamond Hall Optical Parlors

Are reliable places to inquire about your EYES. The guarantee of the good standing of the house is worth considering. See our opticians.

W. G. YOUNG
214-674 DUNDAS STREET.

City and District

—The annual picnic of the employees of the London Printing and Lithographing Company was held at Port Stanley, Saturday, and a very enjoyable time was spent by all. A big sports programme was carried out.

Poplar Hill Concert.
A genuine treat is in store for the people of Poplar Hill next Friday evening, when Mrs. E. Charlton Black will appear at the Disciple Church. Mrs. Black has arranged a very interesting and attractive programme for the evening, and no doubt will be greeted by a very large audience. Mrs. Black was recently appointed to the professorship of elocution and oratory in Boston University.

TRADED COWS FOR THEIR WIVES

A Returned Missionary Tells of Matrimonial Methods in the Soudan.

A most interesting address was given in the Christian Workers' Church, King street, last night by Rev. Mr. Seipel, a missionary, who has spent the last seven years working in the Soudan.

"In the district where I was," said Mr. Seipel, "a man's wealth was reckoned solely by the number of wives he possessed. A man who had only two or three wives was a very poor man. The people there trade cattle for wives. A man will go and give another man a cow or sheep for his daughter when she is a little bit of a girl. Another missionary and myself traced one of them and before we lost track of it found that it had been traded for wives sixty-seven times. The girls stay with their parents until they are twelve or thirteen years old, and then their husbands come for them. It is a remarkable fact that 75 per cent of the women of the country are blind in one eye. This is due to the fact that many of them when they are twelve or thirteen years old refuse to go with the husbands to whom they have been sold in the childhood. When the girl refuses she is first given a flogging by her father. Then the other wives of her husband come and take her and squeeze the juice of red peppers in one of her eyes.

Women the Workers.

"When I first went to the Soudan I wanted to learn the language, but no one would teach me unless I would pay them for every word they taught. The women there do all the work, and I watched them catching fish. Half a dozen women would take a net and start to chase one fish. On many occasions the fish would escape and when captured there was invariably a dispute as to the ownership. I sent and got some fish hooks. As soon as the women saw the ease with which the fish could be captured they were only too glad to learn the language for a fish hook. I have known women come twenty miles to get a fish hook."

Mr. Seipel related many other instances of his life and work among the people in the interior, and his address was greatly appreciated by those present.

THE HOTTER THE DAY

the more you enjoy a delicious drink of food Sovereign Lime Juice. It makes you feel cool all over. Just add enough Sovereign Lime Juice to ice-cold water to turn it a light straw color, sweeten to taste, and you are ready for any degree of summer heat.

Train orders prompt attention. Hueston's Two Big Liveries.

The Cash Grocery

We are receiving daily fine large
Raspberries, Cherries, Red Currants and Gooseberries
FOR PRESERVING.
Leave your order with us, and it will be filled with the best.
C. F. EEDY 879 Waterloos
Phone 1206

Hazel-Rose

The most elegant preparation known for general use upon the face and hands. It removes wrinkles, cures sunburn, feeds wasted tissues and gives the skin a healthy and youthful appearance.

25c Bottle

Cairncross & Lawrence

Chemists and Druggists.
216 Dundas St., LONDON

STRAW HATS

Call in while your size is here. All at reduced price.

BELTZ

Advertiser Correspondence

The Water Question.

To the Editor of The Advertiser:
The recent expensive water scheme being defeated, and no feasible substitute offered, allow me to make a suggestion or two relating to the north branch spring water one, fully outlined in my previous letters.

I observe the Hon. Sir John Carling stated at the board of trade meeting that "the Shanty springs would give 500,000 gallons a day." It is more than my estimate of them. They are, however, only three of the thirteen north of the Cronyn-White bunch, having a flow of but one-fifth of that number, or one-tenth of all along the proposed course of the pipes.

What surprises me is the total ignorance of the great majority of the citizens regarding the numerous fine springs on the north branch, and why the commissioners have always been so anxious to go longer distances down the river for a much smaller supply of water, to be pumped uphill, at twice the cost, and seeming to turn their backs on springs that give double, and will flow by gravitation to a reservoir near the city, without pumping.

I would say, let that part of the \$125,000 that was proposed to be spent on collecting a mere 500,000—If so much—down at Kilworth (including \$65,000 for a 16-inch main, when a 10-inch one would be sufficient), be used in a 20-inch one to the Cronyn-White springs, not merely for the 1,375,520 gallons they give (the figures 800,000 evidently being taken from an estimate of Maury, or someone else, without his having included the George White and McLeod ones at opposite sides of the river). I say, a 20-inch main, for the purpose of carrying the additional water of the thirteen farther north by extending smaller pipes to them, decreasing in size until they reached Stoddart's, adding 1,200,000 gallons more, all to flow to a ten, fifteen or twenty million gallon reservoir north of the city, or of whatever size desired. I think the smaller one would be ample, by laying a branch pipe from nearest point of the present Springbank main to it, having a stop-valve, by opening which the water from the Springbank reservoir could, at any time of a large fire, be turned into it, dispensing with such a much larger size reservoir be adopted.

Then, instead of high pressure engines and separate system, costing \$250,000, installed on some part of the Thames, scattering its untended, germ-laden, polluted waters on the streets and lawns, drawing flies by the million, and spreading epidemics, I would place them on this reservoir, to be used at all ordinary times, as the carrying pipes through the business part, and as far east as expedient—co-laterals and stop-valves were required—dispensing with a dam, with chief part of cost of enlarging city mains, and the \$85,000 for a duplicate Springbank one.

All together would be a complete, pure spring water system, costing at least \$200,000 less than the late scheme, when the \$85,000 came to be added to the \$560,000, as the second Springbank main would be quite unnecessary—a scheme which, though protecting the business part, no one could say was for the special benefit of the centre, at the cost of the entire city, and one which, if submitted, would carry with a sweeping majority. All figures of construction when necessary.

H. TAYLOR,
Chaworth, South London, July 19.

A Paris Journalist has founded a babies' club. It is a spacious and pleasant building, with a garden and a clubhouse, where games of all kinds are provided.

Fronting the coast of North Australia is the Great Barrier reef, the largest coral reef in the world. It is over 1,000 miles long and 80 miles wide.

Summer Drinks

Montserrat Lime Juice — The finest bottled. A bottle 40c and 75c
Garton's Lime Juice Cordial — Sweetened ready for use. A bottle 45c
Raspberry Vinegar, a bottle 25c
Lime Juices, a bottle 25c
Ginger Ales—New York, Belfast and York Springs.
South London phone, 969
Dundas St. phones, 1866 and 317.
T. A. ROWAT & CO.

SERIOUS ACCIDENT AT PORT STANLEY

Miss V. McDougall, of London, Walks Off Cliff—Sustains Fracture of Wrist.

[Special to The Advertiser.]

Port Stanley, July 21.—Last night while walking along New Orchard Beach, Miss Vera McDougall, the eldest daughter of Mr. James McDougall of London, had the misfortune to get too close to the edge of the cliff, and in the darkness she walked off, falling about twenty-five feet to the beach below. The young lady was badly shaken up and had her wrist fractured. Her escape from further injury is remarkable, as the beach at this point is composed of hard clay and peat. The accident should be a warning to the summerites to keep their lamps along the water's edge burning brightly, as on dark evenings it is next to impossible to promenade the beach in safety.

Bonfire Welcome.

Last evening there was a large bonfire at Erie Rest in honor of the numerous visitors at that point. Mrs. Linn and her son Frank Pelton, of Detroit, are visiting Mr. and Mrs. St. Clare Leitch, on Hill Crest. Miss Andrews, of Hillside Glen, is the guest of her sister, Mrs. S. O. Perry, Hill Crest. Mrs. Price, Mrs. Turner, Mrs. Cuvlin, of Willow Beach, are spending a few days in London.

A Good Catch.

A very large fishing party from Hill Crest drove to Harding's Pond today and hauled in a large cargo of black bass. This is the truth, not a fish story only.

Miss McPhaddon, of St. Thomas, is the guest for a few days of Mrs. Dr. McKillop, Fraser Heights.

Norman Bodin, of Delaware, is visiting Dr. Hughson, at Bide-a-White Cottage, Erie Rest. On several occasions of late Londoners who are summering at Erie Rest have been seized with an inspiration to revisit the city that gave them birth. Then the said Londoners have packed their few possessions and repaired to the Southwestern Traction Company's line. Now, just here is the question, how many of the few of the traveling public are aware that the Traction Company sell their tickets at the local postoffice. In fact, most people do not know that there is such a thing as a street car station in the village royal, and many of them are greatly surprised to learn that they are obliged to pay full fare. True, the company have a small sign in front of the postoffice, but few there are that have ever noticed it.

Let the royal mail folks make it well known that they have an agency in Port Stanley and much inconvenience will be saved.

Miss Myrtle Tallman, of the nursing staff of Woodstock's General Hospital, and Miss Mildred Tallman, of St. Thomas, have returned to their homes after visiting Mrs. Dr. McKillop, Fraser Heights.

Mrs. Bessie Kinsley, of St. Louis, is the guest of her friend, Mrs. Dr. Hughson, at Bide-a-White, Erie Rest. Miss Edna MacRobert, of London, has returned to her home after spending the past week with Miss Vera Rest, at Shady View Cottage, Erie Rest.

Miss Florence Stevely and Miss Mabel MacRobert were entertained to afternoon tea at Shady View, Erie Rest, on Monday.

The young ladies of Erie Rest, planned an enormous picnic at Tenneyson Falls today, but were forced to postpone it indefinitely owing to the unsettled weather.

Miss George Green and her mother, Mrs. Frank Sheppard, left this evening on the steamer Biker Dike for a cruise up the lakes.

Miss Gladys Berry and her sister, Mrs. Anthony, of Buffalo, are home on their holidays.

Freight Steamer Calls.

The steam freighter Biker Dike, called here today en route from Montreal to Detroit.

Mrs. George Green and her mother, Mrs. Frank Sheppard, left this evening on the steamer Biker Dike for a cruise up the lakes.

Miss Culmer Carpenter, of Hamilton, is the guest of Miss Edna Pulver, at the Clifton, Hill Crest.

Mrs. Leslie Edy, Miss Irene Edy, Miss Edna Edy, of London, and Miss Hazel Edson, of Lornien, South Dakota, are rusticating at Brunswick House, Hill Crest.

Mr. Ellis Hymen, of the School of Practical Science, Toronto, is spending a large part of his summer holidays on Hill Crest.

Miss Carry Green, of St. Thomas, spent the week-end with Miss Edna Pulver, at the Clifton, Hill Crest.

Miss Winnie Robinson, of Hill Crest is in St. Thomas.

Miss Ella Smith, of Orchard Beach, has returned from a visit in Detroit. Elmore Drake was on Hill Crest yesterday, making arrangements for the monster masquerade ball on Thursday.

PORT-STANLEY DELIVERY.

The London Advertiser has completed arrangements with Mr. C. F. Taylor, stationer, of Port Stanley, to deliver their evening papers daily. Subscribers can order direct from Mr. Taylor, or at The Advertiser office, and delivery will be made promptly and satisfactorily.

Refurnish Your Homes for the Coming of the Old Boys

The old city and the old homes should be made as attractive as possible for the "Old Home Week." Let us help you to make it as comfortable as it is possible to make it. During the rest of the month we will offer special price inducements in every department.

Brussels Carpets

Regular \$1.25 value 85c for, per yard.....

English Body Brussels, with borders to match, in all the most attractive designs and colorings. Very special value, yard 85c

Tapestry Carpets

70c and 80c value 47c for, per yard.....

A great clearing sale of Fine Tapestry Carpets, for hall, dining-room, parlor and bedroom. Exceptional value, yard 47c

Wilton and Axminster Carpets

Reg. \$1.65 to \$2 value for, a yard \$1.35

The finest and most durable Carpets for parlor, hall or dining-room. A great opportunity to secure unusual value. Per yard \$1.35

Lace Curtains, 1-3 Off

Odd lines of Lace Curtains, one pair, two pairs or three pairs of a pattern, at 33 1-3% discount.
\$1.50 Curtains \$1.00 \$3.00 Curtains \$2.00

Inlaid Linoleums

Lengths up to twenty-five yards. Regular prices \$1.35, \$1.00 and 90c, for, per yard 78c

A. SCREATION & CO.

"LET-GO" SHOE SALE

EVERY LOVER OF HIGH-GRADE FOOTWEAR SHOULD EMBRACE THIS MONEY-SAVING OPPORTUNITY.

Men's Astoria High-Cuts and Oxfords, in all leathers, shapes and styles, \$5.00 qualities. Let-Go price \$3.33

Men's \$4.00 and \$4.50 Astorias, in high-cuts and Oxfords; tan, patent leather, calf and fine kid. Let-Go price, \$2.98 and \$3.00

Men's \$3.50 Shoes, in every leather, weight and style. Let-Go price... \$2.23

Men's \$2.75 and \$2.50 Shoes, dozens of styles, various widths. Let-Go price \$1.98

Men's \$1.75 Shoes, all kinds, from the extremely heavy to medium light-weights. Let-Go price \$1.33

Women's \$4.00 Shoes, in Oxfords or high-cuts, every leather from tans to patents. Let-Go price \$3.33

Women's 'Varsity Boots, all styles, Oxfords or high-cuts, in tan calf, brown kid, patent colt or vici kid. Regular price of the 'Varsity is \$3.75. Let-Go price \$2.98

Women's \$3.00 "Blue" Brand Oxfords and Boots, in every leather and style. Let-Go price \$2.23

Women's \$2.75 Kripp Boots and Oxfords, all leathers and styles. Let-Go price \$2.14

All Women's \$2.00 Oxfords and High-Cuts at \$1.49

Any pair Women's \$1.75 Shoes, high or low cuts. Let-Go price \$1.33

Women's \$1.50 Oxfords and Boots \$1.18

All Boys', Youths' and Misses' \$2.50 Shoes. Let-Go price \$1.98

All Boys', Youths' and Misses' \$2.00 Shoes. Let-Go price \$1.49

All Boys', Youths' and Misses' \$1.50 Shoes. Let-Go price \$1.18

All Misses' and Children's Oxfords and Slippers, in brown or black kid, \$2.00 qualities. Reduced to \$1.49

\$1.50 qualities reduced to \$1.18

\$1.35 and \$1.25 qualities reduced to 98c

SPECIAL!

247 pairs Men's "Astoria" Shoes, in lace, Blucher and Oxfords, mostly small sizes, 5 to 7, some 8, and quite a few 9 to 11; regular \$4.00 Shoes. Let-Go price, \$2.49. Come early for these.

SPECIAL!

About 150 pairs Women's Colored Canvas Oxfords, in blue, brown, red, mauve and pink, also some white. Regular \$2.00 line. Let-Go price, 98c.

Sale ends Saturday Night. See our windows. Act quickly and save money.

J. P. COOK CO., Ltd.

167 DUNDAS STREET. Annex 398a RICHMOND STREET.

S. AFRICAN VETERANS ARRANGE FOR REUNION

The local South African Veterans will hold a meeting in the city hall on Friday evening to make arrangements for a reunion during Old Boys' week.

The visit of Lord Roberts with whom they served in South Africa is an additional reason for the organization, as it is probable that the veterans will take a very prominent part in the festivities surrounding "Bobs" visit here.

All Principal Tourist Resorts

Including Muskoka, Lake of Bays, Temagami, Georgian Bay, Kawartha Lakes and Magnetawan River are reached by the Grand Trunk Railway system. Tourist tickets now on sale. Good all season. Secure tickets from any Grand Trunk ticket agent. 11c

The coal purchases of the United States Government aggregate in value nearly \$63,300,000 annually.

London Conservatory of Music and School of Elocution

Reopens Sept. 1

W. Caven Barron, Principal.

74 DUNDAS ST., OR PHONE 1101

BRANDSOME HALL

102 Bloor Street East, Toronto.

A RESIDENTIAL AND DAY SCHOOL FOR GIRLS.

Under the joint management of MISS SCOTT, formerly Principal of the Girls' Department of the Provincial Model School, Toronto, and MISS MERRICK.

This Is a Good Chance To Buy. We Are Selling

LAWN MOWERS

At Cost Price
This Week Only

THE PURDOM HARDWARE COMPANY
NORTH SIDE, 124 DUNDAS STREET.

W. HARRISON
FUNERAL DIRECTOR & EMBALMER
First-class Equipment. 671 Dundas.
Phone 1156. Residence on premises.

R. K. COWAN
BARRISTER, SOLICITOR, ETC.,
County Bldgs. next Court House, London.

HIGHEST GRADES OF
BURNING OIL, LUBRICATING OIL
AND ALL OTHER
PETROLEUM PRODUCTS
The Queen City Oil Co
Limited.
HEAD OFFICE, TORONTO.
London Branch, York St. East.



Sweet Sixteen and her mother are generally good judges of fine confectionery. Give them a chance to taste ours, and note the smiles you'll win for it. There was a time when you were pretty generous in bringing a box of candy to a certain girl. But now that her bonnet's a bit old-fashioned, you've forgotten the good habit. Never too late to mend. Take home a box of our delicious bonbons (caramels, and bring back her smiles as of yore.

Olympia Candy Company